

## CERE 2016 Concludes at IIM Indore

Home » CERE 2016 Concludes at IIM Indore

The four-day Conference on Excellence in Research and Education (CERE 2016) held at IIM Indore concluded on Sunday, May 8, 2016. The conference witnessed more than 200 paper presentations, expert talks, workshops, keynote addresses and an interactive round table discussion. The objective of the conference was to invigorate geniuses of myriad backgrounds with curiosity and to facilitate active participation in the perpetual voyage of knowledge creation.

The second day of the conference witnessed a Round Table Discussion on the topic '*The Future of Critical Management Studies (CMS) in India*'. Professor Jerome Joseph, Former Professor, IIM Ahmedabad; Professor Rahul Varman, IIT Kanpur; Professor Navdeep Mathur, IIM Ahmedabad; Professor Shishir Kumar Jha, IIT Bombay and Professor Hari Sreekumar, IIM Trichy were the speakers for the discussion. Professor Sreekumar noted that marketing as a discipline is often criticized for overconsumption. Professor Jha mentioned that there is an increasing possibility of non-market production of goods and to be in venture you don't need the incentive from markets. Professor Mathur shared his experience while teaching various subjects and the kind of feedback he receives from the students. He also discussed about CMS view in business school curriculum. Professor Varman mentioned that before we come up with prescriptions related to any matter, we should analyze our theories. The talk was quite interactive and concluded with a Q&A session. Invited talks on CMS also took place on the second day.





First Prize (Certificate and cash prize of Rs.25,000/-)

Impact of consumer knowledge and involvement on perception towards private label brands versus national brands: An experimental approach/by Ramakrishnan Venkatesakumar, Sundar Srinivasan and AnuradhaVenkatraman from Pondicherry University.

Second Prize (Certificate and cash prize of Rs.15,000/-)

Talent Management Policies, Practices and Processes in Indian Organisations: An Exploratory Study/by Seetha Pachchhapur from TISS Mumbai.

Third Prize (Certificate and cash prize of Rs.10,000/-)

Acculturation to the global consumer culture, consumer ethnocentrism and food consumption habits: An investigation of rural Indian consumers' with focus to Tripura/by Manish Das from Tripura University.

**Doctoral Colloquium – Best Paper**

First Prize- Understanding the Existence of Privacy Paradox in Mobile Application Users: An Experiment Study of Cognitive Biases and Heuristics/by Sakshi Chhabra, Management Development Institute, Gurgaon. (Certificate and a cash prize of Rs.10,000/-).

Second Prize – A Study of Labour Management Relations (LMR) Climate: Case Study of Selected Companies in Manufacturing Sector- by BinitLakra, TISS,Mumbai. (Certificate and a cash prize of Rs.5000/-).

