



# SUKKUR IBA UNIVERSITY

MERIT – QUALITY – EXCELLENCE

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## PRESS RELEASE

### 5th International Conference on Business, Economics, and Management Held at Sukkur IBA University

Sukkur IBA University (PR) March 8, 2024: Sukkur IBA University successfully hosted the 5th International Conference on Business, Economics, and Management on March 7th and 8th, 2024. The conference, themed "The Future of Business in the Realm of New Technologies," attracted a number of senior professionals from academia nationally and internationally.

The two-day conference, iCBEM-2024, centered on discussions regarding the evolving landscape of business in light of emerging technologies. While speaking on the occasion Vice Chancellor, Professor Dr. Asif Ahmed Shaikh, highlighted the significance of the conference as a mature platform for researchers, marking its fifth consecutive year. Acknowledging the international participation, Dr. Shaikh expressed gratitude to researchers from various corners of the world, emphasizing the conference role as an increasingly diverse international platform. He also joyfully announced the achievement of international AACSB accreditation by Sukkur IBA University. During his address, the Chief Guest of the conference, Professor Dr Nadeem Javed, former Chief Economist, emphasized the crucial role of embracing new technologies in shaping the future landscape of business and economics. Distinguished speakers enriched the conference with insightful studies. Professor Dr. Syed Mir Muhammad Shah, PVC shared Sukkur IBA University's journey towards AACSB Accreditation, while renowned economist Professor Dr. Ishrat Hussain discussed strategies to enhance the employability of business graduates in a dynamic world. Dr. Niaz Ahmed Bhutto, Dean faculty of management sciences and Chief Convener, highlighted the conference's objective of providing an interdisciplinary platform for intellectual exchange among researchers, practitioners, academicians, and students. Dr. Niaz Ahmed Ghumro, Head of the department of Business administration, stressed the importance of integrating new technologies into business education to prepare students for the rapidly changing professional world. Day one featured a keynote speech by Professor Dr. Helena Cristina Nobre on the transition from luxury democratization to the premiumization. Additionally, Professor Dr. Jawad Syed shed light on co-existence with nature, drawing lessons from business schools and organizations. Professor Dr. Azlan Amran focused on sustainability, while Professor Dr. Nadeem Javaid graced the event as the chief guest. The conference also hosted panel discussions on relevant topics. One session, moderated by Professor Niaz Ahmed Bhutto and attended by Professor Dr. Zahid Khand, Prof Dr Arbella Bhutto, Prof Taufiq Yup Yun Hin, Mr Feroz Khan and Ali Zain Banatwala, explored the intersection of technology and environmental sustainability. Another panel, moderated by Syed Zahoor Hassan, discussed the role of business education in fostering resilience and innovation. Notable scholars from Pakistan and various countries including Portugal, Oman, Malaysia, Ireland, and France contributed to the academic discourse. The event witnessed a robust turnout, with participation of Scholars and students, reflecting its significance in advancing scholarly dialogue and collaboration.

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