

# 12<sup>th</sup> ASIAN MANAGEMENT RESEARCH AND CASE CONFERENCE 2025 (AMRC)

2-3 May 2025 at Highland Country Club & Resort, Near Islamabad

<https://amrc.lums.edu.pk/>

**DEADLINE  
EXTENDED!**

New Submission Deadline  
**February 28, 2025**

## CONFERENCE WORKSHOPS

- Networking for Researchers: Collaborating Across Institutions and Borders
- Teaching with Cases: Fundamentals for Engaging and Effective Classrooms

## KEYNOTE SPEAKER



**Dr. Dimitria Groutsis**  
The University of Sydney  
Business School



**Dr. Saïd Elbanna**  
Qatar University

## IMPORTANT DATES

**Submission Deadline Extended:**  
Friday, February 28, 2025

**Notification of Decision Deadline:**  
Friday, March 21, 2025

**Registration Deadline:**  
Thursday, April 10, 2025

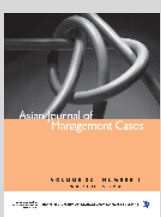
## REGISTRATION AND FEES

<b>Student Presenter/Audience</b>	PKR 25,000
<b>Faculty Presenter/Audience</b>	PKR 35,000

## WHO SHOULD ATTEND

- ✓ Faculty members from colleges and universities
- ✓ PhD students
- ✓ Postgraduate and research students
- ✓ Professionals from business organisations
- ✓ Entrepreneurs
- ✓ Other interested individuals and groups

## INTELLECTUAL PARTNER



Asian Journal of Management Cases

## THEME

**Innovating for a Sustainable and Inclusive Future: Addressing Global Challenges through Business and Technology**

Lahore University of Management Sciences, UAE University, IIM Bangalore, and Dhaka University invite submissions for the 12th Asian Management Research and Case Conference 2025 (AMRC 2025).

In today's rapidly evolving global landscape, businesses and societies are facing unprecedented challenges. Despite significant efforts, the Sustainable Development Goal of ending extreme poverty by 2030 remains out of reach, with 700 million people worldwide still living in poverty (World Bank, 2024). This stark reality requires an urgent call for innovative and sustainable economic solutions. Simultaneously, the impacts of climate change are accelerating at an alarming rate. The United Nations reports that the past decade has been the hottest on record, highlighting the critical need for businesses to adopt environmentally sustainable practices. The urgency to combat climate change is not just an environmental issue but a call for transformative business strategies. Adding another layer of complexity, digital transformation presents both significant opportunities and challenges. The World Economic Forum projects that digital transformation could create up to \$100 trillion in value for industry and society by 2025. This potential illustrates the importance of integrating cutting-edge technologies to drive inclusive growth that benefits all sectors of society, ensuring that no one is left behind in this digital revolution.

These multifaceted challenges demand innovative solutions that ensure economic growth, environmental sustainability and social inclusiveness. As we navigate this complex terrain, the integration of forward-thinking business practices and technologies becomes essential for creating a resilient and equitable future.

## SUBMISSIONS

We invite submissions of high-quality research papers and teaching cases to AMRC 2025.

All submissions will be reviewed based on originality, rigour, and relevance to the conference theme. All accepted manuscripts will be presented at the conference. Research papers and teaching cases may address, but not be restricted to, the main theme of the conference. The following is a non-exhaustive list of sub-themes:

- ❖ Accounting and Finance
- ❖ Entrepreneurship
- ❖ Organisational Behaviour
- ❖ International Business
- ❖ Leadership
- ❖ Corporate Social Responsibility
- ❖ Managerial Economics
- ❖ Human Resource Management
- ❖ Technology and Operations Management
- ❖ Marketing

## LOCATION

Nestled in the heart of the Margallah Hills, the Highland Country Club and Resort offers splendid views of the picturesque Himalaya mountains and the scenic Murree hill station at a height of 4,500 ft. Highland Country Club and Resort is the first-of-its-kind, offering chic and comfortable accommodation and delectable cuisine coupled with a wide range of recreational facilities. A convenient 30-minute drive from Islamabad, the hotel serves as the perfect getaway for friends and family as well as for corporate retreats.

## CONFERENCE SCIENTIFIC COMMITTEE

- ✓ Dr. Abdul Karim Khan, United Arab Emirates University
- ✓ Dr. Faiza Ali, Lahore University of Management Sciences
- ✓ Dr. Muhammad Abdul Moyeen, University of Dhaka
- ✓ Dr. R Srinivasan, Indian Institute of Management Bangalore

## CONFERENCE SECRETARIAT

**AMRC 2025**

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Lahore University of Management Sciences  
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## CONFERENCE PARTNERS



Suleman Dawood  
School of Business



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INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE



UAEU  
كلية الإدارة والاقتصاد  
College of Business and Economics

