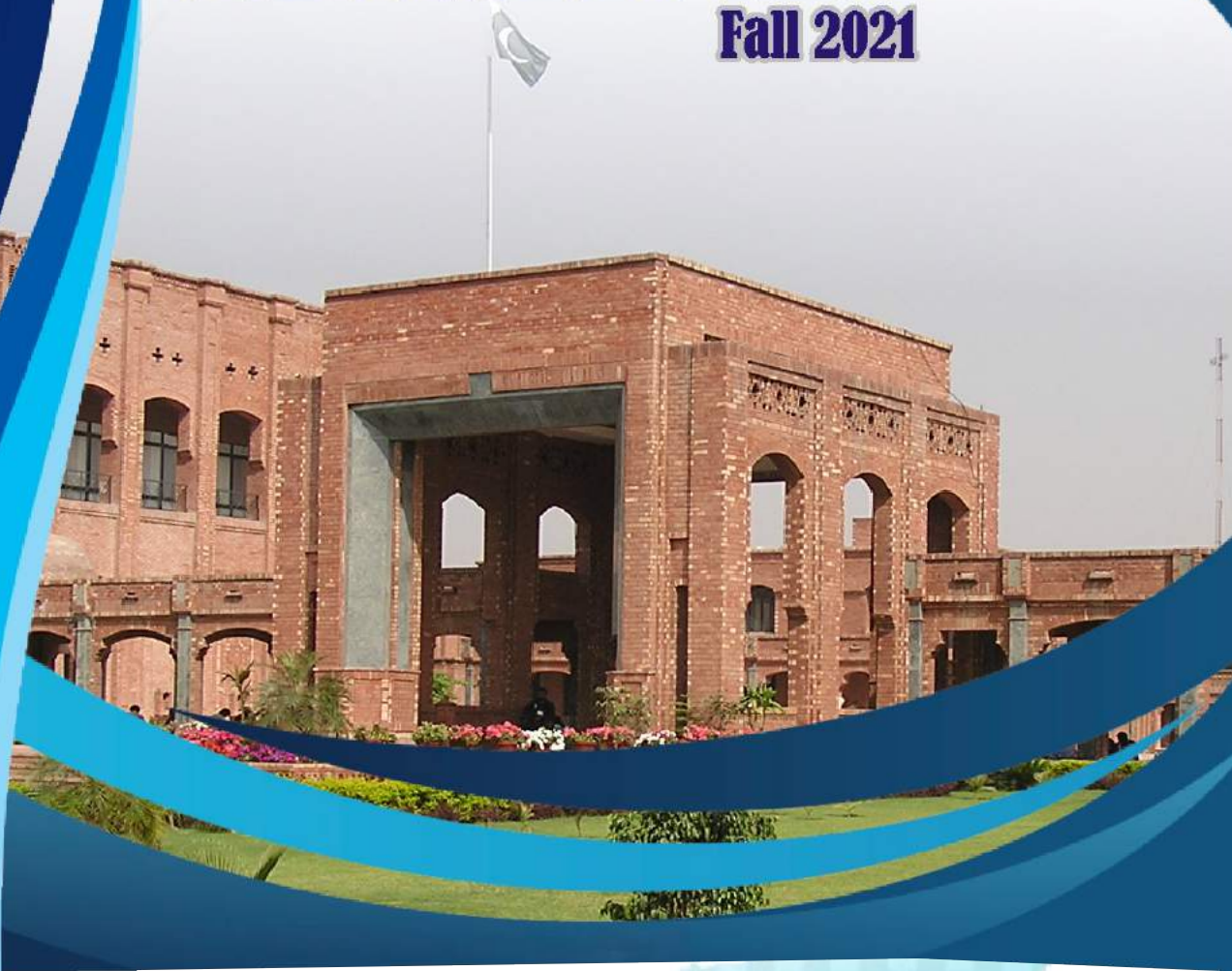


# NEWSLETTER

Fall 2021



**Department of  
Management Sciences**

# Newsletter

Fall 2021

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# Newsletter

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## Message From The Director CUI, Lahore

I welcome you to the COMSATS University Islamabad (CUI), Lahore Campus, one of the leading campuses of the COMSATS. Our esteemed institution caters to the pragmatic, practical and moral aspects of learners with the strong realization to make its alumni a functional part of society. By taking advantage of their newly acquired skill set and quality learning, our undergraduates and graduates as independent and critical thinkers have stood up to local and international challenges and acclaimed awards in nearly all walks of life.

