



Editor's Note

Allah has been very kind to protect our country from colossal damage of Covid 19 pandemic contrary to what was being predicted by many national and international resources. Now that most of the economic activity has reignited post Covid 19 situation, it is time to reflect on how we reacted to the emergency and what remained our behaviour during this period. Although the situation was very grim for the businesses, yet there was opportunity in adversity as well. Those businesses which quickly adapted to the changing situation got miles ahead of those which remained stagnant. Biggest lesson is: Prepare for any situation and act fast when that situation arises.



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Appointment of new Director IBA, PU

Professor Dr Muqaddas Rehman (MBA 1996-98) has joined as new Director of the Institute of Business Administration, University of the Punjab. She has done her PhD in Marketing from The University of Newcastle, Australia, NSW in 2014. She was appointed as Professor in the Institute in August 2020. IBA PU Alumni Association welcomes her and all new appointments in the Campus. It is hoped that introduction of new faculty members would further elevate the stature of this prestigious Institution.



FOR IBA ALUMNI MEMBERS

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Meeting of the Executive Committee with the new Director

Executive Committee of the IBA-PU Alumni Association met the newly appointed Director of IBA, PU on Sep 18, 2020. President felicitated Prof Dr Muqaddas on behalf of the Alumni Association and apprised her about the activities the Association is undertaking for the welfare of the alumni and the current students. The Director expressed her resolve to work with the Association

for attainment of common objective of raising the stature of the Institute and creating a linkage between the Institute and the alumni. She also conveyed her desire to engage the alumni with the students and faculty. The meeting ended with a vote of thanks from the President, Mr Aasim Mullick, on giving opportunity to the Association to pay back to their alma mater.



Anas Ganaie, Asstt Prof Mudassir, Hamza Irfan, Mian Waqas
Dr Sania, Prof Dr Muqaddas, Aasim Mullick, Sheikh Omer, Hamid Raza

Rozee.pk portal for Alumni & Students

Paying back to alma mater is one of our motto. Executive Com-mittee of IBA PU Alumni Association was pleased to arrange a training session by Rozee.pk for IBA, PU staff on 2nd September 2020. This was regarding upcoming challenges and more availability of jobs for students by using Rozee.pk portal.

This platform will go a long way in helping students explore their innate talents and improving basic skills. Rozee.pk platform is a stimulating, technically powered learning environment for students. It would not only help them to adapt quickly to the challenging educa-tion environment in Pakistan but also enable them to leverage their unique, hidden abilities to achieve their true potential.

Condolences

Mr Hassan Khan (BBA Hons 2011-2015, MBA 2015-17) passed away on 24th May, 2020. He was working as Sr. Ex at Haier Pakistan.



Prof Nadeem Akhtar Siddiqui (MBAE 2005-07; Member Visiting Faculty IBA PU) passed away due to Covid-19 on 3rd June, 2020.



Mr Hassan Kamran, Visiting Faculty Member, IBA Punjab University passed away on 16th July, 2020.



This Issue's Q&A Tip (from our expert)

Q: What should a candidate do when asked a question he or she does not have an answer to?

A: Honesty is the best policy and it always pays back. There is no harm in accepting that you don't have an answer to a particular question. However, it is always important how confident you are when put to such a situation. Remember, interviewer is not only judging your knowledge

but also many other aspects of your personality. Even your expressions make a mark on them. It is better to analyze the situation early and gracefully accept that you are unaware of the answer.



Blast from the Past



Kaghan Trip 1981 (Courtesy: Raza Saeed)



Tarbela Dam 1980 (Courtesy: Raza Saeed)

Role of Cyber Security in E-Commerce

Zain Ali, BBA (HONS), LLM



Internet has eliminated all excuse for young business graduates from becoming able entrepreneurs. It has promoted the concept of sole proprietorship by giving an affordable opportunity to youngsters to promote their ideas globally. The breakout of Covid-19 pandemic brought another wave of growth in online activity. Every business has either transformed or is in transition towards an online presence. The smart phone technology has also augmented the number of users of Information technology. Social media has played a major role in how people will interact now. Swelling cyberspace also increases the probability of cyber fraud, cyber attacks and privacy breaches. False information, propaganda, defamation, cyber bullying and cyber stalking pose some of the few challenges for the modern

governments.

Besides governments, the businesses also have to tackle these challenges with respect to safety and protection of online business. The most important thing to protect is any business's brand name. Violation of copyrights on internet is very frequent now a days. It is important for new young entrepreneurs to safeguard their brand name by applying for trademark and copyright certificates before starting any business.

It is very important for customers to differentiate between original and fake brands while doing online shopping. This can be done through checking original website of the brand.

It is important that private information of any sort is not shared with anyone on phone. The fraudsters get personal information on phone and use it to siphon out huge sums from innocent people. They usually ask personal information related to credit card number, bank account number and CNIC in order to commit financial fraud with people.

It is the need of the hour to educate people regarding cyber crimes. Government should take steps to create awareness regarding cyber laws in Pakistan.

