**A logo with red text and a globe

AI-generated content may be incorrect.**

**15th International Conference on Business and Information (ICBI)**

*“Human Intelligence 2.0: Evolving Strategic Capabilities through Human-AI Collaboration for Sustained Competitive Advantage in Business”*

**Guidelines and Template for the Concept Paper**

**SDG Youth Challenge 2025**

A research concept paper is a preliminary document that outlines a proposed research project. It serves as the foundation for developing a detailed research proposal. The concept paper presents the main ideas, objectives, and significance of the research before detailed planning and implementation begin. Its purpose is to capture initial thoughts and ideas, while the research proposal organizes these ideas into a structured format for evaluation and approval.

**Paper Guidelines:**

Your study should address a critical issue at the national level. The expected outcomes should contribute to the achievement of one or more Sustainable Development Goals (SDGs). For further information, please refer to our website <https://conf.kln.ac.lk/icbi/index.php/key-events/sdg-youth-summit>

***Formatting Guidelines***

Font style: Times New Roman

Font size: 12

Page margins: 1” on all sides (top, bottom, right, and left)

Spacing: 1.15

Page limit: 10 to 15 pages (including references)

Positioning Figures and Tables: Figure captions should appear below the figures, while table headings should be placed above the tables. Insert figures and tables after they are cited in the text. Use the abbreviation “Figure 1,” even at the beginning of a sentence.

**Paper submission:**

Submit the concept paper in PDF format via the Google Form at: (link)

**Paper template:**

Use the following template to develop your concept paper.

Paper Title

line 1: 1st Name   
line 2: *dept. name of organization*   
line 3: *name of university/organization*line 4: Country  
line 5: email address

line 1: 4th Name   
line 2: *dept. name of organization*   
line 3: *name of university/organization*line 4: Country  
line 5: email address line 1: 2nd Name   
line 2: *dept. name of organization*   
line 3: *name of university/organization*line 4: Country  
line 5: email address

line 1: 5th Name   
line 2: *dept. name of organization*   
line 3: *name of university/organization* line 4: Country  
line 5: email address line 1: 3rd Name   
line 2: *dept. name of organization*   
line 3: *name of university/organization* line 4: Country  
line 5: email address

line 1: 6th Name   
line 2: *dept. name of organization*   
line 3: *name of university/organization*line 4: Country  
line 5: email address

***Abstract***

Include a concise summary that provides a brief overview of the background, objectives, methods, and significance of the study.

**Keywords -** keyword1, keyword2, keyword3, keyword4, keyword4

1. **Introduction**

Introduce the concept and explain how it will contribute to the country, achieving the Sustainable Development Goals (SDGs). State the objectives of the study clearly. Clearly identify the gap that the study intends to address. Provide concrete evidence supporting the need for the study. This may include the significance of the proposed work, its potential impact, the priorities of the target audience, and how the outcomes will address the identified needs and help close the gap.

1. **Objectives**

*Main objective*

* Write the main objective of the research

*Specific objectives*

* Write the specific objectives of the research

1. **Literature Review**

Outline the major research studies that have been conducted in the area of interest, summarizing their evidence and relevance. Present a global perspective, a regional view, and a localized context. Highlight that while some studies have been carried out, there is still limited research specifically focused on this area. Explain how the proposed concept aims to address this gap and contribute to advancing knowledge in the field.

1. **Methodology**

Explain how the concept will be achieved through research. Define the research design to be used. Outline the intended approach of the project and demonstrate how it aligns with achieving the research objectives. Include tables and figures where appropriate to support your explanation. All tables and figures should be presented in black and white.

Table 1: Table Name

| Table Column Heading | | |
| --- | --- | --- |
| Column subheading | Column subheading | Column subheading |
| Include details |  |  |

Figure 1: Figure caption.

Figure Labels: Use 10 point Times New Roman for Figure labels. Use words when writing Figure axis labels.

1. **Research Timeline**

Include the time allocation for conducting the research. Use a research flowchart to illustrate the process and briefly explain the key elements of each stage.

1. **References**

The reference list must follow the APA referencing style.

Onyango, R. A., Ongus, R. W., Awuor, F. M., & Nyamboga, C. (2014). Impact of adoption and use of mobile phone technology on the performance of micro and small enterprises in Kisii Municipality Kenya. World Journal of Computer Application and Technology, 2(2), 34-42.

Onyango, R. A., Ongus, R. W., Awuor, F. M., & Nyamboga, C. (2014). Impact of adoption and use of mobile phone technology on the performance of micro and small enterprises in Kisii Municipality Kenya. World Journal of Computer Application and Technology, 2(2), 34-42.

**This template contains guidance text for composing and formatting the concept paper.**