

# ICBA 2023

## 2<sup>nd</sup> International Conference on Business Administration

Theme: Shaping the future of Business Landscape through Innovation and Sustainability

*A forum for researchers, scholars, academicians, economists, policy makers and industry experts*

10-11 March, 2023

### CONFERENCE PROGRAM

#### First Day (10th March, 2023)

##### Inaugural Ceremony

Reception & Caucus	09:00 A.M
Arrival of the Guests	09:30 A.M
National Anthem	09:35 A.M
Recitation from the Holy Quran	09:37 A.M
Naat-e-Rasool-e-Maqbool (PBUH)	09:40 A.M
Welcome Address by Director IBA	09:45 A.M
Address by Dean – Faculty of Business, Economics & Administrative Sciences	10:05 A.M
<b>Keynote Speeches</b>	
1. <b>Prof. Dr. Usman Mustafa</b> Title: “Building Sustainable Business through Research and Knowledge Based Economy”	10:20 A.M
2. <b>Dr. Muhammad Imtiaz Shafiq</b> Title: “Biotechnology: Business Opportunities for Industrial Sustainability in Pakistan”	10:35 A.M
3. <b>Prof. Dr. Muhammad Shahid Farooq</b> Title: “Competency Based Education: A Need for 21st Century Business”	10:45 A.M
4. <b>Prof. Dr. Rehan Ahmad Khan Sherwani</b> Title: “Big Data & Business Analytics”	10:55 A.M
5. <b>Prof. Dr. Zulhamri Abdullah- Malaysia</b> Title: “Corporate Communication & Entrepreneurship”	11:05 A.M
6. <b>Dr. Ahmed Usman Shahid- Australia</b> Title: “Business Landscape, Innovation and Sustainability”	11:15 A.M
7. <b>Dr. Haroon Elahi- Sweden</b> Title: “Cyber Security Threats and Modern Businesses Enterprises”	11:25 A.M
7. <b>Dr. Haroon Elahi- Sweden</b> Title: “Cyber Security Threats and Modern Businesses Enterprises”	11:30 A.M
Address by Honorable Vice-Chancellor – University of the Punjab	12:00 A.M
Souvenir Distribution, Photo Sessions & Socialization	12:15 P.M
Prayer and Lunch Break	01:00 P.M to 02:00 P.M
<b>Panel Discussion: <i>Innovation and Sustainability in Contemporary Business</i></b>	02:00 P.M to 3:15 PM
Tea Break	3:15 P.M
Parallel Academic Session A (I, II, III, IV)	03:30 to 05:00 PM

First Day Ends