
LAHORE SCHOOL OF ECONOMICS

REVIEW 2023

2024



Lahore School of Economics
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MESSAGE FROM THE EDITOR

Dear Readers,

I am delighted to present to you the Lahore School of Economics Annual News Review, a comprehensive report that reflects the remarkable achievements and progress made by our institution in the academic year 2023 and 2024 (July 2023 to June 2024). This publication highlights the dynamic and varied activities carried out across numerous departments and offices that are integral to our growth and success.

Our departments including Business Administration, Economics, Social Sciences, Mathematics and Statistical Sciences, Media Studies, Environmental Science and Policy have been at the forefront of academic and research excellence. Besides the significant contribution to knowledge creation by the said departments, there has been an ongoing facilitation for a meaningful engagement with the wider community through innovative projects and collaborations.

The Graduate Institute of Development Studies (GIDS) has continued to shine as a beacon of academic excellence

and intellectual engagement through its research in development economics, conferences and seminars. The Centre for Research in Business and Economics continues to be a cornerstone of impactful research, fostering a culture of inquiry that enhances the academic landscape.

Our administrative Offices, such as the Registrar Office, Corporate Relations Office, Financial Assistance and Scholarship Office, Transcript Office, Admissions Office and Programming Office have diligently worked to support both students and faculty, ensuring smooth operations and accessibility to essential resources.

The CSR and Alumni Offices have further strengthened our connections with our community, while the Placement Office has played a pivotal role in connecting students to rewarding career opportunities. We also acknowledge the tireless efforts of the Extra-Curricular Office in enriching student life, fostering talents beyond academics and promoting holistic development.

In addition, the Quality Assurance Office and Accreditation Office have maintained rigorous standards of excellence, ensuring our institution's academic credibility and integrity. Our HRM Office, Library, and Medical Center have provided unwavering support, ensuring that both our faculty and students have the necessary resources and care to thrive in a conducive learning environment.

The Incubation Centre continues to be a hub for innovation, encouraging entrepreneurship among current students and alumni while the Corporate Relations Office has cultivated vital industry partnerships that contribute to the growth of our academic and professional endeavors.

Additionally, we are proud of the well managed Lahore School blog- which continues to be a valuable platform for sharing insights and updates from our academic community. Our online presence remains vibrant and engaging, fostering a strong connection with our community.

The IT Office is providing strong support to the staff members, ensuring that all technical needs are met.

In addition to the academic achievements, we must acknowledge the tireless efforts of various teams and individuals whose contributions have been essential to the smooth functioning of the university. The Security Office has maintained a safe and conducive environment for learning and research, ensuring the well-being of our students and staff. The Accounts Office continues to provide outstanding financial management, ensuring transparency and accountability in all matters. The Admissions Office has worked relentlessly to streamline the intake process, welcoming new faces to our academic community.

Our Sports team has not only encouraged physical well-being but has also promoted the spirit of teamwork and resilience, making our campus an active hub for athletic endeavors. The Press and Publication Office has played a key role in managing the university's communications, ensuring that our achievements are well-documented and shared with the wider community. My special thanks to the Assistant Registrar, Corporate Relations Office for her assistance in compiling the report.

This annual report showcases the collaborative efforts across all sectors of our institution, highlighting the collective achievements, challenges, and milestones that make us a leading center of learning. We extend our heartfelt gratitude to everyone involved in these remarkable efforts. I hope this review offers an insightful look into the breadth and depth of our accomplishments, reinforcing our shared commitment to excellence, innovation, and social responsibility.

In the end, I must sincerely acknowledge the exceptional leadership of our Rector, Pro-Rector, Deans, Heads of Departments and Directors of Centres, whose vision and dedication have been instrumental in making the Lahore School a premier institution for learning. Under their guidance, the school has flourished as a hub of academic excellence. Additionally, our faculty members play a crucial role in fostering an environment that encourages intellectual growth and their continued efforts are pivotal in ensuring the school remains a great place for students to thrive.

These accomplishments and efforts reflect the strength and spirit of our university, and I extend my heartfelt gratitude to everyone who has contributed to making this year a success. We look forward to building on this foundation and achieving even greater heights in the coming year.

Naila Hafeez
Director Corporate Relations



Convocation 2024

TWENTIETH ANNUAL CONVOCATION OF THE LAHORE SCHOOL OF ECONOMICS

Twentieth Annual Convocation of the Lahore School of Economics was held on Saturday, March 09, 2024 at Burki Campus to award degrees to graduated students across various disciplines. Dr. Shahid Amjad Chaudhry, Rector of the Lahore School of Economics delivered the Annual Report. He expressed his gratitude to all the stakeholders, including parents and students for their

unstinted support and cooperation in making The Lahore School a world class institution.

The Convocation address delivered by the Rector, Dr. Shahid Amjad Chaudhry carried a high note of optimism as it motivated the students to pursue excellence. The Rector complimented the graduates on their achievements and also congratulated the faculty and staff for their dedication and hard work in shaping the students through education and other co-curricular activities. He called upon the graduating students to revisit

the campus and ignite the memories associated with The Lahore School.

The Rector conferred gold and silver medals upon the graduates of the year 2022. Eight hundred and twenty-six students graduated from the class of 2022. There were six hundred and forty-three undergraduates, one hundred and fifty four MBA , one EMBA and twenty-five MPhil graduates. The Rector awarded three PhD degrees and thirteen gold medals to the highest CGPA achievers of 2022. The Deans awarded silver medals to the students of various disciplines.



GOLD MEDALISTS OF THE TWENTIETH ANNUAL CONVOCATION

1. Marium Parvez Faruki- MPhil Development Economics
2. Nayab Amjad- MPhil Development Economics
3. Zara Ejaz- MPhil Business Administration
4. Rida Naseer- MPhil Environmental Science and Policy
5. Maira Nasir- MPhil Environmental Science and Policy
6. Zoha Awais- MS Economics
7. Maryam Saeed- MBA
8. Hajra Zahid- BBA (Hons.) Double Major in Finance and Marketing
9. Marriam Shabbier- BBA (Hons.) Double Major in Finance and Marketing
10. Asma Tariq-BS (Hons.) Social Sciences with Major in Political Science and Minor in Media Studies
11. Arooj Asif- BSc. (Hons.) Double Major in Economics and Minor in Political Science
12. 'State Bank of Pakistan' Gold Medal for securing highest grade point average, and at the top of their class in the BSc (hons.) Economics Program.
13. Minal Shauket- BSc. (Hons.) Double Major in Economics and Minor in Environmental Policy
14. Sarah Asif Khan- BSc. (Hons.) Double Major in Economics and Business Management



Lahore School of Economics

Department of Economics

Seventeenth Annual Conference on Economic Growth and the Pakistani Economy

18th - April 19th, 2024



RESEARCH PROGRAM

The research program of the Department is centered around a series of projects which will yield working papers, policy briefs, newspaper articles and journal articles.

1. The main projects of the Department are: ITC, Lahore School of Economics in WTO Chairs Programme

ITC, Lahore School of Economics was the only institution from Pakistan, among seventeen other universities from least-developed and developing country members, selected as a member of the prestigious WTO's Chairs Programme. The role of the centre, being part of the WTO Chair Programme, would be to enhance knowledge and understanding of the international trading system among academics and policy makers in the country.

The objectives of the WTO Chair at the Lahore School of Economics are threefold: First, to further the understanding of trade related issues (including trade theory, implications of restrictions on trade, the role of international bodies like the WTO, etc.) amongst students, the business community, policy makers and other stakeholders. Second, to conduct timely, relevant, and broadly inclusive research on trade related issues which is not only of the highest academic quality but is also relevant to stakeholders. Third, to disseminate the findings of its

activities (both research and stakeholder consultations) to a broader audience through an effective dissemination campaign.

2. Managers' and Households' Attitude Towards Women Working in Factories: Role Model Firms and Information Interventions in Pakistan.

Researchers: Waqar Wadho (Lahore School of Economics), Abu Siddique (Royal Holloway, University of London), Anri Sakakibara (Technical University of Munich)

Funded by PEDL major grant.

Women's work outside the home (WWOH) in Pakistan is among the lowest in the world, and barriers to female labor force participation (FLFP) have been attributed to persistent demand- and supply side information frictions and attitudes. On the demand side, information friction arises from hiring managers with incorrect information and beliefs about women's ability to carry out work. On the supply side, stigma against WWOH causes women and their family members to remain ignorant about obtaining information about suitable jobs and their true nature. This project seeks to examine the impact of reducing both supply- and demand-side information constraints through a randomized experiment with the goal of increasing FLFP. Our demand-side intervention will involve informing hiring managers of randomly selected

male-intensive firms in the apparel sector of the success stories of female-intensive firms in the same sector. We will also incentivize hiring managers in the treatment group with the opportunity to visit role-model firms. Our supply side interventions consist of providing information on suitable jobs and working environments in factories, and inviting randomly selected women and their family members to visit firms to witness first-hand what WWOH may look like and the amenities provided for female workers. In the third treatment arm, we aim to provide both interventions to capture their potential synergistic effects. We will then assess whether role-model interventions and reductions in search costs for firms and workers are effective ways to increase FLFP. As downstream outcomes, we will also measure the effect on firm performance of firms that hire more women.

3. Nudging Firms in Pakistan to Invest in Renewable Energy: The Role of Information Provision

Researchers: Theresa Chaudhry (Lahore School of Economics), Azam Chaudhry (Lahore School of Economics), Phillip Garner (Utah Tech), and Nikita Grabher-Meyer (University of East Anglia)

In this exploratory study, we will design and administer a survey across a sample of enterprises in central Punjab to better understand the main structural, informational and behavioral barriers

that prevent business owners from switching to greener energy sources. In particular, we will elicit respondents' personal preferences, beliefs and attitudes around greener energy sources, as well as their intended behavior or expected likelihood of adopting greener energy. In addition, we will conduct a randomized information experiment, embedded within the same survey, to test whether information provision targeted at changing specific respondents' beliefs is effective at increasing their intention of purchasing solar energy.

4. Female community-driven development and empowerment: An RCT in Pakistan

Researchers: Waqar Wadho (Lahore School of Economics), Andreas Landmann (Friedrich Alexander Universitat Erlangen-Nurnberg), Muhammad Karim (University of California San Diego), Fazal Ali Khan (University of Lisbon).

We study the impact of a community-driven development (CDD) program targeting only women on social, political, and economic empowerment. Our intervention combines social mobilization and support packages for poor households. We randomized the treatment across 23 clusters of settlements and sampled 2290 households from 150 settlements. We find indication that the intervention might have increased information about local government for the whole sample and strong evidence for strengthened perceptions about political participation, as well as access to public goods for women who assume a leadership role. We can only identify such heterogeneous

effects on self-selected female leaders because our control group also received treatment and selected leaders after the midline. We find no significant effects on intrahousehold decision-making, household's economic well-being, and social cohesion.

5. Estimating the Impact of Foreign Demand Shocks on Firm-Level Emissions in Pakistan.

Researchers: Theresa Chaudhry (Lahore School of Economics), Azam Chaudhry (Lahore School of Economics), and Nida Jamil (Early Career Researcher, School of Economics, University of Edinburgh)

Pakistan has experienced limited export growth and, at the same time, has been negatively affected by higher pollution and climate change-related shocks. This implies that controlling emissions is an important issue for policymakers and other stakeholders. This research will look at the link between foreign demand shocks that occurred as a result of trade agreements signed by Pakistan and firm-level emissions. We will use the changes in product-level tariffs due to Pakistan's trade agreements to analyze how foreign demand shocks impact the level of energy usage and emissions by Pakistani manufacturers. We will also test to see if the destination of exports differentiates the size of these effects and if these differences can also be attributed to decisions made by firms, such as the use of new technology or changes in their product mix. These results will be critical for policymakers and stakeholders as they consider trade agreements and policies for industrial growth and lower emissions.

6. Measuring process innovation outputs and understanding their implications for firms and workers: Evidence from Pakistan

Researchers: Waqar Wadho (Lahore School of Economics), Azam Chaudhry (Lahore School of Economics)

New processes significantly affect firms and workers; however, due to a lack of quantitative metrics, our understanding of the measures, determinants, and impacts of new processes remains limited. Drawing on unique data from Pakistan, we analyze five different metrics of process innovation output: cost reduction, defect rate reduction, reduction in production cycle time, increase in production capacity, and improvement in product quality. We find that the breadth and depth of innovative capabilities, level of competition, and availability of market sources of knowledge are important inducers of process innovation, and that smaller firms are more likely to introduce new processes and are better able to transform them into higher output. All five process innovation outputs are associated with higher labor productivity and sales expansion; however, there is considerable heterogeneity in the size of these impacts. We did not find that adopting new processes led to lower employment.

7. Fixed Costs of Innovation as Barriers to Upgrading in the Surgical-Goods Sector in Sialkot

Researchers: Azam Chaudhry (Lahore School of Economics), Shamyala Chaudry (Lahore School of Economics), Amit Khandelwal (Yale University), Eric



Verhoogen (Columbia University) and David Atkin (MIT).

We propose to offer grants for innovations that increase exports and for innovations to produce new products (i.e. that have not previously been produced in Sialkot). The main goal is to evaluate the effectiveness of the grant program in promoting innovation among treated firms. We will also look for spillovers of innovations to other (untreated) firms through network links.

8. Does International Certification Cause Superior Export Performance? Evidence from Pakistan

Researchers: Waqar Wadho (Lahore School of Economics), Azam Chaudhry (Lahore School of Economics)

Using unique panel data from a homogenous sample of Pakistani firms, this study presents the causal impact of international certification on export performance. First, we show that firms with international certification are more likely to participate in exports and have higher export intensity than their counterparts. Identification is obtained using unique instrumental variable- ratio of non-rival firms' certification in the same district. Firms adopting international certification are 44 percentage points more likely to export than are non-certified firms. Also, exporting firms experience a large impact from certification on both their export volumes and export growth. Certified firms have 10 times higher export volume and 68% higher growth in their exports. Certified firms have broader knowledge networks, invest more in R&D, have higher product innovations, and exhibit higher labor productivity. These firms also have diversified product space; however, they do not produce more complex products.

9. Family control, management quality, and firm productivity in Pakistan

Researchers: Waqar Wadho (Lahore School of Economics), Azam Chaudhry (Lahore School of Economics)

We test the impact of family control on the adoption of standardized management practices in Pakistan and its subsequent impact on firm performance. Our results show that management practices are determined by firm ownership (family vs. non-family), and that family firms are better managed. However, family

firms are heterogeneous in delegating management responsibilities to non-family members, and considering that they are homogenous may be misleading. Firms in which family managers outnumber non-family managers are poorly managed. Generally, the higher the family control, the lower is the management score. We also report that better-managed firms experience superior performance and that firm innovativeness is the main channel that explains this performance.

10. Understanding the Nature of Pakistan's trade policies over the last decade and testing their impacts on Pakistan's trade performance.

Researchers: Azam Chaudhry (Lahore School of Economics), Aymen Junaid, Gul Andaman

In recent years, the debate surrounding free trade versus protectionism has intensified, particularly as industrialized countries refocus on industrial policy. This argument is of particular importance to Pakistan which faces slowly growing exports but a high level of imports, which in turn has resulted in multiple balance of payments crises. This study will quantify the types of trade-restricting and trade-promoting policies and quantify the depth of these policies. This study will analyze the impact of trade policies on Pakistan's trade performance over the last decade. We will use the Global Trade Alert (GTA) database, which contains comprehensive data on cross-country trade policies, and evaluate the nature and extent of trade-enhancing and trade-restricting policies in Pakistan over the last decade. We will then empirically test the impact of these policies on Pakistan's export performance over this time. Both the methodology and the results will be shared with policymakers and other stakeholders to contribute to the debate on the success or failure of policies aimed at improving Pakistan's trade performance.

11. Using Pakistan's Product Space to Promote Higher Exports.

Researchers: Azam Chaudhry (Lahore School of Economics), Gul Andaman, Aymen Junaid

A persistent problem faced by Pakistan has been the balance of payments deficit. This is because Pakistan's exports have been considerably lower

than its merchandise imports and also reflects that Pakistan's exports are mostly lower value-added products. This study will explore potential high value-added products that can become part of the export basket of Pakistan based on Pakistan's cumulative knowledge and capabilities. We will use Hausman's product space mapping, available in the Atlas of Economic Complexity, to explore which potential high-value-added products can be added to Pakistan's export basket. This framework identifies the products and sectors that the country can focus on based on its cumulative knowledge and capabilities and has special relevance to Pakistan because of its narrow manufacturing and export base and the persistent balance of payments crises that the country experiences. This can be used to identify important areas of industrial and export growth and can be shared with relevant policy makers and stakeholders.

12. High Costs of High-Quality Inputs as a Barrier to Upgrading in the Football Sector in Sialkot

Researchers: Azam Chaudhry (Lahore School of Economics), Shamyala Chaudry (Lahore School of Economics), Amit Khandelwal (Yale University), Eric Verhoogen (Columbia University) and David Atkin (MIT).

We develop an experiment to offer subsidies for high-quality rexine to a random subset of firms and examine if this subsidy spurs upgrading. We look at two related but distinct dimensions of behavioral responses by firms. First, since high-quality inputs are likely to be complements in production, the subsidy may induce firms to purchase complementary high-quality inputs and produce higher-quality footballs, using their existing technologies and production processes. Second, the subsidy may potentially stimulate learning and spur technological improvements in the production process, if for instance innovation has a higher return in high-quality segments of the industry or if producing higher-quality balls leads firms to transact with more knowledgeable buyers. Accordingly, we intend to track complementary changes in other inputs, shifts in the composition of output toward higher-quality footballs, and other process innovations.

13. Heterogeneous Adoption of Knowledge Capital and its impact on the firm's Performance

Researcher: Rabia Arif (Lahore School of Economics)

We will use detailed primary data already collected by the Lahore School from firms in the textile, light engineering and automotive sectors to explore two important aspects of innovation:

First, we explore the heterogeneity in the adoption of 'knowledge capital' (defined as the new set of knowledge acquired, produced and used in the value creation process) at firm level in textile, light engineering and automotive sectors in Punjab to estimate its impact on the firm level outcomes such as revenue, cost of production, quality of the final product and market price of the final product.

This heterogeneity in the adoption of knowledge capital is introduced in two distinct ways:

First, the uneven distribution of the sources of innovation acquired across firms in different sectors. The heterogeneous sources of innovation at firm level are introduced via five distinct ways i.e., technology (equipment),

product, process, marketing and business model innovation. Amongst these five different types of innovation, we estimate how significantly each of these sources of innovation have affected firm level outcomes, in different sectors.

Second level of heterogeneity is introduced in terms of the variation in technology adoption across firms based upon its origin (local versus international technology), recent versus already established technology and how often a firm upgrades their respective technology to explore how it may affect the firm level outcomes in different sectors differently.

Next, we argue that organizational and market rigidities may play an important role to motivate (deter) the firm to innovate (or not to innovate). We determine the probability of the firms to engage in innovation (product, process, marketing and business) based upon these factors as well as explore whether different sources for funding the innovation at firm level may play a trivial role in the firm's probability to innovate across different sectors.

Last, we explore if any of these factors affect the firm level outcomes and

the probability of innovation for the exporting and non-exporting firms any differently.

In addition to the analysis above, we explore one more important aspect of exporting firms in global market. We argue that global competition that the local exporting firms face, may affect their tendency to innovate in terms of its both intensity and direction. While intensity is measured on a scale from 0-5 as the aggregate of five heterogeneous sources of innovation at firm level i.e., technology (equipment), product, process, marketing and business model innovation.

14. Household Decision-Making Inefficiencies and Young Women's Skill Investment in

Pakistan

Researchers: Hamna Ahmed (Lahore School of Economics), Zunia Saif (Lahore School of Economics), Rebecca Wu (University of Chicago) and Emma Zhang (University of Chicago)

Despite the availability of incentivized income-generating skills-training programs for low-income women in Pakistan, organizations report low take-up and low completion rates



amongst female target participants due to family opposition and social stigma surrounding their income-generating activities. Low take-up is particularly puzzling among lower-income teenage girls who do not yet participate in the labor force, as the incentives represent over 10% of monthly household income. We aim to understand whether two inefficiencies in household bargaining can help explain such observed underinvestment in daughter's income-generating human capital by randomly varying incentives and information for a skills training program to the parents of interested female students.

15. From Jobs to Careers: Lifting Constraints to Women's Career Advancement in South Asia

Researchers: Hamna Ahmed (Lahore School of Economics), Farzan Afridi (Indian Statistical Institute and University of Toronto), Raymond Robertson (Texas A&M University) and Danila Serra (Texas A&M University)

In this project, we explore what are the most important demand-side and supply-side constraints on women's job-to-career transition in garment factories in Bangladesh, India and Pakistan? We test whether interventions such as targeting either managerial decision-making (demand-side), female workers' information about career possibilities and own skills and potential (supply-side), or female workers' support within the household, lift some of these constraints and promote women's career advancement in South Asia? This project is funded by G2LM:LIC

16. Empowering Women, Transforming Industries: A Green Transition Initiative in Pakistan

Researchers: Hamna Ahmed (Lahore School of Economics), Raymond Robertson (Texas A&M University) and Danila Serra (Texas A&M University)

The transition to the Green Economy provides a valuable opportunity for inclusive growth and women's empowerment. Any economic transition requires the acquisition of new skills and knowledge. Helping previously excluded groups gain these new skills and knowledge increases their potential value to employers and business partners. The goal of this project is to foster the Green Transition by facilitating the active participation

and inclusion of women. This will be achieved through the implementation of training programs aimed at aligning women's skills with the changing needs of employers in the context of environmental conservation and green initiatives within the apparel industry.

17. Exploring the incidence of informal lending on SME financing and development in Pakistan

Researchers: Hamna Ahmed (Lahore School of Economics), Zunia Saif (Lahore School of Economics) and Emma Zhang (University of Chicago)

The goal of this exploratory research project is to generate data on the impact and prevalence of informal lending within registered SMEs in Punjab. We partner with the Government of Pakistan's Small Medium Enterprise Development Authority (SMEDA) to estimate whether the average cost of informal financing for SMEs is higher or lower than formal financing. The answer to this question will inform both who and how the government can best target its actions to strengthen private enterprise development. This research is funded by the Fama Miller Center.

18. The Global Gig Economy: Pakistan's Opportunity to Become a Leader in Service Exports?

Researchers: Theresa Chaudhry (Lahore School of Economics) and Hamna Ahmed (Lahore School of Economics)

Sustainable growth and balance of payments stabilization requires targeted policies to improve Pakistan's export performance. Decade after decade Pakistan has continued to have a narrow base of low value-added exports. Freelance employment can be a promising solution to low export revenue. In FY 2022, a total of 2.6 billion dollars' worth of IT exports were recorded of which freelancing export remittances accounted for 4 million dollars (The Express Tribune, 2022). Recently the prime minister has called for increasing IT exports to 15 billion dollars by 2026 (Radio Pakistan, 2023). Despite its huge potential, there is little research on growth of the gig economy for independent freelance workers in developing countries including Pakistan. Through this project, we hope to bridge this gap in the literature. We scrape data on Pakistan-based freelancers from the sites Guru.com and

Freelancer.com to learn more about the landscape of freelancing in Pakistan.

19. Political Alignment and Crime

Researchers: Hamna Ahmed (Lahore School of Economics), Dareen Latif, Kate Vyborny (Duke University) and Punjab Police

We investigate how political influences affect the response to crime by police in Lahore, Pakistan. We test how an area's alignment with the political party in power affects the recording of and response to reported crime. To identify effects, we exploit variation in political alignment occurring over an election cycle when the party in power at the national level changed. We find that alignment with the party in power robustly decreases the seriousness with which police respond to citizen complaints. Alignment reduces the number of First Information Reports (FIRs) registered, particularly for lower level crime as well as the probability of a complaint moving to FIR. We explore potential mechanisms to explain our results; whether alignment changes response times of police action against crime and/or postings of police officials. We rule out the possibility that the results are explained by better crime prevention or reduced crime in politically aligned areas: policing resources and responsiveness in aligned areas actually decrease, and serious complaints once made are less likely to go to the FIR stage.

20. Learning Losses during COVID-19: Evidence from Pakistan

Researchers: Hamna Ahmed (Lahore School of Economics), Sadia Hussain, Kate Vyborny (Duke University) and Ijaz Bajwa (The Citizens Foundation)

We collaborate with The Citizens Foundation (TCF) to study the effect of prolonged school closure on learning outcomes. The research team plans to use a panel data providing test score before the lockdown in March, 2020 and another round of test score data after the reopening of schools in October, 2020. Data is used to understand how does the learning loss relate to (i) baseline learning levels; (ii) parents' education and compensatory activities during the school closure period and (iii) whether there are particular topics that were subject to more loss requiring dedicated

targeting by teachers for re-building concepts in those areas.

21. Gender and Choice over Co-workers: Experimental Evidence

Researchers: Shamyra Chaudry (Lahore School of Economics), Shan Aman-Rana (University of Virginia), Clement Minaudier (University of Vienna) and Brais Alvarez Pereira (Universidade Nova de Lisboa). (Nov 2019 –To Date)

We study whether choice over co-workers matters for performance in gender-diverse teams. We carried out a lab-in-the-field experiment where students were randomly assigned co-workers meant to help them perform on tests. Co-worker allocation was randomized on two dimensions: (1) gender and (2) student preference for that co-worker at baseline. We find that randomly chosen male co-workers reduce the performance of females (12% of the average score), while preferred male co-workers have a positive yet statistically insignificant effect (6% of the average score). These effects are heterogeneous across the gender stereotype of the questions and materialize even though the two types of male co-workers have the same average ability. To investigate the mechanism behind these effects, we randomly allocated hints as an additional source of information across questions. We find that some (but not all) of these differences are driven by difficulty in accessing additional information or hints in the presence of random male co-workers.

22. Why are Cousin Marriages so common in Pakistan? Examining the Effects of Cultural Norms, Dowry, and Economic Development as Potential Drivers

Researchers: Mary Shenk (Penn State University), Saman Naz (East Tennessee State University), and Theresa Chaudhry (Lahore School of Economics)

We use the framework of intensive vs. extensive kinship patterns to study consanguineous marriage patterns in Pakistan, which has the highest rate of cousin marriage in the world. Our theoretical framework contrasts motivations to move from a strategy of solidifying/reinforcing kin networks (intensive kinship) vs. expanding existing kin networks (extensive kinship) in response to economic

development. We predict that factors related to traditional, intensive kinship systems will increase the likelihood of cousin marriage, whereas higher market engagement and aspects of family, kinship, and marriage systems associated with extensive kinship systems, will decrease the likelihood of cousin marriage. We also discuss why cousin marriage rates in Pakistan are so high compared to other parts of the world.

23. Fertility and the Female Decision to be Self-Employed – Testing for Bidirectional Causation in Punjab, Pakistan

Researchers: Rabia Arif (Lahore School of Economics) and Ayesha Mir

Numerous studies, mostly from the developed countries, report a positive correlation between the number of children or fertility decisions and the choice of becoming self-employed amongst women. However, the direction of this relationship has remained ambiguous. Contingent upon the direction of causation between children and women self-employment, policies directed towards achieving a certain goal, such as facilitating women in maintaining an appropriate balance between family and work, may have varying ramifications on female self-employment. Using cross-pooled MICS data for the years; 2011 and 2014, this study aims at testing two competing hypotheses; first whether having more children influence women to prefer self-employment? Second, is it employment-specific attributes associated with self-employed females that impact their decision to reproduce? The paper contributes to the literature by testing for bidirectional causation between female self-employment and children using an instrumental variable approach for bringing exogenous variation in fertility and female self-employment decisions, respectively. Using this approach and controlling for various individual, household, and regional characteristics, the findings of this study reveal that the direction of causality runs from being self-employed to giving birth to children (fertility) in a positive manner, mostly driven by educated, middle-aged women dwelling in urban areas. There is no significant impact found of fertility on female self-employment decisions. Being self-employed is likely to lower the opportunity costs of raising (more)

children, that is, forgone income and depreciation of skills, would be more prominent in dependent employment. This supports the argument that occupation specific characteristics, such as self-employment being self-run, flexible in terms of scheduling working hours and leisure time in between, routine-friendly, and exhibitive of lower incompatibility between mother and worker roles, bring a considerable degree of ease for women in raising more children. Thus, considering there is a higher degree of compatibility attached to self-employment as well as in expectations of raising a suitable heir of their family business, self-employed women in Pakistan may prefer having an additional child – a finding that has a tad bit of empirical evidence in the past literature.

24. The Effects of External Migration on Enrolments, Accumulated Schooling, and Dropouts in Punjab

Researchers: Rabia Arif (Lahore School of Economics) and Azam Chaudhry (Lahore School of Economics)

In developing countries, external migration tends to ease household income constraints because of the external remittances that are generated. Using data on the Punjab, this working paper attempts to determine whether the external migration of individuals in a household has a positive effect on children's schooling outcomes as measured by school enrolments, the accumulated level of schooling, number of days spent in school, and dropouts. We use historic migration rates to instrument for migration in an analysis of school outcomes for children aged 5–17, 5– 11, and 12–17 to determine which group is most affected by external migration. The results show that external migration has a significantly positive impact on the school enrolments of younger children, whereas the accumulated level of schooling among older children increases significantly if there is an external migrant in their households.

25. Determining the Extent of Gender Discrimination in Education Sector: A case of Pakistan

Researchers: Rabia Arif (Lahore School of Economics) and Maham Khalid

Gender bias in developing countries may restrict educational opportunities

for girls in comparison to boys. This paper attempts to measure the gender disparity in education amongst children from 5 years to 18 years of age across Pakistan. Using the data from PSLM 2010-2011 and applying Oaxaca decomposition with probit estimation we measure the gender gap. The results interestingly show that although a strong bias exists against females in overall enrollment rates, but as we explore further, we see that males drop out of private schools more as compared to females and the accumulated level of schooling of the male adults is also lower than that of females. We find that much of these differences are not due to the endowment effects. Large negative deviation for males may be attributed to the unobservable pressure and society's norms regarding the role of males that affect them in an adverse manner.

26. Impact of Temporary External Migration & Remittances on Child Health Outcomes in Punjab, Pakistan

Researchers: Mydda Aslam and Rabia Arif (Lahore School of Economics)

Primary motive of temporary migration in developing countries like Pakistan is generally in response to the income constraint faced by the households. Therefore, to relax the resource constraint, migrants tend to remit back to their families in home countries. This study attempts to look at the impact of temporary external migration and remittances on child health outcomes as measured by height-for-age (HAZ) & weight-for-age z scores (WAZ) in Punjab, Pakistan. Further, we test for the presence of intra household resource allocation bias where boys get preferential treatment in term of health care as compared to girls. Using historic migration rates and number of banks in each district to instrument for external migration and remittances from overseas, respectively, we employ an Instrumental Variable Approach estimated through Two Stage Least Square and Treatment Effect Model. Our results suggest significant positive impact of external migration and remittances on both the indicators of child health outcomes. Further this study confirms the presence of increased bargaining power of women in households headed by females resulting in a greater share of resources being spent on girls relative to boys.

27. Measuring Mother's Empowerment Through Culture of Son Preference in Pakistan

Researchers: Aimal Tanvir and Rabia Arif (Lahore School of Economics)

This study highlights whether giving birth to a son plays a role in determining mother's empowerment in Pakistan and in particular, if the birth-order of the son has any additional impact in uplifting the mother's status within a household, using the Pakistan Demographic and Health Survey (PDHS) 2012-13. In Pakistan, the household's economic conditions make parents treat their sons and daughters differently and ultimately, giving preference to sons over daughters, in terms of education, health and nutrition, as the social and economic utility of a son, overpowers that of a daughter. In the presence of this culture of son preference, if women then give birth to a son or a number of sons, then it should help empower them. The results of the study show having a son significantly helps in empowering mothers in Pakistan. In contrast, the son's birth-order (both higher and lower) is not an important factor for improving mother's empowerment. Mother's empowerment is mainly driven by the number of sons, and age of the son, and these results are more pronounced in rural areas of Pakistan, and for mothers belonging to poor households.

28. Measuring Actual TFP Growth: Stripping away Omitted Price Bias and Demand Shocks

Researchers: Nida Jamil (Early Career Researcher, School of Economics, University of Edinburgh), Theresa Chaudhry (Lahore School of Economics) and Azam Chaudhry (Lahore School of Economics)

29. ITT Estimates of Impact of Ramadan Exposure on Mothers and Children

Researchers: Theresa Thompson Chaudhry (Lahore School of Economics)

30. The BOP Crisis in Pakistan, Stabilization versus Growth

Researchers: Moazam Mahmood (Lahore School of Economics) and Shamyala Chaudry (Lahore School of Economics)

Pakistan's BOP crisis, have increased in their frequency, duration and intensity, as preceding analyses of the current crisis have noted. This project will attempt to

systematize some of the behavioural relationships that can be observed to hold over the past thirty years, and the efficacy of policy impact on them. It has been observed that there are large capital outflows. These comprise of the primary income account balance on the current account and domestic outflows from the capital account.

As a result, the researchers propose that the following relationship exists between these variables. As exchange rate goes down the capital outflows will increase unless the interest rate are increased. If interest rates are held constant with devaluation, it leads to capital outflows. Thus, one proposal that is likely to work is controls of capital as it stabilizes the economy and does not dampen growth.

31. Impact of Physical Distance on Health Facility Choice: Evidence from Kashf's Health Microinsurance Program

Researchers: Hamna Ahmad (Lahore School of Economics) and Dareen Latif

Health micro insurance offers a promising mechanism to protect the poor against risk and vulnerability. We study the impact of physical distance to hospitals on utilization of health services in the context of the Kashf Health Micro Insurance (HMI) Program in Punjab, Pakistan. We address three main research questions; first, what is the impact of physical distance on choice of health facility? Second, is the burden of physical distance greater for women? Third, whether the spread positive information influencing perceptions of quality could be a possible mechanism through which, the burden of distance may be reduced? We employ a Probit model with administrative data on hospitalization claims made between 2014 to 2017. Our findings show that as distance to panel facilities increases, individuals are more willing to make out of pocket expenditures at nearby non panel hospitals. Therefore, distance impedes individuals from making panel claims. Moreover, this negative impact of distance is more pronounced for women. Furthermore, we find that positive information influencing these perceptions regarding better quality of treatment at panel facilities helps in raising the incentive for individuals, especially women, to use panel facilities for treatment.

32. Barriers to Upgrading in the Sialkot Football Sector

Researchers: Azam Chaudhry (Lahore School of Economics), Shamyala Chaudry (Lahore School of Economics), David Atkin (MIT), Amit Khandelwal (Columbia University) and Eric Verhoogen (Columbia University)

The project has been developed under the *International Growth Centre (IGC)* and the *Private Enterprise in Developing Countries (PEDL)* initiative. In this project, the researchers investigate the extent to which high costs of high-quality inputs are a barrier to upgrading in the football sector. One of the primary inputs into football production is an artificial leather called rexine. They propose an experiment to offer subsidies for high-quality rexine to a random subset of firms and examine if this subsidy spurs upgrading. They will look at two related but distinct dimensions of behavioural responses by firms. First, since high-quality inputs are likely to be complements in production, the subsidy may induce firms to purchase complementary high-quality inputs and produce higher-quality footballs, using their existing technologies and production processes. Second, the subsidy may potentially stimulate learning and spur technological improvements in the production process, if for instance innovation has a higher return in high-quality segments of the industry or if producing higher-quality balls leads firms to transact with more knowledgeable buyers.

33. Institutional Capacity as an Organizational Challenge: A Field Experiment in Pakistan

Researchers: Hamna Ahmed (Lahore School of Economics), Kate Vyborny (Duke University), Simon Quinn (University of Oxford) and Asha Gul (University of New South Wales)

This project is a novel field experiment involving a large donor organization and over 800 recipient community organizations across Pakistan. The project involves two components: The first component aims to study whether community organizations can be incentivized to improve their performance through: (i) systematic self-assessment and reporting of defined Key Performance Indicators (KPIs), and (ii) A transparent non-financial rewards scheme based on these KPIs. *Pakistan Poverty Alleviation Fund (PPAF)* and

International Growth Centre (IGC) have funded this component of the project. Initiated in 2014, four rounds of reporting and incentives for recipient organizations have been completed to date.

The second component of the project will explore (i) how each part of a large, complex organization (the donor) responds to new information on performance (of recipient community organizations) on KPIs; (ii) How the responses of both donor and recipients to new information and incentives relate to organizational characteristics of theoretical importance, including divergence of preferences between members of the organization; communication costs between parts of the organization; and decentralization of decision-making authority. This part will build on an existing initial stage of the research carried out in component 1 of the project. *National Science Foundation (NSF)* is providing support that will allow the continuation and strengthening of Component 1 and expansion of the scope of the study to cover component 2. A first pilot of this component was carried out in February 2018. The full experiment will be carried out in summer while the endline survey for the study is scheduled for fall of this year.

34. Overcoming Constraints to Female Labor Force Entry

Researchers: Hamna Ahmed (Lahore School of Economics), Farah Said, and Zunia Saif Tirmazee (Lahore School of Economics)

The project has been funded by the *Private Enterprise Development in Low-Income Countries (PEDL)* Exploratory grant, 2017. This study is a randomised controlled trial to test the impact of two low-cost interventions to overcome psychological and information constraints to female labor force participation (FLFP). The research questions that this project aims to address are, (i) does motivating female students and (ii) does providing information about the job market, promote female labor force entry.

The project focusses on female students, in their final year undergraduate degree, and enrolled in women only Public colleges in urban Lahore, the second largest metropolitan city in Pakistan, comprising of approximately 11 million people. While socioeconomic background, information on available jobs and job skills are significant determinants of entry into the labor

market (Humphrey et al 2009; Jenson, 2012); studies have shown only modest impacts of job search assistance and skills training on employment and wages (McKenzie 2017). Further, skills training programmes in particular often suffer from low enrolment (Cheema et al., 2012, 2015) and high cost (Adhoho et al., 2014); suggesting it is time to think of new interventions that can complement traditional skills training programmes to promote employment. One possibility for these results may be presence of psychological barriers and low motivation as binding constraints to FLFP which this project aims to address.

35. Barriers to Product Upgradation in the Sialkot Surgical Goods Sector

Researchers: Azam Chaudhry (Lahore School of Economics), Shamyala Chaudry (Lahore School of Economics), David Atkin (MIT), Amit Khandelwal (Columbia University) and Eric Verhoogen (Columbia University)

The project has been developed under the *International Growth Centre (IGC)* and the *Private Enterprise in Developing Countries (PEDL)* initiative. In this project, they investigate the extent to which fixed costs of innovation are a barrier to upgrading in the surgical-goods sector in Sialkot. If there are externalities in the process of innovation, there may be an important role for governments in subsidizing the costs of innovation. A leading policy idea is to provide matching grants, in which governments provide supplemental funding for projects chosen by individual firms. However, there has never been a rigorous randomized evaluation of such a program (Campos et al, 2012). The research team is conducting such an evaluation in the surgical-goods industry in Sialkot and plan to offer matching grants for innovations that increase exports.

36. The Role of Information in Utilization of Health Microinsurance

Researchers: Sadia Hussain (Lahore School of Economics), Hamna Ahmad (Lahore School of Economics) and Muhammad Ahmad Nazeef (Lahore School of Economics)

We propose a randomized controlled trial (RCT) to (i) test the causal impact of providing information about program use and quality of local hospitals on utilization of health services in Punjab,

Pakistan (ii) investigate whether, the impact of providing information on program use, more effective when seeded through social networks of clients. We will work with Kashf Foundation, a large microfinance institution in the country working solely with female borrowers from low to middle income groups. Kashf rolled out a large scale health microinsurance program in 2014. However, only 2.3 percent of the client-base used the program between 2014 and 2017. The primary objective of the study is to explore effectiveness of information dissemination in program use. Essentially we divide the clients into three categories: treated, spillover and pure control. Enrollees in the first treatment arm will receive information about the insurance program, its cost structure, services that it provides names of panel hospital, distance to the nearest hospitals and process of reimbursement. In the second treatment group, clients will be given contact details of a borrower who successfully used the health microinsurance program in the past and lives in close geographical proximity of the client. We also account for information spillovers across social networks by comparing program use across clients who were not assigned to the second treatment arm. Enrollees in the placebo group will not receive anything. This design will allow us to test for (i) the impact of information about the program (ii) the role of diffusion channels in determining impact of information on program use. The project fits the thematic focus of the Research Development Fund to improve the effectiveness of social sector delivery in Pakistan. The findings from this study will facilitate policymakers with regards to efficacy of providing health programs in Pakistan.

37. Essay on Identifying Constraints to Female Labor Force Entry

Researcher: Zunia Saif Tirmazee

Higher education (HE) is a critical part of the development of specialized skills and knowledge, contributing to skilled employment and growth. What is also noteworthy is that as opposed to the previous decades lately the girls' enrollment in tertiary education has risen substantially.

At the same time the urban female labor force participation (FLFP) in Pakistan has been chronically low: urban FLFP stands at a mere 11.4% (Pakistan Jobs Diagnostic, 2017) which is less than half compared to that of Bangladesh. Moreover, the unemployment rate amongst girls having an education of intermediate and above is 20% compared to 5% amongst boys (Labor Force Survey, 2011). This is despite the fact that almost half the students at intermediate, graduate and post-graduate level in urban Pakistan are women.

Given this backdrop an in depth analysis of factors both from the demand and the supply side of labor markets is required to see what constrains the educated women from entering the labor force. In this respect my focus in this thesis is specifically limited to the gender wage gap and the employers' preferences from the demand side and the career aspirations of young female graduates from the supply side as potential constraints to female labor force entry.

38. A General Equilibrium Macroeconomics Model for the Pakistan Economy

Researchers: Moazam Mahmood (Lahore School of Economics), Azam Chaudhry (Lahore School of Economics) and Aimal Tanvir

The Pakistani economy has struggled to gain momentum over the last decade and economic policy makers have failed to understand the impact of key decisions (such as the multiple IMF stabilization programs) on economic outcomes. One major reason for this is the lack of a formal model of the Pakistani economy to project key economic variables over time. ITC researchers have developed a macroeconomic model for Pakistan's economy. The researchers have worked in collaboration to present a policy simulation tool which helps to provide estimates for macroeconomic aggregates using values for key policy variables. The model is both a policy simulation tool and both a didactic tool taught at the undergraduate level and will further the taught at the graduate level. The model can be used to simulate key macroeconomic variables such as: (i) aggregate demand, (ii) long-run growth rates, (iii) labor market outcomes, (iv)

income distribution, (v) price levels, (vi) interest rates and (vii) exchange rates.

39. Business Confidence Surveys of the Business Community in Lahore

Researchers: Azam Chaudhry (Lahore School of Economics), Aymen Junaid and Theresa Chaudhry (Lahore School of Economics).

The Pakistani business sector is characterized by low productivity and low growth which in turn has had a major impact on export growth, economic growth and household incomes. While there has been research conducted on specific firm-level issues the business community, there has been very little work done on understanding the level of business confidence. In 2015, the ITC conducted in first annual business confidence survey to understand the perceptions of the business community regarding the prevailing economic conditions and the level of innovation being done. The results of this survey were summarized in the ITC's first Business Confidence Report. The ITC has continued to take the lead in understanding business confidence by conducting yearly survey and publishing yearly business confidence reports.

FACULTY RESEARCH PRESENTATIONS

Economics Faculty Research Paper Presentation held on 28th March, 2024



Fahad Irfan presented his joint research.

Exploring the Relationship between Religion and Risk-Taking Behavior: Findings from Australia's HILDA Survey

Fahad Irfan, Dr. Rabia Ikram, Harris Mazari

Abstract

Individuals exhibit heterogeneous risk preferences that influence both their economic and non-economic outcomes. Religion emerges as one of the significant determinants shaping these risk preferences. In Australia, where the religious landscape is evolving and superannuation options are available, there is a need to examine the interplay between religion and risk preferences. Using Australian longitudinal microdata, this research explores the relationship between religion and three dimensions of risk preferences: general, financial, and health risk. Our results show that individuals who follow a religion exhibit risk aversion in financial and health risk-taking behaviors. Among the religious groups, Christians are more likely to engage in health risk behaviours. Muslims display a greater aversion to risk across all three dimensions. Religiosity is negatively linked with health-risk behavior. The findings reveal that religious individuals tend to allocate a smaller proportion of their investments toward risky funds, showing a preference for safe investments such as life insurance. Similarly, religious individuals are less likely to engage in risky health activities such as smoking and alcohol consumption.

Economics Faculty Research Paper Presentation held on 14th March, 2024.

Sarah Asif Khan presented her MPhil Economics research.



Effect of In-Utero Exposure to Crop Burning on Health Outcomes of Children

Sarah Asif Khan

Abstract

In utero shocks have lasting impacts on a plethora of outcomes such as health, human capital, cognition and education. In the recent past, seasonal crop burning after harvest has been causing severe degradation of air quality and has led to worsening of health in those areas. Motivated by these 2 strands of literature our research question is that does in-utero exposure to air pollution and intensity of that exposure caused due to agricultural (rice) waste burning impact health outcomes of children after birth? We test this using pooled cross-sectional data from Multiple Indicator Cluster Survey (MICS) for the years 2011, 2014 and 2017 for Punjab. The primary health outcomes of interest are fever, coughing fits, and breathing difficulties in children.

Faculty Research Paper Presentation held on 15th February, 2024.

Dr. Zunia Saif Tirmazee discussed her ongoing research.

Insert Pics: Zunia Saif 15-02-2024, Zunia Saif 15-02-2024 (2 and 3)

Barriers to Entry: Decomposing the Gender Gap in Job Search in Urban Pakistan

Zunia Saif Tirmazee

Abstract

Gender gaps in labor market outcomes persist in South Asia. An open question is whether supply or demand-side constraints play a larger role. We investigate this using matched data from three sources in Lahore, Pakistan: representative samples of jobseekers and employers; administrative data from a job-matching platform; and an incentivized resume rating experiment. Employers' gender restrictions are a larger constraint on women's job opportunities than supply-side decisions. At higher levels of education, demand-side barriers relax, allowing women to qualify for more jobs but at lower salaries. On the supply side,

educated women become more selective in their search.

Economics Faculty Research Paper Presentation held on 14th September, 2023.



Dr. Theresa presented her research on "Single and intergenerational impacts of prenatal Ramadan exposure."

Economics Faculty Research Paper Presentation held on 16th November, 2023.

Aaiza Hussain presented her MS Economics research.



Impact of Mothers' Autonomy on Child Stunting

Aaiza Hussain Zaidi

Abstract

Childhood stunting remains a significant global public health issue with adverse effects on children's well-being. In Pakistan, a public health crisis has arisen due to increased rates of stunting among children. The World Health Organization recommends a stunting prevalence of less than 2.5% in a healthy population. However, in Punjab, the largest province in Pakistan

in terms of both area and population, one in three children experiences stunting. Limited information exists on the impact of maternal autonomy on child growth, particularly in environments where decision-making at the household and community levels is predominantly controlled by men. This study explored the impact of maternal autonomy on child stunting, measured through height-for-age z scores, in children under 5 in Pakistan, using data from Punjab MICS 2017-2018. Employing binary logistic regression, the analysis revealed a significant correlation between increased maternal autonomy and a lower prevalence of child stunting. Notably, the study found that a mother's education reduces the likelihood of stunting for both sons and daughters within a household, while a mother owning a cell phone decreased the chances of stunting in male children and was not significant for female children. Furthermore, controlled variables such as Wealth Quintiles, Community characteristics, and Urban Area also proved to be significant factors for child stunting.

Economics Faculty Research Paper Presentation held on 30th November, 2023.

Mehrunisa Saleem and Sarah Asif Khan presented their MPhil Economics research (abstracts given below).



Family Control of Firms Pre and Post-Covid: Private benefits and Competitive Advantage

Mehrunisa Saleem

Abstract

The corporate landscape in Pakistan is predominantly shaped by family firms. This study aims to explore the factors

influencing family control within these firms. In existing literature, two main rationales for family control are highlighted: private benefits and competitive advantage. According to the competitive advantage theory, all shareholders share in the firm's benefits, while under private benefits, family shareholders seize profits to the detriment of external shareholders. Taking inspiration from Villalonga and Amit (2010), this paper empirically tests these two theories to understand the motivations of family-owned firms in Pakistan before and after the COVID-19 pandemic. Notably, family firms exhibited better performance amid the financial crises triggered by the pandemic. The study seeks to quantify how COVID-19 has impacted the underlying motivations for family control in Pakistani firms. In addition, a descriptive analysis of firm-specific and industry characteristics will be conducted to identify factors influencing the likelihood of a firm being family-controlled and to shed light on the results obtained.

Long Run Health Effects of Exposure to Crop Burning During Early Life



Sarah Asif Khan

Abstract

Air pollution is one of the biggest threats to life expectancy in Pakistan, with a multitude of economic and health impacts especially in the developing years of an individual's life. Because burning is a simple and effective way to dispose residues from agricultural production, open burning is a common practice. Gases and particles are released in large quantities, which affect local and regional air quality and have a harmful effect on human health. Using agriculture fires carbon emissions data from 2008 to 2013, we study the causal impact of long run exposure to crop burning during early life on health outcomes in Punjab through a

difference-in-difference approach. Low exposure versus high exposure districts will be compared based on the area cultivated with major residue creating crops, such as, wheat and rice.

Minutes of the Economics Faculty Research Paper Presentation held on 7th December, 2023.

Mahnoor Sajid presented her MS Economics research.



From Home to Economy: Analyzing Gender-Based Productivity Gaps in Home-Based Employment in Punjab, Pakistan

Mahnoor Sajid

Abstract

In developing nations such as Pakistan, the informal sector is increasing rapidly due to the challenges in offering formal employment opportunities to the growing labor force. One significant facet of the informal sector is home-based work, involving the production of goods and services within a residence rather than a conventional workplace. Although this form of employment has become integral to the Pakistani economy, serving as a backbone for various manufacturing industries, including but not limited to food products, leather and footwear, textile and apparel, wood and paper, and construction/infrastructure, the literature on the differences in productivity based upon gender in this industry is limited. In this paper we add to the literature in two distinct ways: First, we attempt to identify the difference

in productivity distinctly measured by the number of hours worked and the number of product pieces produced in the context of home-based work between females and males. Second, we explore a detailed interplay between gender and productivity based upon demographic characteristics and work-based characteristics of home-based workers. We use an exclusive dataset compiled by the Bureau of Statistics on home-based workers in Punjab during the fiscal year 2022-23. We introduce demographic variation in terms of education, marital status and family support given to the HBW. In addition, we introduce work-based variation based upon piece rate wage scheme as oppose to basic wage rate scheme, organizational contract as oppose to working through intermediary entities and exposure to basic vocational training. Our findings reveal that on average the productivity among female home-based workers is significantly lower than males, with a notable enhancement in productivity observed when females are paid through piece rate wage rate schemes. Last, we show that demographic characteristics may play an important role as we see education and familial support though insignificant but positively correlate with the productivity of female home-based workers. However, marriage emerges as a factor negatively influencing female productivity. The findings shed light on the intersection of gender, work-based characteristics, and demographics, providing valuable insights for policymakers and stakeholders aiming to address and mitigate productivity gaps in this evolving and essential sector.

FACULTY DEPARTMENTAL MEETINGS

Economics Faculty Departmental Meeting held on 22nd February, 2024

Dr. Azam Chaudhry discussed the Economics faculty research forms and research program.



Economics Faculty Departmental Meeting held on 1st February, 2024.

Amna Noor Fatima presented her MPhil Economics research.

Using Arrow Debreu General Equilibrium's First and Second Welfare Theorems to Analyse Poverty Reduction in Pakistan

Amna Noor Fatima

Abstract

This study examines poverty in Pakistan through an analytical lens using Arrow Debreu's intertemporal General Equilibrium, comprising the First and Second Welfare theorems. The First and Second Welfare theorems provide a comprehensive analytical lens to analyse poverty in Pakistan by identifying categories of the poor and then proposing plausible market mechanisms to eradicate poverty accordingly.



Economics Faculty Departmental Meeting held on 26th October, 2023.

Minal Shaukat and Onaiza Tanveer presented their MS Economics research (abstracts given below).

The Effect of International Certifications on Firm's Export Performance in Pakistan

Minal Shauket

Abstract

International certifications issued by credible certifying establishments signal firm's compliance with international product and process quality, and environmental and social safety standards. Certifications relax the binding constraints of information asymmetry regarding the quality of products offered by developing countries, as products originating from these countries are often misperceived to be sub-optimal in quality. The following study investigates the causal effect of widely adopted international certifications on firm's export performance for a developing country, Pakistan. We estimate our model using fixed effects and two-stage least squares to deal with the endogeneity problem arising from self-selection of firms into certification, reverse causation and omitted variable bias. The results indicate a significant positive impact of international certifications on firms' export participation, export sales and growth in exports.



Does access to clean drinking water contribute to better scholastic achievements in children?

Onaiza Tanveer

Abstract

In Pakistan, the accessibility to clean drinking water is a pressing concern for public health, as the nation grapples with issues related to both water quality and quantity. Prolonged consumption of contaminated water increases the probability of contracting diseases, which, in turn, can impact the cognitive and psychological growth of children. Using the recent cross-sectional provincially representative data, this study aims to investigate how access to piped clean water, the primary source of drinking water, influences the scholastic achievements of school-age children in Northern and Central Punjab regions of Pakistan from 2017-2018. To address the issue of potential endogeneity between the access to clean drinking water and learning outcomes, this study employs an IV approach using instruments that gauge water accessibility with the district area. The results suggest a positive and statistically significant effect of access to piped drinking water on children's learning outcomes. These positive outcomes highlight the need to expand and improve clean water supply schemes by the local governments, both in households and educational institutions.



Economics Faculty Departmental Meeting held on 7th September, 2023.



Dr. Azam Chaudhry, Professor, HoD and Dean: Faculty of Economics, chaired the meeting and the following was discussed:

- Updated course outlines
- Schedule of presentations to be held during the research paper presentations.
- Drafts of the new programs to be offered
- PhD and MPhil course outlines to be prepared, updated and discussed in the Economics Board of Studies meeting.

BOARD OF STUDIES AND BOARD OF FACULTIES

Board of Studies for Economics Meeting held on 29th February, 2024

The Economics Board of Studies meeting was chaired by Dr. Azam Amjad Chaudhry, Pro-Rector, Professor and Dean, Faculty of Economics, Lahore School of Economics.



The following were approved by the Economics Board of Studies:

1. Faculty Research 2023
2. Faculty Publications and Submissions 2024
3. Department/Institute/ Centre Five Year Research programmes 2024/29

developed in line with the Lahore School's Vision/Mission.

4. Lahore School of Economics Regulations 2024-2025

Additional Agenda Items BOS

1. Applied Field Assignment and Report
2. Undergraduate Research Projects and MBA Research Project

A note is to be added in the course outlines for the Research Project as follows:

"Students are required to submit the required certification (list of certifications and links are shared below) before submission of the Final Research Project.

Economics

1. Certification in Stata, Smart PLS, Python.

Proposed Course Codes for Research Project

Department of Economics

1. Applied Economics Field Assignment and Report (Internship) ECO 307
2. Research Project (Economics) ECO 412

- Alumni recommended technical courses offered in the summer.
- Dr. Theresa recommended use of data camp for skill development for faculty and students.
- Dr. Hafiz Rizwan recommended that research project course outline for BS and BBA be aligned.

Subject Experts

Dr. Hafiz Rizwan Ahmad

Assistant Professor, Department of Economics, Forman Christian College (A Chartered University) Lahore.

Alumni

Ms. Aleeze Malik

Pre-Doc Research Associate, LUMS.

Industry Representative

Mr. Raja Abdar Rahman

Associate, Survey Unit, Centre for Economic Research in Pakistan, Lahore, Pakistan.

Board of Studies for Economics Meeting held on 28th September, 2023



The Economics Board of Studies meeting was chaired by Dr. Azam Amjad Chaudhry, Pro-Rector, Professor and Dean, Faculty of Economics, Lahore School of Economics.

The following were approved by the Economics Board of Studies:

1. Courses of Instruction 2023-24
2. Lahore School of Economics Regulations 2024-2025
3. The Lahore School of Economics Vision, Mission and Values Statements.
4. Programme Mission, Skills and Values, Programme Objectives and Programme Outcomes for all Lahore School of Economics Academic Programmes

Subject Experts

Dr. Sohail Chand

Professor, College of Statistical and Actuarial Sciences. University of the Punjab, Quaid-i-Azam Campus, Lahore.

Dr. Hafiz Rizwan Ahmad

Assistant Professor, Department of Economics, Forman Christian College (A Chartered University) Lahore.

Dr. Hafiz Muhammad Ali Bhatti

Chairperson and Associate Professor, Department of Economics, Forman Christian College (A Chartered University) Lahore.

Alumni

Ms. Sharmeen Shahid

NetSol Technologies Inc. (NetSol Technologies Europe Limited)

Business Analyst, Client Services Department

Industry Representative

Ms. Rabia Zulfiqar

Pakistan Agricultural Coalition (PAC), Lahore, Pakistan

Senior Strategy Associate

Board of Faculty for Economics Meeting held on 4th April, 2024



The following were approved:

Agenda

1. Faculty Research 2023
2. Faculty Publications and Submissions 2024
3. Department/Institute/ Centre Five Year Research programmes 2024/29 developed in line with the Lahore School's Vision/Mission.
4. Lahore School of Economics Regulations 2024-2025

Board of Faculty for Economics Meeting held on 13th November, 2023



The following were approved:

1. Courses of Instruction 2023-24
2. Lahore School of Economics Regulations 2024-2025
3. The Lahore School of Economics Vision, Mission and Values Statements and Strategic Plan 2018-2028.
4. Programme Mission, Skills and Values, Programme Objectives and Programme Outcomes for all Lahore School of Economics Academic Programmes

FACULTY DEVELOPMENT WORKSHOPS

ECONOMICS FACULTY DEVELOPMENT WORKSHOP, SPRING 2024

Faculty was required to attend the Faculty Teaching & Development Workshops scheduled from Monday January 15, 2024 to Friday January 18, 2024.

Economics faculty presented and discussed their course curricula, CLOS and midterm exams. Recommendations were proposed to revise and update the course outlines during the four days' workshop held from 15th - 18th January, 2024.

1. Each Faculty member presented one course taught in Winter Semester 2023 covering the following:

Course Learning Objective (CLO)	Syllabi	Examination Question Paper	Mid-Term Exam Final Term Exam	CLO Analysis
			Frequency distribution of grades A (___%) B (___ %) etc.	Analysis by QEC office shared with the Faculty member in the following format: % of CLO # 1/2/3/4etc was attained which was above/below the class average marks for this exam which was presented by the Faculty member.

2. The Faculty member discussed the following:
 - i) Does the CLO Analysis correctly reflect the Course Learning Objectives (CLOs) achieved? Do the CLOs need to be modified?
 - ii) Do the content of the course outline/lecture sequence need revision?
 - iii) Do the discussion sessions-assignments, quizzes, projects etc. adequately cover the CLOs which were not achieved in examinations?
3. The presentation slots were of 30 minutes each (15 minutes for the presentation and 15 minutes for discussion and analysis).

ECONOMICS FACULTY DEVELOPMENT WORKSHOP, WINTER 2023

Economics faculty presented^{1*} and discussed their curricula and recommendations were proposed to revise and update the course outlines during the two days workshop held on 21st and 22nd of August, 2023.

Centre for Research in Economics and Business (CREB) and the Innovation and Technology Centre (ITC) at Lahore School of Economics opened its 5th International Conference on Applied Development Economics (ADE), as an in-person event in Lahore in collaboration with the International Growth Center and Consortium for Development Policy Research. The conference is spread over three days from 23 – 25 August 2023 and includes presentations from international and local researchers working on issues related to economic development and sustainable growth in the developing world. It broadly focuses on the following thematic areas: Labour Markets, Industry and Trade, Political Economy and Institutions, Education and Health, and Climate Change with a crosscutting emphasis on gender. The aim of the conference is to (i) highlight recent research that can have lasting policy impact for sustainable growth in the developing world; (ii) provide early career researchers the opportunity to obtain feedback on their ongoing work; and (iii) to start a mutually beneficial exchange of ideas and discussions among researchers on

potential collaborations. Dr. Shahid Chaudhry, rector of the Lahore School of Economics, in his inaugural remarks, talked about the peculiarity of Pakistan's current situation in terms of losing macroeconomic sovereignty in order to induce the rollover of external debt. This debt is 85 billion dollars which is small compared to the size of Pakistan's trillion-dollar economy (in Purchasing Power Parity terms). Lastly, Dr. Shahid thanked the international community gathered in the conference for helping the Lahore School of Economics push forward its vision of sustainable and equitable solutions to common challenges facing the world.



Moreover, the Faculty of Economics attended the 5th International Conference on Applied Development Economics (ADE)^{2**} from, 23 - 25 August 2023. ADE 2023 featured plenary talks by Danila Serra (Texas A&M University), David Evans (Center for Global Development), Azam Chaudhry (Lahore School of Economics) and Theresa Thompson Chaudhry (Lahore School of Economics). The conference included presentations from international and local researchers working on development issues in low and middle-income countries.



Day 1: Wednesday, 23 August 2023

Session 1: Trade Policy and Skills

Trade-induced structural transformation and the spousal wage gap: Lessons from Vietnam.

Anri Sakakibara (King's College London)

Discussant: Rocco Zizzamia (University of Oxford)

There is little consensus on whether access to foreign export markets can promote gender equality in developing countries. This paper leverages the US-Vietnam Bilateral Trade Agreement (BTA) that came into force in 2001 as a natural experiment to explore whether the disproportionate expansion of the female intensive wearing apparel sector can trigger the structural transformation of the female labour force in a way which promotes gender equality at the household level. By using a difference-in-differences strategy and through relying on panel data, I find that women residing in provinces that were more exposed to the BTA were more likely to work in the wearing apparel sector and increased their income relative to their husbands. I then examine whether the improvement in labour market opportunities and relative income of women led to changes in the allocation of resources that could be indicative of higher female intrahousehold bargaining power. I find that household consumption of 'female-preferred' goods did not increase in provinces that experienced more exposure to the BTA. Tackling Household Decision Making Inefficiencies for Young Women's Skills Investment in Pakistan. Hamna Ahmed (Lahore School of Economics), Zunia Tirmazee, Rebecca Wu and Emma Zhang Discussant: David Evans (Center for Global Development) We study household decisions to invest in young women's digital skills through a short-term online training program in urban Pakistan. We randomised the split of a fixed, cash incentive for program completion between daughters and parents. We informed daughters about the incentive allocation, and cross-randomised whether parents received information about daughters' incentive. Under information asymmetry, assigning the entire incentive to parents increased program completion by 95 percent compared to assigning it to daughters. Once parents learnt about daughters' incentive, the incentive allocation had no impact on program completion. We reject the unitary household model in this parent-daughter context and provide evidence on bargaining behaviour supporting the efficient collective model.

1 * Schedule of presentations given below.

2 **ADE Conference schedule given at the end.

Session 2: Economic Behaviour

Memory, Trauma and Economic Behaviour Among Refugees: Experimental Evidence from Teaching “Positive Imagery”

Gharad Bryan, Alexia Delfino, Christian Johannes Meyer (University of Oxford), Ashley Pople and Benyam Worku

Discussant: Uzma Afzal (LUMS/ IDEAS)



We test the effectiveness of a psychological program designed to build “positive imagery” among a representative sample of Eritrean refugees in Addis Ababa. Drawing on studies in psychology and neuroscience, we hypothesize that past traumatic experiences distort mental images and memories, leading to pessimistic expectations and views on the future, risk aversion, and inaction. Our intervention trains refugees to vividly and precisely imagine a positive present and future in Addis Ababa. Our preliminary results indicate that the intervention leads to significantly more optimistic views of economic lives in the host economy. In the short run, we find that treated participants work more hours, have higher food security, and report improved wellbeing. The most likely mechanism seems to be a change in expectations about the future.