Our departments of Computer Sciences, Management Sciences, Chemical Engineering, Electrical Engineering, Physics, Humanities, Architecture and Design, Mathematics and Statistics make up an amazing resource pool that has served the nation with its concerted effort and multi-disciplinary approach. I believe that the need based, research oriented, solution based and innovative teaching-learning ambiance created here is a way forward for our education system that needs to bridge up the gap between the theory and the practice, address the societal demands, and reclaim its recognizable space in the comity of academia. I hope that the symbiotic relationship between the teacher and the taught, the administration and the academia will lead our institution to the new heights of fame and glory. I, as Director, look forward to the opportunity to provide you with this enriching teaching-learning experience.

**Dr. Syed Asad Hussain**  
Director CUI, Lahore Campus



# Newsletter

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## Message from the head of the department

I am happy to share with you another issue of the Newsletter of the Department of Management Sciences at COMSATS University Islamabad (CUI), Lahore Campus, covering activities that took place from July 2021 January 2022. It has been an extremely wonderful period of innovative activities, teaching, and learning experiences and progresses towards excellence in research and publication. We published many research articles in the last semester fall 21 in Higher Education Commission (HEC) recognized journals, including Impact Factor (IF) journals.

The department has been conducting seminars, webinars, training workshops, social work, awareness campaigns, healthy competitions, curricular, co-curricular & recreational activities, and other relevant events. The establishment of the various committees like IT & Works Issues related Committee, Course Allocation & Time Table Committee and reformation of Admission Booster Committee etc. at the department paved the way to enhance the quality of education (e.g. admissions, examinations, curriculum development, and service delivery), R & D, and external linkages.

The department is using a rigorous moderation process of the handbook, questions papers, and answer scripts. The overall outcome of this exercise depicts sustainable and productive teaching and assessment mechanism. The department is keen on providing an international level teaching and learning environment and highly appreciate the learning attitude.

Our distinctive academic programs and innovative teaching encourage students to become critical thinkers and develop key personal and social values to take ownership of their choices and to set goals to realize their unique potential. We strive to provide a supportive and flexible environment that allows everyone to learn from their mistakes and pave a path for sustainable performance. The role of teacher, student, and administration are eminent in establishing such a conducive working environment.

Good luck, everyone.

