



Kenyatta University
School of Business, Economics
and Tourism

THE 6TH INTERNATIONAL BUSINESS RESEARCH AND INDUSTRIAL CONFERENCE (IBRIC 2024)

27th – 28th June 2024 | Mode of Participation: Virtual (Zoom)

Theme: Business Intelligence and Innovations for Sustainable Development.

CALL FOR SUBMISSION OF ABSTRACTS AND PAPERS

CONFERENCE REGISTRATION

a) EAST AFRICAN

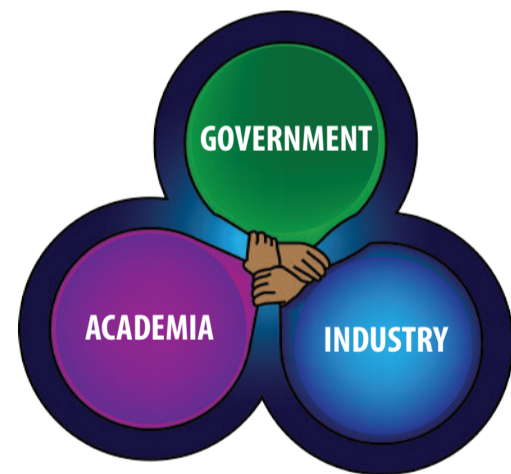
- Presenting Paper KSH. 2000
- Not Presenting Paper KSH. 1000

b) NON EAST AFRICAN

- Presenting Paper USD 40
- Not Presenting Paper USD 10

SUB-THEMES

- Strategic agility, entrepreneurship ecosystems and human capital development.
- Environmental accounting reporting, financial innovations and sustainable socio-economic development.
- Data science and artificial intelligence for sustainable productivity development.
- Innovations, efficiency and economic development.
- Social entrepreneurship and socio-economic development.
- Macroeconomic policy initiatives for strong and sustainable growth in the current age of uncertainty in the global economy.
- Innovations in hospitality and tourism and sustainable destination resilience.
- Innovations in sports and recreation for sustainable socio-economic development.
- Safety nets programs for sustainable socio-economic development.



IMPORTANT DEADLINES

SUBMISSION OF ABSTRACTS

3rd May, 2024

SUBMISSION OF DRAFT PAPER

6th May, 2024

SUBMISSION OF FINAL PAPER

19th May, 2024

REGISTRATION

2nd June 2024

FOR ENQUIRIES PLEASE CONTACT:

IBRIC Conference Secretariat:
+254777996447, 25420310625 or
254208703612
Email: ibric.conference@ku.ac.ke
For conference registration and
more information please visit
www.ku.ac.ke/ibric/

PAYMENT DETAILS

ACCOUNT NAME: Kenyatta University Research Grants
ACCOUNT NUMBER: 01021010781300
BANK: National Bank of Kenya Ltd
BRANCH: Kenyatta University SWIFT CODE: NBKEKENXXXX
BANK ADDRESS: P.O. Box 1688-00232 Ruiru, Kenya
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CURRENCY: KENYA SHILLING PAY BILL: 625625