Dec 19th, 8:30 AM - 9:00 AM

Conference Program Schedule

Institute of Business Administration

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	IBAICM PROGRAM SCHEDULE
Time	DAY 1
8:00	Registration
8:15	Breakfast
9:00	Recitation from the Holy Quran
9:10	Welcome address by the Conference Convener: Dr. Huma Amir
9:25	Address by Dean & Director IBA: Dr. Farrukh Iqbal
9:40	Address by the Chief Guest: Deput Vice Chancellor - Professor Dr. Noorsaadah Abd. Rahman at UM
9:55	Address by the Dean Faculty of Business & Accountancy - Professor Dr. Che Ruhana Binti Isa at UM
10:10	Keynote Session: Dr. Russel Belk - "Technology, Luxury, and the Poor"
10:55	Parallel sessions
13:00	Lunch & Prayer Break
14:15	Keynote Session: Dr. Harvinder Singh - "Unlocking the Potential of BOP: The Public Policy Perspective"
15:00	Keynote Session: Dr. Fareena Sultan - "Current Trends in Mobile and Digital Marketing: Implications for the Bottom of the Pyramid"
15:45	Refereshments
16:15	Closing remarks by Dr. Ejaz A Mian
20:30	Conference Dinner (Tentative)
	DAY 2
8:30	Breakfast
9:00	Keynote Session: Dr. Guliz Ger - "Developing Markets? Understanding the Role of Markets and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR)"
9:45	Parallel Sessions
11:45	Keynote Session: Dr. Bharat Avlani - Unilever Malaysia
12:30	Lunch & Prayer Break
13:45	Keynote Session: Dr. Amna Kirmani - "Publishing Top Quality Research"
14:30	Panel Discussion: "Addressing Flaws in Academic Research to Avoid Rejection"
15:30	Closing Address by the Associate Dean at IBA - Dr. Mohammed Nishat
15:45	Certificate Distribution and Acknowledgments
16:30	Refreshments