



**NATIONAL BUSINESS EDUCATION ACCREDITATION COUNCIL**

**12<sup>th</sup>**

**DEANS AND DIRECTORS  
CONFERENCE**

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**PROFILE BOOK**



# **CONFERENCE PROGRAM**

# 12<sup>th</sup> Deans and Directors Conference

## Contextualizing Business Education for a Sustainable, Digital, and Inclusive Future

This conference explores the future of business education by addressing the integration of sustainability, technology, and cultural inclusivity into the core of business schools. It highlights the transformative role of educational leaders and faculty in shaping curricula and pedagogy that meet the needs of an ever-changing global economy.

Timings	Welcome Dinner on Sunday, 16 <sup>th</sup> Feb 2025 at University of Lahore
18:00	Arrival of Guests
19:00 - 19:30	Campus Showcase
19:30 - 20:30	Dinner & Networking
20:45	Departure to Hotel
Timings	Monday, 17 <sup>th</sup> Feb 2025
09.00-10.00	Registrations
10.00-11.00	Inaugural session (Grand Ball Room)
10.00-10.05	Tilawat and National Anthem
10.05-10.15	Opening Remarks by <b>Dr. Naukhez Sarwar</b> , Chairman, NBEAC
10.15- 10.25	Guest of Honor, <b>Dr. Geoff Perry</b> , EVP, Chief Membership Officer, and MD, Asia Pacific, AACSB International.
10.25-10.50	Chief Guest: A talk with <b>Syed Babar Ali</b> , Founder, LUMS
10.50- 10.55	Thanks to sponsors by <b>Mr. Ahtesham Ali Raja</b> , Program Director, NBEAC
10.55- 11.00	Distribution of souvenirs to sponsors, guest of honor and honorable chief guest
11.00-11.30	Coffee break

**Timings****Monday, 17<sup>th</sup> Feb 2025**

11.30- 13.00

**Integrating Heritage and Folk Wisdom into Business Education (Grand Ball Room)**

This plenary session highlights the importance of incorporating cultural knowledge and folk traditions into business education to foster innovation and strategy. It will explore how local and indigenous knowledge can shape a context-driven approach, emphasizing sustainability and economic resilience. Speakers will examine how these traditions can address contemporary business challenges by drawing on time-honored business practices rooted in Muslim cultural heritage. Talks may delve into the philosophies of Hazrat Sheikh Saadi Shirazi (R.A.), Allama Iqbal, and other influential figures, presenting their philosophical thoughts and contributions as integrative thinking and decision-making models. The session will feature renowned and expert speakers offering diverse perspectives and insights.

Keynote Speaker

**Dr. Jawad Syed**, Professor, Suleman Dawood School of Business, LUMS, Speaks on "Learning from Ghalib"

Keynote Speaker

**Mr. Wahaj us Siraj**, CEO and Co-founder, Nayatel, Speaks on "The power of Character, Learning from Iqbal"

Keynote Speaker

**Dr. Asad Areeb**, Scholar, Author and Academic, Speaks on "The link between culture, nurturing and education"

Keynote Speaker

**Dr. Syed Irfan Hyder**, Vice Chancellor, Salim Habib University, Karachi, Speaks on "The Role of Urdu Literature in Nurturing Ethics and Creativity"

Keynote Speaker

**Dr. Anjum Altaf**, Speaks on "The Loss of Heritage: Why and What to do about It"

Q&amp;A

Distribution of souvenirs

13.00-13.30

AACSB and Business School Quality

13.30-14.30

Lunch &amp; prayer break

14.30-16.00  
(Breakout Sessions)**Technology-Infused Business Education****Breakout session-I****Leveraging AI and big data in business research (Grand Ball Room)**

This breakout session explores the transformative role of Artificial Intelligence (AI) and Big Data in business research. Participants will gain insights into real-world applications, key challenges, and strategies for bridging the gap between academic research and industry practice. The discussion will focus on how these technologies are shaping the future of decision-making, strategic analysis, and business innovation.

**Timings****Monday, 17<sup>th</sup> Feb 2025**

Convener 1 **Dr. Umar Ruhi**, Vice-Dean, Undergraduate Programs, Telfer School of Management, University of Ottawa, Canada

Convener 2 **Mr. Adeel Mankee**, Co-Founder and CEO, Data Pilot

Convener 3 **Mr. Ali Mojiz**, Co-founder and Chief Data Science, Analytics and Technology Officer, Data Pilot

**Breakout session-II Digital tools for enhancing pedagogical effectiveness (Shalimar A)**

This session explores the transformative role of technologies like Virtual Reality (VR), Augmented Reality (AR), and Simulations in creating immersive, real-world learning environments that deepen students' understanding and provide immersive learning opportunities.

Convener 1 **Dr. Athar Siddiqui**, Dean, UCP Business School, Lahore

Convener 2 **Dr. Muhammad Naeem Khan**, Assistant Professor, Beaconhouse National University (BNU), Lahore

**Breakout session -III Making curriculum more relevant for digital economy (Shalimar B)**

This session will unfold a discussion on designing innovative curricula of different business programs to equip future business leaders with the knowledge and skills to navigate, innovate, and succeed in a rapidly digitizing world.

Convener 1 **Dr. Muhammad Kashif**, Dean, CBM, Institute of Business Management, Karachi

Convener 2 **Dr. Fareeha Armughan**, Research Fellow, Economic Cluster Head Centre of Evidence Action Research - SDPI

Distribution of souvenirs

16:00-16:30 Coffee Break

16:30-18:00 **Connecting Business Education with Real-World Impact**  
(Breakout Sessions)

**Breakout session -I Industry-based students' research and faculty consulting projects (Grand Ball Room)**

In this session industry experts and gurus will share insights on restructuring students' final year projects to provide value to businesses and communities; while also highlighting how faculty-led consulting projects can effectively address industry challenges.

**Timings****Monday, 17<sup>th</sup> Feb 2025**

Convener 1 **Dr. Sadia Nadeem**, Head, FAST School of Management, Islamabad, and Dean, Faculty of Management Sciences, FAST NUCES

Convener 2 **Mr. Adeel Anwar**, CHRO, Airlink Communication Limited

**Breakout session-II Linking classroom teaching with industry practices (Shalimar A)**

This session will focus on specific innovative pedagogical approaches that align with industry expectations, ensuring students are better prepared for tomorrow's workforce.

Convener 1 **Dr. Shaukat Brah**, Founder Rector, Karachi School for Business & Leadership (KSBL), Karachi

Convener 2 **Ms. Saulat Salahuddin**, Chief Executive Officer, Pronto Spaces (Pvt) Ltd.

**Breakout session -III Societal development through Business Education (Shalimar B)**

This session will explore, how business schools can go beyond profit-focused education to making meaningful contributions to communities; and it will encompass broader societal development by integrating formal and informal education.

Convener 1 **Dr. Zahid Riaz**, Associate Professor, Lahore School of Economics, Pakistan.

Convener 2 **Mr. Mohsin Nishat**, Group CHRO, Sarena Industries

Distribution of souvenirs

19:30 Dinner at National University of Computer and Emerging Sciences (NU-FAST), Lahore Campus

**Timings****Tuesday, 18<sup>th</sup> Feb 2025**

09.00-10.30  
(Breakout Sessions) **Transforming Business Schools for a Sustainable and Inclusive Future**

**Breakout session -I Embedding sustainability and SDGs in curricula and pedagogy (Grand Ball Room)**

The session will revolve around gaining insights to integrate sustainability principles and the UN Sustainable Development Goals (SDGs) into academic programs, research agendas, and campus initiatives.