Marital Arrangement and Spousal Cooperation

Uzma Afzal (LUMS/ IDEAS), Abigail Barr and Daniele Nosenzo

Discussant: Christian Meyer (University of Oxford)

We conduct lab-in-the-field experiments to investigate systematic heterogeneity in cooperative decision-making across spouses in arranged and love matched marriages in Pakistan — where the former is the traditional practice and the latter is associated with modernization. Specifically, we test the hypothesis that unconditional cooperation is more prevalent between spouses within love matched marriages. We engaged married

couples in a variant of a one-shot, two-person, sequential public goods game, in which we applied the strategy method to the second mover. By applying the hierarchical clustering analysis to the strategy data, we categorize spouses into cooperative types. We find that spouses in love matched marriages are significantly more likely to be unconditionally cooperative. We conduct a second round of experiments to investigate whether these findings replicate and if they can be generalized to couples living in more remote villages. We also test whether the observed differences in unconditional cooperation between spouses in love versus arranged marriages can be explained by the selection of unconditionally cooperative people into love marriages. We find that in villages close to the city love matched spouses are significantly more likely to be unconditionally cooperative. However, as distance from the city increases, the love matched effect declines. We interpret this as suggestive of less tolerance and, hence, less support for love marriages in more remote areas. The behaviour of husbands and wives in a corresponding series of inter-household games establishes that greater unconditional cooperation between spouses in love marriages close to the city cannot be attributed to a selection effect. Data from the third round of experiments shows that there is indeed a social norm against love matched marriages and that this norm is stronger in more remote villages

Session 3: Poverty and Social Protection

Experimental evidence on the role of coaching within bundled ultra-poor graduation programmes

Rocco Zizzamia (University of Oxford), Narayan Das, Stefan Dercon, Rozina Haque, Maliha Noshin Khan and Ashley Pople

Discussant: Timothy Kohler (University of Cape Town)



We investigate the role that coaching plays within ultra-poor graduation programmes – specifically, how sensitive the welfare benefits of graduation interventions are to the intensity and the type of coaching inputs. We do so through a multi-arm field experiment implemented in Bangladesh in 2016, in which experimental variation was built into the amount of coaching (weekly vs fortnightly) and type of coaching (individual vs individual and group-based) that recipients received. We measure six-year impacts through an end line survey conducted in 2022, following the COVID-19 pandemic shock. While the programme itself does lead to large and sustained impacts on household asset holdings, earnings, land holdings, and hours worked in high-productivity activities, variation in coaching plays no discernible role in explaining the variation we observe in these outcomes. Reducing the intensity of coaching within ultra-poor graduation programmes could be an effective tool in bringing such programmes to scale.

Can Cash Transfers to the Unemployed Support Economic Activity? Evidence from South Africa

Haroon Borat, Timothy Köhler (University of Cape Town) and David de Villiers

Discussant: David Evans (Center for Global Development)

Persistently high unemployment has plagued South Africa over the last few decades, while concurrently there has been a dearth of state-provided income support to the working-age economically active population. In response to the pandemic the government introduced the COVID-19 Social Relief of Distress grant – the country’s first unconditional cash transfer targeted at the unemployed. At the time of writing, however, no causal evidence of the grant’s effects exists. We adopt a doubly robust, semi-parametric Difference-in-Differences approach on representative panel labour force data to estimate the contemporaneous and cumulative causal effects of the grant on labour market outcomes. We find robust evidence that the grant increased average employment probabilities by approximately 3 percentage points, an effect largely driven by wage and formal sector employment. Employment effects vary by duration of receipt, with larger

effects estimated for the short-term which reduce to zero with additional periods of receipt. We additionally find marginally significant effects on the probability of trying to start a business, but no evidence of any effects on job search. These findings suggest that the grant has performed a multi-purpose role in providing income relief while also enabling a path towards more favorable labour market outcomes.

Session 4: Mentoring session

Unintended Consequences of Government Support: Impact of Pakistan's Flood Relief Program on Adaptation Behaviour

Muhammad Bin Khalid (Yale-NUS College)

Discussant: Theresa Chaudhry (Lahore School of Economics)

This paper examines the effect of government support in form of village-level cash transfers on adaptation behaviour. After the devastating 2010 floods, the Pakistan government initiated the Watan Card program, under which all households in a village that was more than 50 percent flooded got a cash transfer. I find that while cash transfer recipients are 20 percent more likely to invest in personal adaptation, they are 22 percent less likely to work with other villagers to invest in community adaptation. Non-damaged households who get the cash transfer just because they reside in a flood affected village drive this negative effect. These findings hold even after conducting a series of robustness tests including a placebo test. Finally, I show that these findings are consistent with a simple economic model.

Intra-Household Bargaining Power and Expenditure Patterns-Evidence from Pakistan

Abdullah Mehta (Institute of Business Administration)

Discussant: Theresa Chaudhry (Lahore School of Economics)

When providing welfare benefits, it is essential to understand the distribution of power within beneficiary households and its effects on the utilization of resources. Using data from the 201819 Pakistan Social and Living Standards Measurement (PSLM), this

study examines the impact of female bargaining power on household expenditure patterns. The results find that in lower income households, female bargaining power positively affects the expenditure shares of education and transport, and negatively affects those of tobacco, food, and health. However, these impacts diminish as income levels rise. Policymakers should aim to direct aid towards lower-income female beneficiaries to increase development spending on education and should undertake efforts to improve female health uptake amongst the poor. Regarding inflationary pressures, women are less susceptible to rising food prices, but are more vulnerable to increased transportation costs, and so aid programs and subsidies should be devised accordingly.

Day 2: Thursday, 24 August 2023

Session 5:

Women and Labour Markets

Wage Subsidies to Promote Female Hiring: Evidence from Pakistan.

Maurizio Bussolo, Jean Lee, Mahreen Mahmud (University of Exeter), Nayantara Sarma and Anaise Williams

Discussant: Danila Serra (Texas A&M University)



Pakistan has one of the lowest female labour force participation rates in the world. The firmside constraints to hiring women are not well understood. We conduct a randomised control trial with around 1200 firms in Pakistan that have a job opening for a technical/professional

role advertised on the country's largest online job search portal. We offer a 6-month wage subsidy to a randomly selected half of the sample if they hire women for the advertised role. The subsidy offer is made via the Becker-DeGroot-Marschak (BDM) mechanism and it reveals that the average subsidy level required by managers to hire a female is 15%. We find that wage subsidy offers lead to an 11 percentage points increase in the likelihood of a female being hired. These effects are particularly large for firms that only had male employees at baseline.

A leaky pipeline: Decomposing the gender gap in job search in urban Pakistan

Elisabetta Gentile, Nikita Kohli, Nivedhitha Subramanian, Zunia Tirmazee (Lahore School of Economics) and Kate Vyborny

Discussant: Danila Serra (Texas A&M University)

Gender gaps in labour market outcomes persist in South Asia. An open question is whether supply or demand side constraints play a larger role. We investigate this using matched data from three sources in Lahore, Pakistan: representative samples of jobseekers and employers; administrative data from a job matching platform; and an incentivized resume rating experiment. Employers' gender restrictions are a larger constraint on women's job opportunities than supply-side decisions. At higher levels of education, demand-side barriers relax, allowing women to qualify for more jobs but at lower salaries. On the supply side, educated women become more selective in their search.

Collective Action and Women's Access to Resources

Saniya Jilani (Colorado State University)

Discussant: Fareena Malhi (Lahore School of Economics)

Despite various attempts (including reservations), women's involvement in the political landscape across patriarchal societies is restricted (Rosaldo, 1974). This scenario holds true for their involvement in political collective action movements (Shvedova, 2005). Pakistan, while being no exemption to this, is a site of political turmoil and

requires a deeper understanding of the association of women and political participation. When studies suggest improving the empowerment of women in such economies by prompting more formal involvement, they tend to neglect fundamental constraints like the social and cultural landscape. In patriarchal systems, women's involvement in collective action is restricted geographically and their engagement is mostly found within localized protests along with their social network. This paper attempts to explore the intricate relationship between women's involvement in informal collective action and their empowerment. Thus, we pose the following question: Does female involvement in localized political events result in improved empowerment and access to health care? We utilize data on protests from ACLED while the data for access to pre/post-natal care and decision making are extracted from PSLM and HIES for the years 2010 to 2019. Our results indicate that in areas where women are the primary actors in political events, they are more likely to engage in sole decision making by 11.9 percentage points regarding the uptake of paid work. For pre and post-natal care, we observe a decline in utilization when women oriented, political events take place.

Session 6:

Political Economy

Political Identity and Foreign Aid Efficacy: Evidence from Pakistani Schools

Sanval Nasim (Colby College) and Andreas Stegmann

Discussant: Alix Bonargent (London School of Economics)



We conduct a field experiment to study whether concerns to preserve an anti-liberal self-image affect low cost, private school owners' willingness to explore a collaboration with a liberal Pakistani NGO. While explicitly revealing the NGO's liberal motivation to school owners has a significant impact on

beliefs about the NGO's objectives, on average, we find only limited evidence that treated school owners are less willing to explore a collaboration with our partner NGO. However, heterogeneous treatment effects suggest that differences in political identity cause negative reactions among the minority of school owners expressing conservative beliefs during a seemingly unrelated follow-up survey.

Bridging the Gap between Research and Policy: The Effect of Early Stakeholder Engagement on Evidence Take-up

Alix Bonargent (London School of Economics and Political Science)

Discussant: Danila Serra (Texas A&M University)

Can involving policymakers in the production of research change research output and improve the capacity of the state to use evidence in decision making? This collaborative approach, sometimes called "co-creation", is increasingly put forward by donors and practitioners to bridge the gap between academia and policy, but its impact has yet to be rigorously assessed. This study investigates whether relaxing political constraints on partnership formation results in more collaboration between researchers and policymakers, and whether this translates into higher evidence take-up in programmatic decision-making. To address this question, this paper leverages a unique dataset of academic research projects in the field of development economics, which includes information on the level of policymakers' involvement at the proposal stage and tracks changes in policy decisions observed following project implementation. The timing of the funding call deadline relative to the election cycle of the country of implementation introduces an exogenous source of variation in the strength of the political constraint on partnership formation. Preliminary results suggest that collaboration with policymakers substantially increases the likelihood that changes in programmatic decisions are observed after project implementation. Findings also reveal that the emergence of partnerships coincide with the election cycle: they occur earlier in the term when political conditions are conducive to experimentation and reform.

Frontier governmentality

Adeel Malik, Rinchan Ali Mirza and Faiz Ur Rehman (Institute of Business Administration)

Discussant: Sanval Nasim (Colby College)

We examine whether frontier rule, which disallows frontier residents from recourse to formal institutions of conflict management and disproportionately empowers tribal elites, provides a more fragile basis for maintaining social order in the face of shocks. Combining a historical border that separates frontier from non-frontier regions in north-western Pakistan with 10km by 10km grid cell-level data on conflict in a spatial regression discontinuity design framework, we show that areas under frontier rule experienced significantly higher violence against the state after 9/11. We argue that the 9/11 tragedy represented a universal shock to grievances against the state which, in the absence of formal avenues of conflict management, led to a sharp surge in attacks against state targets in the frontier regions. We show that the surge in 'sovereignty-contesting' forms of violence in these regions was partly carried out through the systematic assassination of tribal elites upon whom the whole edifice of social order was built.

Session 7:

Mentoring Session

Conflicting choices: Lump Sum Transfer or periodic Cash Transfer—Evidence from Sindh

Shagufta Shabbar (Institute of Business Administration)

Discussant: Ali Hasanain (LUMS)

Evaluating long term impacts is usually not possible as pure control groups dissolve into treated ones. This paper makes use of data where the treated and control groups remained mostly unmarred. This setup of initial randomization of beneficiaries to treatment and control status has not received any form of researcher intervention and thus continues to induce random variation. We examine two types of social assistance i.e. lump sum transfer (LST) versus unconditional cash transfer (UCT) and determine which is more effective in enhancing household's income in the long term.

For evaluation a cross-sectional survey is conducted in a district of Sindh. Propensity Score Matching is employed to evaluate the treatment effects. The empirical analysis suggests that the static LST permanently increases the total household income. The difference in the household incomes of LST and UCT recipients in the long run is large and significant.

Monetary vs Social Cost - Impact on Tax Evasion and Labour Supply

Muhammad Nadeem Sarwar (Institute of Business Administration) and Asma Hyder

Discussant: Ali Hasanain (LUMS)

Low tax collection affects the quality and quantity of government services, debt accumulation, and the welfare of the people. Tax evasion, a widespread phenomenon in both developing and developed countries, is not only among one of the main reasons for low tax collection but it has labour supply implications as well. We propose social cost as an alternative punishment for tax evasion and test it against the existing monetary penalty as punishment for its effectiveness in controlling tax evasion and its impact on labour supply. The results of the lab experiment suggest that social cost punishment leads to decreasing tax evasion incidents but in case of evasion, the share of evaded income increases. On the other hand, the social cost punishment strategy positively affects labour efforts. Based on the findings, we suggest to test the social cost strategy on large scale, before implementing it at the country level.

Day 3: Friday, 25 August 2023

Session 8:

Education

Delivering Remote Learning Using a Low-tech Solution: Evidence from a Randomised

Controlled Trial in Bangladesh

Liang Choon Wang, Michael Vlassopoulos, Asad Islam and Hashibul Hassan (Jagannath University)

Discussant: David Evans (Center for Global Development)

The Covid-19 pandemic caused prolonged school closures worldwide. Children in resource poor settings were particularly affected given their limited access to remedial distance learning opportunities through the internet, television, and radio. To address the poor access to formal education, we designed an educational intervention consisting of a set of audio lessons that were delivered through mobile phones to primary school students using Interactive Voice Response (IVR). During the 15-week program period, parents could access the lessons for free by calling a designated phone number and listening to a lesson with their child at any time. We delivered the randomised intervention to 1,763 primary school children across 90 villages in Bangladesh during the 2021 Covid-19 school closures. The intervention improved the test scores of children in literacy and numeracy by 0.60 Standard Deviations (SD). Additionally, the intervention led to an increase in the amount of time that parents spent on homeschooling. The intervention was particularly beneficial for academically weaker students, those from the poorest strata, and those with less-educated caregivers. Our results suggest that this scalable and low-cost intervention could be leveraged in similar settings to address learning losses of marginalized students.

Estimating the impact of New School Head Policy in Sindh

Aatir Khan (Habib University)

Discussant: Jennifer Kumi (University of Oxford)

In this paper, I seek to evaluate the impact of the recent school head policy in the province of Sindh. I use a difference-in-differences model to estimate the impact of having a dedicated school head, as well as having a school head appointed to the school under this policy, on three separate outcome variables: school resources, student enrollment, and total teachers. I find that having dedicated school heads is positively linked to each of the outcome variables. Additionally, the school heads appointed through the subject policy also have a positive, albeit

a smaller, impact on each of the three outcome variables.

Impact of Mindfulness-based Stress Reduction on Student Mental Health and Education Outcomes: Empirical Evidence from Pakistan

Jennifer Opare-Kumi (University of Oxford) and Zahra Mansoor

Discussant: Hashibul Hassan (Jagannath University)

Research shows that a significant proportion of mental health disorders surface in early childhood and adolescent years. Systematic reviews show that interventions focused on student mental health can lead to promising effects on the overall mental well-being outcomes and educational success of children. One such intervention is Mindfulness-based stress reduction (MBSR). However, there is limited evidence on the impact of MBSR programmes on student well-being and education outcomes. This evidence gap is particularly stark in lower-middle income countries. To address this gap, our research study pilot-tests an MBSR curriculum in two low-cost private schools in Faisalabad, Pakistan. The study aims to understand the direct effects of MBSR on the mental well-being, behaviour, and the educational success of young people. Through a randomised controlled trial with 214 students, we observed a 0.34 standard deviation increase in the grit of MBSR students. We also find that MBSR led to a 0.30 standard deviation increase in prosocial behaviour, with a stronger effect observed in girls compared to boys. Additionally, the results show that MBSR improves student's behaviours related to mood, interactions with siblings and parents and stress experienced at home. This research study makes a valuable contribution by testing an Urdu based adaptation of MBSR using a battery of mental wellbeing, behavioural and capacity to learn research instruments. The findings offer rigorous causal evidence at the intersection of economics and psychology, contributing to the limited but growing literature on mental health interventions, particularly in low-resource settings.

Session 9: Environment

Role of credit and grants in building resilience and adaptation to floods Muhammad Karim (University of California - San Diego)

Discussant: Mahreen Mahmud (University of Exeter)

We assess whether access to loans helps households living in flood-prone areas to adapt better and become more resilient to floods. We further assess whether access to grants has a differential impact on loans. We do so by applying a regression discontinuity design exploiting the allocation of loans and grants based on an exogenous poverty score threshold in the Matiari district of Sindh. We find that households with access to loans diversified their income before the floods and are more likely to relocate temporarily during the floods. After the floods, we find access to loans increased labour supply and livestock in the non-flooded villages and increased income in the flooded villages. We did not find much evidence of the differential impact of grants and loans.

The Effect of Climatic Variables on Agricultural Yields: An Example from Pakistan

Ayesha Zehra (Research and Development Solutions)

Discussant: Azreen Karim (Bangladesh Institute of Development Studies)

Global warming is altering the world's climate—past trends coupled with future predictions show that global average temperatures will gradually

rise. Warmer temperatures and variable weather patterns will have a detrimental effect on crop growth, leading to a decrease in agricultural yields. Tropical and sub-tropical countries are most vulnerable to climate change and will bear the brunt of its economic costs. In the past two decades, Pakistan in particular has experienced a gradual increase in average temperature, which carries serious consequences for its agricultural sector. The study was conducted using panel data on Punjab and Sindh from the Pakistan Rural Household Survey (2001; 2004; and 2010) to estimate the effects of marginal changes in temperature intervals and other climatic variables such as precipitation, humidity, and wind speed on wheat yield and rice yield. We estimated a series of fixed-effects and random-effects models to control for unobserved heterogeneity. The results suggest that if substituting one whole day from the temperature interval 23 – 26 degrees Celsius to the subsequent interval 26 – 29 degrees Celsius, wheat yield decreases by 14 percent. Substituting one whole day from the temperature interval 40 – 45 degrees Celsius to the next interval (temperatures greater than or equal to 45 degrees) leads to a 12 percent reduction in rice yields. The results also show that wind speed has a negative effect on wheat yield while humidity (proxied by dew) and precipitation fail to demonstrate statistical significance. The results indicate that rising average temperatures in Pakistan will have a detrimental impact on the agricultural sector and that future agricultural

policies must be aligned with the risks of climate change.

Knowledge, perception or disaster experience? The determinants of household disaster preparedness behaviour in Bangladesh

Azreen Karim (Bangladesh Institute of Development Studies)

Discussant: Muhammad Karim (University of California - San Diego)

We examine the possible determinants of household disaster preparedness behaviour focusing on knowledge and perception and prior damage and employment channels of disaster experience. We utilize big data of 143,980 households and 12 natural disasters covering 64 disaster-affected districts in Bangladesh. We find disaster and climate knowledge and perception are strong predictors of preparedness adoption explaining around 1.46%-1.51% of formal education and nearly 7.39%-7.68% of female education compared to the mean. This finding strongly rejects potential possibility of endogeneity of income and wages as well. Our evidence strongly suggests that disaster preparedness is almost 76% effective in mitigating per capita net income loss via unemployment channel. However, demand-side policies are found not so effective in loss mitigation via production emphasizing government's various support package interventions. We strongly argue that integration of development and preparedness policies could further reduce the amount of climate losses implying integrated impacts across various SDG targets.



MANAGEMENT OF PAKISTAN ECONOMY – CONFERENCE

Lahore School of Economics Annual Conference on Management of Pakistan Economy



The Lahore School of Economics, Annual Conference on the Management of the Pakistan Economy, held in Lahore on the Burki campus (18-19 April 2024).

The Rector, Dr. Shahid Amjad Chaudhry, opened the conference, by highlighting key policy messages that emerged from the 17 papers being presented.

Dr. Moazam Mahmood, Seemab Sajjid, and Amna Noor Fatima presented evidence of that the Pakistani economy will grow at a rate of 2.3% in FY 2024 and showed that a combination of this low growth and high inflation will significantly increase poverty this year and in the coming years. They then showed that approximately 10% of taxes

would have to be spent on transfers to lower income households to eliminate this poverty and that this would become larger over the coming years which implies that there must be a significant increase in transfers to households this year, through programs like the Benazir Income Support Program) and in the coming years to address poverty

in Pakistan. Pakistan's economy was projected to grow at 2.3% over FY2024.

Dr. Ayesha Afzal and Ramsha Noor presented their paper that aims to provide a detailed analysis of Cash Transfers as a tool for poverty alleviation in Pakistan. Typically, cash transfers have two purposes: (a) poverty alleviation through the cash transfer in the short run and (b) accumulation of long-term human capital through health care and education in the long run. The existing components of BISP serve both purposes and the program has gained international approval for its implementation, ranking at 5th internationally in terms of targeted performance (World Bank, 2023). This study analyses the impact on the most economically vulnerable segment of the population for both the conditional and unconditional cash transfer programs being run by BISP in Pakistan. The Benazir Kafaalat Program aims to alleviate poverty at the lowest level of incomes by providing unconditional cash transfer. CCTs are used to improve health and education outcomes; given Pakistan's lagging performance, illiteracy among youth, infant and maternal health are of particular consideration. Cash transfers can be made conditional, subject to regular health checkups for mothers and children and mandatory school attendance to improve these outcomes.

The role of financial inclusion, especially for women and the modes of payment distribution are a crucial element in the success of the cash transfer program in Pakistan. Only 21% of Pakistani adults are financially integrated in 2022, compared to a global average of 69%. The two main things preventing people from accessing formal financial institutions are their lack of income and their lack of digital literacy. The use of smartphones and digital biometric identification can have a transformative effect and increase the amount of financial resources available while also drawing attention to potential risks related to data protection and other abuses. The paper also attempts to forecast the impact of a continued UCT program on the poverty levels in the country for 2024-2028, based on the forecasted values of macro-economic indicators including inflation rate, unemployment, current account balance, economic growth and investments as given by the IMF. The aim is to suggest appropriate policy measures focusing on broadening

the UCT program under BISP while reducing the inherent inefficiencies.

Dr. Rabia Ikram and Muzna Maqsood presented their paper on the Pakistan's economy which has experienced a significant shift in growth patterns, with an average GDP growth decline of 1.84 percentage points since the 1990s. This decline in growth aligns with a drop in investment growth, which decreased by an average of 3.11 percentage points (Ikram and Moazam, 2022). A key factor in this decline is the reduction in public investment, particularly in the electricity sector. Policy shifts during the 1990s led to the withdrawal of public investment from the electricity sector, as part of a structural adjustment program that emphasized privatization. This transition introduced private sector involvement in energy through the establishment of 18 independent power plants (IPPs), based on the belief that private entities would operate more efficiently.

However, this privatization policy, particularly in the energy sector, raises critical questions:

- How effective has the reallocation of resources from the public to the private sector been?
- Has the private sector adequately compensated for the reduction in public investment?
- Does the privatization argument hold in the favour of the private sector?

Using data from sources such as the Ministry of Energy (MOE), Central Purchase Power Agency (CPPA), State of Industry Reports (SOIR), and Power Statistics, a comprehensive time series dataset was compiled. Analysis of this data indicates significant changes in the energy mix, with the public-to-private generation ratio shifting from 70:30 to 40:60. Additionally, the generation mix has transitioned from low-cost hydel to high-cost thermal. This reallocation has led to a halving of the electricity growth rate post-reallocation (around 1994). The private sector's electricity generation cost has surged, reaching nearly double that of the public sector in 2023. The growing share of capacity purchase price relative to energy purchase price in total power purchase price implies a potential increase in costs for consumers.

Consequently, the efficiency hypothesis supporting privatization appears ineffective in Pakistan's energy sector. There is a clear need for reform, and the government faces two potential

paths: restructuring the private sector or regaining control over the electricity sector under public domain.

Dr. Naved Hamid of the Lahore School of Economics and Dr. Murtaza Syed of the Asian Infrastructure Investment Bank discussed how high interest rates are necessary to combat inflation. They addressed common arguments against and said that even if inflation was a result of supply-side factors and if government borrowing was relatively less responsive to high interest rates, one of the most important ways to curtail inflation is still through interest rates. They also discussed that interest rate changes will be critically influenced by the amount of the fiscal deficit and the level of international commodity prices.

Dr. Moazam Mahmood and Shamyla Chaudry discussed that Pakistan's economy may have lost its high growth rate of 6%, driven by investment. Nevertheless, Pakistan's growth has plodded at 4%, switching to consumption as its driver of growth.

Earlier 6% growth was driven by investment. Latter 4% growth has been driven by consumption. Therefore, the days of Investment led growth are gone, perhaps irretrievably. But we now need Consumption led growth. Hence, we need consumption to be very high, for the consumption multiplier to work. But we persist in the misconception of needing high investment. Which requires a high savings rate. And we bemoan a Sub-Saharan African savings rate in Pakistan of approximately 12% of GDP

So we went searching for an estimate for savings, beyond the FBS 12% of GDP. And what we have found is that savings are much higher than the 12% estimate.

These are domestic savings. But are lost to domestic investment. Because they comprise outflows from domestic savings.

This has to be Keynes's revenge. Not only are savings a leakage from aggregate demand within the domestic economy. Which is the Keynesian model of the paradox of thrift. But part of these savings is a leakage out of the domestic economy, as outflows. So are lost to both domestic savings, and to domestic investment.

We propose a policy to give a market mechanism to reduce these outflows of domestic savings.



Dr. Rashid Amjad and Almazia Shahzad of the Lahore School discussed how the stop-go cycle of economic growth in Pakistan is caused by unsustainable fiscal deficits coupled with foreign borrowing. They then proposed that the only way to achieve growth and stabilization in Pakistan was to reverse the roles of the federal and provincial governments. The federal government should concentrate on meeting the external financing gap, accelerate economic reforms and manage the fiscal deficit while the provinces should engine for growth and job generation. He said that the provinces to incorporate growth and job generation targets into their annual development plans and also engage in private public partnerships to increase productivity and growth.

Dr. Azam Chaudhry, Gul Andaman and Aymen Junaid discussed how the most binding constraint in Pakistan was stagnant exports and presented a proposal for an export-led industrial policy. In particular, they talked about policy prescriptions like providing more credit to exporters, using Pakistan's trade and investment officers to promote products and reducing import tariffs on intermediate goods used by exporters. They then provided a template for identifying high value-added export goods for future exports.

Dr. Mujtaba Piracha and Dr. Muhammad Irfan of the Government of Pakistan discussed how Pakistan played a key role in the WTO. They explained how the WTO works and how Pakistan can use the forum to work in the country's favor keeping in mind Pakistan's macroeconomic situation. They discussed how the WTO framework stimulates investment and transfer of technology from abroad to stimulate growth and how research and stakeholders are essential to trade negotiations.

Dr. Theresa Chaudhry and Dr. Nida Jamil discussed the role of trade and trade policy in the regulation of CO₂ emissions in the Pakistani textile sector

and the possibility of transition to renewable energy sources solar energy.

Day 2 of the Lahore School of Economics Annual Conference on Management of the Pakistan Economy focused on issues related to innovation, female employment, skills development of workers and Pakistani trade. 8

Dr. Waqar Wadho and Dr. Azam Chaudhry of the Lahore School of Economics looked at the how family control of management in Pakistani textile firms affects productivity. They found that family controlled firm engaged in management practices that were as good as the management practices of non-family controlled firms and that better management practices led to greater labor productivity in firms. They also found that better management practices led to higher exports which is critical for Pakistan as it tries to increase exports. But they also found that family-controlled firms only benefited from better management practices if they delegated responsibility within the firm to professionals which provides important lessons for the business community as it attempts to expand production and increase exports.

Anum Ellahi of the Lahore School of Economics finds that Agricultural growth has been consistently growing from the years of 1990-2020. Agriculture sector is the second largest contributor towards GDP with rate of 24%. She uses the Cobb Douglas production function (Capital and Labour) and determines which of the factors have played a dominant role in agriculture. Agriculture Credit, fertilizer usage, labour and water availability have significant and positive impact on agriculture. These results are further strengthened by per hectare production analysis that Agriculture Credit per hectare, fertilizer usage per hectare, labour per hectare and water availability per hectare have positive and statistically significant relation with agriculture output per hectare. When comparing these results with elasticities, the paper finds that only agriculture credit and water seem to have a significant and positive relation.

Dr. Rabia Arif of the Lahore School of Economics looked at how innovation in the textile sector, the light engineering sector and the automotive sector differs. She found that most of the textile manufacturers surveyed were exporters and they engaged in product innovation to increase revenues and decreases

costs. In the light engineering sector, firms engage in process and marketing innovations but this led to higher costs and lower revenues. In the automotive sector, larger firms engaged in product and marketing innovations to increase their revenues. The results showed that innovation in the textile sector, which is an export intensive sector, tend to be different from innovations in the light engineering and automotive sectors which mostly cater to the domestic market.

Dr. Hamna Ahmed and Zunia Tirmazee of the Lahore School of Economics and Rebecca Wu of the University of Chicago discussed the impact of a training initiative by the Punjab Skills Development Fund which focused on providing access to online training courses for workers in rural and urban Punjab. She found that workers who had completed the online training courses transitioned into work more than those who did not, and also gained more income after completing the courses. She found that the most commonly chosen courses were related to IT or finance related skills and that those who completed this most demanded courses tended to salaries of between Rs 40,000 and 75,000 per month. She then discussed the importance of incorporating online training to develop skills in Pakistan and how these skills can increase employment in Pakistan as well as potentially increase IT exports. 11

Dr. Zunia Saif Tirmazee of the Lahore School of Economics and Sakina Shibuya from the University of Wisconsin discussed the factors that may hinder firms from hiring women. They looked at the impact of social norms as well as economic factors like the cost of transportation for women and the cost of training for women in firms. Their results showed that social norms were less important in the decisions of firms on hiring women but rather it was economic factors like transportation costs that had the greatest impact on the willingness of firms to hire women. They explained how it was critical to increase female labor force participation in Pakistan and how addressing some of the constraints of the firms can impact female hiring and economic growth. 12

Dr Jamshed Uppal from the Catholic University of America discussed the institutional factors that have hindered investment and exports in Pakistan. He discussed the negative impact of the overvalued exchange rate in Pakistan over time and the fact that many export

related initiatives have been taken advantage of by the most politically connected businesses. He also discussed how efforts to control capital flows out of Pakistan to contain capital flight tend to have the opposite effects since it scares away foreign investment which has happened for the last 30 years. Finally, he discussed how taxation can only be increased if there is increased participation by people in the decisions made in Pakistan.

Dr. Aadil Nakhoda from IBA Karachi discussed the potential impact of the Innovation Technology Agreement (ITA) would have on Pakistani imports. He started his discussion on the types of IT related goods being imported to Pakistan and found that the most commonly imported goods were cell phones and solar panels. He also discussed the trade barriers that exist in Pakistan on the import of IT related goods and found that these levels of barriers were higher than some countries like Vietnam but lower than countries like Bangladesh. He also discussed that imports could increase by up to USD 1.5 billion if Pakistan signed the ITA (with more than USD 1 billion of these imports coming from China) which could have adverse impact of the trade balance in Pakistan but that these IT imports could also make Pakistani workers and firms more productive which would make them more competitive which in turn could increase exports by up to 2%.

The Rector of the Lahore School of Economics, Dr. Shahid Amjad Chaudhry, concluded the conference with a discussion of how the dramatic fall in Pakistan's growth rate, with almost 0% growth last year and an expected growth of only 2% this year, has led to an increase in poverty and how transfers to low income households through programs like the Benazir Income Support Program (BISP) must be significantly increased to help lower income households. He also discussed how the provinces must take the lead role in development and economic growth, by investing in health and education and increasing productivity, while the federal government must focus on delivering macroeconomic stability and managing foreign debt during this period of stabilization. He pointed out that Pakistan has been susceptible to significant geopolitical instability over the last 3 decades while the other countries in South Asia have benefited from stability over this

time period but that Pakistan needs to change its investment priorities to focus on delivering education, health and jobs to its people and also must develop a coherent industrial strategy combined with structural reforms to increase exports. 16, 15, 17 and 18

WTO CHAIRS

Annual WTO Chairs' Conference June 27, 2024

Dr. Azam Chaudhry, Dean Faculty of Economics at the Lahore School of Economics and WTO Chair for Pakistan presented his research on trade at the Annual WTO Chairs' Conference in Geneva, Switzerland at the WTO during a special panel discussion with Dr. Ralph Ossa, Chief Economist of the WTO. Dr. Chaudhry also discussed the main messages from the WTO's Annual World Trade Report 2024 which focused on making the benefits from trade more inclusive across countries and within countries.



Essential Insights of Economics for Public Policy Formulation and Implementation in Pakistan

April 05, 2024



Dr. Azam Amjad Chaudhry, Pro-Rector, Professor and Dean, Faculty of Economics, Lahore School of Economics and World Trade Organization (WTO) Chair for Pakistan was invited as a guest lecturer for the 120th National Management Course at the National School of Public Policy for a lecture on "Essential Insights of Economics for Public Policy Formulation and Implementation in Pakistan," on March, 18th 2024. This was the first lecture on economics given to the course participants and focused on understanding the issue of balance of payments constrained growth in Pakistan. The lecture also touched on other work such as the impact of Pakistan's free trade agreements, the impact of IMF stabilization policies on growth, and ideas on how to promote sustained and equitable growth in Pakistan.

MOTHER AND CHILD HEALTH CARE CENTRE

Lahore School of Economics Mother and Child Health Care Centre

November 29, 2023

Dr. Theresa Thompson Chaudhry, Professor, Department of Economics inaugurated the Lahore School of Economics Mother and Child Health Care Centre on 22 November 2023 at Lahore School's Burki campus comprising the Agriculture Economics Research Center and the Health and Sports Complex (spread across 70 acres and 12 acres respectively).



The Center will primarily be providing preventive care to all our Support Staff and their families as well as tracking their health records.

The inaugural ceremony included families of Lahore School Support Staff members. Faculty and Administrative Staff participated in the event. The highlights of the day were medical checkups and fresh farm fruit treats for nourishment.

ECONOMICS SOCIETY



We are delighted to share that two of our outstanding students from The Lahore School, Hamza Baksh Ghani and Samana Tatheer, proudly represented our institution at the 19th South Asian Economics Student Meet (SAESM). The prestigious event took place in Colombo, Sri Lanka, from January 22 to 24, 2024.

SAESM, recognized as a hallmark gathering for economics students across South Asia, offers a dynamic platform for young scholars to present their research, participate in rigorous academic discussions, and engage with peers and experts from across the region. This annual event aims to foster collaboration, intellectual growth, and the sharing of innovative ideas within the field of economics.

Hamza and Samana, with their dedication, commitment, and passion for the subject, have embodied the core values of The Lahore School, representing us with both excellence and enthusiasm. Their participation in such an esteemed conference is a testament to the high academic standards and intellectual curiosity fostered within our institution.

We are incredibly proud of their achievements and extend our heartfelt congratulations to them for making the most of this enriching experience. We look forward to seeing how they continue to contribute to the world of economics, and we are confident that their future holds even greater success.



We are thrilled to share that Amania Kamran and Muhammad Shahmeer, Presidents of the Economics Society at The Lahore School, along with Zoha Noor and Khawaja Abdul Muhaimin, were selected as part of an elite group of students for the prestigious Jenesys SAARC Exchange Program in Japan. Out of the eight Pakistani students chosen for this program, four hail from our institution, highlighting the exceptional talent and leadership present within our academic community.

The Jenesys SAARC Exchange Program is designed to promote regional understanding, foster connectivity, and enhance economic cooperation between participating countries. The focus of last year's program was particularly significant, as it aims to strengthen the economic ties and collaborative efforts between Pakistan and Japan. Through this unique opportunity, our students will be engaging with key stakeholders, policymakers, and fellow participants from across South Asia to explore ways of building sustainable partnerships and driving forward economic development.

Amania, Muhammad, Zoha, and Khawaja have all shown remarkable dedication to their studies and have been at the forefront of initiatives aimed at fostering economic thought and cooperation. Their participation in this exchange program is not only a personal achievement but also a proud moment for The Lahore School, as it reflects our institution's commitment to academic excellence and global engagement.



We are excited to announce that The Lahore School Economics Society sent a talented delegation, including Muhammad Ahmed, Shezeen Hafeez, Rumaisa Iqbal, and Hamd Shahid, to participate in the prestigious 'Epicnomics' competition held at Kinnaird College on the 23rd of November, 2023. After facing tough competition from teams representing various universities, our delegation emerged victorious, securing the first prize!

This remarkable achievement is a testament to the hard work, intellectual prowess, and teamwork of our students. Their success not only reflects their individual dedication but also highlights the strength of the academic and extracurricular environment at The Lahore School. Competing against the best and brightest from other institutions, Muhammad, Shezeen, Rumaisa, and Hamd showcased their exceptional knowledge and skills in economics, making our institution proud.



Last year, one of the highlights was the immensely successful Intra-Econothon, a competition designed to bring out the best in our students and give them a platform to showcase their economic knowledge and problem-solving abilities. The Intra-Econothon saw enthusiastic participation from students across all years, as teams went head-to-head in a series of challenging rounds, tackling real-world economic issues and theoretical puzzles alike.

The inter-econothon took place, took place on 6th March 2024, where numerous universities from across the Lahore participated. The 1st Place went to Government College University (GCU), Lahore. While Beaconhouse National University (BNU) secured the 2nd place and Kinnard College secured the third place.

The event fostered a strong sense of competition and collaboration, as students not only tested their limits but also learned from one another in a dynamic and engaging environment. Organizing such a large-scale intra-school competition was no small feat, and we are immensely proud of the incredible work done by our team.

The success of the Intra-Econothon is a testament to the dedication of our society, the leadership of our presidents, and the meticulous planning by the organizing committee.

As we reflect on the moments shared, we recognize that this event has not only strengthened our understanding of economics but has also deepened the bonds within our community. The experience, the connections, and the shared growth will stay with us long after the final round ended. We look forward to more events like these in the future, where we can continue to learn, laugh, and grow together.

Lahore School Economics Society Hosts Intraeconothon with Vibrant Drum Circle Finale



The Lahore School Economics Society (LSE) recently organized a thrilling intraeconothon that captivated the student body and fostered a dynamic exchange of economic ideas. The event, designed to challenge students with stimulating economic debates and competitions, saw overwhelming participation from various academic disciplines, contributing to its resounding success.

Culminating in an energetic drum circle, the atmosphere shifted from intellectual rigor to communal celebration. The rhythmic beats of the drums brought students together, creating a sense of unity and shared accomplishment. This unique and engaging finale proved to be a highlight, drawing in large crowds who enjoyed the combination of entertainment and camaraderie.

The intra-econothon reflected LSE's commitment to not only nurturing academic excellence but also fostering a sense of community through creative expression. The event's success was a testament to the society's vision of merging academic engagement with cultural vibrancy, leaving students eagerly anticipating future activities.

Dr. Rabia Ikram

Dr. Rabia Ikram invited Ms. Saman Rai on 16th May, 2024 to present on "Population Welfare in Pakistan" at the Lahore School of Economics. As the head of the Population Welfare Department in Punjab and CEO of the Punjab Population Innovation Fund, Ms. Rai discussed the population dynamics of Pakistan and current population trends. Additionally, her role as a Development Economics lecturer at Punjab University added perspective.



The Punjab Population Welfare Department hosted international Women's day at Park Lane Hotel on 11th March 2024. The chief guest DG Saman Rai invited Dr. Rabia Ikram and other guests to address lady health workers and community workers. Dr. Rabia Ikram emphasized the critical importance of women's health and empowerment and the vital role that these dedicated healthcare professionals play in ensuring the well-being of women in their communities. By focusing on women's health, Dr. Ikram underscored the need for comprehensive care that addresses both physical and mental health needs. She also highlighted the significance of empowering women, enabling them to make informed decisions about their health and participate fully in society.

OPEDS

OPED

Is there a future for export-led growth in Pakistan?

May 20, 2024

Dr Azam Amjad Chaudhry



(The writer is the dean of the faculty of economics at the Lahore School of Economics and the WTO chair for Pakistan)

Pakistan is again in the midst of an economic crisis. The core issues of a balance of payments crisis, a halt in economic growth, soaring prices, increasing employment and rising poverty are interlinked and require fundamental reforms. However, the immediate problem is simple: Pakistan needs to export more and has financed growth over the last few decades with foreign borrowing, which must now be paid back. What should be just as simple is the answer: Pakistan is experiencing an export crisis and urgently needs a coherent policy to boost exports.

The continuous balance of payments problem in Pakistan can be described as a problem of balance of payments constrained growth, which means that whenever Pakistan grows at more than 4% per annum, we import so much more than we export that we run out of foreign exchange reserves. In many economies, this imbalance is made up through remittances or foreign investment. In the case of Pakistan, the former has stagnated and the latter is nonexistent. So, the only solution is to increase exports with a coherent export-based industrial strategy.

For decades, developing countries have heard the same story of how policy in general and industrial policy in particular don't work. Recent work on industrial policy looks at historical examples of industrial policy and has shown that industrial policy undertaken by some countries centuries ago still has positive impacts. The evidence clearly indicates that most countries that have experienced industrial growth have followed industrial policies.

Before discussing a potential export-driven industrial strategy, it's helpful to see what policies Pakistan has tried in the past. The first has been using import tariffs to promote import substitution and industrial growth. This strategy has not produced large-scale industrialisation and has failed to increase exports. Another policy was using export rebates and subsidised energy inputs, which no longer leads to export growth as specific industries now expect these to remain competitive. These are now effectively off the table in the face of IMF-mandated expenditure cuts. Another set of more successful

policies used tools like reductions in tariffs on intermediate inputs for exporters, subsidised credit for exporters and tax refunds for exporters who prove that they have used imported inputs for export purposes.

A well-defined export-led industrial strategy must aggressively use the last set of tools mentioned above. Commercial banks have no incentive to lend to exporters if the interest rate remains high, meaning policymakers need to make credit available to exporters at lower rates. The State Bank's Temporary Economic Refinance Facility (TERF) programme and its financing scheme to promote solar energy usage by manufacturers are successful examples of this and should be aggressively expanded. At the same time, authorities should start lowering tariffs on imported intermediate inputs for exporters, which has been done successfully by other economies like India. The government should focus all expenditures on training by entities like TEVTA and all spending on education and infrastructure on export promotion. Also, as foreign markets start to tax imports based on emissions (with the EU Carbon Border Adjustment Mechanism coming into place over the next few years), the government needs to subsidise the transition by exporters to cleaner energy sources before Pakistani exports fall. Finally, the Pakistani authorities should start reducing regulations and red tape for exporters if they want to see investment increase and exports grow.

However, supply-side initiatives need to be coupled with policies to boost demand. Depreciation was supposed to take care of that since Pakistani goods became cheaper in foreign markets, even though our workers are effectively paid pennies for each good they produce. But a 50% depreciation in the rupee has only led to a 5-10% increase in exports. The reason is that the 50% depreciation was accompanied by at least a 50% increase in the costs of fuel for exporters (though it is greater since subsidies have also been removed), a 50% increase in the cost of imported machinery, and imported inputs and a doubling of the interest rate at which exporters need to borrow money after domestic prices skyrocketed. Also, foreign buyers renegotiated the dollar prices of the Pakistani goods they bought. It is time to accept that depreciation isn't the solution to our export problems.

So, policymakers must focus on other practical demand-side measures. First, the trade investment officers posted in foreign missions must be given product lists and export targets for their countries. The product lists need to be data-driven and identify countries and products that make up our current export destinations and export goods and new, higher value-added products. Policymakers can pair this with customs data and census of manufacturing industry data to identify firms that already produce and export these goods to help pair foreign buyers with Pakistani suppliers. Also, when our government negotiates trade agreements, we must gain market access for higher value-added export goods instead of raw materials and low value-added intermediate inputs. Finally, Pakistan has significant potential to export services like IT, health and education, which should be an integral part of any export strategy. I'm sure that we will hear the old mantra of 'picking winners', but modern evidence for industrial policy shows that countries experiencing export booms picked specific sectors and firms to take the lead.

No matter your opinions on industrial policy, no one can realistically deny that the current export strategy is not working. Some blame this failure on the idea that the Pakistani economy is inherently unproductive. Nothing is further from the truth, and if we hadn't hit a balance of payments crisis every five years, Pakistan's growth rate would have been at least 8-10% per annum. So, if the economy is productive, why don't exports rise? One of the leading causes is the instability in the system. Economic and political instability drives away foreign investment and scares domestic producers from increasing their capacity and moving into higher value-added products. But if stability does return, policymakers must be ready to take advantage of this by pushing an export-driven industrial strategy in a big way. If not, we'll be stuck in the same trap for years.

PUBLICATIONS

Actual/On-going 2024
(Author/s, Title of Publication,
Journal, Year)

HEC W Category/Impact Factor Journal Articles

1. Ahmed, H. "Rainfall Shocks and Child Health in Rural Pakistan" *Maternal and Child Health (Impact Factor – Submitted)*
2. Ahmed, H., Mahmud, M., Said, F., & Tirmazee, Z. (2024). Encouraging female graduates to enter the labor force: Evidence from a role model intervention in Pakistan. *Economic Development and Cultural Change*, 72(2), 919-957. (HEC W Category – Published)
3. Arif, R., & Chaudhry, A., Understanding how Complementarities in Innovation Affect Firm Performance: Evidence from Pakistan (Impact Factor – Planned)
4. Arshad, A., Zafar, F. & Nawaz, A. (2024) Digital Transformation of Service Delivery in Punjab's Health Sector - A Case Study of HIMS (HEC W category - planned)
5. Atkin, D., Chaudhry, A., Chaudry, S., Khandelwal, A.K. & Verhoogen, E. Investigating the extent to which high costs of high-quality inputs are a barrier to upgrading in the Sialkot Soccer Ball Industry. (Impact Factor - Planned)
6. Chaudhry, T., "How Robust Are Intent-to-Treat Effects of Prenatal Ramadan Exposure on Child Outcomes?" (HEC W category - Under submission)
7. Ellahi, A. & Moeen, N., Identifying Supply factors for Agricultural Growth in Pakistan - A Time series Analysis for the year:1975-2020. (Impact Factor – Planned)
8. Ellahi, A. & Yasir, H., Self-Service Technology Adoption and Use in Pakistan- Exploring Age and Gender Impact (Impact Factor – Submitted)
9. Gentile, E. Kohli, N., Subramanian, N., Tirmazee, Z. S. & Vyborny, K.. (2023). Barriers to Entry: Decomposing the gender gap in job search in urban Pakistan. *Journal of Labour Economics*. (HEC W Category – Published)
10. Gentile, E. Kohli, N., Subramanian, N., Tirmazee, Z. S. & Vyborny, K.. (2023). Barriers to Entry: Decomposing the gender gap in job search in urban Pakistan. *Journal of Labour Economics*. R&R (Impact Factor – Submitted)

11. Ikram, R., Irfan, F. Mazari, H. Explaining Risk Preferences and Risky Behaviors using Australian HILDA survey (HEC W Category – Planned)
 12. Jamil, N., Chaudhry, T. T., & Chaudhry, A., Self-Selection versus Destination based Learning by-Exporting: Firm Level Evidence from Pakistan (Impact Factor – Planned)
 13. Jamil, N., Chaudhry, T., Chaudhry, A., “Measuring Actual TFP Growth: Stripping away Omitted Price Bias and Demand Shocks,” (HEC W category - Under submission)
 14. Jillani, H., Ellahi, A. & Zahid, H., Fintech Adoption for Sustainability: The Mediating Role of Behavioral Intention (Impact factor-Under Review)
 15. Landmann, A, Karim, M, Wadho, W, and Fazal (2024). Female community-driven development and empowerment: An RCT in Pakistan. (HEC W Category - Planned)
 16. Mahmood, M. & Sajid, S. The Need to Differentiate the Formal Labor Market from The Informal Labor Market in Pakistan, *International Labour Review*, 2024 (HEC W category - planned)
 17. Moeen, N. & Ellahi, A., Impact Assessment of Child Health Across Wealth Quintiles: A Case for Punjab. (Impact Factor – Planned)
 18. Quddus, S. & Nawaz, A. (2024). Assessing the impact of climate change on rural household vulnerability to food security in Pakistan: Empirical evidence from climate change impact survey. *Environmental Science & Pollution Research*, (Impact Factor - Submitted)
 19. Rana, S.A., Delfino, A. & Chaudry, S. Gender and the demand and supply of advice in teams. (Impact Factor - Planned)
 20. Wadho, W and Chaudhry, A (2024). Does International Certification Cause Superior Export Performance? Evidence from Pakistan (HEC W Category - Planned)
 21. Shenk, M., Naz, S., and T. Chaudhry, “Intensive Kinship, Development, and Demography: Why Pakistan Has the Highest Rates of Cousin Marriage in the World,” revise and resubmit at *Population and Development Review*. (HEC W category - planned)
 22. Tirmazee, Z. S. (2021). Too much of a good thing? Increasing gender wage disparity in face of rapidly expanding post-secondary female education in Punjab, Pakistan. *Journal of Economic Inequality*. (HEC W Category – Submitted)
- MS Research Projects Supervised**
1. Minal Shaket (completed), Waqar Wadho (supervisor), Does International Certification Cause Superior Export Performance? Evidence from Pakistan, Department of Economics, 2023
 2. Onaiza Tanveer (candidate), Zunia Saif Tirmazee (supervisor), Does Access to Safe Drinking Water Improve Child Welfare Indicators in Pakistan? Department of Economics, 2023
- MS Research Projects (Ongoing)**
1. Aaiza Hussain Zaidi (candidate), Shafaq Junaid (Supervisor), How does mothers access to information and her education affects child’s stunting – A case study from rural Punjab of Pakistan, Department of Economics, 2023 (MS Project)
 2. Mahnoor Sajid (candidate), Rabia Arif (Supervisor), From Home to Economy: Analyzing the Heterogeneity in the Gendered Production for the Invisible Labor Force in Pakistan. Department of Economics, 2023 (MS Project)
- Research Publications (Actual 2023 & On-Going 2024)**
- Actual 2023 (Author/s, Title of Publication, Journal, Year)
- HEC W Category/Impact Factor Journal Articles**
1. Arif, R., Chaudhry, T. “Heterogeneous Effects of Emigration on Labor Market Activity and Investment Decisions in Punjab, Pakistan,” *Advances in Life Course Research*, Vol. 56 (June), 2023, <https://doi.org/10.1016/j.alcr.2023.100547> (Impact Factor)
 2. Arif, R., Chaudhry, T., & Chaudhry, A. (2023). “Emigration’s Heterogeneous Impact on Children’s Wellbeing in Punjab, Pakistan.” *Child Indicators Research*, 1-45 (Impact Factor)
 3. Arif, R, Chaudhry A, Chaudhry T (2023) Empowered mothers and co-resident grandmothers: Two fundamental roles of women impacting child health outcomes in Punjab, Pakistan. *PLOS ONE* 18(11): e0285995. <https://doi.org/10.1371/journal.pone.0285995> (Impact Factor)
 4. Asharaf, N, Wadho, W, & Shahid, S. (2023). Faultlines in Family SMEs: The U-shape effect of family influence and control on innovativeness and performance. *M@n@gement*. Vol. 26 (3). (Impact Factor)
 5. Chaudhry, T. & R. Arif, “The Impact of Consanguineous Marriage on Children’s Human Capital in Pakistan,” *Journal of South Asian Development*, November 2023, <https://doi.org/10.1177/09731741231200380>. (Impact Factor)
 6. Jamil, N., Chaudhry, T., and A. Chaudhry, “Adjustments in markups after a Free Trade Agreement: An analysis of Pakistani firms gaining increased access to China,” *Journal of International Trade and Economic Development*, June 2023, <https://doi.org/10.1080/09638199.2023.2222419>. (Impact Factor)
 7. Tirmazee, Z. S. (2023). Unequal pay for equal education! A case of gender wage gap from Punjab, Pakistan. *Argumenta Oeconomica*, 1(50), 67-94. (Impact Factor)
 8. Wadho, W, and Sadia, H. (2023). “Ethnic diversity, concentration of political power and the curse of natural resources.” *Economia Politica* 40.1: 113-137. (Impact Factor)
 9. Wadho, W and Chaudhry, A (2024). Measuring process innovation outputs and understanding their implications for firms: Evidence from Pakistan, *Technovation*. Volume. 131 (Impact factor)
- HEC X and Y Category Journal Articles**
1. Arif, R., Jamil, N., & Chaudhry, A. (2023). Strategic Trade Policy for Pakistan’s Textile Sector in 2018: Enhancing High Value-Added Exports through Low-Priced Intermediate Input. *The Pakistan Development Review*, 145-166. (HEC Y Category)

2. Hashmat, F., Nawaz, A., Bradley, T. & Kamran, A. (2023) Community resilience, adaptive capacity and social empowerment under conditions of climate related shocks: A case of flood affected households in Matiari district of Pakistan, *International Journal of Social Quality*, Vol. 13(2) (HEC Y Category)
3. Tanvir, A., & Arif, R. (2023). "Measuring Mother's Empowerment through the Culture of Son's Preference in Pakistan." *Journal of Research & Reviews in Social Sciences Pakistan*. (HEC Y Category)

National Conference Papers

4. Mahmood, M., Chaudhry, A. & Chaudry, S. Relationship between Budgets and the Current Account, Management of Pakistan's Economy (Lahore School of Economics, 2023 (National Conference Paper)

International Conference Papers

1. Hashmat, F., Nawaz, A. & Kamran, A. (2023) Flood induced displacement in Matriari District Pakistan: A way forward. Paper presented at Development Studies Association (DSA) Conference at The University of Reading, UK (International Conference Paper)
2. Hashmat, F., Nawaz, A. & Kamran, A. (2023) Sustainable Development Goals and the impact of Microfinance on rural livelihood during Covid-19 in Pakistan. Paper presented at Development Studies Association (DSA) Conference at The University of Reading, UK (International Conference Paper)
3. Hashmat, F., Nawaz, A. & Kamran, A. (2023). An investigation of the impact of Covid-19 on Rural Households vulnerability to Multi-Dimensional Poverty Index. Paper presented at Development Studies Association (DSA) Conference at The University of Reading, UK (International Conference Paper)
4. Mahmood, M. Global employment growth in the long run/ Employment Prospects in Developing Countries: Implications of Technological and Demographic Trends (Columbia University)/2023 (International Conference Paper)

Lahore School Working Papers / International Working Papers

1. Arif, R., & Chaudhry, A., Understanding how Complementarities in Innovation Affect Firm Performance: Evidence from Pakistan, Innovation and Technology Center (ITC) Working Paper 04-2023, Lahore School of Economics, 2023. (ITC Working Paper)
2. Chaudhry, A., Andaman, G., & Junaid, A., A Roadmap to Diversifying Pakistan's Exports: Operationalizing the Product Space, Innovation and Technology Center (ITC) Working Paper 03-2023, Lahore School of Economics, 2023. (ITC Working Paper)
3. Chaudhry, A., Chaudhry T. T., Garner, P., & Grabher-Meyer, N., Promoting Investment in Solar Energy Across SMEs in Pakistan, Innovation and Technology Center (ITC) Report No. 03-2023, Lahore School of Economics, 2023. (ITC Working Paper)
4. Chaudhry, T., & Ahmed, H. "The Global Gig Economy: Pakistan's Opportunity to Become a Leader in Service Exports?" ITC Working Paper No. 13-2023, Lahore School of Economics. (ITC Working Paper)
5. Gentile, E., Kohli, N., Subramanian, N., Tirmazee, Z., & Vyborny, K. (2023). Barriers to Entry: Decomposing the Gender Gap in Job Search in Urban Pakistan. Asian Development Bank Economics Working Paper Series, (707). (International Working Paper)
6. Jamil, N., Chaudhry, T. T., & Chaudhry, A., Self-Selection versus Destination based Learning by-Exporting: Firm Level Evidence from Pakistan, Innovation and Technology Center (ITC) Working Paper 02-2023, Lahore School of Economics, 2023. (ITC Working Paper)
7. Mahmood, M., Chaudhry, A., Sajid, S. & Fatima, A.N. State of the Pakistan Economy (Fiscal Year-2024), ITC-Lahore School of Economics, 2023 (ITC Working Paper)
8. Mahmood, M., Chaudhry, A., Tanvir, A., Sajid, S. & Fatima, A.N. State of the Pakistan Economy (Fiscal Year-2023), ITC-Lahore School of Economics, 2023 (ITC Working Paper)
9. Arif, R., Jamil, N. & Chaudhry, ITC Working paper No.01-2023: "Low

Priced Intermediate input and Export Boost, Proposing A strategic trade Policy to Achieve High Value-Added Exports: A case of Pakistan's Textile Sector". (ITC Working Paper)

MPhil Theses supervised (Completed)

1. Ali Shan (candidate), Nawaz, A. (Co-Supervisor), Impact of effective implementation of property rights on women empowerment: an important paradigm for development- evidence from the demographic and health survey of Pakistan, 2017-18, GIDS, 2023 (MPhil Thesis)
2. Seemab Sajid (candidate), Moazam Mahmood (supervisor), The Need to Differentiate the Formal Labor Market from The Informal Labor Market in Pakistan, Department of Economics 2023 (MPhil Thesis)

MPhil Theses supervised (On-going)

1. Khalida Khalid (candidate), Nawaz, A. (supervisor), The adnent of Hybrid Warfare: An issue of National Security. A cross country empirical analysis and implications for Pakistan, GIDS, On-going
2. Maheen Jahangir (candidate), Nawaz, A. (supervisor), Does access to informal savings (ROSCAS) reduce vulnerabilities during COVID times? Evidence from Micro-entrepreneur's survey of Semi-Urban areas of Punjab, GIDS, On-going
3. Sara Hameed (candidate), Nawaz, A. (supervisor), Vulnerability of Micro-Entrepreneurs in Semi-Urban Punjab during COVID Times: A Case of Microfinance Borrowers and State-led Ehsaas Program Beneficiaries , GIDS, On-going
4. Simran Tariq (candidate), Nawaz, A. (supervisor), Women's Empowerment and Ethnic Inequalities in Pakistan: A new Evidence from Pakistan Demographic Health Survey 2017-2018 (PDHS), GIDS, On-going

HEC X and Y Category Journal Articles

1. Arif, R. Does Empowering Women increase their Participation in Labor Force: A case of Pakistan. (HEC X/Y Category – Planned)

2. Arif, R. From Home to Economy: Analyzing the Heterogeneity in the Gendered Production for the Invisible Labor Force in Pakistan. (HEC X/Y Category – Planned)
3. Ikram, R., & Ismail, G.N. Spatial Determinants of Bilateral Remittances (HEC X Category – Planned)
4. Jamil, U., & Nawaz, A. (2024) Impact of Microcredit Program on Non-income Outcomes –A Case of Akhuwat Microfinance Organization in Pakistan (X category - planned)
5. Mahmood M., Chaudhry, A. & Chaudry, S. The Relationship between Fiscal policy and BOP constraints: A crisis is a terrible thing to waste. (Y category Planned)
6. Nawaz, A., Hashmat, F. & Kamran, A. (2024) The role of microfinance institutions in the progress towards the attainment of sustainable development goals during COVID-19: Empirical findings from Punjab, Pakistan (X category- planned)
7. Said, F., Musaddiq, T., Tirmazi, Z. & Zafar, M. Improved Nutrition and Sanitation in Sindh: Inducing Sustained Behavioral Change (HEC Y Category - Planned)

ABDC/ABS/ MLA Journal Articles

1. Ahmed, H., Dareen Latif, D. & Vyborny, K. “The unintended consequences of accountability: Quasi experimental evidence from policing in Pakistan” *Journal of Public Economics (ABDC/ABS/MLA – Submitted)*

Books

1. Ikram, R. & Mahmood, M. *Macroeconomic Determinants of Growth- A Case Study of Pakistan, 2024 (Book)*
2. Zafar, F. & Nawaz, A. *Service Delivery: How Effective it is? Case Studies from Lahore, Lahore School of Economics, 2024 (Book – Planned)*

Book Chapter

1. Mahmood, M. *Global employment growth in the long run, Employment Prospects in Developing Countries: Implications of Technological and Demographic Trends (Columbia University Press)/2024 (Book Chapter)*

Case Study

1. Said, F., Quinn, S. & Meki, M. & Zafar, M. *Salon Microequity Project (Case study - planned)*

Lahore School Working Papers / International Working Papers

1. Chaudhry, A., Understanding the link between Foreign Aid Flows and Unofficial Trade-Related Capital Outflows (Innovation and Technology Center (ITC) Working Paper – Planned)
2. Chaudhry, A., Understanding the Product Space of Pakistan’s Exports (Innovation and Technology Center (ITC) Working Paper – Planned)
3. Understanding the link between Foreign Aid Flows and Unofficial Trade-Related Capital Outflows (Innovation and Technology Center (ITC) Working Paper – Planned)

International Conference Papers

1. Ahmed, H., Tirmazee, Z., Wu, R. & Zhang, E. Intra-household Incentive Targeting for Young Women’s Skills Investment: Evidence from Pakistan, Midwest, International Economic Development Conference, University of Chicago, 5-6 April 2024 (International Conference Paper - Planned)
2. Hashmat, F., Nawaz, A. & Kamran, A. (2024) Navigating inequalities: A framework for policy resilience in the aftermath of Pakistan’s recent floods. To be presented at DSA Conference in June 2024 at SOAS, University of London (International Conference Paper - Accepted)
3. Jahangir, M., Nawaz, A., Hashmat, F. & Kamran, A. (2024) The role of informal saving schemes of ROSCAs during Covid Times: Implications for Microfinance Institutions. Submitted to European Research Conference on Microfinance, University of Bergamo, Italy, June 2024 (International Conference Paper - Submitted)
4. Malik, S., Nawaz, A. & Kamran, A. (2024) A comparison of Microfinance and State-led EHSAAS program beneficiaries during Covid times in Semi-urban Punjab: Implications for hybrid model intervention. Submitted to European Research Conference on Microfinance, University of Bergamo, Italy, June

2024 (International Conference Paper - Submitted)

5. Quddus, S. & Nawaz, A. (2024) Fungibility of loans in Microfinance and the role of income and assets ownership: A new evidence. Submitted to European Research Conference on Microfinance, University of Bergamo, Italy, June 2024 (International Conference Paper - Submitted)
6. Subhani, A. & Nawaz, A. (2024) Examining role of education in altering violence-justifying altitudes of men and women under patriarchy: Empirical evidence from Rural Punjab. To be presented at DSA Conference in June 2024 at SOAS, University of London (International Conference Paper - Accepted)

MPhil Theses supervised (Ongoing)

1. Amna Noor Fatima (candidate), Moazam Mahmood (supervisor), Using Arrow Debreu’s First and Second Welfare Theorem to Analyse Poverty Reduction in Pakistan, 2024 (Mphil thesis – Ongoing)
2. Eeman Fatima (candidate), Moazam Mahmood (supervisor), Estimating GDP Growth and Income Inequality using the Proxy of Night Light Data in Pakistan, 2024 (Mphil thesis – Ongoing)
3. Khalida Khalid (candidate), Nawaz, A. (Supervisor), The advent of Hybrid Warfare: An issue of National Security. A cross country empirical analysis and implications for Pakistan, GIDS (MPhil Theses supervised Ongoing)
4. Maheen Jahangir (candidate), Nawaz, A. (Supervisor), Does access to informal savings (ROSCAS) reduce vulnerabilities during COVID times? Evidence from Micro-entrepreneurs’ survey of Semi-Urban areas of Punjab, GIDS (MPhil Theses supervised Ongoing)
5. Mehrunisa Saleem (candidate), Theresa Chaudhry (supervisor), Family Control of Firms pre and post-Covid: Private benefits and Competitive advantage, Economics, (Mphil thesis – Ongoing)
6. Nisha Zeeshan (candidate), Nawaz, A. (Supervisor), Analyzing stakeholder responses to the covid-19 pandemic. A theory of reasoned action perspective on educational

changes in Lahore's private and public universities. A mixed method approach. GIDS (MPhil Theses supervised On-going)

7. Sara Hameed (candidate), Nawaz, A. (Supervisor), Vulnerability of Micro-

Entrepreneurs in Semi-Urban Punjab during COVID Times: A Case of Microfinance Borrowers and State-led Ehsaas Program Beneficiaries, GIDS (MPhil Theses supervised On-going)

8. Simran Tariq (candidate), Nawaz, A. (Supervisor), Women's Empowerment and Ethnic Inequalities in Pakistan: A new Evidence from Pakistan Demographic Health Survey 2017-2018 (PDHS), GIDS (MPhil Theses supervised On-going)

RESEARCH TRIPS ABROAD

INTERNATIONAL CONFERENCES ATTENDED BY THE STAFF/FACULTY: 2023- 2024

Sr #	Name	Designation	Name of Conference	Country Visited	Title of Paper Presented	Dates of Conference
1	Dr. Zunia Saif Tirmazee	Assistant Professor	75th European meeting of the Ecometric society	Spain	A leaky pipeline: Decomposing the gender gap in Job search in Urban Pakistan	28th August- 1st September 2023
2	Dr. Ayesha Afzal	Professor	2nd Global Summit on Advances in Earth Science and Climate Change (Adv. ESCC 2023)	United Kingdom	The effect of Green Technology adoption in Entrpreneurial Innovation and Human Resource on Bank Risk and Returns in Europe	14th- 15th September, 2023
3	Dr. Hamna Ahmed	Assistant Professor	2023 Advances with Field Experiments Conference (AFE 2023)	USA	Tackling household decision-making inefficiencies for Young Women's Skills investment in Pakistan	21st- 22nd September 2023
4	Dr. Hamna Ahmed	Assistant Professor	CDES Sustainable Development Conference 2024	Italy	The unintended consequences of accountability: Quasi-Experimental evidence from Policing in Pakistan	12th- 13th June 2024

INTERNATIONAL WORKSHOPS/ TRAININGS/ RESEARCH MEETINGS

Sr #	Name	Designation	Purpose	Country Visited	Organization/ University Name	Dates of Training
1	Dr. Zunia Saif Tirmazee	Assistant Professor	19th SAESM	SriLanka	Department of Economics, University of Colombo	22nd- 27th January, 2024



Seventeenth Annual Conference on Management of the Pakistan Economy

Innovation and Technology Centre

April 18th – April 19th, 2023



ITC 2023-2024 Newsletter

Innovation and Technology Centre

The Innovation and Technology Centre (ITC) at the Lahore School of Economics plays a pivotal role in advancing economic research and shaping actionable policies tailored to Pakistan's dynamic economic landscape. By integrating insights from various economic domains, including macro and microeconomic studies, the ITC tackles complex issues such as productivity growth, technological advancements, and the structural constraints that firms face. This interdisciplinary approach enables the centre to explore and address a range of economic challenges that are critical for sustainable development.

