

2nd International Conference on Business Research 2019

June 21, 2019

University of Moratuwa, Sri Lanka

Business Research Unit (BRU) of Faculty of Business, University of Moratuwa is calling submissions for its inaugural conference to be held in June 21, 2019. The deadline for paper submission is March 08 2019.

Business Research Unit is dedicated to the advancement of knowledge in all areas of business. As one of the prime activities in the annual calendar, ICBR will be held in June every year beginning from 2018.

International Conference on Business Research welcomes high quality research papers covering all areas of research in business while encouraging critical analysis of policy and practice. Conference welcomes cultural and geographic diversity in submissions to better conceptualize how business are conducted world-wide and gather a spectrum of knowledge.

All submissions judged as suitable for the conference are sent to two experts in the related area for double blind peer review.

Business Research Unit uses *Turnitin* software to check the originality of papers submitted for the conference. Business Research Unit supports the development and practical application of consistent ethical standards in its publications.

All papers accepted for the conference will be published in the conference proceedings with an ISSN number. The individual papers will have a separate URL for easy reference and access.

SUBMISSION GUIDELINES

It is mandatory for all author(s) to type their full paper strictly adhering to the following formatting guidelines.

1. The official language of the conference is English. All papers should be written in English
2. Type the content in single column format
3. All authors are requested to carefully revise the manuscript for English language and formatting.
4. All submitted manuscripts will undergo a plagiarism check using a suitable tool.

5. If authors use any content that has been created by the (such as a diagram, a table, or excerpts) authors should have been permission to use them in their submission.
6. Research papers submitted to the conference should not have been published previously in their current or substantially similar form, or be under consideration for publication with another outlet. Authors submitting their research work for the conference warrant that their papers do not infringe any existing copyright and will indemnify the Business Research Unit of University of Moratuwa against any breach of such warranty.
7. All papers should be submitted to **icbr@uom.lk** on or before March 08, 2019.

PAPER FORMATTING GUIDELINES

- Paper size - A4 Page
- Numbering – Bottom center, consecutively numbered
- Margins - Left: 1.5 inches and all others 01 inch
- Line spacing –1.5
- Letter style - Times New Roman, Font:11
- First and second level titles should be typed using “Capitalize Each Word Format”.
- The maximum length of the paper should be seven (07) pages (including references and appendices).

TITLE OF THE RESEARCH PAPER

(14-point type size, upper case, centered)

Name of Author(s)

Affiliation

Email address(s)

(10-point type size, upper and lower case, centered under the title)

ABSTRACT

Abstract should state the problem and the purpose of the paper, the research approach followed, and also the results and conclusion. It should be understandable by the general reader and it should contain minimum of acronyms and jargons. The summary of your work for the ICBR 2019 should be two hundred to three hundred words in italics form. Indent the abstract on the left and right sides.

Key Words: maximum of five key words should be clearly described the subject matter of the paper.

STRUCTURE OF THE PAPER

Please adhere to the following structure.

1. Introduction

The introduction section should

- (1) present the scope and objective of the paper and state the problem,
- (2) briefly review the pertinent literature,
- (3) describe the methods, and
- (4) provide an overview of the main results of the work.

2. Literature Review

Provide a summarized and updated review of literature pertaining to the area of study

3. Methodology

The methodology must be clearly stated and described sufficiently in detail or with references.

4. Results/Analysis and Discussion

The author should present the results of the study and the discussion should focus on how the research was instrumental to achieve the objectives.

The findings and arguments of the work should be explicitly described and illustrated. Supporting figures, tables and images of the results (no more than two figures and two tables) may be included.

All the tables, images and figures should be centered. Figures and images should be numbered (see Figure 2 for an example) and figure headers should be placed under the figure or image; Tables should also be numbered (see Table 2 for an example) and the table header should be placed at the top.

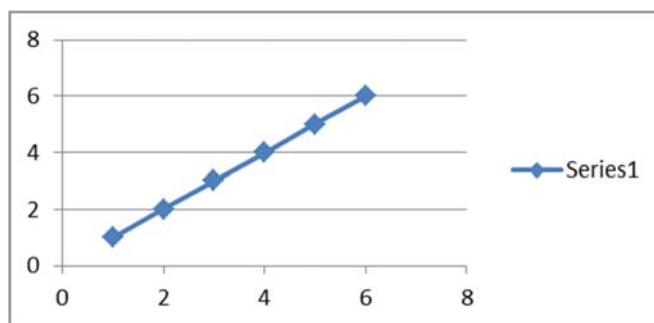


Figure 2. Header

Table 2. Header

5. Conclusion and Implications

Conclusions should include:

- (1) the principles and generalizations inferred from the results,
- (2) any exceptions to, or problems with these principles and generalizations,
- (3) theoretical and/or practical implications of the work,
- (4) conclusions drawn and future recommendations.

Acknowledgement

Any acknowledgement Authors wish to make for the support reviewed for the research study.

References

The references should follow APA (latest edition) style and carefully checked for completeness, accuracy and consistency. The style guideline can be found at:

http://www.lib.mrt.ac.lk/images/User%20Education_%20Guidelines_APA.pdf

FOR FURTHER INFORMATION

Please contact us, if you have any questions regarding your submission or experience any issues while submitting your manuscript.

Business Research Unit (BRU)
Faculty of Business
University of Moratuwa,
Moratuwa, 10400
Sri Lanka

Phone : 0112640430 ext. 5202
Rashenka - 0719790005
Shenal - 0771881496

Email : icbr@uom.lk

Web : www.mrt.ac.lk/web/business/bru/icbr