

Institute of Business Administration
Consultancy Conference 2023

Consultancy in Action

(STRENGTHENING INDUSTRY ACADEMIA COOPERATIONS FOR REAL WORLD SOLUTIONS)

by Office of Research Innovation and
Commercialization

Objective of Consultancy in Action Conference:

Universities often strive to cultivate a rich and diverse knowledge pool, through research initiatives, industrial collaborations, and other joint efforts aimed at promoting university faculty expertise and research in the form of consultancy work with industries. Professors in HEI's are qualified and experts in their fields, and consultancy work allows them to share their knowledge and skills with organizations outside of the university. This help to develop a connect between academia and industry, and to ensure that research findings are applied in practical ways. Consultancy prospects also benefit faculty members to build relationships with professionals and organizations outside of academia.

The "Consultancy in Action" conference aims to bring together people from industry and academia to collaborate, learn from each other, and explore ways to leverage their expertise for enhanced learning and professional development. The conference will also serve as a platform to showcase the consultancy capabilities of higher education institutes and promote their reputation as thought leaders in their respective fields.

Key themes

- **Industry-Academia Collaboration:** Exploring ways to promote effective collaboration between consultants from industry and academia to enhance learning and professional development.
- **Best Practices in Consultancy:** Sharing best practices and case studies of successful consultancy assignments that have led to impactful outcomes.
- **Transfer of Learning:** Investigating methods for applying the knowledge and skills gained from consulting projects to enhance classroom instruction and prepare graduates to meet the demands of the industry.
- **Professional Development:** Providing opportunities for consultants to expand their knowledge and skills, and network with other professionals in their field.

16th March 2023

JS Auditorium - City Campus

IBA Karachi.

Format:

The conference will include keynote speeches, panel discussions, and networking sessions. The keynote speeches and panel discussions feature industry and academic experts sharing their experiences and insights on the key themes.

Target audience:

The conference is designed for professionals from industry /organizations /government bodies ,NGO's and academia representatives from higher education institutes.

Keynote Speech:

Role of Academic consultants in Embracing Change and Driving Innovation

by Mr. Martin Dawson, Head of Mission, British Deputy High Commission

As the world is changing rapidly, and the need for innovative solutions to complex problems is getting greater than ever, the keynote speaker will highlight the potential for academic consultancy to drive innovation and change in emerging fields to energize economy as it is highly sought arrangement in other parts of the world.

The speech will emphasize on how an academic consultant, with their unique blend of academic expertise and practical experience, are uniquely positioned to help organizations navigate these challenges and find new and innovative ways of working. The arrangement will also create opportunities for industries to collaborate, learn, recruit, and market their brand, which can ultimately contribute to their growth and success.

Panel I:

Business and Academia: Future Strategies for Growth and Development in Pakistan

Panelists include:

Mr. Farhan Muhammad Haroon - CEO and General Manager, HALEON Pakistan Limited

Mr Kashan Hassan - CEO & General Manager, Reckitt Benkiser

Ms. Iffat Mankani – CEO, JS Investments Limited

Syed Kamran Zaidi - Chief Country Officer, Deutsche Bank

Mr Faisal Munshi – CEO Domino's Pizza Pakistan & Managing Director - Hilal Care (Pvt.) Ltd.

Ms. Sadia Haroon - Executive Director, HRS International

Moderator: Dr. Rameez Khalid, Associate Professor IBA Karachi

The business landscape is evolving rapidly, with new technologies, changing consumer preferences, and shifting global trends all creating novel challenges and opportunities for companies. The panelist will be sharing their insights and strategies for navigating the evolving landscape of high impact businesses and providing valuable advice for faculty consultants looking to make a real impact, with their expertise and skills.

Panel II:

Developing Pakistan's Social Sector through Academic Collaboration

Panelists include:

Dr Noman Ahmed – Professor & Dean of the Faculty of Architecture and Management Sciences, NED University

Dr Syed Zahoor Hassan - Professor Emeritus, Lahore University of Management Sciences

Mr Maroof A. Syed - President & CEO, Centre for Economic Research IN Pakistan

Mr Naveed Ahmed Sheikh - Program Manager, UNDP Sustainable Development Goals Unit in Sindh

Moderator: Dr. Nasir Afghan, Assistant Professor & Director China Study Centre IBA Karachi

The panelists will determine how the academic consultancy model can be used to redefine development strategies and unleash development potential, with the help of academic consultants. They will explore various perspectives on the academic paradigm, including how it can inform and shape development policies, as well as how it can be used to enhance the effectiveness of development interventions.

The panelists will draw on their expertise in development economics, international relations, and education policy to provide insights into how the academic paradigm can be harnessed to drive development progress in the country.



Academic Consultant Pitches:

It is to showcase the expertise and capabilities of the faculty members to potential industry customers. We intend to demonstrate the experience, knowledge, and track record of success in helping organizations solve complex problems and achieve their goals. It allows potential customers to get a sense of the value that the faculty members can offer and how they can address specific business challenges.

Project Exhibition:

Outside the conference venue, over 30 projects of IBA's faculty members with industries will be showcased. The exhibition intends to demonstrate the success of consultancy projects leaving an impact on industry while serving as a marketing tool to attract new clients and build relationships with existing ones.

Expert Match: Partnering IBA Faculty with Relevant Industry Leaders

Facilitator: Mr. Jawwad Ahmed Farid, Professor of Practice, IBA Karachi

The purpose of matchmaking between industries and academia during a conference is to facilitate collaboration and partnership between the two sectors. This collaboration can lead to a variety of benefits like innovation and design thinking, knowledge transfer, networking and collaborative initiatives and career and professional development.

RSVP

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