

**CONFERENCE REPORT**

# **THE EIGHT INTERNATIONAL BUSINESS RESEARCH CONFERENCE 27-28 MARCH 2008 CROWN PLAZA HOTEL DUBAI**

**Tariq Jalees  
College of Management Science  
PAF-KIET**

The Eight International Research Conference held at Dubai was simulative, informative, multicultural and multidisciplinary. The conference was sponsored by World Business Institute, Journal of Policy research, International Review of Business Research, and Global Economy, and Financial Journal. The main theme of the conference was "Research for Change". The sponsors report that about 230 papers were received and of those only 129 were accepted for presentation. The conference had representation from 33 countries.

After registration and informal introduction, the proceeding started in three plenary sessions which were held concurrently in three separate rooms. The plenary session was exclusively for the Keynote speakers. About three papers were in read in each of the plenary sessions. Subsequently, the formal proceeding started in 13 concurrent sessions. Each session was headed by different chairman. On an average about six papers were read in the 13 rooms, separately. Mr. Tariq Jalees, Associate Professor, was the chairman of one of the marketing session. In this session six marketing related papers were read including of Mr. Syed Esthesham Ali, Senior Lecturer of PAF-KIET. His paper was on "Vitality of PR in launching new products/Brand Extensions."

On the second day of proceeding 16 parallel sessions were held concurrently. From PAF-Kiet Mr. Tariq Jalees, Associate Professor, and Ms. Zeba Shareef presented their papers. Mr. Jalees's paper was on "A Modular Approach to Study the Impact of Brand Extension in Pakistan", while Ms. Zeba's paper was on "Mutual Fund Growth Analysis and Risk Minimization."

The countries that have representations of seven or more countries were Australia, Finland, Italy, Malaysia, Pakisan, UAE, and UK. It was heartening to note that Pakistan had the largest representation with 17 members. It's a good omen that the Paksitani academicians have now started participating at the international conferences.

PAF-KiE faculty Members since couple of years have been actively participating in international and national conferences. But this was the first time that a delegate of three faculty members participated in one particular conference which had a lasting impact on the other foreign delegates.