**Timings****Tuesday, 18<sup>th</sup> Feb 2025**

Moderator 1 **Dr. Asfia Obaid**, Head of the Department of Management and HR, NUST Business School (NBS)

Moderator 2 **Dr. Zaki Rashidi**, Dean, Faculty of Business Administration, Iqra University, Karachi.

**Breakout session-II Inclusive business education for marginalized communities (Shalimar A)**  
In this session a discussion will take place on expanding ‘accessibility’ and increasing ‘outreach’ to business education for marginalized and underrepresented groups, promoting diversity, and fostering inclusivity in academic institutions.

Moderator 1 **Dr. Usman Ghani**, Director, Institute of Management Sciences, Peshawar.

Moderator 2 **Dr. Beenish Malik**, Director, IMS, University of Balochistan, Quetta

**Breakout session -III The role of business schools in addressing global societal challenges (Shalimar B)**  
This session will examine how business schools can respond to critical issues such as climate change, inequality, and social responsibility through formal education, contemporary research, and community outreach.

Moderator 1 **Dr. Naveda Kitchlew**, Associate Professor, Dr. Hasan Murad School of Management (HSM), UMT, Lahore

Moderator 2 **Dr. Nadeem Ahmed Khan**, Head Research HRM, PIDE, Islamabad

Distribution of souvenirs

10.30-11.00 Coffee break

11.00-12.30 **Panel Discussion: The Strategic Role of Leadership in Transforming Business Education (Grand Ball Room)**

This plenary session highlights the pivotal role of academic leadership in driving the transformation of business education. It is imperative for deans, directors, and administrative leaders to foster partnerships with industries and communities to enhance the impact of business schools. This session will delve into key areas such as promoting innovative projects and research to address real-world challenges, aligning curricula with industry demands to ensure relevance, and preparing students for workforce readiness through corporate sector collaborations. Additionally, it will emphasize empowering faculty to lead reforms and bridge the gap between academia and professional development by transitioning into corporate training roles. By cultivating this synergy between academia and industry, business schools can enrich the student experience, enhance research outcomes, and contribute significantly to the evolution of the global business ecosystem. I hope you can address one or more of the issues noted in the above paragraph. Your participation would be an honor, and we look forward to your valuable contributions to this pivotal discussion.

Timings	Tuesday, 18 <sup>th</sup> Feb 2025
Moderator	<b>Dr. Naukhez Sarwar</b> , Chairman, NBEAC
Panelist 1	<b>Dr. Farrukh Iqbal</b> , Former Chairman, NBEAC
Panelist 2	<b>Dr. Shahid Amjad Chaudhary</b> , Rector, Lahore School of Economics
Panelist 3	<b>Dr. Zahoor Hassan Syed</b> , Former Vice Chancellor, LUMS
Panelist 4	<b>Dr. Muhammad Zubair Iqbal</b> , Vice Chancellor, Bahauddin Zakaria University, Multan
	Q&A
	Distribution of souvenirs
12:30 -13:00	Impact Report of the 11th Deans and Directors' Conference by <b>Dr. Farooq-e-Azam Cheema</b> , Vice Chairman, NBEAC
13:00-13.30	Closing Ceremony
13.30	Lunch

### Training Programs at, PC Lahore

Timings	Monday, 17 <sup>th</sup> Feb 2025 (Emerald Hall)
14.30-16.00	Training Program 1: Developing Policies for a Business School
Trainers 1	<b>Dr. Faheem ul Islam</b> , Rector, National College of Business Administration & Economics (NCBA&E), Lahore.
Trainers 2	<b>Dr. Hamid Hassan</b> , Professor and Head FAST School of Management, FAST-NU Lahore
16:30-18:00	Training -II: Integrating Sustainable Development Goals (SDGs) in the Curriculum
Trainers 1	<b>Dr. Shakeel Jajja</b> , Associate Professor, LUMS
Trainers 2	<b>Dr. Nusrat Ehsan</b> , Assistant Professor, Head Center for SDGs - LBS, The University of Lahore



**Timings**

**Tuesday, 18<sup>th</sup> Feb 2025 (Emerald Hall)**

09.00-10.30

Training -III Applying AI and Technology for Engaging Gen Z

Trainers 1

**Dr. Khurram Shehzad**, Dean, Faculty of Management Sciences, Riphah International University, Islamabad

Trainers 2

**Ms. Rehana Kazi**, EdTech and AI Lead, LUMS Learning Institute



**PROFILE BOOK 2025**

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## **Prof. Dr. Mukhtar Ahmed**

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Chairman, Higher Education Commission (HEC)

Prof. Dr. Mukhtar Ahmed has assumed the charge of Chairman, Higher Education Commission (HEC) in 2022. He has previously served as Chairman HEC from 2014 to 2018, Executive Director HEC from 2013 to 2014 and as Member (Operations and Planning) HEC from 2005 to 2011. Dr. Mukhtar Ahmed has played a key role during the last two decades to formulate and implement reforms in the higher education, be it increase in the access to university education, strengthening quality assurance systems, convincing federal and provincial governments to raise funding for higher education, development of universities' infrastructure, promoting national and international collaborations of faculty, researchers and universities, steps to stop and discourage illegal practices in the higher education sector, and a number of other initiatives.

Dr. Mukhtar Ahmed has also served as Deputy Director General, Islamic Educational, Scientific and Cultural Organization (ISESCO) based in Rabat, Morocco, where he was responsible for Directorates of Education, Science, Culture and Communication, ICPSR, CPID (Planning and Strategic Division) and ISESCO Regional Centres. With a Bachelors and Masters of Science from University of Agriculture, Faisalabad and Masters in Business Administration and PhD from University of California, Riverside, USA, Dr. Mukhtar Ahmed has over three decades of educational development and management experience at national and international level that includes teaching, research, administration, policy development, linking educational research to industry / commercialization, introducing entrepreneurial approaches to education and a diverse range of educational development programmes. His distinguished career is enriched with diverse academic, research and administrative experience both in public and private sectors of higher education in Pakistan and abroad.



## **Dr. Naukhez Sarwar**

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Chairman, National Business Education Accreditation Council (NBEAC)

Dr. Naukhez Sarwar is the Principal and Dean of NUST Business School, National University of Sciences & Technology (NUST). He is also the Chairman of National Business Education Accreditation Council (NBEAC) of Pakistan and a Member of the Association of Management Development Institutes of South Asia (AMDISA). He is also a member of the Board of Governors (BoG) of Virtual University, Pakistan.

Dr. Naukhez Sarwar holds a PhD in Business Administration from the University of Manchester, UK and is associated with the academia since the past 25 years. He is actively involved in research, training and consultancies in his areas of expertise which include Human Resource Management and Leadership. He also participates as a subject expert in the Higher Education Commission (HEC) of Pakistan in National Curriculum Review Committee for Business and Management.

## **Dr. Farooq-E-Azam Cheema**

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Vice Chairman, National Business Education Accreditation Council



Dr. Farooq-E-Azam Cheema is a graduate of the University of Karachi and the University of Manchester, UK, with an education in Human Resource Management and Development. He serves as Provost of the Karachi School of Business & Leadership (KSBL). Earlier, he served as Dean for ten years at various institutions. He has vast industry experience as an HR consultant. Besides, Dr. Cheema has had a rich association with the HEC and the NBEAC. He has been a member and secretary of the National Curriculum Review Committee of Business Administration Education since 2012 and has served on numerous committees. For the NBEAC, he reviewed 16 business schools as a lead reviewer and mentored 15 business schools. Among other services to the NBEAC, he authored its both strategic plans and prepared HR, Finance, and Admin manuals and the mentoring policy. Lately, he has revised the NBEAC accreditation standards to version 4.0. He also served on the NBEAC's strategic planning, HR, and accreditation ward committees. He acted as an NBEAC member for eight years, representing the province of Sindh, and now he is its Vice Chairman.

