



3rd INTERNATIONAL CONFERENCE ON BUSINESS ADMINISTRATION



CONFERENCE THEME

Green Climate, Business, and Sustainable Growth: A Way Forward

CALL FOR PAPERS

There is a growing recognition of the intertwined relationship between corporate practices and environmental well-being. The integration of green climate initiatives into business strategies is not merely an ethical choice but a strategic imperative. The evidence suggests that companies embracing sustainability are not only contributing to a healthier planet but are also better positioned for long-term success in an increasingly environmentally conscious global landscape. We invite scholars, researchers, practitioners and students with diverse interests in various business functions of Finance, Marketing, Organizational Behavior, HRM, Management and Entrepreneurship to contribute to this critical discourse.

Areas of Research

- Green management, sustainability and CSR
- Creativity and innovation
- Marketing, e-business and e-commerce
- Digital disruption and transformation
- Islamic banking and finance
- Business ethics, governance and public policy
- Health, health care management and digitization of health services
- Organizational learning and knowledge management
- Supply chain management and operations management
- Food technology and nutrition trends
- Management, HRM and organizational behaviour
- Accounting, finance and banking
- Information and communication management
- Entrepreneurship and small business management

Key Dates

11th March, 2024 **25th March, 2024** **18th April, 2024**

Abstract submission

Acceptance notification

Registration deadline

Conference Patron-in Chief

Prof. Dr. Khalid Mehmood
Vice Chancellor,
University of the Punjab

Conference Co-Patron

Prof. Dr. Mumtaz Anwar Ch.
Dean, Faculty of Business, Economics
and Administrative Sciences

Conference Chair

Prof. Dr. Muqadas Rehman
Director, Institute of Business
Administration

CONFERENCE DATES

25 & 26 April, 2024

Registration Fee

- ✓ Presenter / Participant PKR 3,500
- ✓ Student PKR 2,000
- ✓ International Delegates USD 200

Registration & Submission



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Contact Us

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Conference Secretary

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