



# The Islamia University of the Bahawalpur, Pakistan

**National Conference on Business Research-NCBR 2019**

*Promoting Sustainable Business Research and Practices*

## City of Bahawalpur and IUB

Bahawalpur has always been a seat of higher learning. Uch Sharif (a nearby ancient town) had one of the largest universities of the world in ancient times where scholars from all over the world used to come for studies. Jamia Abbasia was established in Bahawalpur in 1925, In view of the changing scenario, it was declared as a general University in the year 1975, and was renamed as The Islamia University of Bahawalpur Pakistan (IUB). IUB is currently offering education and research opportunities in more than 70 disciplines through its more than 58 departments and is considered one of the largest public sectors University of Pakistan. IUB has always been a great institute for scientific research. For the year 2018 Nature Index has placed IUB as 3<sup>rd</sup> best research institute of Pakistan.

## National Conference on Business Research NCBR 2019

Department of Management Sciences (IUB) invites research papers for a 02 days **National Conference on Business Research (IUB-NCBR 2019)** with the given theme and scope on **March 27-28, 2019**. The conference will feature keynote speakers, plenary and parallel research sessions. Our keynote speakers are internationally known eminent business professionals and belong to renowned educational institutions around the country.

**NCBR2019** will provide the premier business forums to research scholars, academicians, business practitioners, students and other relevant stockholders to build opinions on business trends which are prevailing in business system requirements and seeking the solution for challenges of modern era.

## Scope of the Conference

NCBR2019 will cover research papers in the area of Business Administration and Management Sciences with a theme of “*promoting sustainable business research and practices*” and following all (but not limited to) the sub themes;

- Management
- Organizational Behavior /HRM
- Marketing
- Management Information System
- Operations Management
- Total Quality Management
- Business Development
- Public Administration
- Economics
- E-commerce
- Entrepreneurship
- Consumer behavior
- Islamic Finance
- Health Economics
- Corporate Governance

## Key Dates to Remember:

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<b>Abstract Submission:</b>	<b>March 01, 2019</b>
<b>Full Paper Submission:</b>	<b>March 10, 2019,</b>
<b>Notification of Acceptance:</b>	<b>March 20, 2019</b>
<b>Conference dates:</b>	<b>March 27-28, 2019</b>

### Paper Submission:

All papers/abstracts can be submitted through email to; [dms.conference@iub.edu.pk](mailto:dms.conference@iub.edu.pk) Paper template can be downloaded from [www.iub.edu.pk](http://www.iub.edu.pk)

## **NCBR Offers:**

NCBR 2019 will provide each registered participant a conference bag, certificate of participation, tea, lunch, and one grand dinner. Free transportation within Bahawalpur City, and tour to the ancient city will also be provided to presenters. Moreover best paper awards will also be presented to one paper in each parallel session.

***Selected Papers will be published in HEC recognized journals.***

**NCBR 2019 has arranged some HEC recognized research journals to launch their special issues covering selected papers from IUB-NCBR 2019**

## **Conference Venue:**

Baghdad ul Jadeed Campus, The Islamia University of Bahawalpur, Bahawalpur, Pakistan.

## **Contact Us:**

### **Conference Organizing Team:**

**Focal Person:** Dr Jawad Iqbal, Chairman DMS, IUB [jawad.iqbal@iub.edu.pk](mailto:jawad.iqbal@iub.edu.pk)

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## Template of the Paper

### Title Page

**Title of Article: Font Style Arial: Font Size: 14pt (Bold)**

**Name of Author1, Name of Author2, Name of Author3, (Font Style: Arial, Font Size: 12pt, Bold)**

**Affiliation (institute name and country) of all authors with numbering as per names given in the above line (Font Style: Arial, Font Size: 10pt Bold)**

*Presenting Author Email: xxxxx@xxx.xxx.xxx*

### Body Text

**Main Heading (14pt Font, Font Style: Arial, Bold)**

**Sub Heading (12pt Font, Font Style: Arial, Bold)**

Text (12pt Font, Font Style: Arial)

### References

Please follow APA Referencing styles using Endnote or another referencing software

Length of the Paper should be between 4000 to 7000 words