**Dr. Rana Nadir Idrees**  
Head Department of Management Sciences





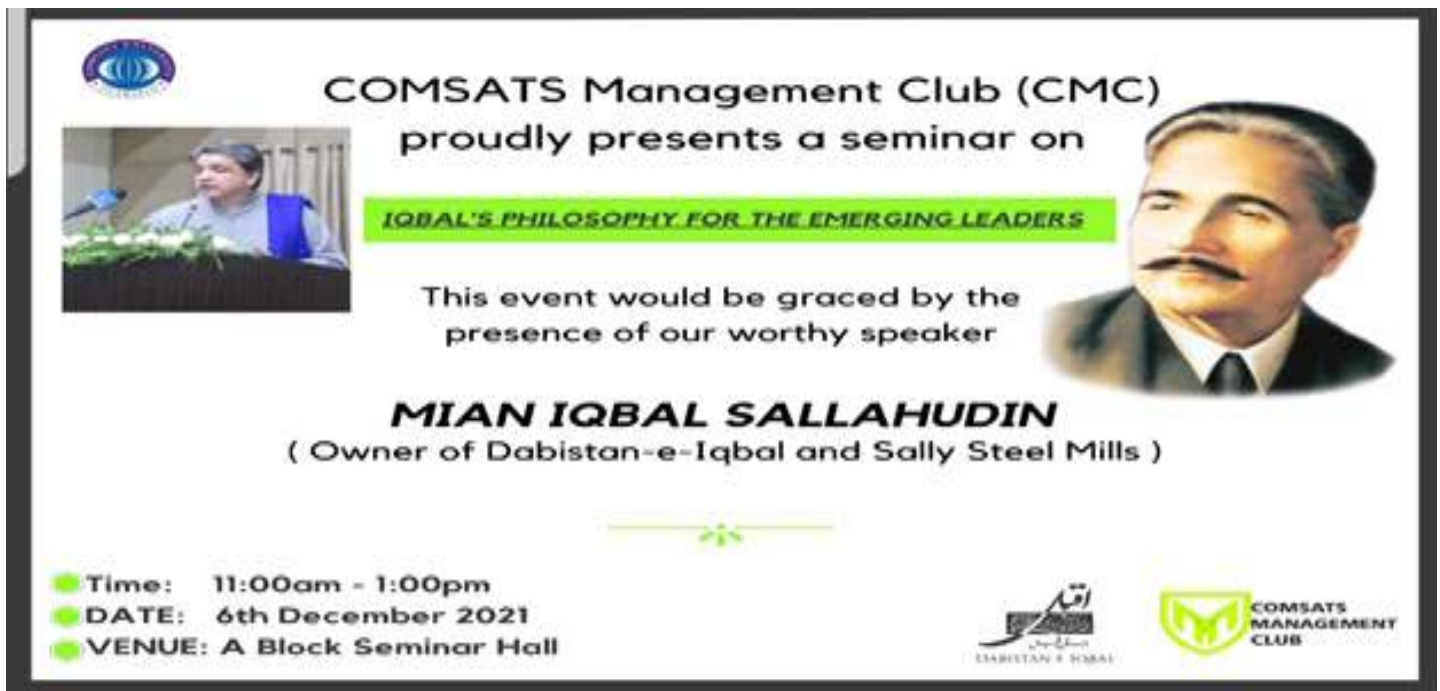
# Newsletter

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## SEMINARS

### Iqbal's Philosophy for the Emerging Leaders

A Seminar titled "Iqbal's Philosophy for the Emerging Leaders" was organized by COMSATS Management Club on December 06, 2021. Mr. Mian Iqbal Sallahuddin, the owner of Dabistan-e-Iqbal conducted the seminar. He enlightens the participants about philosophy of Iqbal through his poetry.



The poster is for a seminar organized by COMSATS Management Club (CMC). It features a photograph of Mian Iqbal Sallahudin speaking at a podium on the left and a portrait of him on the right. The text on the poster includes the title of the seminar, the speaker's name and title, and the event details.

