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## Editor's Note

Winter in most parts of Pakistan comes for a short time. But instead of celebrating and enjoying it, we tend to long for its departure. In fact, we are always envying for something which is away while we overlook what we have in hand. This may be good in certain circumstances when coveting something higher provides the impetus to work harder and brings a positive change in one's attitude towards life. However, if it influences the people in a negative way, then it can be harmful. We braved the first wave of Covid-19 pandemic; we need to show strength to pass the second wave with forbearance as well. This is the time to muster our courage and think beyond the current situation. Allah is kind and will help us in taking control of our circumstances once again.

### Patron

Prof Dr Muqaddas Rehman

### President

Athar Ehsan ul Haq

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Mian Waqas Ahmed

## IBA PU Alumni Association has new President



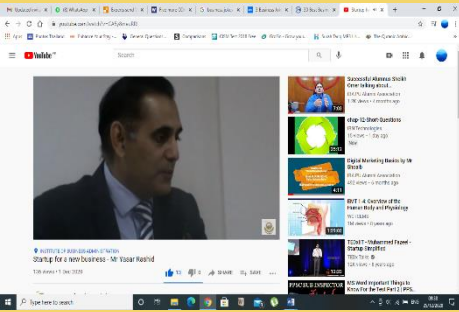
On October 28, 2020, Executive Committee of the IBA PU Alumni Association has elected Mr Athar Ehsan ul Haq as its new President for the next Year. Mr Athar did his MBA in 2002 and completed his MPhil in 2016. Mr Athar has vast experience of running his family business. He has resolved to make the Association a vibrant

organization, which would cater for the needs of the alumni and the IBA, PU alike. His elections are expected to bring in a new era of success for the Association.

## Lunch Hosted in the honour of Outgoing and Incoming Directors by the Executive Committee



## Recently Uploaded Videos at YouTube Channel



- **Mr Shokat Tarin (MBA 1973-75) under “Distinguished Alumni Series”** talking about his life experiences
- **Lecture by Mr Yasar Rasheed (MBA 1996-98) on “How to start up a business” in IBA-Punjab University**
- **Mr Hamid Mirza (MBA 1981-83) under “Distinguished Alumni Series”** talking about life choices that may affect your career
- **How to prepare for US CPA under “Developing Career Path” Series**
- **Second issue of “alumnotes”**



## Message from the President

ATHAR EHSAN UL HAQ, Businessman and Entrepreneur

It is an honor to be the President of IBA-PU Alumni Association, and a big responsibility too. I can genuinely boast that I am the FOUNDER MEMBER of this Association as I have been a part of Executive Committee of the Association since its inception. Besides, my association with the IBA-PU is also for more than two decades now. I did my MBA in 2000-2002 and M. Phil in 2014-16.

The mission and commitment of our Association has remained the same, i.e. to keep our alumni connected with our institute, and with each other, and to support the students who will be our alumni as they graduate. I know the challenges ahead but with sheer hard work all problems are surmountable. Working closely with Alumni Executive Committee, our outstanding new Patron in Chief, Prof. Dr. Muqaddas Rehman, has a yearning to take our beloved IBA, PU to new levels of success. We, as sons and daughters of our institute, are bound by our commitment to be a part of that struggle. I am sure we will continue to build on our earlier accomplishments in a more meaningful way.

I will endeavor to build upon the projects and initiatives set by former Alumni Presidents in as much as bring in new ideas through new Action Plan to ensure that the Association continues to serve its members.

One of my first steps as President will be to gird our loins to upgrade knowledge base of our current and prospective alumni through lectures by our learned alumni. I would like to see our social networking capabilities to reach to a new high so we can approach maximum number of members via Facebook, Twitter and LinkedIn.

The strength of our Association is our diversity. Our organization offers valuable networking opportunities that can and will harness solid professional relationships as well as educational topics that can improve our careers and personal relationship. You are requested to join us in our currently running programme of lecture series, which is also available at our YouTube Channel.

I am very passionate about our Association and believe it gives us excellent opportunities to continue connecting with each other. I invite you all to join us in supporting the Alumni Association in keeping the memories and traditions of IBA alive. I beseech you to make upcoming year bigger and better to commemorate this fantastic milestone. Thank you all and I look forward to a very productive and successful year ahead.

## Post Covid-19 Business and Marketing Trends

Mian Waqas Ahmed, Businessman and Tax Consultant

Three quarters of a yearlong struggle with Covid-19 does not seem to be ending in near future



despite availability of vaccines in the market. Months after much of the world went into quarantine or lockdown, brands are coming to terms with a hard truth: the 'new normal' is going to be prolonged period of uncertainty. The second wave of COVID-19, coupled with news about mutated virus, is causing a lot of anxiety among the people and this may lead to bigger concerns for businesses around the world. Marketing is also seeing new trends recently. But despite the upheaval defining this most difficult year, brands are continuing to transform in real-time and lay the foundations for future growth. We have looked at some trends which might take root in our business world.

### 1. Increased role of Marketing

Much ink has been spilled in recent years about the role of Marketing in determining the success of businesses. Whenever

there is a business slow down, marketing is the first to face budget cuts. Not anymore.