## **Syed Babar Ali**

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Founder, LUMS



Syed Babar Ali is a renowned Pakistani businessman, entrepreneur, philanthropist, and educationist who has been recognized for his immense contributions and impact in the fields of education, business, politics, culture, and environmental conservation. He has helped to establish several multinational manufacturing and service companies in Pakistan, and has also led initiatives for cultural preservation and for promoting equality and excellence in education.

Syed Babar Ali's efforts to develop Pakistan's material and human resources extend into higher education and LUMS is a fine example of his solid dedication and determination to provide Pakistani youth an educational institution based on international models and standards. Syed Babar Ali's vision for establishing LUMS was to improve the general quality of business in the country for which good managers were needed both in the public as well as the private sector. The idea was to produce a large pool of young men and women who could manage business, industry and banking. He has been recognized for his outstanding work and has received numerous honours and awards including from the Government of Sweden, the Netherlands, an Order of British Empire (OBE) from Britain, and was also awarded an Honorary Doctorate Degree of Laws from McGill University in Montreal, Canada.



## **Dr. Geoff Perry**

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EVP, Chief Membership Officer, and MD, Asia Pacific, AACSB International

Dr. Geoff Perry is a member of the AACSB Executive Team, leads the Global Membership Team and the Asia Pacific Team. With senior management experience in the university sector, having served as business school dean, pro vice chancellor, and deputy vice chancellor at Auckland University of Technology—a 28,000 student, research-intensive university—he has strong strategic, financial, and people management capabilities. He has mentored, advised, and evaluated many higher education business schools across the Asia Pacific region and North America. He co-chaired the Business Accreditation Task Force, which was mandated by AACSB's board of directors to work with the association's community to develop the 2020 business accreditation standards. Geoff has a significant portfolio of peer-reviewed journal articles, commissioned reports, and presentations. He has academic and private sector experience and has worked, consulted, and researched in his home country of New Zealand as well as more broadly in the Asia Pacific region. He holds degrees in the arts and the humanities as well as a PhD in economics with a focus on labor and international economics.



## **Dr. Farrukh Iqbal**

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Former Chairman, National Business Education Accreditation Council

Dr. Farrukh Iqbal was Chairman of the National Business Education Accreditation Council during 2019- 2023 and the Executive Director of the Institute of Business Administration, Karachi during 2016-19. Prior to that, he was with the World Bank Group during 1982-2015. He is an economist by professional training with a Ph.D from Yale University.



## **Dr. Muhammad Zubair Iqbal**

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Vice Chancellor, Bahauddin Zakaria University, Multan

Dr. Zubair is currently working as Vice Chancellor BZU Multan. Previously he has worked as Pro Rector at NUML University - on of the largest universities in Pakistan. He has held various leadership positions like Member, Planning Commission of Pakistan and Pioneer CEO, Lahore Knowledge Park Company - the largest knowledge Park in Pakistan. He has led many consultancy positions with International Institute of Education, USA, UNDP, WHO, ODI and World Bank. He has PhD from UK and multiple post-doctoral specializations and fellowships from world class institutions. He is a Chevening Fellow and an alumnus of Copenhagen School of Business, University of Ulster, Tufts University, University of Westminster and Macquarie University, Australia. He has more than 22 years of experience as a Senior executive that cross cuts work as a strategic leader, education & research expert, policy advisor, and media professional through academia, public service, corporate sector, and the media.



## **Dr. Asad Areeb**

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Scholar and Author of Pakistan

Prof Dr. Asad Areeb (born in 1937, Budaun, India) is a distinguished scholar, author, and academic. He is also a lexicographer, conversationalist and critic. He completed his M.A. from Oriental College in 1960 and PhD at Punjab University, in 1965 on “Juvenile Literature in Urdu,” a groundbreaking contribution in the subcontinent. His academic career spans nearly four decades, serving at esteemed institutions like SE College Bahawalpur, Emerson College Multan, Government College Lahore, G.C. Haiderabad, and NUML Islamabad. Author of 20 books on Urdu literature, religion, and poetry, his notable works include Naqday Anees, Tehzeeb-e-Ghum, and Urdu Marsiyah ki Surguzhat. Currently, he is one of the senior-most PhDs in Pakistan.



## **Mr. Adeel Mankee**

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Co-Founder and CEO, Data Pilot

With over eighteen years of experience in the technology industry, I've worked across multiple sectors including telecom, textiles, food and beverage, real estate, and more. My roles have spanned from product management, sales, marketing, to operations, HR and project management. Having worked on both the operator and vendor sides and now running Data Pilot, I have a unique, holistic understanding of how businesses think and operate. At Data Pilot I look after sales, service delivery, HR, operations & finance. My core belief is that people are the most valuable asset. Results will follow if you provide your team with the most diverse, equitable and inclusive culture by practicing empathy, trust, respect and transparency. When your values are strong and shared, your processes become simpler and easier to execute. Approach every task with due diligence and give it your absolute best, no matter how small. Success is simply a matter of time when you consistently put in the effort.

Mr. Adeel Mankee have undergraduate and graduate degrees in electrical engineering from Iowa State University and an MBA from The University of Chicago, Booth School of Business.



## **Mr. Ali Mojiz**

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Co-Founder and Chief Data Science, Analytics and Technology Officer, Data Pilot

As the Chief Data Science and Technology Officer and Co-Founder of Data Pilot, I have spent the last seven years turning data into actionable insights that drive transformative business growth. My journey began with an ETL/BI consultancy, where I developed end-to-end BI and DWH solutions for banks and insurance companies. Later, I joined Modemetric as part of the predictive analytics team, where I spearheaded the creation of a predictive analytics module for their BI product, Lantern, uncovering hidden insights to help clients stay competitive. My passion for data led me to earn a Master's in Data Science from the University of Illinois. I then took on the role of Lead Data Scientist at NETSOL Technologies, guiding an AI and ML team to build a robust data architecture for OTOZ, powering Drivemate, a top car-sharing platform in Thailand. I also had the opportunity to develop AI and ML models for captive finance giants like Nissan Finance, Hyundai, and CNH. In 2021, I founded Data Pilot, which quickly became a global force in the data analytics industry, collaborating with clients from the United States, the United Kingdom, Australia, Pakistan, and Saudi Arabia. My expertise spans predictive modeling, data storytelling, enterprise data architecture, and more. With a proven track record of helping businesses achieve success through data-driven decisions, I'm excited to share my insights and look forward to building more success stories together.



## **Mr. Adeel Anwar**

CHRO, Airlink Communication Limited



Presently working as a CHRO in Airlink, have worked in 7 sectors over 24 years as diverse as Modern Trade (Metro Cash & Carry), Telecom (Warid/Jazz), IT (NetSol), Textile (Kohinoor Maple Leaf Group), Fertilizer (Fatima Group), FMCG (Coke) & HR Advisory (Ernst & Young). I have also worked as an Expat in the MENA region with EY and as Head HR in Indonesia with Metro AG (regional office Singapore). Most recent experience is with Coca Cola Icecek Pakistan as National Head Talent & Capability and Head HR for new Businesses in Fatima Group over the last 6 years. I have been in HR leadership roles for the last 15 years. I have a postgraduate degree from London Met UK and certifications in talent acquisition, talent assessment and coaching. Also founded Pakistan Human Capital Forum and moderated numerous talks on TV and management forums.

