



04-05
April, 2018

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UNIVERSITY OF GUJRAT
HAFIZ HAYAT CAMPUS
GUJRAT

ICMC-2018

1st International Conference on Management and Commerce Sustainable Entrepreneurship: from Knowledge to Venture

BEST PAPER AWARDS
& Publication Opportunity
for Selected Papers in
HEC Recognized Journals

Call for Papers

Entrepreneurship can solve the biggest challenges of our generation. However, the questions to be asked are: how we can integrate the startup of entrepreneurial activities with our societal milieus: how we can keep this entrepreneurial passion to keep on flourishing and let not the nascent entrepreneurs go out of the game prematurely?

With these spotlights, we invite the scholars, researchers, academicians, practitioners, entrepreneurs, industrialists, and policy makers to share their ideas and research on this platform.

Conference Activities

- **Technical Sessions**
- **Panel Discussions**
- **Professional Development Workshops***
 - Break the Pattern: Enhancing Administrative Efficiency
 - Academic Writing and Publishing in Impact Factor Journals
 - Case study Teaching Method
- **Gala Dinner & Networking**

* For details and registration visit **Conference website**.

CONFERENCE TRACKS

Entrepreneurship
Human Resource Management
Organizational Behavior
Commerce
Finance and Accounting
Economics
Banking
Financial Markets
Risk Management
Social Marketing/Social Entrepreneurship
Marketing in Emerging and Transition Economies
Relationship Marketing

Dates to Remember

| | |
|-----------------------------------|---------------------|
| Submission of Abstract | 15th February 2018 |
| Acceptance/Rejection of Abstracts | 20th February 2018 |
| Submission of Full Paper | 05th March 2018 |
| Registration Deadline | 15th March 2018 |
| Conference Dates | 04 & 05 April, 2018 |

Note: Abstract should not exceed 350 words in length excluding keywords.

For Submission visit Conference website.

Conference Fee

Presenter Registration fee

Local Participants: PKR. 2000
International Participants: USD 150

Student Registration Fee

Local Participants: PKR. 1000
International Participants: USD 100

Delegate Registration Fee

Local Participants: PKR. 1000
International Participants: USD 100

Each Additional Paper

Local Participants: PKR. 1000
International Participants: USD 50

Conference Secretariat

ICMC 2018

**Faculty of Management and
Administrative Sciences**

Al-Farabi Block, Office 203,
University of Gujrat, HH Campus, Pakistan
Ph: 053 3643 331, Ext: 166

Email: icmc@uog.edu.pk

Email: secretary.icmc@uog.edu.pk

Facebook page: [icmcuog](https://www.facebook.com/icmcuog)

for details visit uog.edu.pk/en/conferences/icmc