



Jointly Organized by

Bremen Research Cluster Dynamics in Logistics, Universität Bremen, Germany

&

CUST, Faculty of Management Sciences Islamabad

Conference Theme: Emerging Business Opportunities in the Region with Focus on CPEC

Conference Overview

Bremen Research Centre of Universität Bremen, Germany and Capital University of Science and Technology, Islamabad are jointly organizing 6th CUST International Business Research Conference to be held on 19th & 20th October 2017. The theme of the conference is "**Emerging Business Opportunities in the Region with Focus on CPEC**".

The China Pakistan Economic Corridor is opening attractive opportunities for investment emerging from economic cooperation between the two rising powers of Asia! With widespread roads, railways, ports, and energy infrastructure being laid down, businessmen all around Pakistan are finding new avenues that are worth their money & time. The Corridor is yielding enhanced connectivity and power to the otherwise diverted and energy hungry economic centers of Pakistan with many projects having entered their realization phase, and many more being developed on fast track as part of the Early Harvest Project, multiple business opportunities across the value chains of industry are said to open up.

6th CUST International Business Research Conference is a two day event jointly organized by two world's renowned institutions Bremen University, Germany and CUST, Pakistan. The conference will encourage seminars and invited talks between academic experts, entrepreneurs and specialists from the corporate world based on their perspective on the main theme. There will be 3 workshops on "Publishing in Leading Business and Management Journals", M-Plus & AMOS and a workshop on Logistics.

This conference will encourage a healthy debate amongst academic experts, entrepreneurs and practitioners from the corporate world. 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 Jinnah Business Review (JBR), ISSN: 2070-0296. The conference invites academic papers, practitioner papers, student papers and research in progress (PhD proposals etc.). Core research areas identified for paper submissions are:

RESEARCH DOMAINS

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|-------------------------------------|---------------------------------|
| • Economics & Development Economics | • Accounting & Finance |
| • Logistics & Production Management | • HRM & Organizational Behavior |
| • Marketing & Entrepreneurship | • Engineering Management |
| • Technology & Project Management | • International Business |
| • Other Disciplines | |

SUBMISSION GUIDELINES

Scholars, practitioners and students are invited to email their abstracts in word format, with their full names, addresses, affiliating institutions, author's brief profile and passport-size photographs by July 14, 2017 to the conference chair, through website address: <http://www.cust.edu.pk/cibrc> & cibrc@cust.edu.pk. 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 Aug 14, 2017. The selected papers will be reviewed by the conference committee and the authors will be notified by Sep 18, 2017. All of the research work should be original; not previously published or accepted for publication elsewhere, neither in journals, nor books. Papers should be submitted via conference website & should follow the requisite format.

- Please submit your abstracts via email to: cibrc@cust.edu.pk word format exceeding to no more than 500 words which should size 1 page only in English Language.
- The title of the paper must bold and underlined and the name of the author/authors may be placed below the title of the abstract (not bold, not underlined and not in italics) in Times New Roman font (11pt), both must be centered.
- Please mark margins of at least 1 inch on all sides, use Times New Roman font (11pt) and italicize the abstract and leave a line at the end.
- Full-length papers should not exceed 25 double-spaced pages; working papers, case-studies, seminar papers and student papers should not exceed 10 pages; proposals and business plans should not exceed 5 pages; poster presentations should not exceed 2 pages.
- Cover page should indicate the title of paper, the name of authors and affiliations.



6th CIBRC
2017



CUST International Business Research Conference 2017

Conference Theme: Emerging Business Opportunities in the Region with Focus on CPEC

| KEY DATES | |
|-----------------------------------|-------------------------------|
| Abstract/ PhD Proposal Submission | July 14, 2017 |
| Full Paper Submission | Aug. 14, 2017 |
| Acceptance of Paper/PhD Proposal | Sep. 18, 2017 |
| Date of Registration | Oct. 01, 2017 |
| Submission of Presentation: | Oct. 10, 2017 |
| Conference Date: | Oct. 19 & 20, 2017 |

| IMPORTANT EVENTS |
|----------------------------------|
| CUST Doctoral Consortium |
| Seminars/Invited Talks |
| Session on publishing in Leading |
| Business & Management Journals |
| Workshop on M Plus & AMOS |
| Workshop on Logistics |
| Networking Dinner/ Gala Night |

CONFERENCE VENUE

The conference will be held on the campus of Capital University of Science & Technology, 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 business management, social sciences, computer sciences, mechanical engineering, electrical engineering and civil engineering. CUST has always encouraged intellectual contribution by taking various initiatives to institutionalize research and knowledge generation. CUST graduates are placed in various reputed institutions and are contributing in academics research domains. Faculty of Management & Social Sciences continues to establish stronger research linkages with academia throughout the world.

CONFERENCE COMMITTEE

| PATRON |
|--|
| Dr. Muhammad Mansoor Ahmed Vice Chancellor Capital University of Science & Technology |

| CONFERENCE CHAIR | CONFERENCE Co. CHAIR |
|-------------------|--------------------------|
| Dr. Shazia Akhtar | Dr. Hans-Dietrich Haasis |

| TRACK CHAIRS | |
|---|------------------|
| Logistics & Production Dr. Till Becker | |
| HRM & OB | Dr. Sajid Bashir |
| Technology & PM | Dr. Raza Naqvi |
| ACC & Finance | Dr. Ahmed Fraz |
| Eco & Development Economics | Dr. Junaid Ahmed |
| MKT & Entrepreneurship | Dr. Ishfaq Ahmed |

| ADVISORS | |
|---------------------------------|-------------------------------|
| Dr. Arshad Hassan Dean, FMSS | Dr. Sajid Bashir HOD, FMSS |

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| For Further details please contact Dr. Shazia Akhtar Chair, Program Committee, (CIBRC 2017) |
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| ORGANIZING TEAM MEMBERS | |
|-------------------------|--------------------|
| Publicity Chair | |
| Dr. Jurgen Pannek | |
| CONFERENCE SECRETARY: | |
| Mr. Umer Toor | |
| CONFERENCE SECRETARIAT | |
| Ms. Bizza Zainab | Mr. Kamran Javed |
| Mr. Haris Azhar | Ms. Hamail Mushtaq |

| REGISTRATION FEE | |
|-----------------------------|-----------|
| Participants: | PKR 2,000 |
| Students: | PKR 1,000 |
| International Participants: | US\$ 200 |