**COMSATS Management Club (CMC)**  
proudly presents a seminar on

**IQBAL'S PHILOSOPHY FOR THE EMERGING LEADERS**

This event would be graced by the presence of our worthy speaker

**MIAN IQBAL SALLAHUDIN**  
( Owner of Dabistan-e-Iqbal and Sally Steel Mills )

Time: 11:00am - 1:00pm  
DATE: 6th December 2021  
VENUE: A Block Seminar Hall

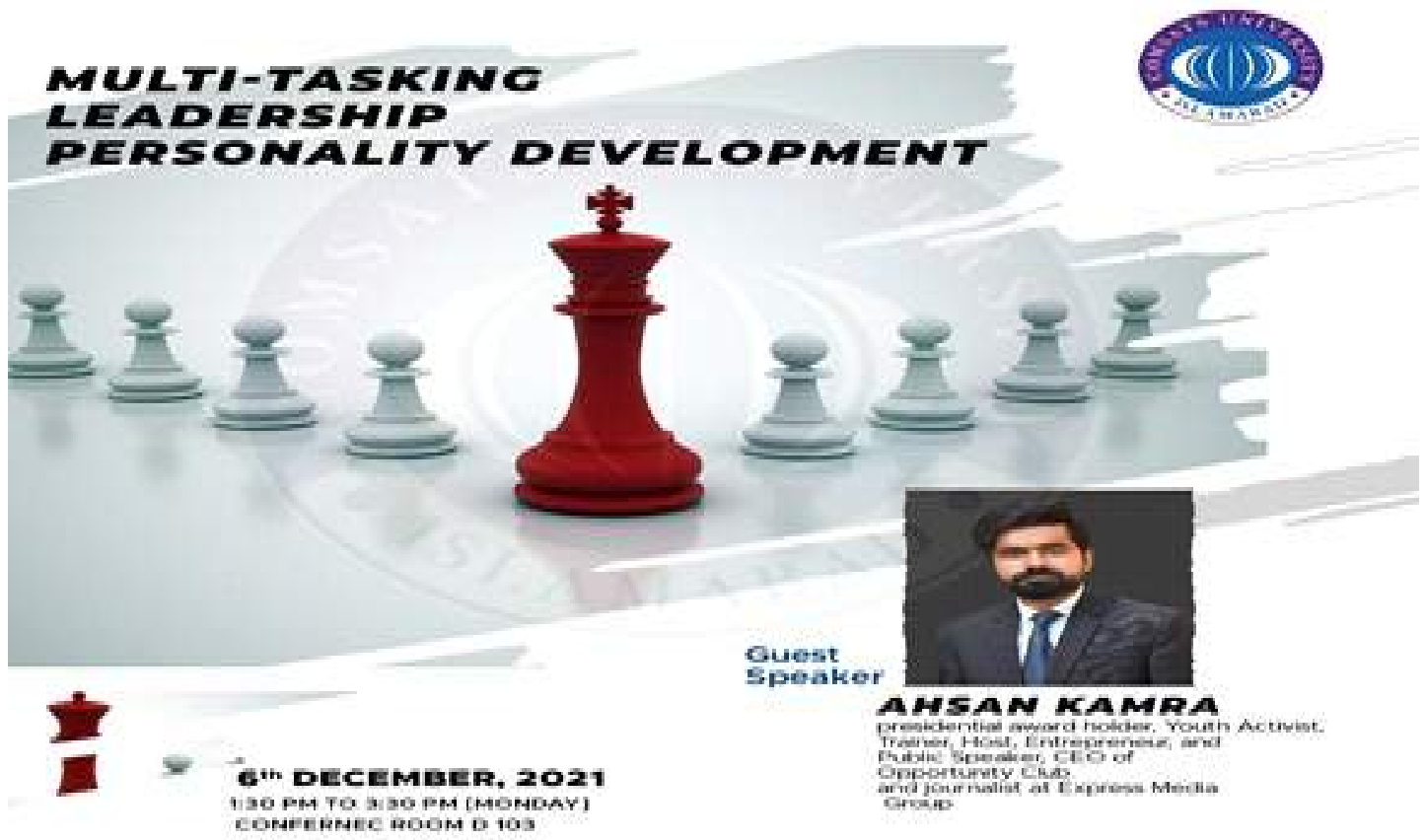
COMSATS UNIVERSITY ISLAMABAD  
DABISTAN-E-IQBAL  
COMSATS MANAGEMENT CLUB

# Newsletter

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## Multitasking and Personality Development

A Seminar titled “Multitasking and Personality Development” was organized by External Linkages Committee on December 06, 2021. Mr. Ahsan Kamran, presidential award holder, trainer and a journalist at Express media group conducted the seminar.



**MULTI-TASKING  
LEADERSHIP  
PERSONALITY DEVELOPMENT**

**Guest Speaker**

**AHSAN KAMRA**  
presidential award holder, Youth Activist,  
Trainer, Host, Entrepreneur, and  
Public Speaker, CEO of  
Opportunity Club  
and journalist at Express Media  
Group.

**6<sup>th</sup> DECEMBER, 2021**  
1:30 PM TO 3:30 PM (MONDAY)  
CONFERENCE ROOM D-103





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## Awareness/Importance of Taxes

Event Management Committee, Department of Management Sciences organized a Seminar titled “Awareness/Importance of Taxes” on 29 October. Mr. Khalid Mahmood Naz, Tax Consultants was invited as a Guest Speaker. Students of the Department attended the seminar.





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## Amazon Drop shipping

Dr. Syed Atif Ali, Assistant Professor organized an E-Commerce Seminar titled "Amazon Drop shipping" on October 26, 2021. Mr. Usman Akhtar, Cross Border E-Commerce and Amazon Expert conducted the seminar. Students from different departments participated in the seminar.





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## Motivation Based Career Seminar

A Motivation Based Career Seminar was organized by Event Management Committee on November 04, 2021 with the purpose to boost confidence of students enrolled in BBA. Mr. Moin Akhtar, Motivational Speaker conducted the seminar. He enlightened the participants about different streams of available career options in the market and how to select the effective one.



## Safe bike Riding Session

A training workshop for students of CUI was organized by EMC-DMS on "Safe Bike Riding". Young students actively participated and learned about responsible bike riding. Convener paid special thanks to Mr. Shomail Serwer, Lecturer MS Department, for his sincere efforts in this regard.





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## Seerat-un-Nabi (PBUH)

In connection with Rabi ul Awal, Event Management Committee, Department of Management Sciences organized a Seerat-un-Nabi (PBUH) seminar on 28 October, 2021. Dr. Akram Somro, Assistant Professor Punjab University was invited as a Guest Speaker. Students and Faculty attended the seminar.





## Events & Activities

### Anti-Narcotic Forces Interactive Session

The members of COMSATS Management Club (CMC) paid a visit to ANF headquarters at Lahore on 17<sup>th</sup> Dec, 2021. The session was based on spreading the awareness on drug addiction and its consequences on health.



