



2nd ICARMP

Research In Action

2nd International Conference on Action Research
in Multidisciplinary Perspectives of Technology
Social and Business Sciences

May 25 – 26, 2023

Lahore, Pakistan



Acknowledgments

The School of Professional Advancement (SPA) at University of Management and Technology Lahore takes the pride in conducting the 2nd conference encompassing the theme of 'Action Research' in collaboration with Lahore School of Professional Advancement Department Lahore and University of Management and Technology.

About 2nd ICARMP 2023

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 2nd ICARMP (2023), scheduled from May25-26, 2023 virtually in University of Management and Technology, Lahore, Pakistan.

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 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.

National and International Keynote Speakers



Dr Rizwan working in North Umbria University, London Did Ph.D. in Business from Middlesex Business School, Middlesex University, London. UK. His research interest includes International Marketing, Marketing and Consumer Behavior, International Business, Research Methods and Data Analysis.



Dr zulqurnain arshad currently working UUM Malaysia, He was PANEL PENILAI, Session Chair, Antarabangsa, 2022, Academic editor, Reviewer and member of Antarabangsa.



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 3



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 Publication Reward

Best Paper Award Certificate

- To support and promote research culture in the region, six Cash Awards worth PKR 25,000 each will be given to the best presenters of 2nd ICARMP. Based on the reviewer's evaluation and comments, one paper from each track will be selected for the best paper award. Certificates will be awarded to presenters, session chairs and reviewers.

Review Process and Publication opportunities

- All papers will go through the peer-review, and only selected papers will be accepted for the presentation at the conference. Abstracts of selected papers will be published in the conference proceedings. Selected papers will be sent to affiliated journals for publication with the consent of the author. Publication in the journal would be subject to acceptance by the editor after following the review process of the respective journal.

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	April 21, 2023
Notification of Acceptance of Abstract	After one week of Abstract Submission
Full Paper Submission Deadline	May 10, 2023
Notification of Acceptance of Full Paper	-
Registration Deadline	May 10, 2023
Date of Conference	May 25-26, 2023

Registration includes:

- Access to all sessions
- Conference abstract book
- Participation certificates

Registration Fee

No Registration fees

Pakistan
No fee

Foreign
No fee

University of Management and Technology 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

800+ Faculty Members
300+ 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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