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Address by Dean & Director IBA

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PAKISTAN'S FIRST INTERNATIONAL CONFERENCE ON MARKETING

May 5, 2012

Dear All,

Our faculty and students are doing research and writing professional papers in increasingly large number. In unprecedented number our faculty members are attending professional conferences around the world; such conferences are useful for networking and keeping our family informed about the latest developments in the areas of business education. The IBA looks forward to continue to change, adopt, and be among the best business schools in the world, always producing leadership and ideas for tomorrow. We are excited at the opportunity and challenges for business and business education.

We are eager to welcome a new batch of the brighter confident, young men and women who are eager to work in an environment of merit, to think for to innovate, to change, to lead, work hard and succeed.

Dr. Ishrat Husain
Dean and Director