### Clothes Donation Campaign

COMSATS Management Club (CMC) successfully executed the clothes donation campaign on 6<sup>th</sup> Dec 2021. The clothes and ration were distributed at the slum area behind Emporium Mall by the members of CMC.





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## Orientation Ceremony fall 2021

A centralized orientation ceremony was organized by COMSATS University Lahore Campus for the newly registered students in fall 2021. Every department of CUI Lahore took part in this ceremony and arranged specific orientation sessions for the students of their own department.

Department of Management sciences, CUI Lahore Campus also arranged specific orientation sessions for the newly registered students of BSBA, BAF, MBA, MSMS, MSPM and Phd. The focal persons for the orientation of Undergraduate programs were Ms. Tahira Umair, Assistant Professor CUI, Ms. Naila Yousaf, Lecturer CUI and Mr. M. Shomail Sarwar Lecturer CUI. Whereas Dr. Ahmad Qammar, Assistant Professor, CUI was focal person for graduate programs. Faculty members from MS Department briefed about the Introduction of COMSATS University Islamabad (CUI), Department of Management Sciences, Semester System, Code of Conduct, Facilities at CUI and Co- /Extra-Curricular Activities.



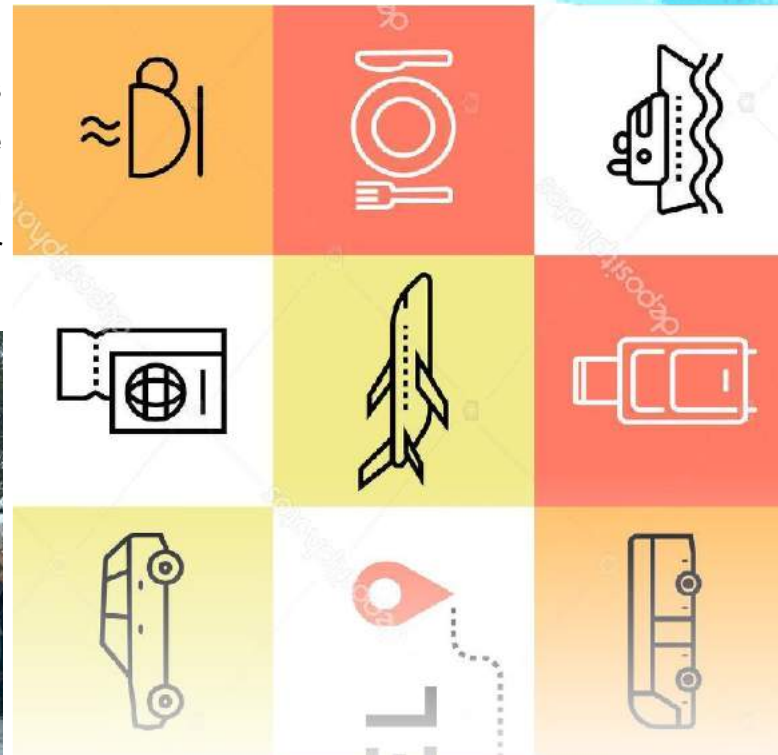


# Newsletter

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## Organizational Tour

Ms. Marrium Hurr, Research Associate Department of Management Sciences, arranged an Industrial Visit to “Tariq Glass (Toyo Nasic)” with the students of FA19-BAF-A&B on December 07, 2021. It gave an exposure to the students regarding production process of glass, quality management and their delivery mechanism.





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## Qawali Night

A Qawali Night “Raqs-e-Samaa (A Musical Night)” was arranged by Youth Society in Collaboration with the Job Placement Cell (Department of Management Sciences) on December 10, 2021. Mr. Naeem Santoo Khan graced the event with his performance. A large number of faculty and students attended the event.

Youth Society & Job Placement Cell MS Dept  
Presents

MS Dept.  
Media Partner

PIXTERS  
Creative Media Services

Sponsors

Master PAINTS

MerS

AAS HWP

DATE: 10th DECEMBER  
VENUE: N-BLOCK  
GATES OPEN AT 5:30 PM





# Newsletter

Fall 2021

## Farewell Event

A Farewell Event was organized by Event Management Committee for the passing out Batches of BBA & BAF on December 21, 2021. The students of SP18 & FA18 and faculty of the Department of Management Sciences attended the event.





# Newsletter

Fall 2021

## Farewell Event

A Farewell Event was organized by Event Management Committee for the passing out Batches of BBA & BAF on December 21, 2021. The students of SP18 & FA18 and faculty of the Department of Management Sciences attended the event.





