Call for Papers

8th South Asian International Conference (SAICON – 2016)

Theme: Sustainability: A Business Imperative

24th-26th August 2016

Serena Hotel, Islamabad
INTRODUCTION TO SAICON

The South Asian International Conference (SAICON) is an annual conference organized by the COMSATS Institute of Information Technology (CIIT) the custodians of the South Asian Chapter of the Academy for Global Business Advancement (AGBA). SAICON is a platform through which contemporary and developing ideas on business, economics and social sciences are discussed and academics and researchers interact with the industry professionals.

SAICON provides an excellent opportunity to researchers and professionals to network and discuss market changes and transformation which are shaping the market demographics. The SIACON strives to develop a community which encourages the exchange of ideas and facilitates learning. The forum aims at connecting the research world with the industry through conference congregations at different parts of the world. SAICON is an intellectual’s home where researchers and professionals are continuously in touch with each other through SIACON website and conferences where networking is an ongoing process.

The forum encourages researchers from all parts of the world to bring forward their research and integrate it with the needs of the organizations and the changing trends. SAICON does not limit itself to researchers but also supports professionals to bring their business ideas to researchers and try collaborating with them and seek answers.
Therefore, SAICON promotes collaboration amongst researchers and professionals.

**CONFERENCE OVERVIEW**

For the business community, sustainability is more than mere window-dressing. By adopting sustainable practices, companies can gain competitive edge, increase their market share, and boost shareholder value. The growing demand for 'green' products has created major new markets in which sharp-eyed eco-entrepreneurs are reaping rewards.

This year the conference addresses the strategies and tools that companies can use to translate an aspiration for sustainability into practical and effective solutions.

**CIIT- CONFERENCE ORGANIZERS**

COMSATS Institute of Information Technology (CIIT) started its journey in 1998, and established its first campus at Islamabad in April 1998. In August 2000, in recognition of CIIT's achievements, the Federal Government granted it the status of a Degree Awarding Institute (DAI) through promulgation of its charter. The CIIT, besides its principal campus at Islamabad, has seven other fully functional campuses at Lahore, Abbottabad, Wah, Attock, Sahiwal, Virtual and Vehari, while five more campuses at Gujrat, Kotli, Karachi, Jaffarabad and Quetta are in the works. The CIIT is also exploring opportunity for opening an overseas campus in the Gulf region. CIIT at present comprises of five Faculties and 18 Departments. Presently, 86 undergraduate and graduate programs are on offer, in which around 27,000 students are enrolled. Almost 700 faculty members and academic managers holding PhD qualification are currently
serving CIIT. CIIT has proudly produced approximately 25,000 graduates since its inception in 2000.

**AGBA – SOUTH ASIA REGIONAL CHAPTER**

AGBA, the Academy for Global Business Advancement, is a worldwide network of professionals and academics committed to facilitating dissemination of scholarly findings in the field of global business and entrepreneurship. The main purpose of AGBA is to provide ongoing open forums to discuss and analyze global business and entrepreneurship from different perspectives. The CIIT is the official custodian of the regional chapter. South Asia Regional Chapter of AGBA is a consortium of several leading public & private universities pursuing excellence in the field of research & development by shaping the destiny of developing countries in the contemporary globalized economy. The consortium constitutes of the following south-Asian countries: Pakistan, India, Sri Lanka, Bangladesh, Maldives, Bhutan, Nepal & Afghanistan. It is our vision to be the primary resource for advancing academics and researchers in the field of business and provide them opportunities & platform to express new advancements pertaining to their field of interest.

**THE CONFERENCE (8th SAICON 2016)**

The COMSATS Institute of Information Technology custodians of the South Asian Chapter of the Academy for Global Business Advancements (AGBA) invite academics, consultants, leaders, researchers, professionals and students from around the globe to participate in an international conference to share their cutting-edge research, conceptual frameworks, business ideas and proposals, innovative concepts, business projects and business tools and technologies. The
organizing committee of 8th SAICON 2016 provides an exquisite opportunity to interact with people from around the world and discuss developing issues in business, economics, finance and social sciences. SAICON 2016 aims to change the traditional method of conference congregations by empowering researchers and professionals to customize their own sessions according to the area of their interest.

In August 2016, the Department of Management Sciences, COMSATS Institute of Information Technology (CIIT) is conducting an International Conference on “Sustainability: A Business Imperative” – 8th SAICON 2016 which seeks to invite the following:

- Research Papers (Theoretical & Empirical)
- Working Papers
- Case Studies
- Student Papers

THE CONFERENCE THEMES

The organizing committee of the 8th South Asian International Conference (8th SAICON 2016) aims (but not restricts) to include the following topics of research and discussion into its conference proceedings:

1. Human Resource Management
2. Management Learning and Innovation
3. Organization Development & Change Management
4. Strategy and Marketing Management
5. Cross Cultural Management
6. Economics
7. Finance & Accounting
8. Public Policy
9. Organization, technology and strategy
10. Entrepreneurship
11. Education Management
12. Ethics, and corporate social Responsibility
13. Business internationalization
14. Marketing and consumer behavior
15. Leadership, Motivation and Strategy
16. Information Technology
17. Engineering Management
18. E-Commerce & E-Business
19. Hospitality & Tourism Management
20. International Marketing
21. New Venture Management
22. Management of International Organizations
23. International Business
24. Corporate Governance

SUBMISSION GUIDELINES
Authors may submit abstracts of research papers (theoretical and empirical), working papers (research-in-progress), business proposals and plans, business projects and ideas, case-studies, professional articles, seminar papers, book-reviews or student papers.

