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## CALL FOR SUBMISSIONS

# THE 5<sup>TH</sup> ADVANCES IN MANAGEMENT AND INNOVATION CONFERENCE

**Cardiff School of Management**  
(20-21 May 2021/A Virtual Event)

Conference Theme

## MANAGING THE NEXT NORMAL



**Deadline for ALL submissions: April 1, 2021**



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**The 5<sup>th</sup> Advances in Management and Innovation Conference 2021**  
**Cardiff School of Management**  
**(20 - 21 May 2021/ A Virtual Event)**

**Conference Theme: Managing the NEXT Normal**

The Covid-19 crisis has forced the organisations to reassess priorities and shift to a virtual world, leading to a completely unexpected and earlier than planned paradigm shift. The onslaught of the pandemic has created a 'New Normal' environment for organisations with new challenges and opportunities that are considerably different from what managers, strategists, and entrepreneurs had to contend with in the years previous. It is a generalised assumption that an immediate return to normal will not be possible, and the next normal is going to be different.

The pandemic hereto offers a supreme opportunity to revisit and challenge organizing-as-usual and to shape-up an innovative growth mindset for managing the next normal, so as to respond to difficult-to-predict, non-incremental changes in future. Top managers have a major role and responsibility in responding and adjusting to this challenging new environment, where competition, as well as crises, can emerge suddenly, but significant opportunities also abound in the next normal. Though there is no certainty what the consequences of this pandemic will be in the next year, let alone five years or so, but at this early stage, it will be honest to explore and frame the new, post-COVID-19 sustainable managerial practices and strategies that will reduce the likelihood of future shocks and help us 'build up the next normal'.

Accordingly, the 2021 Advances in Management and Innovation conference seeks to explore challenges, experiences and strategies for managing the radically changed business environment during the pandemic and also to develop an understanding of planned adjustments to the response strategy for the creation of new, innovative and resilient business models to ward off any similar challenges in the next normal. In summary, we are interested in exploring and questioning the novel and conducive management practices and solutions employed during the pandemic in different management disciplines and how these practices and solutions interact with organizational memory in terms of managerial practices and solutions for the 'Next Normal'.



## AMI 2021: Conference Tracks/Themes

The conference theme is not only limited to managerial practices, but invites thoughtful research on better understanding of how different organisational sectors (i.e. private, public and voluntary) can respond to this highly complex, dynamic and uncertain environment, particularly in next normal business environment along the following research tracks/themes:

### **AMI-01 Business Strategy, Marketing and Management**

*Themes* Managing Technological, Socio-political, and Institutional Change in the Next Normal, Transformational strategies for Next Normal Business Landscape, Marketing 4.0, Marketing innovations and trends for Next Normal, Digital marketing roadmap to the future, Consumption patterns in the Next Normal, Social media predictive tools, The future of B2B customer solutions, Project Management in the Next Normal.

### **AMI-02 Crises Management and Resilient Business & Financial Models**

*Themes* Crises Management and Response, Risk Management and Health & Safety, Changing Priorities for Human Resource and Workforce Management, Co-creating Work-life Balance, Identifying Alternative Supply Chain Scenarios, Managing Financial Uncertainty, Identifying Financial Levers to Cope with Uncertainties, Financial Modelling Strategies to Improve Resiliency, Spectrum of Demand responses Across Legal Sectors and Practice Areas, Key Legal Challenges, Accounting in times of uncertainty.

### **AMI-03 Entrepreneurship, Economics and Innovation**

*Themes* Shaping Innovation and Entrepreneurship, Economics and politics in post-pandemic world, Mitigating Economic Risk & Response Strategies, Economic & welfare resilience frameworks for future, Measurement of economic risk of disruptions, Impact of disruptions on fiscal policy.

### **AMI-04 Digital Recovery and Leadership.**

*Themes* Role of Innovation and Technology, Digital Recovery Plan, Digital leadership, Digital business transformation, Role of Artificial Intelligence and New Technologies to 'Build up the Next Normal', Role of new currencies in future economy, Digital aesthetics, Data security and privacy issues in Next Normal.

### **AMI-05 Sports, Health and Leisure Management**

*Themes* Innovations in Sports, Reconfiguration of Digital Health Models and Systems, Re-adjusting Health System Capacity Models, Balancing between COVID and non-COVID Health Service Delivery, Special Support Mechanism for Healthcare and Caring Staff, Well-being and Leisure management.

