

CONFERENCE VENUE

The conference will be held on the campus of Capital University of Science & Technology (CUST), Islamabad. CUST is a Federally Chartered University and its programs are accredited by Higher Education Commission of Pakistan. It offers high quality education in various disciplines including management sciences, social sciences, computer sciences, engineering and life sciences. CUST has always encouraged intellectual contribution by taking various initiatives to institutionalize research and knowledge generation. CUST graduates are placed in various reputed national and international institutions and are contributing in academic research domains. Faculty of Management & Social Sciences continues to establish stronger research linkages with academia throughout the world.

Registration fee details are as follows:

Registration Fee	
Participants:	PKR 2,000
Students:	PKR 1,000
International Participants:	US \$ 200

For further details please contact:

Dr. Lakhi Muhammad

Chair, Program Committee, (CIBRC 2023)

(+92) 51-111-555-666, Ext: 270

Mobile: (+92) 3038599528

HoD Office, 2nd Floor, D-Block

Capital University of Science and Technology

Islamabad Expressway, Kahuta Road

Zone-V, Islamabad, Pakistan



CONFERENCE COMMITTEE

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Prof Dr. Muhammad Mansoor Ahmed

Vice Chancellor

Capital University of Science and Technology

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Dean, Faculty of Management and Social Sciences

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Head, Department of Management Sciences

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10th CUST International Business Research Conference 2023

Management Excellence Through Intelligent Business Solutions



Organized by

Faculty of Management & Social Sciences





10th CUST International Business Research Conference 2023

Management Excellence Through Intelligent Business Solutions

Conference Overview

Capital University of Science and Technology (CUST), Islamabad is organizing 10th CUST International Business Research Conference to be held on March 09, 2023. The theme of the conference is “Management Excellence Through Intelligent Business Solutions”.

The aim of this conference is to provide the platform to reunite researchers from universities, research consultancy firms and policy makers to share their experiences in order to achieve business excellence by using Management Excellence Through Intelligent Business Solutions.

This conference will encourage a valuable and healthy debate amongst academic experts, entrepreneurs and practitioners. Researchers from all over the world are invited to present their research work and get valuable feedback from experts. The best paper selected after thorough review process would be published in our recognized journal, Jinnah Business Review (JBR), ISSN: 2070-0296.

The conference invites academic papers, practitioner papers, student papers and research in progress (PhD proposals).

Core research areas identified for paper submissions are:

Management and Marketing

Strategic Management
 Corporate Social Responsibility
 E-Business/ E-Commerce
 Tourism & Hospitality Management
 Human Resource Management
 Operations Management
 Negotiation & Conflict Management

Project Management
 Marketing
 Social Media & Digital Marketing
 Consumer Behavior
 Change Management
 Supply Chain Management

Finance

Banking & Finance
 Corporate Finance
 Fin-Tech
 Financial Risk Management
 Behavioral Finance
 Corporate Governance
 Islamic Finance

Technology Management

Digital Transformation Strategies
 Business Analytics
 Digital Transformation after Covid-19
 E-Business / E-Commerce

Entrepreneurship

Entrepreneurial Management
 Technology-Based Entrepreneurship

Psychology

General Psychology
 Clinical Psychology

English

Literature
 Linguistics

SUBMISSION GUIDELINES

Scholars, practitioners and students are invited to email (cibrc@cust.edu.pk) their abstracts in word format, with their full names, addresses, affiliating institutions, author's brief profile, official email address by February 10, 2023 to the conference chair, through website address:

<http://www.cust.edu.pk/cibrc>.

- The submitted abstracts will undergo a rigorous double-blind peer review process. Authors whose abstracts get selected will be informed through email. Authors of the accepted abstracts will be required to send their full papers by February 17, 2023. The selected papers will be reviewed by the conference committee, and the authors will be notified by February 24, 2023. All of the research work should be original; not previously published or accepted for publication elsewhere, neither in journals, nor books. Papers to be submitted via the conference website, should follow the requisite format as per instructions given below:
- Abstracts via email submitted to: cibrc@cust.edu.pk in word format, not exceeding 500 words, preferably one page only in English Language.
- Title of the paper must be in bold and underlined, and the name of the author/authors placed below the title of the abstract (not bold, not underlined and not in italics), both must be centered.
- Margins of at least one inch on all sides, Times New Roman font (12pt) italicized.
- Full-length papers should not exceed 25 double-spaced pages, Case-studies and PhD proposals should not exceed 10 pages.
- Cover page to indicate the title of paper, the name of authors and affiliations, along with corresponding author's email.

KEY DATES

Abstract/PhD Proposal Submission	Feb. 10, 2023
Full Paper Submission	Feb. 17, 2023
Acceptance of Paper/PhD Proposal	Feb. 24, 2023
Date of Registration	Feb. 27, 2023
Submission of Presentation	Feb. 28, 2023
Conference Date	Mar. 09, 2023