

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:

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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. Lakhi Muhammad

Head, Department of Management Sciences

CONFERENCE CO-CHAIR

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Editor-in-Chief, Jinnah Business Review (JBR)

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Management, HRM & Organizational Behaviour

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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