

8th International Conference on Business Management (ICoBM) 2022

"Emerging New Normal for Resilient Organizations"

March 9-11, 2022

Call for Papers

Dr Hasan Murad School of Management of University of Management and Technology and Association of Management Development Institutions in Pakistan (AMDIP), in partnership with Association of Management Development Institutions in South Asia (AMDISA), and leading business schools of Pakistan, are organizing the 8th International Conference on Business Management on March 9-11, 2022. The past seven conferences of this series were held in various universities of Pakistan geographically dispersed, including Institute of Business Management Karachi, Sukkur IBA University and National University of Science and Technology (NUST), Islamabad. In the 7th ICoBM, other than local partners, universities from Sri Lanka and Nepal also collaborated, including the University of Sri Jayewardenepura, University of Ruhuna, and Nepal Administrative Staff College. The unique feature of this year's ICoBM is, it will be held simultaneously in multiple cities of Pakistan including Islamabad, Peshawar, Karachi, Gilgit and Lahore. Researchers will have the liberty to present at the conference at any local partner institution. International researchers may present papers through online mediums.

The theme for this year's ICoBM is *Emerging New Normal for Resilient Organizations*. Resilience is one of the key aspect to deal with calamities such as COVID-19, and it is known that the need for resilient organizations has tremendously increased after the recent pandemic. Organizations are now facing a reality quite different from what they were encountering just two years ago. This new reality is the New Normal of life.

New Normal in organizations is embedded in disruptive strategies, disruptive technologies and disruptive innovations, all spurring the need for resilient styles of leadership, organizing and managing. Building resilience in the social and technical aspects of organizations is now the key to adapting to the challenges ahead. Recent research confirms that organizations well equipped in employing disruptive strategies and technologies have shown greater resilience during the testing time of Covid-19. From business continuity plans and crisis management to compliance and risk management, resilient organizations tend to develop a coping mechanism to counter uncertainty and crisis situations. This year's ICoBM, therefore, strives to generate and disseminate knowledge about the emerging New Normal in the context of Resilient Organizations.

Best Paper Awards and Certificates

To support and promote research culture in the region, six Cash Awards named "**Dr Hasan Murad Research Award**" worth PKR 20,000 each will be given to the best presenters of 8th ICoBM. Based on the reviewer's evaluation and comments, one paper from each track will be selected for the best paper award. Certificates will be awarded to presenters, session chairs and reviewers.

Scope and Sub-Themes

The authors may submit research papers and case studies on the conference theme and following sub-themes for presentation.

Research Track 1 – Management and HR

Track Manager: Dr Khuram Shahzad

- Culture, Organizations and Human Resource
- Organizational Behavior
- Disruptive Business Strategies
- Governance and Leadership
- Change Management
- Training and Development

Research Track 2 – Marketing

Track Manager: Dr Farah Arif

- Digital Marketing
- Consumer Behavior
- Retail and E-Commerce
- Sales and Distribution
- Digital Entrepreneurship
- Disruptive Marketing Strategies

Research Track 3 – Supply Chain

Track Manager: Dr Ijaz Yusuf

- Supply Chain Analytics
- Supply Chain Finance
- Green Supply Chain
- Sustainable Value Chain
- Project Management
- Logistics and Transportation

Research Track 4 – Information Systems

Track Manager: Dr Ammar Raja

- Artificial Intelligence and Machine Learning
- Data Science and Business Analytics
- Blockchain and Cryptocurrencies
- Cloud Computing and Crowdsourcing

Research Track 5 – Finance

Track Manager: Dr Mahmood Shah

- Fintech and Cryptocurrency
- Financial Inclusion
- Islamic Banking and Finance
- Asset Valuation and Pricing
- Risk Management
- Financial Services and Regulations

Research Track 6 – Economics

Track Manager: Dr Hafeez ur Rehman

- Econometrics
- Neuro Economics
- Developmental Economics
- Public Policy
- Comparative Dynamics
- Applied Economics

Research Track 7 – General

Track Manager: Dr Ahmad Ali and Dr Haris Aslam

The authors can submit their papers under the general track in case of ambiguity in track selection or if the research is multidisciplinary.

