



Organized by  
CUST, Faculty of Management Sciences Islamabad - Pakistan

## Conference Theme: Multidisciplinary Research in Management: Challenges and Prospects

### Conference Overview

Capital University of Science and Technology (CUST), Islamabad is organizing 7<sup>th</sup> CUST International Business Research Conference to be held on December 20, 2018. The theme of the conference is "Multidisciplinary Research in Management: Challenges and Prospects".

The field of management, as traditional as it may be, is ever so dynamic. New disciplines and avenues emerge in the management domain with every passing day. Therefore, the need for further developments in research is paramount. Not only are there countless new avenues to be explored in management discipline, there are various new challenges that are faced by academia and industry alike. It is therefore, the responsibility of the academicians and researchers to take the plunge, venture out the unexplored, as well as provide the necessary directions and tools to meet these challenges. Capital University of Science and Technology has always been at the forefront when it comes to playing the vital role in facing and resolving the contemporary issues in management. Our ultimate goal is to leave a mark on the horizon of research and academia through collaboration and cooperation with the industry, for the industry.

7<sup>th</sup> CUST International Business Research Conference is a one-day event organized by Capital University of Science and Technology, Islamabad, Pakistan. The conference will encourage seminars and invited talks between academic experts, entrepreneurs and specialists from the corporate world based on their perspectives on the main theme. Additionally, there will be a PhD Consortium for all the doctoral students, current and prospective, providing them an opportunity to hone in and learn the requisite research skills, and get a better understanding of how to prepare for dissertation.

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 HEC 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:

RESEARCH DOMAINS			
• Economics & Development Economics	(ECO)	• Accounting & Finance	(AF)
• Marketing & Consumer Behavior	(MKT)	• HRM & Organizational Behavior	(HRM)
• Technology & Project Management	(PM)	• Social Sciences	(SS)
• Management & Entrepreneurship	(ENT)	• Other Disciplines	(OD)

### SUBMISSION GUIDELINES

Scholars, practitioners and students are invited to submit their abstracts in word format, with their full names, addresses, affiliating institutions, author's brief profile, official email address and passport-size photographs by September 24, 2018 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 October 14, 2018. The selected papers will be reviewed by the conference committee, and the authors will be notified by November 15, 2018. All of the research work should be original; not previously published or accepted for publication elsewhere, neither in journals, nor books. Papers exceeding similarity index (plagiarism) of 19% with more than 5% from a single source, will not be entertained. Papers to be submitted via conference website, should follow the requisite format as per instructions given below:

- Abstracts submitted through website in word format, not exceeding 500 words, preferably one page only in English Language.
- Title of the paper 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 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; 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.



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KEY DATES	
Abstract/ PhD Proposal Submission	Sept. 24, 2018
Full Paper Submission :	Oct. 14, 2018
Acceptance of Paper/PhD Proposal:	Nov. 15, 2018
Date of Registration:	Dec. 03, 2018
Submission of Presentation:	Dec. 10, 2018
<b>Conference Date:</b>	<b>Dec. 20 , 2018</b>

REGISTRATION FEE	
Participants:	PKR 2,000
Students:	PKR 1,000
International Participants:	US\$ 200
IMPORTANT EVENTS	
CUST Doctoral Consortium	
Networking Dinner	

### 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 academic research domains. Faculty of Management & Social Sciences continues to establish stronger research linkages with academia throughout the world.

### CONFERENCE COMMITTEE

CONFERENCE CHAIR	
<b>Prof. Dr. Mueen Aizaz Zafar</b>	

ADVISORS	
<b>Dr. Arshad Hassan</b> Dean, FMSS	<b>Dr. Sajid Bashir</b> HOD, FMSS

TRACK CHAIRS	
HRM & Organizational Behavior	Dr. S.M.M. Raza Naqvi
Accounting & Finance	Dr. Jalil Ahmed
Marketing & Consumer Behavior	Dr. Lahki Muhammad
Management & Entrepreneurship	Dr. Ishfaq Khan
Economics & Development Economics	Dr. Mazhar Iqbal
Technology & Project Management	Mr. M. Adnan Khan
Social Sciences	Mrs. Quratulain Jalil

CONFERENCE SECRETARY:	
Mr. Umer Toor	
CONFERENCE SECRETARIAT	
Ms. Sana Farzand Ali	Ms. Posha Arshad
	Ms. Hamail Mushtaq

### For Further details please contact:

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