The ITC conducts detailed annual surveys targeting manufacturers, exporters, and policymakers. These surveys are crucial as they collect data on business confidence, technological adoption, innovation practices, and export competitiveness. The insights derived from these surveys help in shaping policy recommendations and identifying key areas where intervention

is necessary to boost economic growth and stability. Furthermore, the centre maintains strong connections with significant economic stakeholders, including federal and provincial policymakers, chambers of commerce across major cities, and local manufacturers. These relationships enhance the ITC's capacity to influence economic policy and ensure that its research outputs are both relevant and practical.

Emphasizing export promotion and environmental sustainability, the ITC guides projects that aim to improve market access for Pakistani products and integrate sustainable practices into industrial processes. In addition to research, the ITC is committed to capacity building within the local economic community through workshops, seminars, and collaborative projects. These initiatives disseminate knowledge, foster innovation, and equip policymakers and business leaders with the tools necessary to drive economic growth. Through its comprehensive approach, the ITC not only contributes to academic advancement but also plays a crucial role in practical policymaking, offering well-informed solutions

tailored to the unique context of Pakistan's economy

ITC Team Members:

Dr. Azam Amjad Chaudhry:



Co-Director of the Innovation and Technology Centre, Dr. Azam Chaudhry is Professor of Economics, Dean of the Faculty of Economics, and the Pro-Rector of the Lahore School of Economics.

Dr. Theresa Thompson Chaudhry:



Co-Director of the Innovation and Technology Centre, Dr. Theresa

Chaudhry is Professor of Economics, and a fellow of the Centre for Research in Economics and Business (CREB) at the Lahore School of Economics. She is also a research affiliate with the International Growth Centre (IGC) in the UK.

Dr. Moazam Mahmood:



Dr. Moazam Mahmood is Professor of Economics at the Lahore School of Economics, and a Visiting Professor at the Capital University of Economics and Business, Beijing, China. Dr. Mahmood heads the Macroeconomic Modelling Lab at the ITC, and was formerly Director of Research at the International Labour Organisation. He was responsible for producing the latter's annual flagships reports on "World Employment and Social Outlook" and "Global Employment Trends".

Dr. Rabia Arif



Dr. Rabia Arif is an Associate Professor of Economics at the Lahore School and a Research fellow at the ITC. She completed her PhD at the Lahore School of Economics in 2023. and has been affiliated with esteemed institutions notably the University of Oxford, the Paris School of Economics, and Warwick. Her current research focuses on migration, trade, family studies, women's empowerment, and innovation, driven by a passion for inquiry and societal betterment.

Dr. Gul Andaman

Dr. Gul Andaman is a Teaching and Research Associate at the Lahore School of Economics. She holds a Master of Science (MSc) degree from the University of Warwick, UK, and a Doctor of Philosophy (PhD) degree from

UPM, Malaysia. Her research interests encompass international trade, foreign direct investment (FDI), domestic investment, and product space analysis.

Mr. Khalid Aziz Mirza

Mr. Khalid Mirza is a Senior Fellow in Business Administration at the Lahore School of Economics. Mr. Mirza served as the founding Chairman of the Securities & Exchange Commission of Pakistan. He has also served as Sector Manager for Financial Sector Development, East Asia & Pacific Region, The World Bank, Washington DC, USA; Chairman and Chief Executive, Monopoly Control Authority founding Chairman and Chief Executive Competition Commission of Pakistan, and as a member of the Competition Appellate Tribunal.

Mr. Adnan Ahmad Chaudhri

Mr. Adnan Ahmad Chaudhri is a Research Fellow with the ITC, with an interdisciplinary background rooted in the humanities, he has worked extensively in academia and the development sector. Prior to joining the ITC, he worked with the development sector journal *Third World Quarterly* in the UK.

Ms. Aymen Junaid



Aymen Junaid is currently working as a Teaching and Research Fellow with the Department of Economics at the Lahore School of Economics. She holds a double major in Economics and Finance, followed by an MSc in Economics from LSE. Aymen's research focuses on trade policies and capital flight.

Ms. Seemab Sajid

Seemab Sajid is a Visiting Research Associate with the ITC Modeling Lab at the Lahore School of Economics. She is currently working on a regional and country general equilibrium macro model and managing the Modeling team at the Lahore School Modeling Lab. Ms. Sajid is part of the production team of the State of the Pakistan Economy

reports published every quarter, and are disseminated to governments and multilateral organizations, serving as a basis for analytical and policy debate.

Ms. Amna Noor Fatima

Amna Noor Fatima serves as a Research and Data Analyst at the ITC Modeling Lab, Lahore School of Economics. She is currently assisting in the development of a regional and country general equilibrium macroeconomic model and is responsible for data collection and analysis for the quarterly State of the Pakistan Economy reports, distributed to government entities and multilateral organizations. Alongside this, she is currently completing her M.Phil. dissertation with the Department of Economics at the Lahore School, which looks at First and Second welfare theorems from Arrow Debreu's General Equilibrium, to analyze poverty in Pakistan

ITC, Lahore School of Economics in WTO Chair Programme.

In November 2021, the Innovation and Technology Centre (ITC) at the Lahore School of Economics achieved a significant milestone by being selected to join the prestigious WTO Chairs Programme. This recognition placed the ITC among seventeen other institutions from the Global South, highlighting its prominence in trade education and research. Dr. Azam Amjad Chaudhry, the co-Director of the ITC, Dean of Economics, and Pro-Rector of the Lahore School of Economics, was appointed as the WTO Chair for Pakistan, marking a significant achievement as the only institution from Pakistan to be included in this initiative.

The objectives of the WTO Chairs Programme are diverse. Firstly, it aims to deepen the understanding of trade-related issues among students, the business community, policymakers, and other stakeholders. This includes exploring trade theory, the implications of trade restrictions, and the role of international organizations like the WTO. Secondly, the program is committed to conducting high-quality, timely, and inclusive research on trade issues that not only holds academic value but is also highly relevant to stakeholders. Lastly, it focuses on effectively disseminating

research findings and insights from stakeholder consultations to a broader audience, enhancing the general knowledge and understanding of international trade mechanisms.

Throughout 2023 and 2024, the ITC has actively engaged in various initiatives, research publications, and events aimed at reinforcing and increasing awareness of trade negotiation processes and mechanisms. These activities are part of the ITC's strategic efforts to strengthen its role as a key player in shaping trade policies and educating future leaders in the complexities of the global trading system. The upcoming section titled "ITC Events" will provide a detailed list of these activities, showcasing the ITC's dynamic involvement in promoting trade education and research under the WTO Chairs Programme.

ITC Research Projects:

The following are some of the projects that are currently ongoing as of July 2023- June 2024 academic year onwards:

1. Innovation in the Pakistani Textile Sector

Researchers: Waqar Wadho (Lahore School of Economics) and Azam Chaudhry (Lahore School of Economics)

Abstract: This project, developed under the International Growth Centre (IGC), examines innovation and competitiveness as crucial components of private sector-led economic growth and its sustainability in Pakistan. Despite the significant role of innovation, little is known about its nature, extent, determinants, and obstacles within the Pakistani textile industry. In the absence of empirical data, policies aimed at promoting innovation can be misdirected and ineffective. Addressing this gap, the researchers surveyed a sample of 500 textile firms across Punjab and Sindh, measuring both technological (product and process) and non-technological (organizational and marketing) aspects of innovation. An innovation, in this context, is defined as the introduction of a new or significantly improved product, process, organizational method, or marketing method by an enterprise. The study categorizes innovation into four types based on enterprise responses about their activities during 2011-13: product, process, organizational, and marketing. Furthermore, it employs

multiple measures to gauge innovation: (1) Innovation rate, based on whether enterprises innovated in the specified period; (2) Innovation input, calculated as the ratio of R&D expenditure to sales; (3) Innovation output, reflected by the ratio of new product sales to total sales; and (4) Innovation efficiency, defined by the ratio of new product sales to R&D expenditure. Through comprehensive analysis, this study aims to unravel how innovative the textiles sector in Pakistan is, identify the factors promoting or hampering innovation, and ultimately guide effective policymaking to enhance the sector's growth and international competitiveness.

2. Nudging SMEs in Pakistan to Invest in Renewable Energy: The Role of Information Provision

Researchers: Theresa Chaudhry (Lahore School of Economics), Azam Chaudhry (Lahore School of Economics), Phillip Garner (Utah Tech University) , and Nikita Grabher-Meyer (University of East Anglia)

Abstract: This study designs a survey for small-medium manufacturing enterprises in central Punjab to better understand the barriers that prevent these businesses from adopting renewable energy sources. The survey aims to elicit respondents' personal preferences, beliefs, and attitudes about greener energy solutions as well as their intentions or likelihood of adopting such technologies. By identifying the main structural, informational, and behavioral obstacles, this research intends to formulate strategies that can encourage more widespread use of sustainable energy among SMEs, contributing significantly to environmental preservation efforts.

3. Fixed Costs of Innovation as Barriers to Upgrading in the Surgical-Goods Sector in Sialkot

Researchers: Azam Chaudhry (Lahore School of Economics), Shamyala Chaudry (Lahore School of Economics), Amit Khandelwal (Yale) , Eric Verhoogen (Columbia University) , and David Atkin (MIT)

Abstract: This project introduces a grant program aimed at encouraging innovation among firms in Sialkot's surgical-goods sector. The study evaluates whether providing financial support for innovation leads to the adoption of new product designs or

improvements in existing products. It also examines if these innovations have spillover effects to neighboring non-participant firms, potentially leading to broader industry-wide enhancements.

4. High Costs of High-Quality Inputs as a Barrier to Upgrading in the Football Sector in Sialkot

Researchers: Azam Chaudhry (Lahore School of Economics), Shamyala Chaudry (Lahore School of Economics), Amit Khandelwal (Yale) , Eric Verhoogen (Columbia University) , and David Atkin (MIT)

Abstract: This study tests whether providing subsidies for high-quality raw materials, specifically rexine, to football manufacturers in Sialkot can lead to higher quality output. The research explores how such subsidies affect firms' decisions to upgrade their products and whether these changes lead to improvements in production processes or the adoption of new technologies.

5. Estimating the Impact of Foreign Demand Shocks on Firm-Level Emissions in Pakistan

Researchers: Theresa Chaudhry (Lahore School of Economics), Azam Chaudhry (Lahore School of Economics), and Nida Jamil (Early Career Researcher, School of Economics, University of Edinburgh)

Pakistan has experienced limited export growth and, at the same time, has been negatively affected by higher pollution and climate change-related shocks. This implies that controlling emissions is an important issue for policymakers and other stakeholders. This research will look at the link between foreign demand shocks that occurred as a result of trade agreements signed by Pakistan and firm-level emissions. We will use the changes in product-level tariffs due to Pakistan's trade agreements to analyze how foreign demand shocks impact the level of energy usage and emissions by Pakistani manufacturers. We will also test to see if the destination of exports differentiates the size of these effects and if these differences can also be attributed to decisions made by firms, such as the use of new technology or changes in their product mix. These results will be critical for policymakers and stakeholders as they consider trade agreements and policies for industrial growth and lower emissions

6. The Global Gig Economy: Pakistan's Opportunity to Become a Leader in Service Exports?

Researchers: Theresa Chaudhry (Lahore School of Economics) and Hamna Ahmed (Lahore School of Economics)

Sustainable growth and balance of payments stabilization requires targeted policies to improve Pakistan's export performance. Decade after decade Pakistan has continued to have a narrow base of low value-added exports. Freelance employment can be a promising solution to low export revenue. In FY 2022, a total of 2.6 billion dollars' worth of IT exports were recorded of which freelancing export remittances accounted for 4 million dollars (The Express Tribune, 2022). Recently the prime minister has called for increasing IT exports to 15 billion dollars by 2026 (Radio Pakistan, 2023). Despite its huge potential, there is little research on growth of the gig economy for independent freelance workers in developing countries including Pakistan. Through this project, we hope to bridge this gap in the literature. We scrape data on Pakistan-based freelancers from the sites Guru.com and Freelancer.com to learn more about the landscape of freelancing in Pakistan.

7. Relationship Between Firms' Productivity and Its Export Market Participation

Researcher: Azam Chaudhry (Lahore School of Economics), Theresa Chaudhry (Lahore School of Economics), Nida Jamil (University of Edinburgh)

Abstract: This research examines the relationship between productivity and export behavior using data from the Census of Manufacturing Industries. It aims to determine whether more productive firms are more likely to engage in exporting due to inherent efficiencies or if engaging in export markets enhances a firm's productivity over time. The study provides insights into how Pakistani firms can leverage exports for growth and competitiveness.

8. Heterogeneous Adoption of Knowledge Capital and Its Impact on the Firm's Performance

Researcher: Azam Chaudhry (Lahore School of Economics), Rabia Arif (Lahore School of Economics)

Abstract: This study uses detailed primary data already collected by the Lahore School from firms in the textile,

light engineering, and automotive sectors to explore two important aspects of innovation:

First, we explore the heterogeneity in the adoption of 'knowledge capital' (defined as the new set of knowledge acquired, produced, and used in the value creation process) at the firm level in textile, light engineering, and automotive sectors in Punjab to estimate its impact on firm-level outcomes such as revenue, cost of production, quality of the final product, and market price of the final product. This heterogeneity in the adoption of knowledge capital is introduced in two distinct ways:

First, the uneven distribution of the sources of innovation acquired across firms in different sectors. The heterogeneous sources of innovation at the firm level are introduced via five distinct ways i.e., technology (equipment), product, process, marketing, and business model innovation. Amongst these five different types of innovation, we estimate how significantly each of these sources of innovation has affected firm-level outcomes, in different sectors.

Second, the level of heterogeneity is introduced in terms of the variation in technology adoption across firms based upon its origin (local versus international technology), recent versus already established technology, and how often a firm upgrades their respective technology to explore how it may affect the firm-level outcomes in different sectors differently.

Next, we argue that organizational and market rigidities may play an important role in motivating (deter) the firm to innovate (or not to innovate). We determine the probability of the firms to engage in innovation (product, process, marketing, and business) based upon these factors as well as explore whether different sources for funding the innovation at the firm level may play a trivial role in the firm's probability to innovate across different sectors.

Last, we explore if any of these factors affect the firm-level outcomes and the probability of innovation for the exporting and non-exporting firms any differently.

In addition to the analysis above, we explore one more important aspect of exporting firms in the global market. We argue that global competition that

the local exporting firms face, may affect their tendency to innovate in terms of its both intensity and direction. While intensity is measured on a scale from 0-5 as the aggregate of five heterogeneous sources of innovation at the firm level i.e., technology (equipment), product, process, marketing, and business model innovation.

This comprehensive study provides an in-depth analysis of how diverse forms of knowledge adoption impact business performance across several industrial sectors, aiming to inform policy and strategic decisions for fostering innovation and economic growth in Pakistan.

9. Product Space: Exploring Potential for Higher Exports in Pakistan

Researchers: Azam Chaudhry (Lahore School of Economics), Gul Andaman (Lahore School of Economics), and Aymen Junaid (Lahore School of Economics)

Abstract: This paper uses the product space framework to identify high-value-added products that Pakistan could potentially export to diversify and expand its export basket. By analyzing connectedness and complexity, the study estimates potential gains from exporting identified products and provides policy recommendations for industrial expansion.

10. Can Foreign Aid Trigger Unofficial Capital Outflows? Panel Data Analysis

Researchers: Azam Chaudhry (Lahore School of Economics), Gul Andaman (Lahore School of Economics), and Aymen Junaid (Lahore School of Economics)

Abstract: This paper investigates the impact of foreign aid on capital flight, specifically through the mechanism of trade misinvoicing in a panel of 114 countries over 23 years. The study explores how aid might inadvertently lead to capital outflows, especially in regions prone to such dynamics like Africa, developing Europe, South and Central Asia, and the Middle East, and discusses policy implications for managing foreign aid effectively.

11. Understanding the Nature of Pakistan's Trade Policies and Testing their Impact on Pakistan's Trade Performance

Researchers: Azam Chaudhry (Lahore School of Economics), Gul Andaman (Lahore School of Economics), and Aymen Junaid (Lahore School of Economics)

Abstract: This study analyzes the impact of trade policies on Pakistan's trade performance from 2008 to 2022, highlighting the country's slow export growth and high imports, which have led to multiple balance of payments crises. Using the Global Trade Alert (GTA) database, it evaluates the effectiveness of trade-enhancing and trade-restricting policies. Findings show that while Pakistan employs various policies, only certain measures, like import tariffs and internal taxation, significantly affect trade volumes. The study recommends shifting focus from traditional strategies to more effective policies, such as reducing tariffs, subsidizing export credit, investing in export-focused infrastructure, and aligning with global trends like clean energy. This approach could help drive sustainable export growth and reduce reliance on currency depreciation

ITC Surveys and Reports:

The following are the surveys and reports conducted by the ITC during the July 2023- June 2024 academic year:

12. Promoting investment in solar energy across SMEs in Punjab (2023)

The Innovation and Technology Centre (ITC) at the Lahore School of Economics has conducted a survey focusing on promoting solar energy adoption among small and medium enterprises (SMEs) in Pakistan. The report highlights the enormous potential for solar energy in the country, revealing that even utilizing a small portion of land for solar installations could meet Pakistan's entire electricity demand.

A survey of 514 SMEs in central Punjab indicated that only 16% of firms currently use solar energy, with those adopting it reporting an average 40% reduction in electricity costs. Despite this, 84% of firms have yet to invest in solar power, citing concerns over installation costs and financing.

Key takeaways from the report include:

- Most firms discovered the benefits of solar energy through word of mouth, rather than formal channels.
- While reducing electricity costs and mitigating load shedding were primary motivations for adopting solar energy, environmental concerns were less prominent.
- There is growing interest in solar energy, with 51% of non-adopters considering future investment.

The report concludes with a call to address cost and financing barriers, suggesting that better access to information and incentives could accelerate solar adoption in SMEs. A randomized information experiment is planned to assess whether providing targeted information increases the likelihood of solar adoption.

Author (s): Theresa Chaudhry (Lahore School of Economics), Azam Chaudhry (Lahore School of Economics), Phillip Garner (Utah Tech University) , and Nikita Grabher-Meyer (University of East Anglia)

The Modelling Lab at the Innovation and Technology Centre (General Equilibrium Macroeconomic Model for the Pakistan Economy)

The Modelling Lab Team at the Lahore School of Economics' Innovation and Technology Centre has made significant progress in economic modeling with the development of a General Equilibrium Macro (GEM) model for Pakistan. Over the past two years, this team has meticulously crafted this model to serve as a foundational tool for policy simulations and educational purposes. The GEM model allows for an in-depth analysis of the Pakistani economy by simulating the effects of various economic policies under different scenarios, thus providing valuable insights for policymakers.

Recognizing the success and utility of the model, the Lahore School has initiated quarterly updates to keep the model current with the ongoing economic changes and trends within Pakistan. This regular updating process ensures that the model remains a relevant and robust tool for economic analysis and decision-making.

Building on this local success, the Lahore School is expanding its scope to include global macroeconomic modelling, beginning with the European Union. This move towards international modeling aims to broaden the understanding of global economic dynamics among students and researchers at the Lahore School, while also enhancing the school's capacity to influence and contribute to global economic discussions. This initiative not only marks a significant advancement in the school's modeling capabilities but also positions it as a key player in both local and global economic analysis arenas.

1. State of Pakistan Economy Report No. 01-2024

Authors: Dr. Moazam Mahmood (Lahore School of Economics), Dr. Azam Chaudhry (Lahore School of Economics), Seemab Sajid (Lahore School of Economics), & Amna Noor Fatima (Lahore School of Economics),

Executive Summary

The Lahore School of Economics macro model for the Pakistan economy projects that GDP growth over the fiscal year July 2023 – June 2024, (FY 2024), will be 2.71%. This estimate for the whole fiscal year FY 2024, is based on observed values for just its first quarter (Q1), for the months of July to September of 2023. Which are then projected for the remaining three quarters (Q2-Q4), for the months of October 2023 to June 2024.

GDP Growth Analysis

The GDP growth for FY 2024 is discussed in detail. The analysis notes that growth is stifled by persistent import constraints due to a challenging balance of payments situation, depreciating currency, and low foreign exchange reserves. This situation limits the ability to achieve higher growth rates seen in previous years when imports were more robust. The report emphasizes the need for structural changes to address the current account deficits and suggests that reliance on IMF loans is not a sustainable solution.

The report breaks down growth by major sectors: agriculture, industry (including large-scale manufacturing), and services. Each sector faces its unique challenges, with agriculture and manufacturing not recovering as expected from the previous fiscal year's setbacks. The slow recovery in these

sectors contributes to the overall modest growth projection.

Inflation Dynamics

The section on inflation delves into the various drivers of the high inflation rate observed. The depreciation of the exchange rate and the fiscal deficit are cited as major factors. Additionally, increases in energy prices, partly due to higher taxation, significantly contribute to inflation. The report discusses the impact of energy price adjustments on consumer prices and suggests that while necessary to cover rising costs, a substantial portion of the price increase is due to higher taxes.

Policy Recommendations

The final sections of the report focus on policy challenges and recommendations for FY 2024. It calls for pragmatic fiscal policies to manage the budget deficit without exacerbating inflation, particularly through careful consideration of taxation strategies. The report argues for a more sustainable approach to economic management, focusing on long-term structural reforms rather than short-term financial aids.

Link to the Article: [FY 2023-2024_Q1 Report.pdf \(lahoreschool.edu.pk\)](#)

2. State of Pakistan Economy Report No. 02-2024

Authors: Dr. Moazam Mahmood (Lahore School of Economics), Dr. Azam Chaudhry (Lahore School of Economics), Seemab Sajid (Lahore School of Economics), & Amna Noor Fatima (Lahore School of Economics),

Executive Summary

The report provides a detailed assessment of Pakistan's economic performance for the fiscal year 2023-2024, highlighting a subdued GDP growth rate of 1.68%. This rate is significantly lower compared to previous years, with sectoral weaknesses particularly noted in manufacturing and agriculture. The report anticipates an uptick in GDP growth to 3.3% for the upcoming fiscal year 2024-2025, assuming improvements in economic conditions. Additionally, inflation is reported at 18.9% for the year, driven largely by the currency's depreciation and ongoing fiscal deficits.

GDP Growth Analysis

This section of the report delves into the factors contributing to the low GDP growth observed throughout the fiscal year. The report looks at sectoral performance where both, the manufacturing and agricultural sectors showed weaker-than-expected output, continuing a trend of stagnation. This has been a significant drag on overall economic growth.

The report also explains Pakistan's heavy dependence on imports for achieving growth which has led to a cycle of needing to build foreign exchange reserves followed by periods of high growth that deplete these reserves, necessitating further IMF intervention.

Inflation Dynamics

Inflation remains a critical issue with several contributing factors. Currency depreciation and fiscal Deficits remain the primary drivers of inflation, though the impact of currency depreciation has lessened slightly compared to previous quarters.

The report highlights that policy-driven price increases in the energy sector have further fueled inflation. Adjustments in energy prices, particularly in response to global commodity price changes and domestic tax policies, have had a pronounced inflationary effect.

Economic Policies and Fiscal Challenges

The report critiques current economic policies and identifies key challenges. There is considerable concern over the sustainability of government economic policies, particularly the high reliance on borrowing and ambitious tax revenue targets that may not be achievable. Moreover the upcoming fiscal year's budget is described as overly ambitious, with substantial increases in expenditures that are expected to be funded by increased borrowing and tax revenues.

Recommendations

To address the economic challenges outlined, the report offers several recommendations. A critical suggestion is to cut government expenditures and reduce reliance on borrowing to manage the budget deficit more effectively.

Secondly, the report calls for structural reforms aimed at enhancing economic efficiency and reducing the cyclicity of growth that stems from external imbalances.

Link to the Article: [FY 2023-2024_Q4 Report.pdf \(lahoreschool.edu.pk\)](#)

Members of the ITC team have published the following journal articles over the course of June 2023 – June 2024 (listed chronologically):

1. Arif, R., and Chaudhry, T.T. (2023). Heterogeneous effects of emigration on labor market activity and investment decisions in Punjab, Pakistan. *Advances in Life Course Research*, 56: 100547.
2. Chaudhry, T., Tirmazee, Z., & Ayaz, U. (2023). Experimental Evidence on Group-based Attendance Bonuses in Team Production. *Journal of South Asian Development*, 18(1), 90-110.
3. Arif, R., Chaudhry, T.T., and Chaudhry, A. (2023). Emigration's Heterogeneous Impact on Children's Wellbeing in Punjab, Pakistan. *Child Indicators Research*: 1-45.
4. Arif, R., Jamil, N., & Chaudhry, A. (2023). Strategic Trade Policy for Pakistan's Textile Sector in 2018: Enhancing High Value-Added Exports through Low-Priced Intermediate Input. *The Pakistan Development Review*, 145-166.90-110.

ITC Events

- July 10, 2023: The ITC welcomed Mr. Matthew Stephenson, the World Economic Forum's Head of Investment Policy and Practice, to discuss the ITC's research outputs and involvement in the WTO Chairs Programme. Dr. Azam Chaudhry introduced the ITC team and outlined its key "pillars." Mr. Stephenson discussed the WEF's projects in Pakistan, with a particular focus on expanding Digital Foreign Direct Investments (Digital FDIs). Ms. Gul Andaman, Visiting Fellow, along with Drs. Nida Jamil and Rabia Arif, presented the ITC's research and outreach activities, including conferences, reports, and workshops. They emphasized that Pakistani firms, while having surpluses to invest, require domestic stability before committing

to infrastructure or technology investments.



- August 1, 2023: An online session titled “Economic Challenges Faced by Pakistan and Way Forward” was conducted for the Ministry of Commerce, Islamabad, by Dr. Azam Amjad Chaudhry, Pro-Rector and WTO Chair for Pakistan. Dr. Chaudhry discussed Pakistan’s GDP breakdown and highlighted the challenges in transitioning from agriculture to industrial growth, as seen in other South Asian economies like India and Bangladesh. He also touched on Pakistan’s stagnant services and manufacturing sectors, the balance of payments situation, and inflation.
- August 8, 2023: The ITC held a workshop on Geographic Information Systems (GIS) for students, academics, and stakeholders. Mr. Imtiaz Younis, GIS specialist from the Punjab Urban Unit, conducted the workshop, focusing on QGIS and ArcGIS software tools, which enable economic and social analysis by extracting data from images.



- August 23-25, 2023: The ITC and the Centre for Research in Economics and Business (CREB) co-hosted the 5th International Annual Development Economics (ADE) Conference, in collaboration with the International Growth Centre (IGC) and the Consortium for Development Policy Research (CDPR). The conference aimed to highlight research with lasting

policy impacts, offer early-career researchers feedback on their work, and foster collaboration among researchers. Dr. Shahid Chaudhry, Rector of the Lahore School of Economics, opened the conference, thanking international participants for advancing the institution’s vision of sustainable and equitable solutions.



- Key presentations: Dr. David K. Evans (Senior Fellow, Center for Global Development) delivered a plenary address on improving teacher recruitment and professional excellence. Anri Sakakibara (King’s College London) discussed the gender implications of expanding female-intensive industries, and Dr. Hamna Ahmad (Lahore School of Economics) explored how digital skills training impacts young women’s employment in urban Pakistan. Dr. Theresa Thompson Chaudhry presented on Pakistan’s export challenges and opportunities amidst economic uncertainty.



- September 11, 2023: Dr. Azam Chaudhry presented remotely at the “Uzbekistan’s Pathway to WTO Accession” conference, hosted by the Ministry of Foreign Affairs of Uzbekistan. As WTO Chair for Pakistan, Dr. Chaudhry shared lessons learned from Pakistan’s free trade policies and emphasized the role of academic institutions in fostering trade-related research and capacity building.



- November 15, 2023: Dr. Azam Chaudhry, WTO Chair for Pakistan, and Dr. Wang Shida of the China Institutes of Contemporary International Relations, discussed strategies to enhance trade and economic relations between Pakistan and China.



- January 29, 2024: Dr. Azam Chaudhry presented at a digital seminar on “Trade-Related Industrial Policy” in collaboration with Pakistan’s Ministry of Commerce. His presentation focused on the need for an industrial policy that reduces import tariffs, provides investment, and integrates with broader export strategies based on higher value-added products. He stressed the importance of exploring sectors connected to Pakistan’s current export basket.
- March 6, 2024: Dr. Azam Chaudhry met with Secretary of Commerce, Mr. Muhammad Sualeh Ahmed Faruqi, to discuss the WTO Chairs Programme’s activities and the direction for future development.
- March 14, 2024: Dr. Azam Chaudhry met with US Consul General Kristin K. Hawkins at the Lahore School of Economics to discuss WTO Chairs Programme research and efforts to prepare students for Pakistan’s economic development. They also discussed initiatives to support students from underrepresented communities.



- March 18, 2024: Dr. Azam Chaudhry gave a guest lecture at Pakistan's National School of Public Policy, focusing on balance of payments-constrained growth, the impact of IMF policies, and strategies for sustainable growth. Dr. Chaudhry, along with Dr. Shamyra Chaudhry, also received funding from the International Growth Centre for a project promoting high-value-added surgical goods exports from Pakistan. The project involves MIT, Columbia, and Yale researchers.



- May 3, 2024: Dr. Azam Chaudhry published an article in the Express Tribune titled "Is There a Future for Export-Led Growth in Pakistan?". [Link: Is There a Future for Export-Led Growth in Pakistan](#)



- May 6, 2024: Dr. Azam Chaudhry met with key figures, including Dr. Adnan Qadir Khan (FCDO), Clara Strandhoj (FCDO Head for Punjab), and Andy Hinsley (FCDO Growth Research Team leader), to discuss trade-related projects under the WTO Chairs Programme. Meetings also included Hamed Yaqoob Sheikh (REMIT head) and Mr. Nabeel Ahmad Awan (Chairman Planning and Development Board) to review capacity-building initiatives.



- May 9, 2024: Dr. Azam Chaudhry met with Dr. Tasneem Zafar, Chief Instructor at Pakistan's Civil Services Academy, to discuss WTO Chairs Programme collaboration and potential lectures on trade-related capacity building.
- May 9, 2024: Dr. Theresa Chaudhry participated as a discussant at the World Bank-IGC workshop on "Agenda Setting for Climate Change and Energy" in Islamabad. She discussed her project promoting solar energy adoption by Pakistani textile exporters.
- May 11, 2024: Dr. Azam Chaudhry met with Dr. Najma Najam (Vice-Chancellor, Karakoram International

University) and Dr. Khalid Mahmood (Vice-Chancellor, University of Punjab) to discuss WTO Chairs Programme research collaboration and curriculum development.

- June 26, 2024: Dr. Azam Chaudhry presented his research on trade at the Annual WTO Chairs Conference in Geneva, Switzerland, during a panel with WTO Chief Economist Dr. Ralph Ossa.



- July 15, 2024: Dr. Azam Chaudhry met with members of the Pakistani government to discuss tariff rationalization and strategies for hitting an export target of USD 60 billion over the next three years. The meeting was convened by the Minister for Commerce at the Pakistan Secretariat in Islamabad.



Centre for RESEARCH IN ECONOMICS & BUSINESS

(July 2023 – June 2024)

CREB's mission is to produce high quality research with meaningful policy impact, build capabilities of its researchers, and engage with academics, practitioners and policy makers on issues of importance for economic development in Pakistan and the world. CREB contributes to the Lahore School's overall mission by supporting high quality research of its graduate programs, ensuring that its researchers meet the international ethical standards, effectively managing its

Research Development Fund grants programme and ensuring that international conferences participated by faculty under its training programme meet its academic standards.

Ongoing Research Projects

CREB staff are currently working on following externally funded research projects. The focus themes of these projects are labor markets, particularly female labour force participation, and social and behavioral norms.



1. Firm Side Constraints to Hiring Women, Sakina Shibuya (University of Wisconsin, Madison) and Zunia Saif Tirmazee (Lahore School of Economics).

This research has been funded by the [Private Enterprise in Developing Countries \(PEDL\)](#) and International Growth Center (IGC). This is an exploratory study that aims to study the challenges firms' face that constrain them from hiring women. Researchers plan is to do qualitative surveys with firms in the textile industry in urban Lahore to find out if inaccurate beliefs regarding women's productivity hampers firms from hiring women. This exploratory study aims to determine the feasibility of launching a pilot or full-scale randomized control trial in the future.

2. Overcoming Constraints on Female Labour Force Entry: Tackling the information constraint through Job Talash Sign up, Hamna Ahmed (Lahore School of Economics), Kate Vyborny (World Bank) Nivedhitha Subramanian (Bates College) and Zunia Saif Tirmazee (Lahore School of Economics)

This study explores how exposing undergraduate youth to information regarding various job attributes such as the salary, the likelihood of having a female supervisor, transport, etc. affects the extensive margin of job search for instance do they sign up for a job search platform or not. Our data in an earlier study showed that a lot of female students are interested in very limited occupations as, they had inaccurate beliefs about salary or other job attributes in various occupations. In this study we test if exposed to additional information about the job market would the students incorporate this information into their choices or decisions regarding job search or choosing jobs.

3. From Jobs to Careers: Lifting Constraints to Women's Career Advancement in South Asia, Hamna Ahmed (Lahore School of Economics) Farzan Afridi (Indian Statistical Institute and University of Toronto), Raymond Robertson (Texas A&M University) and Danila Serra (Texas A&M University)

In this project, the researchers explore what are the most important demand-side and supply-side constraints on women's job-to-career transition in garment factories in Bangladesh, India and Pakistan? We test whether interventions such as targeting either managerial decision-making (demand-side), female workers' information about career possibilities and own skills and potential (supply-side), or female workers' support within the household, lift some of these constraints and promote women's career advancement in South Asia? This project is funded by G2LM:LIC

4. Exploring the incidence of informal lending on SME financing and development in Pakistan, Hamna Ahmed (Lahore School of Economics), Zunia Saif Tirmazee (Lahore School of Economics) and Emma Zhang (University of Chicago)

The goal of this exploratory research project is to generate data on the impact and prevalence of informal lending within registered SMEs in Punjab. We partner with the Government of Pakistan's Small Medium Enterprise Development Authority (SMEDA) to estimate whether the average cost of informal financing for SMEs is higher or lower than formal financing. The answer to this question will inform both who and how the government can best target its actions to

strengthen private enterprise development. This research is funded by the Fama Miller Center.

5. Intermediation by Superstars: Evidence from the online freelancing market in Pakistan. Hamna Ahmed (Lahore School of Economics), Zunia Saif Tirmazee (Lahore School of Economics) and Rebecca Wu (University of Chicago)

Online freelancing is becoming a popular source of employment in developing countries where freelancers perform and deliver services online to final consumers via online platforms. We plan to document the existence of a new form of labor intermediaries in this online market: top freelancers hire workers off-platform to perform tasks received through their individual profiles. Drawing on secondary data from Pakistani freelancer profiles on Upwork, we find that intermediation by freelancers is highly prevalent on online platforms, constituting a significant share of the market. Although intermediaries are managed by experienced freelancers, their performance is comparable to that of less experienced individual freelancers. Intermediaries provide soft skills (e.g. English communication) and reputation that their workers lack in order to access the online demand. By collecting original data on intermediaries and their workers, we hope to study the novel role of these intermediaries in mitigating workers' skill constraints in the context of Pakistan. This project is funded by International Growth Centre.

6. Managers' and Households' Attitude Toward Women Working in Factories: Role Model Firms and Information Interventions in Pakistan. Waqar Wadho (Lahore School of Economics) and Anri Skakibara (University of Munich)

Women's work outside the home (WWOH) in Pakistan is among the lowest in the world, and barriers to female labor force participation (FLFP) have been attributed to persistent demand- and supply side information frictions and attitudes. On the demand side, information friction arises from hiring managers with incorrect information and beliefs about women's ability to carry out work. On the supply side, stigma against WWOH causes women and their family members to remain ignorant about obtaining information about suitable jobs and their true nature. This project seeks to examine the impact of reducing both supply- and demand-side information constraints through a randomized experiment with the goal of increasing FLFP. Our demand-side intervention will involve informing hiring managers of randomly selected male-intensive firms in the apparel sector of the success stories of female-intensive firms in the same sector. We will also incentivize hiring managers in the treatment group with the opportunity to visit role-model firms. Our supply side interventions consist of providing information on suitable jobs and working environments in factories, and inviting randomly selected women and their family members to visit firms to witness first-hand what WWOH may look like and the amenities provided for female workers. In the third treatment arm, we aim to provide both interventions to capture their potential synergistic effects. We will then assess whether role-model interventions and reductions in search costs for firms and workers are effective ways to increase FLFP. As downstream outcomes, we will also measure the effect on firm performance of firms that hire more women.

7. Institutional Capacity as an Organizational Challenge: A Field Experiment in Pakistan. *Hamna Ahmed (Lahore School), Kate Vyborny (Duke University), Simon Quinn (University of Oxford)*

This project is a novel field experiment involving a large donor organization and over 800 recipient community organizations across Pakistan. The project involves two components: The first component aims to study whether community organizations can be incentivized to improve their performance through: (i) systematic self-assessment and reporting of defined Key Performance Indicators (KPIs), and (ii) A transparent non-financial rewards scheme based on these KPIs. Pakistan Poverty Alleviation Fund (PPAF) and International Growth Centre (IGC) have funded this component of the project. Endline data collection for this project was commenced earlier this year but had to be halted due to the pandemic. So far, the research team has successfully collected as much as 80% of endline data pertaining to the activities and management structure of these recipient organizations. The research team is currently using this data for analysis and results. Hamna Ahmed will present main findings from this analysis in the upcoming virtual Applied Development Economics (ADE) seminar series in August, 2020. Other components of endline data collection which included detailed in-person interviews with managers of these organizations is currently on hold due to COVID. The research team plans to reassess the situation in Fall 2020 and either resume in-person data collection or move towards a phone-survey based approach for the remaining components of the endline survey.

The second component of the project aims to explore (i) how each part of a large, complex organization (the donor) responds to new information on performance (of recipient community organizations) on KPIs; (ii) How the responses of both donor and recipients to new information and incentives relate to organizational characteristics of theoretical importance, including divergence of preferences between members of the organization; communication costs between parts of the organization; and decentralization of decision-making authority. This part builds on an existing initial stage of

the research carried out in component 1 of the project. National Science Foundation (NSF) is providing support that will allow the continuation and strengthening of Component 1 and expansion of the scope of the study to cover component 2. The research team met in Oxford earlier this year and spent a considerable amount of time to finalize the design and pre-analysis plan for this component of the project. While it was originally envisioned to be an in-person experiment, the research team has now revised the design to allow the experiment to be conducted virtually. At the moment the instruments and protocols for the experiment are being updated to accommodate design revisions and the research team hopes to commence the experiment virtually by July 2020.

8. Strengthening Tax Collection through ML Integrated Technology in Pakistan. *Shaheen Naseer (Lahore School of Economics), Sultan Mehmood (New Economic School, Moscow), Daniel Chen (Toulouse School of Economics) and Fareena Malhi (Lahore School of Economics)*

This project is funded by International Growth Center (IGC). According to Federal Board of Revenue's Department of Pakistan there are 81,370 cases pending in the courts of Pakistan, about 70% Of these cases are pending in Appellate Tribunal at the FBR (FBR report, May 2021). This backlog is likely to have large economic cost to the economy. Through the use of cutting edge research techniques the researchers are developing a machine learning integrated app to optimally allocate cases to smooth out case load across officers by measuring efficiency and quality of justice. As well as impacts on downstream outcomes such as economic growth and ease to business. ML integrated case management software utilizes heterogeneity across officers, where some officers may be congested while others have more slack, allowing for smoothing out of case load between different Large Tax payer (LTU) or within regional tax offices across the tax officers. The FBR of Pakistan has an ambitious agenda to bring automation and ML technology to increase tax collection and build fiscal capacity in Pakistan. The app can help reduce tax evasion and increase the efficiency of the tax collection by facilitating the

optimal assignment of higher priority and more urgent tax avoidance cases to the officers in FBR.

With this collaboration the team is supporting the capacity building efforts of the FBR under the auspices of Pakistan Ministry of Finance. Decreasing the tax evasion helps the country adopt globally accepted financial ethics and comply with laws besides helping the state exchequer. This digital process helped the overall tax process become relatively more sustainable

Publications

The CREB staff engage in diverse research projects, leading to the publication of scholarly articles, papers, and book chapters. Below is a list of notable CREB publications:

Journal Articles

“When norms collide: The effect of religious holidays on compliance with COVID guidelines” (Fareena Malhi, Sheharyar Banuri and Zehra Aftab), *Journal of Public Health*, (2023).

Unequal pay for equal education! A case of gender wage gap from Punjab, Pakistan (Zunia Saif Tirmazee), *Argumenta Oeconomica*, (2023).

“Encouraging Female Graduates to Enter the Labor Force: Evidence from a Role Model Intervention in Pakistan” (Hamna Ahmed Mahreen Mahmud, Farah Said and Zunia Saif Tirmazee) *Economic Development and Cultural Change Volume 72-2* (2024)

“Measuring process innovation outputs and understanding their implications for firms and workers: Evidence from Pakistan” (Waqar Wadho and Azam Chaudhry) *Technovation Volume 136* (2024).

Book Chapter

“The global gig economy: Pakistan's opportunity to become a leader in service exports?” (Theresa Thompson Chaudhry and Hamna Ahmad). In book *Policy Challenges for Macroeconomic Management and Growth in Pakistan* (1st ed., pp. 41-52) Lahore School of Economics.

“Monetary Policy in the Time of Corona: Lessons from Pakistan.” (Murtaza Syed and Naved Hamid). In book *Policy Challenges for Macroeconomic*

Management and Growth in Pakistan (1st ed., pp. 65-74) Lahore School of Economics.

Policy Briefs:

Undergraduate Female Students in Lahore: Perceived Constraints to Female Labour Force Participation. (Hamna Ahmed, Mahreen Mahmud, Farah Saif and Zunia Saif Tirmazee) (G²LM|LIC Policy Brief No. 58)

Other Activities:

CREB congratulates Zunia Saif Tirmazee, Senior Research Fellow at CREB, on her recent achievement of being awarded a PhD in Economics by the Lahore School of Economics.

CREB is also actively involved in organizing a variety of activities, including research conferences, workshops, seminars and fellowship programs.

1. Fifth International Conference on Applied Development Economics (23rd – 25th August, 2023).

Centre for Research in Economics and Business (CREB) and the Innovation and Technology Centre (ITC) at Lahore School of Economics hosted the 5th International Conference on Applied Development Economics (ADE), as an in-person event in Lahore, from 23 – 25 August 2023. ADE2023 featured plenary talks by Danila Serra (Texas A&M University) and David Evans (Center for Global Development).

The conference aimed to (i) highlight recent research that can have lasting policy impact for sustainable growth in the developing world; (ii) provide early career researchers the opportunity to obtain feedback on their on-going work; and (iii) to start a mutually beneficial exchange of ideas and discussions among researchers on potential collaborations.

The conference included presentations from 13 international and 9 local researchers working on issues related to economic development and sustainable growth in the developing world. The conference broadly focused on the following thematic areas: Labour Markets, Industry and Trade, Political Economy and Institutions, Education and Health and Climate Change with a crosscutting emphasis on gender.

2. Short-term Resident Fellowship Program

CREB offers a short-term resident fellowships to PhD students and Early Career Researchers (who have recently been awarded a PhD degree, usually within the past 5 years) with substantive interests in Development Economics in South Asia, particularly Pakistan. The fellowship provides an opportunity to young scholars to engage in collaborative, high quality, applied research in order to develop their publications, expand their networks, and enhance their research and professional skills. The Fellowship Program welcomes young researchers to work together with faculty (who have similar research interests) at Lahore School of Economics, developing or initiating new research projects or collaborating on existing ones. In addition to research, prospective Fellows are expected to either teach a module/course of their interest to graduate students, or conduct skills training workshops for faculty on topics that have been mutually agreed upon between the Fellow and the Fellowship organizing team. Prospective Fellows are expected to reside in Lahore, Pakistan, for the entire duration of the program (which is no less than 4 weeks and no greater than 20 weeks).

In year 2023, CREB hosted Rebecca Wu (Third year Ph.D. student at University of Chicago) as a resident fellow. During her stay at the Lahore School, Rebecca worked with Zunia Saif Tirmazee and Hamna Ahmed (Senior Research Fellows and Assistant Professors) on a project “Online Labor Market of Freelancers in Pakistan”. The project aimed to understand how to improve freelancers access to global markets and increase their earning potentials. The exploratory work during Rebecca visit culminated in a funding application which was approved in spring 2024. In addition to research, she conducted five in person workshops on Data for Empirical Analysis at the Lahore School for CREB staff, Economics and Business faculty and graduate.

Workshop

Data for Empirical Analysis (Mini Course)

CREB organized a Five- day mini course workshop on Data for Empirical Analysis. This workshop was conducted

by Rebecca Wu on campus in five one-hour training sessions on 22 September, 4 October, 11 October, 25 October and 1 November 2023.



This was a graduate-level mini-course designed for those who plan to conduct data analysis for their thesis or work as research assistants to empirical projects. It provided practical advice on using Stata for different econometric methods, programming surveys and collecting data through Survey CTO, and coming up with research ideas. The course has also given tips on which analytical techniques to apply to your thesis and how to best use the data available to you.

International Conferences Attended:

38th meeting of the European Economic Association and the 75th European meeting of the Econometric Society hosted by the Barcelona School of Economics and in August 2023: Zunia Saif Tirmazee presented her paper titled “A leaky pipeline: Decomposing the gender gap in job search in urban Pakistan”

CDES Sustainable Development Conference 2024 organized by Centre for Development Economics and Sustainability, Monash University held in Prato Italy: Hamna Ahmed presented her paper titled “The Unintended Consequences of Accountability: Quasi-experimental evidence from policing in Pakistan.”

Advances with Field Experiments, University of Chicago, USA: Hamna Ahmed presented her paper titled “Household Decision-Making Inefficiencies and Young Women’s Skill Investment in Pakistan”

Collaborations

CREB collaborates with various governmental and non-governmental organizations to conduct research. These partnerships aim to leverage diverse expertise and resources, fostering innovative solutions to address pressing issues and enhance the impact of research initiatives.

PSDF Ceremony Celebrating the Completion of the Pilot Digital Skilling Program

Last year, an MOU was signed between CREB and PSDF to launch a pilot Digital Skilling Program aimed at training female students at Government Colleges. This project has now successfully concluded, and on March 8, 2024, PSDF hosted a significant ceremony at their Lahore office to celebrate its achievements. The event was a testament to the hard

work and dedication of all stakeholders involved, particularly highlighting the invaluable contributions of CREB. Ali Akbar Bosan, Chief Operating Officer at PSDF, praised CREB for their innovative approach and unwavering commitment to the program's objectives. The attendees were presented with a detailed overview of the pilot program's achievements. The ceremony featured an award presentation where certificates and accolades were distributed to contributors and volunteers. Dr. Hamna Ahmed and Dr. Zunia Saif Tirmazee

received a prestigious award for their exceptional contribution to the program.

Akbar Hussain, Head Marketing and Communication at PSDF, provided insights into the future plans for expanding the program based on the pilot's success. The closing remarks emphasized PSDF's commitment to scaling the initiative and continuing efforts to support women's participation in the workforce. Akbar Hussain expressed gratitude to CREB for support and collaboration.



The Graduate Institute of Development Studies (GIDS)



Introduction

The Graduate Institute of Development Studies (GIDS) was established in 2012 by the Lahore School of Economics to stimulate an interdisciplinary approach to development policy and practice that would promote equitable and sustainable development in a period of rapid globalization and technological change. It aims to address the pressing concerns that have arisen as the development process has unfolded in the developing world, including Pakistan.

The programme at the Institute is designed to equip its students with the analytical skills necessary to engage with development-related activity and to work across the broad areas of sustainable development as policymakers, administrators, researchers, teachers, and activists. It offers opportunities for work with government establishments, multilateral and bilateral development agencies, national and international NGOs, private-sector firms, and teaching and research institutions.

Objectives

The Institute aims to provide, through scientific inquiry and teaching, a comprehensive understanding of development as managed change, and the policy challenges it faces in

the developing world in general and Pakistan in particular. It prepares students for both scholarly pursuit and practical work. In pursuance of this objective, GIDS offers a range of study options on development issues from an interdisciplinary perspective combined with a research agenda organized around themes of current concern. It aims to generate and disseminate knowledge that furthers understanding of the preconditions and change factors in developing contexts. Teaching and research at GIDS is designed to take place in-house as well as across the different faculties of the Lahore School of Economics.

The MPhil Programme

The two-year teaching program at GIDS leads to an M. Phil degree in development studies. It aims to help students shape their thinking on development issues, equipping them with a broad lens with which to study the complexities of the development process. Starting with theory, history, and concepts, the program focuses on engaging students in critical thinking to deepen their knowledge and understanding of the theoretical, empirical, and policy dimensions of development. It also aims to enhance the analytical skills necessary to explore the interconnected streams of and range

of options for innovative approaches to promoting equitable and sustainable development.

The MPhil program is structured around four core areas of study, which, together with a variety of elective courses, form the interdisciplinary framework of a student's field of interest. The two-year program's teaching component is run over two semesters in the first year. The core courses in the first semester are designed to provide students with a firm grounding in development concepts, theories, and approaches in their historical and contemporary setting. The elective courses offered in the second semester serve to link related disciplines to development approaches, allowing students to specialize in particular areas of interest. The second year of the M. Phil program is focused on the writing of a research thesis and may include fieldwork.

GIDS takes advantage of existing faculty expertise at the Lahore School of Economics and provide teaching across the departments of the School with core courses being taught at the Institute. The optional courses are shared with other Master's degree courses at the Lahore School, enabling students to explore current issues from varying academic perspectives.

MPHIL DEVELOPMENT STUDIES PROGRAM

GIDS Welcomed its Eleventh Batch of MPhil Development Studies in September 2023

The classes of the M. Phil batch at GIDS commenced from 18th September 2023. Mr. Javed Sadiq Malik, Senior Fellow and other Faculty members gave an orientation to the eleventh batch of M. Phil Development Studies.



EVENTS & SEMINARS

1. The Centre on Migration, Remittances and Diaspora (CIMRAD) launched the Pakistan Migration Report 2024 on June 11th, 2024, in a ceremony held at the Lahore School of Economics Burki Campus.
2. The Pakistan Migration Report 2024 is the third in the series published biennially by CIMRAD. This report addresses the key questions of brain drain – exodus of high-skilled professionals, irregular migration, and trends observed in worker remittances. It draws on official outmigration data to show that it has returned to pre-pandemic peak levels and low-skilled workers still make up the majority. Moreover, the report shows that trends in remittances do not mirror the increased out-migration indicating wide use of unofficial channel.
3. The launch ceremony was attended by Ms. Mio Sato, Chief of Mission, International Organization for Migration (IOM), as the Chief Guest. Other distinguished guests at the event included Dr. G. M. Arif, Ex-Joint Director Pakistan Institute of Development Economics, and Ms. Raana Rahim, Country Coordinator,

International Centre for Migration Policy Development (ICMPD). Proceedings of the ceremony opened with a welcome address by Dr. Shahid Amjad Chaudhry, Rector, Lahore School of Economics. Director, CIMRAD, Dr. Rashid Amjad, briefed the attendees on the centre's research engagements and contributions to migration research in Pakistan. Key findings of the Pakistan Migration Report 2024 were shared by the CIMRAD team led by Dr. Nasra Shah, Professor of Demography at the Lahore School of Economics.



4. Mr. Ali Tauqeer Sheikh, Advisor (Climate Change) Planning Commission of Pakistan visited the Graduate Institute of Development Studies (GIDS), Lahore School of Economics on 23rd May 2024 and gave a presentation on "Understanding the Taxonomy of International Climate Finance".



POLICY ADVISE, LECTURES/ PRESENTATIONS AT OTHER INSTITUTIONS

Support to Planning Commission in preparation of 13th Five Year Plan (2024-2029)

Dr. Rashid Amjad worked closely with the Ministry of Planning Development and Economic Reforms (Planning Commission) in finalizing Pakistan 13th Five-year plan 2024-2029 which was approved by the National Economic Council (NEC) in its meeting on 3 June, 2024.

Dr. Nasra Shah presented her joint work with Ms. Memoona Qazi, titled, Most Favored Destination for Pakistani Migrants: Saudi Arabia, at a workshop organized by the King Faisal Centre for Research and Islamic Studies, Riyadh, on February 19th, 2024

Dr. Nasra Shah participated in the Policy Dialogue on Migration and Development organized by the Pakistani German Facilitation and Registration Centre (PGFRC) on December 12th-13th, 2023 at the Marriott Hotel, Islamabad.

Dr. Nasra Shah participated in the Senior Expert Advisory Forum (SEAF) organized by the UNFPA on 8 – 9 November 2023 at the Pearl Continental Hotel, Bhurban.

Dr. Rashid Amjad and Dr. Nasra Shah participated in a workshop organized by the Gulf Labor Markets and Migration (GLMM) on "Recent Labor and Migration Reforms and Policies in the Gulf: Impact on Economies and Societies" on 12 – 13 July 2023 at the Gulf Research Centre, Cambridge University. Dr. Nasra Shah was the co-coordinator of the workshop and Dr. Rashid Amjad was a discussant in one of the sessions.

Dr. Rashid Amjad delivered a lecture on "Economy of Pakistan: Challenges and Prospects" in the National Institute of Management (NIM) on 9 May, 2024.

Dr. Rashid Amjad delivered a lecture on "Role of Foreign Economic Assistance in Pakistan's Economy" in the National Institute of Management (NIM) on 15 April, 2024.

Dr. Rashid Amjad delivered a lecture on "Economy of Pakistan: Challenges and Approaches" in the National Institute of Management (NIM) on 15 January, 2024.

Dr. Rashid Amjad delivered a lecture on "Economy of Pakistan: Challenges and Prospects" in the National Institute of Management (NIM) on 27 September, 2023.

Dr. Ahmad Nawaz participated as part of the selection panel for the Interview of German Academic Exchange Program (DAAD) doctoral and post-doctoral scholarships to study in Germany for Pakistani Students on 26-27 Nov, 2023 at the Marriot Hotel Islamabad.

INTERNATIONAL/ NATIONAL CONFERENCE PARTICIPATION

**Development Studies Association
Conference, SOAS University
of London, UK (26th June to 28th
June 2024)**

Papers

- Fariya Hashmat presented a paper titled '*Navigating Inequalities: A Framework for Policy Resilience in the aftermath of Pakistan's recent Floods.*
- Fariya Hashmat, Tony Bradley (2024). *Displacement of Vulnerable Household under Climate-related Shocks in 2022: The Case of Matiari District in Pakistan*, Paper Presented at DSA Conference in June 2024 at SOAS, University of London.
- Fariya Hashmat, Ahmad Nawaz, Asad Kamran & Tony Bradley (2024) '*Navigating inequalities: a framework for policy resilience in the aftermath of Pakistan's recent floods.*' Paper presented at DSA Conference in June 2024 at SOAS, University of London.
- Ayesha Subhani, Ahmad Nawaz & Hira Noor (2024), *Examining Role of Education in altering Violence-justifying-attitudes of men and women under patriarchy: An Empirical Evidence from Rural Punjab Pakistan.* Paper Presented at DSA Conference in June 2024 at SOAS, University of London.
- Amjad, R., & Shahzad, A (2024). *Reigniting Sustainable and Inclusive Growth in Pakistan.* Paper presented at the Management of the Pakistan Economy Conference, April 2024, Lahore School of Economics.
- Nasra Shah & Memoona Qazi. *Future Labor Migration from Pakistan to the Gulf Countries: An Overview.* International Conference paper presented at the Gulf Research Meeting, Cambridge, UK, Workshop 10, July 11, 2024.
- *Most Favored Destination for Pakistani Migrants, Saudi Arabia: Trends, Patterns and Issues* by Nasra Shah & Memoona Qazi. International Conference paper presented at the King Faisal Centre for Research and Islamic Studies,

Riyadh, Saudi Arabia. (Submitted and accepted for book chapter).

- Shah, N.M. & Quddus, S. *Women's Autonomy & Reproductive Health Care Utilization in Pakistan.*, Population Association of Pakistan, FCCU, 21-22 November, 2023.
- Shah, N.M. & Quddus, S. *Women Decision Making Autonomy in Migrant versus Non migrants Households in Pakistan: Some Insights for Social Remittance Research*, International Conference on Social Remittances and Social Change: Link between Home and Host Countries, Lahore School of Economics, 2023. (Published as a book chapter).

GIDS Book Reviews Series

Graduate Institute of Development Studies started a series of Book Reviews in 2022. Primarily the focus of the series is to review recent books published on Pakistan covering a broad range of development related themes. Books taking on a global perspective are also being included in the series to offer a perspective on how Pakistan links with the global world. The reviews are written by faculty and research team, and made available on the GIDS website as well as shared via email.

- *The Digital Disconnect: The Social Causes and Consequences of Digital Inequalities* by Ellen Helsper Book Review by Zahra Mughis Research Fellow, GIDS April 2024.

RESEARCH

Research Focus

The focus of research at GIDS is currently on the following four major themes:

- The Management of the Pakistan Economy

This research draws on the Lahore School of Economics fifteen annual conferences on "The Management of the Pakistan Economy" and its recent publication "Pakistan: Moving the Economy Forward" (OUP, 2015) as well as recent research to come up with a fresh and updated publication on the Pakistan economy which takes as a starting point the earlier widely read and quoted, Viqar Ahmed and Rashid Amjad, *The Management of the Pakistan Economy 1947-1982* (OUP, 1984).

- Lead Researcher: Dr. Rashid Amjad

- Assisted by: Ms. Almazia Shahzad and Ms. Samar Quddus
- Economic History Pakistan 1520-2020

This major research study launched by the Lahore School of Economics in 2016, coordinated by GIDS and conducted together with Economics Faculty, is visualized as a long-term research project which will build-up a body of knowledge and analysis into the last five hundred years of Pakistan's economic history starting from the eve of the Mughal Period to the creation of Pakistan and its over seventy years history. An important part of the project is to build-up knowledge and database by collecting historical publications (or their re-prints) covering this overall period as well as build-up a statistical data base on key economic indications (population, GDP, agriculture, industry, services, human development indicators, trade).

Economic History Society has also been revived as a part of the project. Two meetings of the society have been held since its formation. Three working papers have been published under the Economic History of Pakistan Studies publication series.

Main Researchers: Dr. Rashid Amjad (Co-ordinator), Dr. Naved Hamid, Dr. Azam Chaudhry, Dr. Fareeha Zafar, Dr. Shahnaz Rouse (Visiting Faculty), Dr. Khalil Hamdani (Visiting Faculty), Dr. Zafar Shaheed (Visiting Faculty)

Economic Management Modeling: The Case of Pakistan

Effective macroeconomic management promotes macroeconomic stability and unleashes productive forces in the economy for sustainable economic growth. This paper develops a macro-econometric model for Pakistan's economy with a view to providing a framework for effective macroeconomic management based on rigorous quantitative techniques. The model covers all the major building blocks including production, aggregate demand, fiscal and monetary framework, foreign trade and capital inflows. The medium term forecast shows that while the economy will remain vulnerable on account of rising external imbalances, the manufacturing and services sector are likely to post robust growth in the medium term. Also, prudent macroeconomic

management is expected to help reduce fiscal deficit through increase in direct and indirect revenues and targeted expenditures towards productivity enhancing spending. Pakistan needs to urgently tackle its ballooning current account deficit that is threatening macroeconomic stability and may pose a significant risk to economic growth in the short to medium term.

- Lead Researcher: Dr. Ejaz Ghani

Overseas Migration, Diaspora, Remittances and Return Migration

Under this theme, activities are conducted by the Centre of International Migration, Remittances and Diaspora (CIMRAD), that was established in 2014 by the Lahore School of Economics. It is the first institute of its kind in Pakistan, and specializes in the study and analysis of international migration and its social and economic consequences – with a focus on the diaspora and the flow of remittances.

Three international conferences/webinars have been organized on the Pakistani diaspora and Covid-19 and Asian migration, three of which resulted in the edited volumes titled *The Pakistani Diaspora: Corridors of Opportunity and Uncertainty* and *Covid-19 Crisis and Asian Migration* (2017), and *Social Remittances and Social Change* (2024), Lahore School of Economics

The Centre has also published three Pakistan Migration reports in 2020, 2022 and 2024.

- Lead Researchers: Dr. Rashid Amjad and Dr. Nasra Shah
- Assisted by: Ms. Almazia Shahzad, Ms. Samar Quddus and Ms. Memoona Qazi

MPhil Theses

1. Married Women's Decision Making Power in Rural Vs Urban Households in Pakistan and its Provinces – Faiqa Shah, 2023
2. Understanding the Phenomenon of Female Students' Dropping out of Secondary School: A Case Study of Public Schools in Rahim Yar Khan Pakistan- Anam Shahid, 2023.
3. Impact of Effective Implementation of Property Rights on Women Empowerment: An Evidence from the Demographic and Health Survey

of Pakistan, 2017-18- Ali Shan Malik, 2023

4. The Impact of Covid-19 on the Farming Systems and Livelihoods of Small-Scale Farmers: A Case Study of Selected Villages in Pattoki Tehsil, District Kasur, Punjab - Wardah Farid, 2023
5. Are the Pakistani Higher Education Institutions Prepared for the Digital Literacies Challenge? Exploring the Landscape- Zahra Mughis, 2023
6. Migrant Father's Absence: Impacts on Educational Attainment and Emotional Wellbeing of Left-Behind Children Aged 5-17 in Punjab, Pakistan – Amina Ali, 2024

Published Books/ Book Chapters

1. Amjad, Rashid, *The Management of the Pakistan Economy 1947-2024: Part I. Economic Growth, Human Development and Structural Change*, Lahore School of Economics.
2. Amjad, Rashid, "Pakistan's Economic History: Key Turning Points 1947-2022" in Tirthankar, Roy et.al. (ed), *The Economic History of Modern South Asia*, Cambridge University Press, 2024.
3. Nasra M. Shah, *Social Remittances & Social Change: Focus on Asia and Middle East*, Lahore School of Economics, 2024
4. Pakistan Migration Report 2024 by Nasra Shah, Almazia Shahzad, Samar Quddus, Memoona Qazi. (CIMRAD, Lahore School of Economics)
5. Nasra M. Shah & Samar Quddus, *Women's Decision-Making Autonomy in Migrant versus Non-migrant HHs in Pakistan: Some Insights for Social Remittances Research.* Chapter in the book *Social Remittances & Social Change: Focus on Asia and Middle East*, edited by Nasra M. Shah (Book Chapter)
6. Nasra M. Shah & Memoona Qazi. *Most Favored Destination for Pakistani Migrants, Saudi Arabia: Trends, Patterns and Issues* (Book chapter, King Faisal Centre for Research and Islamic Studies, Riyadh, Saudi Arabia) (Book Chapter – Submitted and Accepted)
7. Zafar, F. *Women and Violence (Gender Inequality and Policy Series Vol. II)*, Lahore School of Economics, 2024 (Book – Submitted)

8. Dr. Fareeha Zafar and Zahra Mughis (Eds), *Learning for Living: Higher Education in Times of Change*, Lahore School of Economics, 2024 (Completed – Ready to Print).
9. Javed S. Malik, *Capacity Development for Public Service: Harnessing optimal capacity for the administrative services*, Lahore School of Economics Press, Lahore School of Economics, 2024 (Book – Submitted)
10. Fariya Hashmat, *Microfinance – A Pathway to Development* (Book – Submitted)
11. Nasra M. Shah & Samar Quddus, *Women's Decision-Making Autonomy in Migrant vs. Non-migrant HHs in Pakistan: Some Insights for Social Remittances Research*, Lahore School of Economics (Book Chapter – Printed).
12. Zahra Mughis, *Are the Pakistani Higher Education Institutions Prepared for the Digital Literacies Challenge? Exploring the Landscape*, In Dr. Fareeha Zafar and Zahra Mughis (Eds), *Learning for Living: Higher Education in Times of Change*, Lahore School of Economics, 2024 (Completed).
13. Ejaz Ghani (2023), 'Modeling the Impact of Macroeconomic policies for Development and Growth: The case of Pakistan, Iran and Turkey' in "Connectivities and Common Legacies in Central Asia, Afghanistan, Pakistan, Iran and Turkey" Editors: Mehmet Akif Kirecel and Gonea Biltekin, Economic Cooperation Organization Educational Institute (ECOEL), Ankara, Turkey. (Chapter in Book-Published).
14. Ejaz Ghani (2023), 'Food Security Issues in the ECO Region' in "Connectivities and Common Legacies in Central Asia, Afghanistan, Pakistan, Iran and Turkey", Editors: Mehmet Akif Kirecil and Gonea Biltekin, Economic Cooperation Organization Educational Institute (ECOEL), Ankara, Turkey. (Chapter in Book-Published).

