

2nd AIR University School of Management International Research Conference 2024

Overview

An overarching goal of establishing varsities is to create and disseminate knowledge. An Academic conference is a key platform that helps a varsity to achieve this goal. Therefore, Air University School of Management (AUSOM) Islamabad is organizing an a two-days International Research Conference on 23rd and 24th October 2024.

The theme of the conference is “Revisiting Business Practices in Digitalization Era: Human Factors, Artificial Intelligence, and Sustainability”. The conference will feature keynote speeches from renowned national and international academicians, panel discussions, paper presentations and workshops. We also plan to organize a pre-conference workshop on the fundamentals of AI and sustainability to provide participants with a comprehensive understanding of the conference themes. We firmly believe that an International Conference on Sustainability, Artificial Intelligence, and the Human Factor will contribute significantly to the advancement of knowledge in this domain, promote collaboration among stakeholders, and facilitate the implementation of sustainable practices across various sectors.

We sincerely welcome scholars, education leaders, industry executives, entrepreneurs, and policymakers to participate in our discussions.

Conference Program Day 1: Wednesday, October 23rd, 2024

Opening		
Date: 09-10.2024	Time: 09:00 am-11:00am	Venue: Auditorium/Online/Zoom
Ref #	Program	Time
1	Guests to be seated	09:00 am – 09:30 am
2	Recitation of the Holy Quran, National Anthem	09:30 am – 09:35 am
3	Opening note by Dean AUSOM Professor Dr. Mueen A. Zafar, Dean AUSOM, Air University, Islamabad.	09:35 am – 09:40 am
4	Welcome Address by Vice Chancellor (AU) HIM (Retd)	09:40 am – 09:45 am
5	Key note speach 1	09:45 am – 10:00 am
6	Key note speach 2	10:15 am – 10:30 am
7	Key note speach 3	10:30 am – 10:45 am
8	Conference overview and concluding remarks by Conference Chair	10:45 am – 10:50 am
9	Shield Distribution Ceremony	10:50 am-11:00 am
	Tea Break	11:00am-11:30 am

2nd AIR University School of Management International Research Conference 2024

	Panel Discussion	11:30am-01:00 pm
		Moderator: Dr. Noshaba Batool
	Panel member 1:	
	Panel member 2:	
	Panel member 3:	
	Panel member 3:	

	Technical Sessions/Presentations	02:00 pm-04:00 pm
Certificate Distribution Ceremony		
Date: 10.10.2024	Time: 04:00 pm-04:30 pm	Venue: AUSOM Auditorium
Registrar AU		
Dean AUSOM		
HODs		

**2nd AIR University School of Management International
Research Conference 2024**

**Conference Program
Day 2: 24th October,
2024**

PhD Consortium

Invited Talks	
Venue: AUSOM Auditorium/Online	Time: 09:30 am-01:00 pm

Ref #		Time
1	Recitation of the Holy Quran	09:30 am – 09:35 am
2	Welcome note by Dean AUSOM Professor Dr. Moeen A. Zafar. Dean AUSOM, Air University, Islamabad.	09:35 am – 09:40 am
3	Invited Talk 1	09:40 am – 10:00 am
4	Invited Talk 2	10:00 am – 10:20 am
5	Invited Talk 3	10:20 am – 10:40 am
6	Invited Talk 4	10:40 am – 11:00 am
7	Thank you note by Conference Chair Professor Dr. S.K. Shahzad, Chair Department of Business Studies, AUSOM.	11:00 am – 11:10 am

Break

11:10am-11:30 am

Proposal Presentations

S. No.	Topic	Mentors
1	Proposal Presentation 1: (11:30am –12:00pm)	
2	Proposal Presentation 2: (12:00pm –12:30pm)	
3	Proposal Presentation 3: (12:30pm –01:00pm)	

2nd AIR University School of Management International Research Conference 2024

4	Proposal Presentation 4: (01:00pm -01:30pm)	
---	---	--

Closing Ceremony		
Date: 10.10.2024	Time: 02:00 pm-03:00 pm	Venue: AUSOM Auditorium
Ref #	Speaker	Time
	Certificate Distribution	
1	Closing Remarks by Conference Chair	

Closing & Lunch

01:00pm-02:00pm