



# 10<sup>th</sup> ASIAN MANAGEMENT RESEARCH AND CASE CONFERENCE (AMRC) IN COLLABORATION WITH ASIAN UNIVERSITIES ALLIANCE (AUA)

<https://conferences.uaeu.ac.ae/amrc2022/en/>

October 4–6, 2022



## WHO SHOULD ATTEND

- ✓ Faculty members from colleges and universities
- ✓ PhD students
- ✓ Postgraduate and research students
- ✓ Professionals from business organisations
- ✓ Members of research institutions & professional associations
- ✓ Entrepreneurs
- ✓ Other interested parties

## IMPORTANT DATES

- Submission Deadline:**  
Tuesday, July 12, 2022
- Notification of Decision Deadline:**  
Wednesday, August 03, 2022
- Early Bird Registration Deadline:**  
Friday, September 02, 2022
- Registration Deadline:**  
Friday, September 16, 2022

## REGISTRATION AND FEES

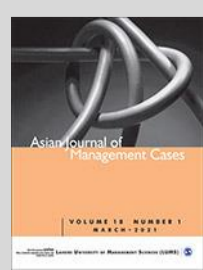
Early Bird Registration	USD 200
Early Bird Registration For Students	USD 100
Standard Registration	USD 250
Standard Registration For Students	USD 120

## CONFERENCE PARTNERS



## KNOWLEDGE PARTNER

Asian Journal of Management Cases (AJMC)



## Theme: Building Resilience in an Increasingly Turbulent World: Evolving Managerial Perspectives

United Arab Emirates University, Lahore University of Management Sciences, IIM Bangalore, and University of Dhaka in collaboration with Asian Universities Alliance (AUA), invites submissions to the 10<sup>th</sup> Asian Management Research and Case Conference 2022 (AMRC).

The Covid-19 outbreak has challenged every aspect of management, forcing stakeholders to adapt and evolve amid increasing uncertainties. The impacts of the pandemic have been starkly different for developing nations; yet the rapid adoption of technology to prop up segments of business and industry presents a unique disruption that promises endless possibilities for growth, driving employment, increasing productivity, impacting global health and education, and transforming supply chains beyond borders. If there is one common element that shines through this, it is resilience – resilience of individuals to adapt to a new normal; communities transforming traditions to keep each other safe; and businesses learning to grow in the face of turbulent conditions. This conference will explore the intersection of business and society in the context of building and enhancing resilience to overcome emerging challenges.

Submissions may include: Research Papers and Teaching Cases.

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 conference sub-themes are:

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

## LOCATION

The city of Al Ain is an old city, central to the cultural heritage of the UAE, and the birthplace of the President H.H. Sheikh Khalifa Bin Zayed Al Nahyan. It remains close to the heart of the royal family and the people of the UAE. The city is known as the Garden City for its palm groves and natural springs. In the heart of the city, the Al Ain Oasis has been opened as the UAE's first curated UNESCO World Heritage site visitor experience. On the edge of Al Ain Oasis, Al Ain museum displays the city's unique heritage and history. This is also an excellent destination for tourists interested in local culture. Top things include an excursion to the camel market, a four-wheel-drive trip up to Jebel Hafeet's summit, a day spent among the wave pools and white water rafting facilities of Wadi Adventure Waterpark, and a visit to the Al Ain Mall, a premier shopping, and leisure destination.

## CONFERENCE SCIENTIFIC COMMITTEE

- ✓ Dr. Abdul Karim Khan, United Arab Emirates University
- ✓ Dr. Muhammad Abdul Moyeen, University of Dhaka
- ✓ Dr. Zainab Riaz, Lahore University of Management Sciences
- ✓ Dr. R Srinivasan, Indian Institute of Management Bangalore
- ✓ Dr. M. Adeel Zaffar, Lahore University of Management Sciences

**CONFERENCE SECRETARIAT**

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