

## Tracks:

<b>General Management:</b>	
<ul style="list-style-type: none"> <li>• Cross-cultural management</li> <li>• Business performance management</li> </ul>	<ul style="list-style-type: none"> <li>• Organisational Effectiveness</li> <li>• Organisational Efficiency</li> </ul>
<b>Marketing:</b>	
<ul style="list-style-type: none"> <li>• Innovative marketing strategies</li> <li>• Retail management</li> <li>• Rural marketing</li> <li>• Social media marketing</li> <li>• Green marketing</li> <li>• Marketing communications</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Value</li> <li>• Contemporary issues in marketing</li> <li>• B-to-B Marketing</li> <li>• Industrial marketing</li> <li>• Consumer Behaviour</li> <li>• Services Marketing</li> </ul>
<b>Finance:</b>	
<ul style="list-style-type: none"> <li>• International financial markets</li> <li>• Financial modelling</li> <li>• Applied financial economics</li> <li>• Financial globalization and sustainable finance</li> <li>• Banking</li> <li>• Asset pricing</li> <li>• Risk Diversification</li> <li>• Volatility in financial markets</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Econometrics</li> <li>• Mergers and Acquisitions</li> <li>• Corporate Restructuring</li> <li>• International Financial Management</li> <li>• Mutual Funds</li> <li>• Financial reporting</li> <li>• Accounting Standards: IFRS vis-à-vis Indian Accounting Standards</li> <li>• Emerging trends in accounting</li> </ul>
<b>Human Resources:</b>	
<ul style="list-style-type: none"> <li>• Training</li> <li>• Mentoring</li> <li>• Team building</li> <li>• Organizational communication &amp; information management</li> <li>• Innovative practices in human resource management</li> </ul>	<ul style="list-style-type: none"> <li>• Building high performance organizations</li> <li>• HR branding strategies</li> <li>• Learning Organisations</li> <li>• High-performance workplaces</li> <li>• Talent Management</li> <li>• Diversity at workplace</li> </ul>
<b>Operations :</b>	
<ul style="list-style-type: none"> <li>• Lean six sigma</li> <li>• Innovations and technology</li> <li>• Value Chain Planning and execution</li> <li>• Innovations in logistics and supply chain</li> </ul>	<ul style="list-style-type: none"> <li>• Project management</li> <li>• Management of international operations</li> <li>• Enterprise Resource Planning</li> </ul>

<b>Entrepreneurship:</b>	
<ul style="list-style-type: none"> <li>• New Venture Creation</li> <li>• Venture Capital</li> <li>• Angel Investments</li> <li>• Start-ups</li> <li>• Social Entrepreneurship</li> <li>• Corporate Entrepreneurship</li> <li>• Entrepreneurial Strategy</li> <li>• Personality Attributes of Entrepreneurs</li> <li>• Women Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneurship Support Systems</li> <li>• Entrepreneurship Education and Training</li> <li>• International Entrepreneurship</li> <li>• Entrepreneurial Marketing</li> <li>• Entrepreneurial Finance</li> <li>• Business Plans</li> </ul>
<b>Innovation and Sustainability:</b>	
<ul style="list-style-type: none"> <li>• Sustainability in Social Media and Information Systems</li> <li>• Sustainability Adoption in Production and Manufacturing</li> <li>• Sustainability in Banking and Finance; Sustainable Corporate Performance</li> <li>• TQM and Sustainability; Sustainable Supply Chain Management</li> <li>• Spirituality, Sustainability and Responsible Organizations</li> <li>• CSR, Ethics and Corporate Citizenship</li> </ul>	<ul style="list-style-type: none"> <li>• Organizational Development for Social Sustainability</li> <li>• Competitive advantage through sustainability</li> <li>• Environment and Sustainability; Environmental Laws and Sustainability Development</li> <li>• Public policy, Environment and Sustainable Development</li> <li>• Sustainable Business Models</li> <li>• Sustainability Reporting</li> </ul>
<b>Strategy and Sustainability:</b>	
<ul style="list-style-type: none"> <li>• Core Competence</li> <li>• Balanced Score Card</li> <li>• Corporate Strategy</li> <li>• Business Models</li> <li>• Corporate Social Responsibility</li> <li>• Individual Social Responsibility</li> <li>• Strategic Alliances</li> <li>• Bottom of the Pyramid</li> </ul>	<ul style="list-style-type: none"> <li>• Creating Shared Value</li> <li>• Economics of Sustainable Development</li> <li>• Infrastructure and Sustainable Development</li> <li>• Management Education for Sustainable Development</li> <li>• Marketing and Sustainability</li> <li>• Sustainable Business Strategies</li> </ul>
<b>Business and Technology:</b>	
<ul style="list-style-type: none"> <li>• Technology Management</li> <li>• Technological Innovations</li> <li>• E-commerce</li> </ul>	<ul style="list-style-type: none"> <li>• E-Business</li> <li>• Role of Technology in Business</li> </ul>

<b>Family Managed Businesses:</b>	
<ul style="list-style-type: none"> <li>• Succession Planning</li> <li>• Mentoring in Family Businesses</li> <li>• Ownership Control</li> <li>• Relationship Maintenance &amp; Continuance</li> </ul>	<ul style="list-style-type: none"> <li>• Challenges in Family Business</li> <li>• Family Communication</li> <li>• Family Business Governance</li> <li>• Family Constitution</li> <li>• Family Business Leaders</li> </ul>
<b>Legal Aspects of Business:</b>	
<ul style="list-style-type: none"> <li>• Intellectual Property Rights</li> <li>• Business Agreements</li> <li>• Regulatory Compliance</li> <li>• Company Law</li> <li>• Legal issues in Start-ups</li> <li>• Intellectual Property Rights</li> </ul>	<ul style="list-style-type: none"> <li>• Business Agreements</li> <li>• Regulatory Compliance</li> <li>• Company Law</li> <li>• Legal issues in Start-ups</li> <li>• International Law</li> </ul>
<b>Business English:</b>	
<ul style="list-style-type: none"> <li>• E-learning</li> <li>• Business Communication</li> <li>• Teaching and Learning</li> </ul>	<ul style="list-style-type: none"> <li>• Effective Teaching</li> <li>• English Language Education and Management</li> </ul>
<b>Philosophical Interventions in Business:</b>	
<ul style="list-style-type: none"> <li>• Philosophical Approach to Business</li> <li>• Application of the Bhagavad Gita in Business</li> </ul>	<ul style="list-style-type: none"> <li>• Application of Vedic Knowledge in Business</li> </ul>