

# **2<sup>nd</sup> International Research Conference on Business Management (IRCBM-2018)**

**November 22-23, 2018**

## **Theme**

***“Challenges & Opportunities for Businesses in Current Environment of Pakistan”***

The College of Management Sciences of the Pakistan Air Force-Karachi Institute of Economics and Technology (PAF-KIET) in collaboration with the University of Karachi hosted its second International Research Conference on Business Management (IRCBM-2018) on 22<sup>nd</sup> & 23<sup>rd</sup> November, 2018 at the PAF-KIET Main Campus, Korangi Creek, Karachi. The conference was attended by more than 60 participants, including international and local keynote speakers. The international speakers were Dr. Damian Morgan (Associate Professor, Federation University, Churchill, Victoria, Australia), Dr. Shoaib Riaz (Assistant Professor, Monash University, Australia), Mr. Hartmut Wellerdt (Corporate Expert, Germany) and Dr. Doa Mohammad Salman (Vice Dean, MSA University, Egypt). The local speakers who participated in the panel discussion on SMEs were Mr. Mukesh Kumar (Chief Provincial Officer, SMEDA), Dr. Muhammad Asim (Associate Professor and Chairperson Management Sciences, Karachi University), Mr. Shadab Fareed ud Din (CEO, Four Corner Group), Mr. Kamran Siddiqui, Group HR Head, International Brand Ltd.), Mr. Ateeq Ur Rehman (CEO, COASTALS, Packers & Movers) and Mr. Muhammad Minhas (Deputy CEO, Pak Qatar Takaful). Dr. Huma Baqai, (Associate Professor & Associate Dean, IBA) was the moderator for the panel discussion. President PAF-KIET, Air Vice Marshal (Retd) Tubrez Asif warmly welcomed all the participants. He informed the participants that one of the major aims of PAF-KIET is to transform our students into capable and learned citizens of Pakistan. We expect the students to capitalize on research for having creativity in their routine business lives and to arrive at rational and logical solutions to their problems. For such learning, national and international conferences play an important part and provide a useful platform to our students and faculty members. It also provides an opportunity to our students and faculty members for establishing academia-industry linkages.

Traditionally most international conferences are accompanied with a workshop. In line with this tradition, PAF-KIET had also arranged a workshop on faculty branding and case writing in which more than 35 faculty members from different universities had participated. The facilitators for the workshop include Dr. Shoaib Riaz (Assistant Professor, Monash University, Australia), Mr. Hartmut Wellerdt (Corporate Expert, Germany) and Dr. Doa Mohammad Salman (Vice Dean, MSA University, Egypt). In the end, all the national and international speakers and participants felicitated the College of Management Sciences, PAF-KIET for successfully arranging the international conference.