## **Dr. Asfia Obaid**

Head of the Department of Management and HR, NUST Business School



Dr. Asfia Obaid is a founding member of the NUST Business School (NBS) and has been associated with it for the last 25 years in various capacities including academic administration. She is passionate about curriculum development and design and quality assurance initiatives. Currently, she heads the Department of Management and HR and various committees at the School. She has taught courses in the areas of Human Resource Management, General Management and Organizational Behaviour and Design in the undergraduate, graduate and post-graduate programs and has supervised over 70 Research Projects and theses. Her research interests include Strategic HRM, HRM System Strength, Performance Management Systems and Reward Management. She has contributed towards knowledge creation through publications, funded research projects, consulting projects and training programs for notable national level, public and private organizations. She represents NBS at various academic forums at the university (NUST), several Committees at HEC and the National Business Education Accreditation Council (NBEAC-HEC).

## **Dr. Beenish Malik**

Director, IMS, University of Balochistan, Quetta



Prof. Dr. Beenish Malik is a pioneer in women's empowerment and education in Balochistan. Since 2002, she has led the Institute of Management Sciences (IMS) at the University of Balochistan, transforming it into a center of academic excellence and inclusivity. As one of the few women in leadership in a male-dominated society, Dr. Malik has championed initiatives to provide equal opportunities, particularly for female students and professionals. Her innovative programs and research-driven approach have helped bridge educational and employment gaps, especially for marginalized groups.

Dr. Malik has mentored numerous MS and PhD scholars, contributing to the region's academic and research development. In addition to her academic work, she has collaborated with international organizations like the UNDP and ILO on projects focused on sustainable development, capacity building, and gender equality in education and the workplace. Her contributions have not only impacted the academic community but have also strengthened women's role in the professional landscape. Dr. Malik is widely recognized for her efforts in breaking barriers and promoting social change. Her dedication to education and women's empowerment has made her a symbol of hope and progress, inspiring future generations in Balochistan.

## Dr. Faheem ul Islam

Rector and Professor of Management at NCBA&E, Lahore

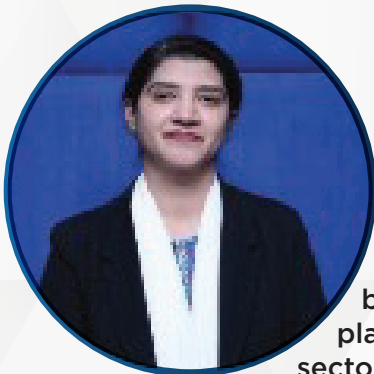


Dr. Faheem has PhD (in Competitiveness and Strategy) from Cambridge University; MBA (Marketing) from National University of Singapore; MBA (Finance) from LUMS and B.Sc. (Electronics Engineering) from University of Engineering & Technology, Lahore. Before joining NCBA&E Dr Faheem has worked as Rector, GIFT University, Member Private Sector Development, Trade and Competitiveness at Planning Commission of Pakistan; Adjunct Professor at JAMK University, Finland's School of Business and Services Management; Associate Dean at Karachi School of Business and Leadership (KSBL); Professor and Dean of School of Business and Economics at University of Management and Technology (UMT); Associate Professor and Director of MBA Program at LUMS; Assistant Professor at NUST Business School; and Section Head and Lecturer of International Business at Temasek Polytechnic, Singapore. He is Affiliate of Harvard Business School's Micro-economics of Competitiveness (MOC) Network since 2006.

Dr. Faheem has also been a Member of The Competitiveness Institute (TCI) and American Society of Competitiveness (ASC). Dr. Faheem has rich international experience and worked in Singapore, Pakistan, Finland, Brunei Darrusalam, Malaysia, Hong Kong and UK with corporate sector, government organizations and leading universities. Dr. Faheem has also been a consultant to Singapore Productivity and Development Board, Asian Development Bank, The World Bank, UK AID, Citi Foundation, and Lucile Packard Foundation. He has also been Chief-of-the-Party of USAID's National Assessment and Strengthening Program in Pakistan. Dr. Faheem ul Islam has designed and delivered numerous very successful executive and advanced degree courses around the world in areas of Corporate Strategy and Competitiveness, Marketing and Branding, Technology Marketing, Entrepreneurship, Leadership Development, Organizational Change and Development, Policy and Industrial Strategy, International Management and Marketing, Social Sector Management, and Governance.

## Dr. Fareeha Armaghan

Research Fellow - Economic Cluster Head Centre of Evidence Action Research - SDPI



Dr. Fareeha Armaghan is a PhD Economics, specializing in Financial Inclusion and Governance. Her PhD thesis is on Financial Inclusion process in Pakistan under Supervisors from State Bank of Pakistan (SBP). Professionally she has 14 years of work experience, where for 7 years she worked in the Commercial & Islamic Banking and Leasing sector of Pakistan at various positions at Head Office & Branch level, where she managed portfolios of Consumer banking, Corporate banking and Consumer and Industrial leasing. While working in a leading commercial bank, she played the lead role in designing and launching of the second ever consumer financing project in Pakistan by banking sector. She also worked in Government sector, managed a Public Sector Development Project (PSDP) (Capital Cost \$154

Mill) where she gained exposure to policy making.

Dr. Fareeha works in the capacity of Research Fellow-Economic Cluster at Sustainable Development Policy Institute (SDPI), a leading policy research institute & Think-Tank of Pakistan & South Asia. Her core areas of research are Financial Inclusion, Evidence, Education, Social Protection, Environment and Health. She worked on the Karandaaz study of "Detailed Assessment of Benazir Income Support Program (BISP) beneficiaries for Financial Inclusion" as Financial Inclusion Expert. The broader objective this assignment was to assess the suitability of BISP, one of the largest Social Protection program by Govt. of Pakistan and in South Asia as a platform to promote basic and digital financial inclusion and other tools of women economic empowerment. Currently, she is performing an Impact Evaluation-Randomized Controlled Trial (RCT) concerning secondary education in South Punjab, Pakistan, awarded by EdTech Hub Consortium (by ODI-UK) as lead-investigator & another with CAREC Institute, China, on 'Outward Foreign Direct Investment (OFDI)

## **Dr. Hamid Hassan**

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Professor and Head FAST School of Management, FAST-NU Lahore



Dr. Hamid Hassan is a distinguished academic leader and researcher, currently serving as a Professor of Management and Head at the FAST School of Management, National University of Computer & Emerging Sciences (FAST-NU), Lahore, Pakistan. He possesses a robust academic foundation, holding a PhD in Quantitative Finance and Management from the University of Tsukuba, Japan. His research interests span organizational behavior, decision-making, HRM, leadership, and corporate governance, contributing significantly to the field through numerous publications in impact-factor journals. Dr. Hassan has over two decades of professional experience, including leadership roles such as Dean of Management Sciences and Campus Director at FAST-NU. He has supervised several PhD scholars, further demonstrating his dedication to academic mentorship and knowledge dissemination. Beyond academia, Dr. Hassan has been actively involved in international research collaborations and consultancy. A prolific trainer and speaker, Dr. Hassan has delivered national and international workshops on topics like business school accreditation, performance management, and leadership development. His strategic vision and expertise have been instrumental in achieving multiple accreditations for FAST-NU, reinforcing its reputation for excellence in education. Dr. Hassan's global perspective, rooted in his academic tenure in Japan and extensive professional affiliations, makes him a key figure in advancing research, education, and institutional development.

