



MANAGEMENT EDUCATION: INDIA @ 2047



AIMS ANNUAL CONVENTION 2025

11TH - 13TH DECEMBER 2025

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Organized by

AIMS

ASSOCIATION OF
INDIAN MANAGEMENT
SCHOOLS, HYDERABAD

Venue




SOA University
Bhubaneswar, Odisha

PROGRAMME OVERVIEW

Theme:

**Management Education:
India@2047 – Shaping the Future**

Dates: 11th, 12th & 13th December 2025
Venue: SOA University, Bhubaneswar



The Association of Indian Management Schools (AIMS), in collaboration with SOA University, Bhubaneswar, takes immense pleasure in inviting Business Schools, Academic Leaders, Industry Captains, Researchers, Policymakers, and all stakeholders in the field of management education to participate in Annual Convention:2025.

This year's theme, "Management Education: India @ 2047 – Shaping the Future", envisions a comprehensive dialogue on redefining the contours of management education in alignment with India's aspirations for its centenary of independence. The Convention will explore key dimensions of the evolving landscape embracing the New Normal, accelerating digitalization, and responding to dynamic global economic shifts. Through this platform, AIMS aspires to foster meaningful exchange among academia and industry to co-create relevant, future-ready management curricula and thought leadership that can prepare the next generation of professionals for the challenges and opportunities that lie ahead.

We cordially invite you to participate in this pivotal discussion. Join us in developing actionable insights and contributing to a strategic roadmap for shaping visionary managers and leaders for India @ 2047.

MESSAGE



Prof. Ramakanta Patra
President, AIMS

It gives me immense pleasure to welcome you all to the AIMS Annual Convention:2025 of the Association of Indian Management Schools (AIMS) Hyderabad, hosted this year at SOA University, Bhubaneswar, Odisha. This year's theme, "Management Education: India @2047, calls upon all of us—academicians, practitioners, and policymakers—to engage in transformative thinking as we reimagine the future of management education in our country.

India's journey towards its centenary of independence is not just a political or economic milestone—it is also a call to action for educators to prepare future leaders who are ethically grounded, technologically adept, and globally competent. This convention is a step in that direction, offering a platform to discuss how we can collectively respond to evolving industry dynamics, pedagogical innovations, and societal expectations.

AIMS remains committed to fostering excellence and collaboration in management education across its vast network of member institutions. The deliberations and insights from this convention will help us chart a visionary course for academic leadership and industry alignment in the years ahead.

I extend my heartfelt gratitude to Prof. Manoj Nayak, President, SOA University for graciously accepting to host this convention and to all delegates for their participation. Let us work together to shape an ecosystem that not only adapts to change but leads it—toward India @ 2047.



CONVENTION DIRECTOR

ER. SAROJ KUMAR SAHOO REGIONAL VICE-PRESIDENT-EAST

**Chairman,
Srusti Academy of Management & Technology (Autonomous),
Bhubaneswar, Odisha**

Er. Saroj Kumar Sahoo is a distinguished educationist and institutional leader with over two decades of impactful contributions to the field of technical and management education in Odisha. As the Founder Chairman of Srusti Academy of Management and Technology (Autonomous), Bhubaneswar, Odisha. Under his visionary leadership, since 2003 Srusti has evolved into a reputed autonomous institute, widely recognized for its academic excellence, strong industry interface, and commitment to student development, in addition to his role at Srusti, Er. Sahoo also serves as the Secretary-cum-Managing Trustee of Nilachal Polytechnic College of Engineering, Bhubaneswar, an engineering institution offering Diploma and B.Tech courses, he has been nurturing since 1997.

Er. Sahoo's influence extends well beyond institutional boundaries. He currently holds the position of Regional Vice President (Eastern Region) of the Association of Indian Management Schools (AIMS). He is also actively involved in shaping the educational ecosystem of the region through various leadership roles. These include serving as the General Secretary of the Odisha Private Engineering Schools' Association (OPESA), and a member of the Skill and Education Committee of the Indian Chamber of Commerce, Odisha State Council.

Known for his clarity of vision, administrative acumen, and enduring commitment to quality education, Er. Saroj Kumar Sahoo continues to be a driving force in transforming the higher education landscape in Odisha and the eastern region of India.



