

City University, Ajman

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CITY UNIVERSITY AJMAN

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International e-Conference on Business Excellence and Quality Management

27-28 February, 2023

Call for Papers

Greetings from City University, Ajman

The International e-Conference on Business Excellence and Quality Management in the Digital Age is been scheduled on 27-28 February, 2023.

Conference Theme:

The conference will have the following themes:

1. *Performance measurement tools & techniques*
2. *Competitive strategies and business excellence*
3. *Total Quality Management and Organizational effectiveness*
4. *Strategic alliances based on core competencies*
5. *Productivity and quality improvement strategies/standards*
6. *Measures/metrics, benchmarking, best practices*
7. *Digital transformation and service quality*
8. *Innovation, entrepreneurship and process improvement*
9. *Leadership and continuous improvement*
10. *Six Sigma Approach, continuous improvement, knowledge management*
11. *Technology and sustainable development goals*
12. *New Normal post-COVID challenges*

Due Date

Researchers, Academicians, and Scholars are invited to submit abstracts for papers, not exceeding 200-300 words by **10th December, 2022**.

- **Authors of the papers will be invited to present their paper in the e-conference through zoom session.**
- **Abstract to be sent by <https://www.cuca.ae/mba-conference/call-for-papers/> or by visiting the website: <https://www.cuca.ae/mba-conference/>**
- Selected papers will be considered for publication in the Scopus Indexed Journals. The conference website will be updated with information about the journals.

Organizing Committee

International e-Conference on Business Excellence and Quality Management in the Digital Age