

RESEARCH & PUBLICATION CELL - IIBM PATNA
CALLS FOR CHAPTERS TO BE PUBLISHED IN AN EDITED BOOK TITLED
CHANGING DIMENSIONS OF MANAGEMENT EDUCATION: A VISION BEYOND THE HORIZON.

The Indian Institute of Business Management (IIBM), Patna, Bihar, India, is pleased to invite contributions to an edited volume titled "**Changing Dimensions of Management Education: A Vision Beyond the Horizon.**" Edited by Dr. Rakesh Kumar Yadav, Dr. Subash C. Yadav, Dr. Vinay Kumar Singh and Dr. Jyotsna Rai. This volume aims to explore the evolving landscape of management education, addressing new trends, challenges, and opportunities in the field. We welcome submissions that decode the synergies between traditional and innovative management education practices from scholars, educators, and practitioners who can provide insights, research findings, and innovative approaches to management education.

Key Themes and Topics

We are particularly interested in chapters that address, but are not limited to, the following themes:

1. Innovative Teaching Methods

- Use of technology in management education- Online and hybrid learning models
- Experiential learning and case-based teaching
- Gamification and simulation in management education

2. Curriculum Development and Design based on the New Education Policy

- Integration of sustainability and ethics into the curriculum
- Developing soft skills and emotional intelligence
- Global perspectives in management education
- Success stories from innovative management programs

3. Indigenous Empowerment in HRM:

- Hybrid work Culture and Pay Transparency
- Role of technology in Indigenous Empowerment
- HR driving Climate Change Adaptation
- Addressing diversity, equity, and inclusion in management education
- Adapting to the needs of a changing workforce

4. Acknowledging the Role of Marketing

- Cultural Influence on Consumer Behaviour
- Staying Ahead in Digital Marketing with Emerging Trends and Technology Adoption.
- Traversing Social Media for Effectively Targeting Audiences.

5. Preserving Cultural Heritage in Finance

- Traditional Financial Structures in Changing Culture.
- Cryptocurrency: Transforming Global Phenomena
- Blockchain Banking: Role of Big Data.
- Women as Investors: Challenges & Opportunities

6. Integrating AI and Machine Learning

- Data Security
- Edge and Cloud Computing.
- Future trends in AI & ML

7. Integration of Interdisciplinary Approach to Management

- Automation and Advancement in Library Science
- Role of Applied Mathematics and Quantum Computing in Management
- Role of Spirituality in Inner Engineering
- Health Science and Bio-Technology
- Encouragement in Rural Entrepreneurship and Innovation

Abstract Submission Deadline: 5 August 2024

Accepted/ Rejected Decision: 16 August 2024

Full Chapter Submission Deadline: 5 September 2024

Accepted/ Rejected/ Revision Decision of Full Chapter: 10 October 2024

Revised Chapter Submission Deadline: 30 October 2024

Publishing Partner: Amazon Kindle Edition with ISBN

(Abstracts should not exceed 500 words. The length of the chapter should fall within the range of 4000 to 6000 words. All chapter papers should have a plagiarism level below 10% through a standard plagiarism checker, including AI citations)

Send abstracts to **Dr. Jyotsna Rai**: jyotsna@iibm.in

Editors: Rakesh Kumar Yadav, PhD (IFTM University, Moradabad, U.P.), Subhash C. Yadav, PhD (Central University of Jharkhand), Vinay Kumar Singh, PhD (Dr. Zakir Husain Institute, Patna) and Jyotsna Rai, PhD (Indian Institute of Business Management, Patna)