

Call for Papers

IBA - Business Case & Research Conference 2017

Dates: January 27-28, 2017

Venue: IBA Main Campus, Karachi, Pakistan

Home page: <http://bcrc.iba.edu.pk>

Conference Background and Aims:

The first important challenge for Business Schools is to create relevance and rigor in the business education to produce ethical and competent MBAs, future business managers and leaders. The Second important challenge is to have meaningful and sustainable social impact and contribution towards business organizations' growth and improvements. Ironically, academic institutions, including business schools, are more focused towards theories, concepts and teaching, which lead to little interaction with the organizations. Business education is not only about grooming and educating graduates but conducting and publishing practical and applied business research that is more relevant and useful for managers. The aim of business research is to conduct research that helps managers in solving business problems. Moreover, by conducting actual business case research, it is very much possible to publish the outcome in good Academic Journals.

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 Case (with Teaching Note)
- Research Paper
- Industrial note

Conference Tracks:

All participants are invited to submit their Cases / Research Papers / Notes in any of (but not limited to) the following areas:

- Management and OD (Track Chair: Dr. Nasir Afghan)
- Strategic Management (Track Chair: Dr. Ashar Saleem)
- Marketing and Social Media (Track Chair: Dr. Wajid Rizvi)
- New Ventures and Family Business (Track Chair: Mr. Sharjeel Hasnie)
- Accounting and Law (Track Chair: Mr. Asad Ilyas)
- Banking and Finance (Track Chair: Dr. Ahmad Junaid)
- Operations, SCM & Project Management (Track Chair: Dr. Rameez Khalid)
- Entrepreneurship (Track Chair: Dr. Kamran Mumtaz)

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

Manuscripts Submission

All submissions are to be sent to: smunir@iba.edu.pk and nafghan@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

- Double Blind Peer-Review.
- Acceptance based principally on originality, significance, technically sound, up to date and presentation.
- The Editorial Board's discretion would be final.
- A maximum of two submissions per author (As a first author) is permissible. As second co-author you are allowed to submit more cases/papers. Each submission should clearly identify the conference track. Selected cases, industrial notes and papers will be published in the conference proceedings.

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 Representatives: Deans/ Directors of Business Schools of Pakistan

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.

Important Dates

| SUBMISSION | CLOSING DATE |
|-------------------------------------|---------------------|
| Full paper/case Submission Due Date | 15 November 2016 |
| Acceptance / Rejection Decision | 30 November 2016 |
| Registration & Fee Submission | 30 December 2016 |
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Conference Chair:

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