

**10<sup>h</sup> ICIBM (HYBRID)**  
**Program Details**  
**Day 1: 24<sup>th</sup> April, 2025**

Sessions	Start	End	Duration	Program						
-	<b>08:00</b>	<b>9.30</b>	<b>90 min</b>	<b>Conference Registration Open</b>						
Session 1 Opening Session	9.30	11:00	90 min	<p><b>Opening Session:</b></p> <ol style="list-style-type: none"> <li>1. Welcome note by Dr. Muhammad Athar Siddiqui, Conference Chair</li> <li>2. Keynote address 1 (To be decided)</li> <li>3. Keynote address 2 (To be decided)</li> <li>4. Special note by Dr. Hammad Naveed, Pro Rector, UCP</li> <li>5. Special note by Chief Guest (Chairperson, Punjab Higher Education Commission)</li> <li>6. Shield distribution</li> </ol> <p><b>Venue: Main Auditorium Building A</b></p>						
	<b>11:00</b>	<b>11:30</b>	<b>30 min</b>	<p style="text-align: center;"><b>Tea Break &amp; Networking Session</b>  <b>Venue: Lobby Building B Ground Floor</b></p>						
Session 2 Parallel Presentations	11:30	01:30	<b>120 min</b>	<p style="text-align: center;">Parallel Paper Presentation: Business School</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 16.6%;">Marketing</td> <td style="width: 16.6%;">HRM</td> <td style="width: 16.6%;">Entp.</td> <td style="width: 16.6%;">Finance</td> <td style="width: 16.6%;">Online participation</td> <td style="width: 16.6%;">Management</td> </tr> </table> <p style="text-align: center;"><b>Venue: Building B Ground Floor</b></p>	Marketing	HRM	Entp.	Finance	Online participation	Management
Marketing	HRM	Entp.	Finance	Online participation	Management					
	<b>01:30</b>	<b>3:00</b>		<p style="text-align: center;"><b>Lunch &amp; Namaz Break</b>  <b>Venue: Common Room 2<sup>nd</sup> Floor Building C</b></p>						

Session 3 Industry Talk/Panel Discussion	3.00	5.00	120 min	<p>Panel discussion on <b>“(Topic to be decided)”</b></p> <p>Participants</p> <ol style="list-style-type: none"> <li>1. From Industry</li> <li>2. From Industry</li> <li>3. From Academia</li> <li>4. From Academia</li> </ol> <p><b>Venue: Webinar Room Building C</b></p>
	<b>05:00</b>	<b>05:45</b>	<b>45 min</b>	<b>Namaz, Networking Tea &amp; Interviews for social media Auditorium Gallery</b>
Session 4  Day 1 Closing Ceremony	05:45	07.00	75 min	<p><b>Closing Speeches:</b></p> <p>Award/Certificates Distribution:</p> <ol style="list-style-type: none"> <li>1. Best Paper of Each Track</li> <li>2. Best Paper of the 10<sup>th</sup> ICIBM Conference</li> </ol> <p>Closing Remarks: Dr. Talha Zubair Ahmad Khan (Conference Secretary)</p> <p><b>Venue: Main Auditorium Building A</b></p>
	<b>07:00</b>	<b>09:00</b>	<b>120 min</b>	<p><b>Sufi Evening and Dinner</b></p> <p><b>Sufi Evening:</b> UCP Auditorium <b>Dinner for presenters:</b> Courtyard Building-A <b>Outside Auditorium</b></p>

## Program Details

### Day 2: 25<sup>th</sup> April, 2025

Sessions	Start	End	Total Time	Program Structure	
-	<b>8:30</b>	<b>9:00</b>	<b>30 min</b>	<b>Conference Registration Open</b>	
Session 1  Parallel Workshops	9:00	10:30	90 mins	Professional Development Workshop	Professional Development Workshop
				Title: Bibliometric Analysis	Title: Thematic Analysis Using NVivo
				Trainer: TBD	Trainer: TBD
				Venue: UCP	Venue: TBD
	<b>10:30</b>	<b>11:00</b>	<b>30 min</b>	<b>Tea Break &amp; Networking Session</b> <b>Venue: Building C Lobby</b>	
Session 2  Case Study Competition	11:00	12:30	90 mins	Case Study Presentations Best Case Award	
Conference Closing	12:30	01:00	30 mins	Closing Speech from the Dean	