



Editor's Note

Current heat wave in the country has a lot of human footprints. It is better that we take action right now to deal with changing climatic conditions before it is too late. Otherwise we would be leaving a very precarious environment for our posterity to live in. Some people argue that it not us, people living in the developing world, who are responsible for environmental degradation. But it does not matter. Important fact is that our region is among the worst hit from this menace. Pakistan recorded highest temperature on the planet earth during the month of April when the mercury touched 49 °C in Jacobabad this year. So regardless of who is responsible for our environment, we need to take immediate steps to stop the environment from further worsening. Every one of us should do our bit to curtail the pollutants as much as possible. But more importantly we should raise our voice so that our leadership realizes the gravity of the situation.

Extreme weather conditions always have a dampening effect on business activity. However, good managers find ways to stay above water in every condition.

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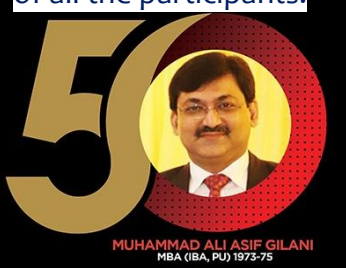
Mian Waqas Ahmed



Golden Jubilee Celebrations of IBA PU

March 11, 2022: Institute of Business Administration, Punjab University, organized its Golden Jubilee celebrations on completion of serving 50 years in the field of business education. Mr. Shaukat Tarin (MBA 1973-75) was the Chief Guest on this prestigious event. Mrs. Durdana Soomro (Roll no. 1 of the very 1st batch of 1972) was awarded the Gold medal for being the first enrolled student of IBA, while Mian Nasir (MBA 1973-75, founder president IBA PU Alumni Association) and Syed Imran Raza Shah (MBA 1973-75, former general secretary of the Alumni Association) were also awarded shields of excellence. Students of pioneer batches were especially invited to grace the event. In addition, alumni from later batches were also invited, including but not limited to Mr. Ghazanfar Azam (MBAE 1995-97), Mr. Tahir Yaqoob Bhatti (MBAE 1995-97), Mr. Abdullah, (MBAE 1995-97), Dr. Kamran Shams (MBAE 1995-97), Mr. Haroon Lodhi (MBAE 1995-97), Mr. Usman Qayyum (MBA 1990-92), Maj. Shahnawaz Badar (MBAE 2002-04), Mr. Zoraiz Lashari (MBA 1978-80), Mr. Abid Sattar (MBA 1979-81), Mr. Shahid Hanif (MBA 1984-86), Mr. Razi Ur Rehman (MBA 1984-86), Mr. Mansoor Zaman (MBAE 2004-06), Mr. Hamid Mirza (MBA 1982-84), Dr. Ayesha Nauman (MBAE 2001-03), Mr. Ahsan Umar (MBA 1995-97), Mr. Imran Sanaullah (MBAE 2012-14), Mr. Faisal Nisar (MBAE 2006-08) and Lt. Gen (R) Arshad Saleem.

These very emotional moments for most of the old students as they enjoyed coming to their institute and saw how much it had progressed over these years. The evening ended with a sumptuous dinner in honour of all the participants.