In our country, the phenomenal increase in e-commerce has not been matched with proper implementation of related legislation. It is therefore incumbent upon the people to be vigilant about their financial whereabouts.

Quotes

“Success is not final; failure is not fatal: it is the courage to continue that counts.” – Winston Churchill

“Every problem is a gift—without problems we would not grow.” – Anthony Robbins

Canadian Chapter Activities

Syed Salman Ahmad Salmi
Convener, Canada Chapter

Canada Chapter of IBA PU Alumni Association is one of the most vibrant community with over 80 members in its WhatsApp group. The group has some of the most senior graduates e.g. Mr Flavian Rego and Mr Mubashir Ahmed from 1973-75 session, as well as Professor Ajmal Bhatti.

Canadian chapter organized many networking dinner evenings before COVID outbreak including its first annual dinner cum get-together. The COVID restrictions have failed to curb the group's enthusiasm to meet and the members are now conducting networking events on Google Meet every month. In these video calls, members volunteer to share their experiences in various fields or invite industry experts to provide their first-hand knowledge. Thus far, topics like job search in COVID, interviewing tech-niques, challenges in the restaurant business, starting an ecommerce business, and how to open an Amazon business have been discussed.

The group is also maintaining a shared file location where member data, Alumni policy, and other documents are main-tained for reference.

The objective is to build a platform where the expertise of members could be brought together to provide effective support for Alumni members in their careers and businesses.

Choose from the Life Buffet

Kamran Ahmed Siddiqui, Performance Coach & Motivational Speaker

It was a very big buffet dinner party, and there were all sorts of versatile food cuisines available. When I took my platter and moved around to choose among the food, it was a very difficult choice to make. I did not want to skip many of my favorite dishes there, but it was a fact that I would not be able to take it all. So, I started to make a choice from the combination of food available, which I may possibly consume & enjoy easily. In this situation, if I want some of my favorite dish in abundance, then I surely have to compromise on some other at the same time.

What an interesting metaphor for the complexities of life. Imagine your life buffet comp-rising of your personal, prof-essional, social and spiritual life. If you are given a platter and told that you only have one chance to fill it with your choices, what would you fill it with? If you opt to fill it with your professional life then there

would be nothing left for your personal and spiritual life and vice versa. Thus, it is important to keep the right balance so you can fill your platter with everything that you really need.

Only you can manage your own platter, and have the power to make the best choices when it comes to your career and personal life. Never blame anyone else for the decisions you make, or for the consequences of such decisions. Your success is in direct proportion to the actions you take, no matter how big or small they are.

If you are currently struggling to balance work and family life, then look into your platter. It must be filled with so much work responsibilities, that you practically need to compromise family time.

Welcome to this life buffet!

Down the memory Lane



Reference for Late Prof Amjad Saeed



One Early morning of 2000



Canada Chapter Get-together 2020



First Cast vote of 2015 Elections

Recently uploaded lectures at YouTube Channel



- i. Entrepreneurship – by Sheikh Muhammad Umer (MBA 1994-97)
- ii. Digital Marketing Next Level – by Shoaib Ali (MBA 2005-07)
- iii. Opportunities for Optimism during Crisis – Tahir Cheema (MBA 2000-02)
- iv. Central Superior Services – Abid Saeed (MBA 1980-81)
- v. Agile Mindset – by Madeeha Khan (MBA 2000-02)



Memoirs of the First President by Mian Nasir

Former Students of IBA, Punjab University need to be congratulated on forming a platform for the Alumni. Many efforts - made since 1972 to assemble former students on one forum - remained futile until 2007 when basic infrastructure of Alumni Association was created by none other than worthy Dr Ehsan Malik. He constituted a committee and chose a president from IBA's first batch, to formulate a constitution of The Association and to hold its elections under this constitution. This was a mammoth task but the committee achieved its target in record time. First elections were finally held in 2008. This feat was possible through untiring efforts of the then secretary, Mr Raza Saeed, duly supported by his



committee members.

In later years, Sajjad Kirmani, Omer Sheikh, Asad and Athar made massive contribution. The team of founders handed over the baton in relay race to the young ones as we believed in the energy of the youth.

Today the Alumni is in hands better than ours. We see galaxy of shining stars like Asif Gilani, Aasim Malik, Anas Ganaie, Mian Waqas and some lady members adding value. Its own office, website, WhatsApp groups and regular interaction with the General body is impressive. Hip hip hurray for Sheikh Omer.

Soon the Alumni will also look at a housing society or apartment blocks for the members, Group insurance for the members and start of an Executive development program under its sponsorship.

Long live Panjab University, long live IBA, PU Alumni.

Business Laughs



"Information?

I need the number of the Caseway Insurance Company." "Would you spell that, please?"

"Certainly.

C as in sea.

A as in aye.

S as in sea.

E as in eye.

W as in why.

A as in are.

Y as in you." The operator pauses.

"Just a minute, sir.

I'll connect you with my supervisor .

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