## **Dr. Jawad Syed**

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Professor, Suleman Dawood School of Business, LUMS



Dr. Jawad Syed Professor of Organisational Behaviour and Leadership at the Suleman Dawood School of Business (AACSB accredited), Lahore University of Management Sciences. Prior to LUMS, he worked at the University of Kent as a Reader during 2007-14 and University of Huddersfield as a Professor during 2014-16. Professor Syed obtained his PhD in Business from Macquarie University and completed a Postgraduate Certificate in Higher Education at the University of Kent. Prior to that, he received Masters of International Business from the Western Sydney University. He also attended Institute for Management and Leadership in Education (MLE) at the Harvard University Graduate School of Education, and Global Colloquium for Participant Centred Learning at Harvard Business School (HBS). He is a Programme Co-Chair of European Academy of Management's (EURAM) Gender, Race, and Diversity in Organisations (GRDO) Special Interest Group. He is a director of the Global Centre for Equality and Human Rights (GCEHR) and President of the South Asian Academy of Management (SAAM). In academic leadership roles, he has served as Dean of the Suleman Dawood School of Business (AACSB accredited), Head of People, Management and Organisations group (University of Kent), and Director of Talent, Diversity and Development Research Group (University of Huddersfield). Professor Syed has edited and authored eight books and written more than 85 journal articles and book chapters.



## **Dr. Khurram Shahzad**

Dean, Faculty of Management Sciences, Riphah International University

Dr. Khurram is a Post Doc fellow at Kedge Business School, France. His PhD and Post Doc is in Human Resource Management and Organizational Behavior. He also completed a Post Graduate Diploma in Teaching Methodology and Assessment. He has over 24 years of experience of classroom teaching and education leadership. Because of his MBA in IT Management, he has always been keen to integrate technology in teaching and assessment.

## **Dr. Muhammad Kashif**

Dean, CBM, Institute of Business Management (IoBM), Karachi

Dr. Muhammad Kashif is a Professor and Dean at the College of Business Management (CBM), Institute of Business Management (IoBM), Karachi, Pakistan. He holds a PhD in Economics and Finance and a Master's in Financial Economics from the Adam Smith Business School, University of Glasgow, UK. A distinguished academic and researcher, Dr. Kashif has published in reputable journals such as the Journal of Banking and Finance and the International Review of Financial Analysis. His research focuses on asset pricing, behavioral finance, and financial institutions. He has also served as an editor for the Journal of Independent Studies and Research (JISR-MSSE), Pakistan Business Review, and the International Journal of Case Studies and Experiential Learning. Additionally, he is a member of the editorial boards of several leading international academic research journals.

Dr. Kashif has held key administrative roles, including serving as Dean of the Faculty of Management Sciences and Head of Department at the Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology (SZABIST). He has also contributed to academic development by participating in various committees and boards of universities across Pakistan, playing an active role in enhancing academic programs and research initiatives.



## **Mr. Mohsin Nishat**

Group CHRO, Sarena Industries

'Giving Voice to Values', enhancing employee experience and creating a culture of impact in everything we do is my Professional Mantra. A highly experienced human resource expert and executive with a strong background in the Communication Services, Consulting, Textiles and FMCG industries. Deploy creative and innovative human resources strategies to large organizations while maintaining employee relations and integrity in processes. Analyzes current pulse of the organization and interested parties (employee groups and unions) and suggest interventions and initiatives to manage reputation risk exposure and business-based employee engagement at all levels. Having worked internationally with Unilever Sri Lanka based in Colombo and with Unilever Asia Singapore office

for a key Blue-collar transformation Project based in Karachi. Currently reside in Pakistan. I am an Engineer by my first qualification, an MBA a Chartered Member of Chartered Institute of Personnel Development UK, a senior Certified Professional from Society of Human Resource Management, USA a certified coach and a Professional accredited on ISO 30414:2018 HR standards. Also, a member of the Accreditation Award Committee of National Business Education Accreditation Council of HEC. Currently leading the HR, portfolio of a leading textile group as a Group CHRO.



## **Dr. Muhammad Athar Siddiqui**

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Dean, UCP Business School, Lahore

Dr. Siddiqui currently serves as a Dean at the University of Central Punjab Business School, which is one of the largest private sector business schools in Pakistan. Prior to joining UCP, Dr Siddiqui served Karachi School of Business & Leadership as an Associate Professor of OB&HR, where he held various senior leadership positions during his decade long tenure. He started his post-PhD career as an Assistant Professor at SDSB LUMS. Dr Siddiqui's research interests are in management learning and critical analysis of employment relations. His research on equality in HRD has been presented at global international conferences. His recent published work has explored the concept of Green HRM in hospitality sector and its implications in the post-Covid world. Dr Siddiqui is an acclaimed public speaker and has addressed keynote sessions at several HR forums and industry networks. He has unequivocally challenged taken for granted assumptions in management knowledge, and has called for fairer, nurturing and people-supportive organizational practices. He has run several leadership and team-building corporate programs for big names such as Fatima Group, K-Electric, Novartis, Indus Motors, United Energy Pakistan, Hubco, AKUH amongst others. He has special interest and expertise in novel pedagogical techniques including experiential learning and simulations. He continues to learn more about human-work challenges through reading, teaching, traveling, and public space interactions.



## **Dr. Muhammad Naeem Khan**

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Assistant Professor, SMS, Beacon House National University, Lahore

Dr. Muhammad Naeem Khan is an accomplished academic and industry professional with over a decade of experience. He holds a PhD in Marketing, an MS in Business Administration, and a Master's in Computer Science. Currently serving as an Assistant Professor at Beaconhouse National University Lahore, he is committed to advancing business education through technology-driven teaching methodologies and innovative learning strategies.

Dr. Khan specializes in leveraging cutting-edge digital tools such as Artificial Intelligence, Augmented Intelligence, Virtual Reality (VR), Augmented Reality (AR), and simulations to create immersive, real-world learning environments. By bridging theory and practice, he ensures students gain deep, applicable insights that prepare them for the modern business landscape. An active proponent of faculty development, Dr. Khan leads initiatives aimed at enhancing pedagogical effectiveness through the adoption of advanced technologies and curriculum alignment with the needs of the digital education ecosystem. Additionally, as Head of the Sports Committee, he fosters teamwork, leadership, and holistic student development through a variety of extracurricular activities.



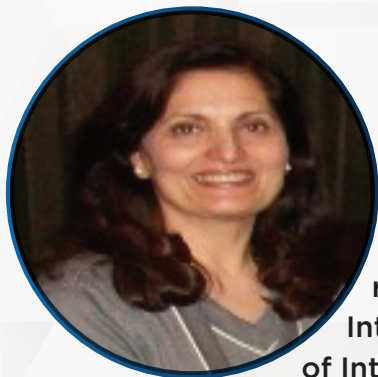
## **Mr. Nadeem Abdullah**

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Chief Executive Officer, Sapphire Textile Mills Limited

Nadeem Abdullah has been the Chief Executive Officer of Sapphire Textile Mills Limited for the last 20 Years. Sapphire Textile Mills Limited is conglomerate having business interest in Textile, Power and Fashion Retail. He is also Board member of Sapphire Group Companies, Chief Executive Officer of Sapphire Renewable Projects and Chairman of Sapphire Brand company. Sapphire Group at present has a team of more than 40,000 people young men and women.