Published Papers

1. Fariya Hashmat, Ahmad Nawaz, Tony Bradley & Asad Kamran (2023) *Community resilience, adaptive capacity and social empowerment under conditions of climate related shocks: A case of flood affected households in Matiari district of Pakistan*, *International*

- Journal of Social Quality*, Vol. 13(2) (HEC Y/ ABDC "C" Category)
2. Shahzad, A. (2023). *Inflationary Impact of Monetary Expansion under Heavily Managed Foreign Exchange Market in a Developing Country: Case of Pakistan*, *South Asian Journal of Macroeconomics and Public Finance* [Manuscript submitted for publication] (HEC Y Category)
 3. Nasra M. Shah & Samar Quddus, Women's Autonomy & Reproductive Health Care Utilization in Pakistan in *International Journal of Migration, Health & Social care* (Impact Factor – Passed initial screening; awaiting reviewer selection)
 4. Samar Quddus & Ahmad Nawaz, *Assessing the Impact of Climate Change on Rural Household Vulnerability to Food Security in Pakistan: Empirical Evidence from Climate Change Impact Survey*. *Environmental Science & Pollution Research* (PDR–Submitted)
 5. Urooj Jamil, Ahmad Nawaz (2024) *Impact of Microcredit Program on Non-income Outcomes –A Case of Akhuwat Microfinance Organization in Pakistan*. (Impact Factor – Submitted) The revised final draft in processing liason with co-authors from Liverpool, It will be sent to *IF Journal* in two-month' time.
 6. Ammar Arshad, Fareeha Zafar, Ahmad Nawaz (2024) *Digital Transformation of Service Delivery in Punjab's Health Sector - A Case Study of HIMS* (Accepted) *Pakistan Journal of Social Issues* (PJSI) (HEC 'Y' category)
 7. Kainat Nayyer, Ahmad Nawaz. *Teachers' Satisfaction and Institutional Support for Public Primary School Teachers in Punjab: An Empirical Insight from LEAPS Survey* (to be submitted to HEC-Y category)
 8. *Son Preference & the Desire for an Additional Child in Pakistan* by Memoona Qazi & Nasra Shah (Research paper submitted, HEC- Y category journal)
 9. *Policy Rational behind Millennium and Sustainable Development Goals Hunger Targets: Evidence from the ECO Region*, by M.G. Qureshi, E. Ghani, and M. Din. (Submitted for publication in the "Y" category Journal).
- "Reversal of Roles", *Dawn*, April 24, 2024 <https://www.dawn.com/news/1829318/reversal-of-roles>
 - "TimetoReflect", *Dawn*, January 18, 2024 <https://www.dawn.com/news/1806703/time-to-reflect>
 - "Post-Fund Deal", *Dawn*, July 4, 2023 <https://www.dawn.com/news/1762905/post-fund-deal>
- Ms. Almazia Shahzad (Research Fellow, GIDS)**
- "No room to manoeuvre", *The News International*, March 25, 2024 <https://www.thenews.com.pk/print/1171897-no-room-to-manoevre>
- Ms. Memoona Qazi (Research Fellow, GIDS)**
- "The youth factor. Op-Ed", *The News International*, January 24, 2024 <https://www.thenews.com.pk/print/1150717-the-youth-factor>
- Ms. Zahra Mughis (Research Assistant, GIDS)**
- "Technology needs context", *The News International*, January 25, 2024 <https://www.thenews.com.pk/print/1151013-technology-needs-context>

**NEWSPAPER/MAGAZINE
ARTICLES BY GIDS FACULTY/
RESEARCHERS**

Dr. Rashid Amjad (Director GIDS)

- "Grapes of Wrath", *Dawn*, May 9, 2024 <https://www.dawn.com/news/1832366/grapes-of-wrath>



Department of Business Administration

Annual Conference on Management of the Pakistan Economy

April 18th – April 19th, 2024



Faculty Development Workshop

August 21st till August 25th 2023

Fall 2023

Department of Business Administration organized five day workshop in Fall 2023.

Agenda 1:

Presentation by Faculty on Updated Curriculum for Winter 2023

Agenda 2:

- How to incorporate cases in Course Outlines.
- How to conduct case studies in a structured format.

The 201st meeting of the Department of Business Administration

Group: Accounting
Tuesday 5th September, 2023

Group: Finance
Tuesday 5th September, 2023

Group: Marketing and Management
Tuesday 12th September, 2023

18th Board of Studies Department of Business Administration Meeting held on 26th September, 2023.

Dr. Sohail Zafar, Professor and Dean of Business Administration chaired the Board of Studies meeting.



The agenda was as follows:

Agenda 1: Courses of Instructions 2023-2024

Agenda 2: Lahore School of Economics Regulations 2024-2025

Agenda 3: The Lahore School of Economics Vision, Mission and Value Statements.

Agenda 4: Programme Mission, Skills and Values, Programme Learning Objectives (PLOs) and Programme Outcomes for all the Lahore School of Economics Programmes.

Subject Experts

1. Dr. Sidra Irfan, Assistant Professor University of the Punjab, Institute of Administrative Sciences, Lahore.
2. Dr. Bushra Naqvi, Associate Dean (Academics), Suleman Dawood School of Business, Lahore University of Management Sciences, Pakistan.
3. Dr. Yaamina Salman, Assistant Professor University of the Punjab, Institute of Administrative Sciences, Lahore.

Alumni

Ms. Anum Usman, Unit Head for HR, MCB.

Industry Representative

Mr. Shaheen Sadiq, Head of Business Excellence, Packages Ltd, Lahore.

13th Board of Faculty Department of Business Administration Meeting held on 7th November, 2023

Dr. Sohail Zafar, Professor and Dean, Department of Business Administration chaired the Business Board of Faculty meeting. The agenda of the meeting was as follows:

Agenda Item 1:

Courses of Instruction 2023-24

Agenda Item 2:

Lahore School of Economics Regulations 2024-2025

Agenda Item 3:

The Lahore School of Economics Vision, Mission and Values Statements and Strategic Plan 2018-2028.

Agenda Item 4:

Programme Mission, Skills and Values, Programme Learning Objectives (PLOs) and Programme Outcomes for all Lahore School of Economics Academic Programmes

The 202nd Meeting of the Department of Business Administration

Group: Marketing and Management
Tuesday 21st November, 2023

Publications by the Faculty of Business Administration

Dr. Shehla Arifeen

Can improvisation be paradoxical? Learner positionality and the improvised digital disruption

Arifeen, S. R., & Mughal, F. (2023). Can improvisation be paradoxical? Learner positionality and the improvised digital disruption. *Management Learning*, 0(0). <https://doi.org/10.1177/13505076231197908>

HEC Journal Category: W

Using the case of the COVID-19 lockdown as a disruptive event, this article aims to show the paradox of improvisation by investigating students' experiences of transitioning from in-person to digital learning spaces across three select business schools in Pakistan. Using Foucault, we analyse the discursive strategies deployed by students as they oscillate between different subject positions under improvised digital conditions. Our analysis reveals contradictory views about the agency of the improvised subjects which is often considered as enterprising in the sense that individuals are willing agents of change. Findings suggest that improvisation can also be paradoxically experienced as it misaligns with predispositions of agents. We show this through the struggles of students in getting to grips with the digital move, giving rise to uncertainty. This study, therefore, makes three distinct, yet interrelated, contributions to the literature on management learning by identifying: the risks of taming embodied subjectivities, the changing positionality of learners and the paradox of improvisation. Our work has implications for understanding improvisation in business schools

during disruptive events, as overlooking the predispositions of students can lead to an enterprising agency of a different kind (e.g. resistance) that forfeits the purpose of improvisation.

Ecological aspects of online learning in higher education: a qualitative multi-level exploration in a developing country

Arifeen, S.R. (2023). Ecological aspects of online learning in higher education: a qualitative multi-level exploration in a developing country. *Education and Information Technologies*. <https://doi.org/10.1007/s10639-022-11507-5>

HEC Journal Category: W

Using 22 undergraduate business students' online learning experiences during the COVID-19 lockdown in Pakistan (as the pandemic was the *only* time these students were enrolled as *online* students in Pakistan), this study demonstrates that online learning is a multi-level phenomenon and a practice situated within the environment. Despite online learning being a heavily researched area, research has under-examined the interaction of the Community of Inquiry (CoI) framework with the context. By adopting an ecological perspective, and by examining the interaction of micro, meso, and macro levels, this qualitative research provides useful insights into the interaction of the individual (micro-level) captured through the CoI framework, with the broader environment in which learners are located (meso and macro levels). It contributes to research on online learning broadly, and the CoI framework specifically, by revealing that each element of the CoI framework (micro-level), is influenced by macro (developing country), as well as meso (institutional policies and institutional preparedness) levels. It also spotlights the negotiated relationship between the individual and the systemic forces. The findings of this study are particularly relevant given that online education has the potential to become a norm in higher education in developing countries.

Dr. Saad Shahid

The Effects of a Visually Warm (Vs Cold) Retail Design on Store Patronage Intentions

Khan, N., Shahid, S., & Ayyaz, I. (2023). The effects of a visually warm (vs

cold) retail design on store patronage intentions. *Business & Economic Review*, 15(2), 1-23. <https://doi.org/10.22547/BER/15.2.1>

Journal: Business and Economic Review, Vol. 15, No.2

HEC Journal Category: Y

This study investigates the influence of visually warm versus cold retail environments on consumer behavior, focusing on store patronage intentions. Grounded in Grounded Cognition Theory and the Stimulus-Organism-Response (S-O-R) model, the research aims to understand how visual elements, such as color and materials, affect consumers' perceptions of crowding, emotions, and approach-avoidance behaviors in retail settings.

The field experiment was conducted in two retail stores with distinct designs—Khaadi (visually warm) and Sapphire (visually cold)—both located in a large shopping mall. A sample of 204 participants was collected, evenly split between the two conditions (visually warm: 100 participants; visually cold: 100 participants). The sample consisted primarily of female shoppers, reflecting the target demographic of both stores.

Key findings indicate that visually warm store designs, characterized by colors like red, orange, and yellow and materials such as wood and brick, significantly increased the perception of crowding. This heightened crowding perception, surprisingly, had positive effects, leading to stronger brand attachment, increased positive emotions, and enhanced approach behaviors, including longer time spent in-store and higher purchasing intentions. In contrast, visually cold environments, using colors like blue and violet and materials such as marble and steel, did not evoke the same emotional or behavioral responses, resulting in weaker consumer engagement.

Additionally, the research identified crowding perception as a mediator between store design and consumer behavior. Consumers in warm environments, feeling crowded, compensated by forming attachments to the store and its products, thus reducing their need for social interaction and driving higher patronage intentions. This compensatory behavior was absent in cold environments, where consumers exhibited weaker emotional responses

and were less likely to approach the store or make purchases.

The study contributes to existing marketing literature by highlighting the importance of visual warmth as a key factor influencing consumer perceptions, emotions, and behaviors in retail spaces. It suggests that strategic use of visual design elements can significantly enhance the shopping experience and drive positive consumer behaviors.

Practical implications for retailers include the use of visually warm elements—such as warm colors and textured materials—to create inviting and engaging store environments that boost customer attachment and encourage spending. The findings provide a framework for retail managers to manipulate store atmospherics effectively to optimize consumer engagement and increase sales. Future research is encouraged to replicate these findings across different retail settings, product categories, and consumer demographics to provide a more comprehensive understanding of how visual design impacts consumer behavior.

Usman Bilal Sufi

Hasan, A., Sufi, U., & Hussainey, K. (2023). Risk committee characteristics and risk disclosure in banks: evidence from an emerging economy. *Journal of Applied Accounting Research*, 24(5), 910-932.

HEC Journal category: W

This study aims to investigate the impact of risk committee characteristics on the risk disclosure of banking institutions in an emerging economy, Pakistan. The data are collected through a manual content analysis of 21 banks regulated by the State Bank of Pakistan over the period 2011–2020. The study utilizes the generalized least square (GLS) regression model as the method of analysis. The study finds that risk committee size is positively associated with risk disclosure, which is in line with agency theory. However, risk committee independence and risk committee gender diversity are negatively associated with risk disclosure. This contradicts the theoretical perspective and is explained by the weak regulatory framework of Pakistan. This

study was carried out in a single research setting, which limits the generalizability of its findings to other developed and emerging economies. The results provide valuable insights for regulators by identifying the attributes that require regulatory focus to strengthen risk committees and enhance risk disclosure practices within the banking sector of Pakistan. The findings highlight the effectiveness of the risk committee size, call for fully independent risk committees and encourage greater representation of women in these committees. His study contributes to the corporate governance literature by empirically examining the risk committee characteristics and their impact on the risk disclosure of banks in an emerging economy. Moreover, this study contributes to theory by utilizing upper echelon theory in addition to agency theory as the motivation for the study.

Minahil Awais

Awais, M., Afzal, A., Firdousi, S., & Hasnaoui, A. (2023). Is fintech the new path to sustainable resource utilisation and economic development? *Resources Policy*, 81, 103309.

HEC Journal Category: W

Nosheen Khan Niazi

Khan, N., Shahid, S., & Ayyaz, I. (2023). The Effects of A Visually Warm (Vs Cold) Retail Design on Store Patronage Intentions. *Business and Economics Review*, 15(2), 1–23.

This study attempts to build and test a model based on the principles of Grounded Cognition theory and the S-OR Model by establishing visual elements of warmth as antecedents of feeling crowded. Through the means of a serial and parallel mediation analysis field experiment, the current study aims to investigate the impact of visual elements on approach-avoidance behavior in an in-store environment. Results show that altering certain environmental and architectural elements related to the visual warmth in a retail setting can successfully manipulate consumers' perceptions regarding retail crowding. More specifically, both visually warm and

cold environments were found to have a direct effect on avoidance behaviors, while only visually warm environments were found to have an impact on the perception of feeling crowded. The mediation analysis additionally revealed variables like perceptions of feeling crowded, brand attachment, preference for social interaction, and positive emotions that mediate the relationship between visually warm environments and approach-avoidance behaviors. In comparison, these variables were not found to have any mediation effect on the relationship between visually cold environments and approach-avoidance behavior. Findings from this research can be used as guidelines for designing retail store interiors, making them more likely to attract and sustain a higher level of footfall and desired approach behavior in consumers.

Spring 2024

The 203rd Meeting of the Department of Business Administration

Group: Accounting and Finance
Tuesday, 30th January, 2024

The 204th Meeting of the Department of Business Administration

Group: Accounting and Finance
Tuesday, 26th March, 2024

The 205th Meeting of the Department of Business Administration

Group: Marketing and Management
Tuesday, 16th April, 2024

The 206th Departmental Meeting PhD of Business Administration

14th May, 2024

Dr. Sohail Zafar, Professor and Dean, Department of Business Administration chaired the Business Board of Faculty meeting. The agenda of the meeting was follows:

1. PhD in Business Administration

Department of Business Administration Meeting

Research Paper Presentation (No. 206th, 207th, and 208th)

The 206th Research Paper Presentation was held on Tuesday, 13th Feb, 2024.

2. Presentation of on-going research by Ms. Sana Kamal.

Dr. Sohail Zafar chaired the meeting.

Ms. Sana Kamal presented her research on "The Impact of Absorptive Capacity on Firm Performance in European Manufacturing Firms: Exploring the Roles of Strategic Alliances, R&D Investment, Government Incentives, and Appropriability Mechanisms". Supervisor was Dr. Saad Shahid.

The 207th Research Paper Presentation was held on Tuesday, 20th Feb, 2024

3. Presentation of on-going research by Ms. Amber Sajjad.

Dr. Sohail Zafar chaired the meeting.

Ms. Amber Sajjad presented her research on "Underdog Entrepreneurship: A model to predict entrepreneurial capabilities in poor entrepreneurs".

The 208th Research Paper Presentation was held on Tuesday, 12th March, 2024.

19th Board of Studies Department of Business Administration Meeting held on 27th February, 2024.

Dr. Sohail Zafar, Professor and Dean, Department of Business Administration chaired the Business Board of Studies meeting. The agenda of the meeting was as follows:

Agenda Item 1:

Faculty Research Output 2023.

Agenda Item 2:

Faculty Publications and Submissions planned for 2024.

Agenda Item 3:

Department of Business Administration Five Year Research Programmes 2024/29 developed in line with the Lahore School's Vision/Mission.

Agenda Item 4:

Lahore School of Economics Regulations 2024-2025.

Agenda Item 5:

1. Applied Field Assignment and Report

HEC UG Policy

Field Experience/Internship: The field experience of six to eight weeks (preferably undertaken during the semester or summer break) must be graded by a faculty member in collaboration with the supervisor in the field. This is a mandatory degree award requirement of 3 credit hours for all undergraduate/ equivalent degree programs.

2. Undergraduate Research Projects and MBA Research Project

A note is to be added in the course outlines for the Research Project as follows

"Students are required to submit the required certification (list of certifications and links are shared below) before submission of the Final Research Project."

- Certification in Excel Skills for Business: Advanced

Subject Experts:

1. Dr. Sidra Irfan, Assistant Professor, University of the Punjab, Institute of Administrative Sciences, Lahore, Pakistan.
2. Dr. Shaukat Ali Raza, Associate Professor/Dean, Pak AIMS, Institute of Management Science, Lahore, Pakistan.
3. Dr. Aamir Sarwar, Chairman/HoD, Lahore Leads University, Lahore, Pakistan.

Alumni:

Mr. Muhammad Abbas, CEO of Web Skechers.

Industry Representative:

Mr. Khurram Javaid, Chief Commercial Officer at Fauji Foods Limited.

14th Board of Faculty Department of Business Administration Meeting held on 2nd April, 2024.

Dr. Sohail Zafar, Professor and Dean, Department of Business Administration chaired the Business Board of Faculty meeting. The agenda of the meeting was as follows:

Agenda items were:

1. Faculty Research Output for year 2023
2. Ongoing and planned Faculty Publications and Submissions for the year 2024
3. Department of Business Administration Five Year Research programmes 2024/29 developed

- in line with the Lahore School's Vision/Mission.
4. Lahore School of Economics Regulations 2024-2025

**Faculty Development
Workshop Spring 2024
Department of Business
Administration**

January 15th till January 19th 2024.

In Faculty Development Week for Spring Semester 2024, Department of Business Administration organized five day workshop.

Agenda:

1. Each Faculty member presented about one course taught in Winter Semester 2023 covering the following:

Course Learning Objective (CLO)	Syllabi	Examination Question Paper	Mid-Term Exam Final Term Exam	Analysis of CLO (Course Learning Objectives)
			Frequency distribution of grades A (___%) B (____ %) Etc	Analysis by QEC office were shared with the faculty member in the following format: What % of CLO no 1/2/3/4, etc was attained ; and %age attainment of which CLO was above/below the class average marks

2. The Faculty member discussed the following:
 - i) Did the CLO Analyses correctly reflect the achievement of Course Learning Objectives (CLOs)? Need to modify certain CLOs of a course
 - ii) Did the content of the course outline/lecture sequence need revision?
 - iii) Did the discussion sessions- assignments, quizzes, projects etc adequately cover the CLOs which were not achieved in examinations?
3. Each faculty member was allocated 30 minutes (15 minutes for the presentation and 15 minutes for discussion and analysis).

Summary: This paper explores the role of vlogged gastronomic tourism in shaping cultural perceptions and addressing the Global North-South divide. While previous research has focused on food or regional sourcing, this study examines popular international food vlogs on YouTube. Analyzing over three hours of video with millions of views and thousands of comments, the authors investigate how these vlogs provide immersive cultural experiences. The study finds that such videos can bridge cultural gaps, offering insights for tourism marketers and fostering connections among diverse audiences. The results highlight the potential of vlogs in creating authentic cultural exchanges.

metrics. The findings highlight the importance of data quality over model size. The study offers insights into efficient NLP modeling with reduced environmental impact.

Dr. Shehla Arifeen

Affective Trust in the Supervisor and Innovative Work Behavior: The Effects of Proactive Skill Development and Learning Goal Orientation

(Chughtai, A.A. and Arifeen, S.R. (2024). "Affective Trust in the Supervisor and Innovative Work Behavior: The Effects of Proactive Skill Development and Learning Goal Orientation". *Journal of Psychology*. <https://doi.org/10.1080/00223980.2024.2325664>)

HEC Journal Category: W

Abstract: The main objective of this study was to examine the relationship between affective trust in the supervisor and innovative work behavior. In addition, this paper investigated the mediating role of proactive skill development in the affective trust - innovative work behavior relationship and the moderating role of learning goal orientation in the affective trust - proactive skill development relationship. Data for this study were collected from 220 employees drawn from four FMCG (fast moving consumer goods) companies based in Pakistan. Multiple regression analyses and the bootstrapping procedure were used to test the research hypotheses. Results revealed that proactive skill development partially mediated

Publications by the faculty members of the Department of Business Administration

Dr. Fahad Pasha

Vlogging gastronomic tourism: understanding Global North-South dynamics in YouTube videos and their audiences' feedback

Rauf, A. A., & Pasha, F. M. (2024). Vlogging gastronomic tourism: understanding Global North-South dynamics in YouTube videos and their audiences' feedback. *Tourism Geographies*, 26(3), 407-431.

Navigating pathways to automated personality prediction: a comparative study of small and medium language models

Habib, F., Ali, Z., Azam, A., Kamran, K., & Pasha, F. M. Navigating Pathways to Automated Personality Prediction: A Comparative Study of Small and Medium Language Models. *Frontiers in Big Data*, 7, 1387325.

Summary: This study examines the performance of ALBERT (a smaller model) and RoBERTa (a larger model) in predicting big five personality traits using Reddit data. Both models were customized for multi-output regression and evaluated on MSE and RMSE. ALBERT consumed fewer computational resources but took longer to train, while both models produced similar error

the effects of affective trust in the supervisor on innovative work behavior. Furthermore, we found that learning goal orientation strengthened the direct effect of affective trust in the supervisor on proactive skill development and also strengthened its indirect effect on innovative work behavior. The theoretical and practical implications of our results and the limitations of this research are discussed.

Dr. Saad Shahid

Relationship between Green Advertising Receptivity and Consumer Intention to Purchase Eco labeled Product: Role of Trust as a Mediator

Nouman, Z., Shahid, S., Jawad, L., & Ayyaz, I. (2024). Relationship between Green Advertising Receptivity and Consumer Intention to Purchase Eco-labeled Product: Role of Trust as a Mediator. *Journal of Excellence in Management Sciences*, 3(1), 59-84

Journal: Journal of Excellence in Management Sciences, Vol. 3, No.1

This study explores the intricate relationship between green advertising receptivity and consumers' intention to purchase eco-labeled products, with a particular emphasis on the mediating role of trust. In an era where environmental sustainability has become a growing concern, consumers are increasingly drawn to products that are marketed as environmentally friendly. This shift in consumer behavior has led to a surge in green advertising, aimed at promoting eco-labeled products. However, the effectiveness of such advertising is heavily influenced by the level of trust consumers place in the information presented, as well as in the certification and reliability of eco-labels.

The research found that consumer receptivity to green advertising significantly enhances their intention to purchase eco-labeled products. However, this relationship is not straightforward and is mediated by two key factors: system trust and personal trust. System trust, which relates to consumers' confidence in institutional certification and the regulatory frameworks that validate eco-labels, plays a more prominent role than personal trust in driving purchase decisions. Personal trust, which is based

on individual relationships with sellers or producers, also influences purchasing behavior but to a lesser extent.

The study utilized a Structural Equation Modeling (SEM) approach to analyze data from 255 participants. The results confirmed that both system trust and personal trust mediate the relationship between green advertising receptivity and purchase intention. These findings are crucial for businesses seeking to market eco-friendly products, as they highlight the importance of building and maintaining consumer trust. Companies must ensure that their green advertising is transparent and backed by credible eco-label certifications to successfully appeal to environmentally conscious consumers.

The research contributes valuable insights into how green advertising, trust, and eco-labels collectively influence consumer behavior, particularly in emerging markets such as Pakistan. For businesses, the implications are clear: gaining consumer trust through transparent and credible green marketing strategies is essential to fostering long-term engagement with eco-labeled products.

Usman Bilal Sufi

Sufi, U., Hasan, A., & Hussainey, K. (2024). Improving the prediction of firm performance using nonfinancial disclosures: a machine learning approach. *Journal of Accounting in Emerging Economies*.

HEC Journal Category: W

The purpose of this study is to test whether the prediction of firm performance can be enhanced by incorporating nonfinancial disclosures, such as narrative disclosure tone and corporate governance indicators, into financial predictive models. Three predictive models are developed, each with a different set of predictors. This study utilizes two machine learning techniques, random forest and stochastic gradient boosting, for prediction via the three models. The data are collected from a sample of 1,250 annual reports of 125 nonfinancial firms in Pakistan for the period 2011–2020. Our results indicate that both narrative disclosure tone and corporate governance indicators significantly add to the accuracy of financial predictive models

of firm performance. Our results offer implications for the restoration of investor confidence in the highly uncertain Pakistani market by establishing nonfinancial disclosures as reliable predictors of future firm performance. Accordingly, they encourage investors to pay more attention to these disclosures while making investment decisions. In addition, they urge regulators to promote and strengthen the reporting of such nonfinancial information. This study addresses the neglect of nonfinancial disclosures in the prediction of firm performance and the scarcity of corporate governance literature relevant to the use of machine learning techniques.

Aideed Bashir

Linking Environmental Management Systems to Firm Performance: Empirical Evidence from an Emerging Economy

Bashir, A., Jawaad, M., Hasan, T., & Nasir, T. (2024). Linking Environmental Management Systems to Firm Performance: Empirical Evidence from an Emerging Economy. *The Lahore Journal of Business*, 11 (2), 55-88.

HEC Journal Category: Y

This study investigates the interplay between environmental management systems (EMS), environmental performance, customer satisfaction, and overall company performance within the textile sector in Pakistan. Analyzing data from 243 textile companies using partial least squares structural equation modeling, we found that EMS significantly enhances both business success and customer satisfaction while positively impacting environmental performance.

Key findings reveal that both environmental performance and customer satisfaction serve as critical mediators in the relationship between EMS and business performance, operating in a complementary manner. This underscores the importance of integrating these elements for companies to fully realize the benefits of their EMS initiatives.

Our research indicates that effective implementation of EMS can serve as a valuable strategy for textile companies in Pakistan, enabling them to address stakeholder concerns and improve

financial outcomes. As such, we recommend that these companies leverage their EMS not only to enhance environmental stewardship but also to boost customer loyalty and profitability.

By prioritizing environmental performance and customer satisfaction, Pakistani textile companies can achieve sustainable growth and competitive advantage in the marketplace.

Amber Sajjad

Sajjad, A., & Talat, A. (2024). Underdog entrepreneurship: a model to predict the success of poor entrepreneurs. *Journal of Entrepreneurship in Emerging Economies*. doi: 10.1108/JEEE-07-2023-0262

HEC Journal Category: W

While extensive research exists on how positive life circumstances and positive personality traits promote entrepreneurship, there is little research focusing on how negative personal circumstances may potentially breed entrepreneurship. This study aims to build upon the theory of underdog entrepreneurship to examine the effect of challenging life circumstances such as poverty on the development of entrepreneurial traits in underdog entrepreneurs. This research analyzed the effect of risk-taking (RT) on the entrepreneurial success (ES) of underdog entrepreneurs and the role of optimism (OPM) and persistence (P) as mediating variables and poverty as a moderator variable.

Zoraq Mansoor

Three-way Interaction between Protean Career Orientation, Perceived Stress and Person-Organization Fit: Evidence from Women Employees

Mansoor, Z., & Talat, A. (2024). Three-way Interaction between Protean Career Orientation, Perceived Stress and Person-Organization Fit: Evidence from Women Employees. Qualitative Research.

Journal Name: Qualitative Research Journal (W Category)

It is assumed that protean career orientation and work-life balance have a positive relationship and predicted that this

relationship is weakened by perceived stress but augmented by person organization fit. It is argued that mitigating effect of person organization fit is more salient among employees who exhibit low perceived stress. The results were studied from women employees working in telecommunication sector, who confirmed the hypotheses.

YouTube Advertisements: A blessing or a curse? Generation Z's perspective about YouTube Advertisements

Journal Name: Oeconomia (W Category)
Mansoor, Z., & Talat, A. (2024). YouTube Advertisements: A blessing or a curse? Generation Z's perspective about YouTube Advertisements. Oeconomia.

Journal Name: Oeconomia (W Category)

The research studied impact of informativeness of YouTube ads on purchase intention of consumers, incorporating two moderators, irritability and entertainment and trendiness. The sample consisted of generation Z and the study focused on how generation Z perceives YouTube ads. For the purpose of data analyses AMOS software was used. Confirmatory factor analysis and structural equation model was incorporated in the study. The results depicted that Ad informativeness has a positive relationship with the purchase intention of the product or service being advertised (H1). The extant literature supports the result as it states informativeness has a positive relationship with purchase intention due to the fact that messages that are of high quality are more prone to cultivating the purchase impulse for consumers to purchase the product being advertised (Tan, 2021). If the advertisement is informative it will have a positive and significant impact on consumer's purchase intention. There were two moderators being studied in the research, irritability and entertainment and trendiness.

Dr Aamir Khan



Dr Aamir Khan conducted a session to some 40+ senior government officers of the SMC training program at the National Institute of Public Administration (NIPA) in January 2024 on the importance of Managing Upwards in one's career. The picture was taken with then DG NIPA Dr Ismat Tahira (DMG).

The Lahore School Case Research Center (CRC)

The Case Research Center (CRC) has been established at Lahore School of Economics (LSE) to encourage faculty to engage in solid case teaching and research. There is a dearth of business cases related to Pakistani firms and that is the reason business schools have to rely on foreign cases for teaching. The facilities at the center will be instrumental in bridging the gap between foreign and local cases. The center is a forum for interaction between faculty and the industry, and will provide turnkey consultancy solutions to the local industry. The mission of CRC is to motivate researchers to publish business cases and to subsequently increase both the quality and the quantity of case research and teaching in Pakistan.

The activities of the center include emphasizing the importance of case teaching in the curriculum for business studies and equipping faculty members with the abilities to effectively instruct students using the case method. The Center has initiated to provide the following facilities to the faculty:

- Faculty training of "Teaching with Cases" at HBS
- In-house training on "Case Teaching & Writing"
- NBEAC Training on Case Teaching for Faculty

In the academic year 2023-24, MBA 2nd year students studied 45% cases/articles as part of their curriculum, whereas the BBA IV year studied around 32% of case studies/articles.





Department of Social Sciences

Faculty Development Workshop

A Faculty Development Workshop was held from January 15-17, 2024, by the Department of Social Sciences. On the first day of the workshop, one hour was dedicated to discussing the upcoming conference (May 7-8, 2024) on Social Sciences. The faculty discussed the courses scheduled for the first day in detail. During this discussion, some adjustments were recommended for the CLOs of the LCS course, and it was suggested to incorporate multiple CLOs into a single question for the Communication Skills course. On the second day, the faculty engaged in a comprehensive review of the courses assigned for that day. Recommendations were made to modify the CLOs for Intro to Linguistics, Cultural Studies I & II, and Western Political Thought II. On the third day of the workshop, faculty members participated in a thorough discussion of the courses scheduled for

that day. Additionally, Ms. Rumeesa Naqvi suggested moving the Business Communication course from the second year to the third year.

Research Paper Presentations

Dr. Mariam Zia presented her paper titled "Out-of-Context: Veering into Indo-Islamic Storytelling" on 14th February, 2024. The paper looked at the dynamics of reading an Indo-Islamic text through Nicholas Royle's understanding of Sigmund Freud's 1919 essay, "The Uncanny." It grappled with the questions of context and meaning-making about how Royle's theorisation of 'veering' aids the understanding of a multi-authored 'fictional' text about Prophet Muhammad's uncle, Hamza ibn Abd al-Muttalib. The paper focused on how Royle's work has impacted a reading that may have been considered "out of context".

On 21st February, 2024, Ms. Nabiha Shahram presented her paper titled "Child Sexual Abuse: Training Needs of School Teachers for Preventive Education Program". The paper analyzed the knowledge gap of teachers on preventive education on child sexual abuse and the current capacity of teachers to handle the issue.

On 13th March 2024, Dr Saad Khan presented his paper titled "Shifting Priorities: A Post-Pandemic Comparative Content Analysis of Chinese Investment Intentions in Djibouti, Laos & Pakistan" to the faculty members. The paper's key aim was to identify and analyze any possible change in China's investment intentions with select Belt & Road Initiative partners through content analysis and framing theory.

The paper explored questions such as: Is there a change in investment intention rhetoric from China towards Pakistan, Laos, and Djibouti post-pandemic?



If there has been a change in such intentions, which direction have they changed towards? He discussed theory, methods, and data for his paper, which consisted of a Two-stage Analysis. Step 1 involved framing theory and utilizing primary state documents from 2020-2024, speeches, and statements from official sources as data sources. Step 2 focused on neoclassical realism with an emphasis on international power dynamics. His working change involved creating a coding scheme to classify data as positive or negative pre/post-pandemic in Step 1.

Dr. Saad Khan concluded by discussing current dilemmas such as the increased necessity for validity, the time-consuming adaptation of Step 1, collaboration, and a possible switch to single-step analysis with just framing theory. The paper generated useful discussion and the participants shared their critical perspective on the issue.

6th Annual Conference

Faculty of Social Sciences at Lahore School of Economics conducted its 6th Annual Conference on *Emerging Themes in Social Sciences* on May 7– 8, 2024. In this conference, eminent academicians, scholars and researchers from all over Pakistan were invited to present their work on interdisciplinary and contemporary debate in the field.

The first day of the conference featured current theoretical debates, research trends, and practices in Language, Literature, and Education. Second day shifted focus to Political Science, and International Relations.



DR SHAHID SIDDIQUI



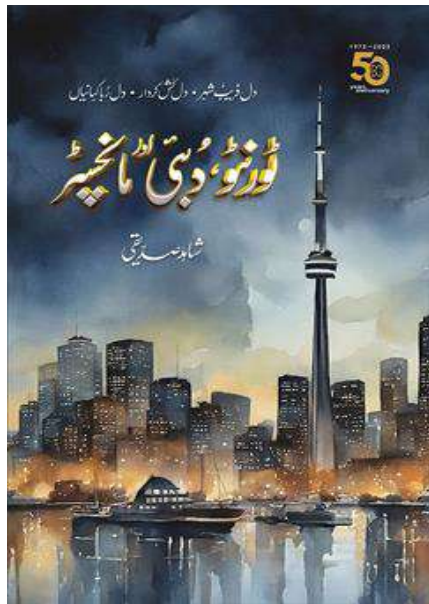
PUBLICATIONS:

BOOKS:

- Siddiqui, S. (2024). Pakistan, Taleem aur Ikeesvin Sadi



- Siddiqui, S. (2024). Toronto, Dubai aur Manchester



RESEARCH PAPERS PUBLISHED IN HEC RECOGNIZED JOURNALS

- Siddiqui, S. (2023). Teacher Education and Sustainable Change: where lies the problem? Pakistan Journal of Education, Vol.40(1).

PRESENTATIONS OF RESEARCH PAPERS IN CONFERENCES

INTERNATIONAL CONFERENCES

- "Pushing the Boundaries: Rethinking Research in Linguistics" in "2nd International Conference on Applied Linguistics (ICAL-24)" organized by Department of English Linguistics and Literature, Riphah International University, Islamabad on 2-3 March, 2024.
- "Education for Sustainable Development" in "4th International Conference on Educational Sciences and Research (ICESR-2024)" organized by the University of Sargodha, Sargodha on 1st and 2nd March 2024.
- "Restructuring Teacher Education for the Next Generation of Teachers" in 11th International Conference on Research in Education (ICORE-2023) organized by University of the Punjab on 19-21 December, 2023.
- "Reconsidering Social Sciences Paradigms for Global Citizenship

and Sustainable Development” in “1st International Conference on Social Sciences-2023 (ICOSS)” on 11-12 October 2023

NATIONAL CONFERENCES

- Pakistan, Education and 21st Century conference organized by Sindh Education Foundation, Karachi, on 25 October 2023.
- “Civic Education, Exploring Strategies for incorporating peace pedagogies in a classroom” organized by Centre for Peace and Secular Studies, Lahore on 18th July 2023.

NEWSPAPER ARTICLES

- Dr. Shahid Siddiqui published 35 Op Ed columns on history, education, literature, and language in the national newspaper, “Dunya” during 2023-2024. <https://dunya.com.pk/index.php/columnist/shahid-siddique/172>

CREATIVE PRODUCTION

Dr. Shahid Siddiqui scripted and developed 40 Youtube videos on the themes of history, language, literature, art and education during 2023-2024. <https://www.youtube.com/channel/UCzAjmVOa-fvobyNccCNSA6A>

APPOINTED AS MEMBER

Member of the executive council at Allama Iqbal Open university.

MUNAZA HASAN NASIR

Conferences

Ms. Munaza presented her papers in national and international conferences. She was invited as keynote speaker by the UN to shed light on the significance of language in promoting inclusivity in the judicial system.

- Regional Inclusive Justice Symposium- South Asia, Islamabad (June 29, 2024)
- Hoey's Problem-Solving in Skincare Industry: An Analysis of Neutrogena and The Ordinary's Instagram Content presented at 10th International Conference on New Findings in Humanities and Social Sciences,

Oxford University, UK (27 March 2024)

Research Publications:

English and Mandarin: The Question of Linguistic Capital and the Emerging Language in Pakistan published in KJLR

The Progression of Gender Stereotyping in Pakistani Television advertisements (Xinnia Ejaz, Rabbia Yusuf, Nimra Khanum, Eemaan Hasan Iqbal, Sohaib Ahmed) Journal of Media and Communication Studies

Academic publications, conferences and other academic activities

2023-24

DR EJAZ HUSSAIN

Associate Professor, Department of Social Sciences

Lahore School of Economics

Book Reviews

Michael Cox. (ed.) (2022). ‘Afghanistan: Long War, Forgotten Peace’, *Journal of Asian Security and International Affairs* (11)1:153-155. DOI: 10.1177/23477970231176624 (Impact factor 0.9)

- Ayesha Siddique. 2022. *China-China-Pakistan Relations in the Twenty-First Century*. *The Friday Times*. <https://thefridaytimes.com/06-Oct-2023/book-review-china-pakistan-relations-in-the-21st-century>
- Shahid Siddiqui. 2024. *Toronto, Dubai aur Manchester*. *The News*. <https://www.thenews.com.pk/tns/detail/1187489-stories-of-years-gone-by> by Shahid Siddiqui. 2023. *Pakistan, Taleem aur Ikkeesvin Sadi*. *The News*. <https://www.thenews.com.pk/tns/detail/1149366-pakistans-educational-challenges-in-the-21st-century>
- Ronald H. Chilcote. 2018. *Theories of Comparative Politics: The Search for a Paradigm Reconsidered*, 2nd edn. *The National Dynamics* (2). Fudan Development Institute, Fudan University, China.
- Shahid Siddiqui. 2023. *Dreams Don't Die*. *The Friday Times*. <https://thefridaytimes.com/26-Nov-2023/book-review-dreams-never-die>

Conferences and Seminars

Dr. Ejaz Hussain spoke on ‘Political Conflict in Contemporary Pakistan: An Analysis’ in an international webinar on ‘Recent Political Development in South Asia’ organized by Shahjalal University of Science and Technology, Sylhet, Bangladesh.

He chaired a political science session at the sixth annual conference titled Emerging Themes in

Social Sciences organized by the Department of Social Sciences, Lahore School of Economics.

Reviewer

He reviewed articles for the following international journals:

- Journal of Chinese Political Science, Area Development and Policy, Asian Journal of Middle Eastern and Islamic Studies, Journal of Peacebuilding & Development, Frontiers in Political Science
- National Journals: *Strategic Studies*, *The Journal of Law and Development*

Newspapers/news magazines articles

He wrote consistently on Pakistan’s foreign policy and political economy in *The News* and *The Fridays Times* during the said period. I also shared my views on Pakistan’s foreign policy on Pakistan Television (PTV):

The News

- <https://www.thenews.com.pk/tns/writer/dr-ejaz-hussain>
- *The Friday Times*: <https://thefridaytimes.com/contributor/dr-ejaz-hussain>

Dr Umbreen Javaid

Professor, Department of Social Sciences Lahore School of Economics

Journal articles

- Harbours of Influence: Gwadar vs. Piraeus – A Comparative Analysis (2023) in *Kurdish Studies Impact Factor Category: W*
- Challenges, Strategies, and Policies for the Empowerment of Pakistani Women Farmers: A Qualitative Analysis with a Capability Approach (2024) in *Migration Letters Category: X*

- Peace Building and Resilience Strategies for Cultural Rejuvenation: An Integrated Approach for Countering Religious Violent Extremism in Pakistan (2023) in PalArch's Journal Archaeology of Egypt/Egyptology Category: X

Conferences

- Presented closing remarks at the Two Day Hybrid International Conference on "Democracy, Governance, and Sustainability," organized by the University of the Punjab, on 15th and 16th of May, 2024.
- Presented a paper on "Maritime Governance and Climate Change" at the 2nd International Conference on Consequences of Environmental Degradation: Natural Disasters, Economic & Governance, Challenges for Sindh, Pakistan and way forward organized by Faculty of Social Sciences, University of Sindh on 6th February, 2024.
- Presented a paper titled "Embracing Sustainability: Call to Say No to Plastic in Makkah and Madinah" at the International Conference on Sustainable Governance in the Globe South: (Re-) Thinking Social Contract for Pakistan on 14-15th December, 2023.
- Presented a paper on "Challenges, Strategies and Policies for the Empowerment of Pakistani Women Farmers: A Qualitative Analysis with a Capability Approach" at 1st International Women Conference in Khyber Pakhtunkhwa on Breaking Barriers, Building Bridges: Uniting Women's Voice for a Better World (IWC 2023) on 4th December, 2023.

Reviewer/Member Advisory Board

International Journals

- Reviewer, International Impact Factor Journal "Religions", Switzerland.
- Reviewer, Društvene i humanističke studije DHS (Social Sciences and Humanities Studies), Bosnia and Herzegovina, 2024.
- Reviewer, Book Publisher International (BPI.org).
- Reviewer, Journal of Asian and African Studies (Impact factor)
- Reviewer, Asian Journal of Comparative Politics

- Member, Editorial & Advisory Board of Siyasal-Journal of Political Sciences of Istanbul University-Turkey.

National Journals

- Member of the Editorial Advisory Board of Journal of Emerging Trends in Social Sciences and Humanities
- Reviewer, Journal of Political Science, Government College University, Lahore
- Editorial Advisory Board, Journal of Humanities & Social Sciences (JHSS), University of Central Punjab, Lahore.
- Reviewer, Journal of Political Science at Government College University, Lahore.
- Member, Editorial & Advisory Board of Journal of Research Society of Pakistan, University of the Punjab, Lahore
- Reviewer, Journal of Political Studies University of Punjab, Lahore
- Advisory Board Member of the Global International Relations Review (GIRR)
- Member of the Reviewer Board of the Global Foreign Policy Review (GFPR)
- Advisory Board Member of the Global Strategic & Security Studies Review (GSSSR) Journal

HEC

- Reviewer, HEC TRGP Research Projects.
- Reviewer, HEC NRPU Research Projects.
- Reviewer, HEC Post-Doc Research Projects.
- Reviewer, HEC Research Awards Applications.

Member

- Member of Syndicate, University of Home Economics (for a period of three years).

Policy Input Papers

- Submitted to Government of Pakistan: National Security Division (NSD)

Dr. Mariam Zia

Dr. Mariam Zia was invited to give a talk on the *Hamzanama* miniature paintings to the faculty and students at the National College of Arts on 19th November 2023

On 2nd March 2024, Dr. Mariam Zia was in conversation with Ms. Shahnaz Aijazuddin about "The Women of *Tilism Hoshrubu*" at The British Council Women of the World (WOW) Festival

On March 8th, 2024, she was invited to the Women's Day Special Show about Gender Roles on Aik News

On 6th June 2024, Dr. Mariam Zia gave the Keynote Address at the conference titled "Erasure, Resistance, and Innovation" at the University of Central Punjab, Lahore

Dr. Mariam Zia was asked to write a review of the book *Three Centuries of Travel Writing by Muslim Women* (eds. Siobhan Lambert-Hurley, Daniel Majchrowicz, and Sunil Sharma

Indiana University Press, 2022). The review was so well-received that she was thereafter asked to assist the editorial board of the *Journal of Scholarly Publishing* in an official capacity for a three-year term.

Dr. Mariam Zia's review essay titled "Reclaiming the Fabulous Machinations of the Qissa Genre" was published in *Marvels & Tales* (Issue 38.1) which is an impact factor journal for the study of folk and fairy tale literature.



Department of Environmental Science and Policy



FACULTY TEACHING AND DEVELOPMENT WORKSHOPS

WINTER 2023

During the Winter 2023 semester, four sessions of the Faculty Teaching and Development Workshop took place from Monday, August 21, to Thursday, August 24. Faculty members presented their respective course outlines for review and discussion.

Dr. M. Nawaz introduced the curriculum for the undergraduate course, Environmental Geology (ESC 207), with a few modifications. Dr. Mehreen Khan shared the outlines for MPhil courses in Environmental Science and Policy, including *Strategic and Advanced Environmental Impact Assessment* (ESC 611) and *Research Methods in Environmental Science* (ESC 619).

Dr. Tariq Abdullah presented the revised MPhil curriculum for the *Climate Change Adaptation and Mitigation* (ESC 609) course, highlighting the updates made. On the final day of the workshop, Ms. Sadia Imran and Ms. Hammna Jillani presented the *Environmental Science: Intro* (ESC 205) course outline, with some additional topics introduced in the lecture series. Finally, Ms. Rida Naseer presented the MPhil course outline for *GIS and Remote Sensing* (ESC 620), which remained unchanged.

SPRING 2024

Three sessions of Faculty Development Workshop of the Department of Environmental Science and Policy were held from January 15th to January 17th 2024. Each instructor discussed courses syllabi, Course Learning Objectives (CLOs), mid-term and final term exams and their results. The purpose of the workshop was to evaluate how well the students performed against each CLO. It was discussed that the exam questions should directly reflect the course's stated learning objectives. Each CLO

should be represented in the assessment to ensure comprehensive evaluation of student learning. The distribution of marks across exam questions should correspond to the importance of each learning objective. By conducting a CLO analysis in relation to exams, instructors ensure that students are being thoroughly assessed on the intended learning outcomes of the course. Following presentations were held in the workshop.

Date	Course	Instructor
Day 1 January 15th, 2024	Environmental Science: Intro (ESC 205) Environmental Geology (ESC 214) Climate Change (ESC 311) Environmental Impact Assessment (ESC 304) Climate Change Adaptation & Mitigation (ESC 609)	Mubarik Nasir Dr. Nawaz Chaudhry Saadia Imran Hamna Jillani Dr. Tariq Abdullah
Day 2 January 16th, 2024	Strategic and Advanced Environmental Impact Assessment (ESC 611)/ Research Methods in Environmental Science (ESC 619) Urban Ecology (ESC 612)	Dr. Mehreen Khan Dr. Munir Ghazanfar
Day 3 January 17th, 2024	GIS and Remote Sensing (ESC 620)	Rida Naseer



DEPARTMENTAL RESEARCH PAPER PRESENTATIONS

WINTER 2023

1. Dr. Mehreen Khan presented her research on the topic of “Flexibility of the EIA process to cater to urgent green projects in Pakistan” on October 24, 2023.
2. Ms. Hafsa Arshad, MPhil Research Student of Ms. Sadia Imran presented her research on the topic of “Evaluation of Occupational Health and Safety and Process Risk Assessment of

the Industrial Waste Incinerator Located in Kala Shah Kaku- A Case Study” on November 23, 2023.

3. Dr. M. Rafiq Khan presented his research on the topic of “Social Analysis of the Environmental Impact of Open Dumping of Solid Waste on Demographic Situation within 2- 3 km of the Dumpsite in Lahore Pakistan” on November 30, 2023.

SPRING 2024

4. Dr. Mehreen Khan presented her research on the topic of “ChatGPT

and the future of impact assessment” on February 15, 2024.

5. Ms. Rida Naseer presented her research on the topic of “Spatiotemporal Clustering, Hotspot Analysis and Fire Risk Assessment in the Northern Region of Khyber Pakhtunkhwa (KPK), Pakistan” on February 22, 2024.
6. Dr. M. Rafiq Khan presented his research on the topic of “Impact of Modernity and Globalization on the Developing World” on April 25, 2024.

FOURTH ENVIRONMENT CONFERENCE

The Fourth Conference on “Challenges and Possibilities for Environmental Sustainability with a Focus on Pakistan” was held on May 14 and 15, 2024 at the Lahore School of Economics. Dr. Bushra Khan, a Professor of Environmental Chemistry at the Department of Environmental Sciences, University of Peshawar, delivered the keynote address on the “Status of Water Quality and Quantity in Khyber Pakhtunkhwa.” Dr. Abdul-

Sattar Nizami, Associate Professor at the Sustainable Development Study Center, Government College University Lahore, who discussed “Implementing Zero Waste and Circular Economy Principles in Pakistan”, presented the second keynote address.

Senior professors from prominent institutions including the Lahore School of Economics, University of the Punjab, GCU Lahore, GCU Faisalabad,

Kinnaird College for Women University, and University of Wah were invited as speakers at the conference. A wide range of research papers were presented, covering topics such as water and environmental issues, climate change, health and safety, society and the environment, sustainable development, air pollution, and ecosystems. The contributions were well-received and appreciated throughout the event.



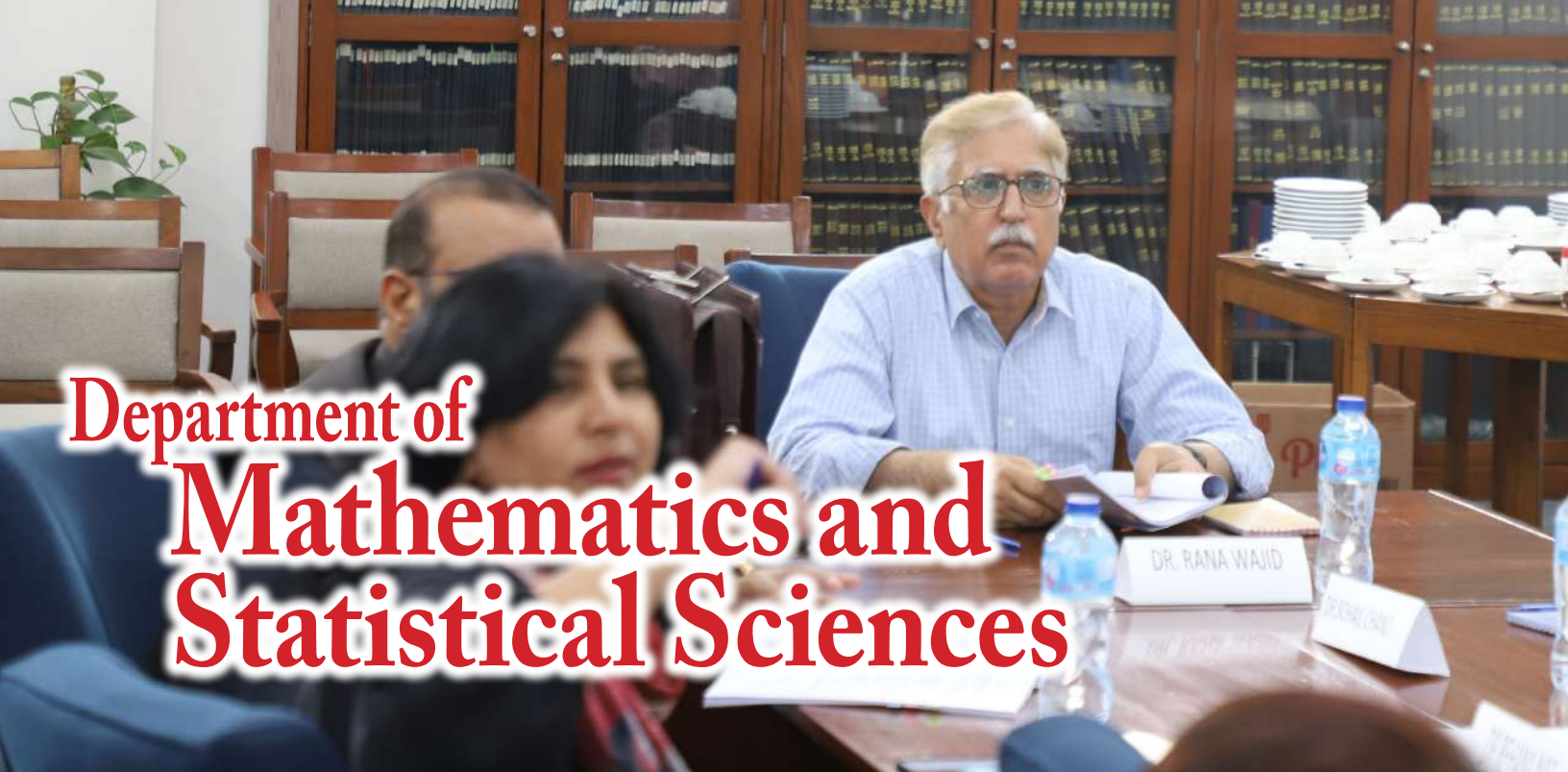
COMPLETED MPHIL THESIS IN THE DEPARTMENT

7. Ms. Alishba Zulfiqar, "Evaluation of performance of the Activated, Calcinated, and Modified Brick powder processes for the adsorption of Poly Vinyl Alcohol by response surface methodology (RSM)" (Supervisor Dr. Muhammad Nawaz Chaudhry Co-supervisor Dr. Naeem Abbas).
8. Ms. Wasfa Shoukat, "Enhancing Phenol Removal from Wastewater through Activated Carbon and Response Surface Methodology (RSM) Optimization" (Supervisor Dr. Muhammad Nawaz Chaudhry Co-supervisor Dr. Naeem Abbas).
9. Ms. Maria Tariq, "Challenges Influencing the Occupational Health and Safety of Pakistani Migrant Workers in Construction Sector: A Qualitative Study in KSA, Dubai and Oman" (Supervisor Dr. Muhammad Nawaz Chaudhry).
10. Ms. Arusa Maqsood, "Evaluation of Occupational Health and Safety and Process Risk Assessment of the Medical Waste Incinerator Located in Lahore – A Case Study", (Supervisor Ms. Sadia Imran Co-supervisor Dr. Samia Saif).
11. Ms. Tooba Sahar, "Optimization of Thin Film Composite Nanofiltration Membrane for the Removal of Heavy Metals", (Supervisor Dr. Rahma Tamime Co-supervisor Dr. Asim Laeeq Khan).
12. Jillani, H., Chaudhry, M. N., Zahid, H., & Navid Iqbal, M. (2024). The mediating role of stakeholders on green banking practices and bank's performance: The case of a developing nation. *Plos one*, 19(5), e0300585. (I.F:2.9)
13. Siddique, S., Chaudhry, M. N., Ahmad, S. R., Nazir, R., Javed, R., Hafeez, M. R., ... & Mahmood, A. (2024). Risk surveillance with spatial distribution of Organochlorine Pesticides (OCPs) from sedimentary samples of Chenab River. *Science of The Total Environment*, 912, 169256. (I.F. 8.2)
14. Khan, M., Chaudhry, M. N., Ahsan, M., & Ahmad, R. (2024). ChatGPT and the future of impact assessment. *Environmental Science & Policy*, 157, 103779. (I.F:4.9)
15. Wajid, W., Chaudhry, M. N., Hussain, N., Ijaz, M., Kifayat Ullah, Saeed, F., Aleem, M., Likowsky Desir. (2024). *Journal of Population Therapeutics & Clinical Pharmacology*, 128-138. (X-category)
16. Khan, M., & Chaudhry, M. N. (2024). Evaluation of Environmental Impact Assessment legislation in Pakistan. *Impact Assessment and Project Appraisal*, 42(2), 123-140. . (I.F:1.4)
17. Ishaq, T., Tamime, R., Bano, S., Akhtar, F. H., & Khan, A. L. (2024). Synergistic CO₂ capture using PANI-polymerized UiO-66 embedded in PEBAX mixed matrix membranes. *Carbon Capture Science & Technology*, 13, 100260. (I.F:10.4)
18. Amir, H., Tamime, R., Shamair, Z., Khan, A. L., AlMohamadi, H., & Nawaz, R. (2023). Enhanced gas separation performance of PIM-1 blend membranes incorporating ionic liquid (3-(trimethoxysilyl) propan-1-aminium acetate ([APTMS] [Ac])) as filler: Investigation of morphology, compatibility and transport properties. *Fuel*, 349, 128669. (I.F:6.7)
19. Fatima, S., Ash'aari, Z. H., Ramli, M. F., Sharaai, A. H., & Chaudhry, M. N. (2023). GIS-based tools for optimising municipal solid waste collection and transportation routes. *International Journal of Environment and Waste Management*, 32(4), 402-417. (I.F. 0.5)
20. Fatima, S., Ash'aari, Z. H., Ramli, M. F., Sharaai, A. H., & Chaudhry, M. N. (2023). Selection of sanitary landfill site by integrated fuzzy AHP and GIS for Multan, Pakistan. *World Review of Science, Technology and Sustainable Development*, 19(1-2), 149-169. (X-category)
21. Sadaf Ijaz, Chaudhary, M. N., Ahmad, S. R., & Asim, R. M. (2023). Perception of Health Care Workers About Medical Waste Management Based on KAP Analysis. A Case Study of Tertiary Care Hospital Lahore, Pakistan. *Pakistan Journal of Scientific & Industrial Research Series A: Physical Sciences*, 66(3), 234-243. (Y-category)
22. Khalid, S., Nazir, R., Ahmad, S. R., & Chaudhry, M. N. (2023). Facile synthesis and application of manganese-zinc-cobalt hydrous oxides nanoparticles decorated biochar for decontamination of copper (II) from water. *Desalination and Water Treatment*, 303, 121-131. (I.F: 1.0)
23. Zahid, H., & Jillani, H. (2023). Has Fintech Functioned as a Nudge for the SDGs Implementation? A Systematic Review. *International Journal of Business and Economic Affairs*, 8(4), 68-78. (Y-caegory)
24. Ashraf, I., Ahmad, S. R., Ashraf, U., & Khan, M. (2023). Community perspectives to improve flood management and socio-economic impacts of floods at Central Indus River, Pakistan. *International journal of disaster risk reduction*, 92, 103718. (I.F. 4.2)

LIST OF PUBLICATIONS

2023-2024





Department of Mathematics and Statistical Sciences

Departmental Research Paper Presentations

- On November 14, 2023, Dr. Ali Raza presented his Research Paper on the topic "Lie Symmetries and their classification via Optimal System of Sub-Algebras".
- On November 28, 2023, Dr. Ali Raza presented his Research Paper on the topic "Optimal System and classification of invariant solutions of nonlinear class of wave equations and their conservation laws".
- On February 13, 2024, Dr. Ismat Beg presented his Research Paper on the topic "Optimum Strategy".
- On February 20, 2024, Dr. Ali Raza presented his Research Paper on the topic "The Millennium Prize Problems, Riemann Zeta Function and Prime Number Distribution".
- On March 12, 2024, Dr. Rabab Mudakkar presented her Research Paper on the topic "Does banking concentration affect the stability and profitability degree of the banking system? Evidence among post-communist European countries".



Faculty Development Workshops

Faculty Development Workshop Fall 2023

Five workshops were arranged in Fall 2023. The duration of each workshop was three hours. The objective was to discuss the course outlines, changes to be incorporated in future, to improve faculty skills and so on.



Spring 2024

Five workshops were arranged in Spring 2024. The duration of each workshop was three hours.



Objectives:

- Discussion on course outlines
- Changes to be incorporated in the future

- Course Learning Objectives (CLOs) of each course being offered
- Improvement needed to enhance faculty skills.

Prof. Dr. Rana Wajid

External Examiner of PhD/ Master Dissertations

- External Examiner of PhD Dissertations for a candidate on September 29, 2023 at Bahauddin Zakariya University, Multan.
- External Examiner of PhD Dissertations for a candidate on January 17, 2024 at College of Statistical Sciences University of the Punjab, Lahore.
- External Examiner; Conducted viva examination of a Ph.D. candidate on April 29, 2024 in the College of Statistical Sciences University of the Punjab, Lahore.
- Attended the meeting of Board of Studies in Statistics on 4th June 2024 at the Emerson University, Multan.
- Chaired the Board of Study and Board of Faculty meetings for the Department of Mathematics and Statistical Sciences.

Prof. Rehana Naz



Research Publications:

1. Naz, R. Johnpillai, A, Mahomed, F. M. (2024). The exact solutions of a diffusive SIR model via symmetry groups, Journal of Mathematics, Volume 2024, Article ID 4598831, 14 pages.
2. Naz, R. Johnpillai, A, Mahomed, F. M. Oame, A. (2024). Closed-form solutions for a reaction-diffusion SIR model with different diffusion coefficients, Discrete and Continuous Dynamical Systems - S. DOI: [10.3934/dcdss.2024103](https://doi.org/10.3934/dcdss.2024103)
3. Naz, R. Torrisi, M. (2024). The Closed-Form Solutions of a SIS Epidemic Reaction-Diffusion Model with

Advection in a One-Dimensional Space Domain, SYMMETRY, 16(8), 948. DOI: <https://doi.org/10.3390/sym16080948>

4. Naz, R., Oame, A., Torrisi, M, (2024) Cost-Effectiveness Analysis of COVID-19 Vaccination: A review of some Vaccination Models, Partial Differential Equations in Applied Mathematics. Vol 11, 100842, pages 1-9. DOI: <https://doi.org/10.1016/j.padiff.2024.100842>
5. Chaudhry, A. Naz, R. (2024) The closed-form solutions for a model with technology diffusion via Lie symmetries, Discrete and Continuous Dynamical Systems - S. Doi: [10.3934/dcdss.2024133](https://doi.org/10.3934/dcdss.2024133)

Professional Contributions

- Grant Reviewer for International Funders

Reviewed funding applications for the National Research Foundation (NRF) - Winter 2023

- External Examiner of PhD/Master Dissertations
- External Examiner of Master of Science in Applied Mathematics Dissertation from the North West University, Mafikeng Campus, South Africa - Spring 2024

- Editorial Board Memberships

Academic editor of PLOS ONE, a journal enlisted in JCR (Web of Science).

- Reviewer of International Journals

Worked as a Reviewer of International Journals during Winter 2023 and Spring 2024.

Faculty Development Workshop

Conducted sessions on

- Basic Algebra with Python, 18th January 2024
- Calculus and Matrix Algebra with Python, 19th January 2024

Prof. Dr. Ismat Beg

Editorship of journals:

1. Member, Editorial Board, Gulf Journal of Mathematics (2024-now)
2. Member, Editorial Board, Proceedings of the Pakistan Academy of Sciences - A (2021 – now).

3. Associate Editor, Journal of Function Spaces (2020 – now).
4. Member, Editorial Board, Mathematics and Computational Sciences (2020 – now).
5. Member, Editorial Board, Journal of Mathematical Sciences and Modelling (2018 – now).
6. Member, Editorial Board, Journal of Universal Mathematics (2018 – now).
7. Member, Editorial Board, Punjab University Journal of Mathematics (2015 – now).

Talks

1. Fixed points on partially ordered quasi-metric spaces, Conference on Recent Advances in Mathematical Methods, Models and Applications, Lahore School of Economics, Lahore, (Pakistan) 2024.
2. Beyond happiness: Optimum strategy, Invited talk for Salam Session by LUMS Students' Mathematics Society, Lahore University of Management Sciences, Lahore (Pakistan) 2024

Reviewing:

1. Mathematical Reviews .
2. Zentralblatt Fur Mathematik .
3. J. Fuzzy Sets & Systems
4. J. Computational & Applied Mathematics
5. Fixed Point Theory
6. Applied Soft Computing

Conference organized

Conference on Recent Advances in Mathematical Methods, Models and Applications, Lahore School of Economics, (March 2-3, 2024), Lahore, (Pakistan) .

