

- The title of the paper must be in bold and underlined, and the name of the author(s) should be placed below the title of the abstract (not bold, not underlined, and not in italics). This content should be center aligned.
- Margins of at least one inch should be kept on all sides with italicized Times New Roman font (12pt).
- A cover page should be added to indicate the title of the paper, the name of authors and affiliations, along with the corresponding author's email.

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 April 04, 2025.

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.

#### KEY DATES

Paper Submission	March 14, 2025
Acceptance of Paper/PhD Proposal	April 04, 2025
Date of Registration	April 07, 2025
Submission of Presentation	April 08, 2025
Conference Date	April 17, 2025

#### CONFERENCE COMMITTEE

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## 12<sup>th</sup> Applied Business Research Conference 2025

### AI & Sustainability: Redefining the Landscape of Management & Social Sciences

Organized by:

Faculty of Management and Social Sciences

Capital University of Science and Technology

Islamabad - Pakistan



W w w . a b r c . c u s t . e d u . p k

### Conference Overview

The future is undeniably beautiful and charming, yet full of uncertainties. Disruptive innovations in technological advancements have significantly contributed to the overall improvement of life; however, they have also brought about genuine challenges. To shed light on some of these challenges, the Capital University of Science and Technology (CUST), Islamabad, is organizing the 12th Applied Business Research Conference on April 17, 2025, themed 'AI & Sustainability: Redefining the Landscape of Management & Social Sciences'.

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 and social 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, HRM & Organizational Behavior

Leadership  
Organizational Theory  
Industrial Management  
International Business  
Strategic Management  
Organizational Behavior  
Corporate Social Responsibility  
Tourism & Hospitality Management  
Human Resource Management  
Negotiation & Conflict Management  
Organizational Development  
Change Management  
Supply Chain Management

### Accounting & Finance

Banking & Finance  
Financial Systems & Market  
Corporate Finance  
Fin-Tech  
Financial Risk Management  
Behavioral Finance  
Financial Reporting  
Green Finance  
Asset Pricing & Investment Analysis  
Corporate Governance  
Islamic Finance

### Project & Operations Management

Digital Transformation Strategies  
Big Data Analysis  
Business Analytics

Operations Management  
Project Management  
Knowledge Management  
Integrated Information System  
Business Intelligence  
E-Business / E-Commerce  
Technology & Innovation Management

### Marketing, Consumer Behavior & Entrepreneurship

Entrepreneurial Management  
Entrepreneurial Finance  
Entrepreneurial Marketing  
Strategic Marketing  
Islamic Marketing  
Services Marketing  
Consumer Behavior  
Marketing & Consumer Behavior  
Technology-Based Entrepreneurship  
Social media & Digital Marketing

### 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 March 14, 2025, to The conference chair via the website address: <https://www.abrc.cust.edu.pk>.

- The Papers via email submitted to: [abrc@cust.edu.pk](mailto:abrc@cust.edu.pk) in MS Word format should only be In English Language.