He has vast experience of business establishment and management. He led the business growth of the Group, introduced new product lines, formulized strategic alliances in international market and managed the development of value-added products. He was involved in the development of the Group's Textile operations, Renewable Energy operations and launching of Fashion Retail Brand which provided him an in-depth understanding of the business. Nadeem Abdullah has expertise in multiple disciplines including sales and marketing, supply chain management, product development and management. Nadeem Abdullah graduated from McGill University Canada and also served on Board of Standard Chartered Bank (Pakistan) Limited, Habib Asset Management (Pvt) Limited, Kidney Centre, Port Qasim Authority and Karachi Cotton Association. He is presently also on the Board of Hunar Foundation.



## **Dr. Naveda Kitchlew**

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Associate Professor, Dr. Hasan Murad School of Management, UMT, Lahore

Ms. Naveda Kitchlew specializes in management of higher education at national, regional, and global scale. Her doctorate in business administration with specialization in higher education management coupled with a vast experience spanning over twenty-five years and covering teaching and administrative roles in Middle East, UK, and the US makes her a conspicuous educationist. In her role as Associate Dean Internationalization & Academics at University of Management and Technology, she led the implementation of Internationalization strategy for creating a global impact. Alongside her role as an Associate professor, she was the Focal person for the National and International accreditations at UMT from 2014-19. During her tenure as Dean of the School of Business and Economics, Dr. Kitchlew reevaluated strategic direction of SBE before implementing initiatives to align and benefit from national and international trends and economic conditions.

Dr. Kitchlew holds a doctorate in Business Administration from the University of Bath, UK. She travels across the globe for her academic and consulting assignments.



## **Dr. Nadeem Ahmed Khan**

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Head Research HRM, PIDE, Islamabad

Dr. Nadeem Ahmed Khan is a highly experienced professional with over 30 years of managerial expertise. He holds a Ph.D. in Human Resource Development and a Split Ph.D. fellowship in the USA, where he was mentored by Dr. Patti Phillips. His areas of specialization include HR analytics, ROI methodology, and supply chain management, and he is certified as a Recruitment Analyst and HR Analytics Trainer. He has gained significant experience in training, network administration, and quality coordination through his roles at Allied Bank Limited and Halliburton. He currently serves as faculty and Head of Research HRM at PIDE.

In addition to his academic role, he is actively engaged in training and development initiatives and regularly contributes to newspaper articles. He is currently involved in a project focused on analyzing the impact of school and higher education. His research also covers important public administration topics, including the Rules of Business and the Cost of Public Servants.



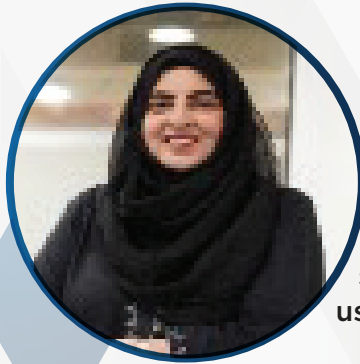
## **Dr. Nusrat Ehsan**

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Assistant Professor, Head Center for SDGs-LBS, The University of Lahore

With over a decade of experience as a higher academician and Environmental Consultant, currently I am serving as an Assistant Professor at Lahore Business School and Head-SDGs Center at Lahore Business School, UoL. I spearhead initiatives aimed at promoting sustainability and environmental stewardship. I have conducted numerous training sessions for the capacity building and advocacy related to environmental pollution, climate change and SDGs. Different age groups from school and universities to the professional levels trainings have been conducted creating a real social impact on community. Additionally, I have been involved in many national and international projects including WWF, UKAID, European Union, World Bank, and UNOP. My extensive research portfolio includes studies in climate change, food security, air quality monitoring and mapping, wastewater, noise pollution, solid waste characterization, and the toxic impacts on the environment and human health.

A significant highlight of my academic journey is my research at the University of Florida, USA, where I focused on agro-climatic modelling. My research projects diverse fields of environmental management, climate change and adaptation, Sustainable development goals, water quality, solid waste management, environmental health and safety, and toxicology.



## **Ms. Rehana Kazi**

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Ed Tech and AI Lead, LUMS Learning Institute

Rehana is an MPhil graduate in Education Leadership and Management from LUMS, driven by a passion to enhance learning experiences across diverse educational settings in Pakistan. With over 7 years of experience, she has honed her expertise in integrating artificial intelligence (AI) within the educational sector, primarily focusing on its transformative potential in assessment, pedagogy, social media, and ethical use.



## **Dr. Syed Zahoor Hassan**

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Professor, Lahore University of Management Sciences, LUMS

Dr. Syed Zahoor Hasan has received his MS, PhD and MSEM from Stanford. During his over 35 years association with LUMS, he has served in several leadership positions including as Dean of the business school and the first Vice Chancellor. He has also been a visiting Professor at GSB, Stanford University. He launched the national outreach program whose aim is to identify, mentor and financially support bright high school students from the underprivileged sections of the society so that they can study at LUMS. Dr Hassan has over 50 papers, book chapters and management cases to his credit. His current research interests include management of technology, agricultural value chains, family business, and innovation and entrepreneurship. Dr.

Hassan has served as consultant to many business organizations for formulation and implementation of their overall business and corporate strategies. He has served on boards/syndicates of several public and private business and educational institutions. He serves as an external reviewer, mentor and accreditation guide and as a member of peer-review teams for European Quality Improvement System (EQUIS) and South Asian Quality System (SAQS). He has served as President of association of management development institutions in South Asia (AMDISA), and as charter member and Treasurer of The Indus Entrepreneurs (TiE), Lahore chapter.



## **Dr. Shahid Amjad Chaudhry**

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Rector, Lahore School of Economic

Dr. Shahid Amjad Chaudhry is the Chairman, Association of Management Development Institute, Pakistan (AMDIP), Professor of Economics and the Rector, Lahore School of Economics. He teaches Public Finance and Pakistan Economic Policies at the Lahore School. He has a B.A. from Punjab University, an M.A. (Cantab.) and a Ph.D. from McGill University. He was Lecturer in Economics at Punjab University from 1967 to 1969. He served in the Civil Service of Pakistan including as Assistant Commissioner and Deputy Commissioner and subsequently in the World Bank in various capacities including as Division Chief for Public Sector Management for Latin America and the Caribbean.

He has since continued to specialize in Public Sector Management Issues and the Pakistan Economy and has been a member of a number of National Commissions on the subject. He was Deputy Chairman of the Pakistan Planning Commission from July 2000 to July 2003 and Advisor Finance in the Care-taker Government during April-June 2013.





## **Ms. Saulat Salahuddin**

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Chief Executive Officer, Pronto Spaces (Pvt) Ltd

Saulat Salahuddin is a dynamic entrepreneur with 30 plus years of diversified experience covering multitude of industries. She has successfully founded 2 businesses that are recognized as industry leaders and are a partner of choice for the leading OEMs. A trailblazer who has built an impressive client portfolio comprising more than 24 fortune 500 companies. These clients include Unilever, McDonald's, KFC, Domino's, UBL, Bank Alfalah, Khaadi & EBM to mention a few. Pronto with its state-of-the-art manufacturing facility is the only socially compliant supplier for a host of multinationals.

Saulat's business ethos is solidly grounded in integrity and professionalism. She is passionate about excellence and has always striven to achieve it in all her professional and personal endeavors. She has always been a proponent of conducting business with a social conscience. She has ensured that the workers in her enterprise are treated with dignity, according to the law, and are provided with facilities to improve their lives. Saulat is now keenly working on the next stage of her business. She is working on establishing an international collaboration with a German company that would make it the first exporter of restaurant furniture from Pakistan Saulat credits LUMS for preparing her for a successful business career, helped her in developing sound business acumen.