# Newsletter

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## Recruitment Drive

A Recruitment Drive for the position of “Management Trainee at McDonald” was organized by Job Placement Cell, Department of Management Sciences on November 24, 2021.



## Open House Fall 2021

CUI Lahore Campus cordially invites its prospective students and parents to a series of open house events happening on campus from time to time. Two open houses were conducted before the start of Fall 2021 semester to facilitate and boost the admissions of students. One was conducted at 8<sup>th</sup> August, 2021 and second was at 15<sup>th</sup> August, 2021. These Open Houses provides the opportunity to meet and learn from faculty, current students and alumni.



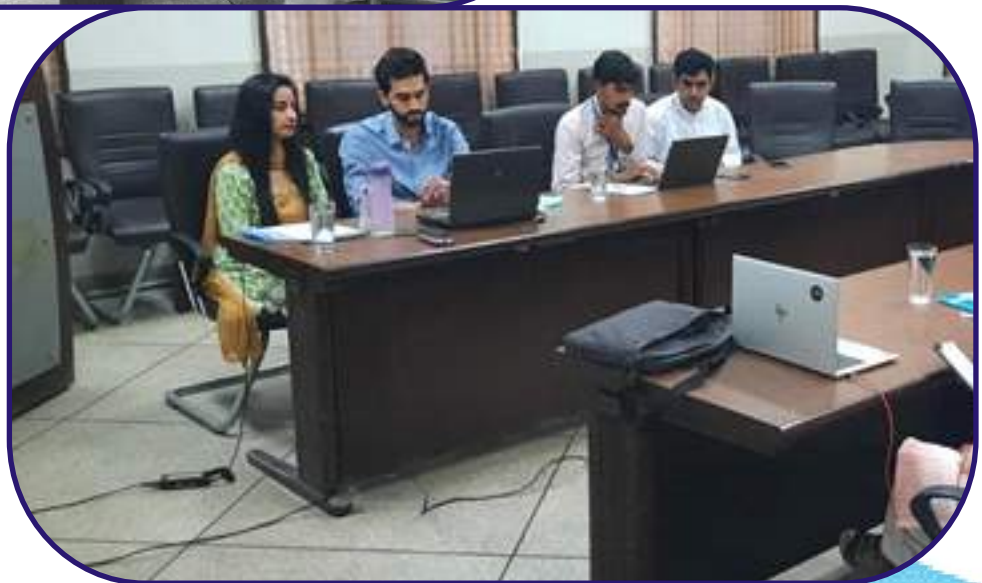


# Newsletter

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## Virtual Admission Webinar

Department of Management sciences hosts a variety of informative online webinars to attract and facilitate its prospective students. Such Virtual Admission Webinar was conducted on 28<sup>th</sup> June, 2021 where a large number of faculty and students were present to provide information and addressing the queries about various topics related to the degree programs being offered at the department.





# Newsletter

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## Academic and recreation Activity

EMC value the activities that bring the positive change for students. Co-Curricular/Recreation/Sport activities are equally essential for students to build positive personality traits. EMC organized a one-day recreation/sport activity in this regard during the Fall 2021 Semester.





## Committee's Progress in Fall 21

### 1. Curriculum Booster & Mapping Committee

During fall 2021 two meetings of the Curriculum Booster and Mapping Committee were held. Following are the main points extracted from the minutes of the meetings.

Terms of reference of the committee were discussed in detail and unanimously decided that the role and support of subject specialist and area in charges is important to revise and review the curriculum. Secondly, development of new degree programs and development of teaching skills should be excluded from the scope of the committee.

Mapping for accounting and finance subjects offered during the current semester Fall 2021 to BSBA and BAF and subject offering to semester 1 and 2 were critically reviewed and discussed. It was decided to prepare the same mapping for the MBA programme and for the marketing and management area for discussion and improvement.

Committee unanimously agreed on following steps as future plan of action;

1. Program wise mapping of Courses of all areas
2. Semester wise offering of the Courses of all areas
3. Review of the Course Hand books
4. Review of the Scheme of Study of existing offered programs

### 2. Quality Assurance Committee

This committee has focused on following agendas;

1. Review of Moderation data as provided by the concerned quarters.
2. Review of Exam results
3. Review class conduction activities mean review the class monitoring data etc.



