



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



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

**Organized by: CUST, Faculty of Management & Social Sciences Islamabad - Pakistan**



## Call for Papers

### 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 Thursday 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:

### 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.
- 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.

#### Management, HRM & Organizational Behavior

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

#### Accounting & Finance

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

#### Project & Operations Management

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

#### Marketing, Consumer Behavior & Entrepreneurship

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

#### Psychology

General Psychology	Clinical Psychology
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#### 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

##### PATRON

**Prof Dr. Muhammad Mansoor Ahmed**

Vice Chancellor

Capital University of Science and Technology

##### ADVISOR

**Prof. Dr. Arshad Hassan**

Dean, Faculty of Management and Social Sciences

##### CONFERENCE CHAIR

**Dr. Imran Riaz Malik, Associate Professor**

Department of Management Sciences

Career Service Office

##### CONFERENCE CO-CHAIR

**Prof. Dr. S. M. M. Raza Naqvi**

Head, Department of Management Sciences

Editor-in-Chief, Jinnah Business Review (JBR)

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##### CONFERENCE SECRETARIAT

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