

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 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.

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

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11th Applied Business Research Conference 2024

Shaping the Future: Management Trends and Insights for Tomorrow



Organized by

Faculty of Management and Social Sciences
Capital University of Science and Technology
Islamabad - Pakistan



www.cust.edu.pk/abrc

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:

Management and Marketing

Leadership
Organizational Theory
Industrial Management
International Business
Strategic Management
Organizational Behavior
Corporate Social Responsibility
Islamic Marketing
Tourism & Hospitality Management
Human Resource Management
Operations Management
Negotiation & Conflict Management
Project Management
Organizational Development
Marketing & Consumer Behavior
Strategic Marketing
Social Media & Digital Marketing
Services Marketing
Change Management
Consumer Behavior
Supply Chain Management

Finance

Banking & Finance
Corporate Finance
Financial Risk Management
Financial Reporting
Corporate Governance
Financial Systems & Market
Fin-Tech

Behavioral Finance
Asset Pricing & Investment Analysis
Islamic Finance

Technology Management

Digital Transformation Strategies
Business Analytics
Integrated Information System
E-Business / E-Commerce
Big Data Analysis
Knowledge Management
Business Intelligence
Technology & Innovation Management

Entrepreneurship

Entrepreneurial Management
Entrepreneurial Marketing
Entrepreneurial Finance
Technology-Based Entrepreneurship

Psychology

General Psychology
Clinical Psychology

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.