PUBLICATIONS

Book chapter

1. Interval-valued intuitionistic hesitant uncertain linguistic set and Choquet integral based TOPSIS method to MCGDM problems, Book Chapter in Decision Making and Decision Support in the Information and AI Era - Dedicated to Academician Florin Gheorghe Filip (Edited by Valentina Emilia Balas, Gintautas

Dzemyda, Smaranda Belciug and Janusz Kacprzyk) Studies in Systems, Decision and Control (SSDC) 534. Publisher Springer 2024 (co-authors D.K. Joshi and S. Kumar)

Summary; We define a new class of interval-valued intuitionistic hesitant uncertain linguistic set (IVIHULS) in this study to combine uncertainty, fuzziness and hesitancy in decision making problems both qualitatively and quantitatively. This new class of set is an extension of both uncertain linguistic term set (ULTS) and interval valued intuitionistic hesitant fuzzy set (IVIHFS). We have developed TOPSIS method based on Choquet integral for multi-criteria group decision making (MCGDM) with IVIHUL environment considering interactive characteristics among decision criteria and preferences of decision makers. For this, we have defined Choquet averaging and geometric mean operators for IVIHULS. Some properties of proposed Choquet integral operators are obtained. Definitions of Choquet integral based Hamming and Euclidean distance measures are defined for IVIHULS. A numerical example is undertaken to clarify the newly developed method with a validity test.

Research Papers

1. I. Beg, A.J. Gnanaprakasam and G. Mani: Common coupled fixed point theorem on fuzzy bipolar metric spaces, [Int. J. Nonlinear Anal. Appl.](#),14(4) (2023), 77-85.

Summary; We prove a common coupled fixed point theorem on fuzzy bipolar metric spaces. An application of our key results is given to solve a system of integral equations. Our results generalize and expand the literature's well-known results.

2. A. Khalid, H. Chaudhry and I. Beg: [Dissilient interpersonal influences in social network analysis](#), [Fuzzy Sets Systems](#), 46(7) (2023), Article 108499.

Summary; Abstract Influence models are currently studied by researchers working in the field of social network analysis. The basic assumption in the existing literature is that the degree of interpersonal influence among two experts can be determined in a single meeting. The second presumption is that the degree of interpersonal influence determined in this meeting

is stagnant and will not change in the subsequent meetings. In this paper, we assert that degree of interpersonal influence among two or more experts can change over time. One may not find the other person equally assertive in the second or third meeting. The idea is that it may take several meetings to finally be able to declare the degree to which an expert is influenced by others. We define a composition function for the matrix of interpersonal influence and use it to define the evolution process that this matrix goes through after every meeting. We also state the conditions under which the matrix of interpersonal influence converges in the long run.

3. I. Beg, M. Bisht and S. Rawat: Ranking approach for generalized intuitionistic fuzzy numbers and its application in transportation problems, [Computational and Applied Math.](#), 42(2023), Article 329

Summary; In this paper, we study the transportation problem defined as generalized triangular intuitionistic fuzzy transportation problem (GTIFTP). To handle the above-defined transportation problem, we propose a new criteria for ordering generalized triangular intuitionistic fuzzy numbers (GTIFNs). We define this ordering on index of optimism-based expected value of GTIFN, which can also be used to deal with various other optimization problems. We discuss limitations of some of the existing ranking approaches for intuitionistic fuzzy numbers. Further, we discuss the reasonable properties of this ordering method. We also suggest a new algorithm to solve GTIFTPs, which is numerically efficient and involves less complex calculations than the existing methods. To illustrate our proposed approach and to make it more understandable, we solve three numerical examples with parameters in different combinations of GTIFNs, triangular intuitionistic fuzzy numbers and crisp numbers. Comparative analysis of this method is also done with some existing methods and we finally draw some conclusions.

4. M. Bisht, I. Beg and R. Dangwal: Optimal solution of pentagonal fuzzy transportation problem using a new ranking technique. [Yugoslavia J. Operational Research](#), 33(4)(2023), 509-529.

Summary; In this article, we propose a method based on a new ranking

technique to find optimal solution for a pentagonal fuzzy transportation problem. Firstly, the proposed ranking method which is based on the centroid concept is applied. This transforms the pentagonal fuzzy transportation problem to crisp transportation problem and then the proposed algorithm is applied to find optimal solution of the problem in crisp form. Also, a new method to find initial basic feasible solution (IBFS) of crisp valued transportation problems is introduced in the paper. Further, we give two numerical illustrations for the newly proposed algorithm and compare the solution obtained with the solutions of existing methods. The proposed method can easily be understood and applied to real life transportation problems. Moreover, the proposed ranking method can be used to solve various other fuzzy problems of operations research

- I. Beg: Core of a convex mixture set and convex functions, *Gulf J. Math.* 15(2) (2023), 15-24.

Summary; We broach the notions of face, core and convex function of a convex mixture set. A version of famous Karush-Kuhn-Tucker theorem is proved. Several examples to illustrate are also given.

- I. Beg: Faces in convex metric spaces, *Proc. Romanian Acad. Sciences*, 24(4) (2023), 321-327.

Summary; We examine the role of the convex structure in a metric space on which it is defined. First, we introduce the notion of extreme point and face of a convex set. Second, we present the idea of core in a convex metric space. Several properties are proved and examples to support are given.

- I. Beg, K. Roy and M. Saha: S^J_S -metric spaces; A survey, *J. Nonlinear Sci. Appl.*, 17(1)(2024), 30-69.

Summary; The aim of this survey article, is to present in one place the recently published results on S^J_S -metric spaces, their generalizations and applications. We start with S^J_S -metric spaces and study their properties. Then we deal with abstract S^J_S -topological spaces induced by S^J_S -metric and present several classical results including Cantor's intersection theorem. Next the notion of sequentially compactness on S^J_S -metric spaces and properties of sequentially compact S^J_S -metric spaces are studied. Some fixed point theorems are obtained

for integral type contractive mappings. Finally we prove several new results on fixed point for rational type contractive mappings, obtain Ekeland's variational principle on S^J_S -metric spaces as an application and in the end also present results regarding best S^J_S -proximity point with application.

- L. Rajput, I. Beg and S. Kumar: Spherical fuzzy analytic hierarchy process and linear assignment model based MCGDM method with its application in ranking of states for their business climate, *Expert Systems With Applications*, 238 (2024), Article 122247

Summary; Ranking of the states for business climate is often done by survey analysis and hence prejudiced by untrustworthy and instable responses of the participants. In the present study, we integrate spherical fuzzy set (SFS) and linear assignment model (LAM) with analytic hierarchy process (AHP) to develop a multi criteria group decision making (MCGDM) method to rank Indian states for their business climate and potential index. The proposed MCGDM method is developed using state investment potential index (SIPI) published by the National Council of Applied Economic Research (NCAER), New Delhi to analyse the 'ease of doing business' aspects of various states based on six parameters. We take these six parameters, sub parameters as criteria and sub criteria in proposed MCGDM method and find their global weight using AHP method. Advantages of the proposed method are that it uses SFSs which are more efficient than other extensions of fuzzy sets in handling non-determinacy, and applies LAM to avoid subjectivity in the preferences of decision makers. We also do the sensitivity analysis of the ranking by changing the weights of the criteria and sub criteria to confirm the robustness of the proposed MCGDM method.

- T. Rashid, A. Mahboob and I. Beg: A novel technique for solving the uncertainty under the environment of neutrosophic theory of choice, *Tran. Fuzzy Sets Systems* 3(1) (2024), 1-14.

Summary; When it comes to solving dynamic programming challenges, it is essential to have a well-structured decision theory. As a result, the decision-makers must operate in a

dynamically complicated environment where appropriate and rapid reaction in a cooperative way is the fundamental key to effectively completing the task. We express a theory of decision modeling and axiomatizing a decision-making process. The payoffs and probabilities are represented with simplified neutrosophic sets. We therefore, provide the theory of choice with the implementation of simplified neutrosophic sets. By exploiting the idea of pure strategy, we introduce two steps: in the first step, for each attractive point, some particular event is selected that can bring about a relatively neutrosophic upper payoff with a relatively neutrosophic upper probability or a relatively neutrosophic lower payoff with a relatively neutrosophic upper probability. A decision-maker selects the most favored attractive point in the second stage, based on the focus on all attractive points. Neutrosophic focus theory has been introduced to improve overall performance with more flexibility in complex decision-making. The approach suggested in this work has been implemented in a real-life example to determine its effectiveness. The proposed method is shown to be the most useful for ranking scenarios and addressing dynamic programming problems in decision-making.

Dr. Rabab Mudakkar



Research Publications

Agricultural commodities market reaction to COVID-19

Abstract

This study examines the volatility transmission mechanism in agricultural futures returns during crisis periods, with a specific focus on the COVID-19 pandemic. The research employs the Markov Switching model to analyze the market dynamics of key agricultural commodities—cotton, sugar, rice, wheat, and corn. The study period is divided into three phases: Pre-COVID,

COVID, and Post-COVID, allowing for a comprehensive analysis of market trends and shifts in response to the pandemic. Key findings reveal significant disruptions and heightened volatility in these markets during the COVID-19 period, with notable deviations from traditional market behaviors. The research reveals how various macroeconomic factors, such as the S&P 500, US 10-year Treasury bills, Brent crude oil prices, and the US Dollar Index, distinctly affect these commodity markets. Crucially, it sheds light on the dual nature of these markets, demonstrating both their resilience and susceptibility to worldwide disruptions, along with their recovery patterns following the pandemic. The policy implications of these findings are crucial for investors and policymakers. The study provides insights into managing and mitigating the impacts of global crises on essential commodities, emphasizing the need for robust strategies to navigate future market uncertainties. Additionally, the research contributes to the broader discourse on the interplay between macroeconomic conditions and agricultural market dynamics, offering valuable perspectives for informed decision-making in these sectors.

Source: Iuga, I. C., Mudakkar, S. R., & Dragolea, L. L. (2024). Agricultural commodities market reaction to COVID-19. *Research in International Business and Finance*, 69, 102287.

Time of COVID-19: stability analysis of stocks, exchange rates, minerals and metals markets

Abstract

The coronavirus (COVID-19) pandemic has shaken the global economy and significantly affected the financial markets. This anxiety triggered panic reactions. The article aims to explain impact of abrupt changes in structural stability of four key asset markets due to pandemic. It includes a detail discussion regarding structural change in co-movement of stock indices, exchange rates, minerals and metal returns. The daily returns of 14 financial indices across four groups during a span of 25 January 2019 to 3 February 2021 are sampled. The selection of financial

assets is based on trading volume and velocity in each of the four groups. The results of Markov Switching model explain that pandemic not only increase volatility of financial markets but also have a significant long-term impact on structural behavior in daily returns. The analysis further reveals differences in co-movement of financial returns during two periods. However, on a positive note, pandemic does make a way for few financial assets to dominate the market, especially ones recognized as 'safe-haven' assets.

Source: Iuga, I. C., Rabab Mudakkar, S., & Dragolea, L. L. (2023). Time of COVID-19: stability analysis of stocks, exchange rates, minerals and metals markets. *Economic research-Ekonomska istraživanja*, 36(1), 1527-1548.

Identifying Winning Strategies for MFIs by Constructing Structured Mashup Indices

Abstract

The performance of microfinance institutions is a particularly important issue for public policy and for identifying best practices in the area. Even though microfinance institutions' performance in many dimensions has gained a lot of attention, comprehensive studies incorporating all of the components are still rare. introduced mashup indices of development, which involve seeking patterns in the data rather than aggregating multiple indicators into a composite index. However, theory and practice offer little support for the development of these indices, leaving their meaning, interpretation, and robustness often unclear. highlighted an intriguing issue despite limited accountability and information asymmetries, microfinance contracts have been shown to be able to ensure high rates of loan repayment. However, high repayment rates have not always translated into profitability for most micro banks. Our research aims to fill the gap by examining key determinants across various dimensions of South Asian microfinance institutions (MFIs). From a large dataset of 136 indicators across six dimensions of business performance, the article creates and evaluates mashup indexes for business performance. It next tests the validity of constructs for South Asia.

It then develops a structural model to capture the major relationships among strategic and operational components, and finally links their impact on MFI performance to the double bottom line, which includes financial performance as well as mission-related impact. The findings reveal that although MFIs in South Asia are more focused on breadth rather than depth, however, the institutions with more outreach depth outperform in the mission performance dimension. Further, our analysis reveals that institutional business strategies and policies are successful at the operational level, but the institutions seem to lack innovations and their objectives are not aligned with mission goals and lack innovation.

Source: Mudakkar, S. R., & Uppal, J. Y. (2023). Identifying Winning Strategies for MFIs by Constructing Structured Mashup Indices. *Global Business Review*, 09721509221134256.

Dr. Ali Raza

Research Publications

Optimal System, Group Invariant Solutions and Conservation Laws of the Non-linear Elastic Wave Equation and Damped Elastic Wave Equation

Authors: Usman, M., A. Razzaq, Raza, Ali, and Zaman, F. D.
Journal: Journal of Prime Research in Mathematics (JPRM) **Published Online:** 11 August 2023

HJRS | HEC: Y

Non-linear wave equations are created by the elastic wave propagation through inelastic material. We obtain the Lie point symmetries for the non-linear elastic wave equation and the optimal system of the symmetry algebra using Lie symmetry approach. Numerous solutions that are group invariant are obtained under the optimal system of subalgebras of Lie algebra. Additionally, the variational symmetries are obtained via Noether approach and the corresponding conservation laws are presented. The non-linear elastic wave equation with a damping term is also studied. The local conservation laws

using the direct approach are also discussed in this study.

Usman, M., A. Razaq, Ali Raza, and F. D. Zaman. "Optimal System, Group Invariant Solutions and Conservation Laws of the Non-linear Elastic Wave Equation and Damped Elastic Wave Equation." *Journal of Prime Research in Mathematics* 19, no. 1 (2023): 55-72.

Optimal system and conservation laws for the generalized Fisher equation in cylindrical coordinates

Authors: Kara, A. H., Naseer, Sonia, Raza, Ali, and Zaman, F. D.

Journal: Quaestiones Mathematicae (QM)

Published Online: 06 Mar 2024

HJRS | HEC: X

The reaction diffusion equation arises in physical situations in problems from population growth, genetics and physical sciences. In many practical situations, the physical domain of the problem is adequately described in cylindrical Coordinates. Therefore, we consider the Fisher equation in cylindrical coordinates. We consider the generalised Fisher equation in cylindrical coordinates from Lie theory stand point. An invariance method is performed and the optimal set of non-equivalent symmetries is obtained. Finally, the conservation laws are constructed using 'multiplier method'. We determine multipliers as functions of the dependent and independent variables only. The conservation laws are computed and presented in terms of conserved vector corresponding to each multiplier.

Kara, A. H., Sonia Naseer, Ali Raza, and F. D. Zaman. "Optimal system and conservation laws for the generalized Fisher equation in cylindrical coordinates." *Quaestiones Mathematicae*(2024): 1-18.

Investigating invariance and conservation laws for the classes of nonlinear parabolic and wave systems

Authors: Raza, Ali and Kara, A. H.

Journal: Partial Differential Equations in Applied Mathematics

Published Online: 10 June 2024

HJRS | HEC: X

We study various classes of the nonlinear dynamics of some high order parabolic equations like the Oskolkov–Benjamin–Bona–Mahony–Burgers and Benjamin–Bona–Mahony–Peregrine–Burger equations that arise in the study of some wave phenomena. Also, a broader class of partial differential equations are used in modelling ocean waves that originate from the Ostrovsky equation. We study the invariance properties via the Lie invariance method for the nonlinear systems and further establish classes of conservation laws for models arises in this study. We show how the relationship leads to double reductions of the systems. This relationship is determined by a recent result involving multipliers that lead to a total divergence or closed form of the differential equation under investigation.

Raza, A., and A. H. Kara. "Investigating invariance and conservation laws for the classes of nonlinear parabolic and wave systems." *Partial Differential Equations in Applied Mathematics* (2024): 100749.

Conferences Organised

1. (Spring School Stellenbosch-2023) Spring School "On Symmetries of Differential and Difference Equations and Their Applications, Stellenbosch, South Africa," October 25–27, 2023.
2. (RAMMMA-2024) 19th Conference on Recent Advances in Mathematical Methods, Mod-els, and Applications, March 2-3, 2024

Conferences Attended

3. (Invited Talk at 4th NCPAM) 4th National Conference on Pure and Applied Mathematics, APRIL 29–30, 2024. Title of the Talk: Optimal System and Conservation Laws for the Generalized Fisher Equation in

Cylindrical Coordinates, Website: <https://ncpam.uos.edu.pk/>

4. (Invited Talk at Symmetry 2024) Advances in Applications of Analytical Methods for Solving Differential Equations, (Symmetry 2024), In Honor of Academician L.V. Ovsiannikov's 105th birth anniversary, January 22-26, 2024. Title of the Talk: On Optimal System of Subalgebras of Main Algebra, Website: <https://symmetry2024.sut.ac.th/>

Dr. Maha Shabbir

Paper 1 Title:

STATISTICAL STUDY OF IMPACT OF SERVICES ON BALANCE OF PAYMENT IN PAKISTAN

Journal:

International Journal of Contemporary Social Sciences

Authors:

Danish Wasim, Sajjad Ahmad Khan, Anita Bashir, Maha Shabbir

Abstract

This study focuses upon the economic analysis of the influence of different export (E) and import (I) services on Pakistan balance of trade (BOT). Numerous statistical approaches are employed to evaluate the quarterly data of Pakistan from January, 2005 to June 2014. These techniques include Augmented Dickey Fuller (ADF) test, stepwise regression and variance inflation factor (VIF) to examine the influence of export and import of services upon the balance of payment (BOP) of Pakistan. The data stationarity is examined by employing ADF test. The findings revealed that the financial services (E), other business services of E and I have significant impact on the BOP in Pakistan. There is positive relationship of Other business services (E) and financial services (E) with BOT while other business services (I) have a negative relationship with BOP in Pakistan.

Paper 2 Title:

A novel hybrid approach based on outlier and error correction methods to predict river discharge using meteorological variables

Journal:

Environmental and Ecological Statistic

Authors: Maha Shabbir, Sohail Chand, Farhat Iqbal

Abstract:

A new hybrid approach for the river discharge prediction is proposed by integrating the Hampel filter (HF) with an autoregressive distributed lag (ARDL) model and multi-model error correction method. This study applied the HF to detect and correct outliers present in the data. Then, the HF-

treated data variables were employed in the ARDL model to obtain discharge predictions and errors were obtained. Next, a multi-model approach (named ASR) was used based on a combination of artificial neural networks (ANN), support vector machines (SVM), and random forest (RF) models to predict errors. The ASR-predicted errors were aggregated with HF-ARDL prediction to determine the final HF-ARDL-ASR hybrid model predictions. The effectiveness of this approach was explored and compared with different models on the discharge data of four rivers of the Indus River basin of Pakistan. The root mean squared error (RMSE) of the HF-ARDL-ASR hybrid model in Jhelum River (Domel station) is 96.88 m³/s in the testing phase that is 53.92%, 50.0%, 48.7%, 50.0%, 13.4%, 53.2%, 50.3%, 46.4%, and 49.1% lower than the RMSE of the multiple linear regression

(MLR), SVM, ANN, RF, ARDL, HF-MLR, HF-SVM, HF-ANN, and HF-RF models respectively. On test data, the Nash-Sutcliffe Efficiency (NSE) values of the suggested HF-ARDL-ASR hybrid model in Jhelum River (Chattar Kallas station) is 0.8571, Jhelum River (Domel) is 0.8294, Kabul River (Nowshera) is 0.8291 and Kunhar River (Talhata) is 0.8506. Therefore, the proposed HF-ARDL-ASR model has shown superior performance, lower errors, and higher prediction accuracy than all comparative models in the study.

Ms. Ayesha Ali

- Book co-authored with Pervez Paras printed by The Lahore School of Economics press on music theory: "Kanray ki Riwayat" in July 2024.
- Attended All Pakistan Music Conference on January 1st, 2024 at Alhamra, Lahore as classical vocalist.





Department of Media Studies, Art & Design

The Department of Media Studies, Art and Design offers both a major and a minor in Media Studies in combination with degrees in Business, Political Science and English. Given the multi-disciplinary nature of the subject, the department has a diverse faculty with degrees in fine arts, film studies, art history, architecture, graphic design, computer science, media studies, and journalism. Faculty are engaged in academic research, in addition to professional and creative work in arts, design and media. In May 2024 the Department arranged its first national conference titled 'Narratives of Place-Multi-Disciplinary Perspectives and Presentations'.

Faculty Activities:

July 2024 Samina Iqbal published a research article "Not So Silent: Socio-Political Expression, and Public Sphere in the Works of Pakistani Artists," *South Asian Multidisciplinary Academic Journal (SMAJ)*, Paris.

July 2024 Naeema Arshad published an article 'The Culture of Qalandar Pakhivas Community of Lahore: A Case of Marginalization' in *IAFOR Journal of Cultural Studies*.

July 2024 Rabia Nadir et al published 'Pauperization and migration: the continuing violence of Green Revolution in rural Punjab' in *Geographien*

Südasiens 15 Extended Abstracts der 13. Jahrestagung des AKSA

July 2024 Hasan Zafar published two articles in the weekly online Friday Times titled: an 'The Second World War and 'What is the End Game' in the online weekly Friday Times

June 2024 Hasan Zafar published two articles titled 'Bhansali Heeramandi on Netflix' and 'Batsman No.6' in the Friday Times.

May 2024 Ali Raza wrote a review Quddus Mirza, 'Brief Narratives, Short Lives' for *Encore, The News Lahore*.

May 2024 Ali Raza curated an exhibition "Places We Live | Stories We Tell" a



group show of 16 artists in Studio I Gallery, Lahore School of Economics.

May 2024 Samina Iqbal's work on archives of the esteemed Pakistani modern artist Zahoor-ul-Akhlaq was launched by the Asia Art Archive, Hong Kong as 'Zahoor-ul-Akhlaq Digital Archive'.

May 2024 'Her Virtual Haven' a short documentary on female empowerment and digital sisterhood produced and directed by Naeema Arshad and Shiza Nisar was screened at the Media Studies, Art and Design conference.

May 2024 Samina Iqbal, Hasan Zafar Rabia Nadir, Ajmal Hussain, Naeema Arshad, Mr. Ajmal Hussain and Shiza Nisar presented their research papers at the first Media Studies, Art and Design department of the Lahore School of Economics.

May 2024 Hasan Zafar published two articles 'Bidding Adieu to Press Freedom' and 'Iran-Pakistan relation : between delight and dole' in the Friday Times.

April 2024 Hasan Zafar, delivered the keynote address at the International Conference on South Asian Languages and Arts (ICSLA) 2024 at University of Management and Technology (UMT). His address, titled "Peripheral Epistemologies: Voicing the Unvoiced", offered thought-provoking insights into marginalized narratives and knowledge systems.

April 2024 Hasan Zafar published two articles 'We didn't do it, yes we did it' and 'Mere Mehboob in today's India', in the Friday Times.

March 2024 Mr Ali Raza and Dr Samina Iqbal presented their art work which had been exhibited at Canvas gallery in Karachi at the research meeting of the department.

March 2024 Hasan Zafar published two articles, 'The end of economics in Pakistan', 'The politics and controversies of the academy', in the Friday Times.

February 2024 Samina Iqbal participated in a group show 'Dil Na-Umid to Nah', at the Alhamara Arts Council, Lahore.

February 2024 The Board of Studies meeting for the department was held and the agenda was the faculty research published during 2022-2023 and planned for 2023-2024.

February 2024 Samina Iqbal and Ali Raza showcased their paintings in a two person show 'Unreal Estate', at Canvas Gallery, Karachi.

February 2024 Naeema Arshad organized an academic field trip. The trip aimed to engage the students with creating digital storytelling and historical podcasts projects that explore different aspects of Mall Road's history, such as its evolution over time and its cultural significance.



February 2024 Hasan Zafar published three articles 'The old political order is fraying in the digital age', 'Election fall out', and 'Pakistani votes what next?' in the Friday Times.

January 2024 Rabia Nadir participate in a roundtable on design at the Future Fest 2024 an innovation, music and technology exposition.

January 2024 Naeema Arshad screened 'Gandhara artisans the untold story', at Taxila Choupal, a community space in Taxila. The documentary is directed and produced by Naeema Arshad and Shiza Nisar.

January 2024 Samina Iqbal published an art exhibition review 'Kaleem Khan: The Journey Within' in the Friday Times weekly online magazine.

January 2024 Hasan Zafar published three articles, 'Political menage a trois on an economic tight rope', 'Navigating the Economic storm: Pakistan's perilous

path after elections', and 'Bollywood jingoism spectacle' in the Friday Times.

December 2023, Ali Raza organized "21 Ideas for the Future", a group show of Visual Communication classes at ITC Gallery, Lahore School of Economics



December 2023, Samina Iqbal's Survey of the Asian Art History class showcased their final project about the history and tales behind iconic monuments for a marketing strategy presentation at the Garden Café, Burki Campus of Lahore School.

December 2023, Naeema Arshad organized film Screenings and awards for her video production classes.

November 2023 Yasir Nawaz presented his research on the film "Moor" titled "Representation of Politics, Corruption, and Patriotism in Pakistani films" as part of the faculty research presentations.

November 2023 Ali Raza participated as thesis juror for the Fine Arts graduating class at Indus Valley School of Art & Architecture, Karachi.

November 2023 Ajmal Hussain and Soha Bashir arranged a screening of the acclaimed film 'Sadgati' or 'Deliverance' by Satyajit Ray for the Lahore School of Economics community.

November 2023 Naeema Arshad delivered a talk on the Arab media perspective on the Palestine - Israel conflict.

November 2023 Samina Iqbal presented her project entitled "Art Reproduction in Pakistan" based on research conducted jointly with Mrs. Salima Hashmi. The study traced the history of forgery and gauges its prevalence today. It highlighted the methodical and systematic dissemination of 'incorrect' artworks in the art market.

October 2023 Samina Iqbal accompanied her class of Survey of the Asian Art History to Ketas Raj temples to gain firsthand experience of the architecture of the Hindu Shahiya period in the Potohar region of Punjab.

October 2023 Hasan Zafar publishes six articles 'What has the Palestine – Israel war changed for Pakistan?', 'From Feminism to Cat Self', 'Nawaz Sharif's Homecoming: the old order stares back', 'Israel-Palestine war: A global Conflict in the offing?', 'Jaishankar and his baggage in Islamabad' and 'Who wants Iran -Israel War?' in the Friday Times.

October 2023 Ajmal Hussain and Soha Bashir arranged film screening of the Iranian film 'The Runner' for the Lahore School community.

September 2023 An acting workshop was conducted by Ubaid Afzal, actor and theatre instructor for the media students. The exercise encouraged students to explore their creative and improvisational skills for expressive acting.

September 2023 Meeting of the Board of Studies of the Department was held and the new program for Bachelors of Fine Arts (BFA) was approved by the board for admissions in September 2024.

September 2023 Hasan Zafar published four articles 'From Actors to Algorithms: Hollywood on strike over AI dilemma', 'Sarmad Khoosat on the moral ambiguity on Zindagi Tamasha', 'Murder, He wrote the Canada-India standoff', and 'The road not taken: Pakistan's confused relationship with the United States' in the Friday Times.

August 2023 Dr. Hasan Zafar published two articles 'This is PTV: The lights have gone out', and 'The Making of a Cinematic Flop' in The Friday Times magazine.

July 2023 Samina Iqbal went for a research residency at the Giacometti Foundation Paris. Her research explored the visibility of the modern artists of Pakistan in Paris during the 1950s -1970s. The artists in focus were Fyzee Rahamin, Shakir Ali, Zubeida Agha, Syed Sadequain

CONFERENCE

A two-day first national conference of the Department of Media Studies, Art and Design 'Narratives of Place Multi-disciplinary Perspectives and Presentations' was held on 2nd and 3rd May 2024. Salima Hashmi, Professor Emerita, Beaconhouse National University and eminent artist, writer and public intellectual delivered the keynote address. The sessions over the two days were chaired by Dr. Shahid Siddiqui, dean of Social Sciences Lahore School of Economics, Prof. Waheeda Baloch, dean Department of Art and Design, Jamshoro University, Dr. Bilal Ahmed College of Art and Design, Punjab University, Dr. Rehmanullah head department of Journalism and Mass Communication, University of

Science and Technology, Kohat, Dr. Anila Saleem, Garrison University and Dr. Mariam Zia from Lahore School of Economics. Seventeen research papers and three videos were presented and screened at the event.

A special exhibition titled 'Places we live, Stories we tell', was curated by Professor Ali Raza in conjunction with the conference and was inaugurated by Salima Hashmi. The exhibition brought together sixteen contemporary artists from across Pakistan to narrate stories of their personal and communal experiences encompassing conflicts within and around in the socio-political environments.

FACULTY DEVELOPMENT WORKSHOPS

In August 2023 a two-day long faculty development workshop was held. The first day was devoted to faculty presentations on their individual courses for review and enhancement. The second day was devoted to a lecture by architect Dr. Danyal Ahmed on artificial intelligence in building design.

In January 2024 two day faculty development was devoted to review and reflection on the course learning outcomes of each course taught in Winter 2023 based on the Quality Enhancement Cell matrix of the exams.





Registrar Office

The Lahore School of Economics offered the following Programmes in 2023-24:

Economics Programmes

- Ph.D in Economics
- MPhil in Economics
- MS in Economics
- MPhil in Development Studies
- Post Graduate Diploma in Economics
- Post Graduate Diploma in Development Studies

- BS Double Major in Economics and Finance
- BS Double Major in Economics and Mathematics
- BS Double Major in Economics and Business Management
- BS Double Major in Economics and Accounting
- BS Double Major in Economics and Marketing
- BS Double Major in Economics and Political Science
- BS Major in Economics and Minor in Environmental Policy
- BS Major in Economics and Minor in Mathematics & Data Analytics
- BS Major in Economics and Minor in Social Sciences
- BS Major in Economics and Minor in Development Studies

Social Sciences Programmes

- BS Social Sciences with Major in English and Minor in Media Studies
- BS Social Sciences with Major in English and Minor in Business Management
- BS Social Sciences with Major in Political Science and Minor in Media Studies
- BS Social Sciences with Major in Political Science and Minor in Business Management

Business Programmes

- Ph.D in Business Administration
- MPhil in Business Administration
- MS in Business Administration
- Post Graduate Diploma in Business Administration

- MBA
- Executive MBA

- BBA Double Major in Finance and Marketing
- BS Double Major in Accounting and Finance
- BBA Major in Finance and Minor in Mathematics & Data Analytics
- BBA Major in Finance and Minor in Environmental Policy
- BBA Major in Marketing and Minor in Mathematics & Data Analytics
- BBA Major in Marketing and Minor in Media Studies
- BBA Major in Marketing and Minor in Social Sciences

Media Studies Programme

- BS Media Studies with Minor in Marketing
- BS Media Studies with Minor in English
- BS Media Studies with Minor in Political Science
- BS Media Studies with Minor in Business Management

Basic Science Programme

- MPhil in Environmental Science & Policy
- Post Graduate Diploma in Environmental Science & Policy

- BS Environmental Science with Minor in Economics
- BS Environmental Science with Minor in Business Management

Enrolled students (2023-2024)	
BBA	2058
BS Economics	450
BS Social Sciences	130
MBA	131
Executive MBA	33
MS	5
MPhil	52
Total student body	2859

The Lahore School of Economics held its 20th Convocation on March 9, 2024 for the graduating class of 2022.

Graduates	
BBA (Hons)	534
BSc (Hons)	94
BS (Hons)	15
MBA	154
Executive MBA	1
MPhil	25
PhD	3

Lahore School of Economics held meetings of the Statutory Bodies/ Committees in 2023-24 as follows:

Finance and Planning Committee	
1. The 28th Meeting	November 14, 2023
2. The 29th Meeting	April 25, 2024

Board of Studies		
Department of Economics	The 18th Meeting	September 28, 2023
	The 19th Meeting	February 29, 2024
Department of Business Administration	The 18th Meeting	September 26, 2023
	The 19th Meeting	February 27, 2024
Department of Social Sciences	The 18th Meeting	September 27, 2023
	The 19th Meeting	February 28, 2024
Department of Environmental Science and Policy	The 17th Meeting	September 28, 2023
	The 18th Meeting	February 29, 2024
Department of Mathematics & Statistical Sciences	The 13th Meeting	September 26, 2023
	The 14th Meeting	February 27, 2024
Department of Media Studies Art & Design	The 13th Meeting	September 27, 2023
	The 14th Meeting	February 28, 2024
Faculty of Economics	Board of Faculties	November 13, 2023
	The 13th Meeting	April 4, 2024
	The 14th Meeting	

Board of Studies		
Faculty of Business Administration	The 13th Meeting	November 7, 2023
	The 14th Meeting	April 2, 2024
Faculty of Social Sciences, Media Studies Art & Design	The 12th Meeting	November 8, 2023
	The 13th Meeting	April 3, 2024
Faculty of Basic Sciences	The 13th Meeting	November 6, 2023
	The 14th Meeting	April 5, 2024

Committee for Advanced Studies and Research	
1. The 255th Meeting	August 21, 2023
2. The 256th Meeting	September 8, 2023
3. The 257th Meeting	September 22, 2023
4. The 258th Meeting	October 6, 2023
5. The 259th Meeting	December 1, 2023
6. The 260th Meeting	December 15, 2023
7. The 261st Meeting	December 22, 2023
8. The 262nd Meeting	February 2, 2024
9. The 263rd Meeting	March 15, 2024
10. The 264th Meeting	March 29, 2024
11. The 265th Meeting	May 17, 2024
12. The 266th Meeting	June 7, 2024
13. The 267th Meeting	June 26, 2024

Deans, Heads of Departments, Directors of Institutes/ Centres Committee	
1. The 249th Meeting	August 4, 2023
2. The 250th Meeting	August 11, 2023
3. The 251st Meeting	August 18, 2023
4. The 252nd Meeting	September 8, 2023
5. The 253rd Meeting	October 24, 2023
6. The 254th Meeting	October 30, 2023
7. The 255th Meeting	November 3, 2023
10. The 256th Meeting	November 14, 2023
11. The 257th Meeting	December 8, 2023
12. The 258th Meeting	December 15, 2023
13. The 259th Meeting	January 9, 2024
14. The 260th Meeting	January 16, 2024
15. The 261st Meeting	January 24, 2024
16. The 262nd Meeting	February 16, 2024
17. The 263rd Meeting	March 15, 2024
18. The 264th Meeting	March 29, 2024
19. The 265th Meeting	April 1, 2024
20. The 266th Meeting	April 22, 2024
21. The 267th Meeting	April 25, 2024
22. The 268th Meeting	May 17, 2024

Registrar Office

- | | |
|----------------------------------|------------------|
| 1. The 181 st Meeting | October 2, 2023 |
| 2. The 182 nd Meeting | October 24, 2023 |
| 3. The 183 rd Meeting | December 4, 2023 |
| 4. The 184 th Meeting | March 6, 2024 |
| 5. The 185 th Meeting | March 27, 2024 |
| 6. The 186 th Meeting | May 9, 2024 |

Administrative Deputy Registrars

- | | |
|---------------------------------|-------------------|
| 1. The 65 th Meeting | September 6, 2023 |
| 2. The 66 th Meeting | October 4, 2023 |
| 3. The 67 th Meeting | November 29, 2023 |
| 4. The 68 th Meeting | January 31, 2024 |
| 5. The 69 th Meeting | February 21, 2024 |





Human Relations Management Office

Human Relations Management Office remained actively engaged in strengthening the personnel body at The Lahore School. Faculty and staff recruitment through the year, rigorous development workshops, continued upgrade in performance standards and multiple staff engagement events helped our distinguished team members to excel in their area of expertise and emerge as very prominent young leaders.

Divided into six Academic Departments, two Research Centres and one Research Institute, our faculty reflected dynamic teaching and research strengths. 2023-2024 was marked with six new faculty inductions with four PhDs joiners and two teaching and research fellows. We are proud to share that two faculty members completed their requirements for promotions in their respective departments. Additionally, annual publications last year by our full-time faculty as well as involvement of our Research Centres in extensive WTO, Migration, Solar Panel Utilization and

Development and Environmental concerns related research laid out phenomenal benchmarks for our junior faculty and students to follow. We are proud to claim that the teaching and research standards and ethics followed at the Lahore School are in sync with those of any international academic institution.

Inauguration of The Lahore School Mother and Child Care Centre was a very esteemed addition to the existing healthcare facilities on campus. The School is now not only tracking health record of our faculty and staff but also providing extended health care service to the families of our staff members.

Provisioning our lower staff with solar panel units for domestic use in their household was another significant achievement for the year. The project will be completed over the course of 2024-2025 till 100 percent of our staff members have been facilitated with solar units.



	PhDs	Non PhDs	Total
Professors	21	03	24
Associate Professors	11	02	13
Assistant Professors	20	19	39
Lecturers	0	38	38
Total	52	62	114
Visiting Faculty	5	62	67
Total Faculty	57	124	181

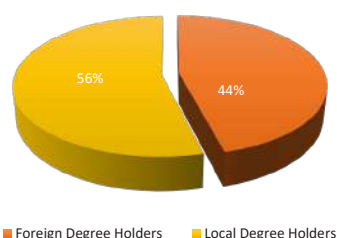
	Main Campus	City campus	Total
Professional	104	8	112
Support Staff	32	8	40
Daily Wages	194	11	205
Labor Wages			46
Total			403

FACULTY HEAD COUNT

		Professors	Associate Professors	Assistant Professors	Lecturers	Total
Faculty of Economics	Department of Economics	03	01	03	07	14
	Graduate Institute of Development Studies	05	0	0	01	06
	Centre for Research in Economics and Business	01	01	02	02	06
	Innovation Technology Centre	00	00	00	12	12
Faculty of Business Administration	Department of Business Administration	05	07	19	07	38
Faculty of Basic Sciences	Department for Mathematics and Statistical Sciences	03	01	03	04	11
	Department of Environmental Science and Policy	03	0	04	0	07
Faculty of Social Sciences	Department of Social Sciences	03	01	06	04	14
	Department for Media Studies, Art & Design	01	02	02	01	06
Total		24	13	39	38	114

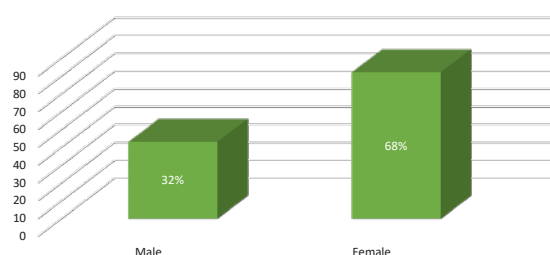
Faculty distribution foreign vs local academic qualification

Foreign Vs. Local Academic qualification



Faculty distribution male vs female

Male Vs. Female



ADMINISTRATION STAFF HEAD COUNT:

Academic Administrative Offices	Registrar's Office	2
	Programming Office: Undergraduate Office Year 1 and 2	7
	Programming Office: Undergraduate Office Year 3 and 4	7
	Programming Office: Graduate Office	4
	Transcript Office	5
	Controller Examination Office	2
Support Offices	Admissions Office	5
	Accounts Office	7
	Contracts and Salary administration Office	1
	HRM Office	3
	Organization and Management Office	1
	IT	7
Quality enhancement Offices	QEC	5
	Accreditation	1
General Administration and Operations Offices	Administration	6
	Security	3
	Medical Centre	3
Executive Development Offices	Financial Assistance and External Relations Office	2
	Digital Media Office	1
	Corporate Relations Office	2
	Placement Office	4
	Alumni	1
	Incubation Lab	2
	Extra-Curricular	6
Social Service	Corporate Social Responsibility	1
Library and Documentation Centre	Libraries and Teaching Resource Centres	12
Assistants to the Deans		9
Press and publication		3
Total		112

INDUCTIONS 2023-2024 Faculty

Dr. Ali Raza



PhD, Mathematics, ABDUS Salam School of Mathematics, Pakistan: Assistant Professor

Dr. Aqsa Ejaz



PhD, Management Sciences, IAE d'Aix-en-Provence, Université D'Aix -Marseille, France: Assistant Professor

Ms. Sana Sami



MSc, Development Management, London School of Economics, UK: Teaching Fellow

Dr. Sophia Ali



PhD, Business Administration, Kobe University, Japan: Assistant Professor

Dr. Maha Shabbir



PhD, Statistical Sciences, Punjab University, Pakistan: Assistant Professor

Ms. Aymen Junaid



MPhil, Economics, Lahore School of Economics, Pakistan: Teaching & Research Fellow

Administrative Staff

Ms. Huma Naz Janjua



MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Records and Transcripts Office

Ms. Vinza Zafar



MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Admissions Office

Ms. Anaya Khalid



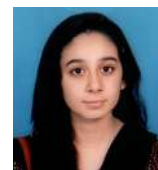
MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Admissions Office

Ms. Zara Nadeem



MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Quality Enhancement Cell

Ms. Mariam Usman



MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Undergraduate Program Office

Ms. Warda Arman



MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Records and Transcripts Office

Ms. Ana Akhlaq



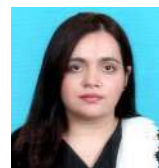
MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Admissions Office

Ms. Fatima Nadeem



MBA, Business Administration, Lahore School of Economics: Assistant to HOD – Business Administration

Ms. Alizeh Farooq



MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Undergraduate Program Office

Ms. Onaiza Tanveer



MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Undergraduate Program Office

Ms. Ayesha Shafa



MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Records and Transcripts Office

Ms. Kashaf Ashraf



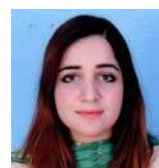
MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Admissions Office

Ms. Shaheer Bano Sattar



MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Financial Assistance Office

Ms. Sara Ali



MBA, Business Administration, Lahore School of Economics: Assistant Registrar – Undergraduate Program Office

Mr. Waheed Ahmed



CAF / AFC Qualified, Institute of Chartered Accountancy Pakistan – Accounts Office

PROMOTIONS:

Dr. Saad Shahid



Associate Professor
Faculty of Business Administration

Dr. Faisal Yaqoob



Assistant Professor
Department of Social Sciences



FACULTY AND STAFF DEVELOPMENT

1. **International Conferences:** Lahore School of Economics lays great emphasis on providing research exposure to its Faculty and Staff at the Local and International level in areas of their specializations. We encourage our regular Faculty to present their Research Papers at International Conferences and use their learning outcomes to set strong benchmarks for research endeavors at the Lahore School. Twelve faculty members attended International Conferences through the year in USA, UK, Italy, Spain, Paris, and Saudi Arabia in areas of Management, Economics, Narrative writing, Art, Media & Film studies, Environment, Education and Development Studies. Faculty members attended local conferences on Management and Banking and Finance
2. **International and Local Trainings:** Two of our staff members were sent for International trainings to Sri Lanka and France and three attended local trainings on Art and Public Policy.
3. **In house local Trainings**
 - a. **Faculty Orientation**

Faculty Orientation was carried out by the HRM Office and conducted by Ms. Ayesha Jamal to familiarize all our new inductions with The Lahore School teaching objectives and classroom dynamics. The sessions are planned to endorse the importance of digital learning and realigning teaching standards with recent technological enhancement. Sessions include overview of teaching curriculum, teaching techniques, QEC standards and administrative support centres for faculty.
 - b. **Learning Management Systems**

HRM Office organized a training session for all new joiners on the Lahore School Learning Management System. The workshop aims at facilitating our new inductions with understanding the Faculty Portal and its relevance to our teaching standards.
 - c. **Faculty Development Workshops:** Department of Business Administration, Department of Economics, Department of Social sciences, Department of Environmental Sciences, Department of Maths and Stats and Department of Media studies carried out their respective training sessions over the year. The sessions were based on sharing and discussing respective course outlines and also the grading of courses in line with Course learning outcomes.

4. Faculty Development Workshop Academic Year 2023-2024

Dr. Rehana Naz	Ordinary Differential Equations Partial Differential Equations Optimization Theory Numerical Analysis Real Analysis	Winter 2023
Dr. Ejaz Hussain	IR Theory: Structuralism and Postmodernism	Winter 2023
Dr Faisal Yaqoob	Rethinking Security Studies to Cater For Identity	Winter 2023
Dr Mariam Zia	ELLIPSIS... AND THE DASH—WHEN ABSENCE IS PRESENCE A Deconstructive Reading of Emily Dickinson’s “There’s a Certain Slant of Light”	Winter 2023
Dr Munib Khan	Literary Citizenship: Meditations in an Emergency	Winter 2023
Dr. Theresa Chaudhry	Decision Theory: Producers and Consumers	Spring 2024
Dr. Azam Chaudhry	Market Structures and Firm Dynamics	Spring 2024
Dr. Tariq Abdullah	Climate Change Adaptation & Mitigation	Spring 2024
Dr. Mehreen Khan	Strategic and Advanced Environmental Impact Assessment	Spring 2024
Dr. Rehana Naz	Basic Algebra with Python	Spring 2024
Dr. Rehana Naz	Calculus and Matrix Algebra with Python	Spring 2024
Dr. Umbreen Javaid	Dynamics of Pakistani Politics / Foreign Policy of Pakistan	Spring 2024
Dr. Shahid Siddiqui	Education and Social Development	Spring 2024

FACULTY DEVELOPMENT WORKSHOP



Investment Analysis and Portfolio



Environmental Science



Mathematics I



Intro to Micro Economics



Education and Social Development



Studio Arts



Principles of Marketing



Ordinary Differential Equations



Market Structures and Firm Dynamics

TEACHER DEVELOPMENT WORKSHOP FOR NEW INDUCTIONS

A Teacher Development Workshop was arranged for the teaching fellows and new faculty members of the Lahore School of Economics. The aim of these sessions was to introduce the faculty members to the teaching guidelines of the Lahore School and address any questions regarding classroom decorum and effective teaching methods and

ideas to connect with the students and address any hurdles that may occur while teaching in the 21st century. Ms Ayesha Jamal, Deputy Registrar, HRM Office Lahore School of Economics, participated in the training to address these faculty members and share their own experiences and ideas.



TEACHER TRAINING WORKSHOP



MEDICAL DRIVE

HRM Office in collaboration with the Medical Centre takes special initiatives to monitor the health statistics amongst our Faculty and Staff. Regular medical checkups along with provision of health insurance and trainings on health awareness are part of our calendar every term. Hepatitis drives, Breast Cancer awareness and regular monitoring of vital health indicators are scheduled for our Support Staff. A three-day medical drive for free Lipid Profile and CBC examination checkups were done in addition this year for all employees at the Lahore School of Economics.

The Centre is responsible for tracking the health of spouse and dependent children of our Support Staff along with providing basic health care facilities.

The Lahore School medical team of doctors and nursing staff conducts weekly medical check-ups for the employees and their families on an ongoing basis and relevant health record is maintained by the Medical Centre and HRM Office.

MOTHER AND CHILD CARE CENTRE INAUGURATION



Inauguration of the Lahore School of Economics Mother & Child Health Care Centre was held on the 22nd of November 2023. Dr. Theresa Thompson Chaudhry inaugurated the facility for the Lahore School Support Staff and their families.

DAY CARE CENTRE



The Lahore School Day Care Centre is operational with a team of child care specialists. Faculty and Staff with children between the ages of one and three years are admitted. Staff at the day care Centre engages them with educational activities through the day and ensures a healthy and congenial environment for active learning.

INSTALLATION OF SOLAR PANEL UNITS



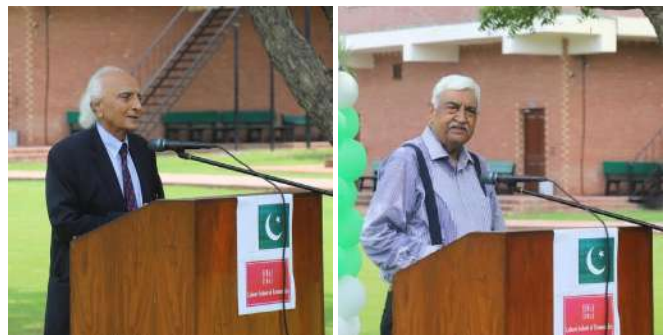
To facilitate our Support Staff with domestic household energy consumption, The Lahore School approved installation of solar units for their homes. Units were purchased and installed by the School and the installations will continue over 2024-2025 to ensure 100 % of our Support Staff gets relieved of electricity crisis.



INDEPENDENCE DAY CELEBRATION



Independence Day was celebrated at the Lahore School with great zeal and fervor. Faculty, staff and students participated in the event. Special arrangements were made for the staff to celebrate the day with special addresses from Ms. Ayesha Jamal, Deputy Registrar HRM , Mr. Syed Asghar Shirazi, Chief Security Incharge and Dr. Shahid Amjad Chaudhry, Rector Lahore School of Economics.



WILL BE MISSED FOREVER!

Dr. Anis Alam



Professor
Department of Environmental Sciences

Muhammad Nadeem



Tandoori
Daily Wages Staff

Lahore School of Economics lost two valuable Staff members. We value their services and pray for their souls to rest in peace.



Incubation Lab

The Lahore School Incubation Lab (LSIL) is designed to nurture and support aspiring entrepreneurs from the Lahore School, providing them with the essential resources, guidance, and expertise necessary for the success of their startups. By offering a wide range of services tailored to early-stage businesses, LSIL aims to foster innovation and entrepreneurial growth.

The selection process at LSIL is highly competitive, ensuring that only the most promising business ideas are chosen to be a part of the incubation program. This rigorous process

is handled by experienced professionals who assess the potential of each startup based on its innovation, viability, and scalability. Those that earn a spot in LSIL will benefit from comprehensive mentorship, access to industry experts, and a collaborative environment designed to accelerate business development and market readiness.

In essence, LSIL stands as a hub for Lahore School Entrepreneurs, enabling them to transform their dynamic business ideas into successful ventures through strategic support and a strong network of professionals and mentors.



Startups are provided with the following in their four-month tenure at LSIL:

- Office Space/Lab
- Mentorship
- Networking Opportunities
- Guest Speaker Sessions
- Opportunities to participate on boot camps
- Participation in national and local competitions
- Co-Workers/Internships
- Training
- Funding Opportunities
- Refreshments
- Mail services



ACTIVITIES

- 5th Cohort of LSIL commenced from March 18, 2024. Four groups were incubated and all are the students of the Lahore School.

DATE	ACTIVITY
August 29, 2023	Orientation Week for Freshmen
October 11, 2023	Orientation Ceremony and Council Announcement (EBS)
October 12, 2023	Talk on Entrepreneurship by Nouman Zakir
November 15, 2023	Motivational Talk on Entrepreneurship and Women Empowerment by CEO Iqwees Bakery
November 27-29, 2023	Entrepreneurship Exhibition-3 days Activity on campus
November 30, 2023	Annual Entrepreneurship Exhibition (full day event)
December 7, 2023	Registrations for Incubation Lab
January 13, 2024	Selection of four groups for LSIL by the core committee
February 4, 2024	Incubated groups went to Tech and Music Future Fest at Expo Centre
February 19, 2024	4 th Cohort group displayed at Alumni Marketplace held on Campus
February 23, 2024	LSIL took students to The Lahore School Farms and Healthcare Centre
March 2, 2024	Incubated students'/groups' Proposal Presentations-Module I
March 5, 2024	4 th Cohort students displayed at Spring Festival on Campus
March 6, 2024	Training Session on "Elevating E-commerce Game" by Talal Ahmed and Zuraiz Ahmed
March 7, 2024	Focus group on Young Female Entrepreneurs by Meera Shafqat
March 9, 2024	Lahore School Convocation 2024
March 18, 2024	5 th Cohort Startups selected
April 16, 2024	LSIL planning for upcoming events
April 22, 2024	LSIL groups displayed at The Last Word x Aiesec
May 8, 2024	LSIL and MBA I Entrepreneurship Exhibition
May 9, 2024	Certificates Distribution for MBA I and LSIL Exhibition participants
May 15, 2024	5 th Cohort Proposal Discussions-Module II
June 7, 2024	Promoting Female Entrepreneurship among Female staff members-Talk by Meera Shafqat (Mias Homesense and Lifestyle)
June 15, 2024	Proposal Submission- Deadline
June 27, 2024	Presentations for Module II
June 30, 2024	Awareness for "Talk on Journey of a Female Entrepreneur and Online presence by Sarah Khalid (Butter Fingers)

AUGUST 29, 2023

FRESHMEN ORIENTATION AT THE LAHORE SCHOOL



The Freshmen Orientation was organized by the Lahore School Office of Extracurricular Activities for two days at ITC-C in August 2023. This event provided an excellent opportunity for all departments and societies of the Lahore School to showcase their offerings and engage with new students.

OCTOBER 11, 2023

ORIENTATION & COUNCIL ANNOUNCEMENT



On 6th October 2023, the Lahore School Incubation Lab (LSIL) and the Entrepreneurship & Business Society (EBS) held their orientation and certificates distribution ceremony in ITC A. The event recognized both old and new council members, celebrating their contributions and welcoming the new members. Certificates were awarded to acknowledge the efforts of those who played a key role in the activities of LSIL and EBS.

OCTOBER 12, 2023

TALK ON ENTREPRENEURSHIP BY NOUMAN ZAKIR



On 12th October 2023, the Lahore School Incubation Lab (LSIL) and the

Entrepreneurship & Business Society (EBS) organized a motivational and informative session titled "Talk on Entrepreneurship" by Nouman Zakir in ITC 2. The session focused on the mindset and journey of becoming an entrepreneur, offering valuable insights into the challenges and opportunities in the entrepreneurial world. Following the talk, a Q&A session was held, allowing attendees to interact with Nouman Zakir and gain further knowledge about entrepreneurship.

NOVEMBER 15, 2023

SESSION ON WOMEN EMPOWERMENT & ENTREPRENEURSHIP BY CEO IQWEES BAKERY



LSIL, in collaboration with the EBS Society, hosted a motivational session featuring female entrepreneur Iqra. She shared her entrepreneurial journey, encouraged female students of The Lahore School to start their own businesses and guided them to pursue entrepreneurship with confidence.

NOVEMBER 27-29, 2023

ENTREPRENEURSHIP EXHIBITION (3 days marketing on campus)



The Entrepreneurship and Innovation Exhibition, an annual event at The Lahore School, saw participation from

15 sections of the graduating class (4th years). In the lead-up to the main exhibition, students organized various pre-hype activities across the campus for three days. These activities included bake sales, games, food stalls, music performances, rallies, and more, creating a vibrant and engaging atmosphere that generated excitement and anticipation for the main event.

NOVEMBER 30, 2023

ANNUAL ENTREPRENEURSHIP EXHIBITION (Full day event)



The Entrepreneurship Exhibition was held on 30th November, featuring over 100 stalls, including 4 groups from the Lahore School Incubation Lab. Students had the opportunity to showcase and sell their business ideas to judges, alumni, and faculty members. The exhibition included a wide range

of business ideas, such as products, services, software/IT solutions, and food stalls. Additionally, afternoon tea was arranged for guests and parents, creating a welcoming atmosphere for everyone attending the event.

DECEMBER 7, 2023

REGISTRATION FOR INCUBATION LAB

SCAN QR CODE & REGISTER NOW!

BRING IN YOUR BUSINESS IDEAS!!!

Nida Irfan
Lahore School Incubation Lab
Email: nida.fineedge@gmail.com

To facilitate the registration process, LSIL prepared an online registration system and circulated introductory emails to the student body of The Lahore School, outlining the services and opportunities LSIL offers. Students were then given an introduction to the lab, followed by a guided visit to explore its facilities and workings, allowing them to gain a better understanding of how LSIL supports entrepreneurial initiatives and fosters innovation.

JANUARY 13, 2024

INTERVIEWS AND SELECTION OF GROUPS



Interviews and initial reports were submitted and 4 group were selected by the Core

Committee

1. ARZU: Idea proposed to use fine quality fabric and make wrinkle free apparel for men and women.
2. SWIFT CLEANER: Idea of a multipurpose cleaner.
3. THE DAKIYA: Online platform providing all gift solutions and customized products to your doorstep.
4. CHOHAN ILLUSTRATES: Online platform for digital art and design along with customization of notebooks with illustrations.

FEBRUARY 4, 2024

INCUBATED GROUPS WENT TO TECH & MUSIC FUTURE FEST AT EXPO CENTRE



On 4th February, the incubated groups from LSIL attended the Future Fest, an event focused on technology and innovation in Pakistan, covering sectors such as textile, IT, agriculture, and more. The students gained valuable insights into the latest trends and developments in these



industries, understanding how innovation is shaping the future of Pakistan's economy. The event provided them with a broader perspective on how various sectors are evolving and the opportunities available for entrepreneurs in the country.

FEBRUARY 19, 2024

**4TH COHORT STUDENTS
DISPLAYED AT ALUMNI
MARKETPLACE**



The Alumni Office hosted a marketplace where alumni and students displayed their businesses. The Lahore School Incubation Lab (LSIL) took the opportunity to showcase their products on campus. The event fostered meaningful interactions between alumni, current students, and faculty, creating a collaborative and engaging environment.

FEBRUARY 23, 2024

**LSIL TOOK STUDENTS TO
THE LAHORE SCHOOL FARMS
AND HEALTH CARE CENTRE**



Lahore School Incubation Lab (LSIL) organized a visit for students to the Lahore School farms, where they spent the day. The students also enjoyed picking fresh fruits and vegetables. Additionally, the visit included a tour of the healthcare center, where students had the opportunity to explore the facility and receive basic health checkups. It was an educational and engaging experience, offering practical insights into farming and healthcare.

MARCH 2, 2024

**INCUBATED STUDENTS
PRESENTATIONS- MODULE I**



All four groups were incubated at the Lahore School Incubation Lab, where they were provided full access to the facility for meetings, discussions, and presentations. The teams worked on their business proposals, with the first drafts being discussed and presented to receive feedback and guidance. The collaborative meeting allowed the groups to refine their ideas and develop stronger, more viable proposals for their entrepreneurial ventures.

MARCH 5, 2024

**4TH COHORT STUDENTS
DISPLAYED AT SPRING
FESTIVAL**



The Spring Festival was held on March 05, 2024, providing students from The Lahore School the opportunity to display their products and services. Students from the Lahore School Incubation Lab also participated. The event fostered great interactions among attendees and was followed by music, food, and various spring festivities.

MARCH 6, 2024

**TRAINING SESSION ON
ELEVATING E-COMMERCE
GAME BY TALAL AND ZURAIZ**



The Lahore School Incubation Lab, in collaboration with the Lahore School Entrepreneurship & Business Society and the Extracurricular Department, hosted an interactive session on "Elevating the E-commerce Game" with The Lahore

School alumni Talal Ahmed and Zuraiz Ahmed. The session aimed to promote e-commerce among young graduates, where the speakers shared their entrepreneurial journeys and provided valuable insights on how students can leverage e-commerce to benefit their businesses. The session offered practical training and inspiration for students looking to explore opportunities in the e-commerce sector.

MARCH 7, 2024

FOCUS GROUP ON YOUNG ENTREPRENEURS BY MEERA SHAFQAT



The session on Entrepreneurship was led by Meera Shafqat, a faculty member and alumna of The Lahore School. She shared her personal journey of running an online business. The session provided an empowering platform for students, especially women, to explore entrepreneurial opportunities.

MARCH 18, 2024

5th COHORT STARTUPS SELECTED



Selection of the 4 startups for this COHORT was done by the core committee members and they are registered with LSIL along with the submission of next proposals.

1. **ARZU:** Idea proposed to use fine quality fabric and make wrinkle free apparel for men and women.
2. **SWIFT CLEANER:** Idea of a multipurpose cleaner which can be used on all surface like alloy, plastic, fabric, leather, glass etc. Focus was to do a B2B marketing.
3. **THE DAKIYA:** Online platform providing all gift solutions and customized products to your doorstep.
4. **CHOHAN ILLUSTRATES:** Online platform for digital art and design along with customization of notebooks with illustrations.

APRIL 16, 2024

LSIL PLANNING UPCOMING EVENTS



Incubation Lab students planned several upcoming events for the semester. Both on-campus and off-campus. They worked on organizing these events by outlining the details and obtaining the necessary approvals for their execution.

APRIL 22, 2024

LSIL DISPLAYED AT THE LAST WORD X AIESEC



Incubation Lab students showcased their products at The Last Word, a popular bookstore, creating a vibrant experience for book lovers. It served as an opportunity to raise awareness about the new LSIL brand, "Daakiyas."

MAY 08, 2024

LSIL & MBA I ENTREPRENEURSHIP EXHIBITION



The Lahore School Incubation Lab, in collaboration with the Extracurricular Department and EBS Society, hosted the MBA I Entrepreneurship Exhibition on May 08, 2024. This event provided an exciting opportunity for MBA and LSIL students to showcase their products, services, and food stalls.

MAY 09, 2024

CERTIFICATES DISTRIBUTION & SOUVENIORS TO USHERS



Certificates were distributed in the classes to the students who participated in the MBA I Entrepreneurship Exhibition as a gesture of encouragement and appreciation for their efforts.

MAY 15, 2024

5TH COHORT PROPOSAL DISCUSSIONS- MODULE II



After the selection of groups, the second write-up was submitted on 15th May, 2024. This submission included a detailed presentation and an in-depth discussion on the feasibility reports. The groups presented their findings, analyzing the viability of their business ideas, and received feedback to refine their projects further.

JUNE 7, 2024

TALK BY MEERA SHAFQAT (MIAS HOMESENCE AND LIFESTYLE)



On 7th June 2024, LSIL, in collaboration with the Alumni Office, hosted a talk on promoting female entrepreneurship and establishing an online business presence. Meera shared her entrepreneurial

journey, providing valuable insights and inspiration.

JUNE 15, 2024

PROPOSAL SUBMISSION- DEADLINE



The final draft was submitted by the LSIL groups on 15th June 2024 for further changes and improvements. During this phase, the groups were required to discuss the challenges they faced and make modifications based on the feedback and requirements provided by the core committee. This process ensured that the projects were refined and aligned with the committee's expectations before moving forward.

JUNE 27, 2024

PRESENTATIONS FOR MODULE II



The LSIL groups had their presentations scheduled before the summer semester.

These sessions were designed to discuss and refine their business ideas, with an emphasis on improving any areas that needed attention. Each group was allocated a separate time slot, allowing for detailed discussions and personalized feedback to help strengthen their proposals and strategies.

JUNE 30, 2024

AWARENESS/INVITATION FOR "TALK ON ENTREPRENEURSHIP" BY SARAH KHALID-BUTTER FINGERS



LSIL hosted an event and invited all female administrative and faculty staff to attend a Talk on Entrepreneurship by Sarah Khalid, an alumna of Lahore School. Sarah, a culinary expert and chef, shared her entrepreneurial journey, balancing her career as a mother of two while building her business.





Quality Enhancement Cell (QEC)

Quality Enhancement Cell at the Lahore School of Economics (2023-24)

The Quality Enhancement Cell at the Lahore School of Economics was established on November 06, 2012 with the aim of ensuring high standards of education and improving the quality of teaching at the Lahore School of Economics. Its mission and vision are as follows:

MISSION STATEMENT OF QEC

To ensure, maintain and promote quality of education at national and international levels through a systematic process of sustaining academic excellence.

VISION OF QEC

To develop and maintain high education standards through a sustained Quality Enhancement mechanism.

Constitution of the Quality Enhancement Cell at the Lahore School of Economics:

1. Dr. Azam Chaudhry, Pro-Rector, Department of Economics and Head QEC
2. Ms. Amberin Tanveer, Director, QEC
3. Ms. Khadeeja Idrees, Assistant Director, QEC
4. Ms. Sundus Farooq, Assistant Director, QEC

5. Ms. Syeda Anna Amjad, Assistant Director, QEC
6. Ms. Zara Nadeem, Assistant Director, QEC
7. Ms. Asma Riaz, Assistant Director, QEC

Membership of International Bodies:

The Lahore School of Economics renewed memberships of the following International Bodies during the year 2020-24:

1. Asia Pacific Quality Network (APQN) – The APQN is a non – governmental and non – profit network with 208 members from 40 countries and territories aiming



to enhance the quality of higher education in the Asia – Pacific region. The network focuses on quality assurance in higher education, cross border education, international collaboration and capacity building.

2. International Network for Quality Assurance Agencies in Higher Education (INQAAHE) – INQAAHE is an international Quality Assurance body that works closely with National Accreditation bodies and academicians to facilitate educational quality in round 140 countries. The main purpose of the network is to collect and disseminate information on the current and developing theory and practice in the assessment, improvement and maintenance of quality in higher education. It promotes good practices in the maintenance and improvement of quality, facilitates research into the practice of quality management in higher education and its effectiveness. It permits better – informed international recognition of qualifications and assists members in determining the standards of institutions operating across national borders.
3. Association of Quality Assurance Agencies of the Islamic World (QA – Islamic)–QA-Islamic was established in 2011 with the goals of enhancing the capacity of quality assurance agencies in countries of the Islamic World. It also aims to facilitate collaboration and exchanges of best practices, experiences and expertise among quality assurance agencies of countries of the Islamic World and encourages co-operation with regional and international quality assurance organizations.
4. Pakistan Network of Quality Assurance in Higher Education (PNQAHE) – PNQAHE was launched in the 1st International Conference on Quality Assurance in Higher Education, December 18-19, 2017 organized by Khyber Medical University at Peshawar. The purpose of the network is to provide a platform to QECs of Pakistani HEIs to share best practices and address issues.

