



# 11<sup>th</sup> Applied Business Research Conference 2024



## Shaping the Future: Management Trends and Insights for Tomorrow

Organized by: CUST, Faculty of Management & Social Sciences Islamabad - Pakistan



## Call for Papers

### Conference Overview

The future is undeniably beautiful and charming, yet with full of uncertainties. Disruptive technological advancements have significantly contributed to the overall improvement of life; however, they have also brought about some genuine challenges. To shed light on some of these challenges, the Capital University of Science and Technology (CUST), Islamabad, is organizing the 11th Applied Business Research Conference on May 30, 2024, themed 'Shaping the Future: Management Trends and Insights for Tomorrow'.

The conference offers a valuable platform for researchers from various fields to come together and share their experiences, thereby contributing to the advancement of business excellence through the incorporation of these technological advancements into management practices. The insights disseminated during the conference will be equally valuable to academia, research consultancy firms and policymakers.

The conference will feature seminars and invited talks involving academic experts, entrepreneurs and corporate specialists, each offering their diverse perspectives on the conference theme. This conference will foster valuable and constructive debates among academic experts, entrepreneurs, and practitioners. Researchers from around the globe are invited to present their research work and receive valuable feedback from experts.

Following a rigorous review process, selected papers will be published in our HEC-recognized Y-category journal, Jinnah Business Review (JBR), ISSN: 2070-0296.

The conference welcomes submissions of academic papers, practitioner papers, student papers, and research in progress. Core research areas identified for paper submissions are:

### Submission Guidelines

Scholars, practitioners, and students are invited to submit their papers in MS Word format, including their full names, addresses, affiliating institutions, brief author profiles, official email addresses and passport-size photographs by April 29, 2024, to the conference chair via the website address: <http://www.cust.edu.pk/abrc>.

Submitted papers will undergo a rigorous double-blind peer review process conducted by the conference committee. Authors whose submissions are accepted will be notified via email by May 17, 2024.

All research work must be original and not previously published or accepted for publication elsewhere, in either journals or books. Papers submitted via the conference website should adhere to the required format, as per the instructions provided, below:

- The Papers via email submitted to: [abrc@cust.edu.pk](mailto:abrc@cust.edu.pk) in MS Word format should only be in English Language.
- The title of the paper must be in bold and underlined, and the name of the author(s) placed below the title of the abstract (not bold, not underlined, and not in italics), both must be centered.
- The margins should be of at least one inch on all sides, Times New Roman font (12pt) and italicized.
- The cover page should indicate the title of the paper, the name of authors and affiliations, along with the corresponding author's email.

Management and Marketing	
Leadership	Negotiation & Conflict Management
Organizational Theory	Project Management
Industrial Management	Organizational Development
International Business	Marketing & Consumer Behavior
Strategic Management	Strategic Marketing
Organizational Behavior	Social Media & Digital Marketing
Corporate Social Responsibility	Services Marketing
Islamic Marketing	Change Management
Tourism & Hospitality Management	Consumer Behavior
Human Resource Management	Supply Chain Management
Operations Management	
Finance	
Banking & Finance	Financial Systems & Market
Corporate Finance	Fin-Tech
Financial Risk Management	Behavioral Finance
Financial Reporting	Asset Pricing & Investment Analysis
Corporate Governance	Islamic Finance
Technology Management	
Digital Transformation Strategies	Big Data Analysis
Business Analytics	Knowledge Management
Integrated Information System	Business Intelligence
E-Business / E-Commerce	Technology & Innovation Management
Entrepreneurship	
Entrepreneurial Management	Entrepreneurial Finance
Entrepreneurial Marketing	Technology-Based Entrepreneurship
Psychology	
General Psychology	Clinical Psychology

KEY DATES	
Paper Submission	April 29, 2024
Acceptance of Paper/PhD Proposal	May 17, 2024
Date of Registration	May 21, 2024
Submission of Presentation	May 22, 2024
Conference Date	May 30, 2024

### CONFERENCE COMMITTEE

#### PATRON

**Prof Dr. Muhammad Mansoor Ahmed**  
Vice Chancellor

Capital University of Science and Technology

#### ADVISOR

**Dr. Arshad Hassan**

Dean, Faculty of Management and Social Sciences

#### CONFERENCE CHAIR

**Dr. Imran Riaz Malik, Associate Professor**  
Department of Management Sciences

#### CONFERENCE CO-CHAIR

**Dr. S. M. M. Raza Naqvi**  
Editor-in-Chief, Jinnah Business Review (JBR)

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