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# Department of Business Administration Jinnah University for Women announces its 3rd International Virtual Research Conference

with the collaboration of

**The Islamia University of Bahawalpur,**

*Department of Economics*

and

**Kenzhegali Sagadiev University of International Business  
Almaty, Kazakhstan**

*on the topic of*

**Future Business Strategies & Technology (FBST)**

**23<sup>rd</sup> – 24<sup>th</sup> November, 2021**



## Introduction

Department of Business Administration, Jinnah University for Women, Karachi in collaboration with Department of Economics, The Islamia University of Bahawalpur and Kenzhegali Sagadiev University of International Business Almaty, Kazakhstan is organizing 3rd International Virtual Research Conference in the field of Management Sciences & Technology. It is an opportunity for multidisciplinary discussions and debates on the future business avenues and diverse suitable ways for all organizations to sustain and compete in the National and International market.

## Conference Objectives

- The conference will provide a networking platform for researchscholars and practitioners to share their research capabilities and notions on business strategies and technology.
- The conference is an attempt to uphold joint efforts to create an understanding the future endeavor for sustainable and innovative business marketplace.
- The conference will enable scholars to begin international collaborative research.
- The conference will make efforts to evaluate the academics and practice-based understanding related to future business strategies and technologies.

The sub-themes of the conference are: (but not limited to)

- |                           |                                  |
|---------------------------|----------------------------------|
| • Management              | • Human Resource Management      |
| • Finance                 | • Sustainable Development Goals  |
| • FinTech                 | • Human Resource Development     |
| • Accounting              | • Islamic Banking & Finance      |
| • Economics               | • Marketing                      |
| • Governance              | • Bitcoines                      |
| • Business Trends         | • Technology                     |
| • Entrepreneurship        | • Sustainability                 |
| • Corporate Governance    | • Rethinking Entrepreneurship in |
| • Supply Chain Management | Today's Kazakhstan               |
| • Knowledge Management    |                                  |

## Institutional Partners





## KEYNOTE SPEAKERS



**Dr. Seden Dogan**  
Associate Professor

Ondokuz Mayıs  
University, Turkey.



**Dr. Shiva Ilkhanizadeh**  
Assistant Professor

School of Tourism and  
Hotel Management,  
Cyprus International  
University.



**Dr. Leonardo Aureliano  
da Silva**  
Professor

**Higher School of  
Advertising and Marketing  
(ESPM ESCOLA  
SUPERIOR DE  
PROPAGANDA)  
in Brazil**



**Dr. Faizan Ali**  
Associate Professor

School of Hospitality and  
Technology Management,  
Muma College of Business,  
University of South Florida.  
U.S.A.

### Patron

Mr. Wajeehuddin Ahmed  
Chancellor

Prof. Dr. Naeem Farooqui  
Vice Chancellor

### Conference Editor

Prof. Dr. Dilshad Zafar  
Dean, Faculty of Business Administration,  
Commerce and Economics

### Co-Editor and the Focal Person

Dr. Muhammad Irfan Khan  
Associate Professor/Chairperson,  
Department of Business Administration

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### Organizing Committee

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Ms. Nida Athar, JUW

### Important Dates

**Abstract Submission: 31st October, 2021**

**Full paper / Presentation submission: 15th November, 2021**

**Final registration date: 15th November, 2021**

**There is no paper  
submission or registration  
fee for the conference**

## FOR INFORMATION & QUERIES

### CONFERENCE COORDINATORS

Papers may be sent to the following email IDs:

Ms. Rafia Ayub (rafia.ayub@juw.edu.pk)  
Ms. Faiza Maqbool Shah (faiza.shah@juw.edu.pk)  
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### PUBLICATION OPPORTUNITY

**RADS Journal of Business Management  
(HEC Recognized "Y" Category Journal)**