CONVENOR

AIMS ANNUAL CONVENTION:2025

PROF. ANUP KUMAR SAMANTARAY CHAIRMAN, ODISHA STATE CHAPTER

Pro- Vice Chancellor, S'O'A University, Bhubaneswar, Odisha

Prof. Anup Kumar Samantaray is a distinguished academician and institutional leader with over 34 years of experience in postgraduate teaching, 18 years in research, and 14 years in academic administration. He currently serves as the Pro Vice Chancellor of SOA Deemed to be University, Bhubaneswar, Odisha and also holds the esteemed position of Chairman of the Odisha Chapter of the Association of Indian Management Schools (AIMS). Prof. Samantaray has consistently played a proactive role in strengthening the Odisha Chapter of AIMS. He has successfully organised a number of academic and professional events that have enhanced the Chapter's visibility. His leadership has been instrumental in mobilising faculty and students from across institutions to participate actively in number of programmes.

Widely recognized for his visionary leadership and student-focused approach, Prof. Samantaray has held several key academic leadership positions. His roles have included serving as Dean of the Institute of Business and Computer Studies (IBCS) at SOA University, Head of Faculty of Management Studies at Sri Sri University, and Principal of Bharatiya Vidya Bhavan, Bhubaneswar, Odisha. His extensive contributions span academic governance, institutional growth, curriculum design, and innovation in teaching methodologies.

Prof. Samantaray holds a Master's degree in Business/Commerce from Utkal University and has authored scholarly publications in the areas of Business Law and Organisational Behaviour. A transformative educator and dedicated mentor, he is deeply committed to nurturing the next generation of responsible and capable leaders.



ABOUT AIMS

The Association of Indian Management Schools (AIMS) is a premier non-profit networking body of business schools in India, established on 27th August 1988 under the Karnataka Societies Registration Act, 1960. Its formation followed a National Conference of Heads of Management Institutions held in Bangalore from 28th to 30th April 1988, in response to the policy implications of the National Education Policy (NEP) 1986. The NEP emphasized the need for an “Open University System” and “rural university” models, prompting management educators to establish a formal network to strengthen postgraduate management education across the country. Since its inception, AIMS has grown into one of the largest B-School networks in the world, representing over 700 top management institutions, including IIMs, ISB, ASCI, Xavier Institutions, Welingkar Institute of Management (WeSchool), NMIMS, ICFAI, MDI, S. P. Jain Institute, and several leading University departments. It serves as the official representative of Indian management institutions both nationally and internationally, participating in key global forums and policy discussions related to management education. Over the past 38 years, AIMS has evolved into a transformational force in the landscape of Indian management education. By enabling cross-institutional collaboration, facilitating quality benchmarks, and representing Indian business schools on international platforms, AIMS continues to promote excellence and relevance in management education. Its efforts remain aligned with the evolving educational ecosystem in India—adapting to digitalization, globalization, and industry 4.0 trends—while always keeping the interests of academic institutions, faculty, and students at the fore front.

The primary objectives of AIMS include providing a dynamic and interactive network for institutions engaged in management education, training, and research. It is dedicated to organizing and facilitating professional development programs, particularly for in-service faculty and staff. AIMS also focuses on curriculum development, quality assurance, and faculty training, while playing a vital role in improving the standards of teaching, research, and examinations. Additionally, it actively assists member institutions in accreditation processes, collaborates with national agencies, and supports publications and research dissemination through journals and newsletters.

The vision of AIMS is to function as a credible, representative body that safeguards the interests of the management education sector while ensuring continuous quality enhancement. It aspires to develop a strong national identity as the leading network of Indian management schools. The mission of AIMS is focused on improving the overall quality of management education in India through active faculty development, research promotion, curriculum innovation, and by taking all necessary steps—individually or in partnership with other agencies—for the promotion and regulation of management education.

The organizational structure of AIMS includes a General Body consisting of all its institutional members, and an Executive Board which comprises the President, Vice-President, Treasurer, Immediate Past President, and nine elected members. All former Presidents of AIMS are also invited to attend Executive Board meetings as non-voting members, ensuring institutional memory and continuity in leadership. One of the significant contributions of AIMS is its support for academic research; it has been funding management education research projects with grants of up to Rs. 1 lakh per project, encouraging innovation and knowledge generation in the field.

AIMS introduced the AIMS Test for Management Admissions (ATMA) in February 2000, modelled on the GMAT, to provide a reliable entrance examination for management schools. ATMA is a standardized test designed to evaluate a candidate's verbal, quantitative, and analytical reasoning abilities. In November 2004, it was recognized by the Ministry of Human Resource Development, Government of India, as a national-level entrance test, and later approved by AICTE as one of the five recognized tests (along with CAT, XAT, MAT, CMAT) for MBA, PGDM, and other equivalent management programs, particularly for admission under the 15% all-India quota seats. The test is typically conducted four times a year—in December, February, May, and July—helping numerous institutions in streamlining their admissions process.

