

6th International Conference on Business Research (ICBR 2023)

“Creating Value through Innovation: Driving Wealth Creation in the 21st Century”

Guidelines for Poster Submission

The Business Research Unit of Faculty of Business at University of Moratuwa is now inviting you to submit a poster for presentation at ICBR 2023. A poster provides an opportunity to share research findings, innovative projects, and insights with a diverse audience of academics, researchers, and industry professionals.

A Poster Template is given on the [ICBR 2023 Conference Website](#). To ensure a successful poster presentation, please adhere to the following submission and formatting guidelines.

Submission and Formatting Guidelines

- **The submission deadline for posters is November 7, 2023.**
- Your poster should be submitted to icbr@uom.lk with **an abstract including the author(s) names and affiliations**. Note that the submitted abstract will be included in the ICBR 2023 Conference Proceedings.
- **Abstract Content:** The abstract should state the research problem, the objectives, the research approach followed, and a summary of the results and conclusions. It should be understandable to the general reader and contain a minimum of acronyms and jargon. The abstract should contain **no more than 300 words** and **should be written as a single paragraph**. Write concisely and clearly. References are not allowed. Abbreviations can be used if they have been defined previously. Moreover, a **maximum of 5 keywords** arranged in alphabetical order should also be included with the title, **Keywords**.
- **Poster Format:**
 - ✓ The poster should be designed in landscape orientation. See the given poster template.
 - ✓ The aspect ratio (ratio of width to height) should be 16:9 (1600 x 900 px).
 - ✓ The smallest font size should not be smaller than 8pt. Ensure that your content is easily readable.
- **Poster Content:** The poster should be well-organized and include the following sections: Title, Author(s) with affiliations, Email address of the presenter, Background, Objectives,

Methodology, Results, and Discussion and Conclusions. Use clear and concise text and include graphical illustrations as much as possible to support your content. Make sure that the poster conveys your main message or findings.

- **Submit your poster as a high-resolution PDF file.** Also, ensure that all images and graphics are embedded in the PDF.
- Authors are responsible for printing and bringing their posters to the conference venue. Poster boards and necessary mounting materials will be provided.
- Poster presenters should be available during the designated poster sessions to answer questions and engage with attendees.

For Further Information

- If you have any questions or need assistance, please contact icbr@uom.lk.