



ISSN: 2307-7921

Call for Papers

CUST International Business Research Conference 2023

Organized by
Faculty of Management & Social Sciences

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 university, research consultancy firms and policy makers to share their experiences in order to achieve business excellence by using sustainable change management approach.

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:

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 and passport-size photographs by February 10, 2023 to the conference chair, through website address:

[Http://www.cust.edu.pk/cibrc](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.

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

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

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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