



INDIA STRATEGY CONFERENCE 2024  
**Strategizing in an  
AI Dominated World** December 15-18, 2024



# India Strategy Conference

December 15-18, 2024 | Venue: IIM Ahmedabad

## Strategizing in an AI dominated world

### Call for Proposals

Over the past decade or so, the integration of Artificial Intelligence (AI), particularly Machine Learning (ML) and data-driven techniques, with decision-making, has been highly influential in the way organizations are strategizing for the future. This has led to firms re-imagine their decision-making processes, customer interfaces and even the business models. AI has profoundly influenced the reshaping of organizational dynamics. It has permeated operational frameworks and strategic formulations within businesses across the world. AI, as a concept, denotes a network of computer systems endowed with the capacity to comprehend a complex environment, and make choices encompassing information from a diverse set of data forms such as numerical data, speech, text, and images. AI systems also exhibit a learning capability, drawing insights from historical patterns, and executing actions to optimize the realization of predefined objectives. The application of AI technologies has, in turn, undergone a transformative impact on the decision-making processes of organizations.

We hope through the India Strategy Conference 2024, we will be able to bring together researchers, educators, and managers to a common platform for discussing these issues and to enable the global community of strategy scholars and practitioners to engage with these phenomena.

We encourage submissions of proposals that are empirical (qualitative or quantitative), conceptual or purely theoretical in nature and employ strategic management theories to investigate the impact of AI and ML on strategy and strategic decision-making. We also welcome proposals to carry out simulations, systematic literature reviews or meta-analysis on the topic. The submissions to the conference theme tracks should focus on (but are not limited) to issues associated with:

- How does AI impact value creation, delivery, and capture in a firm?
- How does AI transform industry structure, shape competitive forces and strategy, and facilitate new business models?
- What are the necessary complementary assets for firms to leverage AI effectively to compete in the market?
- What role does AI play in formulating platform strategies while shaping the emergence of ecosystems?
- What are the funding, scaling and governance challenges faced by AI enabled new ventures and how do they address these?
- What role can AI play in Corporate Strategy and managing a portfolio of diversified businesses?
- How can AI support or enable TMT decision-making and board governance?
- How is AI replacing human talent and what role should strategic human resource management play in ensuring the competitiveness of the firm is enhanced with proper use of AI backed decision making.

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Scholars are invited to submit original manuscript proposals that have theoretical and/or empirical contributions which either address the conference theme or fall into one of the following tracks at the conference. Submitters who are uncertain of the appropriate track for their submissions should contact the conference committee.

**Track 1) Conference Theme : Strategizing in an AI dominated world**

**Track 2) Environment, Society and Governance (ESG) and Non-Market Strategy**

**Track 3) Internationalization and Global Strategy**

**Track 4) Technology, Innovation and Digital Transformation**

**Track 5) Family Business and Entrepreneurship**

**Track 6) Leadership and Human Capital**

Original proposals should not exceed a total of 7 pages or about 4000 words, inclusive of figures, tables, references and all other material. The proposals should use single spacing and not less than 10-point font. References are required and must be included in the proposal document using APA style. Proposals should include a) Title, not exceeding 100 characters, b) abstract, not exceeding 125 words. Proposals should not include author names to maintain confidentiality in the review process.

The proposals should be submitted directly to the 2024 India Strategy Conference portal (<https://indiastrategy.org/>). The submissions will be peer-reviewed, and select papers will be published in the conference proceedings (option will be provided to withdraw from the proceedings). You are welcome to volunteer to participate as session chairs and reviewers by contacting the track chairs directly.

#### **Pre-conference Workshops and Sessions**

The conference will also host a variety of professional development workshops and interactive sessions. These will be designed for multiple audiences as indicated below:

- **Methods Workshop:** The workshop will deep dive into two or three methods in smaller groups. It will be primarily for early stage researchers (doctoral students and faculty).
- **Editors' Panel:** A panel of editors from a Top international journal will discuss the submission to publication process and answer queries from the audience on how to increase the chances of publishing in top journals.
- **Practitioner Sessions:** There will be sessions where the participants will be introduced to contemporary issues facing the world of practice. In these sessions, top executives who handle strategic issues will participate and share unique experiences from their professional careers. These sessions are aimed at building interfaces between the world of practice and academic research.
- **Career Talks:** Veteran academics will share their academic journeys and provide useful tips to the early career academics to excel in professional journeys.
- **Director's Panel:** This panel aims to bring together academic leaders from Indian business schools and overseas to share their rich and varied experiences and to explore some of the critical aspects of advancing scholarship in India.

All the sessions including the pre-conference workshops will be free for attendees registered for the conference. The applications for these pre-conference workshops will open after paper acceptances are sent.

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### Important deadlines

Submission System opens	June 1, 2024
Proposal submission deadline	August 1, 2024
Notification of acceptance	September 15, 2024
Early registration fee payment	November 1, 2024
Pre-conference workshops	December 15-16, 2024
<b>Conference Dates</b>	<b>December 16-18, 2024</b>

Submission details and other relevant conference information will be available at <https://indiastrategy.org/>

### Awards

The accepted papers will be considered for awards, including Best Paper Award (and runners-up), Best Track submission, Best Doctoral Student, Best Emerging Scholar in Strategy, and other sponsored awards. The awards will include a certificate and cash prize.

### Registration

Registration fees for the conference will be as follows:

Participant Type	Early Bird (Before Nov 1, 2024)	Regular (Before Dec 10, 2024)	Onsite (Dec 15-18, 2024)
Full-time Academics (from outside India)	US\$ 350	US\$ 400	US\$ 450
Full-time Academics (from India)	INR 20,000	INR 25,000	INR 30,000
Full-time Doctoral Students Academic Associates Research Associates Teaching Associates	INR 10,000	INR 15,000	INR 20,000
Executives, Entrepreneurs, MBA Students and others	INR 20,000	INR 25,000	INR 30,000

**There will be partial and full registration fee waiver available for selected doctoral students with accepted papers.**

### Accommodation

IIM Ahmedabad will provide accommodation to a few attendees based on available accommodation. In addition to the campus accommodation, there will be accommodation available at nearby hotels in the city. For more details, please visit <https://indiastrategy.org/>

### Conference Administration

**Secretariat**      [isc2024@iima.ac.in](mailto:isc2024@iima.ac.in) and [secretariat@indiastrategy.org](mailto:secretariat@indiastrategy.org)

**Co-chairs:**      Prof. Chitra Singla, IIM Ahmedabad ([chitras@iima.ac.in](mailto:chitras@iima.ac.in))  
Prof. Amit Karna, IIM Ahmedabad ([karna@iima.ac.in](mailto:karna@iima.ac.in))  
Prof. Seung Hoon Lee, ISB ([SeungHoon\\_Lee@isb.edu](mailto:SeungHoon_Lee@isb.edu))