



Strategic Partner



International Conference
on Business Management &
Sustainability 2023



International Conference on Business Management and Sustainability - 2023		
Theme: The Sustainable and Innovative Businesses in Uncertain Times: Challenges and Opportunities.		
7th & 8th November 2023 at Institute of Business Management (IoBM)		
DAY ONE: November 7th 2023		
8:30am to 9:00am	REGISTRATION	
9:00am to 11:00am	INAUGURAL SESSION Venue: CBM AUDITORIUM	
	1. Tilawat	
	2. National Anthem	
	3. Conference Flow by Prof. Dr. Muhammad Shujaat Mubarik	Dean CBM-IoBM
	4. Welcome Address by Mr. Talib S. Karim	President, IoBM
	5. Address by Dr. Shakeel Sadiq Jajja	Fulbright Scholar, Stanford University & Associate Professor, LUMS
	6. Address by Keynote Speaker: Dr Asif Raza	President AMDIP
	7. Address by Keynote Speaker: Mr. Imran Haleem Shaikh	Chief Operating Officer, JS Bank
	8. Address by Guest of Honor: Mr. Iftikhar Ahmed Sheikh	President Karachi Chambers of Commerce
	9. Address by Guest of Honor: Muhammad Azfar Ahsan	President Marketing Association of Pakistan
	10. Address by Guest of Honor: Syed Muhammad Tariq Rafi	Chairman Sindh HEC
	11. Address by Chief Guest: Mr. Younus Dagha	Minister for Revenue, Industries and Commerce, Sindh
	12. Distribution of Souvenirs	
	13. Group Photo (CBM main Gate)	
11:00am to 11:30am	NETWORKING TEA Venue: Special Dignitaries: Room 211 CBM building Guests: Room 314 CBM building	
11:30am to 1:30pm	Corporate Panel Discussion: Sustainable Business models: A paradigm shift in Uncertain times Venue: EMEC Conference Room, Administration Building	
	Fatima Arshad (Moderator)	Head of Sustainability and Corporate Communications, Unilever
	Mr. Amir Shehzad	Executive Director, Unity Foods
	Mr. Sami Wahid	Managing Director, Mondelez Pakistan
	Mr. Arif Hussain Nomani	Sr. General Manager HR, Ismail Industries
	Ms Asma Faraz	Entrepreneur, HOD Art & Design Department, MITE
	Mr. Humayun Akhlaq	Country President, Schneider Electric



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	Ms. Rabia Azfar Nizami	Country Head – Jaffer Consulting, Jaffer Business Systems
	Mr. Abrar Ahmed Khan	CEO & Founder, TruFocus Consulting
11:30am to 2:00pm	Workshop 1: Leveraging Artificial Intelligence for Business Excellence Venue: IT Room No 303, College of Computer Science and Information Systems	
	Presenter: Dr. Fazeel Abid	Chairperson of Department of Information Systems, UMT
11:30am to 1:30pm	Academic Panel Discussion: The role of education and research in shaping sustainable and innovative businesses Venue: AMPHITHEATRE, SSK Building	
	Dr. Amber Raza (Moderator)	HoD Academics, IoBM
	Dr. Shujaat Mubarik	Dean, CBM, IoBM
	Dr. Shakeel Sadiq Jajja	Fulbright Scholar, Stanford University, USA
	Dr. Naveda Kitchlew	Associate Professor, HSM. Chairperson (Lahore Chapter), Association of Management Development Institute, Pakistan (AMDIP).
	Dr. Ghulam Ali Arain	Associate Professor, LUMS
	Dr. Nyla Aleem Ansari	chairperson of management department of SBS (school of business studies) at IBA
	Dr. Noureen Mujahid	Director, AERC, UoK
	Dr. Farhan Ahmed	Deputy Convener CSC-United Nations, FPCCI & Assistant Professor, Economics & Management Science Dept. NED University
	Dr. Shumaila Kashif	Head of Marketing Cluster, SZABIST
1:30pm to 2:30pm	LUNCH & PRAYER BREAK Venue: ROOM 314, CBM Building	
2:00pm to 4:00pm	PAPER PRESENTATIONS – Session 1: Business Management and Organizational Behavior Room No: 205 CBM Building Session Chair: Dr. Aamir Firoz Shamsi Session Co-Chair: Dr. Tehzeeb Sakina Amir Moderator: Dr. Qamar Abbas	



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	PAPER PRESENTATIONS – Session 2: Banking, Finance & Economy Room No: 207 CBM Building Session Chair: Dr. Dilshad Zafar Session Co-Chair: Dr. Abid Mehmood Moderator: Dr. Muhammad Asadullah
	PAPER PRESENTATIONS – Session 3: Marketing & Environment Room No: 213 CBM Building Session Chair: Dr. Muhammad Sufyan Ramish Session Co-Chair: Dr. Safeena Yaseen Moderator: Dr. Muhammad Adnan Bashir
	PAPER PRESENTATIONS – Session 4: Leadership & Human Resource Management Room No: 217 CBM Building Session Chair: Dr. Faryal Salman Session Co-Chair: Dr. Asif Khan Moderator: Ms. Bushra Javed
12:30pm To 2:00pm	Virtual Paper Presentation – Session 1 Session Chair: Dr. Ummi Naiemah Saraih Moderator: Dr. Muhammad Azeem Qureshi Room No: 429 CBM Building
2:00pm To 3:00pm	Virtual Paper Presentation – Session 2 Session Chair: Dr Ijaz Yusuf Session Co-Chair: Dr Syed Ahmed Ali Moderator: Dr Saira Sharif Facilitator: Dr. Tayyaba Fasih Room No: C 121 SSK Building
3:30pm To 4:30pm	Virtual Paper Presentation – Session 3 Session Chair: Dr. Abdul Waheed Session Co-Chair: Dr. Irem Batool Moderator: Mr. Salman Zaheer Facilitator: Dr. Muhammad Tabish Room No: 222 CBM Building
6:30pm to 8:30pm	Workshop 2: Business Analytics Tools (Power BI and Tableau) – Venue: IT Lab No. 2 &3, College of Computer Science and Information Systems
	Presenter: Mr. Fawad Alam
	Consultant, Cosmos Group



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DAY TWO: November 8th 2023		
9:00am to 12:00pm	Workshop 3: Fundamentals of R Software: Data Analysis and Visualization Venue: IT Room 403, College of Computer Science and Information Systems	
	Presenter: Dr. Ayesha Iftikhar	Assistant Professor, Lahore Business School
9:30am to 11:30am	Workshop 4: The Art of Smart Investment Venue: IT Room 303, College of Computer Science and Information Systems	
	Presenter: Mr. Baqar Jafri	CEO, Investor Lounge
12:30pm to 1:30pm	CLOSING SESSION Venue: EMEC Conference Room, Administration Building	
	Vote of Thanks by: Prof. Dr. Tariq Raheem Soomro	Acting Rector, IoBM
	Distribution of Souvenirs	
1:30pm Onwards	LUNCH Venue: EMEC Dining Room, Administration Building	