The Annual Convention is AIMS' flagship event, hosted each year on a theme of contemporary importance to business schools, faculty, students, industry, and policy makers. The convention provides an inclusive platform where renowned political leaders, academic experts, corporate heads, and researchers share their perspectives and deliberate on key challenges and opportunities in the field of management education. These conventions play a significant role in knowledge exchange, policy alignment, and future road-mapping for Indian B-schools.



ABOUT HOST ORGANISATION S'O'A



Siksha 'O' Anusandhan University (SOA) is a leading deemed-to-be university located in Bhubaneswar, Odisha. Established in 1996 as the Institute of Technical Education and Research (ITER), it attained deemed university status in 2007 under Section 3 of the UGC Act. Spread across a 127-acre green campus, SOA hosts around 15,000 students, including 175 international students, with over 1,080 faculty members ensuring a 1:10 faculty-student ratio.

The university comprises nine constituent institutes offering programs in engineering, medicine, dental sciences, pharmacy, management, agriculture, hotel management, law, veterinary science, and nursing. Admissions are primarily through SOA's SAAT exam, with national test scores like JEE, NEET, and CLAT also accepted.

SOA is accredited with an 'A++' grade by NAAC and holds NBA accreditations. It is recognized as a Category I Graded Autonomous university by UGC. In NIRF 2024, SOA ranked 14th among universities and achieved top positions across multiple disciplines. Internationally, it is one of only four Indian universities featured in the THE World Reputation Rankings 2025.

The campus features smart classrooms, advanced labs, a central library, and extensive residential facilities. It includes a 1,750-bed teaching hospital (SUM Hospital) and offers enriched student life through sports, clubs, and industry-linked incubation via the SOA-CII center.

With 16 research centres, 37 laboratories, and over 1,000 doctoral scholars, SOA excels in research and innovation. Strong industry linkages support internships, projects, and placements, with over 2,600 students placed in 2022. Led by Chancellor Prof. Amit Banerjee and Vice Chancellor Prof. Pradipta Kumar Nanda, SOA is known for its academic rigor, social outreach, and commitment to sustainable and inclusive growth.

CONVENTION THEME:

MANAGEMENT EDUCATION: INDIA @ 2047

CONVENTION SUB-THEMES

1

**Nurturing Entrepreneurial Mindset:
Role of B-Schools in Creating an
Ecosystem for Innovations.**

2

**Re-thinking Faculty Research:
Prioritising Impact and Excellence.**

3

**Enhancing Academic Excellence
through Quality Assurance and
Outcome Assessment.**

4

**Internationalisation of Education:
Challenges and Prospects for
Management Institutions in India.**

5

**The Future of Management Education:
Harnessing AI for Innovation.**

6

**Mindful Learning: Promoting
Student Engagement and
Well-being.**

7

**Transforming Management
Education: The Power of
Innovative Pedagogy**

8

**Shaping the Future: Talent
Development Strategies for
India @ 2047.**

9

Mental Health and Wellness

10

**NEP-2020: Pathways for
Management Education**

CALL FOR RESEARCH PAPERS- J.L. BATRA BEST RESEARCH PAPER AWARD

AIMS invites unpublished, empirical, high-quality research papers from Practicing Managers, Academicians, Research Scholars, Industry Experts, and Entrepreneurs on the theme and sub-themes of the Convention. The Screening Committee shall select abstracts for publication in the Souvenir to be released during the Convention. After screening by the Reviewers, authors will be informed about the selected papers for presentation at the Convention, and the best papers will be awarded mementos/medals during the Convention. Selected papers will be published in AIMS Journal of Management, a UGC-CARE approved Journal. The authors are requested to check their respective articles for plagiarism before submission. Research Papers should be submitted to: aimsawards@gmail.com.

- Full time faculty members working in any member Institution of AIMS are eligible to participate in the competition. Each participant can submit only one paper.
- Faculty from non-member institutions can also participate subject to bearing their own costs of stay and travel.

SUBMISSION GUIDELINES

Participants should submit soft copy of the paper (in PDF file) through online (<http://aims.org.in/awards.html>) only, (entered in 1.5 line spacing with appropriate margin using Times New Roman font size 12) along with a brief profile of the author(s).