Conferences attended/ participated:

1. Director QEC presented a paper in the “International Conference of PNQAHE & Annual General Meeting, “Future Proofing Quality Assurance in Higher Education”. The topic of the paper presentation was “Blended Education from the perspective of 4th Industrial Revolution and the COVID Pandemic using the example of Lahore School of Economics”. The conference, held from March 3-5, 2024, in Islamabad, brought together experts and stakeholders in higher education to discuss strategies for enhancing quality assurance amidst rapidly changing technological and societal conditions. The presentation highlighted the role of blended education—combining online and traditional learning methods—in adapting to these changes. It examined the challenges and opportunities faced by educational institutions, particularly using the Lahore School of Economics as a case study. The discussion included the impact of technological advancements on teaching and learning, as well as the lessons learned from the pandemic in maintaining educational quality and accessibility.
2. Director QEC attended “Progress Review Meeting & Training of QECs at FCCU”. This training was organized by Higher Education Commission and was held at Forman Christian College from 24th to 26th April, 2024. The meeting aimed to review the progress of Quality Enhancement Cells (QECs) across various institutions and provide training on best practices and new guidelines in quality assurance. During the event, participants discussed the performance and achievements of QECs, identified areas for improvement, and explored strategies for enhancing the quality of higher education. The training sessions likely covered topics such as data collection and analysis, accreditation processes, curriculum development, and faculty evaluation. This gathering provided an opportunity for QEC professionals to share experiences, learn from each other, and stay updated on the latest standards and expectations set by the Higher Education Commission.
3. Director QEC attended a conference on “International Conference on Accreditation and Internationalization in South Asian HEIs”, Conference Conducted Under ERASMUS Plus

Funded Project: Strategic Support for Accreditation of Programs and Internationalization at South Asian Higher Education Institutes (SSAPI). The conference was held in Islamabad on 3rd June, 2024. The event focused on the dual themes of accreditation and internationalization within higher education institutions in South Asia. Accreditation refers to the formal recognition of the quality and standards of educational programs, while internationalization involves integrating global perspectives into the curriculum, research, and overall institutional culture. The conference likely addressed challenges and strategies for achieving these goals, emphasizing the importance of maintaining high academic standards and enhancing the global competitiveness of South Asian HEIs. It provided a platform for educators, administrators, and policymakers to share insights, explore innovative approaches, and discuss the impact of internationalization on the region’s higher education landscape.

QEC Activities/tasks:

- Instructors have been instructed to upload all lectures, course outlines/ course packs, quizzes/assignments and lecture slides on the Lahore School Student Portal for easy access to students and all relevant bodies.
- The QEC staff has been preparing a tabular grid recording uploads of faculty course material/lectures on a weekly basis for circulation to the Deans/Director’s Committee and Faculty members. Also, a manual record is being maintained by the QEC office of instructor’s course outlines and exam papers for every semester.
- Regular Peer Evaluation of Faculty members is being carried out. The report of the Peer Evaluator (a senior faculty member or Head of Department) is emailed to the instructor, Rector, HOD’s, HR department and also discussed with the faculty member.
- The QEC office at the Lahore School of Economics is focused on collecting Course Learning Objectives (CLOs) from various courses and analyzing the data to determine the extent to which instructors have achieved these objectives. This initiative helps ensure that the courses meet their

intended educational outcomes and maintain high standards of teaching quality. By tracking the achievement of CLOs, the department can identify areas for improvement, provide targeted support to instructors, and enhance the overall learning experience for students.

Self-Assessment Reports (SAR's):

Self-Assessment Reports were prepared for all non-accredited programs on the parameters specified by the Higher Education Commission of Pakistan. The process entails formation of a Program Team which prepares the SAR. An Assessment Team evaluates the reports giving recommendations for improvement. The Head of Department then prepares an implementation plan based on the recommendations which are followed up in the upcoming year.


MS/MPhil/PhD Review:

The Lahore School of Economics conducted an MS/MPhil/PhD Review on May 10th, 2024. The review panel comprised of the following members:


1. Dr Azam Chaudhry, Pro-Rector, Dean Faculty of Economics and Head QEC
2. Dr Sohail Zafar, Dean, Faculty of Business Administration
3. Dr Nawaz Chaudhry Professor, Head of Department Environmental Science Department.

The review teams had meetings with all major stakeholders, students and faculty. The above stakeholders gave valuable feedback which will be a part of the report to be shared with the Rector and follow up on these recommendations will be carried out in the upcoming year.





**Progress Review Meeting & Training For Quality Enhancement Cells on
PSG-2023: Institutionalizing Quality Culture
24th to 26th April, 2024**







Corporate Relations Office

Connecting with Employers

The Corporate Relations Office handles the following:

- Distinguished Professional Lecture Series Programme
- Seminars on different topics
- Media/ Press Coverage
- The Lahore School Annual Review
- Industry/ Academia Linkages (MOU's with different organizations)
- Corporate Visits
- The Lahore School Calendar/ Diary

- Digital Media
- Facebook
- Photography

Guest Lectures

The Corporate Relations Office at The Lahore School of Economics plays a pivotal role in fostering the university's mission of advancing knowledge through strategic partnerships with corporations and foundations. By facilitating connections between academia and the business world, the office enhances the educational experience for students

while strengthening the institution's ties to industry leaders.

A key feature of the office's work is the organization of guest lectures, where students have the unique opportunity to hear from a wide range of influential speakers from the professional and business sectors. These lectures, held every semester, offer valuable insights into various industries, often sparking discussions that are both informative and thought-provoking. Topics covered in these sessions are diverse and can sometimes be controversial, giving students a deeper understanding of the complex and dynamic landscape of the business world.



Each year, the Corporate Relations Office hosts over 70-80 business leaders, executives, and experts who share their knowledge and experiences with the academic community. These speakers represent a broad spectrum of organizations and industries, and their perspectives help bridge the gap between theoretical learning and practical application.

The Lahore School of Economics takes great pride in its strong connections with the corporate sector. These guest lectures not only enrich the student experience but also serve

as an excellent networking and recruitment platform, with employers encouraged to engage in these sessions as part of their talent acquisition strategy. By offering such opportunities, the university ensures that its students are well-equipped with both academic knowledge and real-world insights, preparing them for success in the competitive global market.

The following corporate executives gave lectures to the students of the graduate and undergraduate programmes in Winter 2023.

Guest Speakers

Winter 2023

Sr#	Speaker	Designation	Organization	Date
1	Salman Danish	Group CEO	Catalyst Ventures Pakistan	Wednesday, September 27, 2023
2	Hassan Shah	CEO	PAPRED	Wednesday, September 27, 2023.
3	Haris Habib	CEO	Daily Deli	Thursday, September 28, 2023
4	Kamran Zuberi	Country Product Owner	Mashreq Bank	Thursday, October 05, 2023
5	Hassan Shah	CEO	PAPRED	Friday, October 06, 2023
6	Abid Ameen	Head of Supply Chain North Beverages	Pepsi Co, Pakistan	Monday, October 09, 2023
7	Umer Ghumman	Head of Mobile Phones	Samsung	Wednesday, October 11, 2023
8	Ali Chaudhry	Franchise Manager	PepsiCo International	Friday, October 13, 2023.
9	Umar Iqbal	Group Technical Director	Nimir Chemicals Group Pakistan	Tuesday, October 24, 2023
10	Gohar Iqbal	Partner	Johnny and Jugnu	Wednesday, October 25, 2023.
11	Marek Minkiewicz	CEO/Managing Director	METRO Pakistan Limited	Wednesday, October 25, 2023
12	Umar Iqbal	Group Technical Director	Nimir Chemicals Group Pakistan	Thursday, October 26, 2023
13	Abid Ameen	Head of Supply Chain North Beverages	Pepsi Co, Pakistan	Friday, October 27, 2023
14	Shah Jahan	Chief Sales Officer	Dawn Foods Corporation Ltd.	Monday, October 30, 2023
15	Fraz Aslam	CEO, Lead Consultant & Facilitator	KAF Human Excellence & Co	Thursday, November 02, 2023
16	Mariyam Wazirzada	Partner & Founder	Iris Communications	Friday, November 03, 2023
17	Khurram Javaid	Chief Commercial Officer	Fauji Foods Ltd.	Saturday, November 04, 2023
18	Inamullah Naveed	Director Operations- Pakarab Fertilizers Limited	Fatima Group	Sunday, November 05, 2023
19	Mariyam Wazirzada	Partner & Founder	Iris Communications	Wednesday, November 08, 2023
20	Haris Habib	CEO	Daily Deli	Wednesday, November 15, 2023
21	Waqas Rana	Chief Operating Officer	Nimir Energy Limited	Thursday, November 16, 2023
22	Shoaib Baig	Managing Director	360 Degree Consulting	Sunday, November 19, 2023
23	Rabel Sadozai	Director Marketing & Sales	Fatima Group of Companies	Thursday, November 23, 2023
24	Asim Jilani	General Manager	Faysal Bank Limited	Thursday, November 23, 2023
25	Umer Khan	Head of Investment Banking	Bank of Punjab	Thursday, November 23, 2023.
26	Nawed Abbasi Tanveer	VP- HSSEQ Operations	Total Parco Pakistan	Thursday, November 23, 2023.



Salman Danish

Group CEO Catalyst Ventures

Wednesday, September 27, 2023

On Wednesday, September 27, 2023, Mr. Salman Danish, the Group CEO of Catalyst Ventures, Pakistan, visited The Lahore School of Economics to give an insightful talk to the MBA I students enrolled in the “Marketing Management Practices” course. As an experienced leader in the business world, Mr. Danish shared his expertise on key marketing trends, focusing on several critical aspects of modern marketing strategies.



During the session, Mr. Danish covered the following topics:

- **Digital Marketing**

He discussed the evolving landscape of digital marketing, highlighting its importance in today’s business environment. Mr. Danish explained how businesses are increasingly relying on digital channels to reach their target audience, and the

various strategies that make digital marketing an effective tool for brand building, customer engagement, and revenue generation.

The session provided valuable insights into contemporary marketing techniques and equipped students with a practical understanding of the tools and strategies shaping the future of the industry. Mr. Danish’s real-world experience and expertise served as an invaluable resource for the MBA students, helping them connect theoretical concepts to practical applications in the fast-evolving world of marketing.

Hassan Shah

CEO PAPRED

Wednesday, September 27, 2023

On Wednesday, September 27, 2023, Mr. Hassan Shah, the CEO of

PAPRED, visited The Lahore School of Economics to deliver an engaging talk to BBA IV students enrolled in the “Entrepreneurship and SME Management” course. Drawing on his extensive experience in the entrepreneurial ecosystem, Mr. Shah shared valuable insights on key aspects of building and growing startups, particularly in the context of Pakistan’s dynamic market.



During his session, Mr. Shah covered the following topics:

- **Startup Culture in Pakistan**

Mr. Shah discussed the evolving startup culture in Pakistan,



highlighting the growing entrepreneurial spirit and the opportunities that have emerged in recent years. He addressed the challenges faced by entrepreneurs in the country, as well as the support systems, resources, and networks that are helping startups thrive.

- **Role of Technology**

Mr. Shah emphasized the transformative role of technology in driving innovation and business growth. He explained how technology has revolutionized various industries and has become a key enabler for startups, making it easier for entrepreneurs to scale their businesses and reach broader markets.

- **Identifying Opportunities**

The session also delved into how entrepreneurs can identify viable business opportunities in an ever-changing market. Mr. Shah shared strategies and tools for spotting gaps in the market, understanding customer needs, and leveraging emerging trends to create successful ventures.

- **Converting Ideas into Viable Businesses**

Mr. Shah provided practical guidance on how to convert innovative ideas into tangible, sustainable businesses. He discussed the importance of market research, business planning, and securing funding, and stressed the need for perseverance and adaptability in the face of challenges.

His talk provided the students with invaluable insights into the world of startups and entrepreneurship,

equipping them with the knowledge to pursue their own business ventures. His practical advice and real-world examples helped the students understand the critical factors for success in the competitive landscape of small and medium enterprises (SMEs).

Haris Habib

CEO Daily Deli

Thursday, September 28, 2023



On Thursday, September 28, 2023, Mr. Haris Habib, the CEO of **Daily Deli**, visited The Lahore School of Economics to deliver a talk to BBA IV students enrolled in the “Entrepreneurship and SME Management” course. With his extensive experience in the entrepreneurial landscape, Mr. Habib provided valuable insights into what it takes to succeed as an entrepreneur, particularly in the context of Pakistan’s emerging startup ecosystem.

During his session, Mr. Habib discussed the following key topics:

- **Startups in Pakistan**

Mr. Habib shared his perspective on the startup ecosystem in Pakistan, shedding light on the current trends and challenges that entrepreneurs face in the country. He discussed

the growth potential of startups in Pakistan, the increasing support from investors and incubators, and the unique opportunities that the local market offers to aspiring entrepreneurs.

- **Entrepreneurship Journey**

Drawing from his personal experiences, Mr. Habib took the students through the ups and downs of his own entrepreneurial journey. He provided real-life examples of the challenges he faced when starting **Daily Deli** and the lessons he learned along the way. His journey underscored the importance of resilience, persistence, and a long-term vision in the entrepreneurial process.

- **Characteristics of an Entrepreneur**

Mr. Habib elaborated on the key traits and qualities that define successful entrepreneurs. He highlighted the importance of **creativity, risk-taking, problem-solving, and a growth mindset**. He also emphasized the need for strong leadership, adaptability, and the ability to execute ideas effectively.

- **Role of Technology in Business**

Mr. Habib discussed how technology plays a critical role in scaling businesses, particularly in the context of startups. He shared insights on how technology can be leveraged to streamline operations, improve customer experience, and increase market reach. Mr. Habib also spoke about how adopting the right technological tools can give startups a competitive edge and help them scale rapidly.



Kamran Zuberi

Country Product Owner Mashreq Bank

Thursday, October 05, 2023



On Thursday, October 05, 2023, Mr. Kamran Zuberi, the **Country Product Owner at Mashreq Bank**, visited The Lahore School of Economics to deliver an engaging and insightful talk to BBA IV students enrolled in the "Entrepreneurship and SME Management" course. With his extensive experience in both the banking and entrepreneurial sectors, Mr. Zuberi provided students with invaluable perspectives on the intersection of technology, mentorship, and strategic decision-making in the entrepreneurial journey.

During his session, Mr. Zuberi covered the following key topics:

- **Technology's Impact on Entrepreneurship**

Mr. Zuberi discussed how technology has become a transformative force for entrepreneurs, reshaping industries and enabling new business models. He explored how digital tools, fintech solutions, and innovation in technology are empowering startups to scale rapidly, improve efficiency, and connect with global markets

- **The Role of Mentorship in Entrepreneurial Success**

He emphasized the critical role mentorship plays in guiding entrepreneurs, especially in the early stages of their ventures. Drawing from his own experiences, Mr. Zuberi shared how having the right mentor can provide not just advice but also networking opportunities, emotional support, and strategic guidance that are key to overcoming challenges and accelerating growth.

- **Networking for Entrepreneurial Success**

Networking was another key theme of the talk. Mr. Zuberi spoke about the importance of building strong professional relationships and connecting with other entrepreneurs, industry experts, investors, and potential partners. He explained that networking is not just about gaining access to opportunities but also about learning from others' experiences and sharing knowledge that can lead to mutual growth.

- **Social Entrepreneurship and Global Challenges**

Mr. Zuberi explored the growing trend of **social entrepreneurship**, where businesses are designed to address pressing global challenges, such as climate change, poverty, and healthcare. He shared examples of entrepreneurs who have successfully blended business goals with social impact, and encouraged students to think about how they could use entrepreneurship as a tool for positive change in the world.

- **"Good Idea" versus "Good Execution"**

A central part of Mr. Zuberi's talk was the distinction between having a "good idea" and the importance of "good execution." He discussed how many entrepreneurs get caught up in the excitement of a great idea, but often fail to execute it well. According to Mr. Zuberi, execution — the ability to turn ideas into reality through focused effort, efficient operations, and continuous improvement — is the true test of entrepreneurial success.

- **Plan for the Worst and Making Tough Decisions (During Economic Downturns)**

Mr. Zuberi also delved into the importance of strategic planning, especially in the face of economic challenges. He advised students to always **plan for the worst** and to be ready to make tough decisions when faced with downturns or unexpected obstacles.

Hassan Shah

CEO PAPRED

Friday, October 06, 2023





On Friday, October 6, 2023, Mr. Hassan Shah, the CEO of **PAPRED**, visited The Lahore School of Economics to deliver a valuable talk to BBA IV students enrolled in the “Entrepreneurship and SME Management” course. Drawing on his expertise in managing small and medium-sized enterprises (SMEs), Mr. Shah provided students with practical insights into the core principles of SME management, focusing on the importance of effective time and resource management for entrepreneurial success.



During his session, Mr. Shah covered the following key topics:

- **Basic Principles of SME Management**
Mr. Shah introduced the students to the fundamental principles of managing small and medium-sized businesses. He discussed how effective management is critical for the growth and sustainability of SMEs, emphasizing key areas such as leadership, decision-making, operations, and customer relationship management. He also provided insights into how SMEs differ from larger corporations and the unique challenges they face, such as limited resources and market competition.
- **Managing Time and Resources**
One of the key aspects Mr. Shah highlighted was the importance

of managing time and resources efficiently. He stressed that entrepreneurs, especially in SMEs, must learn how to prioritize tasks, delegate responsibilities, and make strategic decisions to ensure that limited resources are utilized effectively. Mr. Shah shared time management techniques and tools that can help entrepreneurs balance their workload and focus on high-impact activities, ensuring their businesses run smoothly and grow steadily.

Abid Ameen

Head of Supply Chain PepsiCo Pakistan

Monday, October 09, 2023

On Monday, October 9, 2023, Mr. Abid Ameen, the **Head of Supply Chain at PepsiCo Pakistan**, visited The Lahore School of Economics to give a talk to MBA II students enrolled in the “Advanced Operations Management” course. With his extensive experience in managing supply chains at one of the world’s leading multinational companies, Mr. Ameen shared valuable insights into the critical components of supply chain management and the emerging trends shaping the industry.



During his session, Mr. Ameen covered the following key topics:

- **Sourcing, Procurement, and Supplier Management**
Mr. Ameen began by discussing the essential elements of **sourcing, procurement, and supplier management**. He explained the processes involved in selecting suppliers, negotiating contracts, and building strong relationships with vendors to ensure a smooth and efficient supply chain. He emphasized the importance of cost-effectiveness, quality control, and timely deliveries in sourcing strategies, and how these factors impact overall operational efficiency.
- **Supply Chain Management Challenges**
Mr. Ameen highlighted some of the most common challenges faced by supply chain professionals. These challenges include managing global supply chains, dealing with disruptions (such as geopolitical risks, natural disasters, and pandemics), and maintaining sustainability while ensuring cost-efficiency.
- **Key Supply Chain and Sourcing Trends**
Mr. Ameen also explored the latest trends in supply chain management and sourcing. He talked about the growing reliance on **digitalization, automation, and data analytics** to optimize supply chain operations. Additionally, he pointed out the increasing importance of **sustainability and ethical sourcing**, as businesses are pressured to reduce their carbon footprint and ensure

fair labor practices throughout their supply chains.

Umer Ghumman

Head of Mobile Phones Samsung

Wednesday, October 11, 2023

On Wednesday, October 11, 2023, Mr. Umer Ghumman, Head of Mobile Phones at Samsung, visited The Lahore School of Economics to deliver a talk to MBA II students enrolled in the "Sales Force Management" course. Mr. Ghumman shared valuable insights on several key topics related to sales and career opportunities in the field. These included:



- **How to be a Successful Salesperson:** Mr. Ghumman emphasized the essential qualities and skills required to excel in sales, such as building strong relationships, effective communication, and understanding customer needs.
- **Sales as a Career Path:** He discussed sales as a long-term career.
- **Impact of COVID on Sales Dynamics:** He discussed how the sales landscape shifted due to the pandemic, including the rise of digital sales channels and the

changes in consumer behavior and preferences.

- **Territory Division in Sales:** He explained how sales territories are assigned and managed, emphasizing the strategies used to divide regions and assign targets for sales teams.
- **KPIs in Different Industries:** He provided a discussion on key performance indicators (KPIs), highlighting how they vary across industries and the importance of these metrics in measuring success and performance.

Ali Chaudry

Franchise Manager Pepsi Co International

Friday, October 13, 2023



On Friday, October 13, 2023, Mr. Ali Chaudry, the Franchise Manager at PepsiCo International, visited The

Lahore School of Economics to give a talk to MBA II students enrolled in the "Sales Force Management" course. Mr. Chaudry provided valuable insights on various aspects of sales and career development, covering the following key topics:

- **How to be a Successful Salesperson:** Mr. Chaudry shared strategies and qualities essential for success in sales, including the importance of persistence, building trust with customers, and mastering product knowledge.
- **Sales as a Career Path:** He discussed sales as a long-term career, highlighting the opportunities for growth, skill development, and the various roles available within the sales field, particularly in multinational companies like PepsiCo.
- **Territory Division in Sales:** He explained how sales territories are allocated, focusing on the strategies companies use to optimize their coverage and ensure balanced and effective sales operations.
- **KPIs in Different Industries:** Mr. Chaudry provided insights into key performance indicators (KPIs) across various industries, explaining how these metrics vary depending on the business model and what sales teams are expected to achieve.
- **Compensation Structure:** He also discussed the compensation structures for sales teams, explaining how base salaries, commissions, and performance incentives are used to motivate and reward salespeople.





Umar Iqbal

**Group Technical Director
Nimir Chemicals Group
Pakistan**

Tuesday, October 24, 2023



On Tuesday, October 24, 2023, Mr. Umar Iqbal, the Group Technical Director at Nimir Chemical Group, visited The Lahore School of Economics to deliver a talk to BBA IV students enrolled in the “Industrial Marketing” course. During his session, Mr. Iqbal shared valuable insights into various critical aspects of industrial marketing, covering the following topics:

- **Role of Digital Marketing in B2B Markets:** Mr. Iqbal discussed the growing importance of digital marketing in business-to-business (B2B) markets, highlighting how digital tools and platforms are transforming B2B interactions, lead generation, and customer engagement.
- **Channel Relationships:** He emphasized the significance of strong relationships between different channels in B2B markets, discussing how effective partnerships and collaboration can lead to mutual benefits and long-term success.

- **Supply Chain in the B2B Context:** Mr. Iqbal explained how supply chains are managed in B2B industries, stressing the complexity of these networks and the need for efficiency, transparency, and timely communication in order to meet customer demands.

- **Crisis Management in B2B Markets:** He provided insights into handling crises within B2B markets, offering strategies to mitigate risks, maintain customer trust, and ensure business continuity during challenging times.

- **Managing Customer Relationships:** He concluded by highlighting the importance of customer relationship management (CRM) in B2B settings, explaining how companies can retain and nurture long-term relationships with their clients through personalized services and continuous value addition.



- **Journey of Johnny and Jugnu:** Mr. Iqbal discussed the evolution of Johnny and Jugnu, providing a detailed account of how the fast food brand was established and grew in the competitive food industry. He highlighted the challenges and strategies that contributed to the brand’s success.

- **How to Stay Motivated in Between Failures:** He shared personal stories of setbacks and challenges faced during the entrepreneurial journey, offering practical advice on how to remain motivated and resilient during the time of failure. Mr. Iqbal emphasized the importance of learning from mistakes and staying focused on long-term goals.

Gohar Iqbal

**Partner
Johnny and Jugnu**

Wednesday, October 25, 2023

On Wednesday, October 25, 2023, Mr. Gohar Iqbal, a partner at Johnny and Jugnu, visited The Lahore School of Economics to speak with BBA IV students enrolled in the “Entrepreneurship and SME Management” course. During his talk, Mr. Iqbal shared valuable insights based on his experiences in the fast food industry, focusing on the following key topics:

- **Current Fast Food Industry and Its Future:** Mr. Iqbal analyzed the current state of the fast food industry, discussing emerging trends, consumer preferences, and the growing importance of innovation. He also shared his thoughts on the future of the industry, including potential challenges and opportunities for new entrepreneurs.

Marek Minkiewicz

CEO/Managing Director METRO Pakistan Limited

Wednesday, October 25, 2023



On Wednesday, October 25, 2023, Mr. Marek Minkiewicz, the CEO/Managing Director at METRO Pakistan Limited, visited The Lahore School of Economics to deliver a talk to MBA II students enrolled in the "Marketing Strategy" course. During his session, Mr. Minkiewicz provided an in-depth overview of how METRO operates.

He explained METRO's business model, its approach to serving both small and large businesses, and its position in the wholesale and retail sector. He likely discussed the company's strategies for customer engagement, the role of innovation in its operations, and how METRO tailors its offerings to meet the needs of its diverse clientele.

This session offered valuable insights into METRO's operational strategy, which blends business-to-business

(B2B) and business-to-consumer (B2C) elements, helping students understand the complexities of managing a multinational retail and wholesale business in a competitive market.

Umar Iqbal

Group Technical Director Nimir Chemicals Group Pakistan

Thursday, October 26, 2023



On Thursday, October 26, 2023, Mr. Umar Iqbal, the Group Technical Director at Nimir Chemical Group Pakistan, visited The Lahore School of Economics

to deliver a talk to MBA II students enrolled in the "Advanced Operations Management" course. Mr. Iqbal shared valuable insights into various aspects of operations management, covering the following key topics:

- **Operational Excellence:** Mr. Iqbal discussed the concept of operational excellence, emphasizing the importance of continuous improvement, efficiency, and quality control in organizational processes. He highlighted strategies and tools used by companies to achieve high standards of operational performance.
- **Supply Chain Management:** He provided an in-depth look at supply chain management, explaining how effective supply chain strategies contribute to overall business success. Mr. Iqbal discussed the role of logistics, inventory management, and supplier relationships in creating a seamless and efficient supply chain.
- **Supply Chain and Sourcing Challenges:** Mr. Iqbal explored the various challenges faced by organizations in managing supply chains and sourcing materials, such as global supply disruptions, cost fluctuations, and the need for strategic sourcing. He shared his experiences in overcoming these challenges and the strategies employed by Nimir Chemical Group to maintain supply chain resilience.





Abid Ameen

**Head of Supply Chain
PepsiCo. Pakistan**

Friday, October 27, 2023



On Friday, October 27, 2023, Mr. Abid Ameen, the Head of Supply Chain at PepsiCo Pakistan, visited The Lahore School of Economics to deliver a talk to MBA II students enrolled in the “Advanced Operations Management” course. Mr. Ameen shared valuable insights on key topics related to supply chain management, focusing on the following:

- **Supply Chain Management Challenges:** Mr. Ameen discussed the various challenges faced by organizations in managing supply chains, particularly in the context of PepsiCo. He highlighted issues such as demand fluctuations, supply disruptions, logistics complexities, and the impact of global and local factors on supply chain operations.

- **Sourcing in Pakistan:** He explained the unique sourcing challenges in Pakistan, including factors like infrastructure limitations, vendor management, and the local business environment. Mr. Ameen also discussed strategies PepsiCo uses to source materials efficiently and ensure a smooth supply chain process within the Pakistani context.

Shah Jahan

**Chief Sales Officer
Dawn Foods Corporation Ltd.**

Monday, October 30, 2023



Mr. Shah Jahan, the Chief Sales Officer at Dawn Foods Corporation Ltd., visited The Lahore School of Economics on

Monday, October 30, 2023, to deliver a talk to the BS III students enrolled in the “Consumer Behavior” course. He covered the following topics in his talk:

- **Channel Relationships and Supply Chain in the B2B Context:** Mr. Shah Jahan discussed the importance of effective relationships between various stakeholders in the business-to-business (B2B) context. He highlighted how these relationships impact the efficiency and effectiveness of the supply chain, ensuring smooth operations and minimizing disruptions.
- **Crisis Management in B2B Markets and Business-to-Business Selling:** He explained how businesses can manage crises in B2B environments, such as supply chain disruptions or financial challenges. Mr. Shah Jahan shared insights on handling unexpected situations, building resilience, and maintaining strong relationships even in difficult times.
- **Managing Customer Relationships:** A key aspect of the presentation was the importance of maintaining long-term, positive relationships with customers. Mr. Shah Jahan emphasized the need for effective communication, understanding customer expectations, and continuously adding value to ensure customer loyalty and retention.



Fraz Aslam

**CEO, Lead Consultant and Facilitator
KAF Human Excellence and Co.**

Thursday, November 02, 2023



Mr. Fraz Aslam, the CEO, Lead Consultant, and Facilitator at KAF Human Excellence and Co., visited The Lahore School of Economics on Thursday, November 02, 2023, to give a talk to the BBA IV students enrolled in the “Entrepreneurship and SME Management” course. The key topics covered included:

- **Difference between Entrepreneurship and Business:** He explained the difference between entrepreneurship and business. He explained that while business involves managing a company for profit, entrepreneurship is about innovation, identifying opportunities, and taking risks to create new ventures or solutions. He emphasized the mindset and strategies that set entrepreneurs apart from traditional business owners.

- **Human Interaction and Engagement:** The importance of human interaction and engagement in the entrepreneurial journey was discussed. Mr. Aslam focused on how building strong relationships, both within and outside the organization, is crucial for success.
- **Employee Engagement:** Mr. Aslam highlighted the significance of employee engagement in an organization. He discussed how engaged employees are more productive, motivated, and aligned with the company’s goals.
- **Future of Entrepreneurship in Pakistan:** The talk concluded with a discussion on the future of entrepreneurship in Pakistan. Mr. Aslam outlined the challenges and opportunities that entrepreneurs in Pakistan face, including the evolving economic landscape, digital transformation, and the growing role of innovation in solving local and global problems.



Ms. Maryam Wazirzada, Managing Partner at Iris Communications, visited The Lahore School of Economics on Friday, November 03, 2023, to deliver a talk to the MBA II students enrolled in the “Marketing Research” course. The main topics she discussed included:

- **Marketing Research in the Era of Digital Media, Big Data, and Post-COVID:** Ms. Wazirzada explored how digital media and big data have transformed the landscape of marketing research. She highlighted the increased availability of data through social media, online platforms, and digital tools, which has made it easier to gather real-time consumer insights.
- **The Future of Marketing Research and Careers in the Field:** Ms. Wazirzada addressed how marketing research is likely to evolve. She explained the increasing integration of artificial intelligence and machine learning in data analysis, which allows for more precise predictions and deeper insights. Furthermore, Ms. Wazirzada shared her perspective on careers in marketing research, advising students on the skills and knowledge needed to thrive in the industry.

Maryam Wazirzada

**Managing Partner
Iris Communications**

Friday, November 03, 2023



Khurram Javaid

**Chief Commercial Officer
Fauji Foods Ltd.**

Saturday, November 04, 2023



Mr. Khurram Javaid, the Chief Commercial Officer at Fauji Foods Ltd., visited The Lahore School of Economics on Saturday, November 04, 2023, to deliver a talk to the MBA II students enrolled in the "Marketing Strategy" course. During his session, he focused on the Marketing-Based Rejuvenation of Fauji Foods.

Mr. Javaid discussed how Fauji Foods revitalized its brand and marketing strategy to align with current market demands and consumer preferences. He provided insights into the strategic steps the company took to enhance its market positioning, improve customer engagement, and refresh its brand image. The discussion included the importance of market research, consumer behavior analysis, and adapting marketing tactics to cater to changing industry trends.

He also shared examples of how the company implemented innovative marketing campaigns, product diversification, and branding efforts

to strengthen its presence in the competitive food industry. This talk gave the students a real-world example of how marketing strategies can be used effectively to rejuvenate a brand and achieve business success.

InamUllah Naveed

**Director Operations
PakArab Fertilizers Limited
Fatima Group**

Sunday, November 05, 2023



Mr. InamUllah Naveed, the Director of Operations at PakArab Fertilizers Limited, Fatima Group, visited The Lahore School of Economics on Sunday, November 05, 2023, to deliver a talk to the EMBA II students enrolled in the "Organizational Behavior & Leadership" course. His session covered several important aspects of leadership and organizational dynamics. The key topics he addressed were:

- **All Aspects of Leadership:** Mr. Naveed explained the multifaceted nature of leadership, discussing the various leadership styles and the qualities required to be an effective leader. He emphasized the importance of adaptability, communication, decision-making, and emotional intelligence in leadership roles. He also highlighted how strong leadership can inspire teams, foster innovation, and drive organizational success.
- **Culture:** He discussed how culture shapes the behavior and values of employees within an organization. He explained that a positive and strong organizational culture promotes collaboration, trust, and accountability, which in turn leads to greater employee satisfaction and productivity.
- **Work Environment:** He talked about creating a supportive and inclusive work environment where employees feel valued and motivated to contribute their best.





Maryam Wazirzada

**Managing Partner
Iris Communications**

Wednesday, November 08, 2023



Ms. Maryam Wazirzada, Managing Partner at Iris Communications, visited The Lahore School of Economics on Wednesday, November 8, 2023, to deliver a talk to the MBA II students enrolled in the “Marketing Research” course. The main topics she covered included:

- **Marketing Research in the Era of Digital Media, Big Data, and Post-COVID:** Ms. Wazirzada discussed the significant transformations in marketing research due to the rise of digital media and the increasing availability of big data. She emphasized how digital platforms have opened up new avenues for collecting real-time consumer insights and how big data allows for more accurate and personalized analysis. She also explored the changes brought about by the COVID-19 pandemic, which accelerated the shift towards digital channels, remote data collection, and online engagement.

- **The Future of Marketing Research and Careers in the Field:** Looking ahead, Ms. Wazirzada shared her perspective on the future of marketing research. She highlighted the increasing use of artificial intelligence, machine learning, and data analytics in research methodologies, enabling companies to gain deeper and more actionable insights. She also discussed the growing demand for professionals who are skilled in leveraging these technologies and who can adapt to rapidly changing consumer behaviors.

- **Startup Culture in Pakistan:** Mr. Habib discussed the growing startup culture in Pakistan, highlighting the challenges and opportunities entrepreneurs face in the local market. He shared his experiences with Daily Deli, providing examples of how startups in Pakistan are gaining momentum and contributing to the economy.

- **Role of Technology:** The role of technology in modern entrepreneurship was another key topic. Mr. Habib explained how technology plays a critical role in streamlining operations, improving customer engagement, and scaling businesses efficiently.

- **Identifying Opportunities:** Mr. Habib shared insights on how entrepreneurs can identify and evaluate business opportunities. He encouraged students to look for gaps in the market, solve real problems, and stay informed about emerging trends. He also spoke about the importance of being flexible and adaptable when identifying opportunities in a dynamic market environment.

- **Converting Ideas into Viable Businesses:** One of the key takeaways from the talk was the process of turning an idea into a viable business. He emphasized the importance of perseverance, risk management, and continuous learning in transforming innovative ideas into successful businesses.

Haris Habib

**CEO
Daily Deli**

Wednesday, November 15, 2023



Mr. Haris Habib, CEO of Daily Deli, visited The Lahore School of Economics on Wednesday, November 15, 2023, to deliver a talk to the BBA IV students enrolled in the “Entrepreneurship and SME Management” course. The main topics he covered included:

Waqas Rana

Chief Operating Officer Nimir Energy Limited

Thursday, November 16, 2023



Mr. Waqas Rana, the Chief Operating Officer at Nimir Energy Limited, visited The Lahore School of Economics on Thursday, November 16, 2023, to give a talk to the BBA IV students enrolled in the “Entrepreneurship and SME Management” course. He covered the following topics in his talk:

- **What is Entrepreneurship?**

He defined entrepreneurship as the process of identifying, developing, and bringing a vision or an idea to life by establishing a business. He explained that it involves taking risks, solving problems, and continuously innovating to create value. He highlighted that entrepreneurship goes beyond just starting a business and encompasses a mindset focused on growth, adaptability, and resilience.

- **Why do you want to be an Entrepreneur?**

He delved into the motivations behind becoming an entrepreneur, emphasizing that it is not just about financial success but also about creating impact, solving real-world problems, and driving innovation.

- **Qualities needed to be a successful businessman:**

He outlined the key qualities that contribute to entrepreneurial success. He highlighted the importance of leadership, vision, resilience, risk-taking, adaptability, and decision-making skills.

Shoab Baig

Managing Director 360 Degree Consulting

Sunday, November 19, 2023



Mr. Shoab Baig, Managing Director at 360 Degree Consulting, visited The Lahore School of Economics on Sunday, November 19, 2023, to deliver a talk to the EMBA II students enrolled in the “Organizational Behavior & Leadership” course. The main topics he discussed included:

- **All Aspects of Leadership:** Mr. Baig explained the various facets of leadership, including the different leadership styles and their impact on organizational success. He highlighted the importance of adaptability, emotional intelligence, communication, and decision-making skills for effective leadership.

- **Culture:** The session focused on how organizational culture shapes behavior, values, and work dynamics. He emphasized the significance of a positive and inclusive culture that aligns with the organization’s vision and mission. He discussed how culture influences employee engagement, performance, and overall organizational health.

- **Work Environment:** He also addressed the role of the work environment in enhancing employee satisfaction and productivity. He highlighted the importance of creating a supportive, collaborative, and respectful environment where employees feel valued and motivated.





Rabel Sadozai

Director Marketing & Sales Fatima Group of Companies

Thursday, November 23, 2023

Ms. Rabel Sadozai, Director of Marketing & Sales at Fatima Group of Companies, visited The Lahore School of Economics on Thursday, November 23, 2023, to give a talk to the MBA II students enrolled in the “Sales Force Management” course. The key topics she covered included:

- **How to be a successful salesperson?** She discussed the essential qualities and skills required to become a successful salesperson. She highlighted the importance of communication, relationship-building, product knowledge, and understanding customer needs.
- **Sales as a career path:** She explored the potential of sales as a rewarding career path. She discussed the growth opportunities in sales, including how the skills developed in sales roles can be transferred to leadership positions or other areas within an organization.
- **Female prospects in sales:** She addressed the growing opportunities for females in the sales field. She spoke about breaking gender barriers in traditionally male-dominated industries and how women can excel in sales roles.
- **Discussion on different KPIs in different industries:** Ms. Sadozai discussed the key performance indicators (KPIs) that are used to

measure sales success across different industries. She provided examples of how sales targets, customer acquisition rates, conversion rates, and customer retention are tracked in various sectors, offering students a deeper understanding of how sales performance is evaluated.

- **Compensation Structure:** Finally, Ms. Sadozai explained how compensation structures work in sales roles. She covered the components of sales compensation, such as base salary, commissions, bonuses, and incentives.

Asim Jilani

General Manager Faysal Bank Limited

Thursday, November 23, 2023



Mr. Asim Jilani, General Manager at Faysal Bank Limited, visited The Lahore School of Economics on Thursday, November 23, 2023, to give a talk to the MBA II students enrolled in the “Advanced Corporate Finance” course.

The topics he covered included:

- **Procedure for Corporate Loan:** He explained the step-by-step process involved in obtaining a corporate loan. He outlined the stages, starting from the initial application and submission of required documentation to the assessment of the company’s financial health and repayment capacity. He discussed the role of credit ratings, the evaluation of collateral, and the due diligence process conducted by financial institutions to mitigate risks before approving a loan. Additionally, he highlighted the importance of transparency, proper financial statements, and a solid business plan in securing corporate financing.
- **Types of Loans:** He provided an overview of the various types of loans available to corporations. He discussed working capital loans, term loans, project financing, trade finance loans, and other specialized credit facilities. He explained how different types of loans cater to different business needs, such as short-term liquidity requirements or long-term capital investments, and the factors that determine the suitability of each loan type for a business.

Umer Khan

Head of Investment Banking Bank of Punjab

Thursday, November 23, 2023



On Thursday, November 23, 2023, Mr. Umar Khan, Head of Investment Banking at Bank of Punjab, visited the Lahore School of Economics to give a talk to MBA II students in the

“Advanced Corporate Finance” course. His talk covered three key topics:

- **Banking Industry in Pakistan:** An overview of the structure, growth, and challenges of Pakistan’s banking sector, highlighting its role in economic development.
- **Procedure for Corporate Loan:** He outlined the steps involved in obtaining a corporate loan, from loan application and credit evaluation to due diligence, negotiating terms, approval, disbursement, and repayment monitoring.

Nawed Abbasi Tanveer

VP HSSEQ Total Parco

Thursday, November 23, 2023



Mr. Nawed Abbasi Tanveer, VP HSSEQ at Total Parco, visited The Lahore School of Economics on Thursday, November 23, 2023, to deliver a talk to BBA IV students enrolled in the “Operations Management” course. The main topics he discussed were:

- **Shifts in Global Manufacturing Trends:** He explained how manufacturing trends have evolved globally, with a focus on automation, digitization, and sustainability.
- **Shifts and Changes in Global Supply Chains:** He discussed how global supply chains have been impacted by factors like geopolitical tensions, the pandemic, and the need for more resilient and agile systems.
- **Post-Pandemic Shipping and Logistics:** He explored how the shipping and logistics industry has adapted post-COVID, with new strategies to cope with disruptions and improve efficiency.
- **New Dimensions in Quality:** He addressed the evolving standards of quality in manufacturing, focusing on precision, customer satisfaction, and continuous improvement.



Distinguished Professional Lecture Series Program

Guest Speakers Spring 2024

Sr #	Speaker	Designation	Organization	Date
1	Usman Javed Malik	Chief Operating Officer	VaporVM IT Services	Thursday, February 15, 2024
2	Farqaleet Iqbal	Head of HR Fertilizers	Fatima Group	Wednesday, February 28, 2024
3	Umar Iqbal	Group Technical Director	Nimir Chemicals Group Pakistan	Monday, March 04, 2024
4	Abid Ameen	Head of Supply Chain North Beverages	Pepsi Co Pakistan	Wednesday, March 06, 2024
5	Wasif Waseem Ashraf	Founder and CEO	360 Degree Consulting	Wednesday March 06,2024
6	Asim Naqvi	CEO	Ogilvy Pakistan	Friday, March 08, 2024
7	Ahmad Salman	CEO	SigmaTech Solution Pvt. Ltd.	Monday, March 25, 2024
8	Salman Danish	Director	Media Logic Pakistan	Tuesday, March 26, 2024
9	Hifsa Khan	CEO	Hifsa Khan Salon & Studio	Thursday, March 28, 2024
10	Hassan Shah	CEO	PAPRED	Friday, March 29, 2024
11	Naseem Zafar	President and Executive Coach	Training Impact	Saturday, March 30, 2024
12	Asim Jillani	Co- Head	Faysal Bank Limited	Thursday, April 04, 2024
13	Ali Chaudry	Senior Franchise Manager	Pepsi Co Pakistan	Friday, April 19, 2024
14	Amir Taufiq	Division Head S&M	Interloop Ltd.	Friday, April 19, 2024
15	Asad Rizvi	Head of Marketing and Corporate Communications	JazzCash	Saturday, April 20, 2024
16	Inamullah Naveed	Director Operations PakArab Fertilizers Ltd	Fatima Group	Sunday, April 21, 2024
17	Hassan Nasrullah	VP Operations	Total Parco Pakistan	Thursday , April 25, 2024
18	Aezaz Hussain	Chairman	Systems Ltd	Tuesday, April 30, 2024
19	Daniah Ishtiaq	Director Planning	BBDO Pakistan	Tuesday, April 30, 2024
20	Abbas Rizvi	CEO	Web Sketchers	Thursday, May 02, 2024
21	Khurram Javaid	Chief Commercial Officer	Fauji Foods Ltd.	Friday, May 03, 2024
22	Naveed Minhas	General Manager	MullenLowe Rauf	Tuesday, May 07, 2024
23	Mohammad Fahad	Business Manager Nescafe	Nestle Pakistan	Wednesday, May 08, 2024
24	Sadia Irfan	Director HR	Fatima Group	Wednesday, May 08, 2024
25	Asiya Khalil	Export Marketing Specialist	Nishat Chunian Ltd.	Wednesday, May 08, 2024
26	Saad Khan	CEO	Active Media	Thursday, May 09, 2024
27	Daniah Ishtiaq	Director Planning	BBDO Pakistan	Monday, May 13, 2024
28	Khurram Javaid	Chief Commercial Officer	Fauji Foods Ltd.	Saturday, May 18, 2024

Usman Javed Malik

**Chief Operating Officer
VaporVM IT Services**

Thursday, February 15, 2024



Mr. Usman Javed Malik, Chief Operating Officer at VaporVM IT Services, visited The Lahore School of Economics on Thursday, February 15, 2024, to give a talk to the BBA IV students enrolled in the “Export Marketing” course. During his session, he covered the following key topics:

- **Export Marketing:** He explained the essentials of export marketing, focusing on strategies for entering and growing in international markets. He discussed how businesses can adapt their marketing mix to appeal to foreign customers and the importance of understanding cultural, legal, and economic differences when marketing products abroad.
- **Major Components that Affect Markets:** He highlighted various factors that influence markets, such as economic conditions, competition, regulatory environments, and consumer behavior.

Farqaleet Iqbal

**Head of HR Fertilizers
Fatima Group**

Wednesday, February 28, 2024



Mr. Farqaleet Iqbal, Head of HR Fertilizers at Fatima Group Pakistan, visited The Lahore School of Economics on Wednesday, February 28, 2024, to give a talk to MBA I students enrolled in the “Human Resource Management” course. During his session, he covered the following topics:

- **Recruitment and Selection Process:** He discussed the essential steps in the recruitment and selection process, focusing on how organizations identify and hire the right talent. He emphasized the importance of aligning recruitment strategies with organizational goals and selecting candidates who fit

both the job requirements and the company culture.

- **Training and Development:** He highlighted the significance of continuous learning and development in organizations.
- **Performance Management:** Mr. Iqbal elaborated on the performance management process, explaining how organizations set clear goals, provide regular feedback, and conduct performance appraisals to ensure employees meet their objectives.

Umar Iqbal

**Group Technical Director
Nimir Chemicals Group
Pakistan**

Monday, March 04, 2024





Mr. Umar Iqbal, Group Technical Director at Nimir Chemical Group, visited The Lahore School of Economics on Monday, March 04, 2024, to give a talk to BBA IV students enrolled in the “Strategic Management” course. He covered the following topics:

- **Strategic Management Process:** He discussed the key stages of the strategic management process, including environmental scanning, strategy formulation, implementation, and evaluation. He explained how organizations align their strategies with long-term goals and adapt to external changes in the market.
- **Benefits of Strategic Management:** He highlighted the advantages of having a well-defined strategic management framework, such as improved decision-making, better resource allocation, enhanced organizational focus, and the ability to anticipate and respond to changes in the business environment.
- **Issues in Strategy Formulation:** He explained the common challenges faced during strategy formulation, including uncertainty, competitive pressures, and internal resistance. He discussed the importance of comprehensive analysis and flexibility in strategy development to navigate these obstacles effectively.
- **Implementation and Evaluation:** He explained how effective strategy implementation requires aligning resources, capabilities, and operations with the strategic plan.

Abid Ameen

**Head of Supply Chain North Beverages
Pepsi Co. Pakistan**

Wednesday, March 06, 2024



Mr. Abid Ameen, Head of Supply Chain North Beverages at PepsiCo, Pakistan, visited The Lahore School of Economics on Wednesday, March 06, 2024, to give a talk to BSC IV students enrolled in the “Supply Chain Management” course. He covered the following topics:

- **Relationships within a Supply Chain:** Mr. Ameen discussed the importance of building strong relationships within the supply chain. He explained how effective collaboration between different supply chain stakeholders, including manufacturers, distributors, and retailers, can lead to improved efficiency, reduced costs, and enhanced service delivery.
- **How to Maintain Relationships with Buyers and Suppliers:** He emphasized the significance of maintaining positive, long-term relationships with both buyers and suppliers.

Wasif Waseem Ashraf

**Founder & CEO
360 Degree Consulting**

Wednesday, March 06, 2024



Mr. Wasif Waseem Ashraf, CEO at 360 Degree Consulting, visited The Lahore School of Economics on Wednesday, March 06, 2024, to give a talk to BBA IV-D students enrolled in the “Strategic Management” course. He covered the following key topics:

- **Mission & Vision** He discussed the importance of a clear mission and vision for guiding an organization’s strategic direction. He also highlighted the role of external audits in evaluating the external environment, identifying opportunities and threats.
- **Internal Audit:** He explained the significance of conducting internal audits to assess the organization’s

strengths and weaknesses. This process helps identify areas for improvement and ensures that internal capabilities and resources are in line with the strategic goals.

- **Choosing Appropriate Strategy:** He emphasized how crucial it is for companies to choose the right strategy based on both internal capabilities and external opportunities.
- **Implementation and Evaluation:** He discussed how organizations should execute their strategies, monitor progress, and evaluate outcomes to ensure that goals are being met and that adjustments can be made when necessary.

Asim Naqvi

**CEO
Ogilvy Pakistan**

Friday, March 08, 2024



Mr. Asim Naqvi, CEO at Ogilvy Pakistan, visited The Lahore School of Economics on Friday, March 08, 2024, to give a talk to MBA II students enrolled in the “Brand and Advertising

Management” course. He covered the following key topics:

- **Future Challenges of Branding and Advertising:** He discussed the evolving landscape of branding and advertising, highlighting the emerging challenges companies face in a rapidly changing market. He emphasized the growing need for brands to stay innovative and adapt to new consumer behaviors, digital trends, and media consumption patterns.
- **Career Challenges and Obstacles for MBA Students in Branding and Advertising:** Mr. Naqvi addressed the specific career challenges faced by MBA students entering the branding and advertising industry. He discussed the skills needed to succeed, such as creativity, analytical thinking, and adaptability, while also highlighting the importance of networking, continuous learning, and staying ahead of industry trends.

Ahmed Salman

**CEO
Sigma Distributors Private
Limited**

Monday, March 25, 2024

Mr. Ahmed Salman, CEO at Sigma Distributors Private Limited, visited The Lahore School of Economics on Monday, March 25, 2024, to give a talk to MBA II students enrolled in the “Strategic Supply Chain Management” course. He covered the following topics:

- **Relationships within the Supply Chain:** Mr. Salman discussed the importance of fostering strong relationships within the supply chain, including connections between suppliers, distributors, and other stakeholders.
- **How to Maintain Relationships with Buyers and Suppliers:** He highlighted the significance of trust, transparency, and consistent communication, and discussed how companies can manage expectations, resolve conflicts, and adapt to changes in order to strengthen these partnerships.





Salman Danish

**Director
Medialogic Pakistan**

Tuesday, March 26, 2024



Mr. Salman Danish, Director at Medialogic Pakistan, visited The Lahore School of Economics on Tuesday, March 26, 2024, to give a talk to MBA II students enrolled in the “Business Policy” course. During his session, he covered the following key topic:

- **Innovating and Creating Value through AI:** Mr. Danish discussed how businesses can leverage Artificial Intelligence (AI) to drive innovation and create value. He highlighted the potential for AI to transform industries and help organizations stay competitive in a

rapidly evolving market by fostering new business models and generating sustainable growth.

Hifsa Khan

**CEO
Hifsa Khan Salon**

Thursday, March 28, 2024



Ms. Hifsa Khan, CEO at Hifsa Khan Salon, visited The Lahore School of

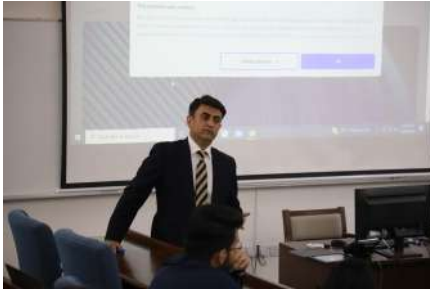
Economics on Thursday, March 28, 2024, to give a talk to MBA I students enrolled in the “Entrepreneurship and SME Management” course. During her session, she covered the following key topics:

- **Future Planning:** She discussed how planning for the future involves setting clear business goals, anticipating market trends, and adapting to evolving customer needs to ensure long-term success.
- **Employee and Customer Satisfaction:** She discussed how ensuring both employee and customer satisfaction are key drivers of business success. She stressed the importance of creating a positive work environment, as well as offering excellent customer service to build loyalty and a strong reputation.
- **Work/Life Balance:** She shared her experience and insights on maintaining a healthy work-life balance. Ms. Khan discussed the challenges faced by entrepreneurs and the importance of prioritizing personal well-being to ensure sustained productivity and avoid burnout.

Hassan Shah

CEO PAPRED

Friday, March 29, 2024



Mr. Hassan Shah, CEO at PAPRED, visited The Lahore School of Economics on Friday, March 29, 2024, to give a talk to BBA IV students enrolled in the “Strategic Management” course. He covered the following topics:

- **Corporate Governance:** Mr. Shah discussed the principles of corporate governance, emphasizing its role in ensuring accountability, transparency, and ethical decision-making within organizations.
- **Good Governance:** He elaborated on the concept of good governance,

which goes beyond just compliance with laws and regulations.

- **Reasons for Failure of Corporate Governance:** He identified key factors that contribute to the failure of corporate governance, such as weak leadership, lack of transparency, and poor accountability mechanisms.

Naseem Zafar

President & Executive Coach Training Impact

Saturday, March 30, 2024



Mr. Naseem Zafar, President and Executive Coach at Training Impact, visited The Lahore School of Economics on Saturday, March 30, 2024, to give

a talk to BSC IV students enrolled in the “Strategic Management” course. He covered the following topics in his talk:



- **Issues of Good Governance in a Company:** He discussed the common challenges companies face in implementing good governance practices. He highlighted issues such as lack of transparency, inadequate oversight, and ineffective leadership, explaining how these factors can hinder organizational growth and sustainability.
- **Good Governance in Managing Change:** He explained how strong governance frameworks are essential in ensuring that change initiatives are implemented effectively, with clear accountability and ethical considerations.





Asim Jilani

**Co- Head
Special Assets Management
Group
Faysal Bank Limited**

Thursday, April 04, 2024



Mr. Asim Jilani, Co-Head of the Special Assets Management Group at Faysal Bank Limited, visited The Lahore School of Economics on Thursday, April 04, 2024, to give a talk to BBA IV students enrolled in the “Banking” course. During his session, he covered the following key topic:

- **Credit Risk Analysis:** Mr. Jilani discussed the process of credit risk

analysis, explaining how banks evaluate the potential risks associated with lending to individuals and businesses. He highlighted the importance of assessing factors such as the borrower’s financial health, credit history, and market conditions.

Ali Chaudry

**Senior Franchise Manager
PepsiCo. Pakistan**

Friday, April 19, 2024



Mr. Ali Chaudry, Senior Franchise Manager at PepsiCo Pakistan, visited The Lahore School of Economics on Friday, April 19, 2024, to give a talk to MBA I students enrolled in the

“Consumer Behavior” course. During his session, he covered the following key topic:

- **Consumer Segmentation and Targeting:** Mr. Chaudry discussed the importance of segmenting consumers based on various factors such as demographics, psychographics, and behavioral patterns. By understanding the unique needs and preferences of different consumer groups, businesses can create more personalized and impactful marketing campaigns, leading to improved customer engagement and increased sales.

Amir Taufiq

**Division Head- S&M
Interloop Limited**

Friday, April 19, 2024



Mr. Amir Taufiq, Division Head of Sales & Marketing at Interloop, visited The Lahore School of Economics on Friday, April 19, 2024, to give a talk to BBA IV students enrolled in the “Export Marketing” course. He covered the following key topics:

- **How Interloop has started to expand its business overseas:** Mr. Taufiq discussed the strategies and steps taken by Interloop to expand its business in international markets. He highlighted the company’s approach to identifying new global opportunities, establishing a presence in diverse regions, and the key factors contributing to its successful international expansion.
- **Strategies to enter the overseas market:** He elaborated on the various market entry strategies used by Interloop, such as partnerships, joint ventures, and direct exporting. Mr. Taufiq also shared insights into understanding market dynamics, adapting products for different consumer bases, and overcoming challenges in entering and establishing a brand in foreign markets.

Asad Rizvi

Head of Marketing & Corporate Communications JazzCash

Saturday, April 20, 2024



Mr. Asad Rizvi, Head of Marketing and Corporate Communications at JazzCash, visited The Lahore School of Economics on Saturday, April 20, 2024, to give a talk to BSC III students enrolled in the “Advertising” course. During his session, he covered the following key topic:

- **Ad Making:** Mr. Rizvi discussed the process of creating effective advertisements, emphasizing the importance of creativity, message clarity, and audience engagement.

He explored how ads are designed to communicate brand values, capture consumer attention, and persuade them to take action.

Inamullah Naveed Khan

Director Operations- Pakarab Fertilizers Limited Fatima Group

Sunday, April 21, 2024





Mr. Inamullah Naveed Khan, Director of Operations at Pakarab Fatima Fertilizers Limited, visited The Lahore School of Economics on Sunday, April 21, 2024, to give a talk to EMBA students enrolled in the “Human Resource Management” course. During his session, he covered the following key topics:

- **International Labour Organization (ILO):** He discussed the role of the International Labour Organization in setting global labor standards, promoting fair work practices, and advocating for workers’ rights across various industries worldwide.
- **Pakistan Labour Relations:** He provided insights into the state of labor relations in Pakistan, addressing the dynamics between employers, employees, and trade unions, as well as the challenges faced in managing these relationships in the local context.
- **Importance of Labour Relations and Its Challenges:** Mr. Khan emphasized the significance of strong labor relations in maintaining a productive and harmonious work environment. He also discussed the challenges faced by organizations in managing labor relations, including issues related to worker welfare,

union negotiations, and legal frameworks.

Hassan Nasrullah

Vice President- Operations Total Parco Ltd. Pakistan

Thursday, April 25, 2024



Mr. Hassan Nasrullah, Vice President of Operations at Total Parco Ltd. Pakistan, visited The Lahore School of Economics on Thursday, April 25, 2024, to give a talk to MBA II students enrolled in the “Strategic Supply Chain Management” course. During his session, he covered the following key topics:

- **Supply Chain Management:** Mr. Nasrullah discussed the principles and practices of supply chain management, emphasizing its

crucial role in ensuring the efficient movement of goods and services. He highlighted how effective supply chain management leads to cost savings, improved customer satisfaction, and operational efficiency.

- **Crude Market Evaluation:** He provided an overview of how the global crude oil market is evaluated, including key factors influencing market trends and pricing.
- **Factors that Influence Crude Prices:** He explained the various factors affecting crude oil prices, such as geopolitical tensions, supply and demand dynamics, weather conditions, and production levels from major oil-exporting countries.
- **Pakistan Fuel Supply Chain:** He provided insights into the fuel supply chain in Pakistan, covering the processes involved in sourcing, refining, transporting, and distributing petroleum products within the country. He highlighted the challenges and inefficiencies in the local supply chain.
- **Market Challenges:** He discussed the various challenges faced by the fuel industry in Pakistan, such as regulatory hurdles, logistics issues, and market volatility.

Aezaz Hussain

Chairman Systems Limited

Tuesday, April 30, 2024



Mr. Aezaz Hussain, Chairman at Systems Limited, visited The Lahore School of Economics on Tuesday, April 30, 2024, to give a talk to BSC IV students enrolled in the “Strategic Management” course. During his session, he covered the following key topic:

- **Strategic Management of Systems Ltd.:** He discussed the strategic management practices at Systems Limited, providing insights into how the company formulates and implements its strategies to stay competitive in the rapidly evolving

technology sector. He explained the company’s approach to innovation, growth, and managing change while addressing the challenges faced in the industry.

Daniah Ishtiaq

Director Planning BBDO Pakistan

Tuesday, April 30, 2024



Ms. Daniah Ishtiaq, Director of Planning at BBDO Pakistan, visited The Lahore School of Economics on Tuesday, April 30, 2024, to give a talk to BSC III students enrolled in the “Advertising” course. During her session, she covered the following key topic:

- **Steps Involved in Preparing an Ad:** She discussed the detailed process of preparing an advertisement, from initial brainstorming to the final execution. She highlighted the key steps, including understanding the target audience, defining the message, creative concept development, and designing the ad. She also touched on the importance

of collaboration between different teams, such as creative, media, and strategy, to ensure the ad aligns with the brand’s goals and resonates with the audience.

Abbas Rizvi

CEO Web Sketchers

Thursday, May 02, 2024



Mr. Abbas Rizvi, CEO at Web Sketchers, visited The Lahore School of Economics on Thursday, May 02, 2024, to give a talk to BS III students enrolled in the “Marketing Management” course. During his session, he covered the following key topic:

- **Digital Marketing:** He discussed the importance and strategies of digital marketing in today’s business landscape. He highlighted various digital marketing channels such as social media, email marketing, search engine optimization (SEO), and paid advertising





Khurram Javaid

**Chief Commercial Officer
Fauji Foods Ltd.**

Friday, May 03, 2024



Mr. Khurram Javaid, Chief Commercial Officer at Fauji Foods Ltd., visited The Lahore School of Economics on Friday, May 03, 2024, to give a talk to MBA II students enrolled in the “Organizational Behavior and Leadership” course. During his session, he covered the following key topics:

- **The Structure of Marketing and Sales at Fauji Foods:** He discussed the marketing and sales framework at Fauji Foods, highlighting the key strategies, team structures, and functions that drive the company’s market presence and sales performance.
- **Change Management:** Mr. Javaid elaborated on the importance of managing organizational change, discussing the challenges companies face during transitions and how

Fauji Foods approaches change management to remain competitive and adaptable.

- **Career Management:** He shared valuable advice on career development within the company, emphasizing the significance of continuous learning, skill development, and strategic career planning to advance in the professional world.

Naveed Minhas

**General Manager
MullenLowe Rauf**

Tuesday, May 07, 2024



Mr. Naveed Minhas, General Manager at MullenLowe Rauf, visited The Lahore School of Economics on Tuesday, May 07, 2024, to give a talk to BBA III students enrolled in the “Marketing Management” course. During his session, he covered the following key topic:

- **Digital Marketing:** He discussed the essential aspects of digital marketing, focusing on its growing importance in the modern business landscape. He highlighted various strategies and tools used in digital marketing, including social media marketing, search engine optimization (SEO), content marketing, and email marketing.

Muhammad Fahad

**Business Manager
Nescafe
Nestle Pakistan**

Wednesday, May 08, 2024



Mr. Muhammad Fahad, Business Manager at Nescafé Nestlé Pakistan,

visited The Lahore School of Economics on Wednesday, May 08, 2024, to give a talk to BBA III students enrolled in the “Marketing Management” course. During his session, he covered the following key topics:

- **Branding:** He discussed the importance of branding in creating a strong market presence and differentiating products in a competitive environment. He explained how effective branding helps in building customer loyalty, trust, and recognition, ultimately contributing to a brand’s long-term success.
- **Role of a Category Manager in Managing a Brand:** Mr. Fahad shared insights into how category managers manage product lines, analyze market trends, and coordinate marketing strategies to ensure the brand’s growth and sustainability in the market.

Sadia Irfan

**Director Human Resources
Fatima Group**

Wednesday, May 08, 2024



Ms. Sadia Irfan, Director of Human Resources at Fatima Group, visited The Lahore School of Economics on Wednesday, May 08, 2024, to give a

talk to MBA II students enrolled in the “Organizational Behavior and Leadership” course. During her session, she covered the following key topic:

- **Forging Your Career:** She shared valuable insights on how to navigate and build a successful career in the corporate world. She discussed strategies for personal and professional growth, emphasizing the importance of skill development, networking, and setting clear career goals. She also highlighted the significance of leadership qualities, adaptability, and strong work ethics in shaping one’s career trajectory.

Asiya Khalil

**Export Marketing Specialist
Nishat Chunian Ltd.**

Wednesday, May 08, 2024



Ms. Asiya Khalil, Export Marketing Specialist at Nishat Chunian Ltd., visited The Lahore School of Economics on Wednesday, May 08, 2024, to give a talk to BBA IV students enrolled in the “Export Marketing” course. During her session, she covered the following key topic:

- **Strategies to Enter the Overseas Market:** She discussed various strategies that companies can adopt to successfully enter and expand in international markets. She also highlighted the importance of building relationships with international distributors and customers to ensure sustainable growth in foreign markets.

Saad Khan

**CEO
Active Media**

Thursday, May 09, 2024

Mr. Saad Khan, CEO of Active Media, visited The Lahore School of Economics on Thursday, May 09, 2024, to give a talk to MBA II students enrolled in the “Brand & Advertising Management” course. He covered the following key topics:

- **The Evolution of Advertising from Conventional to Digital:** He



discussed how advertising has evolved over the years, shifting from traditional methods like print, radio, and television to the dynamic and interactive realm of digital media.

