



# CALL FOR PAPERS

## 4<sup>th</sup> INTERNATIONAL CONFERENCE ON CONTEMPORARY



### ISSUES IN BUSINESS MANAGEMENT



Jointly Organized By

UCP Business School, Lahore & Kedge Business School, France

On March 21-22, 2017

## Conference Theme: Sustainable Business Practices in South Asia



UCP Business School, Lahore and Kedge Business School, France are jointly organizing the 4<sup>th</sup> International Conference on Contemporary Issues in Business Management (ICIBM) on March 21-22, 2017 in Lahore, Pakistan. The conference aims to explore and illuminate different aspects of sustainable business practices in South Asia. Sustainability is one of the major challenges affecting emerging economies in the 21<sup>st</sup> century, and the 4<sup>th</sup> ICIBM focuses on this issue with the intention that the conference will further contribute towards creating and fostering theoretical and applied knowledge in this field. We seek to attract the interest of scholars, practitioners and researchers from all over the world to nurture and develop constructive debates within this field of business and management. Details of conference sub-themes are available at <http://icibm.ucp.edu.pk>

### ABOUT UCP BUSINESS SCHOOL

UCP Business School is one of the largest business schools in the country, with over 3500 students enrolled in its various degree programs, spread across five academic divisions and six centers led by foreign educated faculty. UCP Business School has served the community with excellence for more than 25 years, by providing business education at tertiary level and maintaining professional linkages with a number of British and American Universities including University of Stirling (UK), University of Southern California (USA), and Arkansas State University (USA). UCP Business School is part of the University of Central Punjab, a chartered university owned by Punjab Group of Colleges, the largest educational group in the country.

### ABOUT KEDGE BUSINESS SCHOOL

KEDGE Business School is the largest Business School in France and considered among the elite business schools worldwide. KEDGE holds the gold standard of 'triple-crown' accreditation from AACSB, AMBA and EQUIS. The School is ranked no. 22 worldwide by the Financial Times 2016 for its Global EMBA (ranked 1st in salary increase and 5th in career progress). The KEDGE Business School community includes 12,000 students (including 25% foreign students), 196 full-time faculty members (44% of which are international), 300 international academic partners and 50,000 alumni across the world. With a portfolio of 31 programs in management for students and executives, KEDGE Business School also develops customized educational programs for specific corporate needs worldwide.

### TYPES OF PAPERS:

Submissions from academics, researchers, and practitioners are invited in the following categories:

- Research Papers:** These include academic research papers. We welcome papers that follow all types of qualitative and quantitative research methodologies.
- Doctoral Research:** Doctoral students have an opportunity to share their research and get feedback. Doctoral research at all stages is eligible for submission.
- Industry Case Studies:** Industry professionals are invited to share their knowledge in the form of case studies.

### KEY DATES

Abstract Submission:	January 27, 2017
Notification of Abstract Decision:	February 03, 2017
Paper Submission:	February 20, 2017
Early Bird Registration (20% off):	February 27, 2017
Last Date for Registration:	March 08, 2017

### REGISTRATION FEE

Participants:	Rs. 2,000
Students:	Rs. 1,000
International Participants:	US\$ 200

### KEYNOTE SPEAKERS

- Prof. Dr. Dwight Merunka  
Kedge Business School, France
- Prof. Dr. Jean-Pascal Gond  
Cass Business School, United Kingdom
- Prof. Dr. Ante Glavas  
Kedge Business School, France
- Dr. Omer Farooq  
Kedge Business School, France
- Dr. Nadeem Javaid  
Chief Economist, Planning Commission

### IMPORTANT EVENTS

- Meet the Editors
- Workshop on "Multilevel SEM using MPlus"
- Session on "Publishing in Leading Business & Management Journals"
- UCP Doctoral Colloquium

### CONFERENCE CHAIR

Dr. Muhammad Zafarullah

### CONFERENCE SECRETARY

Dr. Nadeem Dogar

### ORGANIZING TEAM MEMBERS

#### UCP BS

Dr. Bilal Mirza

Dr. Mariam Farooq

Mr. Tahir Ashfaq

#### KEDGE BS

Dr. Dwight Merunka

Dr. Omer Farooq

Dr. Ante Glavas

### FOR REGISTRATION & DETAILS

<http://icibm.ucp.edu.pk>



### FOR CONFERENCE QUERIES CONTACT

Ms. Aqifa Waris  
[aqifa\\_waris@ucp.edu.pk](mailto:aqifa_waris@ucp.edu.pk)



