



1st ICARMP

Research In Action

1st International Conference on Action Research
in Multidisciplinary Perspectives of Technology
Social and Business Sciences

March 19 – 20, 2018

Lahore, Pakistan



THE UNIVERSITY OF
LAHORE



Acknowledgments

The School of Professional Advancement (SPA) at University of Management and Technology Lahore takes the pride in conducting the first conference encompassing the theme of 'Action Research' in collaboration with Lahore School of Professional Studies at University of Lahore, Faculty of Education at University of Education and Agha Khan University, Karachi.

About 1st ICARMP 2018

In coherence with the theme of the conference that relates action research within multidisciplinary fields, the major purpose is to enable individuals through their action research to discover innovative strategies and improve their practices for their contribution towards the larger society. Action research is now common in educational, business, technology and social practices. Action researchers can seek success by cooption of their techniques for the technical improvement of practices.

Thinking about action research as a social practice leads us to explore ways of extending the theory and practice of action research. Practice-led research in multidisciplinary perspectives is concerned with the nature of practice and leads to new knowledge that has operational significance for that practice in diverse fields encompassing business, social sciences and information technology. The main focus of the research is to advance knowledge about practice, or to advance knowledge within practice.

We are pleased to invite you to the 1st International Conference on Action Research in Multidisciplinary Perspectives of Technology, Social and Business Sciences 1st ICARMP (2018), scheduled from March 19-20, 2018 in University of Management and Technology, Lahore, Pakistan.

Dr Hasan Sohaib Murad, Chairman, ILM Trust and Dr Muhammad Aslam, Rector UMT, will inaugurate the Conference.

Conference Sessions

Prospective participants including industry professional, academicians and students are invited to speak in plenary sessions, share their key insights of research work and recommend appropriate solutions to prevailing challenges of bridging the gaps between theory and practice. The purpose is to develop mutual understanding among various stakeholders on the central point of action research and its useful implications for academicians and professionals.

Types of Sessions

- **Parallel Sessions** comprising of PowerPoint presentations on research papers
- **Expert Sessions** comprising of PowerPoint presentations on modern industrial issues and way forward to future synchronization

Conference Exhibitions

- Poster display of ideas by the students
- Stalls for applied projects in industry by the academicians and students
- Stall for applied projects invited by the industry
- Contract finalization between the stakeholders on applied projects' accomplishment through the integrated efforts of professionals, academic faculties and students engaged in research work
- Certificates of participation to all the exhibitors free of cost

Conference Awards

Best Paper Award – to encourage the contributions of the researchers playing exceptional role in provision of the preminent elucidations and resolutions in mitigating the academia industry gaps

Best Project Winning Award – to encourage the contributions of actions researchers winning a real-time issue based project from the industry and providing real workable solution and plan of action to the business organization.

International Keynote Speakers



Dr Zulkornain Yusop is a Professor and Former Dean at the Faculty of Economics and Management, University Putra, Malaysia. His specialization is International Economics, Foreign Direct Investment (FDI) and capital flows. He was appointed as consultant for various projects including Ministry of Agriculture and Agro-based Industry i.e. Balance of Trade in Food. In terms of publications, Zulkornain has published numerous journal articles, chapters in books and proceedings in the field of International Economics.



Prof Dr Maliah Sulaiman is currently the Dean, Kuliyah of Economics and Management Sciences, International Islamic University, Malaysia. Her specialization Management, Cost Management, Management Accounting and Management Accounting Control.



Prof Emanuela Todeva is an award-winning educator, with more than 25 years of experience in Higher education institutions, providing leadership, guidance, and innovation to reputable private and public sector educational providers. She is recognised for multi-disciplinary research, delivering unique methodologies, learning approaches, and inter-disciplinary curriculum. Multi-lingual, with demonstrated success in managing international cooperations and multi-cultural research teams across Asia, Europe, America and Australia.



Dr Hülya Ünlü currently works at the Department of Economics, Çankırı Karatekin Üniversitesi. Hülya does research in Econometrics and Financial Economics. She is considered as an expert in Management Business, Finance Innovation, Financial Econometrics, Financial Crises, Econometrics, Markets Economics of Innovation Portfolio Stock Markets Volatility



Dr Audrey D'Souza Juma is currently the Head of School (Health and Education) at Melbourne Polytechnic, Australia.

Publication Opportunities

ICARMP offers following publication opportunities to the paper presenters

- Organization Theory Review
- UMT Education Review
- Conference Proceedings

Conference Sponsorship Offers

Silver Package PKR 25,000

- Logo on conference website, brochure, backdrop, soft proceedings at the venue within the conference area
- Exhibition space
- 5 complimentary conference registrations
- Promotion through social media channels
- 10% discount for additional passes
- Promotion through social media channels
- 20% discount for additional passes
- ½ page presentation in the official conference brochure
- VIP table at conference social event + speech
- Company description on website
- Logo on conference bags and promo materials in conference bags: 1 A4 flyer, pen, business card

Gold Package PKR 2,50000

- Logo on conference website, brochure, soft proceedings at the venue within the conference area
- Exhibition space
- 10 complimentary conference registrations
- Promotion through social media channels
- 15% discount for additional passes
- Club all the Gold packages sponsors on single page of official conference brochure
- Promo materials in conference bags
- 1 A4 flyer, pen, business card

