

2nd Edition of the International Conference on Sustainable Business Practices in a VUCA World - ICSBP2024 May 9th – 10th , 2024, Rabat – Morocco

Tracks List:

| Supply Chain Management | Finance & Economics | Marketing | Innovation & Strategy | Human Resources & Organizational Behavior | Information Systems |
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| Track 1 : Digital Supply Chain Management in the VUCA World | Track 6 : Corporate Finance, Governance, CSR, ESG | Track 13 : Consumer Behavior & Brand Marketing | Track 19 : Innovation in Africa and in the Global South | Track 26 : HRM and the New Challenges in Post-pandemic World | Track 32 : Digital Transformation of Organizations and Society |
| Track 2: Mathematical Optimization Techniques for Net-zero Carbon, Sustainable Operations & Logistics | Track 7 : Ethical, Social, Environmental and Behavioral Finance | Track 14 : AR, VR, Metaverse, Robotics in Marketing | Track 20 : Responsible Entrepreneurship | Track 27 : Diversity, Inclusion & Exclusion in Organizations | Track 33 : Information Systems in Emerging Markets |
| Track 3 : Intelligent decision- making in Operations and Supply Chain Management | Track 8 : Green Finance, Energy Finance and Sustainable Accounting & Finance | Track 15 : Luxury Brand, Retail & Service Marketing | Track 21 : Entrepreneurship Education, Entrepreneurial Pedagogies and Student Business Startups | Track 28 : HRM in the Global South: Challenges, Paradigms, and Complexities | Track 34: Digital Sustainability and Digitalization in Times of Crisis |
| Track 4: Survivability, Resilience, and Sustainability of Supply Chains | Track 9 : The digital Future of Management Accounting | Track 16 : Advertising and Digital Marketing Communications | Track 22 : Data-Driven Innovation and Economic Development | Track 29 : Human Resource Management in Times of Hybrid Working | Track 35 : Digital Government Policies and Strategies |
| Track 5: Resilience in Supply Chains Management | Track 10 : AI, Machine Learning and DL in Finance & Economics | Track 17 : Marketing Ethics, Sustainability & CSR Practices by Brands | Track 23 : Open Labs, Innovation Spaces and Entrepreneurship Centers | Track 30 : Leadership in a VUCA World | Track 36 : Teaching and Learning Technologies |
| | Track 11 : Advancing Islamic Finance | Track 18 : Hospitality, Tourism, Sports, and Entertainment Marketing | Track 24 : Disruption, Destruction, De-/Growth: Understanding Innovation- driven Economies | Track 31 : HRM, Sustainability and CSR Challenges | |
| | Track 12 : Econophysics, Complexity, and Numerical Methods in Business Analytics | | Track 25 : Strategic Foresight in a VUCA world | | |