Collage – Golden Jubilee Celebrations 2022



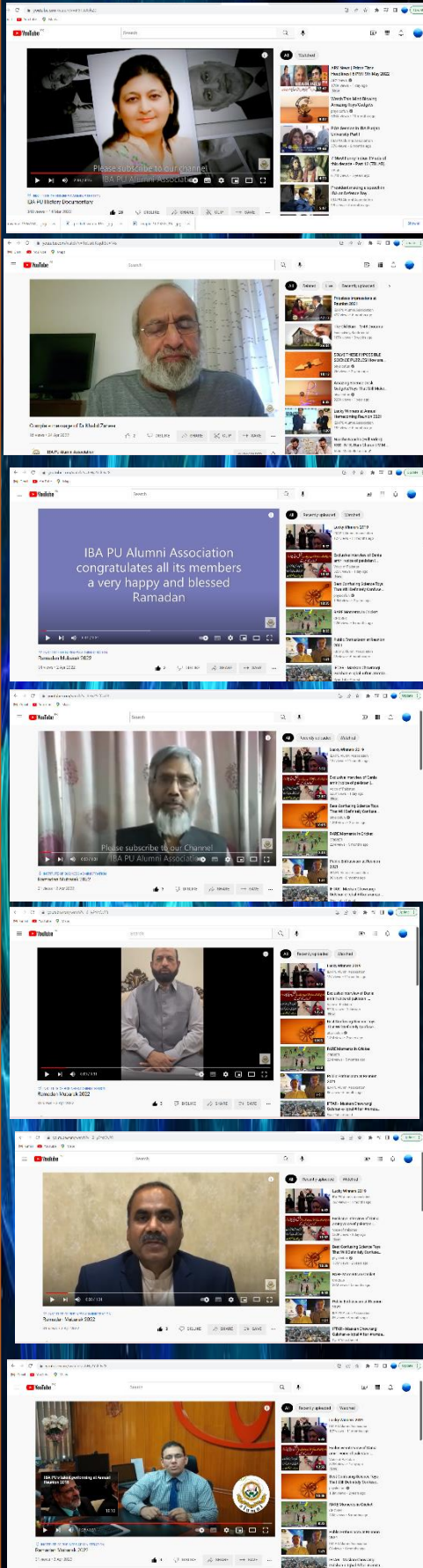
Business Laughs

- To err is human, to blame it on someone else shows management potential.
- Laugh at your problems, everybody else does.
- Some cause happiness wherever they go. Others whenever they go.
- Artificial intelligence is no match for natural stupidity.
- Drink coffee! Do stupid things faster with more energy!

Many of life's failures are people who did not realize how close they were to success when they gave up.

-Thomas Edison-

Recently Uploaded Videos at YouTube Channel



Alumni News

- Syed Javed Nisar (MBA 1975-77, Founder President CSA Alumni Association & Chief Executive Medibank) has been appointed as Scouts National Commissioner for Community Services by Pakistan Boy Scouts Association.
- Madeeha Khan Yousafzai (MBAE 2012-14) joined British American Tobacco (BAT) as Senior Transformation Project Manager. Also, she is recently selected for TechWomen22 amongst 6 other Women In STEM from Pakistan. This Tech Women program takes place in USA in February 2022 and is an initiative of the U.S. Department of State's Bureau of Educational and Cultural Affairs.
- Mr. Naveed Shahzad Mirza (MBAE 2004-06; Additional Secretary Education Reforms, School Education Department Government of the Punjab) elected unopposed as President PMS Association Punjab for the third time. Besides, he was elected twice as General Secretary earlier.
- Sheikh Anwar Ali (1995-97) joined Faysal Bank Ltd. As Head of GSD in March 2022.

Obituary



Syed Mubasher Ijaz (MBA 1989-91) passed away due to sudden cardiac arrest on 16th March, 2022. He was very social among his class fellows.



Prof. Dr. Mujahid Ali (MBA 1973-75; Dean Faculty of Commerce, BZU Multan) passed away on 21st March, 2022.



Mr. Pervaiz Nader (MBA 1987-89) took his last breath on 2nd Feb, 2022. He was a regular visitor to IBA Punjab University.

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

Q: What kind of salary you are expecting from this position?

Ans: Most of the time, for the positions with some experience, the employers would be genuinely concerned with your expectations. If you state too high, they may believe that you would not like this job. If you state too low they may also get a negative feelings about you. It is better to state a range of

salary instead of a specific figure but based on some background knowledge about the salary structure of the organization.





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Role of Marketing in Business Growth

Anas Ganaie (MBAE 2002-04)

No matter how much one feels that the social, print and electronic media is being bombarded with publicity, it is an established fact that these ads have their impact on consumer behavior. It is stated that the companies which spend more on marketing generate more revenues. By 2023, digital ad spending in the US is expected to exceed \$201 billion – almost double the level recorded in 2018. Highly effective marketing is a necessity especially for small businesses. It is highly improbable to succeed without good marketing and sales techniques.

Marketing is more than simply letting people know about your products or services. You need to know who the customers are. By getting their feedback a small business can establish their specific needs and wants. With that knowledge, it would become easier to establish a longer lasting

contact with the consumer base. Then all you need to do is to reach them with our message.

Marketing is a much more holistic process that is designed to increase awareness of a brand or product to the target consumer as a whole. Rarely will a marketer deal one-on-one with a customer. However, ultimately you'll be more successful if you step back and look at the "big picture" by taking the time to thoughtfully analyze your products or services and your business as a whole in relation to your competition, your customers, and to societal and regional trends and conditions. It's important for your business to engage its customers. Marketing is a tool to keep the conversation going. Engaging customers is different from pushing your offers. Engaging involves furnishing your customers with relevant information about your products and your business as well. It's all about

creating fresh content.

The growth and life span of your business is positively correlated to your business's reputation. Hence, it's fair to say your reputation determines your brand equity.

A majority of marketing activities are geared towards building the brand equity of the company.

Marketing educates many people about a certain product. When people are well-informed about your product, your sales will increase. Marketing is a great help for many business establishments to create revenue options. It is when business sectors use different marketing strategies to increase business profits.

Most businesses assume that they will always remain the client's favorite because up to now the client has never complained. This is the wrong mind set. You need to find ways to remain at the top of the client's mind.

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