

Program Details Day 1: 17th April 2025 (Thursday)

Sessions	Start	End	Duration	Program						
-	08:00	9.30	90 min	Conference Registration Open						
Session 1 Opening Session	9.30	11:30	120 min	<p>Opening Session:</p> <ol style="list-style-type: none"> Welcome note by Dr. Muhammad Athar Siddiqui, Conference Chair Online Address by Prof. Dr. Şerife Zihni Eyüpoğlu (Near East University, Turkey) Keynote Speech: Dr. Muhammad Shehryar Shahid (Associate Professor, Lahore University of Management Sciences) Keynote Speech: Mr. Zeshan Qureshi (CEO, Sparx Smartphones) Special note by Dr. Hammad Naveed (Pro Rector, UCP) Shields distribution <p>Venue: UCP Main Auditorium Building A</p>						
	11:30	12:00	30 min	<p>Tea Break & Networking Session Venue 1: Outside Main Auditorium Building A Venue 2: Conference Room Building A</p>						
Session 2 Industry Talk/Panel Discussion	12:00	02:00	120 min	<p>Post Tea Keynote Address:</p> <ol style="list-style-type: none"> Online Keynote Address by Dr. M Azmat (Aston University, UK) from 12:00 PM to 1:00 PM Paper Development Workshop by Dr. James Fleck (Editor in-chief Technology analysis and Strategic Management Journal from University of Edinburgh) from 1:00 PM to 2:00 PM <p>Venue: Main Auditorium Building</p>						
	02:00	3:00		<p>Lunch & Namaz Break Venue: Common Room 2nd Floor Building C</p>						
Session 3 Parallel Presentations	03:00	05:00	120 min	<p>Parallel Paper Presentation: Business School</p> <table border="1"> <tr> <td>Marketing</td> <td>HRM</td> <td>Entp.</td> <td>Finance</td> <td>Online participation</td> <td>Management</td> </tr> </table>	Marketing	HRM	Entp.	Finance	Online participation	Management
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				Venue: UCP Building C Room 101 to 112 Board Room & Webinar Rooms for Online Paper Sessions
	05:00	05:30	30 min	Namaz Break, Networking & Interviews for Social Media Building C
Session 4 Day 1 Closing Ceremony	05:30	06.30	60 min	Closing Speeches: Award/Certificates Distribution: 1. Best Paper Presentation of Each Track 2. Closing Remarks: Dr. Talha Zubair Ahmad Khan (Conference Secretary) Venue: Main Auditorium Building A

Program Details

Day 2: 18th April 2025 (Friday)

Sessions	Start	End	Total Time	Program Structure
-	8:30	9:00	30 min	Conference Registration Open
Session 1 Case Study Competition (Sparx Smartphones)	9:00	11:00	90 mins	<ol style="list-style-type: none"> 1. Dr Mansoor Junejo, Head, Case Research Center, Sukkur IBA University (10 mins) 2. Mr. Tauseef Bajwa, CEO TechnoGroove, Speech (10 mins) 3. Case Study Presentations 4. Best Case Awards (By Sparx Smartphones) Venue: Webinar Room, Building – C (Panel Judges: Dr. Mansoor Ahmed Junejo; Mr. Tauseef Bajwa; Zeeshan Qureshi, CEO Sparx)
Session 2 Simulation Training Workshop Trainer: Dr. Nuno Arroiteia Assistant Professor Bradford School of Management United Kingdom	11:00	12:00	60 mins	Venue: Room 103

Session 2				
SAP-ERP Training Workshop (Certify Me)	11:00	12:30	90 mins	Venue: Lab C-Building
Conference Closing	12:30	01:00	30 mins	Closing Speech from the Dean
Tea Break & Networking Session				Venue: Building C Lobby