### 3. Accreditation Management Committee

The Department of Management Sciences (DMS), CUI, Lahore Campus is going through an NBEAC accreditation process for three of its degree programs: MBA, BBA, and BAF. During the ongoing accreditation process, a mandatory mentor's visit was scheduled in November 2022. The visit was held on November 12, 2021. As an NBEAC deputed mentor, Dr. Fouzia Ali, Assistant Professor of Hailey College of Commerce, University of Punjab, Lahore conducted the visit to the Department of Management Sciences, on the said date. A few valuable suggestions were provided by her. Currently, the AMC is working to compile and finalize nine Self-Assessment Review (SAR) forms to be submitted to the NBEAC. A peer review team (PRT) visit of the NBEAC is expected to be held in May 2022

#### Qualification Upgradation:



Fahmeed Idrees, Assistant Professor, Management Sciences, CUI, Lahore completed his Ph.D. by successfully defending his thesis titled "A Model for Nurturing Entrepreneurial Intentions" on August 30, 2021, at the FAST School of Management, National University of Computing and Emerging Sciences.

His thesis develops an entrepreneurship intention model for an individual based on a comprehensive set of contextual and individual aspects derived from psychological, socio-psychological, and sociological perspectives. The study aims to combine both internal and external perspectives to comprehensively model the entrepreneurship intentions framework.



# Newsletter

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## Formation of New committees

### IT & Works Issues related Committee

The Department of Management Sciences is pleased to constitute the following IT & Works Issues related Committee:

- |    |                          |           |
|----|--------------------------|-----------|
| 1. | Dr. Zafar-uz-Zaman Anjum | Convener  |
| 2. | Dr. Fahmeed Idrees       | Member    |
| 3. | Ms. Namrah Ashraf        | Secretary |

The committee will be responsible to have close liaison with Head IT & Works for resolution of D-Block classroom issues.



### Admission Booster Committee

The Department of Management Sciences is pleased to constitute Admission Booster Committee. The committee consists of the following members;

- |    |                                |          |
|----|--------------------------------|----------|
| 1. | Ms. Tahira Umair               | Convener |
| 2. | Ms. Naila Yousaf               | Member   |
| 3. | Mr. Muhammad Shomail Sarwar    | Member   |
| 4. | Mr. Muhammad Abubakar Siddique | Member   |
| 5. | Ms. Hudda Riaz                 | Member   |



### Course Allocation & Time Table Committee

The Department of Management Sciences is pleased to constitute Course Allocation & Time Table Committee. The committee consists of the following members;

- |    |                    |                  |
|----|--------------------|------------------|
| 1. | Dr. Jawaria Fatima | Convener         |
| 2. | Mr. Kashif Mahmood | Member/Secretary |





# Newsletter

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## Research Projects/Internships in Fall 2021

It is compulsory for students of Department of Management Sciences to submit either a Research Project or a six weeks Internship certificate to complete their degrees. Two hundred and sixty (260) passing out students of Department of Management Sciences submitted their research projects in Fall 2021.

## PhD Seminar Presentations

PhD Seminar presentation of the following scholars were held on February 09, 2021

**1. Muhammad Ahsan Chughtai** (CIIT/FA15-PMS-010/LHR) "Effect of Transformational and Ambidextrous Leadership On Project Based Organizational Innovative Performance"  
(Supervisor: Dr. Imran Haider Naqvi).

**2. Qurratulain** (CIIT/FA15-PMS-008/LHR " Investigating the Role of Leadership and Behavioral Integration: An Ambidextrous Perspective of Project Teams" (Supervisor Dr. Muhammad Ibrahim Abdullah).

**3. Marriam Rao** (CIIT/FA15-PMS-007/LHR) " Inter-Factor Determinants of Return Reversal with Dynamical Bayesian Approach: Evidence from Emerging Markets" (Supervisor: Dr. Ali Jibrán Qammar).

**4. Ahmed Abdul Hameed** (CIIT/FA17-PMS-002/LHR) "Ethical Leadership and Employee Green Behavior: A Moderated Mediation Mechanism"(Supervisor: Dr. Zafar uz Zaman Anjum).





