

**IBA SBS 4th International Conference 2025
Transforming Business for People & Planet**

**Institute of Business Administration, Karachi (Main Campus)
June 13 – 14, 2025**

Paper Presentation Guidelines:

To ensure a smooth and impactful experience for all participants, please follow the presentation guidelines outlined below:

Time Allocation:

- Total Duration per Paper: 25 minutes
- Presentation: 10 minutes to a maximum of 15 minutes
- Discussion/Q&A: 5 to 10 minutes

Slide Recommendations:

Use 8–10 slides to present your work effectively within the time limit.

Suggested Presentation Structure:

- - Introduction – Research context, problem statement and contributions
- - Literature Review – 2 -3 Key studies, theoretical framework, and hypotheses
- - Methodology – Research design, and data sources
- - Key Results – Main findings with relevant tables
- - Conclusion & Implications – Summary of insights and their theoretical, practical, or policy relevance

Note: Additional literature or findings or other additional points may be included in optional slides placed after the conclusion slide, if needed.

Design & Formatting Guidelines:

- - Font Size: Minimum 24 pt for readability
- - Slide Template: Use a clean, professional layout with a light background (preferably white or light blue) and dark text for clarity
- - Keep slides uncluttered and text concise to maintain audience engagement

We look forward to your insightful presentations and meaningful discussions at the conference.

**Conference Organizing Committee
IBA SBS 4th International Conference 2025**