The paper should normally be restricted to a maximum of around 20 pages. An executive summary of the paper entered in 1.5 line spacing, not exceeding two pages, must also be sent along with the paper. The paper, with the executive summary, should be routed through the Head of the Institution.

The research paper should be an original contribution on “Nurturing entrepreneurial and sustainable development mindset: Role of B-schools in creating an ecosystem for innovation and startups” and should be prepared with the latest data and should not have been submitted for any competition earlier.

IMPORTANT DATES:

15TH

Sept 2025

Last date for
submission
at chapter level

10TH

Oct 2025

Last date for
chapter to
submit to zone

15TH

Nov 2025

Last date for
Zone to submit
to HQ

11TH

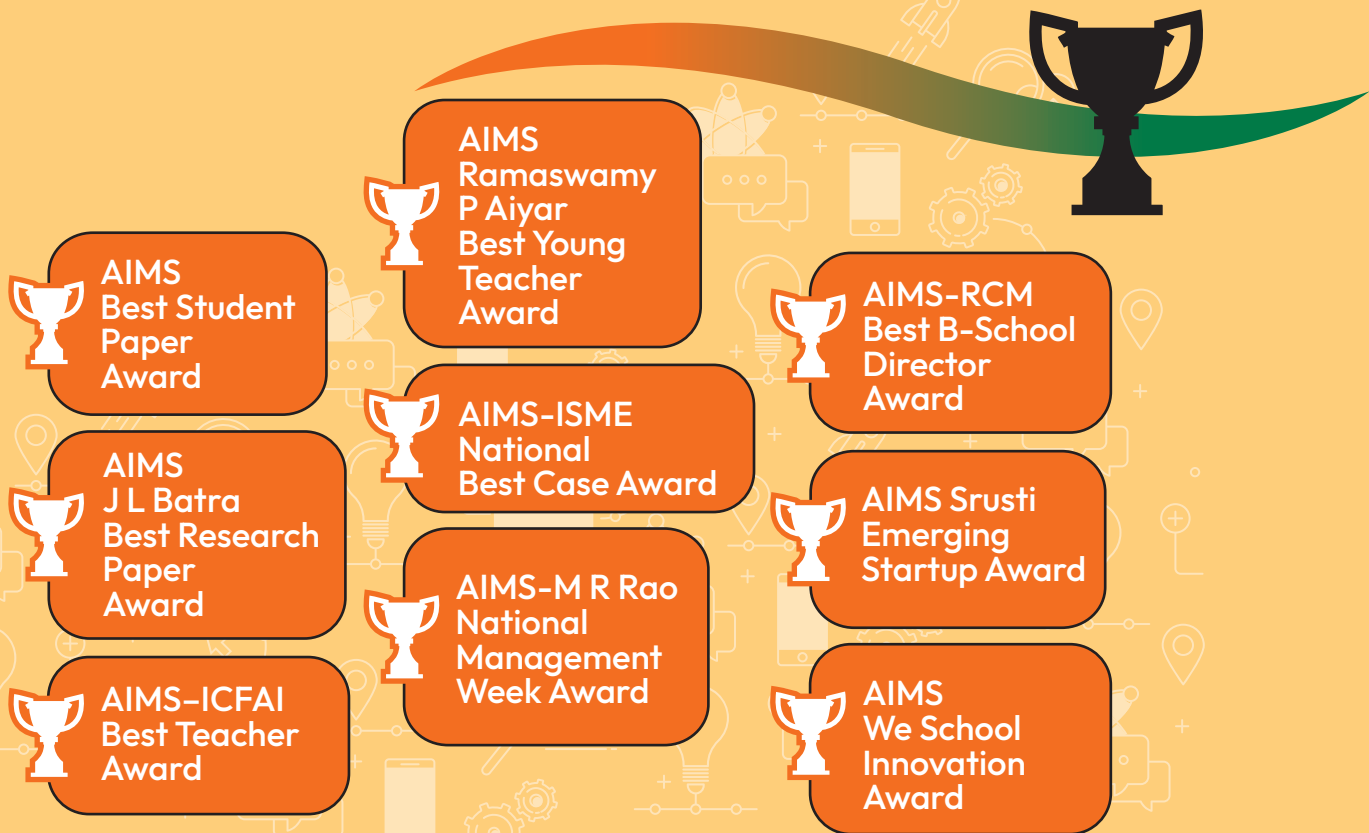
Dec 2025

Last date for
final conduct
at convention
venue

OTHER PRESTIGIOUS AWARDS FROM AIMS

The AIMS Annual Convention hosts a wide array of competitive events designed to honour exceptional contributions in the field of management. These include nearly ten prestigious award categories that recognize the efforts of Heads of Institutions, Faculty Members, Research Scholars, and Students. Notable among them are the WeSchool Innovation Award, Best Faculty Research Paper, Best Dean/Director, Best Teacher, Best Young Teacher, Best Case Study, and Best Student Research Paper. Initiatives such as the National Management Week Celebrations are also acknowledged.