## **Dr. Shaukat Brah**

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Founder Rector, Karachi School for Business & Leadership, Karachi

Dr. Shaukat Brah is a Management Consultant and a retired Professor of Management. He has a PhD from the University of Houston, USA. One of his assignments included assisting the Higher Education Commission of Pakistan as a consultant to set up a "Research Intensive" University with a public private partnership.

Dr. Brah has served as a Chief Executive Officer (CEO) of the Karachi Education Initiative and founding Rector and Dean at the Karachi School for Business & Leadership (KSBL), Karachi, Pakistan. Also, he served as a Professor and Dean at the Lahore University of Management Sciences, Pakistan, and Al Ghurair University, Dubai, United Arab Emirates. Moreover, he has taught at NUS Business School, National University of Singapore, Singapore, (consistently ranked among the top three in Asia and among top twenty business schools globally) for over sixteen years. Moreover, during his graduate studies he worked on a research project on the Space Shuttle Program of NASA.

Dr. Shaukat Brah has over twenty international refereed papers, three thousand one hundred citations of his research work in the Web of Science, refereed papers in international book series, case studies, and other academic contributions.



## **Dr. Anjum Altaf**

Dr. Anjum Altaf earned a M.A. in Economics and a Ph.D. in Engineering-Economic Systems from Stanford University. He was Professor of Economics and Dean of the School of Humanities and Social Sciences at LUMS and Vice-President and Provost at Habib University. Earlier he was a Fulbright Scholar and Visiting Faculty at the University of North Carolina at Chapel Hill and worked in the East Asia Region of the World Bank in Washington, D.C. with primary involvement in China and Vietnam.

Dr. Altaf is the author of ten books including two volumes of poems inspired by Faiz Ahmed Faiz and one on critical thinking inspired by Ghalib. Four of the books analyse the political economy of education in Pakistan. He founded The South Asian Idea, a learning weblog for college students which has over 700 essays with extended commentaries on various subjects.



## **Dr. Sadia Nadeem**

**Head, FAST School of Management, Islamabad, and Dean, FMS, FAST NUCES**

Dr. Sadia Nadeem is a professor at FAST School of Management, FAST NUCES. She is currently serving as the Head, FAST School of Management, Islamabad, and the Dean, Faculty of Management Sciences, FAST NUCES. She is also the Director of the Management Advancement Research Centre (MARC) at FAST NUCES Islamabad. She has been associated with this university for the last 18 years, and has held the positions of Dean, Faculty of Management Sciences, and Head, FAST School of Management in the past as well.

Dr. Nadeem began her professional career as an electronic engineer in Pakistan and then moved to London where she studied and worked for 13 years. She holds an MBA and a PhD in Management from Bayes Business School (previously Cass Business School), City University, London, UK. She has approx. 27 years of experience in the field of HR. She has published and presented her work to a variety of stakeholders, and has over 50 research outputs, including publications in FT 50 journals. Over the years, she has worked on 13 funded and non-funded national and international projects covering the areas of cross-cultural HRM, expatriate adjustment in Pakistan, high performance work systems, trust, leadership, work-life balance and discrimination and disadvantage in the labour market. Dr. Sadia Nadeem is a Chartered MCIPD (UK) and has served as a council member of the National Business Education Accreditation Council (NBEAC) Pakistan for two terms. She is currently serving as the Head of Training and Development Wing at NBEAC.



## **Dr. Shakeel Sadiq Jajja**

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Associate Professor, Suleman Dawood School of Business, LUMS

Dr. Shakeel Sadiq Jajja is an Associate Professor of Operations and Supply Chain Management and Associate Dean (Graduate Programs) at Suleman Dawood School of Business (SDSB). He has held various leadership roles at SDSB since 2014, including Director of Rausing Executive Education Center and Executive MBA and Founding Director of MS in Supply Chain and Retail Management. Dr. Jajja completed a Fulbright Postdoctoral Fellowship at Stanford University in 2023 and has participated in programs at Harvard Business School. He holds a Ph.D. in Operations Management from Lahore University of Management Sciences, an M.S. in Total Quality Management (Gold Medal) from the University of the Punjab, and a B.Sc. in Mechanical Engineering from the University of Engineering and Technology Lahore.

Dr. Jajja has significantly contributed to research on technology, sustainability, and innovation in supply chains, publishing in top journals and presenting at major conferences. His pedagogical materials are published in prestigious outlets, and he has written cases on various organizations. He has led impactful research grants and received numerous awards for his research and teaching. Dr. Jajja has extensive experience in executive education and consultancy, benefiting many international and Pakistani organizations. Before joining LUMS, he worked at the Institute of Business Administration Karachi and other notable organizations.



## **Dr. Umar Ruhi**

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Vice-Dean, Undergraduate Programs, Telfer School of Management, University of Ottawa

Dr. Umar Ruhi is the Vice-Dean of Undergraduate Programs and an Associate Professor at the Telfer School of Management at the University of Ottawa. He teaches various undergraduate- and graduate-level courses in Information Systems Strategy, Digital Transformation, and Cyber Security Management. His courses comprise an integration of themes and topics related to business strategy and technology applications.

Umar's research lies at the intersection of Information Systems and Knowledge Management, and his current research interests include human-AI collaboration, enterprise gamification, consumer health informatics, user-experience design, and digital disinformation. Umar's research has been applied in industry contexts by various organizations, and it has also been recognized through commercial patents, and best paper awards in several conferences. His PhD dissertation on online communities also won the best dissertation award from the German Society for Online Research (DGOF). Umar has also been involved in consulting, advisory, and analytical roles with initiatives related to online communities, government portals, user experience design, web usability engineering, web analytics, and knowledge management systems. In addition to his regular research, Professor Ruhi is actively involved in pedagogical research on learning analytics and generative AI through his Telfer Education Excellence Fellowship.



## **Dr. Usman Ghani**

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Director, Institute of Management Sciences Peshawar

Prof. Dr. Usman has done Post Doctorate in Management Science from Gatton College of Business & Economics, University of Kentucky, USA. He earned his Doctorate in Marketing from SZABIST, Islamabad and his Bachelor and Masters degrees are in Business Administration with specialization in marketing from University of Peshawar. Dr. Usman has been associated with the Institute of Management Sciences, Peshawar for the last twenty five years and is currently serving as Director of the Institute. He served as the Joint Director/Pro-Rector of the Institute for six years. In addition to teaching and research, he has served at various key administrative positions as well. He has established several linkages with national and international organizations and educational institutes. He also secured several projects for the Institute and successfully managed them. He is a well-known figure in academic fraternity of Pakistan and has been serving on HEC's panels for Institutional Performance Evaluation and review of MS/PhD programmes. He received the HEC's Best University Teacher Award 2010. He has been regularly publishing in national and international journals and has attended several international conferences. He has been serving on the Board of Governors, Academic Councils, Boards of Studies and Selection Boards of several universities.



## **Mr. Wahaj Siraj**

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CEO and Co-Founder, Nayatel

Wahaj is CEO and cofounder of Nayatel, the first company to start fiber broadband in Pakistan in 2005 from Islamabad and then expanding to Rawalpindi, Faisalabad, Peshawar, Gujranwala, Lahore and six more cities. Earlier, Wahaj cofounded Micronet Broadband that launched Pakistan's first DSL broadband in 2002. Wahaj has also been part of team that launched Pakistan's second country wide ISP in 1996. Mr. Siraj worked with the Government of Pakistan for 14 years before switching his career as entrepreneur.

