

May 6th, 8:30 AM

Conference Program Schedule

Institute of Business Administration

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IBAICM2012 – Day 1: Saturday 5 May, 2012		
09:00-10:50	Session 1: Inaugural Session	G&T Auditorium
09:00-09:05	Tilawat of the Holy Quran: Hasan Ashraf	G&TAuditorium
09:05-09:20	Welcome Address: Dr. Mohammad Nishat, Associate Dean, IBA	G&TAuditorium
09:20-09:30	Overview of IBA ICM 2012: Ms. Yasmin Zafar, Convener	G&TAuditorium
09:30-10:15	KEYNOTE: <i>Globalization and its Impact on Marketing Strategies</i> Dr. Pervez Ghauri, Professor of Marketing and International Business, King's College London, UK	G&TAuditorium
10:15-10:25	Address by Chief Guest: Dr. Abdul Hafeez Shaikh, Finance Minister	G&TAuditorium
10:25-10:40	Address by Dean & Director IBA: Dr. Ishrat Husain	G&TAuditorium
10:40-10:50	Vote of Thanks: Dr. Huma Amir	G&TAuditorium
10:50-11:10	Refreshments	
11:10-13:30	Session 2: Brands & Markets	G&T Auditorium
11:10-11:55	KEYNOTE: <i>Branding in the Digital Age</i> Dr. Jikyeong Kang, Professor of Marketing, Director of Postgraduate Centre, Manchester Business School, UK	G&TAuditorium
11:55-12:40	KEYNOTE: <i>British Muslim Consumers and Halal Food Choices</i> Dr. Ahmad Jamal, Program Director, MSc in Strategic Marketing, Cardiff Business School, Cardiff University, UK	G&TAuditorium
12:40-13:10	<i>Trust, Reputation and Investing in Pakistan</i> Dr Andrew Tucker, Honorary Research Fellow, Brunel University, Co-CEO Mettle Consulting; Arif Zaman, Henley Business School, Advisor Commonwealth Business Council, UK	G&TAuditorium
13:10-13:20	Address by Chief Guest: Mr. Khalid Mehmood: Getz Pharma	G&TAuditorium
13:20-13:30	Vote of Thanks: Jami Moiz	G&TAuditorium
13:30-14:30	Lunch	
14:30-17:40	Session 3: Services Marketing	Multiple
14:30-16:20	Student Colloquium: Parallel Sessions Track: <i>Consumer Behavior</i> Room S1 – Chairs: Dr. Wafica Ghoul, Dr. Mohammed Solaiman; Moderator: Dr. Huma Amir Track: <i>The Marketing Mix</i> Room S2 – Chairs: Dr. Tek Nath Dhakal, Dr. Mushtaq Luqmani; Moderator: Dr. Amber Gul Rashid	S1 S2
16:30-17:00	<i>An Appraisal of the Islamic Financial Industry's Compliance with the Ethical Standards of Islamic Marketing</i> Dr. Wafica Ghoul, Lebanese International University, LEBANON	G&TAuditorium
17:00-17:30	<i>The World of Exports: Global and Regional Analysis</i> Dr. Khawaja Amjad Saeed, Principal, Hailey College of Banking & Finance, University of the Punjab, PAKISTAN	G&TAuditorium
17:30-17:40	Vote of Thanks: Dr. Huma Amir	G&TAuditorium
17:40	Tea	
20:00-22:00	Conference Dinner	

IBAICM2012: Day 2 - Sunday 6 May, 2012

IBAICM2012: Day 2 - Sunday 6 May, 2012		
09:00-11:05	Session 4: Strategic Marketing	G&T Auditorium
09:00-09:45	KEYNOTE: <i>Branding a Nation in the 21st Century</i> Dr. Kriengsak Chareonwongsak, President, Institute of Future Studies for Development, THAILAND	G&TAuditorium
09:45-10:30	KEYNOTE: <i>Role of Marketing in Economic Development and Business: Trends and Challenges for Pakistan</i> Dr. Mushtaq Luqmani, Professor Marketing, Haworth College of Business, Western Michigan University, USA	G&TAuditorium
10:30-10:45	<i>Mobile Marketing at Telenor: a MAD Strategy?</i> : Yasmin Malik	G&TAuditorium
10:45-10:55	Chief Guest: Dr. Huma Naz Baqai – Chairperson, Department of Social Sciences, IBA	G&TAuditorium
10:55-11:05	Vote of Thanks: Humayun Ansari	G&TAuditorium
11:05-11:25	Refreshments	
11:25-13:15	Session 5a: Parallel Sessions: CONSUMER BEHAVIOR Moderator: Ms. Yasmin Zafar; Chairs: Dr. Ahmad Jamal, Dr. Klaus Heine	S1
11:25-11:55	<i>Consumers' Need for Uniqueness, Attitude and Ethical Behaviour towards Counterfeit Products in Pakistan –</i> Faryal Salman, Farishtae Minwalla	S1
11:55-12:25	<i>A study of Pre-Purchase determinants of Brand Avoidance and Moderating Role Familiarity with Country-of-Origin –</i> Muhammad Asif Khan, Cécile Bozzo, Haroon-ur-Rashid Khan	S1
12:25-12:55	<i>Motion Pictures As An Agent Of Socialization: A Comparative Content Analysis of Depiction of Violent Characters on Indian Silver Screen and Reported Crime News in Pakistan -</i> Erum Hafeez Aslam	S1
12:55-13:05	Chief Guest: Engro: Afnan Ahsan – Engro Foods Ltd. Engro Corp.	S1
13:05-13:15	Review and Summary: Ms. Yasmin Zafar	S1
13:15-14:15	Lunch	
11:25-13:15	Session 5b: Parallel Sessions: SOCIETY AND MARKETING Moderator: Mr. Jami Moiz; Chairs: Dr. Pervez Ghauri; Dr. Kriengsak Chareonwongsak	S2
11:25-11:55	<i>Building Pakistan's Country of Origin Image through the Corporate Image: Exploring Optimal Corporate Brands for the Image Transfer –</i> Ishrat Hussain	S2
11:55-12:25	<i>Reputation of Private Universities in Pakistan and its Impact upon Student Satisfaction and Loyalty -</i> Seema Arif, Maryam Ilyas	S2
12:25-12:55	<i>Home-Based Female Entrepreneurs in Pakistan: An Exploratory Case Study -</i> Faryal Salman, Dr Amber Gul Rashid	S2
12:55-13:05	Review and Summary: Jami Moiz	S2
13:15-14:15	Lunch	
14:15-1:00	Session 6: Brand Identity	G&T Auditorium
14:15-15:00	KEYNOTE: <i>The Identity of Fashion Brands</i> Dr. Klaus Heine, Chair of Marketing Department, Berlin Institute of Technology, GERMANY	G&TAuditorium
15:00-15:30	<i>Branding in the Bottom of the Pyramid: Case of Grameen Bank</i> Dr. Mohammed Solaiman, Supernumerary Professor, Dept. of Marketing Studies and International Marketing University of Chittagong, BANGLADESH	G&TAuditorium
15:30-16:00	<i>Branding for Tourism: Case of Nepal</i> Dr. Tek Nath Dhakal, Professor, Department of Public Administration, Tribhuvan University, NEPAL	G&TAuditorium
16:00-16:15	Chief Guest: Dr. Javed R. Laghari, Chairperson, Higher Education Commission of Pakistan	G&TAuditorium
16:15-16:25	Vote of Thanks: Dr. Amber Gul Rashid (Plaque Distribution – Dr. Mohammad Nishat)	G&TAuditorium
16:25	Tea	
18:00-21:00	Tour of Karachi	