Submission Guidelines

All manuscripts must be in MS-Word files, formatted as per APA guidelines which may include but are not limited to the following sub-themes categorized under six research tracks (RT). Authors are requested to mention the Track ID in the subject line of the email.

Submission Email: icobm@umt.edu.pk

Review Process and Publication Opportunities

All papers will go through the peer-review, and only selected papers will be accepted for the presentation at the conference. Abstracts of selected papers will be published in the conference proceedings. Selected papers will be sent to affiliated journals for publication with the consent of the author. Publication in the journal would be subject to acceptance by the editor after following the review process of the respective journal.

Affiliated Journals

- Journal of Management and Research (e-ISSN: 2519-7924) - <https://ojs.umt.edu.pk/index.php/jmr>
- Journal of Quantitative Methods (e-ISSN: 2522-2260) - <https://ojs.umt.edu.pk/index.php/jqm>
- Empirical Economic Review (e-ISSN: 2522-2465) - <https://ojs.umt.edu.pk/index.php/eer>
- Journal of Finance and Accounting Research (e-ISSN: 2663-838X) - <https://ojs.umt.edu.pk/index.php/jfar>
- Islamic Banking and Finance Review (e-ISSN: 2413-2977) - <https://journals.umt.edu.pk/index.php/IBFR>
- Organization Theory Review (e-ISSN: 2221-2876) - <https://journals.umt.edu.pk/index.php/OTR>
- UMT Artificial Intelligence Review - <https://journals.umt.edu.pk/index.php/UMT-AIR>
- Journal of Applied Research and Multi-Disciplinary Studies - <https://journals.umt.edu.pk/index.php/jarms>
- Pakistan Business Review - <https://pbr.iobm.edu.pk/>
- International Journal of Experiential Learning and Case Studies (2521-9359)

Important Dates

- **Full Paper Submission Deadline: January 25, 2022**
- Review Decision: February 10, 2022
- **Registration Deadline: February 20, 2022**
- Lazy Registration: March 01, 2022*
- **Conference Dates: March 9-11, 2022**

*Papers or registrations will not be accepted after March 01, 2022 11:59 pm (Pakistan Standard Time)

Registration

No registration fee will be charged from the participants of AMDISA and AMDIP member institutions and ICoBM partner institutions[#]. Details are given below:

AMDISA and AMDIP Member Institutions	No Fee
ICoBM Partner Institutions [#]	No Fee
Other Presenters (before February 20, 2022)	PKR 2500
Lazy Bird (after February 20 till March 01, 2022)	PKR 5000 (applicable for all)

If institutions wants to join the consortium of ICoBM partner institutions, please write to Ms Memoona Zareen, Manager ICoBM at memoona.zareen@umt.edu.pk or secretary@amdip.org.pk

For updates, please keep visiting the conference website and social media channels. For more information or queries, please contact:

Mr. Ali Asghar
Conference Manager (UMT)
Email: ali.asghar@umt.edu.pk
Phone: 92 42 111 300 200 (Ext: 3312)
Mobile: +92 305 4440254

Ms. Memoona Zareen
Conference Manager (AMDIP)
Email: secretary@amdip.org.pk
Phone: +92 42 35211061
Mobile: +92 322 4801558

Conference Secretariat:

Dr Hasan Murad School of Management, University of Management and Technology
UMT Road, C-II, Johar Town Lahore – 54770, Pakistan
Email: icobm@umt.edu.pk Phone: 92 42 111 300 200 Ext: 3312
Website: <https://icobm.umt.edu.pk/8thicobm/Call-for-Papers.aspx>
Facebook: <https://www.facebook.com/ICOBM.UMT/>
Twitter: <http://twitter.com/IcobmU>