

International Conference Sustainable Business Practices in a VUCA World - ICSBP2022

June 23rd-24th, 2022
Rabat, Morocco

About the Conference

In a world characterized by volatility, uncertainty, complexity, and ambiguity (VUCA), sustainability is a key issue for management research. During the last years, sustainability has been addressed by scholars in many different contexts, including logistics and supply chain management, marketing, finance, innovation as well as human resources, ethics, and social responsibility. The aim of this conference is to discuss the state of the art in each specific field of study in management, look for common themes and create synergies among different streams of research.

This conference will be a platform for industry practitioners, academicians, entrepreneurs, and research scholars to come together, to learn, share and discuss current and emerging topics in various areas aligned towards sustainability. This would be a great knowledge-sharing event for a diverse audience embracing international and national participants. The event has inspirational keynote speakers, practitioner-led workshop sessions, and mutually beneficial networking opportunities.

Call for Submission

We invite original papers from interested professionals and researchers to present and participate in the conference in response to the uncertain and complex pandemic scenario and to interconnect all these issues with business sustainability. Papers jointly written by industry leaders and academics are preferred for this conference, as industry-academia collaboration is powerful in finding practical and innovative solutions to the challenges.

The conference is seeking submissions related to the following topics:

- Theme 1:** Social Marketing and Sustainable Marketing Practices
- Theme 2:** Human Resource Management Practices for Sustainable Business Growth
- Theme 3:** Sustainable Information Systems and Management
- Theme 4:** Sustainable Innovation, Entrepreneurship and the Digital Transformation
- Theme 5:** Sustainable Finance
- Theme 6:** Sustainable Supply Chain, Logistics, and Transportation
- Theme 7:** Sustainable Tourism Practices & Eco-Tourism Development

Submission Guidelines

All submissions must be original and not simultaneously submitted to another journal or conference.

The following submission categories are welcome:

- Extended Abstract
- Full Paper

Submissions must be done using the following EasyChair link:
<https://easychair.org/conferences/?conf=icsbp2022>.

The review of the submissions will be double blinded. All extended abstracts and full papers must be anonymized

Important Dates

- March 31st, 2022:** Submission deadline
- April 10th, 2022:** Acceptance notification
- May 10th, 2022:** Deadline for the registration fees payment
- June 23rd-24th, 2022:** Conference dates

Registration Fees

- PhD students:** 100 euros
- Academics:** 150 euros
- Non academics:** 200 euros

Venue

The conference will be held in Rabat Business School campus.



Guest Speakers



Dr. Constantine Blome
Professor of Operations Management,
Sussex University Business School, UK



Dr. Miguel Pina e Cunha
Professor of Leadership and Organization
Studies, Nova School of Business and Economics,
Universidade Nova de Lisboa, Portugal



Dr. Yogesh K. Dwivedi
Professor of Digital Marketing and Innovation,
School of Management, Swansea University, UK



Dr. Brian Lucey
Professor of Finance, Trinity College Dublin,
Ireland



Ms. Mia Negru
Entrepreneur in the field of sustainability, public
speaker and advisor to the city of Copenhagen,
Denmark

Publication Opportunities

All accepted and presented abstracts will be published in the Book of Abstracts and Conference Proceedings Book with ISBN number in pdf version on our web page.

Authors of selected papers will be invited to submit their papers to a special issue of different scientific journals including the following.



Conference Chairs

Chair: **Dr. Ikram Jebabli**
Co-Chair: **Dr. Albrecht Fritzsche**

Organizing Committee

Dr. Vikas Arya
Dr. Surajit Bag
Dr. Kaoutar Chargui
Dr. Abdelhak El Idrissi
Dr. Albrecht Fritzsche

Dr. Ikram Jebabli
Dr. Diogenes Falcao Mamedio
Dr. Mohamed Amine Masmoudi
Dr. Raja Sreedharan
Dr. Tarik Zouadi