# University of Central Punjab

(Incorporated by Ordinance No. XXIV of 2002 promulgated by Government of the Punjab)

27<sup>th</sup> February, 2017

**To:** Mr. Muhammad Nawaz Tunio  
Mr. Aqeel Ahmed Soomro  
Dr. Dieter Bøgenhold

**Subject:** Acceptance of Paper for 4<sup>th</sup> International Conference on Contemporary Issues in  
Business Management, March 21-22, 2017

We are pleased to inform you that your paper titled, "*The study of self-employment at SMEs level with reference to poverty in the developing countries*", has been accepted for presentation in the 4<sup>th</sup> International Conference on Contemporary Issues in Business Management, to be held on March 21-22, 2017 at University of Central Punjab, Lahore, Pakistan.

For the next step, you are advised to proceed with the conference registration as early as possible - if you have not already done so - by sending a demand draft in favor of the University of Central Punjab, Lahore, and dispatching it at the following address by courier or submitting it in person:

**Registrar Office**  
**University of Central Punjab,**  
**1 Khayaban-e-Jinnah, Johar Town,**  
**Lahore, Pakistan**  
**Tel: 042-35880007**

To facilitate the registration process, you can also email us a scanned copy of the paid draft before dispatching it by courier. Please note that the NTN of University of Central Punjab is: 2474542-1. This may be required by the bank.

We look forward to seeing you at the conference.

On Behalf of Conference Scientific Committee

4<sup>th</sup> ICIBM 2017



## Conference report

I am doing my PhD at the department of Innovation Management and Entrepreneurship, the PhD topic is **“The radical technology decision making in established firms”** under the supervision of Prof. Erich Schwarz.

I wrote a conference paper during my course with Prof. Dieter Boegenhold as a second author with among the three authors. The paper title is **“The study of self employment at SMEs level with reference to poverty in developing countries”**. The paper was accepted for the presentation in the conference named *“4<sup>th</sup> International conference on contemporary Issues in Business Management”*. The UCP Business School, Lahore and KEDGE Business School, France have jointly organized that conference on Contemporary Issues in Business Management (ICIBM) on March 21-22, 2017 in Lahore, Pakistan. I presented our paper, in the conference at Lahore, Pakistan on 22<sup>nd</sup> March, 2017.



Please find further photos of the conference here:

<https://www.facebook.com/UcpPhotographyClub/photos/a.1225550930896624.1073742138.179032158881845/1225582737560110/?type=3&theater>

<https://www.facebook.com/UcpPhotographyClub/photos/a.1225550930896624.1073742138.179032158881845/1225613020890415/?type=3&theater>

Our conference paper endeavors to answer the research question; how self-employment at Small and Medium Enterprises (SMEs) level is related to poverty in the developing countries. During these efforts, we used narrative review methodology to study related research stream in this domain to develop a better understanding of the phenomenon. Moreover, in the process Peter Ducker and Noel's theory of entrepreneurship and Israel Kirzner's theory of entrepreneurship reviewed to develop theoretical foundations of our research. In this research, we come to the observation that self-employment at SMEs level, somehow helps in fighting poverty in the developing countries. In addition, interestingly Information and Communication Technology (ICT) role has been significant in the developing countries from the context of gig economy, where the firms might not be found on yellow pages but, yet they are part of the economic systems against poverty.

Pakistan is a big country and has four provinces, i.e. Punjab, Sindh, Balochistan and Khyber Pakhtoonkwa. The conference venue was at University of Central Punjab Lahore in Punjab Province. I landed at Karachi airport Sindh Province, Pakistan from where I belong to. The total journey in kilometers from Karachi to Lahore is about 1200 km. I had options to go to Lahore via by air, by train, by public road transport or via by my own car. By air option was costly and not feasible due to limited flight days particularly for return to Sukkur airport the nearest airport to my home town. Unfortunately the train and public road transport is not that good and have nearly same cost as one might have with his/her own car. That's why I went there on my own car with my family. The one side journey was around 18 hours if you drive safely without any traffic jams. I stayed in my official guest house being a public servant, I paid just around 15 Euros, which otherwise cost me at least around 150 Euros.

If there are any further questions, please contact me via Email [Aqeel.Soomro@aau.at](mailto:Aqeel.Soomro@aau.at).