



**Call for Papers**  
**6<sup>th</sup> International Conference on**  
**“Managing Business in a Covid-19 Era: Opportunities & Challenges”**

School of Business, Skyline University College, Sharjah, UAE  
March 23, 2021

**“REGISTRATION IS FREE”**

<https://www.skylineuniversity.ac.ae/ICMB/>

**Nature and Scope**

The world economies are concerned about fairness, sustainability, foreign trade, growth and business development. In view of the crisis and uncertainties prevails today, this virtual international conference on “Managing Business in a Covid-19 Era: Opportunities & Challenges” invites research papers, case studies and panel proposals on, but not limited to the following tracks and topics:

- ❖ Experiences and Risks of Doing Business
- ❖ Booming Business Opportunities During
- ❖ Public-Private Partnership in Covid-19 Era
- ❖ Accounting, Finance and Economic Repercussions and Responses to Crisis
- ❖ International Business, Supply Chain Management and Project Management
- ❖ Crisis Leadership and Human Resource Management
- ❖ Entrepreneurship, SMEs & Micro Enterprises in Developing Economies
- ❖ Services Marketing including Healthcare, Education, Sports, Tourism, etc.
- ❖ Case Studies on Recovery Strategies for Adversely Affected Industries, e.g. Entertainment
- ❖ Socio-ethical and Legal Implications of Covid-19 Containment Measures
- ❖ Surveillance Technologies, Big data and Covid-19 Crisis Response
- ❖ Higher Education Management Opportunities and Challenges
- ❖ Theoretical and Empirical Contributions from All Disciplines

**Important e Conference Dates**

Online Submission Starts: 23 October, 2020

Submission & Registration Deadline: February 23, 2021

Virtual Conference Date: 23 March, 2021

**Important e Conference Dates and Paper submissions**

Online Submission Starts: 23 October, 2020; Submission Deadline: 23 February, 2021

Submit manuscripts in APA format MS word to:

[conference2021@skylineuniversity.ac.ae](mailto:conference2021@skylineuniversity.ac.ae) and

[gouher.ahmed@skylineuniversity.ac.ae](mailto:gouher.ahmed@skylineuniversity.ac.ae)

**Featured Journals**

1. *FIIB Business Review* (Sage Publishing, Scopus Index)
2. *South Asian Journal of Marketing* (Emerald Publishing)
3. *International Journal of Emerging Markets* (Emerald Publishing, SCOPUS, SSCI)
4. *International Journal of Business and Applied Sciences* ([www.ijbas.com](http://www.ijbas.com)), from USA
5. *Skyline Business Journal* <https://www.skylineuniversity.ac.ae/sbj/>

**Best Paper Award Certificates for Faculty, PhD Scholars & Master students**

**For all enquiries, please email : Prof. Gouher Ahmed, Chair & Co-ordinator at:**

[gouher.ahmed@skylineuniversity.ac.ae](mailto:gouher.ahmed@skylineuniversity.ac.ae)