

CALL FOR PAPERS

5th International Conference on Contemporary Issues in Business Management

“Entrepreneurial Thinking for Strategic Excellence”

Organized by UCP Business School, Lahore
on March 21-22, 2018

Conference Sub Themes

1. Corporate Governance in Entrepreneurial Settings
2. Strategic Human Resources
3. Marketing, Advertising and Branding of Innovative Products
4. Managerial Decision and Organizational Performance
5. Leadership, Innovation and Change Management
6. Managing Creativity and Disruptive Innovations
7. R&D, Startups, Spinouts and University-Industry Linkages
8. Entrepreneurship in Public and Non-profit Sectors
9. Financial Challenges for Startups and New Products/Services

Types of Papers

Research Papers: Academic research papers which follow all types of qualitative and quantitative research methodologies.

Doctoral Research: Doctoral students have an opportunity to share their research and get feedback. Doctoral research at all stages is eligible for submission.

Industry Case Studies: Industry professionals are invited to share their knowledge in the form of case studies.

Business Idea Competition: A special “elevator pitch” session to motivate and encourage young entrepreneurs to showcase their ideas.

Last Date for Abstract Submission Jan 10, 2018

Notification of Abstract Decision Jan 15, 2018

Last Date for Paper Submission Feb 15, 2018

Last Date for Early Registration [20% Off] Feb 28, 2018

Last Date for Registration Mar 15, 2018

*Selected papers may get published in special issue of UCP Management Review.

Conference Venue: University of Central Punjab, 1 - Khayaban-e-Jinnah, Johar Town, Lahore

For conference registration, and submission of abstract and full papers, please visit:

<http://icibm.ucp.edu.pk>

www.ucp.edu.pk [f /UCPofficial](https://www.facebook.com/UCPofficial) [#UCPConf2018](https://twitter.com/UCPConf2018)



Keynote Speakers



Dr. Nauman Farooqi
Mount Allison University, Canada



Mr. Aqeel Ahmed
University of Southampton, UK

Registration Fee

Participant
Rs. 2,000/-

Student
Rs. 1,000/-

International
US\$ 200

Contact Us:

Conference Chair

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