Platinum Package PKR 7,50000

- Logo on conference website, brochure, soft proceedings at the venue of conference and main conference stage, display of logo on backdrop
- Exhibition space
- 5-minute presentation during the first session and PPT presentation (documentary slides) during coffee breaks (5 minutes, no sound)
- 10 complimentary conference registrations
- Reservation on front seats of conference hall

Other Options

Dedicated Sponsorship

*Subject to Total Billing

You can pick one of the features

- Keynote
- Dinner
- Reception
- Workshop
- Conference promotion material (bags, pens and writing pads)
- Panel
- Tea/Coffee Break
- Best Paper Award (monetary amount)
- Walled City Tour

Benefits

- Logo on conference website and brochure
- Complimentary passes
- Announcement of the organization's name at the start of event

Focal Tracks and Sub Themes of the Conference

The Conference deliberations will be on the following themes from which you can choose and speak on the topic of your interest:

Business

Management

- Human Resource Management
- Management Learning and Innovation
- Strategy and Marketing Management
- Cross Cultural Management
- Ethics, and Corporate Social Responsibility
- New Venture Management
- Organization Theory
- Management of International Organizations
- International Business
- Corporate Governance
- Change and Diversity Management

Finance and Economics

- Economics
- Finance and Accounting
- Public Policy
- Organization, Technology and Strategy
- Banking and Finance
- Islamic Banking
- International Trade
- Business Internationalization
- Entrepreneurship

Marketing

- Marketing and Consumer Behavior
- Hospitality and Tourism Management
- Services Marketing

- International Marketing
- Operations and Supply Chain
- Artificial Intelligence

Project Management

- Project Management
- Risk Management
- Disaster Management
- Engineering Management

Social Sciences

- Education
- Psychology
- Consumer Behavior
- Academia Industry Linkages (Praxis)
- Linguistics

Technology

Information Technology

- Software Engineering
- E-Commerce and E-Business
- Big Data Applications

Others

- Health Care like Medical Services and Medical Tourism (Ethics/Quality of Service Delivery/Use of Technology)
- Governance (Ethics/Quality of Service Delivery/Use of Technology)
- Education (Ethics/Quality of Service Delivery/Use of Technology)
- Tourism (Ethics/Quality of Service Delivery/Use of Technology)

Call for Papers

Abstract Submission Deadline	February 06, 2018
Notification of Acceptance of Abstract	After one week of Abstract Submission
Full Paper Submission Deadline	March 06, 2018
Notification of Acceptance of Full Paper	-
Registration Deadline	March 10, 2018
Walk in Registration	March 19-20, 2018
Date of Conference	March 19-20, 2018

Registration Fee

Normal Registration

Pakistan
PKR 1,000

Foreign
USD 50

Participants who are attending as students are required to provide a copy of their institutional ID cards or any other proof of their present affiliation.

Registration fee includes:

- Access to all sessions
- Conference abstract book
- Participation certificate/shield
- Conference bag and published material
- Lunch and tea/coffee during the conference sessions
- Transport service from bus/train stops to conference venue

AT A GLANCE

University of Management and Technology is a premier, research-intensive private university dedicated to academic excellence. Our thinking, creative activities, research and people positively impact the world.

UMT Founded at ILM in
1990

Campuses

Lahore (200+ Kanal Main Campus)
Sialkot (HEC Recognized Sub Campus)

Faculty

600+ Faculty Members
125+ PhD Faculty Members

Average Award

30% of total fee

Areas / Disciplines

Commerce
Accounting
Business Administration
Management
Economics
Banking and Finance
Health Sciences
Nutrition Sciences
Physiotherapy
Textiles
Fashion Design
Architecture
City and Regional Planning
Basic Sciences
Biotechnology
Project Management
Computer Science
IT
Telecom
Public Administration
Public Policy

Executive Development
Engineering
Law
Aviation
Agribusiness
Social Sciences
Education
Media and Communication
English Language and Literature
Psychology
Islamic Thought and Civilization
Islamic Banking
Clinical Psychology

International Journal / Magazine Subscriptions

182+

Total Hostels Capacity

665
Nearly 347 male students
Nearly 297 female students

International Linkages

40+ Linkages
Student Enrollment
12,000+ Students
13 Schools
Business and Economics
Systems and Technology
Social Sciences and Humanities
Professional Advancement
Textile and Design
Law and Policy
Engineering
Governance and Society
Commerce and Accountancy



4 Institutes

Aviation Studies
Islamic Banking
Communication and Cultural Studies
Clinical Psychology

Alumni

17,000+
Financial Aid
PRK 1.5 Billion in Financial Aid Granted
Degree Programs
PhD
MS/MPhil
Graduate
Undergraduate

Health Sciences

Architecture and Planning
Science
Food and Agricultural Sciences

Library Collection

130,000+ Books
7,000 Online Resources
18 Online Databases

Laboratories

Chemistry and Wet Processing
Physics and Electronics
Digital Systems
Software Usability
Computer Networks
Garments
Weaving and Knitting

Accreditations

6 National and International Accreditations

Memberships

12 Institutional Memberships



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