Lockdown has made many big companies to focus more on marketing than before. As the COVID-19 crisis shows little sign of letting up, marketing has emerged as the nerve center of a brand's pandemic response. New vistas of this field has gained strength. New levels of marketing will keep on sitting at the top of the budget proposals in near future. Covid-19 is likely to give central place to marketing in business decision making.

### 2. Defining new roles

Not only has the world see a pandemic crisis in 2020, it also has seen renewed interest in issues like climate change and racial justice worldwide. These trends are affecting our local markets as well when youth openly question the traditional way of thinking. Businesses now have to evolve to include changing social scenario in their strategies. We have already seen "Fair" giving way to "Glow". Social awakening among the youth will score big on decision making score card.

### 3. Having relationships with your clients

Several months in, companies are equipping themselves for the long-term: building real-time data dashboards, re-formulating brand strategies and slashing internal red tape to move faster. Brands are moving on fast consumer insights, looking to determine which new trends are here to stay and which are just a flash in the pan. The ability to react in real time will be an important skill for marketers going forward.

### 4. Mushrooming E-commerce ventures

This has given an enormous opportunity to the young entrepreneurs who wish to start their own businesses in the changing environment. Use of information technology will be a thing to reckon with in near future. Only those will survive who resolve to maintain their relationship with their clients.

### 5. Branding is the key term

This is the time to establish your brands. If you are successful in making impressions among your clients, you are likely to thrive in future, Covid-19 or no Covid-19.

**"Business Opportunities are like buses; there is always another one coming" – Richard Branson**



## Campus News



IBA successfully conducted Entry Test for new aspirants for IBA's MBA 1.5, M. Phil and PhD Programmes on Monday, December 07, 2020 at Punjab University Examination Center, Wahdat Road, Lahore with proper SOP's. The process of selection for various programmes is very transparent and it is tried that merit is fully observed in each selection.

The Higher Education Commission (HEC), Pakistan granted No Objection Certificate to IBA, University of Punjab for its PhD Programme with effect from Fall 2014. IBA is one of the leading business institutes in the country and doctoral programme will be yet another contribution for education and business. HEC has recognized Dr. Humaira Asad as HEC approved PhD supervisor.



A recruitment drive was arranged by Style Textile for MTO Program for Business Graduates at IBA-PU in computer lab on November 17, 2020. Test was conducted online with proper SOP's. IBA is striving hard to bring industry to IBA.

According to the "Schedule for Phase-wise Re-opening" issued by University of the Punjab Lahore, On Campus classes of BBA 7th Semester (Afternoon) were started from October 6, 2020 at Institute of Business Administration (IBA). However, IBA had to go back to online mode due to second wave.

## Canadian Chapter Activities

### Syed Salman Ahmad Salmi Convener, Canada Chapter

While the pandemic is still posing huge challenges all over the world, the Canada chapter of IBA PU Alumni Association boldly continued its activities to stay engaged with the members and inspire them to join the monthly meetings on Zoom. To make things easier, the members have recently subscribed to the paid Zoom services, demonstrating their commitment to stay connected with the association. In its December meeting new strategies were discussed as to how to improve members' participation in the new year. The participants are planning to arrange a professional talk on some of the industry's hot new subjects delivered by subject matter experts. These presentations are designed to be delivered to a large audience. The challenge is to get more participation from the members to join such meetings. It has been decided to create a framework that consists of power teams across all regions of the Greater Toronto Area (GTA). These teams will contact the members in their local areas and inspire them to participate in the Association's activities. Our objective is to glue the team members together where they can comfortably share their challenges and extend a helping hand to their fellow alumnus in excelling their careers.

**Always deliver more than expected – Larry Page**

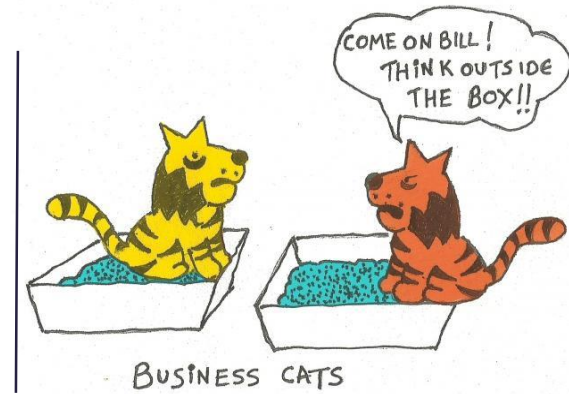
## BUSINESS LOANS:

Henry was on his morning walk when he bumped into his friend Paul.

Henry: "Hey Paul, why do you look so dejected today?"

Paul: "Oh Henry, I'm in trouble. I need cash for the business and I have NO IDEA where to get it from!!"

Henry: "Oh, I'm sure glad to hear that. I was afraid you might think you could borrow it from me!"



## IBA-PU Alumni Association

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0092 333 4285800

## Sharing the Expertise

1. Mr Yasar Rasheed (MBA 1994-96) delivered a lecture on 30<sup>th</sup> November 2020 in IBA, PU on "How to start up a Business".

2. Mr Kamran Siddiqui (MBAE 1999-2001) gave a motivational speech on the topic "If I have to Live Again" and attended by many alumni on 26<sup>th</sup> December 2020 online

## 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.



## IBA Punjab University Alumni Association

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