The abstract submissions will then undergo a rigorous process of review. All submissions will be subject to a blind review. All authors of accepted abstracts will be notified through email indicating the submission of full papers. Authors of accepted abstracts will be required to send in their full papers by the due date, which will be published in the refereed conference proceedings. The authors must adhere to the following guidelines for the submission of their work:

- Please submit your abstracts via email to: sarach@comsats.edu.pk file format exceeding to no more than 500 words which should sized page only in English Language.
• The title of the paper must bold and underlined and the name of the author/authors may be placed below the title of the abstract (not bold, not underlined and not in italics) in Times New Roman font (11pt), both must be centered.

• Please mark margins of at least 1 inch on all sides, use Tim New Roman font (11pt) and italicize the abstract and leave a line at the end.

• Full-length papers should not exceed 25 double-spaced pages; working papers, case-studies, seminar papers and student papers should not exceed 10 pages; proposals and business plans should not exceed 5 pages; poster presentations should not exceed 2 pages.

• A cover page should indicate the title of the paper, the name(s) of the author(s), and their affiliation(s). The main body of the paper should follow the abstract.

• If you wish to serve as a session chair, discussant, and/or reviewer, please send an email to the conference co-chair local arrangements: http://ww2.comsats.edu.pk/saicon2016/

• If you have any queries regarding any details of the conference, please feel free to drop in an email at: sarach@comsats.edu.pk

**KEY DATES**
Following are the key dates for prospective participants:

April 25th 2016 Last date for Submission of Abstract
April 30th 2016 Notification of Acceptance of Abstract
June 10th 2016  Last Date for Submission of Full Paper
July 1st 2016 Notification for Acceptance of Full Paper
July 29th 2016 Last Date for Conference Registration
August 10th 2016 Submission of Final Presentation
August 19th 2016 Distribution of Conference Program
August 24th – 26th, 2016 Conference Dates

TENTATIVE CONFERENCE PROGRAM

August 24th, 2016

- Welcome Desk Arrival Registration
- Inaugural Ceremony
- Conference Sessions
- Invited Talks

August 25th, 2016

- Conference Sessions
- Invited Talks
- PhD students workshop
- Gala Dinner
- Business Case Study Award Ceremony

August 26th, 2016

- Conference Sessions
- Invited Talks
- Closing Ceremony

CONFERENCE REGISTRATION FEE

The conference registration fee - schedule is placed as follows:
• Participants from Developed Countries $ 500 / person
• Participants from Developing Countries $ 250 / person
• Local Participants (with hotel stay) PKR 17,000 / person
• Local Participants (without hotel stay) PKR 5,000 / person
• Local Students (with hotel stay) PKR 10,000 / person
• Local Students (without hotel stay) PKR 2,500 / person

Please Note:
*Those participants who register without hotel stay shall be entitled to a conference pack, lunch and tea only.
**Those participants who register with hotel stay shall be entitled to a conference pack, breakfast, lunch, tea and a gala dinner and two nights stay at the beautiful conference venue i.e. Serena Hotel, Islamabad–Pakistan.

CONFERENCE PACK
The conference pack shall be available at the registration desk from August 24th, 2016. The conference pack shall consist of the following items:

• Conference Program
• Conference Proceedings CD
• Certificate of Participation
• Conference Bag
• A pen, pencil and a note pad

CONFERENCE VENUE
The Islamabad Serena Hotel stands at the foot of the Margalla Hills, on fourteen acres of land, with beautiful gardens and serene water shore of the Rawal Lake in close proximity, next to the Diplomatic Enclave. The architecture and interiors
of this fabulous Hotel building is a mere reflection of typical Pakistani cultural heritage depicting the skills and craftsmanship of native artisans. In this state-of-the-art building, local traditions are elegantly combined with latest technologies in order to provide a comfortable stay to our prestigious guests. The true spirit of the Hotel is reflected in the aesthetics of the public areas, corridors, rooms, and restaurants, highlighting trademarks of Islamic architecture. The Hotel's remarkable architecture is a blend of rich, elaborated, and vivid designs where the artisans have really shown their magical skills especially on the ceilings, floors, and walls.

For further information on accommodation at Serena Hotel, please log on to the following website:

http://www.serenahotels.com/serenaisalamabad

FOR FURTHER DETAILS CONTACT

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