- **Job Opportunities:** He also discussed the growing career prospects in the field of digital marketing and advertising, emphasizing how the digital shift has created new job roles in areas like social media management, data analytics, content creation, and digital strategy.

Daniah Ishtiaq

**Director Planning
BBDO Pakistan**

Monday, May 13, 2024



Ms. Daniah Ishtiaq, Director of Planning at BBDO Pakistan, visited The Lahore School of Economics on Monday, May 13, 2024, to give a talk to MBA II students enrolled in the “Organizational Behavior and Leadership” course. During her

session, she covered the following key topic:

- **How an Ad Agency Works:** She provided an in-depth overview of the operations and structure of an advertising agency. She discussed the roles of different departments within the agency, such as creative, account management, planning, and media. She explained how these departments collaborate to create effective advertising campaigns, from understanding client needs and target audiences to executing and evaluating campaigns. She also highlighted the creative process, strategic planning, and the challenges faced by ad agencies in a competitive and ever-evolving market.

Khurram Javaid

**Chief Commercial Officer
Fauji Foods Ltd.**

Saturday, May 18, 2024



Mr. Khurram Javaid, Chief Commercial Officer at Fauji Foods Ltd., visited The

Lahore School of Economics on Saturday, May 18, 2024, to give a talk to MBA II students enrolled in the “Organizational Behavior and Leadership” course. He covered the following topics:



- **How to Manage Careers:** He shared strategies for effectively managing one’s career, emphasizing the importance of setting clear goals, continuous self-improvement, and staying adaptable to career changes. He encouraged students to take ownership of their career path. He advised them how to build a strong professional network and seek out opportunities for growth.
- **Interview Management:** He also provided valuable insights into interview management, guiding students on how to approach interviews with confidence. He discussed how to effectively present oneself, the importance of preparation, and the key factors that interviewers look for in potential candidates.

The Lahore School Calendar

The Lahore School Calendar 2024 was prepared and delivered to the faculty, staff, students, alumni and corporate executives in February 2024.



Lahore School of Economics

2024

The Lahore School of Economics (established 1993) is one of Pakistan's leading centres of learning for teaching and research in economics, finance and business administration. The Lahore School of Economics objectives include:
 (i) The training of young Pakistanis as professional economists, finance managers, accountants, financial analysts, bankers and business executives, and (ii) Undertaking research in economics, management, finance and banking to further deepen the understanding of major economic, social, and policy issues.
 The Lahore School was granted a Charter in January, 1997 by an Act of the Provincial Assembly of the Punjab. The Lahore School of Economics Act 1995 (Act of 1995). The Charter vested the general and independent degree granting institutions in The Lahore School.
 The Lahore School has both undergraduate and graduate programs in economics, business administration and finance. Its postgraduate program leading to the MPhil and PhD degree is administered through the Lahore School's Centre for Research in Economics and Business (CREB). The student body and faculty are both national and international.

Main Campus: Intersection Main Boulevard Phase III (DHA) and Bani Road, Bani S2020 Lahore, Pakistan. Tel: 92-42-111 856 111, 3000000
 City Office: 104-C2, Gulberg II Lahore - 54000, Pakistan. Tel: 92-42-35719236
 URL: <http://www.lahoreschoolofeconomics.edu.pk>

The Lahore School Review

The Corporate Relations Office edited and prepared the Lahore School Review 2022-2023 in Winter 2024. It was then circulated to faculty, alumni and the corporate executives of various business concerns.

2022-23

LAHORE SCHOOL OF ECONOMICS REVIEW



Lahore School of Economics
www.lahoreschoolofeconomics.edu.pk

Board of Studies Meetings

Industry Representatives Spring 2024

- Business Administration**
Khurram Javaid
Chief Commercial Officer
Fauji Foods Ltd.
Tuesday, February 27, 2024
- Maths & Stats**
Kamran Zuberi
Country Product Owner
Mashriq Bank
Tuesday, February 27, 2024
- Social Sciences**
Hasan Shah (*could not attend due to some emergency*)
CEO
PEPRED
Wednesday, February 28, 2024

Board of Studies Meetings

Industry Representatives Winter 2023

- Business Administration**
Shaheen Sadiq
Head of Business Excellence
Packages Limited
Tuesday, September 26, 2023
- Maths & Stats**
Shahzaib Sanwal
Senior Director Consulting
EY
Tuesday, September 26, 2023
- Social Sciences**
Faisal Rana (*could not attend due to some emergency*)
Head of Communications and
Marketing Services
Nestle Pakistan
Wednesday, September 27, 2023

Corporate Dinner 2024

The Lahore School of Economics held a corporate dinner at Aylanto restaurant

on Sunday, June 02, 2024 to honor the corporate executives who have been regularly invited as guest speakers at the School. The dinner served as a platform to recognize their valuable contributions and discuss ways to strengthen the relationship between the corporate world and the academic community.

In attendance were key members of the Lahore School of Economics, including the Rector, Pro-Rector, and several senior faculty members. This setting facilitated an open dialogue where both parties could exchange ideas on how to enhance the educational experience and add more value to the institution.

The corporate dinner held provided an excellent opportunity for the Lahore School of Economics to engage with influential corporate leaders. The event facilitated valuable discussions around strengthening the connection between academia and the corporate world. The feedback from the executives suggests several actionable steps, such as keeping them informed about research progress, organizing more industry-relevant conferences and seminars, and promoting stronger collaboration opportunities. These efforts could enhance the overall value the Lahore School of Economics offers to both its students and the broader business community.

By taking these suggestions into account, the School can continue to build on its reputation as a center of academic excellence and a key player in the academic-corporate interface.





Financial Assistance Office

The Office of Financial Assistance, External Relations, and Staff Development at the Lahore School of Economics plays a vital role in ensuring the overall success and functioning of the institution by supporting students, faculty, and administration in three main areas:

- Financial Assistance
- External Relations
- Staff Development

FINANCIAL ASSISTANCE

The **Financial Assistance Desk** at the Lahore School of Economics is committed to supporting students by offering a range of scholarships designed to ease the financial burden and enable them to focus on their academic pursuits. These scholarships are available for students enrolled in undergraduate, graduate, and postgraduate programs, and they cover between **25% to 100% of tuition**

fees. The following are the types of scholarships offered:

- Need-Based Scholarships
- Merit-Based Scholarships
- Student TA/RA-ships

During the academic year 2023-2024, 936 students with outstanding academic performance were awarded merit-based scholarships. Additionally, 519 students were selected as Teaching Assistants, and 386 students facing financial challenges were granted need-based scholarships.



ALLOCATION OF VISITING TEACHING ASSOCIATES

In addition to the incentives provided for current students, the Office offers Visiting Teaching Associate positions to graduate students at the Lahore School of Economics. These positions enable students to assist senior faculty members with teaching resources and lecture sessions. Each regular semester, approximately 100 visiting teaching associates are allocated through the office. The Financial Assistance Office works closely with professors and teaching associates to create a positive learning environment that supports students and graduates in achieving their educational goals.



important achievement and illustrates the institution's focus on providing high-quality learning experiences.

EXTERNAL RELATIONS

The External Relations area at the Lahore School of Economics plays a pivotal role in enhancing the university's global presence by fostering national and international partnerships. These partnerships are designed to promote knowledge exchange, create collaborative opportunities, and enrich both faculty and student experiences. The office focuses on building and sustaining strong relationships with world-class institutions across the globe, including Malaysia, China, Turkey, Australia, and Sri Lanka.

INTERNATIONAL SUMMER UNIVERSITY AT VIENNA UNIVERSITY OF ECONOMICS & BUSINESS (ISUWU 2023)

Vienna, Austria



Mr. Abdullah Kamran, an undergraduate student at the Lahore School of Economics, achieved a significant milestone by being selected to attend the International Summer University at the Vienna University of Economics and Business (WU) from July 3rd to July 21st, 2023. He participated in a six-week program focusing on advanced management courses in International Business Management, funded by a GBSN Scholarship. Mr. Kamran's participation in this prestigious summer school program signifies an

AEI-ASEM SUMMER SCHOOL

Asia-Europe Institute, Universiti Malaya, Kuala Lumpur, Malaysia

Three undergraduate students from the Lahore School of Economics, Ms. Noor Fatima Javed, Ms. Yusra Umar, and Mr. Syed Adan Mehdi Naqvi, were selected to attend the prestigious AEI-ASEM Summer School program at Universiti Malaya in Kuala Lumpur from July 31st to August 13th, 2023. This program provided a unique opportunity for them to engage in meaningful dialogues and workshops with participants from around the globe, focusing on the theme of civilization dialogues for a sustainable future.



ORIENTATION FOR THE FRESHMEN BATCH OF 2026

During the Freshman Orientation Week on August 9th and 10th, 2023, the Office of Financial Assistance, External Relations, and Staff Development set up an information desk at the Lahore School of Economics to assist new students. The main objective of this initiative was to offer support and guidance on various key areas that would help students navigate their academic journey and make the most of their time at the university.

VISIT OF PROF. DR. RAHAT MUNIR AND MS. RUMLA TAHIR

Macquarie University, Sydney, Australia

On August 3rd, 2023, Dr. Rahat Munir, Head of the Department of Accounting and Corporate Governance, accompanied by Ms. Rumla Tahir, Country Manager for South Asia and the Middle East at Macquarie University, met with the Rector of the Lahore School of Economics. The meeting aimed to review interuniversity business programs and discuss student admissions at both institutions, as well as the rankings for the Lahore School's Economics and Business journals.



JENESYS SAARC EXCHANGE PROGRAM, JAPAN

From December 12th to 19th, 2023, four students from the Lahore School of Economics, Ms. Amania Kamran, Mr. Abdul Khawaja Muhaimin, Mr.

Muhammad Shahmeer, and Ms. Zoha Noor, represented Pakistan at the prestigious Jenesys SAARC Exchange Program in Japan. This international platform provided them with a unique opportunity to engage with global leaders and foreign ministries, with a particular focus on fostering economic collaboration between SAARC nations and Japan.



scholars from across Europe, providing them with an incredible opportunity to engage in cross-cultural exchange and academic collaboration.



MUSICAL EVENING - RAINING JANE

The U.S. Embassy & Consulates in Pakistan invited the American band "Raining Jane" to perform in Pakistan in May 2024. The Lahore School External Relations Office hosted a vibrant musical evening with "Raining Jane" on May 01, 2024 at Burki Campus.

LAHORE SCHOOL - UoC SUMMER SCHOOL 2024

Theme: Welcome to Pakistan

The Lahore School External Relations Office hosted its first-ever International Summer School on campus in May 2024 (May 26th- June 2nd, 2024). The Office welcomed six students and two faculty members from the partner university, the University of Colombo, Sri Lanka. The week was filled with constructive workshops, cultural exploration, and a taste of local cuisines, providing enriching international exposure for both the visiting and The Lahore School students. Throughout the week, students participated in various activities, fostering collaboration and cultural exchange.



VISIT OF THE U.S. CONSUL GENERAL

The U.S. Consul General, Ms. Kristin K. Hawkins, visited the Lahore School of Economics on March 14th, 2024, to strengthen ties between the U.S. Consulate and the institution. During her visit, she interacted with students from both undergraduate and graduate programs in their ongoing classes. The visit aimed to foster collaboration and explore opportunities for academic partnerships. The purpose of the visit was to share insights on U.S. government-funded programmes that could be beneficial for the Lahore School students.

NOMINATIONS FOR EXCHANGE PROGRAM

Bahçeşehir University, Turkey

Eight students from the Lahore School of Economics have been nominated to participate in the student exchange program for the Fall Semester of 2024 at Bahçeşehir University (BAU) in Istanbul, Turkey. These students will join a diverse group of ERASMUS



The International Summer School at the Lahore School of Economics, held from May 26th to June 2nd, 2024, featured





dynamic sessions on Digital Marketing, Data Science, Entrepreneurship & Business Management, and Arts & Design, providing students with valuable insights from industry experts and esteemed faculty. Mr. Badar Khushnood (Co-Founder of Bramerz), Mr. Asim Malik (Digital Marketing Expert), Mr. Gulfam Ahmed (Certified Data Analyst), Mr. Haris Habib (CEO of Daily Deli Co.), Ms. Mehrukh Salman (Assistant Professor, Business Administration), and Mr. Shahid Mirza (Faculty, Media Art & Design) shared practical knowledge and real-world experiences, enriching the students' understanding of their respective fields. The program fostered collaboration, cultural exchange, and networking, offering participants an invaluable international exposure and practical learning experience.



As part of the cultural activities during the International Summer School, the University of Colombo team participated in a Qawwali night. This event was held to celebrate Pakistan's rich musical heritage, offering an immersive and vibrant experience for all attendees.

The International Summer School at the Lahore School of Economics concluded with final presentations by the students, where they showcased their learning and experiences from the week. This was followed by a closing ceremony which highlighted the cultural and academic exchange that had taken place throughout the program.



STAFF DEVELOPMENT

The External Relations Office at the Lahore School of Economics plays a key role in facilitating funding approval for faculty and staff to participate in national and international conferences. This enables them to engage with the latest research, expand their professional networks, and contribute to academic discussions globally. Throughout the academic year, faculty and staff also attend various training sessions and workshops to enhance their skills and broaden their knowledge. Furthermore, the Office maintains a record of in-house workshops and annually issues certificates to attendees, recognizing their commitment to continuous professional development.

INTERNATIONAL CONFERENCES ATTENDED BY THE STAFF/FACULTY: 2023- 2024

Sr #	Name	Name of Conference	Country Visited	Dates of Conference
1	Ms. Zara Hussain	Oxford Women's Leadership Annual Symposium, Oxford University	United Kingdom	16th- 18th July, 2023
2	Dr. Shehla Raza Arifeen	83rd Annual Meeting of the Academy of Management (AOM)	USA	4th- 8th August, 2023
3	Ms. Mehrukh Salman	12th International Conference on Restructuring the Global Economy (ROGE)	United Kingdom	7th- 8th August, 2023
4	Dr. Saad Shahid	11th International Conference on Restructuring of the Global Economy (ROGE) University of Oxford	United Kingdom	8th- 9th August, 2023
5	Dr. Zunia Saif Tirmazeen	75th European meeting of the Econometric society	Spain	28th August- 1st September 2023
6	Dr. Hajra Asad	37th British Academy of Management Conference (BAM) 2023	United Kingdom	4th- 6th September, 2023
7	Dr. Ayesha Afzal	2nd Global Summit on Advances in Earth Science and Climate Change (Adv. ESCC 2023)	United Kingdom	14th- 15th September, 2023
8	Dr. Hanna Ahmed	2023 Advances with Field Experiments Conference (AFE 2023)	USA	21st- 22nd September 2023
9	Ms. Munaza Hassan	10th International Conference on New Findings in Humanities and Social Sciences	United Kingdom	27th- 29th March 2024
10	Dr. Hanna Ahmed	CDES Sustainable Development Conference 2024	Italy	12th- 13th June 2024

NATIONAL CONFERENCES ATTENDED BY THE STAFF/FACULTY: 2023- 2024

Sr #	Name	Name of Conference	Country Visited	Dates of Conference
1	Mr. Muhammad Usman Bihal Sufi	7th Islamic Finance , Banking & Business Ethics Global Conference	Islamabad	12th- 13th August, 2023
2	Dr. Fahad Mansoor Pasha	Asian Management Research and Case Conference 2024	Lahore	12th-13th January, 2024
3	Dr. Samina Iqbal	Exhibition: Unreal Estate	Karachi	20th- 29th February 2024
4	Mr. Ali Raza	Exhibition: Unreal Estate	Karachi	20th- 29th February 2024
5	Ms. Zahra Mughis	EDI Policy Dialogue	Lahore	29th February- 1 March 2024

INTERNATIONAL WORKSHOPS/ TRAININGS/ RESEARCH MEETINGS

Sr #	Name	Purpose	Country Visited	Dates of Training
1	Dr. Zunia Saif Tirmazeen	19th SAESM	Sri Lanka	22nd- 27th January, 2024
2	Dr. Samina Iqbal	Guest Researcher	France	20th July- 15th August, 2023



The Accreditation Office is responsible for the following:

- Managing communication with Universities, National and International Organizations.
- Heading the QS Rankings
- Heading the Strategic Planning process, designing 10-year Strategic Plan with metrics.
- Ensuring the strategies, metrics and objectives are in line with the Vision, Mission and Values.
- Managing Search Engine Optimization of the website.
- Reviewing the content shared on The Lahore School of Economics website and social media pages.

Objectives and Work Plan

- The NBEAC process does not culminate on the completion of accreditation. The School improves and maintains its quality before the next reaccreditation visit through a continuous process. The Accreditation Office is responsible for maintaining the documentation and keeping the information up to date
- Organizing NBEAC workshops as per MOU signed.
- Updating the strategic plan every year

Achievements of the Accreditation Office

AACSB Seminar on Assurance of Learning

The Accreditation Office organized a 3 day seminar on Assurance of Learning Seminar-II on 25-27 October 2023 at The Lahore School of Economics. The seminar was led by Dr. Geoff Perry, Executive Vice President, Global Chief Membership Officer, and Managing Director of Asia Pacific.

The session was joined by a group of fellow academics from all over Pakistan. It was an immersive in-person learning experience facilitated by globally recognized experts in Assurance of Learning. This interactive event focused on exploring innovative approaches to measuring, reporting, and closing the loop in the assessment program.

11th Annual Deans and Directors Conference (11DDC)

11th Annual Deans and Directors Conference (11DDC) organized by NBEAC was held on February 12th – 13th, 2024, in Karachi. The theme of the conference was “*Navigating Disruption and Innovation in Business Education*”. DDC provided a unique forum for senior faculty and managers of Pakistani business schools and corporate leaders to interact around issues of continuing or emerging interest.





Organization & Management Office



ORGANIZATION AND MANAGEMENT OFFICE

The Organization and Management Office worked closely with all departments and offices of the School to work on various documents for the year 2023-2024.

OPERATIONAL MANUAL

The Office compiled, assembled and edited the daily operational activities and procedures followed in each administrative office to sum up all operations in the form of the Operational Manual during the Winter Semester 2023. The Manual is available to the faculty and administration upon request.

LAHORE SCHOOL RESEARCH

The Office prepared research document during this time. The document included two main themes, the actual data of faculty publications for the year 2023 and the research plan for the year 2024. Each faculty member was requested to submit his/her past research and future publication plan. This helped the Office in compiling it in tabular form for all departments so that the data was comparable and comprehensible. The document started with a summary table for every faculty member stating only the number of publications and was

followed by its details including the paper's title, journal's category and other publication details.

Faculty's research in all forms including impact factor publications, HEC recognized X and Y category journal publications, case studies, books, working papers as well as MPhil and PH.D. thesis supervised were a part of the report.

COURSES OF INSTRUCTION

The Office worked on the Courses of Instruction for the year 2023-2024. The Courses of Instruction is a comprehensive document that starts with the Calendar of Courses (a list of all courses being offered under each department along with their course codes) and continues with course outlines of all courses that have been taught in the current year. The Office collected course outlines of all courses taught within the year from their department coordinators and compiled them in the form of a handbook.

PROSPECTUS OF THE LAHORE SCHOOL

The Office works in close coordination with the Registrar to compile and update the Prospectus of the Lahore School very year. Degree programmes and admission criteria as well as the faculty and administrative staff lists are updated.



Recruitment Drives July 2023– June 2024

SR #	Recruitment Drive	Date	Target Audience
1	EY Ford Rhodes	27th September, 2023	Bachelors batch of 2023
2	State Bank of Pakistan	14th November, 2023	Bachelors batch of 2023
3	Unilever Pakistan Talent Hunt Program (Virtual)	23rd January, 2024	Bachelors 3rd and 4th Years & MBA 1st and 2nd Years
4	Fatima Group - MTO Test	25th January, 2024	Bachelors 4th year, MBA 1st & 2nd Years
5	Fatima Group - MTO Interviews	26th January, 2024	Bachelors 4th year, MBA 1st & 2nd Years
6	L'Oreal Pakistan	2nd February, 2024	Entire Student Body
7	AIIESEC in Pakistan	14th February, 2024	Bachelors 1st & 2nd Years
8	Habib Bank Limited	21st February, 2024	Bachelors 3rd & 4th Years and MBA 1st & 2nd Years
9	Tapal Tea Private Limited	22nd February, 2024	Bachelors 3rd & 4th Years
10	Packages Group	26th February, 2024	Bachelors 4th Year & MBA 2nd Year
11	RepairDesk	27th February, 2024	Bachelors 4th Year
12	Procter & Gamble Pakistan	28th February, 2024	Bachelors 3rd & 4th Years and MBA 1st & 2nd Years
13	Bank AL Habib Limited	29th February, 2024	Bachelors 4th Year & MBA 2nd Year
14	Unilever Pakistan	1st March, 2024	Bachelors 3rd & 4th Years and MBA 1st & 2nd Years
15	Jazz Pakistan	4th March, 2024	Bachelors 3rd & 4th Years and MBA 1st & 2nd Years
16	Reckitt Benckiser Pakistan	6th March, 2024	Bachelors 4th Year & MBA 2nd Year
17	Habib Metropolitan Bank	12th March, 2024	Bachelors 4th Year & MBA 2nd Year
18	Coca Cola Icecek Pakistan	25th March, 2024	Bachelors 4th Year
19	Telenor Microfinance Bank	24th April, 2024	Bachelors 4th Year & MBA 2nd Year
20	Bank of Punjab	25th April, 2024	Bachelors 4th Year & MBA 2nd Year
21	Total Parco Pakistan Limited - MTO Test	29th April, 2024	Bachelors 4th Year & MBA 2nd Year
22	AkzoNobel Pakistan Limited	9th May, 2024	Bachelors 3rd & 4th Years and MBA 1st & 2nd Years
23	Cotton Web Limited	13th May, 2024	Bachelors 4th Year & MBA 2nd Year
24	Bayer Pakistan	17th May, 2024	Bachelors 3rd Year
25	Jaffer Business Systems Private Limited	30th May, 2024	Bachelors 4th Year & MBA 2nd Year

Sessions & Trainings August 2023 – June 2024

SR #	Session	Date	Target Audience
1	Freshmen Orientation	29th – 30th August, 2023	Bachelors 1st Year
2	Session on 'Investor Awareness' by Pakistan Stock Exchange	5th September, 2023	Entire Student Body
3	Meet & Greet	12th September, 2023	MBA 2nd Year
4	Meet & Greet	13th September, 2023	Bachelors 4th Year
5	Resume Editing Day	25th September, 2023	Bachelors 4th Year & MBA 2nd Year
6	Session on 'Is the Startup Life Really For You?' by Mr. Raacikh Asghar - SadaPay	26th September, 2023	Entire Student Body
7	Session on 'Careers in Sales' by Mr. Ali Imran - Shan Foods Private Limited & Mr. Aneeq Anjum - Metro Pakistan Private Limited	4th October, 2023	Entire Student Body
8	Meet & Greet and Resume Editing Day	10th October, 2023	Bachelors 1st & 2nd Year
9	Campus Ambassador Program	18th October, 2023	Bachelors All Years
10	Session on 'Careers in Banking' by Bank Alfalah Limited	25th October, 2023	Entire Student Body
11	Career Counselling Day	31st October, 2023	Entire Student Body
12	Session on 'Dynamics of Modern Trade' by Mr. Burhan ud Din Asif – Tapal Tea Private Limited	2nd November, 2023	Entire Student Body
13	Importance of Profile Book & Resume Editing Day	6th November, 2023	Bachelors 4th Year & MBA 2nd Year
14	Session on 'Exploring Digital Horizons' by Ms. Sarah Naseem - Extreme Commerce Incubator	7th November, 2023	Entire Student Body
15	Session on 'Women in the Tech Sector' by Ms. Bakhtawar Bilal - Arbisoft	20th November, 2023	Entire Student Body
16	Mock Interviews with Al-Ghazi Tractors Limited	22nd November, 2023	Bachelors 4th Year & MBA 2nd Year
17	Session on 'How to Land into International Job Market: An Alumna Perspective' by Ms. Eman Adil - Build a Bear	23rd November, 2023	Entire Student Body
18	Mentorship Program	6th December, 2023	Bachelors 4th Year & MBA 2nd Year
19	MTO Test Preparation Training	January - March, 2024	Bachelors 4th Year & MBA 2nd Year
20	Advanced Excel Training	19th January, 2024	Bachelors 4th Year & MBA 2nd Year
21	Case Study Analysis Workshop	10th February, 2024	Bachelors 4th Year & MBA 2nd Year
22	Mock Interviews with RepairDesk	20th February, 2024	Bachelors 4th Year & MBA 2nd Year
23	Job Fair	24th February, 2024	Entire Student Body
24	Session on 'Career Personality & Business Development' by Mr. Abdullah Mahmood Khan - Total Parco Pakistan Limited	7th March, 2024	Entire Student Body
25	Mock Interviews with L'Oreal Pakistan	18th April, 2024	Bachelors 4th Year & MBA 2nd Year
26	Mock Interviews with Mr. Usman Saleem - Foodpanda Pakistan	7th May, 2024	Bachelors 4th Year & MBA 2nd Year
27	Session on 'Youth Opportunity & Change' by Pakistan Population Innovation Fund	16th May, 2024	Bachelors 3rd & 4th Years
28	Networking Session	8th May, 2024	Bachelors 4th Year & MBA 2nd Year
29	Annual Summer Program	July - August, 2024	Students, Alumni & General Public

Achievements

25 Recruitment Drives Conducted on-campus

29 sessions & Trainings conducted

Summer Program held on-campus

16 Organizations participated in the Mentorship Program

71 Organizations participated in the Annual Job Fair 2024

19 Companies participated in the Networking Session

427 Internship placements in 2023

209 Bachelors placements in 2023

90 MBA placements in 2023

Sessions Conducted 2023-24

Orientation Day

August 29-30, 2023

Orientation Day serves as an invaluable opportunity to introduce freshmen to the various campus resources designed to support them throughout their academic and professional journeys. During this session, the Placement Office team effectively highlighted its key functions and services, which included:

- Career counseling
- Resume & cover letter editing
- Interview preparation
- Internship & job placements
- Mentorship & networking events



Session on Investor Awareness by Pakistan Stock Exchange

September 05, 2023

The Placement Office at The Lahore School of Economics organized an insightful Investor Awareness Session in collaboration with the Pakistan Stock Exchange on Tuesday, 5th September 2023. The session aimed to enhance students' understanding of financial markets and investment opportunities. The key discussion topics included:

- Importance of saving & financial planning
- Stock market ecosystem & how it operates
- How can investors protect their investments in the stock market?
- Portfolio management



Meet & Greet for MBA 2nd Year

September 12, 2023

The Placement Office organized a Meet & Greet session for the graduating class of MBA on September 12, 2023. During this session, students had the opportunity to meet their career counselor, Ms. Maham Sarwar, and engage in meaningful discussions on various aspects of their professional development. The key topics covered included:

- The various industry sectors available to MBA graduates for job placements
- MTO programs, which offer structured career paths for fresh graduates



Meet & Greet for Bachelors 4th Year

September 13, 2023

A Meet & Greet session for the Bachelors class of 2024 was held on September 13, 2023, where students had the opportunity to connect with their career counselor, Ms. Novara Mahmood. During the session, Ms. Mahmood engaged the students in a thoughtful discussion about their long-term career goals and visions, helping them clarify their aspirations for the future. This session provided invaluable insights into how the students could strategically plan their next steps and position themselves for success in the professional world.



Resume Editing Day

September 25, 2023

The Office organized a combined **Resume Editing Day** for the graduating students of the Bachelors and MBA programs on **September 25, 2023**. During this event, students were guided on the importance of a well-crafted resume as a vital tool for securing employment. The session highlighted the key features of a good resume.



Session on “Entrepreneurship”

September 26, 2023

The Office invited its esteemed alumnus, **Mr. Raacikh Asghar** (Manager Operations, Sadapay Private Limited), on **September 26, 2023**, to give an insightful talk to the students about his experience in the startup ecosystem. Mr. Asghar shared invaluable lessons drawn from his entrepreneurial journey and

emphasized the crucial factors that contribute to the success of a startup such as risk tolerance, flexibility and adaptability, teamwork and culture and networking.



Session on “Career in Sales”

October 04, 2023

The Placement Office invited its alumni, **Mr. Ali Imran** (Area Sales Manager, Shan Foods Private Limited) and **Mr. Aneeq Anjum** (Territory Sales Manager, Metro Pakistan Private Limited), to share their valuable insights on developing a career in sales. During the session, both alumni provided a wealth of information and practical advice, drawing from their extensive experience in the field.



Meet & Greet and Resume Editing Day – Bachelors 1st & 2nd Years

October 10, 2023

The Office organized a **Meet & Greet and Resume Editing Day** for **Bachelors 1st and 2nd Year** students on **October 10, 2023**. During this event, students were given the opportunity to engage with career counselors and receive personalized guidance.



Campus Ambassador Program

October 18, 2023

The Placements Office’s Campus Ambassador Program serves as a vital platform for fostering student involvement and promoting the office’s services. Through this initiative, students are given the opportunity to enhance their leadership skills while simultaneously helping to improve engagement with the services offered by the Placement Office. For the academic year 2023-2024, the office successfully inducted 35 campus ambassadors after a thorough and competitive selection process that involved interviews and written assessments.



Session on “Career in Banking”

October 25, 2023

The Placement Office organized an informative session on **Careers in Banking** in collaboration with **Bank Alfalah Limited** to provide students with valuable insights into career opportunities within the banking and financial sector. During the session, students were familiarized with the following career paths:

- Retail banking
- Corporate banking
- Investment banking
- Wealth management & risk management
- Treasury and finance



Career Counselling Day

October 31, 2023

The Office organized a Career Counselling Day on October 31, 2023, to guide enrolled students on key aspects of career development. The session covered essential topics such as resume writing, interview skills, networking, personal branding, and job search strategies.



Session on “Dynamics of Modern Trade”

November 02, 2023

The Office organized a session on **November 02, 2023**, where they invited alumnus **Mr. Burhan ud Din Asif**, the **International Modern Trade Manager at Tapal Tea Private Limited**, to engage with students. During the session, Mr. Asif shared his expertise on key dynamics of **modern trade**, covering topics such as:

- Market research & analysis
- Collaboration with key stakeholders
- Leveraging technology
- Personalized experiences for customers



Session on the “Importance of Profile Book & Resume Editing Day”

November 06, 2023

The Office organized an exclusive session on **November 06, 2023**, specifically for the graduating classes

of **Bachelors 2024** and **MBA 2024**. The session emphasized the critical role of a well-crafted resume in making a strong first impression with potential employers. Students were guided on how to tailor their resumes effectively, focusing on highlighting relevant **skills, experiences, and accomplishments** that align with job requirements.



Session on “Exploring Digital Horizons”

November 07, 2023

The Office invited its alumna, **Ms. Sarah Naseem**, the **Head of Campus at Extreme Commerce Incubator**, to address students on **November 07, 2023**. The session aimed to provide valuable insights, information, and inspiration for students interested in pursuing careers in the **e-commerce** and **digital marketing** sectors. Ms. Naseem shared her expertise on the evolving trends in these industries, offering guidance on how students can successfully navigate and thrive in the dynamic digital landscape.



Session on “Women in the Tech Sector”

November 20, 2023

The Office organized a session on **Women in the Tech Sector** on **November 20, 2023**, and invited its alumna **Ms. Bakhtawar Bilal**, a **Product Analyst at Arbisoft**, to address the students.

During her talk, Ms. Bakhtawar covered the following key topics:

- Challenges faced by women at the workplace
- Opportunities and initiatives available for women in the tech sector
- Significance and benefits of inclusivity and support for women in the workplace



Session on “International Job Market”

November 23, 2023

The Office organized an information session on **How to Land into the International Job Market** and invited **Ms. Eman Adil**, the **Marketing Manager at Build-A-Bear**, a USA-based company in **Dubai, UAE**, to share her insights. During the session, Ms. Adil discussed the following key topics with the participants:

- Resources and platforms for jobs based in Dubai
- Use of LinkedIn features to grow connections professionally
- Importance of small-scale side business/freelancing



MTO Test Preparation Training

January – March, 2024

The Office organized **practice sessions** for **organizations’ MTO test preparation** to help graduating **Bachelors and MBA students** enhance their **mathematical and analytical skills**. These sessions were designed to prepare students for **aptitude-based tests** commonly used in the hiring process for management trainee (MTO) roles. The sessions focused on improving cognitive skills, enabling students to perform effectively in these critical assessments. **10 sessions** were organized from **January to March**, providing ample practice opportunities for students to sharpen their skills and increase their chances of success in recruitment processes.

Session #	Session Date
Session 1	Saturday 13 th January, 2024
Session 2	Saturday 20 th January, 2024
Session 3	Saturday 27 th January, 2024
Session 4	Saturday 3 rd February, 2024
Session 5	Saturday 10 th February, 2024
Session 6	Saturday 17 th February, 2024
Session 7	Saturday 24 th February, 2024
Session 8	Saturday 2 nd March, 2024
Session 9	Saturday 9 th March, 2024
Session 10	Saturday 16 th March, 2024



Advanced Excel Training

January – March 2024

The Office arranged an **Advanced Excel Training Program** to enhance the **data analysis and data visualization skills** of the graduating students. The program consisted of **10 lectures** and covered the following key features of **Microsoft Excel**:

- Advanced formulas and functions
- Data analysis tools including pivot tables and pivot charts
- Data visualization and data cleaning
- Business dashboards

Session #	Session Date
Session 1	Friday 12 th January, 2024
Session 2	Saturday 13 th January, 2024
Session 3	Friday 19 th January, 2024
Session 4	Saturday 20 th January, 2024
Session 5	Saturday 27 th January, 2024
Session 6	Saturday 3 rd February, 2024
Session 7	Saturday 10 th February, 2024
Session 8	Saturday 17 th February, 2024
Session 9	Saturday 24 th February, 2024
Session 10	Saturday 2 nd March, 2024



Case Study Analysis Workshop

January - February, 2024

The Office organized a training program aimed at enhancing the **critical analysis and strategy development skills** of the graduating students, preparing them for the **assessment centers** used by organizations as part of their management trainee selection process. The workshop, conducted over **6 sessions**, helped participants upskill in key areas such as **attention to detail, teamwork, and analytical thinking**.

Session	Session Date
Session 1	Saturday 13 th January, 2024
Session 2	Saturday 20 th January, 2024
Session 3	Saturday 27 th January, 2024
Session 4	Saturday 3 rd February, 2024
Session 5	Saturday 10 th February, 2024
Session 6	Saturday 17 th February, 2024



Session on “Career Personality & Business Development”

March 07, 2024

The Office organized an engaging session in partnership with **Total Parco Pakistan Limited** on **March 07, 2024**, which was conducted by **Mr. Abdullah Mahmood Khan**, the **Head of Consumer Sales & Specialties**. During his talk, Mr. Khan covered the following key points:

- Identifying one’s strengths and weaknesses
- Embracing challenges and learning from failures
- Managing one’s emotions and building a positive self-image
- Building strong networks and partnerships
- Staying up-to-date with industry trends and innovations



Session on “Youth Opportunity & Change”

May 16, 2024

The Office organized an information session in collaboration with **Punjab Population Innovation Fund** on **May 16, 2024**. During the session, the speakers discussed the **diverse opportunities** available to the youth of **Pakistan** and how they can leverage these opportunities to play a significant role in shaping the country’s **demographic future**.



Mock Interviews 2023 – 2024

The Placements Office arranges **mock interview sessions** every year to help graduating students improve their

interview skills and develop effective strategies for showcasing their strengths and skills to potential employers. Through this process, students gain confidence and valuable experience in handling high-pressure situations, ensuring they are better prepared to succeed in actual interviews and make a strong impression on recruiters.

Al-Ghazi Tractors Limited

November 22, 2023

The Office invited Mr. Fraz Atif, Manager Talent Acquisition, and Mr. Mansoor Khan, Head of Compliance, Corporate Affairs & Company Secretary at Al-Ghazi Tractors Limited, to conduct mock interviews with graduating students of the Bachelors and MBA Programs on November 22, 2023.



RepairDesk

February 20, 2024

The Office invited its alumni Mr. Zeeshan Sarwar (HR Manager at RepairDesk) and Ms. Ajia Amir Malik (HR Executive at RepairDesk), to conduct mock interviews with the graduating Bachelors and MBA batches on February 20, 2024.



L'Oreal Pakistan

April 18, 2024

The Office invited Mr. Hassan Inam Khan (Zonal Sales Manager, Central for Consumer Products Division at L'Oreal Pakistan) and Ms. Mahnoor Qasim (Zonal Sales Manager, Central for Professional Products Division at L'Oreal Pakistan) to conduct another

session of mock interviews with the final-year students on April 18, 2024.



Mock Interviews with Mr. Usman Saleem

May 07, 2024

The Office invited Mr. Usman Saleem, Regional Manager at Foodpanda Pakistan, to conduct mock interviews with the graduating batches on May 07, 2024.



Placement Office Events 2023-2024

Mentorship Program 2023

December 06, 2023

The Office organized its Annual Mentorship Program 2023 on Wednesday, December 06, 2023, and invited alumni associated with prestigious local and multinational companies operational in Pakistan. This mentorship program provides students (mentees) with exclusive and focused guidance from alumni (mentors) on the following key areas:

- Personal growth and development
- Career planning and strategy formulation
- Overcoming obstacles and challenges
- Enhancing interpersonal and technical skills
- Availing the right opportunity in the current market dynamics

The following companies participated in the Mentorship Program 2023:

Sr #	Company Name
1	RepairDesk
2	Mondelez Pakistan Limited
3	Lucky Core Industries Limited
4	Ingredion - Rafhan Maize Products Co. Limited
5	Fauji Foods Limited
6	Total Pakistan Private Limited
7	Shan Foods Private Limited
8	SadaPay Private Limited
9	Coca Cola Icecek Pakistan
10	Metro Pakistan Private Limited
11	Pakistan Cricket Board
12	Ibrahim Fibres Limited
13	Lotte Akhtar Beverages Private Limited
14	Daraz Pakistan
15	Hi-Tech Lubricants Limited
16	L'Oreal Pakistan



Job Fair 2024

February 24, 2024

The Placement Office organized its Annual Job Fair 2024 on Saturday, February 24, 2024, with the participation of 71 local and multinational companies. The event provided graduating students with valuable opportunities to connect with potential employers, explore career options, and secure job placements across a variety of industries.



Networking Session

May 08, 2024

The Office invited its alumni and corporate partners to the Annual Networking Session on May 8, 2024. Participants from the following companies attended the session:

Sr #	Company Name
1	Ghani Glass Limited
2	Nestle Pakistan
3	Access Retail
4	Fatima Group
5	L'Oréal Pakistan
6	Al Ghazi Tractors Limited
7	Jazz Pakistan
8	Shan Foods Private Limited
9	National Foods Limited
10	Mondelez Pakistan Limited
11	Lucky Core Industries Limited
12	Fauji Foods Limited
13	Systems Limited
14	Packages Group
15	Vivo Pakistan
16	GenIteam Solutions
17	Carrefour Pakistan
18	Maxim Agri Private Limited
19	Pakistan Fruit Juice Co. Private Limited



Recruitment Drives 2023-2024

EY Ford Rhodes

September 27, 2023



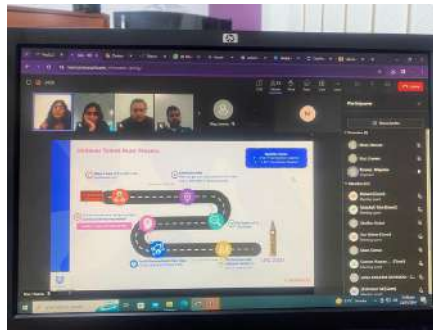
State Bank of Pakistan

November 14, 2023



Unilever Pakistan Talent Hunt Program (Virtual Drive)

January 23, 2024



Fatima Group - MTO Test

January 25, 2024



Fatima Group - MTO Interviews

January 26, 2024



L'Oreal Pakistan

February 02, 2024



AIIESEC in Pakistan

February 14, 2024



Habib Bank Limited

February 21, 2024



Tapal Tea Private Limited

February 22, 2024



Packages Group

February 26, 2024



Jazz Pakistan

March 04, 2024



Bank of Punjab

April 25, 2024



RepairDesk

February 27, 2024



Reckitt Benckiser Pakistan

March 06, 2024



Total Parco Pakistan Limited - MTO Test

April 29, 2024



Procter & Gamble Pakistan

February 28, 2024



Habib Metropolitan Bank

March 12, 2024



AkzoNobel Pakistan Limited

May 09, 2024



Bank AL Habib Limited

February 29, 2024



Coca Cola Icecek Pakistan

March 25, 2024



Cotton Web Limited

May 13, 2024



Unilever Pakistan

March 01, 2024



Telenor Microfinance Bank

April 24, 2024



Bayer Pakistan

May 17, 2024



Jaffer Business Systems Private Limited

May 30, 2024



Summer Program 2024

1. The Summer Program is a comprehensive initiative designed to ensure the transfer of valuable skills and knowledge in technical areas. The Placements Office offers

short-term courses that support the career development of both students and the alumni community. The Summer Program was organized from July 05 to August 10, 2024. The following courses were offered to the participants:

2. Digital Media Marketing
3. Microsoft Office - Advanced Excel
4. Microsoft Office - Basic Excel



Internships 2023

Summer Internships 2023

Sr No.	Student Name	Organization
1	Aamna Moeen	Finja Private Limited
2	Aamna Moeen	Faysal Bank Limited
3	Aashir Nauman	ECO Trade and Development Bank - Turkey
4	Aazmeer Ali	Millat Tractors Limited
5	Abdul Hadi Omar	Packages Group
6	Abdul Moiz Shakaib	Ravi Urban Development Authority (RUDA)
7	Abdul Muqteet	Pakistan Television Corporation (PTV)
8	Abdul Muqteet	DHA Main Office Complex Complex
9	Abdul Rafay Khan	Bank of Punjab
10	Abdul Raffay Amin	Fatima Group
11	Abdul Wasay Khan	National Incubation Center- Spurt International
12	Abdul Waseh	Sughran Impex Sialkot
13	Abdullah Adnan Khan	Saif Impex
14	Abdullah Anwar Mirza	DHA Main Office Complex Complex
15	Abdullah Ashraf	Unity Foods Limited
16	Abdullah Bin Ammad	Think Digital Agency
17	Abdullah Kamran	PepsiCo Pakistan
18	Abdullah Mirza	KPMG Taseer Hadi & Co.

Summer Internships 2023

Sr No.	Student Name	Organization
19	Abdullah Zafar	Fauji Foods Limited
20	Abeeha Fatima	Zafar Securities Private Limited
21	Aberna Javaid	Coca Cola Icecek Pakistan
22	Aberna Javaid	Lahore School of Economics
23	Afaq Akram	Directorate General Public Relations
24	Afaq Akram	Science Model Schools Gujranwala
25	Afeef Faizi	Lucky Core Industries Limited
26	Ahad Iqbal	Ecolean Pakistan Private Limited
27	Ahmad Bilal Butt	Faysal Bank Limited
28	Ahmad Hassan Waraich	Power Circle Inc.
29	Ahmad Khan	Centre for Economic Research in Pakistan
30	Ahmad Mughees	Atlas Honda Limited
31	Ahmar Shahid	Hunehar Welfare School
32	Ahmed Adnan Anjum	Coca Cola Icecek Pakistan
33	Ahmed Ali	Contegris Technology Solutions Private Limited
34	Ahmed Naveed Gillani	Bank of Punjab

Summer Internships 2023		
Sr No.	Student Name	Organization
35	Aima Rehan	Power Circle Inc.
36	Aimen Fatima	Baskin Robbins (AHG Flavors Private Limited)
37	Aiza Noor Fatima	Hardees Pakistan
38	Aiza Omer	Jazz Pakistan
39	Aiza Zahid	Honda Atlas Cars (Pakistan) Limited
40	Aleena Kayani	Nishat Linen-Nishat Mills Limited
41	Aleeza Nadeem	Ergon Investments International Limited
42	Ali Ahmad Danish	Bank of Punjab
43	Ali Tahir Butt	Smartlane IT Solution Private Limited
44	Ali Zaidi	San & Associates
45	Alina Abbas	Sabroso Pakistan
46	Alina Abbas	Total Parco Pakistan Limited
47	Alina Qureshi	DHA Main Office Complex
48	Alishba Sajjad	A.F. Ferguson & Co. (PwC Pakistan)
49	Alizeh Mobin Khan	LAAM.pk
50	Alvia Zaheer	Askari Bank Limited
51	Amal Ejaz	Vertex Chemicals Private Limited
52	Amania Kamran	Nestle Pakistan
53	Ameena Farooqui	Cherat Cement Co. Limited
54	Ameenat Ali	Bank of Punjab
55	Ameenat Ali	Packages Group
56	Amina Khan	MCB Bank Limited
57	Amna Anwer	Yellowstone Technologies Private Limited
58	Amna Athar	Jubilee Life Insurance Company Limited
59	Amna Attiq	Foodpanda Pakistan
60	Amna Farooq	DSME Global Links Private Limited
61	Amna Khalid	Medcare MSO
62	Amna Waseem	Marminova
63	Amna Waseem	Lotte Akhtar Beverages Private Limited
64	Anees Amjad	Lahore School of Economics
65	Anees Amjad	National Assembly of Pakistan
66	Anees Rehman	Coca Cola Icecek Pakistan
67	Ansab Salamat	Directorate General Public Relations (DGPR)
68	Anss Raza Qureshi	Foodpanda Pakistan
69	Anushe Fawaz	Johnny and Jugnu

Summer Internships 2023		
Sr No.	Student Name	Organization
70	Anushka Bhutta	Habib Bank Limited
71	Aqdas Mehmood Sheikh	Dcode Pakistan - Premier Code Private Limited
72	Aqsa Siddique	Raziq International Private Limited
73	Areeb Fatimah	Braxton Kicks
74	Areeb Fatimah	Vertex Chemicals Private Limited
75	Areeba Jamshed	Parwaaz Financial Services Limited
76	Areeba Moazam	MAAQ Services
77	Areesha Masood	Packages Group
78	Arfaa Ashfaq	Fauji Fertilizer Company Limited
79	Arslan Asif	Volka Food International
80	Arslan Asif	Habib Bank Limited
81	Arslan Qadeer	Star Textile Industries
82	Asad Ullah	Super Asia Mohammad Din Sons Private Limited
83	Ashna Ali	Arif Securities Private Limited
84	Asma Abid	MCB Bank Limited
85	Asma Zaka	Circle Women Association
86	Asma Zaka	PepsiCo Pakistan
87	Ayesha Aamir	Starcom Pakistan
88	Ayesha Imran	Coca Cola Icecek Pakistan
89	Ayesha Jaffar	MCB Bank Limited
90	Ayra Arshad	Fauji Fertilizer Company Limited
91	Azka Shuaib	The Beaconhouse Group – Headoffice
92	Azqa Imtiaz	Samsons Group of Companies
93	Bakhtawar Sarwar	Hameed Latif Hospital
94	Bismah Amir	Kamal Limited
95	Bushra Shahid	Dexon Technology PLC
96	Dania Ahmad	Care Foundation
97	Danial Zulfiqar	Descon Engineering Limited
98	Danish Sheikh	JBNJaws Productions
99	Danish Sheikh	Cartel Media & PR
100	Danyal Ali	A. F. Ferguson & Co.
101	Danyal Kamal	Pakistan Civil Aviation Authority
102	Dua Fatima	MCB Bank Limited
103	Eisha Shahzad	Crewlogix Technologies
104	Eisha Tausif	Playdium - Avenue Mall
105	Elina Arif	Century Paper and Board Mills Pakistan
106	Emaan Ahmad	National Bank of Pakistan
107	Emaan Ramzan	Akhuwat Foundation

Summer Internships 2023		
Sr No.	Student Name	Organization
108	Emaan Ramzan	Lakeer Foundation
109	Eman Arzoo	Fauji Fertilizer Company Limited
110	Eman Mohsin	Tkxel
111	Eman Mohsin	Arbisoft
112	Esha	Edceum
113	Essa Bashir Kurd	Genetics Pharmaceuticals
114	Fahad Ullah Bajwa	Fruiticana Foods Private Limited
115	Fahmeen Javed	Nestle Pakistan
116	Faizan Zahoor	Descon Engineering Limited
117	Farah Imami	Sukkur Beverages Private Limited
118	Faran Ahmad	DHA Main Office Complex
119	Faran Ahmed	Descon Engineering Limited
120	Farriha Tahir Malik	The Urban Unit
121	Farzeen Chaudary	Meezan Bank Limited
122	Fatima Asad	Qarshi Industries Private Limited
123	Fatima Faisal	Possibilities by Qaisar Abbas
124	Fatima Khan	National Assembly of Pakistan
125	Fatima Munir	Ramzan Law Associates
126	Fatima Naeem	Descon Engineering Limited
127	Fatima Pasha	DP World Karachi
128	Fatima Rashid	Packages Group
129	Fatima Sarwar	Habib Bank Limited
130	Fatima Sheikh	SpectrEco
131	Fiza Ijaz	Allied Marketing Private Limited
132	Fiza Yasir	Bookme.pk
133	Fizzah Awais	Nishat Linen-Nishat Mills Limited
134	Haad Irfan	Getz Pharma (Private) Limited
135	Haadi Mashhood	Pakistan State Oil Limited
136	Hafiz Rao Ali Asad Ullah	Kaizen Paint Private Limited
137	Hafsa Rizwan	Marminova
138	Haider Raza	Kaizen Paint Private Limited
139	Haiqa Ahsan	Sapphire Fibres Limited
140	Hamna Ahsan	Service Industries Limited
141	Hamna Asif	International Counselling Centre
142	Hamna Jamil	Sui Northern Gas Pipeline Limited (SNGPL)

Summer Internships 2023		
Sr No.	Student Name	Organization
143	Hamna Sajjad	Integrati
144	Hamna Sajjad	Sapphire Textile Mills Limited
145	Hamna Usman	Kaizen Paint Private Limited
146	Hamza Baksh Ghani	State Bank of Pakistan - Banking Services Corporation
147	Hamza Hasan	National Bank of Pakistan
148	Hamza Hussain	Javid Ali Builders (JAB)
149	Hamza Iqbal	Nexcel Solutions
150	Hamza Irfan	Fairway Brokerage & Financial Services
151	Hamza Tahir	British American Tobacco
152	Hamza Tariq	National Bank of Pakistan
153	Hamza Umar	PepsiCo Pakistan
154	Hasan Akmal	Hometex Corporation
155	Hasham Khalid	Interloop Limited
156	Hasnat Ahmad	Design Ade Pakistan
157	Hassaan Ali Gohar	National Incubation Centre
158	Hassaan Sheikh	COLABS
159	Hassan Masood	Giant Group
160	Hassan Murtaza	Ministry of Foreign Affairs – Islamabad
161	Hayab Safdar	Leen Textile Industry
162	Hiba Imran	PakWheels.com
163	Hira Mukhtar	DEFQON Digital
164	Humnah Armoghan	Breeo International
165	Hussain Ayyaz Awan	Faran Nassir Law Company Private Limited
166	Ibrahim Javed	Khuram Autos
167	Ibrahim Virk	Descon Engineering Limited
168	Ibtisam	Proton West Canal Motors
169	Iman Abdullah	Bank Alfalah Limited
170	Inam ur Rehman Sheikh	Jaffer Brothers Limited
171	Iqra Faisal	Sapphire Retail Limited
172	Iraj Butt	PricewaterhouseCoopers Pakistan
173	Iraj Butt	Descon Engineering Limited
174	Izma Azhar	MCB Bank Limited
175	Jannat Ilyas	PopCorn Studio
176	Jasir Rehman Khan	Australian Centre for Education and Training (ACET Global)
177	Javeria Pasha	Habib Bank Limited
178	Junaid Mir	Devsinc Private Limited

Summer Internships 2023		
Sr No.	Student Name	Organization
179	Khadija Shahid	Al-Habib Metropolitan Bank Limited
180	Khawaja Abdul Muhaimin	Descon Engineering Limited
181	Khawaja Ahmad Kashif	PepsiCo Pakistan
182	Laiba Ahmed	United Bank Limited
183	Laiba Ijaz	UBL Insurers Limited
184	Laiba Shiraz	Sapphire Textile Mills Limited
185	Laiba Shoaib	Sprintech Packaging Private Limited
186	Laibah Quddus	Fatima Fertilizer Company Limited
187	Laraib Imtiaz	Pak Elektron Limited
188	Laraib Imtiaz	RED Communication Arts Private Limited
189	Laraib Rafiq	FES Higher Education Consultants Private Limited
190	Lintajawwad	Lahore School of Economics
191	M Abdullah Ejazi	Centre for Economic Research in Pakistan
192	M Hamza Abid	KPMG Taseer Hadi & Co.
193	M.Suhaib	MarketPro
194	Maaz Waseem	Habib Metropolitan Bank Limited
195	Maha Masood	Ernst & Young Global Limited
196	Maha Rehman	Y/TECH
197	Maha Saqib	Knowledge Based Marketing (KBM) Group
198	Maheen Ahmad Bhatti	Lucky Core Industries Limited
199	Maheen Awan	Beaconhouse Group – Head Office
200	Maheen Majid	Power Circle Inc.
201	Mahgul Kamran	PepsiCo Pakistan
202	Mahhoor Mansoor	Foodpanda Pakistan
203	Mahnour Faiz	Sapphire Textile Mills Limited
204	Mahnour Imran	Packages Group
205	Mahnour Imran	Pak Elektron Limited
206	Mahnour Junaid	Power Circle Inc.
207	Mahnour Junaid	Lucky Core Industries Limited
208	Mahnour Rehan	Foodpanda Pakistan
209	Mahnour Shahzad	Circle Women Association
210	Mahnour Shahzad	Ogilvy Pakistan
211	Mahrukh Ayub	Argus Invincible Private Limited

Summer Internships 2023		
Sr No.	Student Name	Organization
212	Maira Aamir	Askari Bank Limited
213	Maira Riaz	Nestle Pakistan
214	Mamoon Haider	Swich App
215	Mariam Noor	Habib Bank Limited
216	Marwa Ali Amir	Interwood Mobel Private Limited
217	Maryam Ahmad	Alkhidmat Foundation Pakistan
218	Maryam Ahmad	PopCorn Studio
219	Maryam Ahmad	Askari Bank Limited
220	Maryam Asghar	DHA Main Office Complex
221	Maryam Imran	NetSol Technologies
222	Maryam Saleem	Bank Alfalah Limited
223	Maryam Siddiqui	Pearls & Tassels
224	Mehak Jahangir	Pak Elektron Limited
225	Mian Ebad Uddin	Nestle Pakistan
226	Minahil Abrar	Pakistan State Oil Limited
227	Minahil Hassan	Meezan Bank Limited
228	Minahil Tippu	Gold Premium Events
229	Mishaal Abrar	Australian Centre for Education and Training (ACET Global)
230	Mishal Basharat	DHA Main Office Complex
231	Mishal Zubair	Meezan Bank Limited
232	Mohammad Babar	Karandaaz Pakistan
233	Mohammad Rohaib	Power Circle Inc.
234	Momin Chishty	United Bank Limited
235	Momina Hashmi	Sapphire Finishing Mills Limited
236	Momina Ramzan	FES Higher Education Consultants Private Limited
237	Momina Rashad Durrani	CCL Pharmacueticals
238	Mubeen Ahmad	Bank Alfalah Limited
239	Mubeen Ahmad	Lucky Core Industries Limited
240	Muhammad Aayan Siddiq	Pakistan Telecommunication Company Limited
241	Muhammad Abdullah Amer	Bank Alfalah Limited
242	Muhammad Abdullah Amer	GR Solutions
243	Muhammad Abdullah Babar	DHA Main Office Complex
244	Muhammad Abdullah Khalid	Century Paper and Board Mills Limited
245	Muhammad Abdullah Ranjha	Coca Cola Icecek Pakistan

Summer Internships 2023		
Sr No.	Student Name	Organization
246	Muhammad Abdullah Saeed	Pepsi-Shamim & Co Private Limited
247	Muhammad Ahmad	AA Spinning Mills Limited
248	Muhammad Ahmad Khan	Systems Limited
249	Muhammad Ahmad Khan	Descon Engineering Limited
250	Muhammad Ahmad Mansoor	Kaizen Paint Private Limited
251	Muhammad Ali	Interloop Limited
252	Muhammad Ali Akbar	Descon Engineering Limited
253	Muhammad Ali Shabbir	DHA Main Office Complex
254	Muhammad Ali Shabbir	Unitech Digital Studio
255	Muhammad Alim Tahir	WorldCall Private Limited
256	Muhammad Aneeq Tahir	RepairDesk
257	Muhammad Ayub Athar	Bank Islami Pakistan Limited
258	Muhammad Azaan Khurram	Daftarkhwan
259	Muhammad Ehsan	Do your Own Thing (DYOT)
260	Muhammad Faateh Awan	British American Tobacco
261	Muhammad Faizan Faiz	A. Rahim Foods Private Limited
262	Muhammad Farhan	DHA Main Office Complex
263	Muhammad Fawad Sabir	Fast Cables Limited
264	Muhammad Fayq Dastgir	MCB Bank Limited
265	Muhammad Haider Omar	NetSol Technologies Limited
266	Muhammad Hammad Ali	Hash International – Sialkot
267	Muhammad Hamza	Texo Poly Industries Private Limited
268	Muhammad Hamza	Descon Engineering Limited
269	Muhammad Hamza Malik	Bank of Punjab
270	Muhammad Hamza Malik	Shangrila Foods (Private) Limited
271	Muhammad Hamza Talat	Civil Aviation Authority
272	Muhammad Hamza Usman	Meezan Bank Limited

Summer Internships 2023		
Sr No.	Student Name	Organization
273	Muhammad Haris Hussain Qureshi	MCB Bank Limited
274	Muhammad Hassaan Bin Shoaib	National Engineering Services Pakistan (NESPAK)
275	Muhammad Hassaan Bin Shoaib	KBM Group
276	Muhammad Hassan Shirazi	State Bank Of Pakistan
277	Muhammad Hur Abbas	Descon Engineering Limited
278	Muhammad Ismail Abdullah	Pakistan Television Corporation
279	Muhammad Jamal	Abedin International Private Limited
280	Muhammad Maaz Waseem	A.F.Ferguson & Co.
281	Muhammad Maisam	T.U Plastic Industry Company Private Limited
282	Muhammad Majid Jamil	Johnny and Jugnu
283	Muhammad Mateen	Packages Group
284	Muhammad Mohib Malik	Halmore Power Generation Company Limited
285	Muhammad Moiz Adnan	Bank of Punjab
286	Muhammad Momin Haider	Unity Foods Limited
287	Muhammad Momin Haider	Sapphire Textile Mills Limited
288	Muhammad Moosa Riaz	Tkxel
289	Muhammad Muneeb	M.R Consultants Private Limited
290	Muhammad Nabeel Iqbal	Meezan Bank Limited
291	Muhammad Numan	Foodpanda Pakistan
292	Muhammad Osama Khalid	Texon Textile Mills
293	Muhammad Rahim Azeem	Al-Moiz Industries Limited
294	Muhammad Rayyan Tariq	PepsiCo Pakistan
295	Muhammad Reyyan Hammad Malik	Sapphire Textile Mills Limited
296	Muhammad Saad	Pak Elektron Limited
297	Muhammad Saad Tauseef	DSME Technologies Private Limited
298	Muhammad Samiullah	Fauji Fertilizer Company Limited
299	Muhammad Shahmeer	Mahbub ul Haq Research Centre

Summer Internships 2023		
Sr No.	Student Name	Organization
300	Muhammad Shahrayar Sheikh	Giant Group
301	Muhammad Shariq Pervez	PepsiCo Pakistan
302	Muhammad Sheheryar Khan	Texon Textile Mills
303	Muhammad Taha Jaffar	KK Networks Private Limited
304	Muhammad Talha Mehmood Awan	The Urban Unit
305	Muhammad Umer Ejaz	Sapphire Textile Mills Limited
306	Muhammad Usama Haroon	Coca Cola Icecek
307	Muhammad Usama Haroon	FrieslandCampina Engro Pakistan Limited
308	Muhammad Usman	Expert System Solution
309	Muhammad Usman	EduLytic
310	Muhammad Usman Javed	Pakistan State Oil Limited
311	Muhammad Wahab Malik	Bank of Punjab
312	Muhammad Waqar Ali Khan	Fauji Fertilizer Company Limited
313	Muntaha Mateen	Jazz Pakistan
314	Myra Imran Rafiq	Center for Economic Research in Pakistan (CERP)
315	Nabeeha Ali Sufian	Iris Communications
316	Nabeeha Ali Sufian	McDonald's Pakistan
317	Nabiha Omar Qazi	Bank Alfalah Limited
318	Nafay Najeeb	Kaizen Paint Private Limited
319	Nawazish Ali Khan	Red Publicis - Red Communication Arts
320	Neha Maqsood	United Bank Limited
321	Neha Siddiqui	Outfitters Stores Private Limited
322	Nimra Khalid	Haier Pakistan Private Limited
323	Nimra Khanum	Fatima Group
324	Noor E Fatima	Mindravel Interactive
325	Noor Mohammad	Descon Engineering Limited
326	Noor ul Ain Kazmi	Algomus Limited
327	Noor Ul Ain Malik	Glowingsoft Technologies
328	Omer Farooq	Outfitters Stores Private Limited
329	Osama Ehsan Khan	Nexcel Solutions
330	Ouj-e-Tahir	Nishat Chunian Group
331	Ouj-e-Tahir	Nestlé Pakistan

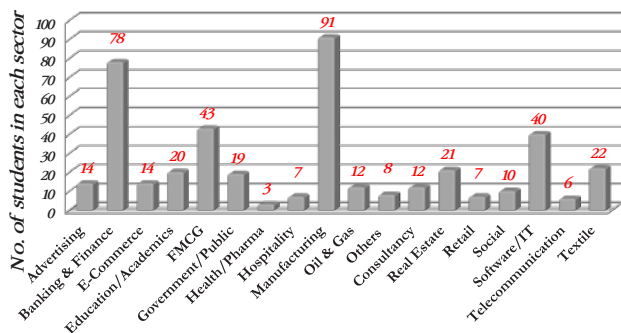
Summer Internships 2023		
Sr No.	Student Name	Organization
332	Qamar Rehmooz	Qarshi Industries Private Limited
333	Rabbiya Shakir	The Stem Educators
334	Rafay Aamer	Interloop Limited
335	Rafia Owais	Total Parco Pakistan Limited
336	Rahimeen Danyal	United Bank Limited
337	Rameen Durrani	Digital Rights Foundation
338	Rameen Naved	Expert System Solutions
339	Ramesha Sajid	Pak Elektron Limited
340	Ramesha Sajid	Lotte Akhtar Beverages Private Limited
341	Ramesha Sajid	Meezan Bank Limited
342	Ramish Nadeem	FES Higher Education Consultants Private Limited
343	Ramish Nadeem	Habib Metropolitan Bank Limited
344	Ramsha Waseem	PepsiCo Pakistan
345	Rana M. Haseeb Safdar Khan	Dari Mooch
346	Rana Sheharyar Khan	Pakistan State Oil Limited
347	Rania Jamshed Farid	Dubai Islamic Bank Pakistan Limited
348	Rania Naeem Bhatti	Maple Leaf Cement Factory Limited
349	Rebal bin Rauf	Insights Driven Research (IDR)
350	Riasat Mehmood	ECS Corporate Office
351	Rida Kashif	National Bank of Pakistan
352	Rizwan Ahmad Mir	Packages Group
353	Rohma Nasim	Power Circle Inc.
354	Ruqaiya Bilal	Star Tech Engineering Private Limited
355	Saad Farrukh	Ibrahim Fibres Limited
356	Saad Masood	YOUKSH
357	Saad Ullah Bajwa	Kaizen Paint Private Limited
358	Saamia Nawaz	ChenOne Interiors
359	Saarah Ali Syed	Bahadar Poultry Private Limited
360	Sadia Shaukat	Compsi Private Limited
361	Sadia Shaukat	Ai DataYard
362	Sadia Shaukat	PLYXIO
363	Sadia Shaukat	Lotte Akhtar Beverages Private Limited
364	Sahil Malik	Sui Northern Gas Pipelines Limited
365	Saleha Ahmed	House Of Consumer Items Limited
366	Salman Khalid Saeed	Bank of Punjab

