





ICMC-2018

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

April, 2018

UNIVERSITY OF GUJRAT HAFIZ HAYAT CAMPUS GUJRAT

BEST PAPER AWARDS

& Publication Opportunitu for Selected Papers in **HEC Recognized Journals**

Call for Papers

Entrepreneurship can solve the biggest challenges of our Frechnical Sessions 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

- - Break the Pattern: Enhancing Administrative Efficiency
 - Academic Writing and Publishing in Impact Factor Journals
- Case study Teaching Method
- * For details and registration visit Conference website.

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

- Panel Discussions
- Professional Development Workshops*
- Gala Dinner & Networking

Dates to Remember

Submission of Abstract Acceptance/Rejection of Abstracts Submission of Full Paper Registration Deadline Conference Dates

15th February 2018 20th February 2018 05th March 2018 15th March 2018 04 & 05 April, 2018

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

For Submission visit Conference website.

Conference Fee

PKR. 2000 International Participants: USD 150

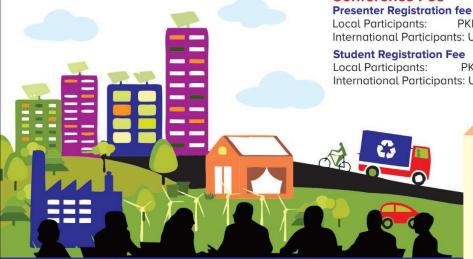
PKR. 1000 International Participants: USD 100

Delegate Registration Fee

Local Participants: PKR. 1000 International Participants: USD 100

Each Additional Paper

Local Participants: PKR. 1000 International Participants: USD 50



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

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