CALL FOR PAPERS
Entrepreneurial and Sustainability Prospects in Post Pandemic World
December 1\textsuperscript{st} & 2\textsuperscript{nd}, 2022

The dynamics, including opportunities and challenges, for entrepreneurs and humanity’s collective efforts for sustainability have drastically changed during the pandemic. As world is settling down with Covid-19, a new normal is emerging for entrepreneurship and sustainability. This year, 13\textsuperscript{th}ICMR’s will be on exploring, sharing and furthering knowledge about these dynamics. Accordingly, the theme for ICMR 2022 will be “Entrepreneurial and Sustainability Prospects in Post Pandemic World”. Manuscripts, including research papers and case studies, around the following sub-themes are welcomed:

- Challenges, opportunities, and readiness of Small and Medium Enterprises (SMEs).
- Transformation in the aftermath of turbulent times.
- Design thinking for innovation.
- Digital disruption and transformation.
- Innovation in start-ups and SMEs.
- Triple bottom line (Environmental, economic and social sustainability).
- Innovation platforms, ecosystems and supply chains.
- Climate change – risks and opportunities for entrepreneurs and the role of governments and civil society.
- 21\textsuperscript{st} Century skills for succeeding in global eco economy
- Innovation training, teaching and coaching
- Responsible and Social innovation
- Role of entrepreneurship in poverty alleviation and sustainable development
- Building smart cities
- Business ethics
- Artificial intelligence (AI) and innovation
- Green technology and renewable energy
- Globalization and Corporate Social Responsibility (CSR).
- Innovation in health, tourism, and service sectors.

Important Dates
Submission of Abstract: April 30, 2022
Notification of Acceptance: May 14, 2022
Submission of Extended Abstract: July 15, 2022
Full Papers Submission: August 10, 2022
Early Bird Registration: October 20, 2022
Regular Registration: November 4, 2022

Conference Fees
Local Students: PKR 3,000
Local Faculty: PKR 5,000
International Students: 150 USD
International Faculty: 300 USD

For any query please contact
Conference Manager: Dr. Kashif Mahmood
Cell No: 0321-7707702 Email: conference@superior.edu.pk
For paper submission guidelines, registrations and updates, please visit www.superior.edu.pk/icmr

The conference will provide networking opportunities to researchers, business leaders, bankers, chief learning officers, HR directors, civil society representatives, government officers, faculty of business schools, and representatives of international development agencies, from within and outside Pakistan. Moreover, the researchers will get publication opportunity in HEC recognized and internationally indexed reputed journals.

We look forward to your participation in 13\textsuperscript{th} ICMR 2022.