



International Islamic University, Islamabad  
Faculty of Management Sciences

6<sup>th</sup> INTERNATIONAL APPLIED  
BUSINESS RESEARCH CONFERENCE

26th & 27th  
October  
2017



ADVANCEMENTS IN KNOWLEDGE THROUGH COLLABORATION AND NETWORKING  
FOR RESEARCH EXCELLENCE

## CALL FOR PAPERS

We invite empirical and theoretical research in the form of papers as well as posters that is relevant to the theme of the conference. We shall particularly welcome research related to following themes:

- Islamic banking and finance
- Financial systems and markets
- Corporate finance and asset pricing
- Micro finance
- Behavioral finance
- Enterprise risk management
- Economics, international trade and banking
- Consumer behavior
- Islamic marketing
- Cyber security and infrastructure, social media and digital marketing
- Strategic marketing
- Knowledge management
- Technology and innovation management
- Integrated information systems and Ecommerce
- Project management
- Supply chain management and operations
- Corporate social responsibility
- Tourism and hospitality management
- Conflict management
- Leadership
- International Business
- Human resource management
- Business policy and strategic management
- Organizational development and change management
- Public administration
- Research methods
- Ethical and social issues in management
- CPEC: business opportunities
- Health care marketing and management
- Current issues in business marketing

### Important Dates

Paper Submission Deadline: 25th  
September, 2017

Acceptance Notification: 30th  
September, 2017

Registration Deadline: 6th October,  
2017

### CONFERENCE FEE

- Academicians/Professional presenters: **Rs. 5000**
- Student presenters : **Rs. 3000**
- Other participants: **Rs. 1500**

**Venue: Quaid-e-Azam Auditorium Complex, Faisal Masjid Campus  
International Islamic University, Islamabad**

**IABRC SECRETARIAT**  
Faculty of Management Sciences

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