

CALL FOR PAPERS

IBA – BUSINESS CASE & RESEARCH CONFERENCE – 2017

January 27th & 28th, 2017, IBA Main Campus, Karachi, Pakistan

Conference Background

The aim of this Business Case & Research Conference is to promote business research by bringing business schools' faculty members and industry practitioners together, to share relevant business cases and research ideas. This conference will be a platform for faculty to present applied and useful academic research. It will also help business school faculty to interact and listen to issues and problems of business managers.

Scope of the Conference

- Research Case Studies (without Teaching Note)
- Teaching Cases (with Teaching Note)
- Research Papers
- Industrial Notes

Conference Tracks

- Management and Organizational Development
- Strategic Management
- Marketing and Social Media
- New Ventures and Family Business
- Accounting and Law
- Banking and Finance
- Operations, SCM & Project Management
- Entrepreneurship

In addition to the above, participants are also invited to submit Industrial Note(s) on FMCGs, Retailing, Digital & Social Media, including Textile, Auto Sector, Banking & Financial Sector, SME, Food & Agriculture, Construction, Power & Energy and other relevant industrial sectors.

Important Dates

Submissions Due Date	November 15, 2016
Acceptance / Rejection Decision	November 30, 2016
Registration & Fee Submission	December 30, 2016

Manuscript Submission

All submissions are to be sent to: bcrc@iba.edu.pk and smunir@iba.edu.pk. Maximum word limit: 5000 including bibliography and appendices. Guidelines regarding submission and format are available on the conference website i.e. <http://bcrc.iba.edu.pk>

Review Process

- All submitted papers / cases / industrial notes will go through double blind peer review process.
- All submissions will be reviewed based on originality, rigor and relevance. All accepted manuscripts will be presented at the conference and would be part of conference proceedings publication
- All accepted **full papers** will be considered for publication in IBA Business Review Journal.
- Maximum of two submissions per author (As a first author) is permissible. As second co-author you are allowed to submit more cases/papers.

Structure

- Two-Day conference
- Conference would be divided into following four areas
 - Presentation of the cases by the faculty members
 - CEO speakers sessions
 - Dialogue sessions
 - Poster presentations by the students

Potential Invitees

Key Note Speakers: CEOs of leading businesses of Pakistan

Academia: Deans/ Directors of Business Schools

Other Invitees: Representatives of all business organizations who have completed projects with IBA, CIMA representatives and its members, and faculty and students of universities at the national and international levels.

For further details, please visit conference website: <http://bcrc.iba.edu.pk>

Or Contact