Winners are celebrated for their outstanding achievements through a range of accolades, including medals, mementos, citations, and trophies. Additionally, the Convention places strong emphasis on academic excellence by recognizing the best research papers presented during the event.



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OPPORTUNITIES FOR ASSOCIATION WITH AIMS CONVENTION

Partnering with the AIMS Annual Convention presents a unique opportunity to engage with some of the most influential thought leaders and innovators from both academia and the corporate world. Your association with the Convention offers a host of strategic benefits.

- A valuable platform to network with leading minds in management education and industry.
- Exposure to emerging trends, strategies, and research innovations in the field of management.
- The opportunity to contribute to shaping the future landscape of management education.
- Enhanced visibility through branding across various promotional and publicity materials.
- The AIMS Convention serves as a vibrant platform fostering meaningful collaboration between academia and industry. It aims to facilitate multi-dimensional partnerships, such as:
 - Engagement of corporate professionals in academic consulting and live project collaborations.
 - Joint efforts to address specific business challenges through academic-corporate synergy.
 - Sabbatical opportunities for faculty and industry professionals to gain cross-sectoral insights.
 - Design and delivery of Management Development Programs (MDPs) and research consultancy to support corporate innovation.
 - Access to a pool of well-trained, industry-ready students for internships and employment opportunities.



PARTICIPANTS

The AIMS Annual Convention is expected to witness enthusiastic participation from a diverse and distinguished group of delegates, both from India and abroad. In addition to special invitees, the convention will bring together Directors and Deans of management institutions, senior academicians, institutional promoters, faculty members, researchers, and students. It will also attract a vibrant mix of industry leaders, entrepreneurs, management consultants, corporate professionals, trainers, government officials, representatives from think tanks, NGOs, edu-preneurs, and doctoral and post-doctoral scholars. This eclectic gathering of thought leaders, professionals, and emerging talent will ensure a rich exchange of ideas, best practices, and innovative perspectives. All participants stand to gain immense value and inspiration from the convention's deliberations, collaborations, and experiential learning opportunities.



SPONSORSHIP OPPORTUNITIES

The AIMS Convention is going to be a great platform where leading academicians, corporate leaders, policy makers, researchers, and other stakeholders will be gathering and seeking new opportunities for networking and investing resources. Here is the opportunity for organisations to promote products and brands and seek new markets.

Category	Benefits & Inclusions	
Lead Partner	₹15 Lacs + 18% GST	<ul style="list-style-type: none">• 15 Complimentary Registrations• Prominent Logo on Backdrop & All Publicity Material• Special Recognition at Convention• First Inner Cover Ad in Convention Proceedings• 3-min Video (5 Times)
Associate Partner	₹10 Lacs + 18% GST	<ul style="list-style-type: none">• 10 Complimentary Registrations• Logo on Backdrop & All Publicity Material• Special Recognition at Convention• Second Inner Cover Ad in Convention Proceedings• 2-min Video (5 Times)
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Hospitality Partner	₹3 Lacs + 18% GST	<ul style="list-style-type: none">• 3 Complimentary Registrations• Logo on Side Panel & All Publicity Material• Full Page Ad (Prominent Spot)
Memento Partner	₹3 Lacs + 18% GST	<ul style="list-style-type: none">• 3 Complimentary Registrations• Logo on Side Panel & All Publicity Material• Full Page Ad in Convention Proceedings
Friend of AIMS	₹2 Lacs + 18% GST	<ul style="list-style-type: none">• 3 Complimentary Registrations• Logo on Side Panel & All Publicity Material• Half Page Ad in Convention Proceedings

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DETAILS OF DELEGATE FEE

Category

Registration Fee per person

Non AIMS Member
Institutions/Corporate Executives

Rs. 3,000/-

Overseas

USD \$ 200



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CONVENTION:2024



MANAGEMENT EDUCATION: INDIA @2047

AIMS ANNUAL CONVENTION 2025

11TH - 13TH DECEMBER 2025

VENUE

IBCS SOA UNIVERSITY
CAMPUS-2
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BHUBANESWAR, ODISHA-751029





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