Scientific Committee

Dr. Nezhil Altay, Driehaus College of Business, Chicago - **Dr. Mohamed Aroui**, University of Côte d'Azur, France - **Dr. Vikas Arya**, Rabat Business School, UIR, Morocco - **Dr. Ann Suwaree Ashton**, GSTM, NIDA, Thailand - **Dr. Surajit Bag**, Rabat Business School, UIR, Morocco - **Dr. Roberto Baldacci**, University of Bologna, Italy - **Dr. Muhammad Saad Baloch**, Rabat Business School, UIR, Morocco - **Dr. Dina Barbican**, Institute for Sustainability, Germany - **Dr. Abhishek Behl**, Jindal Global Business School, India - **Dr. Lotfi Belkacem**, University of Sousse, Tunisia - **Dr. Amine Ben Amar**, Excella Business School, France - **Dr. Rachid Benmansour**, INSEA Rabat, Morocco - **Dr. Constantine Blome**, Sussex University Business School, UK - **Dr. Elie Bouri**, School of Business, LAU, Lebanon - **Dr. Houssam Bouzgarrou**, University of Sousse, Tunisia - **Dr. David Bryde**, Liverpool Business School, LJMU, UK - **Dr. Marco Busi**, Carisma RCT Ltd, Republic of San Marino - **Dr. Kaoutar Chargui**, Rabat Business School, UIR, Morocco - **Dr. Stephen Childe**, Plymouth Business School, UK - **Dr. Tsan-Ming Choi (Jason)**, College of Management, NTU, Taiwan - **Dr. Anca Clipa**, Alexandru Ioan Cuza University of Iasi, Romania - **Dr. Miguel Pina e Cunha**, Nova School of Business and Economics, Portugal - **Dr. Emrah Demir**, Cardiff Business School, UK - **Dr. Claver Diallo**, Dalhousie University, Canada - **Dr. Btissam Dkhissi**, ENSA of Tetouan, UAE, Morocco - **Dr. Rameshwar Dubey**, Liverpool John Moores University, UK - **Dr. Yogesh K. Dwivedi**, School of Management, Swansea University, UK - **Dr. Abdelkader El Alaoui**, Rabat Business School, UIR, Morocco - **Dr. Mhamed Ali El Aroui**, Rabat Business School, UIR, Morocco - **Dr. Abdellah El Fallahi**, ENSA of Tetouan, UAE, Morocco - **Dr. Ahmed El Ghini**, Mohammed V University in Rabat, Morocco - **Dr. Aghezzaf El Housaine**, Ghent University, Belgium - **Dr. Abdelhak El Idrissi**, Rabat Business School, UIR, Morocco - **Dr. Ahmet Arif Eren**, Omer Halisdemir Universitesi, IIBF, Turkey - **Dr. Albrecht Fritzsche**, Rabat Business School, UIR, Morocco - **Dr. Zied Ftiti**, EDC Paris Business School, France - **Dr. Angappa Gunasekaran**, SBA Penn State Harrisburg, USA - **Dr. Shivam Gupta**, NEOMA Business School, France - **Dr. Erik G. Hansen**, Johannes Kepler University Linz, Austria - **Dr. Charice Hayes**, Baltimore City Community College, USA - **Dr. Linda D Hollebeek**, Montpellier Business School, France - **Dr. Abdelmajid Ibenrissoul**, University Hassan II Casablanca, Morocco - **Dr. Ikram Jebabli**, Rabat Business School, UIR, Morocco - **Dr. Fedwa Jebli**, Rabat Business School, UIR, Morocco - **Dr. Abdelhakim Khatab**, Lorraine University, France - **Dr. Çağrı Koç**, Social Sciences University of Ankara-ASB, Turkey - **Dr. Arpan Kumar Kar**, Indian Institute of Technology, India - **Dr. Yong-Hong Kuo**, University of Hong Kong, China - **Dr. Amine Lahiani**, University of Orleans, France - **Dr. Ann Langley**, HEC Montreal, Canada - **Dr. Brian Lucey**, Trinity College Dublin, Ireland - **Dr. Diogenes Falcao Mamedio**, Rabat Business School, UIR, Morocco - **Dr. Simona Mancini**, University of Eastern Piedmont, Italy - **Dr. Mohamed Amine Masmoudi**, Rabat Business School, UIR, Morocco - **Dr. Ferenc Meszaros**, BME, Hungary - **Dr. Eleni Michopoulou**, College of Business, Law and Social Sciences, University of Derby, Buxton, UK - **Dr. Bouchra Mzali**, ESG-UQAM, Canada - **Dr. Thanos Papadopoulos**, Kent Business School, UK - **Dr. Justin Paul**, University of Puerto Rico, USA - **Dr. Yvonne du Plessis**, NWU Business School, South Africa - **Dr. Christophe Rault**, University of Orleans, France - **Dr. Mohamed Reghoui**, ENCG of Tangier, UAE, Morocco - **Dr. Hiran Roy**, Fairleigh Dickinson University, Canada - **Dr. David Sarpong**, Brunel University, UK - **Dr. Deepa Sethi**, Indian Institute of Management Kozhikode, India - **Dr. Anshuman Sharma**, Ajman University, UAE - **Dr. Edison Renato Silva**, Federal University of Rio de Janeiro, Brazil - **Dr. Raja Sreedharan**, Rabat Business School, UIR, Morocco - **Dr. Tendai Douglas Swotwa**, Botswana University, Botswana - **Dr. Hiram Ting**, FHTM, UCSCI University, Malaysia - **Dr. Miguel Pérez Valls**, University of Almeria, Spain - **Dr. Samuel Fosso Wamba**, Toulouse Business School, France - **Dr. Jochen Wirtz**, National University of Singapore, Singapore - **Dr. Imran Yousaf**, Air University School of Management, Pakistan - **Dr. Tarik Zouadi**, Rabat Business School, UIR, Morocco

Contact : All questions related to the conference should be emailed to sbpconference@uir.ac.ma

Please visit the conference website for more details.

<https://www.uir.ac.ma/fr/pole/rabat-business-school/InternationalConferenceRBS>