### **AMI-06 Business/Management Education – Learning and Teaching**

*Themes* Managing and Responding to Pandemics in Higher Educational Environment, Challenges, Approaches and Lessons for Managing Future Uncertainties, Innovative On-Line/Flexible/Blended Models for Educational Delivery, Student Engagement, Shaping Graduate Employability for the Next Normal.

### **AMI-07 Tourism, Hospitality & Events**

*Themes* Operational Challenges for Tourism, Hospitality and Events due to COVID-19, Impacts and Policy Responses, Innovative Ways to Enhance Demand in Uncertain Times, Post-COVID-19 model of tourism, hospitality and events workforce resilience, Disaster Management Frameworks and Post-Pandemic Agenda, Transformation of Tourism, Hospitality and Events in a Covid-19 World – tools for change?





## OTHER AMI 2021 EVENTS

### AMI 2021- Doctoral Colloquium

The aim of Doctoral Colloquium is to create an opportunity for PhD/Professional Doctorate/Doctor of Management students to present and have an in-depth discussion with academic staff and other doctoral students. For presentation to the panel and doctoral audience, please submit an extended abstract to the submission link with track name and DC in brackets (for example Smith\_AMI\_01(DC)).

There will be two awards for doctoral students:

- Best Paper Award
- Best Presentation

### AMI 2021 - Paper Development Workshop

AMI 2021- Paper Development Workshops (PDWs) are designed to provide authors with guidance and expertise in the development of their manuscript for potential submission to reputed journals. The workshops will include presentations about the individual journal by members of that journal's editorial team, as well as roundtable discussions that focus on providing authors with practical and developmental feedback aimed at strengthening and improving their papers for submissions.

Participants at the AMI 2021 conference are welcome to apply to participate in the PDWs. To apply:

- The authors must agree to abstract being shared with, and discussed in, a small group of participants arranged by the workshop facilitators;
- The main author must be willing and able to provide a short (5-minute maximum) overview of the paper to others in the workshop;
- A commitment to contribute to the whole workshop, if your paper has been accepted.

A maximum of 8 submissions will be accepted for the PDWs and the process is competitive. However, there will also be a general 'meet the editors' session at the conference which will be open to all, where there will be an opportunity to ask questions and seek guidance on general points. If your working paper or abstract is accepted for the PDW, we will confirm your PDW place by 5 May, 2021.

### Publication

#### Advances in Management and Innovation Working Paper Series Journal

Authors who have submitted an abstract may also submit a full paper for possible publication in the Advances in Management and Innovation Working Paper Series Journal – all full papers submitted to the Advances in Management and Innovation Working Paper Series Journal will be subject to a further review process. The deadline for submission of full papers is 1 April, 2021.



## Guidelines for submission/registration

We welcome structured abstracts for working papers, conceptual papers, empirical research papers and impact case studies from experienced and new researchers (including research students). Extended abstracts comprising title and names of the authors, including affiliation, contact details of the author, keywords (4-8) and references in double-spacing using Times New Roman Font 12 should be submitted at the following link by 1 April, 2021. The word limit for abstracts is 1000 words, inclusive of title, keywords and references.

[SUBMIT HERE](#)

The abstracts should be labelled with the last name of the main author and the track the author/s wish the paper to be included within as identified in the list of themes above (for example Smith\_AMI\_01). Abstracts will be subjected to peer-review and the authors will be notified about the acceptance by 5 May, 2021 and the accepted abstracts will be published in the conference proceedings. Authors who have had an abstract accepted for conference presentation may also submit a full paper for possible publication in the Advances in Management and Innovation Working Papers Series Journal – all full papers submitted to the Advances in Management and Innovation Working Papers Series Journal will be subject to a further review process.

All the participants are further required to register for presenting at the conference at the following link before **15 May, 2021**.

[REGISTER HERE](#)

### Important dates

Deadlines for abstracts: **1 April, 2021**

Acceptance decision: **5 May, 2021**

Registration date: **15 May, 2021**

Presentation dates: 20-21 **May, 2021**

For further information, please contact: Prikshat Verma ([pverma@cardiffmet.ac.uk](mailto:pverma@cardiffmet.ac.uk))