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## PhD Synopsis Presentations

PhD Synopsis presentation of the following scholars were held on February 11, 2021

1. **Usman Javed** (CIIT/FA18-PMS-006/LHR) “Consumers' perception of green washing and self-brand connection: examining the mediating and moderating mechanisms” (Supervisor: Dr. Muhammad Amir Rashid).
2. **Adeela Anwar** (CIIT/FA17-PMS-010/LHR) “Examining the Mechanism of Trickle-down Effect of Knowledge Hiding: A Multi-Level Study” (Supervisor: Dr. Muhammad Amir Rashid).
3. **Madeeha Sultan** (CIIT/FA18-PMS-005/LHR) “Entrepreneurial Leadership and New Product Performance: A Multilevel Study” (Supervisor: Dr. Ghulam Hussain).
4. **Muhammad Asif Nadeem** (CIIT/FA18-PMS-007/LHR) “Microfinance and Poverty Alleviation-A Comparative Study of Islamic and Conventional Microfinance” (Supervisor: Dr. Waheed Akhtar).
5. **Mehreen Fatima** (CIIT/FA13-PMS-017/LHR) has successfully defended her Oral Defense of PhD held on October 25, 2020 in Conference Room D-103. Supervisor: Dr. Hafiz Zahid Mahmood, Associate Professor).

## Fall-21 Research Publications

Abid, A., Gull, A. A., Hussain, N., & Nguyen, D. K. (2021). Risk governance and bank risk-taking behavior: Evidence from Asian banks. *Journal of International Financial Markets, Institutions and Money*, 75, 101466. <https://doi.org/10.1016/j.intfin.2021.101466>

Hussain, G., Samreen, F., Ismail, W. K. W., Riaz, A., & Azhar, J. (2021). From Machiavellianism to Unethical Behavior: A Cross-Level Examination of Cultural Factors. *The Spanish Journal of Psychology*, 24, e46. <https://doi.org/10.1017/SJP.2021.43>

Kauppinen, A., & Iftikhar Choudhary, A. (2021). Gamification in entrepreneurship education: A concrete application of Kahoot! *The International Journal of Management Education*, 19(3), 100563. <https://doi.org/10.1016/j.ijme.2021.10056>

Shahzad, A., Azeem, M., Nazir, M. S., Vo, X. V., & Linh, N. T. M. (2021). The determinants of capital structure: Evidence from SAARC countries. *International Journal of Finance & Economics*, 26(4), 64716487. <https://doi.org/10.1002/ijfe.2132>





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Tahir, S., Ehsan, S., Hassan, M. K., & Zaman, Q. U. (2021). Does corporate governance compliance condition information asymmetries? Moderating role of voluntary disclosures. *Journal of Asian Business and Economic Studies*. <https://doi.org/10.1108/JABES-07-2021-0085>

Tahir, S., Nazir, M. S., Qamar, M. A. J., & Boyer, M. M. (2021). Ineffective implementation of corporate governance? A call for greater transparency to reduce agency cost. *Managerial and Decision Economics*. <https://doi.org/10.1002/mde.3472>

Dr. Muhammad Shakeel Aslam, Lecturer, Department of Management Sciences research paper entitled "How knowledge acquisition creates a competitive edge? A qualitative inquiry from international consultancy alliance" in *Journal of International Marketing Review* (Impact Factor: 5.326; ABS Ranking: 3-Star) was published in the mentioned top-ranked journal in the field. The author detail is: Aslam, Muhammad Shakeel; Ali, Imran; Qammar, Ahmad; Kiwan, lea; Dhir, Amandeep

Dr. Ghulam Hussain, Assistant Professor published a research papers entitled "From Machiavellianism to Unethical Behavior: A Cross-Level Examination of Cultural Factors" in *The Spanish Journal of Psychology*. A link to the manuscript is provided below;  
DOI: <https://doi.org/10.1017/SJP.2021.43>

An Editorial/Article (*Roar of Proposed Super Regulator in Media*) published by Mr. Muhammad Naveed Chohan, Assistant Professor in the Daily English newspaper "Pakistan Today". It is dealing with the ongoing debate on the proposed legislation of the Pakistan Media Development Authority (PMDA). It is covering various aspects of governance, legal and regulatory framework. Please find the relevant link below and find attached relevant pages of the newspaper.

URL: <https://www.pakistantoday.com.pk/2021/10/24/roar-of-proposed-super-regulator-in-media/>  
[Newly constituted Committees:](#)





# Newsletter

Fall 2021

## Newsletter Team



**Ms. Naila Yousaf**  
**Lecturer MS Department**  
**Convenor Newsletter Committee**



**Ms. Hudda Riaz**  
**Lecturer MS Department**  
**Member**



**Ms. Hafsa Shaukat**  
**Lecturer MS Department**  
**Member**



**Mr. Arif Airidi**  
**Coordination Officer**