

**The ICBC-2021 invites full papers or abstracts of impactful and conceptual research work. The conference aims (but not restricted) to focus on the following research areas:**

- Pandemic: Lessons and Takeaways Going Forward
- Digitalization and Industrial Revolution 4.0
- Sustainable Development Goals
- Going Green
- Islamic Banking and Finance
- Hospitality and Tourism
- Occupational Health and Safety
- Taxation Practices and Challenges
- Accounting Practices and Challenges
- Financial Regulation and Supervision
- Insurance and Risk Management
- Entrepreneurship
- Small and Medium Enterprises
- Contemporary Marketing Practices
- Contemporary Business Environment
- Human Resource and Strategic Management
- Machine Learning for Business Research
- Audit and Assurance
- Behavioral Finance
- Technology and Innovation
- Organizational Psychology
- Fintech and Regtech
- Cryptocurrency and Blockchain Technology
- Supply Chain and Total Quality Management
- Business Education and Financial Literacy
- Economic Development and Financial Inclusion
- Corporate and Microfinance
- Ethics and Corporate Social Responsibility
- Economic and Political Issues
- Techniques and Challenges in Business Research
- Project and Operations Management
- E-commerce
- Corporate Governance
- Virtual Reality in Emerging Economy

## Publication Opportunities

The abstracts of all the presented papers will be published in the conference proceedings. Selected full papers will be allowed to be published in the following journals as per different review procedures

- ✓ Impact Factor
- ✓ Scopus Indexed
- ✓ HEC-Recognized Journals

## Conference Fee

Local Participants:	Rs 3000
HCC Students:	Rs 2000
International Participants:	USD 100
Pre-Conference Workshops:	Rs 500

## Important Dates

**Deadline for Submission of Full Paper/Abstract**

**October 31, 2021**

**Notification of Acceptance**

**November 05, 2021**

**Early Bird Registration (20% off)**

**October 29, 2021**

**Last Date for Payment**

**November 10, 2021**

**Conference Dates**

**November 26 - 27, 2021**



**2<sup>nd</sup> International Conference  
on Business and Commerce 2021 (ICBC 2021)**

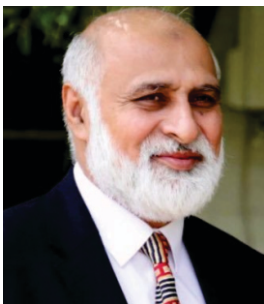
*Striving for a Better Normal*

**November 26-27, 2021**

Organized by:

**Hailey College of Commerce  
University of the Punjab  
Lahore, Pakistan**





**Prof. Dr. Niaz Ahmad Akhtar (SI)**  
Vice-Chancellor, University of the Punjab



**Prof. Dr. Mubbsher Munawar Khan,**  
Dean, Faculty of Commerce



**Prof. Dr. Zulfqar Ahmad**  
Principal, Hailey College of Commerce



**Dr. Sadia Farooq**  
Conference Secretary  
Assistant Professor, Hailey College of Commerce

## About ICBC 2021

ICBC-2021 represents a platform to bring together researchers from around the world in a productive, invigorating, friendly and dynamic environment.

The event is organized by Hailey College of Commerce, University of the Punjab in the beautiful city of Lahore which is famous for its historical heritage and spectacular gardens. The theme of the conference is "Striving for a better normal" which is based on the idea that the economic spectrum in post Covid-19 situation require strategies that would enable world economies to cope up with novel challenges created due to pandemic. As we are going through the transition process of various waves of Covid-19, the emerging issues related to the health and safety, supply chain, workforce, cash flow, consumer demand, sales, and revenue generation demand greater focus on innovative solutions. This is because we are emerging in a very different world compared to the one before the outbreak.

ICBC-2021 invites the submission of research papers/abstracts and posters. The conference will provide an opportunity to the researchers, academicians, industrialists, and corporate managers to internationally share their research to outline a practical approach for resolving issues of Post-Covid'19 business scenarios.

ICBC-2021 features Physical Participation, Poster Competition, and Virtual Participation. Further, a tour of Lahore city will be arranged. All full paper submissions will be peer-reviewed and evaluated based on originality, research depth, accuracy and relevance to conference themes and topics.

## Hailey College ICBC 2020 & ICGC 2021

### Event Highlights



### Keynote Speakers



**Professor Chris Bellamy**

Professor Emeritus, Editor-in-Chief,  
International Journal of Maritime  
Crime & Security, University of  
Greenwich, United Kingdom



**Jo-Ann Rolle**

Professor, Dean, School of Business,  
Medgar Evers College, City University  
of New York, USA



**Ayşın Paşamehmetoğlu**

Associate Professor, Head of Turkish  
inter-university council, Ozyegin  
University, Istanbul, Turkey



**Byron E. Price**

Professor, Medgar Evers College,  
City University of New York, USA



**Veronica N. Udeogalanya**

Tenured Professor, Medgar Evers  
College, City University of New York,  
USA



**Professor Wallace Ford**

Associate Professor, Medgar Evers,  
College, City University of New York,  
USA



**Minwoo Lee**

Assistant Professor, Conrad N. Hilton  
College of Hotel and restaurant  
management University of Houston Texas



**Professor David Rooney**

Professor, Macquarie business  
school Sydney Australia