Wahaj was ranked as second top Pakistani influencer on LinkedIn in August 2024 and is a member of Board of Governors/Directors of some leading Pakistani universities and government organisations. A founding member of ISP Association of Pakistan (ISPAK), Vice Chairman of Telecom Operators Association of Pakistan, and strong activist for reforms in the IT and telecom sector, Wahaj holds a Masters Degree in Engineering from University of Melbourne, Australia and a Bachelors Degree in Mechanical Engineering from UET, Lahore.

Wahaj is regularly invited as guest speaker in universities and national and international forums to speak on entrepreneurship, self-development, character and competence led success and related topics. Wahaj is hafiz-e-Quran and leads Juma and Traveeh prayers at Al-Huda Mosque, F-7, Islamabad.



## **Dr. Zaki Rashidi**

Dean, Faculty of Business Administration, Iqra University, Karachi

Professor Dr. Zaki Rashidi is a distinguished academician, researcher, and administrator, currently serving as the Dean, Faculty of Business Administration at Iqra University. With over 30 years of extensive experience in academia, research, and leadership, Dr. Rashidi has made significant contributions to the field of business education in Pakistan and beyond. In his current roles at Iqra University, Dr. Rashidi also held the positions of Director Research, Innovation, and Commercialization (ORIC), Associate Dean (Accreditation), and Director (MPhil & PhD Programs). He oversees the international accreditations of the Business School, ensuring its alignment with global standards of excellence. Before joining Iqra University, Dr. Rashidi served as a Professor and Head of Department in the Department of Management Sciences at SZABIST. He was the Chair of the Research Committee and Editor of the research journal JISR-MSSE. He also held position head of the Professional Development Centre at FAST-NU; and Chair, Department of Humanities and Sciences, contributing to interdisciplinary education. Furthermore, he worked as a consultant for the USAID EDLINKS Project and actively participated in UNESCO education projects for Sindh. Dr. Rashidi's expertise is widely recognized in the corporate and academic sectors. Dr. Rashidi is actively involved with the National Business Education Accreditation Council (NBEAC) as a council member, mentor, peer reviewer, trainer, and the chair of eligibility screening committee. As Dean, Faculty of Business Administration, he brings a visionary approach to enhancing academic quality and research output. His leadership focuses on curriculum innovation, faculty development, and forging strategic partnerships with industry and academia. He is dedicated to creating a nurturing environment that prepares students to excel in a dynamic global business landscape.

Dr. Rashidi's academic journey is marked by a steadfast commitment to excellence, innovation, and inclusivity. He has played a pivotal role in shaping business education through his involvement in policy-making, curriculum development, and international collaborations. In addition to his administrative roles, he continues to inspire as a resource person, keynote speaker, and workshop facilitator, sharing his insights with academic and corporate audiences worldwide. His profound expertise, dynamic leadership, and unwavering dedication to education and research have earned him a reputation as one of the respected academic leaders in the region.



## **Dr. Zahid Riaz**

Associate Professor, Lahore School of Economics, Pakistan

Dr. Zahid Riaz is working as an Associate Professor at the Faculty of Business Administration, Lahore School of Economics, Pakistan. He obtained his PhD and MPhil from the UNSW Business School UNSW, Australia. Zahid Riaz has more than 20 years of research, teaching and corporate experience in national and international settings. Before joining the Lahore School of Economics, he was a faculty member at UNSW, Australia, Coventry University, United Kingdom and Lahore University of Management Sciences, Pakistan. Also, he served as a visiting research fellow at the UNSW Business School, UNSW, Australia. He published several research papers in international journals of high repute and impact. Zahid Riaz has been the first or the second author of his scholarly publications. He is a member of the editorial review board of the Asia-Pacific Journal of Management and Global Responsibility Journal. He served as editor for the Lahore Journal of Business from 2016 to 2023. Previously, he was a guest editor for two special topics for Frontiers in Psychology journal. Furthermore, Zahid Riaz regularly reviews manuscripts in various academic journals such as the Journal of International Management, Socio-economic Review; Asia-Pacific Journal of Management; Asia Pacific Journal of Social Work and Development; Frontiers in Psychology; Journal of Cleaner Production and Corporate Governance: The International Journal of Business in Society. His areas of teaching and research interests are Strategic Management, International Business and Organizational Behavior.



## **Dr. Syed Irfan Hyder**

Vice Chancellor, Salim Habib University, Karachi

Prof. Dr Syed Irfan Hyder has a wide experience in academic leadership, consultancy, entrepreneurial ventures, trainings, research and in the design and implementation of innovative programs and as a multi-disciplinary speaker. Recognized for his knowledge in various disciplines, Dr Syed Irfan Hyder has over the last 28 years gained a vast range of experience in various leadership positions. He has been the Vice Chancellor of Ziauddin University, the Rector of IoBM, Dean of CBM, VP and Dean of KIET, and Deputy Director at IBA Karachi.

Over the last two decades, he has been a strong proponent of learning by doing through experiential learning and PBL; i.e Problem/Project Based Learning. His initiatives in disciplines ranging across entrepreneurship, software engineering, computer science, engineering, computer arts, business, social advocacy, higher education, and school education have succeeded in making education a worthwhile experience for students, parents and faculty members. The effectiveness of these engagements has now been recognized by academia, industry and society. His focus has been on industry consultancy and MS/PhD research programs and establishing their relevance to industry and for solution of societal problems. He has scores of research papers and is a recognized speaker at conferences and seminars.



## **Mr. Ahtesham Ali Raja**

Program Director, NBEAC

Mr. Ahtesham Ali Raja currently holds the position of Program Director at the National Business Education Accreditation Council (NBEAC). He has been dedicated to NBEAC-HEC since its establishment in 2009. Mr. Raja demonstrates a forward-thinking and inclusive approach towards advancing business education in Pakistan and globally. He holds academic credentials in Business Management, with an MBA in Strategic Marketing from the University of Manchester, UK, and an MPhil in Leadership from the National Defence University.

With over two decades of professional experience in project management, Mr. Ahtesham is well-equipped with robust technical skills and has successfully undertaken and participated in large-scale projects. He excels in soft skills and is deeply committed to fostering a collaborative team environment, where he contributes his expertise while adhering to leadership directives. His professional journey includes significant roles in both European and Asian contexts.



**NATIONAL BUSINESS EDUCATION ACCREDITATION COUNCIL**

NBEAC, N-block, HEC, H-8/1, Islamabad-Pakistan

[www.nbeac.org.pk](http://www.nbeac.org.pk)

# INDUSTRY PARTICIPANTS



**Ms. Sabahat Bokhari**

Chief Executive Officer  
The Inclusion Lab



**Mr. Nadeem Abdullah**

Chief Executive Officer  
Sapphire Textile Mills Limited



**Ms. Fatima Asad Said**

Chief Executive Officer  
Abacus Consulting



**Mr. Attique Ahmad**

Chief Executive Officer, CA Soft



**Ms. Khadija Usman**

Chief Executive Officer,  
Grit Coaching Pvt. Ltd.



**Mr. M. Ali Ibrahim**

Vice President Marketing  
Communications and  
Digital Transformation



**Mr. Mirza Nauman Baig**

Former Director Commercial, PTCL



**Mr. Mansoor Qadir**

Head of Regulatory Operations, Jazz



**Ms. Aisha Azhar**

Head Learning & Development  
Habib Bank Limited



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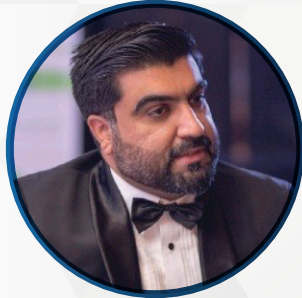


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