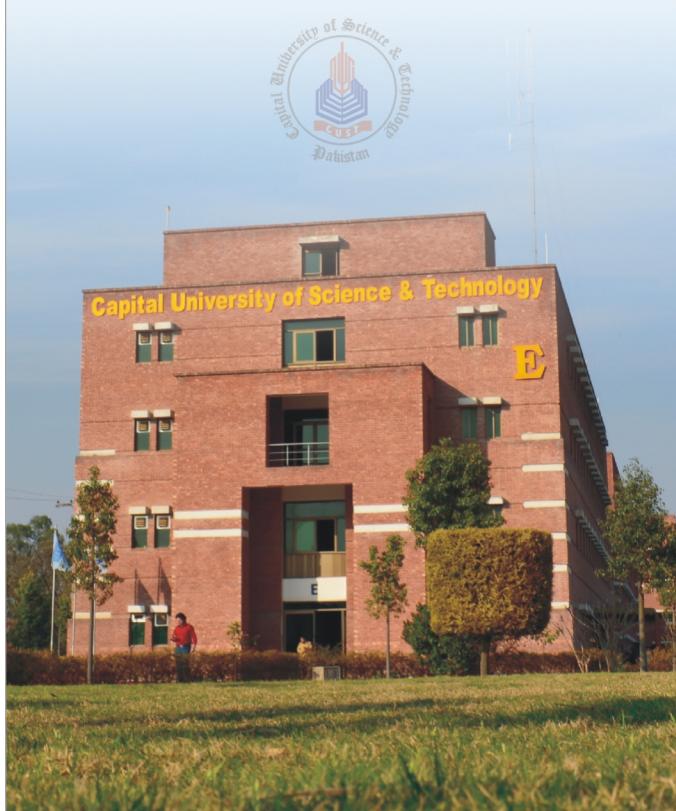


REGISTRATION FEE

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

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 COMMITTEE

CONFERENCE CHAIR

Dr. Shazia Akhtar

CONFERENCE Co. CHAIR

Dr. Hans-Dietrich Haasis

ORGANIZING TEAM MEMBERS

Publicity Chair Dr. Jurgen Pannek

TRACK CHAIRS

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

CONFERENCE SECRETARY:

Mr. Umer Toor

CONFERENCE SECRETARIAT

Ms. Bizza Zainab	Mr. Kamran Javed
Mr. Haris Azhar	Ms. Hamail Mushtaq

FOR FURTHER INFORMATION, CONTACT:

Capital University of Science & Technology, Islamabad
Islamabad Expressway, Kahuta Road, Zone-V, Islamabad, Pakistan
Telephone: +92-51-111-555-666 +92-51-4486700
Fax: +92-51-4486705, email: cibrc@cust.edu.pk
Website: www.cust.edu.pk



CUST International Business Research Conference 2017

Emerging Business Opportunities in the Region with Focus on CPEC

Jointly Organized by



Bremen Research Cluster Dynamics in Logistics

Universität Bremen, Germany

&



CUST

Faculty of Management Sciences Islamabad

www.cust.edu.pk/cibrc



CUST International Business Research Conference 2017

Emerging Business Opportunities in the Region with Focus on CPEC

Bremen Research Centre of Universitat 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.

The Best Paper selected through review process would be published in the Jinnah Business review ISSN: 2070-0296 (printed), ISSN: 2307-7921 (online) which is double blind peer review journal. The conference invites research in progress, academic papers, practitioner papers, student papers and review papers in any of the sub-disciplines mentioned below. Some thematic areas identified for submissions are:

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

6th CIBRC 2017 seeks to invite the following:

- Research papers (theoretical and empirical)
- Doctoral research (at all stages is eligible for submission)

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.

KEY DATES

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

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.