Summer Internships 2023		
Sr No.	Student Name	Organization
367	Sara Rahim	Jazz Pakistan
368	Shahaan Ali Khan	British American Tobacco
369	Shaheer Bin Ateeq	DHA Office – Gujranwala
370	Shaheer Bin Ateeq	CSD – Rawalpindi
371	Shahmir Faisal	DHA Main Office Complex
372	Shahzaib Shahjahan	DHA Main Office Complex
373	Shaigan Babar	Fatima Group
374	Shaigan Babar	Total Parco Pakistan Limited
375	Shameen Nadeem	NetSol Technologies Limited
376	Shawaal Faysal Sheikh	Total Parco Pakistan Limited
377	Shehryar Ijaz	Judicial Water & Environment Commission (JWEC)
378	Sheikh Ali Murtaza Masood	DHA Main Office Complex
379	Shershah Zaman	Bank Alfalah Limited
380	Soha Ali	Institute of Development and Economic Alternatives (IDEAS)
381	Sulaman Masood	Kickstart-Coworking Spaces
382	Sulaman Masood	Descon Engineering
383	Syed Ali Hashim Shah	Masood Textile Mills
384	Syed Awais Haider	DuPont Pakistan Operations Private Limited
385	Syed Awais Mahmood	Sui Northern Gas Pipelines Limited
386	Syed Muhammad Ahmad Mashhadi	Pepsi-Shamim & Co Private Limited
387	Syed Muhammad Shahmeer Zafar Rizvi	MCB Bank Limited
388	Syed Tabish Ali	Arif Securities Private Limited
389	Taha Arslan	Descon Oxychem Limited
390	Taha Usman	Silk Bank Limited
391	Taj Ud Din Choudhry	Ministry of Foreign Affairs - Islamabad
392	Talal Nasir	Baskin Robbins (AHG Flavors Private Limited)
393	Talha Hassan	Liberty Weaving Mills
394	Umaima Asif	Sui Northern Gas Pipelines Limited
395	Umaima Asif	Intellia Advisors
396	Ummad Ali	Soneri Bank Limited
397	Umme Aiman Ali	Breeo International

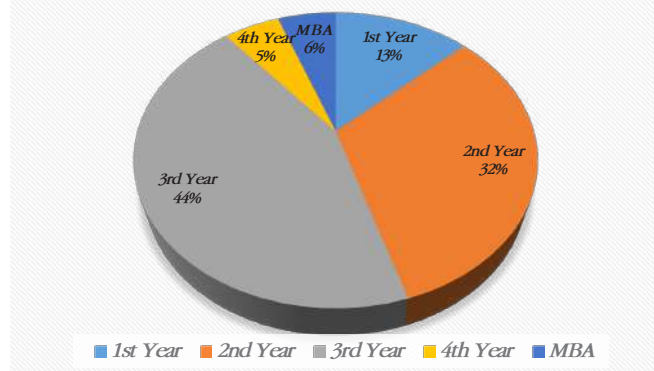
Summer Internships 2023		
Sr No.	Student Name	Organization
398	Urooj Fatima	Kaizen Paint Private Limited
399	Urwa Abrar	Atlas Honda Limited
400	Urwa Abrar	Al-Baraka Bank (Pakistan) Limited
401	Urwah Iftikhar	Center for Research in Economics and Business (CREB)
402	Usama Ahmad	Fatima Fertilizer Company Limited
403	Uswah Ashraf	Al-Khidmat Foundation
404	Uzair Khan	Pakistan International Airlines
405	Wadia Yousaf	Nishat Chunian Limited
406	Waleed Hasnain	Tetra Pak Pakistan
407	Wali Ullah	Captics
408	Warda Arslan	Centre of Economic Research in Pakistan (CERP)
409	Washeek Naseer	Sui Northern Gas Pipelines Limited
410	Zaemal Ahmad	Dynamatix Analytics Private Limited
411	Zahra Khurram	Lotte Akhtar Beverages Private Limited
412	Zaib Un Nisa	KBM Group
413	Zaib Un Nisa	Marminova
414	Zaib Un Nisa	PepsiCo - Lotte Akhtar Beverages
415	Zain Ahmad	Sitara Chemical Industries Limited
416	Zainab Azhar	Interloop Limited
417	Zainab Noor	Saif Impex
418	Zainab Zahid	Bank Alfalah Limited
419	Zaki Shahrukh Khan	Habib Bank Limited
420	Zara Naim Butt	Stylo Private Limited
421	Zarish Shoaib	Ministry of Foreign Affairs - Islamabad
422	Zoha Ali	Highbrow International Law Associates
423	Zoha Wahid Qureshi	Stylo Private Limited
424	Zoya Farid	AkzoNobel Pakistan Limited
425	Zunaira Ashfaq	Service Industries Limited
426	Zunaisha Shahid	MCB Bank Limited
427	Zurain Fatima	Pakistan Telecommunication Company Limited

Graphical Representation of Internships 2023

Summer Internships 2023 - Sectorwise Breakdown



Summer Internships 2023 - Yearwise Percentage of Internships



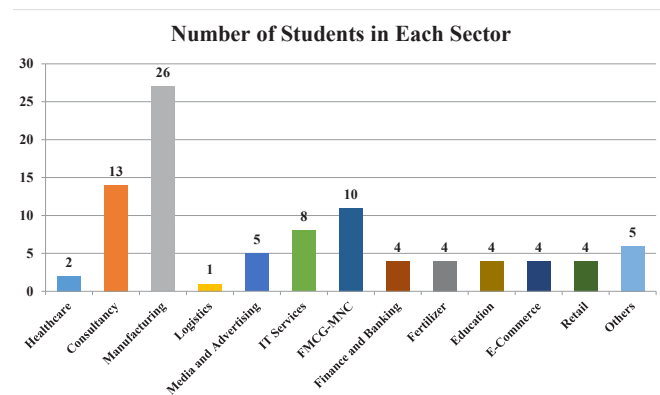
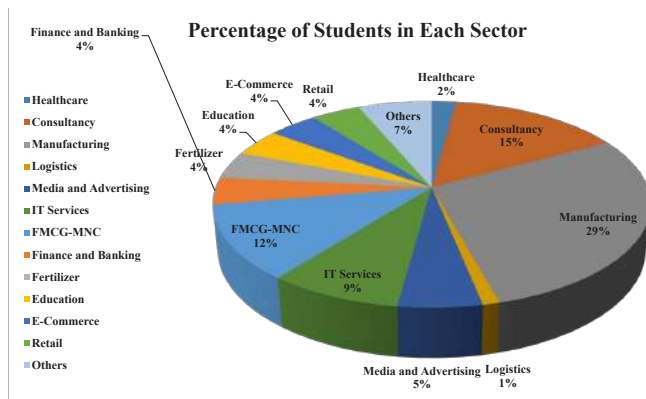
MBA 2023 Placements List

Sr. No	Full Name	Organization	Designation
1	Aaima Sadaqat	Atheneum Partners	Global Associate
2	Aatiqa Urfa	The Hexaa	Management Trainee Officer
3	Aazmer Ali Khan	Rafhan Maize Product Co. Limited	Management Trainee Officer
4	Abdul Moiz Amjad	Vertex Compliance & Consulting Group	Key Account Executive
5	Ahmad Rashid	Samsons Group of Companies	Management Trainee Officer
6	Aimen Fatima	Baskin Robbins Pakistan	Marketing Associate
7	Ali Butt	Friesland Campina - Engro Pakistan Limited	Territory Sales Manager
8	Ali Rizwan	Flavour Foods	Head of Operations
9	Ali Tasleem	Mei Kong Restaurant	Associate Marketing Manager
10	Ameer Khan	Cresset Strategic Partners Private Limited	E-Commerce Executive
11	Anas Chaudhry	VIVO Pakistan	Digital Marketer
12	Aqsa Nadeem	PrismTeck Inc	Business Development Specialist
13	Areeba Jamshad	Fauji Foods Limited	Management Trainee Officer
14	Arooba Khalid	Programmers Force Private Limited	Management Trainee Officer
15	Asad Mehmood	Maple Leaf Cement Factory Limited	Assistant Manager Sales
16	Asma Aleem Qureshi	Carrefour Pakistan	Graduate Retail Trainee
17	Asma Mubarik	Fatima Group	Management Trainee Officer
18	Athar Abbas	Service Industries Limited	Management Trainee Officer
19	Ch. Omer Gulraiz	Carrefour Pakistan	Graduate Retail Trainee
20	Fahad Mansoor	MEDvidi	Scheduling Executive
21	Farhan Ahmad	Packages Group	Management Trainee Officer
22	Fatima Khan	Packages Group	Management Trainee Officer
23	Fatima Mahmood	Carrefour Pakistan	Graduate Retail Trainee
24	Fatima Zahid	Learning Alliance	PYP Homeroom Teacher
25	Fizza Junaid	Carrefour Pakistan	Graduate Retail Trainee
26	Hafsa Mujaddid	A.F. Ferguson & Co. (PwC)	HR Associate
27	Haider Ali	Tetra Pak Pakistan Limited	Sales Analyst
28	Haider Iqbal	Al-Ghazi Tractors Limited	Management Trainee Officer
29	Hamna Abid	MailMunch	Associate Content Writer
30	Hamza Irfan	Sheikh of Sialkot Private Limited	Management Trainee Officer
31	Iqra Khalid	Samsons Group of Companies	Management Trainee Officer
32	Jasir Rehman Khan	Packages Group	Management Trainee Officer

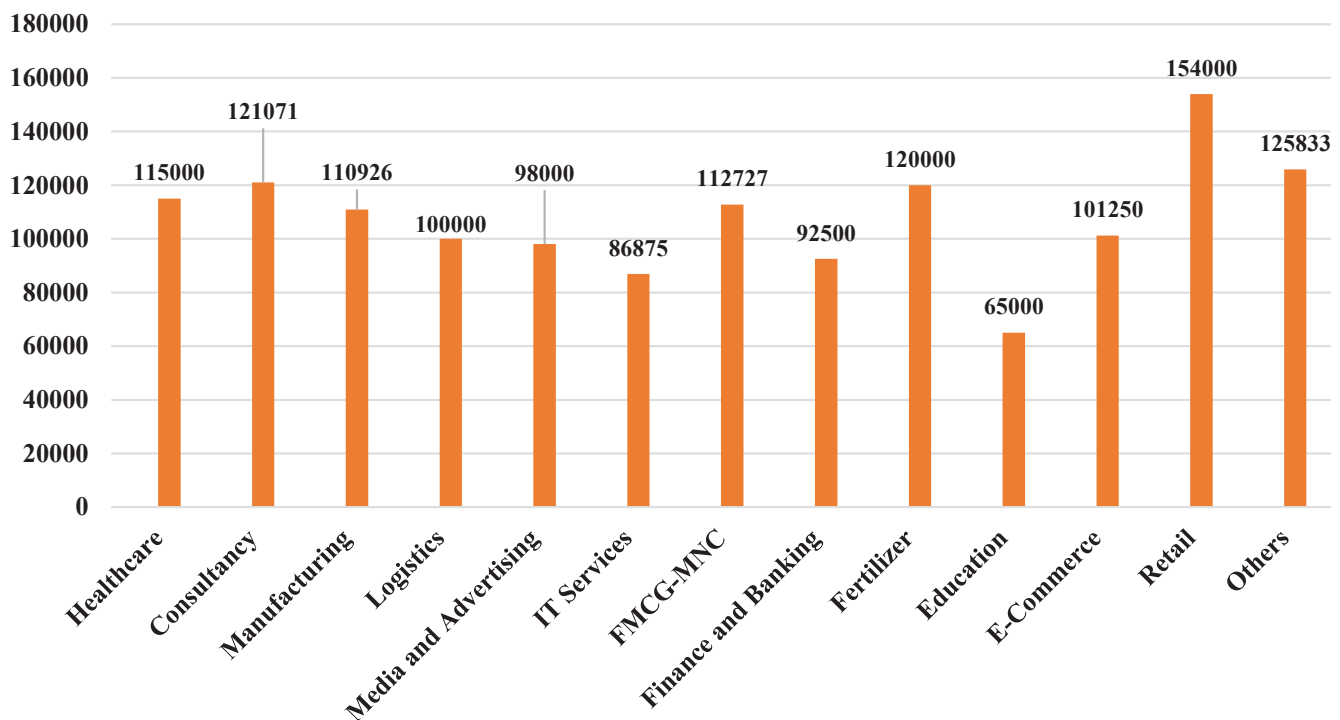
Sr. No	Full Name	Organization	Designation
33	Khizer Javed	ISMMART Group of Industries	Assistant Manager Sales
34	Laiba Waseem	AbuDawood Pakistan	Management Trainee Officer
35	M. Noyan Razaq	Atheneum Partners	Global Associate
36	M. Haris Akmal	Access Retail	Research Executive
37	Maham Shahid	Parwaaz Financial Services Limited	Human Resource Specialist
38	Mahnour Safdar	Lahore School of Economics	Graduate Teaching Associate
39	Mahrukh Zaka	Fatima Group	Management Trainee Officer
40	Malaika Rizvi	Sentient Solutions	Business Analyst
41	Maryam Javed	Euro Consultant Pakistan Private Limited	Business Development Assistant
42	Minahil Imran Khan	Lahore School of Economics	Graduate Teaching Associate
43	Minahil Tippu	Cotton House	Management Trainee Officer
44	Misha Irfan	Cosmo Inc.	Digital Marketing Executive
45	Momina Asad	Samsons Group of Companies	Management Trainee Officer
46	Muhammad Saleem	Abdullah Ghani Glass Limited	Assistant Manager Exports
47	Muhammad Balawal Ahmad	Kurdson Industries	Head of Operations
48	Muhammad Daniyal Akhtar	Atheneum Partners	Global Associate
49	Muhammad Farid Mahmood	MCB Funds (MCB Investment Management Limited)	Manager Corporate Sales
50	Muhammad Hamdan	Honda Motor Company Pakistan	Executive Sales and Marketing
51	Muhammad Haseeb	Ghani Glass Limited	Export Sales
52	Muhammad Khurram Abbas	Bank of Punjab	Management Trainee
53	Muhammad Munhib Mazhar	BASES Group Inc	Financial Operations Analyst
54	Muhammad Musab Naveed	Access Retail	Research Associate
55	Muhammad Shayaan Mohsin	The Maddex	Social Media Executive
56	Muhammad Taha Khan	Allied Bank Limited	HR Officer
57	Muhammad Umar Khan	Metro Pakistan Private Limited	Territory Sales Manager
58	Mustafa Hashim	Programmers Force	Management Trainee Officer
59	Myer Ahmed	Al-Ghazi Tractors Limited	Management Trainee Officer
60	Nafya Habib	Chevron Pakistan Lubricants	Intern
61	Noor Zaka	Giraffe Private Limited	Assistant Manager HR
62	Osama Chauadhry	Axial Consulting	Senior Accountant
63	Rasha Hafeez	Nishat Chunian Group	Assistant Manager Marketing
64	Rutab Ehtizaz Qureshi	Maple Leaf Cement Factory Limited	Deputy Manager Logistics
65	Saad Saqib	Samsons Group of Companies	Management Trainee Officer
66	Saif Raza	Maple Leaf Cement Factory Limited	Assistant Manager Sales
67	Sajawal Mumtaz	MajorFigures	Product and Supplier Researcher
68	Sangeen Khan	Zameen.com	Assistant Manager Sales
69	Sania Shahid	Rafhan Maize Product Co. Limited	Management Trainee Officer
70	Sarah Mahboob	AkzoNobel Paksitan Limited	Management Trainee Officer
71	Shaanazay Ali	OLX Pakistan	Assistant Communication Manager
72	Shaanazay Ali	Hanker Technologies	Marketing Manager
73	Shanzay Mazhar	Atheneum Partners	Global Associate
74	Sikandar Hayat	Fauji FoodsLimited	Territory Sales Manager
75	Syed Abbas Haider Gardezi	Ceres Associates Gulf (USA HQ)	Assistant Manager Accounts
76	Syed Hasnain	Packages Group	Assistant Manager
77	Syeda Sabeeka Zahoor	Dyanatuners	Financial Operations Analyst
78	Taimoor Jamshad	Fatima Group	Management Trainee Officer

Sr. No	Full Name	Organization	Designation
79	Talha Ali Chaudary	Nishat Dairy Private Limited	Assistant Manager - Sales & Marketing
80	Ujala Zaheer	Suraj Cotton Mills Limited	Management Trainee Officer
81	Urfa Ahmad	Algomus Limited	Project Coordinator
82	Wajahat Hussain	Fatima Group	Management Trainee Officer
83	Waleed Bin Zakria	Maple Leaf Cement Factory Limited	Management Trainee Officer
84	Waleed Sajjad	Giant Group	Finance Associate
85	Yousaf Saeed	Laam.pk	Fund Associate
86	Zain Zaheer	Systems Limited	Associate Consultant
87	Zaira Tasneem	Digital Billing Services	Project Manager
88	Zeeshan Tahir	OLX Pakistan	Assistant Communication Manager
89	Zoya Ahmed	Packages Group	Management Trainee Officer
90	Shehryar Sajid Khan	Fauji Foods Limited	Management Trainee Officer

Graphical Representation of MBA 2023 Placements



MBA 2023 Average Salary for Each Sector in PKR



Bachelors 2023 Placements List

Sr. No.	Full Name	Organization	Position
1	Aaminah Hassan	Starcom Mediavest Pakistan	Management Trainee Officer
2	Aateka Vaseer	Atheneum Partners	Associate Global Market Insights
3	Aatika Abid Sheikh	Hellenic Sun Insurance Brokers Private Limited	HR Officer
4	Abdul Ahad	Bread & Beyond	Management Trainee Officer
5	Abdul Rehman Shoukat	Ali Polymer Industries Private Limited	Financial Analyst
6	Abdul Saboor Khan	Publicis Groupe - BrainChild Communications Pakistan	Senior Management Trainee
7	Abdullah Zafar	Atheneum Partners	Associate Global Market Insights
8	Abdus Samad Qureshi	Curecos Cosmetics	Operations Head
9	Abeer Ikram Rishi	OneByte	Junior Product Manager
10	Abrou Sohail Zai	MCB Bank Limited	Officer for Transfer and Payments - Digital Banking Division
11	Adan Kashif	Qarshi Industries Private Limited	Sales Supervisor
12	Aetazaz Ikram	Mukhtar A. Sheikh Memorial Welfare Hospital	Management Trainee Officer
13	Afreen Khalid Khan	Nishat Chunian Group	Assistant Marketing Manager
14	Ahmad Faraz	GenTeam Solutions	Associate Marketing Executive
15	Ahmad Raza Faisal	VIVO Pakistan	Business Analysis Executive
16	Ahmed Shoaib	Heritage Luxury Suites	Marketing Executive
17	Aiman Hussain	Grey Density Private Limited	Creative Associate
18	Aiza Khalid	GoSaaS Labs	Financial Data Analyst
19	Aleena Hassan Zaidi	Bank of Punjab	Management Associate
20	Ali Afzal	Zahid & Company	Assistant Marketing Manager
21	Ali Haider	Zeeshan Traders	Internal Culture Officer
22	Ali Mohsin Butt	Zameen Media (Pvt) Limited	Senior Executive Project Acquisition
23	Alvia Aftab	Adaxiom Tech	Digital Marketing Strategist
24	Amal Imran	Coca Cola Icecek Pakistan	Management Trainee - Sales Department
25	Ameer Hamza Goraya	Nishat Mills Limited	Marketing Executive
26	Ameer Hamza Lali	Habib Bank Limited	Management Trainee Officer
27	Amna Hayat	Atheneum Partners	Global Market Insights Associate
28	Amna Kamal	Sadapay Private Limited	Experience Associate
29	Amnah Jamil	Aziz Industries	Sales Administration Coordinator
30	Anam Ajmal	Johnny And Jugnu	Associate HR Analyst
31	Anas Sikandar	Lucky Core Industries Pakistan	Marketing Trainee
32	Areesha Akram	Jazz Pakistan	Franchise Trainee
33	Arqam Aamer	Game Train	Game Data Design Trainee
34	Asad ur Rehman	National Foods Limited	Territory Sales Manager
35	Ashar Ali	Pakistan Air Force	Pilot Officer
36	Atta Ur Rehman	Outstreetspk	Sales and Marketing officer
37	Ayesha Arshad	Lahore School Of Economics	Research Assistant
38	Ayesha Khan	Nishat Chunian Group	Digital Marketing Executive
39	Ayesha Saddiqa	JS Events & Production	Manager Client Services
40	Ayishm Nawaz	TNF Group	Senior Sales Consultant

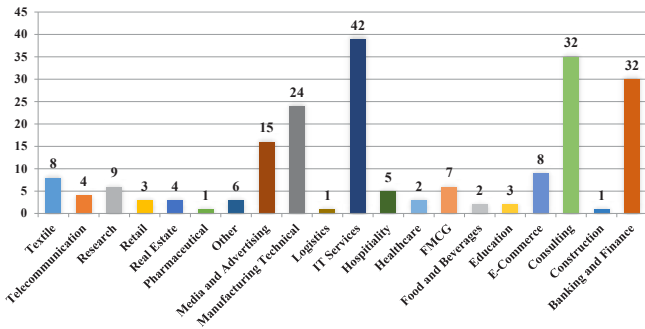
Sr. No.	Full Name	Organization	Position
41	Azher Ayaz	Oula Private Limited	Consultant Insights
42	Azma Tariq	Chakor	Business Development Associate
43	Bilal Sohail	EY Pakistan	Technology Business Analyst - SAP Business Transformation Trainee
44	Bisma Shahzad	AkzoNobel Pakistan Limited	Management Trainee Officer
45	Dilnoor Sandhu	AIK Atelier	Ecommerce Manager
46	Eesha Rehan Malick	S&P Global Pakistan	Associate Client Support
47	Ehsaan ur Raheem	EvolveDash	Content Writer
48	Eifa Tahir	Atheneum Partners	Associate Global Market Insights
49	Eisha Shahid	Atheneum Partners	Associate Global Market Insights
50	Esha Farooq	Fanas & Co	Supply Chain Associate
51	Essa Rahim	NielsenIQ	Retail Vertical Consultant
52	Fahad Bin Omar	MCB Bank Limited	Relationship Associate
53	Faizan Zahid Khan	GoSaas Labs	Talent Acquisition Manager
54	Faizan Zahoor	Descon Engineering Limited	Graduate Trainee
55	Fajr Iftikhar	Programmers Force Private Limited	Management Trainee Officer
56	Farhan Ahmed	Auto Tek	Operations Manager
57	Farzeen Fatima Naqvi	Carrefour Pakistan	Management Trainee Officer
58	Fatima Asif	Quanta Metrics Consulting	Digital Marketing Executive
59	Fatima Khalid	GenITeam Solutions	Associate Marketing Executive
60	Fatima Mujahid Chughtai	Diginet Global	Creative Associate
61	Fatima Salam	Starcom Mediavest Pakistan	Management Trainee Officer
62	Fiza Khan	Hellenic Sun Insurance Brokers Private Limited	Operations & Program Manager
63	Fiza Shafiq	EY Pakistan	Technology Business Analyst - SAP Business Transformation Trainee
64	Fizza Fatima	DEFQON DIGITAL	Creative Associate
65	Fizza Zaidi	Grandeur Company	Project Manager
66	Haider Ali	Multynet	Accounts Associate
67	Haider Shahbaz	Bank Alfalah Limited	Relationship Executive
68	Hajra Usman	CCL Pharmaceuticals Private Limited	HR Coordinator
69	Haris Zahid	Zahid Brothers	Sales Associate
70	Hashim Aslam	Atheneum Partners	Associate Global Market Insights
71	Hassaan Sabeeh Ul Haq	S&P Global Pakistan	Data Associate
72	Hassan Ali Haider	QAS International	Operations Head
73	Hassan Salahuddin	Atheneum Partners	Associate Global Market Insights
74	Hira Cheema	GenITeam Solutions	Associate Business Development Executive
75	Hira Farrukh	Salsoft Technologies	Sales Executive
76	Indila Habib	Atheneum Partners	Global Market Insights Associate
77	Irum Khalil	Pixelette Technologies	Business Development Executive
78	Jahanzeb Shahzad	United Bank Limited	Corporate Loan Manager
79	Jannat Asrar	Diginet Global	Creative Associate
80	Javeria Azhar	Nestle Pakistan	Supply Chain Associate
81	Kaifia Abbas	Programmers Force Private Limited	Management Trainee Officer
82	Kainat Ayesha	Atheneum Partners	Associate Global Market Insights
83	Khadeeja Asad	WeCrunch	Data Ops Executive

Sr. No.	Full Name	Organization	Position
84	Khadija Imran	Chakor	Operations Associate
85	Khurram Mustafa	Atheneum Partners	Associate Global Market Insights
86	Laiba Tariq	GBS Accountants and Advisors	Digital Marketing Manager
87	Laiba Zahid	Hyatt Regency and Club	Corporate Sales
88	M. Abubakar Bin Azam Ghouri	Careem Pakistan	Partner Growth Associate
89	M. Suleman Ahmed	Infogistic Private Limited	Business Development Executive
90	M. Uzair Sajid Malik	Zameen Media (Pvt) Limited	Assistant Manager Business Development
91	M. Ebrahim Tahir Awan	TenX Private Limited	Data Engineering Apprentice
92	Maha Rehman	Y-TECH Labs	Internship
93	Maham Adnan	ACE Union	Customer Sales Executive
94	Maheen Ali	Atheneum Partners	Talent Acquisition Associate
95	Mahin Tahir	Vertex Consulting and Compliance	Key Accounts Executive
96	Mahnoor Ahsan	Saatchi & Saatchi	Client Servicing Account Executive
97	Mahnoor Akhtar	GenTeam Solutions	Associate Business Development Executive
98	Mahnoor Humayun	Treet Corporation	Management Trainee Officer
99	Mahnoor Raheel	AimFit	Content Specialist
100	Mahnoor Saqib	Nishat Chunian Group	Marketing Executive
101	Mahnum Khan	Sapphire Retail Limited	Marketing Trainee Officer
102	Mariam Farooq Awan	Lahore School of Economics	Research Assistant
103	Mariyam Jehangir	Jazz Pakistan	Jazz Associate
104	Mariyam Mohsin	OLX Pakistan	Product Growth Executive
105	Maroosh Minhaj	EDGE	Client Associate
106	Maryam Khan	Focustek Manufacturing Services Private Limited	HR Associate
107	Maryam Akbar	GoSaas Labs	Learning and Development Manager
108	Masooma Kaiser	Pikes Soft	Associate Business Executive
109	Mehak Leghari	Pakistan Credit Rating Agency	Associate Financial Analyst
110	Mehreen Mushtaq	Sparx Smartphone	Community Management Executive
111	Meshaal Asad	Standard Chartered Bank Limited	International Graduate
112	Mirza Kashif Ijaz	Imperial Resource Group	Accounts Executive
113	Mohammad Asif Amir	Bank Of Punjab	Management Associate
114	Mohammad Haris Abrar	EY Pakistan	Technology Business Analyst - SAP Business Transformation Trainee
115	Momina Munir Khan	Atheneum Partners	Associate Global Market Insights
116	Muaz Waheed	Shell Canada Limited	Executive Sales Coordinator
117	Mughees Khan	Sadapay Private Limited	Experience Associate
118	Muhammad Ahmad	Meezan Bank Limited	Associate Relationship Manager
119	Muhammad Ahmed	Atheneum Partners	Global Market Insights Associate
120	Muhammad Ahmed Asif	EY Pakistan	Technology Business Analyst - SAP Business Transformation Trainee
121	Muhammad Ahmed Shoaib	Ibrahim Fibres Limited	Management Training Officer
122	Muhammad Ahtisham Khan	Providus Capital Private Limited	Investment Analyst
123	Muhammad Ammar Jamshaid	EY Pakistan	Technology Business Analyst - SAP Business Transformation Trainee

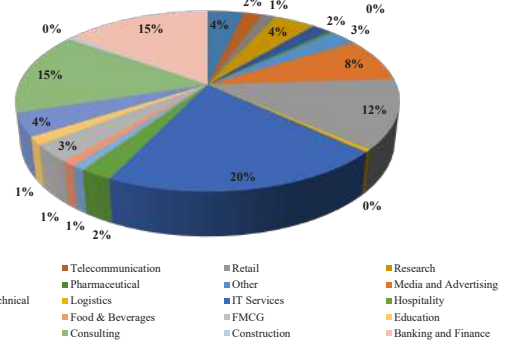
Sr. No.	Full Name	Organization	Position
124	Muhammad Essa Khan Niazi	National Foods Limited	Management Trainee Officer
125	Muhammad Essa Rahim	NielsenIQ	Retail Vertical
126	Muhammad Fasih Amer	Ibrahim Fibres Limited	Management Trainee Officer
127	Muhammad Hamdan	GrocerApp	Performance Marketing Strategy Associate
128	Muhammad Hamza Malik	Adventures By Dawn LLC	Technology and Operations Lead
129	Muhammad Harris Aziz	Bank of Punjab	Management Associate
130	Muhammad Ibrahim Nawaz	Ibrahim Fibres Limited	Management Trainee Officer
131	Muhammad Jazim Jamshaid	GroupM Pakistan	Management Trainee Officer
132	Muhammad Moeed Azam	Gigalabs Private Limited	Business Development Associate
133	Muhammad Mustafa Aftab	Programmers Force Private Limited	Business Development Associate
134	Muhammad Nauman	Golden Gloves	Operations Manager
135	Muhammad Qasim	Programmers Force Private Limited	Management Trainee Officer
136	Muhammad Ruhaan Farooq	Savvy Programmers	Business Developer
137	Muhammad Sami Ur Rehman	Bazaar Techonologies Private Limited	Growth Associate
138	Muhammad Suleman Ahmed	Infogistic Private Limited	Business Development Executive
139	Muhammad Suleman Arif Paracha	MS Enterprises	Marketing and Production
140	Muhammad Wahaj Faisal	Jazz Pakistan	Associate Trainee
141	Mujtaba Zaidi	Insights Driven Research	Research Analyst
142	Munayam Asif Khan	Telelinkz Private Limited	Business Analyst
143	Muneeb Ur Rehman	RepairDesk	Management Trainee Officer
144	Munhib Maudood Babri	Azeemi Technologies	Sales Account Manager
145	Mustafa Ahmed	Game Train	Game Data Designer
146	Muzammil Naveed	Grey Metal Corporation	Import/Export Assistant
147	Naba Jahanzaib	Atheneum Partners	Associate Global Market Insights
148	Noor e Kainat	United Bank Limited	Associate Relationship Manager
149	Noor Fatima Maqsood	Atheneum Partners	Contract Analyst
150	Noor Mohammad	Descon Engineering Limited	Graduate Trainee Officer
151	Noor Raza	Atheneum Partners	Associate Global Market Insights
152	Nusrat Abeer Hyder	Pakistan Credit Rating Agency	Associate Criteria Analyst
153	Osama bin Saif	MCB Bank Limited	Business Intelligence Analyst
154	Rabbia Yusuf	ITP Media Group	Editorial Intern
155	Rafay Nayyar	The Dwellers Private Limited	Junior Project Manager
156	Raja Hamza Janjua	Diginet Global	Creative Associate
157	Rameen Naved	Ebryx	Insights Sales Executive
158	Rana Faraz Kashif	Bank of Punjab	Management Associate
159	Rida Ahmed	Starcom Mediavest Pakistan	Management Trainee Officer
160	Rida Nawaz	GoSaas Labs	Talent Acquisition Manager
161	Roushem Mahmood	Starcom Mediavest Pakistan	Management Trainee Officer
162	Saad Adnan	Dubizzle Labs	Group FP&A Analyst
163	Saad Awais	Carrefour Pakistan	Management Trainee Officer
164	Sadia Mumtaz	Nishat Chunian Group	Digital Marketing Executive
165	Saleha Abid	Bookme.com	Partnership Executive
166	Saleha Munsoor	Nestle Pakistan	HR Associate
167	Saleyha Arshad	HCA Consulting Group	Business Development Associate

Sr. No.	Full Name	Organization	Position
168	Samra E Muzzammil	7 Vals	Sales Development Executive
169	Saood Azmat Gurmani	KPMG Taseer Hadi & Co.	Analyst
170	Sarah Abdul Jabbar Sheikh	NielsenIQ	Research Executive
171	Shafee Bin Ammad	Sentimeter.io	Customer Success Executive
172	Shahrez Faheem	Atheneum Partners	Associate Global Market Insights
173	Shahzaib Raza Mir	Zaib Steel Traders	Operations Manager
174	Shahzain Bey	Ideate Business Plans	Business Plan Associate
175	Shanzai Qaiser	AClan	Communications Specialist
176	Shanzay Imran Sadiq	Breeo Premium	Marketing Executive
177	Shanzay Kashif	Plotperty	Marketing Intern
178	Shanzeh Ashfaq	A.F. Ferguson & Co. (PwC Pakistan)	Intern
179	Shehrbano Ali	Wali Systems Inc.	Content Writer
180	Simal Arif	Atheneum Partners	Global Market Insights Associate
181	Sohaib Ahmed	Insights Driven Research	Research Analyst
182	Sudais Asif	Homemade Cuisine	Operations Head
183	Syed Hasan Qanber Haider	Bank of Punjab	Management Associate
184	Syed Munim ud Din	Insights Driven Research	Research Analyst
185	Syeda Mahnoor Rizvi	JS Bank Limited	Relationship Manager
186	Syeda Maria Gull	Diginet Global	Creative Executive
187	Syeda Saleha Mansoor	Nestle Pakistan	HR Associate
188	Syeda Saliha Ashfaq	Rolustech	Business Development Executive
189	Taha Gulraiz	Mind Canvas Creatives	Business Development Manager
190	Taha Muhammad Sufi	Sadapay Private Limited	Customer Experience Associate
191	Tahreem Wali	Virtual Force Private Limited	Business Development Executive
192	Tahrim Waqass	Healthwire	Executive Corporate Sales & Partnerships
193	Taimoor Afzal	Sadapay Private Limited	Experience Associate
194	Talha Wali	EY Pakistan	Technology Business Analyst - SAP Business Transformation Trainees Project
195	Tayyab Imran	British American Tobacco	Customer Sales Representative
196	Tayyab Kashif	Nishat Chunian Group	Marketing Executive
197	Tehreem Fatima	Pakistan Credit Rating Agency	Associate Research Analyst
198	Usama Ahmed	Small and Medium Enterprises Development Authority (SMEDA)	Research Analyst (Finance)
199	Usama Ramzan	Daraz Pakistan	Key Account Manager
200	Uzair Ali Khan	BE Energy Limited	Management Trainee Officer
201	Wajeeh Dar	Programmers Force Private Limited	Management Trainee Officer
202	Zain Rauf	DGTL Network	Business Development Manager
203	Zainab Shahzad	Atheneum Partners	Associate Global Market Insights
204	Zaira Batool Rizvi	Packages Group	Functional Trainee Officer
205	Zehra Qutb	Bank of Punjab	Management Associate
206	Zergham Haider	2IQ Financial Research	Financial Analyst
207	Zirwa Nasir	Quanta Metrics Consulting	Marketing Coordinator
208	Zubair Bukhari	Plus Printers	Customer Support Representative
209	Zuha Azish Hammad	Nishat Mills Limited	Communications Executive

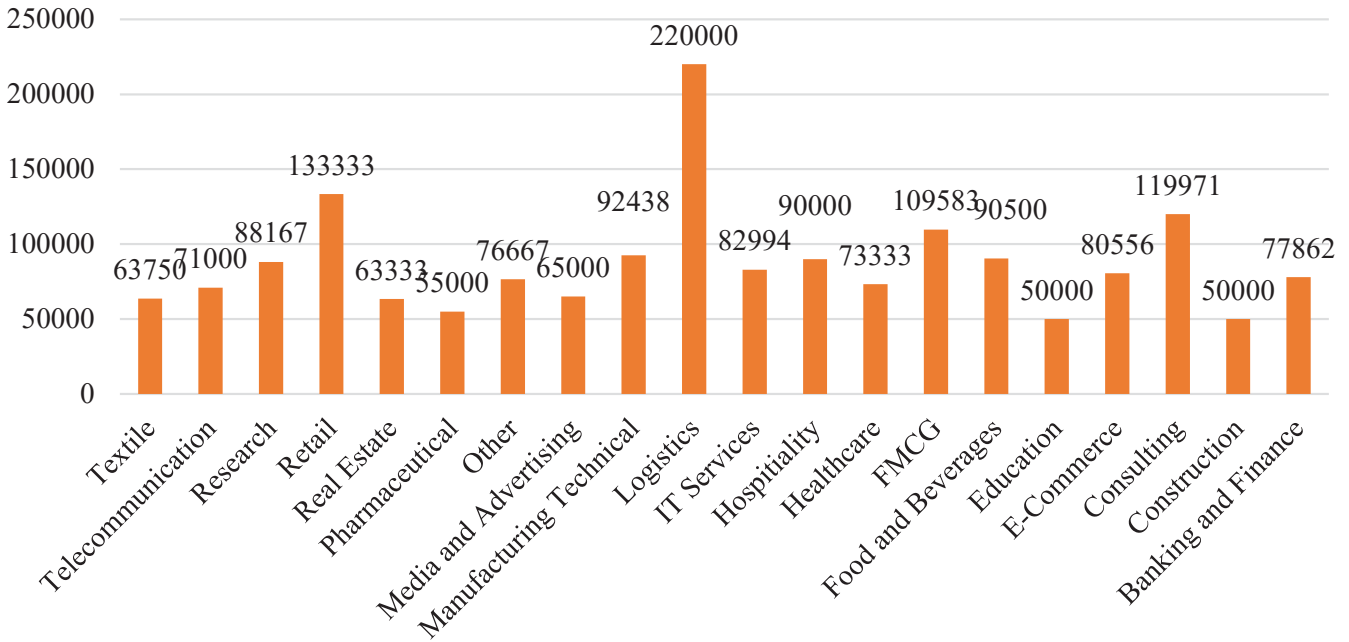
NUMBER OF STUDENTS IN EACH SECTOR



Percentage Of Students in Each Sector



Bachelors 2023 Placements Average Salary for Each Sector in PKR





Alumni Office

The main objective of the Lahore School Alumni Office is to strengthen the bond between the institution and its graduates, supporting the school's goals while enhancing its reputation and growth. The office stays connected with alumni through emails, phone calls, and social media. The Lahore School Alumni Office actively encourages alumni to register with the office in order to avail themselves of exclusive benefits reserved for the Lahore School graduates:

- Get regular invitations to The Lahore School's events like conferences, seminars, job fairs and convocations.
- Take advantage of the School's libraries, research centers, electronic journals and resources, video archives and sports facilities.
- Car stickers and alumni ID cards for unrestricted entry and exit to the campus are also available.
- Get information about job opportunities for experienced candidates.
- Participate as audience in guest lectures where eminent guest speakers share their knowledge and experience with the students.
- Attend Alumni social events, reunions and get-togethers.

- Get copies of the Lahore School Annual Review to update alumni on campus news, details of events, research done at the Lahore School and other significant information.

List of Alumni Associations

1. Lahore School Specialized Alumni Association of Independent Business Leaders
2. Lahore School Specialized Alumni Association of Bankers and Financial Analysts
3. Lahore School Specialized Alumni Association of Professionals in Corporate Sector
4. Lahore School Specialized Alumni Association of Educationists and Public Officers
5. Lahore School Specialized Alumni Association of Telecom & IT Professionals and Consultants
6. Lahore School Specialized Alumni Association of Trade Specialists
7. Lahore School Specialized Alumni Association of Advertising and Media Professionals



8. Lahore School Specialized Alumni Association of Professionals in FMCG Sector
9. Lahore School Specialized Alumni Association of Regional Chapters (Karachi and Islamabad)
10. Lahore School Specialized Alumni Association of International Chapters (North America (US, Canada, Mexico), Australia, New Zealand, South East Asia, Middle East, Africa, Europe and UK.

Alumni Meet

Lahore School Association of Bankers and Financial Analysts

July 15, 2023

The Alumni Relations Office organized an Alumni Meet for the Lahore School Association of Bankers and Financial Analysts on Saturday, July 15, 2023 at the Lahore School of Economics, Burki Campus. The event featured a presentation by Dr. Azam Chaudhry, Dean of Economics, who provided valuable insights on the State of Pakistan's Economy. The primary objective of the Alumni Meet was to bring together alumni who have built careers in the banking and financial sector, offering them a platform for networking, exchanging experiences, and strengthening professional ties within the banking and financial sectors.



Lahore School Alumni Achievements

Dr. Nida Jamil

Aug 8, 2023



The Lahore School alumna Dr. Nida Jamil has joined the University of Edinburgh, one of the world's top 25 universities

according to the QS World University Rankings, as an Early Career Researcher within the Economics Department. Dr. Jamil graduated with a B.Sc. in Economics (Class of 2011) and an MPhil in Economics (Class of 2014) from the Lahore School of Economics. She later pursued a PhD in Economics, where she earned distinction for her work. Notably, her job market paper was published in the prestigious *Journal of Development Economics*, one of the leading development journals globally. Dr. Jamil's remarkable academic achievements reflect her significant contributions to the field of economics.

Alumni Meet

Lahore School Association of Trade Specialists

September 09, 2023

The Lahore School Alumni Relations Office organized an Alumni Meet for the Lahore School Association of Trade Specialists on Saturday, September 09, 2023, at the Main Barki Campus. The event aimed to bring together alumni who have built careers in trade, offering them an opportunity to reconnect with their alma mater and fellow graduates. The meet also provided a platform for discussing strategies to increase Pakistan's exports, along with networking, sharing experiences, and fostering professional relationships within the trade sector. During the event, esteemed alumni Mr. Fahad Gundra, Class of 2006, Chief Operating Officer at Taj Mahal Group of Industries, and Mr. Fawad Khan, Executive MBA Class of 2011, Business Development Head at Sui Southern Gas Pipeline's Meter Manufacturing Plant (Export), shared their insights and vision on enhancing Pakistan's export potential. Both speakers contributed valuable perspectives on the current state of exports and the steps needed to drive growth in this vital sector.



Alumni Achievements

Muaz Chaudhry

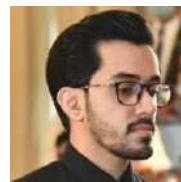
Sept 13, 2023



Muaz Chaudhry, a distinguished alumnus from the Class of 2021, has recently been honored with the prestigious title of Obama Scholar, marking a significant milestone in his career. He is the sole representative from Pakistan among the 30 exceptional emerging leaders selected globally for this prestigious recognition. As an Obama Scholar, Muaz is presented with a unique opportunity to engage in mentorship and training under the patronage of former President Barack Obama and the Obama Foundation. In addition to this remarkable achievement, Muaz is currently pursuing a dual master's degree at the University of Chicago, focusing on Public Policy and Social Sector Leadership and Nonprofit Management. His academic endeavors, combined with his leadership potential, position him as an influential figure poised to drive meaningful change on both a local and global scale.

Syed Tajammul Hussain

October 04, 2023



Mr. Syed Tajammul Hussain holds a double major degree in Finance and Marketing from the Lahore School of Economics and a specialization in Data Science from Johns Hopkins University, with a focus on the application of neural networks. His academic achievements reflect a strong foundation in both business and technology, equipping him with the skills to navigate complex challenges across industries. Tajammul's excellence and contributions have been recognized at the highest level, as he was honored with the prestigious Pride of Performance award by the President of Pakistan.

Batool Mohsin

November 06, 2023

Batool Mohsin completed her undergraduate degree in Economics and Finance from the Lahore School of Economics before pursuing her passion

for culinary arts. She traveled to France to obtain a diploma in culinary arts and later journeyed to Italy to refine her skills in pizza-making. Leveraging her diverse educational background and culinary expertise, Batool became a successful entrepreneur, owning multiple eateries in Lahore. Her significant contributions to the food industry have been recognized with the prestigious Presidential Award for Outstanding Contribution to the Food Industry.

The Accomplished Alumni Series

Batool Mohsin – Co-Founder & Head Chef Rina's Kitchennette

The Lahore School Alumni Office is delighted to share the outstanding success of its brilliant alumna, Batool Mohsin. Batool has done her undergraduate degree in Economics and Finance from the Lahore School. Afterward, she traveled to France to embark on a culinary arts diploma program, and subsequently, she ventured to Italy to master the art



crafting pizza. Recently she has been honored with an award for outstanding contribution to the food industry. The prestigious honor was conferred by the President of Pakistan at the Akhwan-e-Sadr.

Batool's persistent dedication and entrepreneurial spirit has not only elevated the brand, Rina's Kitchennette, but has also helped gain recognition from the chamber of commerce.

This accomplishment stands as proof of her extraordinary journey, characterized by resilience, innovation, and excellence. What began as a

home-based baking venture has evolved into a fully established restaurant business, now with two branches in Lahore.

Her brother Ammar Mohsin, also a proud alumnus of the Lahore School, initially joined Unilever after graduating before eventually transitioning to the family business. Currently, Ammar oversees the financial and managerial aspects of the restaurant.

We at the Lahore School extend our heartfelt wishes to Batool and Ammar Mohsin in their entrepreneurial journey.

Kiran Tariq

November 15, 2023



Kiran Tariq, an accomplished graduate student from the Lahore School of Economics has established an impressive academic trajectory. She graduated with a BSc in Economics and Finance from the Lahore School in 2018, where her exceptional academic performance earned her the prestigious gold medal. Building on this success, Kiran is currently pursuing a PhD in Economics at City University, London, where she has been awarded a highly regarded Doctoral Studentship.

Alumni Reunion

Karachi Chapter

November 27, 2023

Right to Left: Agha Mohammad, Shaina Mohammad, Izza Taimoor, Mohammad Ali Ch, Manal Butt, Taimoor Afaq, Momina Taimoor, Zeenat Hamza and Hamza Bin Tariq.



Alumni Reunion

Class of 1996

November, 27 2023



Zulekha Khan, Amina Allahyar, Hinna Habib, Amina, Zaree Khalid, Shamyla Chaudry, Vajih Ud Din, Khawaja Fraz Ahmed, M. Bahjat Majid, Saad Chaudhry and Tehmina Bahjat

Homecoming

Lahore School Alumni Entrepreneurs Marketplace

December 10, 2023



On December 10, 2023, the Lahore School of Economics Alumni Office organized a memorable event titled 'Homecoming: Lahore School Alumni Entrepreneurs Marketplace' at the Lahore School Burki Campus. This event served as

both a celebration of entrepreneurship and a heartwarming family gathering, bringing together alumni, friends, and their families for a day of reconnection. The marketplace featured a vibrant display of alumni-owned ventures, offering attendees a chance to explore innovative businesses while enjoying a festive and lively atmosphere. The event not only highlighted the entrepreneurial spirit of the Lahore School alumni but also strengthened the bonds within the alumni community.



Alumni Reunion

Class of 2019

December 19, 2023



Left to Right: Nida Nadeem, Shahgan Butt, Mohammad Omar Shabbir, Fatima Jalil, Gohar Amer, Mohsin Raza, Hira Shahid, Maha Sindhu, Ahsan Shahzad, Muhammad Haroon

Lahore School Alumni Meet

Professionals in the FMCG Sector

Saturday, January 27, 2024

The event proved to be an insightful gathering, where key discussions centered on the challenges currently faced by the FMCG sector.

Topics:

- Decline in purchasing power
- Rising inflation
- Energy sector



Homecoming

Lahore School Alumni Entrepreneurs Marketplace

February 17, 2024

On February 17, 2024, The Lahore School of Economics Alumni Office hosted a delightful event – the Lahore School Alumni Marketplace at Shamyala Garden, Lahore School Burki Campus. The event brought together alumni, friends, and their families, fostering an opportunity to reconnect and celebrate shared memories. The vibrant marketplace showcased the innovative talents and entrepreneurial ventures of Lahore School alumni, creating a festive and engaging atmosphere for all attendees. It was a day filled with networking, celebration, and a strong sense of community.



Guest Speaker Session

Syed Tajammal Hussain

March 07, 2024

The Alumni Office organized an insightful talk by Syed Tajammal Hussain, an alumnus of The Lahore School and a recognized leader in the fields of data analytics and artificial intelligence in Pakistan. During the session, Tajammal shared his extensive knowledge and experiences, shedding light on the transformative potential of data and AI in various industries. His exceptional contributions to the field were further acknowledged when he received the prestigious Presidential Award.

Convocation

March 09, 2024

The Lahore School Alumni Office hosted the prestigious Lahore School of Economics Twentieth Annual Convocation on Saturday, March 9, 2024, at the Lahore School Burki Campus.

Guest Speaker Session

Mr. Talal Ahmad (Co-Founder of Edversity) and Mr. Zuraiz Ahmed (CEO of Xcessories)

March 07, 2024



On March 07, 2024, the Lahore School of Economics Alumni Office, in collaboration with the Lahore School Entrepreneurship & Business Society and the Lahore School Incubation Lab, organized an engaging Guest Speaker Session on “Elevate Your E-Commerce Game: Insights from Industry Experts.” The session was led by two Lahore School alumni: Mr. Talal Ahmad, Co-Founder of Edversity, and Mr. Zuraiz Ahmed, CEO of Xcessories. This interactive session provided students with valuable insights into the e-commerce industry, offering expert guidance on how to navigate and succeed in the evolving market. It also served as a platform for students to raise questions, address concerns, and engage in meaningful discussions about their current or potential ventures.

Lahore School Alumni Achievements

Arooba Gillani

March 25, 2024

The Lahore School Alumna Arooba Gillani, Class of 2009, was awarded the Tamgha-e-Imtiaz. This prestigious recognition comes amidst the celebration of 75 years of Pak-Japan bilateral relations, marking a significant milestone in the establishment of Pakistan’s first official Pak Japan Centre for the Exchange of Human Resource. Arooba currently serves as the Director of Advancement, Head of Placements and Global Engagements, and Vice Head of Pak Japan Centre for Mutual Cooperation at NUST.



Guest Speaker Session

Adnan Saeed

April 25, 2024

On Thursday, April 25, 2024, the Lahore School Alumni Office hosted a Distinguished Alumni Guest Lecture on “Fully Funded Scholarships & Tech Careers” at Lahore School Burki Campus. The event, which was open to both alumni and current students, featured Adnan Saeed, Product Manager at GOGOX Hong Kong, as the guest speaker. Mr. Saeed shared his wealth of experience and provided practical advice and strategies on securing fully funded scholarships for international studies and making a successful transition into the tech industry.



Lahore School Alumni Achievements

May 30, 2024

The Lahore School Alumnus Mr. Hassan has had an outstanding academic journey, culminating in a PhD from the Hunter Centre for Entrepreneurship. In addition to his doctoral achievements, he serves as a Tutor at the Strathclyde Business School. His full conceptual paper was published in the prestigious British Academy of Management, reflecting his expertise in the field. Before embarking on his PhD, Hassan earned a BBA Honors in Finance and Management with First Class Honors, followed by an MBA with Distinction. He was on the Dean's Honors List twice and was awarded two silver medals for being among the top 10% of students in both his BBA and MBA programs. Furthering his academic credentials, he completed an MSc in International Business Management and a PGCert in Research Methodology, both with Distinction. His impressive academic record highlights his dedication to excellence and research.

Congratulations Alumnus 2016

Dr. Hassan Naveed



Congratulating Hassan on his PhD from the Hunter Centre for Entrepreneurship. Please join us in celebrating his success. He is also a Tutor at the Strathclyde Business School. His PhD research was exploring the process of the prospective sensemaking of the uncertainty carried forward by the senior managers at various organizations. His full conceptual paper has been published in the British Academy of Management. Before starting his PhD, Hassan gained his BBA Honours in Finance and Management with a First Class Honours. Moreover, he completed his MBA with a Distinction. His name was inscribed twice in Dean's Honours List and thus he had won two silver medals, as he was amongst the top 10% students of his batch in BBA and MBA. Later he completed his MSc in International Business Management and PGCert in Research Methodology with a Distinction.

Guest Speaker Session

Meera Shafqat

June 07, 2024

On June 07, 2024, the Lahore School of Economics Alumni Office, in collaboration with the Lahore School Incubation Lab, hosted a session on “Entrepreneurship and Online Business Presence,” featuring Meera Shafqat, the Founder of Mias HomeSense and Lifestyle.



Alumni Talk 2023

Episode 76



Mr. Zeeshan Ali Anwar

Head of Operations MECAS Region
Former National Sales Manager - Shell Pakistan
MBA 2003
July 11, 2023

Episode 77



Ms. Raafia Saeed Islahi

Head of Communications &
Sustainability at GENERATION
BBA 2014
July 25, 2023

Episode 78



Mr. Asad Ali Khan

Business Development Manager at Al-Khawarizmi Institute of Computer Science (KICS), UET Lahore
BBA 2017
MBA 2018
August 11, 2023

Episode 79



Ms. Alvina Chhapra

Entrepreneur - Event Management &
Aliment by Alvina Chhapra
BSc. 2021
September 01, 2023

Episode 80



Ms. Rabia Zulfiqar

BSc. Economics & Finance 2015
Strategist at PAC
October 25, 2023

Episode 81



Mr. Ali Akbar Zaidi

EMBA 2008
Additional Collector Customs, Lahore
November 15, 2023

Episode 82



Mr. Aneeq Anjum

MBA 2020
Territory Sales Manager - METRO PAK
December 6, 2023

Episode 83

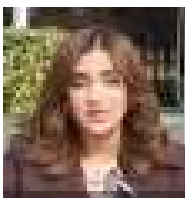


Mr. Ali Imran

MBA 2020
Area Sales Manager - Shan Foods
January 02, 2024

Alumni Talk 2024

Episode 84



Ms. Mahin Akbar

MBA 2016
Director - Gloria Jeans Askari 11
April 19, 2024

Episode 85



Ms. Zara Gul

BBA 2012
CEO - Zara Gul Make-up Studio
April 24, 2024

Episode 86



Mr. Noaman Zakir

BBA 2015
Director - NPIRE
May 02, 2024

Episode 87



Ms. Maryyam Khan

MBA 2008
MS Business and Finance 2015
Vice President of the South Asian
Women Development Forum (A SAARC
Recognized body) – Pakistan Chapter.
May 23, 2024

Episode 88



Mr. Rana Sohail Ahmad

EMBA 2015
Founder & CEO SA Corporation (Pvt.)
Ltd.
Inno Tectics INC. (USA)
Vemo Private Ltd.
SA Export - Uzbekistan
July 04, 2024



Corporate Social Responsibility Centre

Lahore School Corporate Social Responsibility Center

Winter Semester 2023

Sr.No	Activity	Date	Organization
1	Orientation	29th – 30th August, 2023	On Campus
2	Volunteer Appreciation Lunch	4th September, 2023	-
3	Donation Drive	4th September – 23rd November, 2023	Akhuwat Clothes Bank
4	Circle Time	13th September, 2023	Falah Foundation
5	Generations' Pizza and Bonding Bash	15th September, 2023	Maa Basera (Old Age Home)
6	Movie Day	18th September, 2023	Friends Public Model School
7	Field Trip to Shezan International Limited	20th September, 2023	Al Shafiq Foundation Trust
8	Word Wizard	22nd September – 23rd October, 2023	Bait ul Islam School, Friends Public Model School, Hope Public School
9	Teacher's Day	5th October, 2023	On Campus
10	Pinktober (Cancer Awareness Campaign)	23rd October, 2023	On Campus
11	In Kind Donation	23rd October, 2023	Maa Basera (Old Age Home)



Sr.No	Activity	Date	Organization
12	Colors of Fall	26th September, 2023	Fukuoka School for Special Children
13	Battle of The Brains	26th October, 2023	Bait ul Islam School, Friends Public Model School, Hope Public School, Care Foundation Leel, Care Foundation Natha Singh, Care Foundation Roran Wala, Bunyard Foundation, Falah Foundation
14	24th Health Camp	27th October, 2023	Sharif Hospital
15	Dramatics Workshops	Session I 30th October, 2023 Session II 6th November, 2023 Session III 13th November, 2023 Session IV 21st November, 2023	Bait ul Islam School
16	Origami Making Session	2nd November, 2023	Abba Home Orphanage
17	Awareness Session on Carbon Footprint	14th November, 2023	The Ideal Education School
18	Awareness Session on Nutrition	17th November, 2023	Kafalat Ghar Orphanage
19	World Kindness Day	20th November, 2023	On Campus
20	Reading Circle	22nd November, 2023	Bunyard Foundation
21	Mother and Child Health Care Center Inauguration	22nd November, 2023	Lahore School Health and Sports Complex
22	Awareness Session on Water Conservation	27th November, 2023	Friends Public Model School
23	Food Donation	28th November, 2023	Sahulat Foundation



Orientation

29th-30th August, 2023



The freshmen orientation for the batch of 2023 featured a comprehensive and engaging session in which students were introduced to the Centre's various initiatives and volunteer opportunities. During the event, students had the opportunity to ask questions and register for programs that aligned with their interests and skills. Additionally, the orientation included informational sessions where experienced volunteers shared their personal stories and insights, thereby inspiring new recruits to actively participate and contribute to the community.

Volunteer Appreciation Lunch

4th September, 2023



The Centre organized a volunteer appreciation lunch to express sincere gratitude and celebrate the invaluable contributions of the students. This event was an opportunity to acknowledge their dedicated efforts in giving back to the community, highlighting the positive impact of their volunteer work.



Clothes Donation Drive

4th September-23rd November, 2023



A donation drive for the Akhuwat Clothes Bank was successfully organized, with enthusiastic participation from the entire community. The event highlighted the remarkable generosity of all those involved, as the Office surpassed its target and collected a substantial number of donations.

Circle Time - Storytelling

13th September, 2023



NGO: Falah Foundation



Circle Time at the Falah Foundation Inclusive Education Institute featured a storytelling session and collective birthday celebrations for underprivileged children. The event was designed to break the children's routine and engage them creatively through captivating stories. Additionally, the birthday celebrations brought a sense of joy and fostered a sense of belonging, ensuring that each child felt valued and special.

Generations Pizza & Bonding Bash

15th September, 2023



NGO: Maa Basera

A visit to the Maa Basera Old Age Home became a memorable day of joy and learning during the Generations Pizza & Bonding Bash. The experience of spending time with the elderly was both humbling and enriching, offering valuable lessons in empathy and compassion. It also highlighted the priceless wisdom that comes with age, reinforcing the significance of fostering intergenerational connections.

Movie Day

18th September, 2023



Institute: Friends Public Model School

A Movie Day was organized for Friends Public Model School, featuring the film *Allahyar and 100 Flowers of God*. The event provided students with an engaging and entertaining experience, as they bonded over laughter and shared moments while enjoying popcorn and the movie.

Visit to Shezan International Limited

20th September, 2023



NGO: Al Shafiq Foundation Trust

A factory tour was organized for the children of Al Shafiq Foundation Trust Shelter on Friday, 20th September 2023,

offering them an exclusive opportunity to uncover the secrets behind the beloved Shezan mango drink glass bottle. Over the course of two hours, the visit provided an in-depth look at the full range of products produced by Shezan International Pvt. Ltd. The children were introduced to various manufacturing processes, including production lines, raw material cold storage, content mixing, fermentation, sterilization, packaging units for both glass and Tetra, quality inspection, and warehouse stacking. This immersive experience not only offered valuable insights into the intricacies of the manufacturing process but also sparked the children's interest and deepened their appreciation for the craftsmanship involved in creating their favourite beverage.

Word Wizard

22nd September – 23rd October, 2023



Institutes: Bait ul Islam School, Friends Public Model School, Hope Public School

Session I: Pictionary
Session II: Cross word puzzle
Session III: Hangman

The pre-Spelling Bee Contest training sessions, titled *Word Wizard*, offered an engaging platform for students to enhance their vocabulary skills. Through interactive and enjoyable games such as Pictionary, crossword puzzles, and Hangman, participants had fun while learning new words. The sessions created an environment where learning was both enjoyable and effective. Student volunteers played a key role in providing comprehensive support, sharing a curated list of words to assist students in their preparation for the contest.

Colors of Fall

26th September, 2023

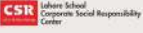


NGO: Fukuoka School for Special Children

On September 26, 2023, a special art activity titled *'Colors of Fall'* was conducted at Fukuoka School for Special Children, offering a creative platform for the children to explore their artistic abilities. The event aimed to engage the students in a hands-on experience, encouraging self-expression through art. Activities included pasting dry leaves and creating posters with hand impressions, all inspired by the vibrant hues of autumn. This initiative not only fostered creativity but also allowed the children to connect with nature and express their personal interpretations of the fall season.


Teacher's Day

5th October, 2023



Happy Teachers' Day


For this special day, we asked a few questions to teachers from the Lahore School. Here's what they had to say!



What significant challenge have you faced while teaching?

I just love teaching what I teach, dealing with diverse backgrounds, and making them love what I love but yes, there are many challenges I face now and then. The biggest of them all is the paperwork and paper checking. It requires energy and stamina. Being just to everyone while marking the checkpoints is a challenge on its own. I don't just teach, I work on maintaining the learning curve as well. Amongst many, work-life balance is one major challenge here. There is an opportunity cost to everything and mine is losing on my own girls' parhai. Nonetheless, the pros > cons so I'd be safe to say, I JUST LOVE WHAT I DO.

Ms. Haadia Yasir
Junior Teaching Fellow
Department of Business Administration



Teachers' Day was celebrated at The Lahore School with heartfelt appreciation and recognition for the dedicated educators. As part of the celebrations, teachers were invited to share their personal motivations for pursuing their passion for education. The event served as a meaningful tribute to the teachers' dedication and the profound influence they have on their students' lives.

Pinktober - Cancer Awareness Campaign

23rd October, 2023



The Center organized a Breast Cancer Awareness session in the office, encouraging everyone to wear pink attire as a symbol of unity and support. The event aimed to foster a culture of awareness and education, highlighting the critical importance of prioritizing personal health and well-being. Through this initiative, the Center sought to engage participants in meaningful discussions about breast cancer prevention, early detection, and overall health awareness, reinforcing the message of solidarity and proactive care.

In-kind Donation

23rd October, 2023



NGO: Maa Basera Old Age Home

The Center made a generous donation of garden furniture to Maa Basera, an old age home, to provide its residents with comfortable outdoor seating. This thoughtful contribution was intended to enhance their daily lives by offering a space for relaxation and social interaction. The donation not only promoted the residents' well-being but also fostered a sense of community, allowing them to enjoy the outdoors in comfort and dignity.

Battle of the Brains

26th October, 2023



Participating Institutes:

- Bait ul Islam School
- Hope Public School
- Friends Public Model School
- Care Adopted Govt Girls Middle School, Natha Singh
- Care Adopted Govt Girls Middle School, Leel
- Care Adopted Govt Girls Middle School, Roran Wala
- Falah Foundation Institute of Inclusive Education
- Bunyad-e-Fatima School

Winning Team: -Murtaza Tahir & Eman Fatima (Hope Public School)

The CSR Battle of the Brains quiz competition proved to be an exhilarating and intellectually stimulating event, highlighting the talent and knowledge of participants from seven Burki schools. The interactive quiz, designed in a question-and-answer format, served as a dynamic platform for both personal and educational development.

24th Health Camp

Friday, 27th October 2023



Patient Treated: 172
Location: Sharif Hospital

Doctor's Team: Dr. Baqar Shareef Chaudhry (General Physician, Shareef Hospital); Dr. Shirin Gul (Gynecologist, Avicenna Hospital); Dr. Mehwish Ashar (MCPS, Family Medicine)

Dramatics Workshop

30th October – 21st November, 2023



Session I: 30th October, 2023
Session II: 6th November, 2023
Session III: 13th November, 2023
Session IV: 21st November, 2023

Institute: Bait ul Islam School

CSR volunteers organized an engaging dramatics workshop for the students at Bait ul Islam School, Burki. There were four sessions. The workshop provided an enriching experience for all participants, focusing on key aspects of theater arts such as stage presence, dialogue delivery, and improvisation techniques.

Origami Making Session

2nd November, 2023



NGO: Abba Home Orphanage

The volunteers introduced the students at Abba Home to the intricate art of origami, fostering a deeper appreciation for this traditional Japanese craft. The session began with a brief introduction to the history and cultural significance of origami, providing context for its importance. Volunteers emphasized the values of patience, precision, and creativity, essential to mastering this art form. They also highlighted how engaging in origami can improve fine motor skills, enhance concentration, and promote a sense of accomplishment.

During the session, students learned to fold paper into various shapes and figures, including:

- Basic folds and bases
- Simple animals and plants
- Modular origami
- Origami decorations

Awareness Drive – Carbon Footprint

14th November, 2023



Institution: Ideal Education School

An informative and engaging awareness session on carbon footprint was organized to educate young minds about the significance of understanding their environmental impact. The session aimed to empower participants with both knowledge and practical steps to reduce their personal carbon footprint.

CSR ambassador, Fatima Fayyaz covered the following in her presentation:

1. What is a Carbon Footprint?
2. Sources of Carbon Emissions
3. Impact of High Carbon Footprint
4. Ways to Reduce Carbon Footprint

Awareness Session on Nutrition

17th November, 2023



NGO: Kafalat Ghar

An enlightening nutrition lecture was organized for the children at Kafalat Ghar, a shelter for orphans. The primary aim of this session was to educate the young residents about the importance of maintaining a balanced diet and its significant impact on both physical and mental well-being.

World Kindness Day

20th November, 2023

World Kindness Day was celebrated on campus, creating a warm and uplifting atmosphere for all. Students and staff embraced the day through simple yet impactful acts of kindness, such as holding doors open, giving compliments, sharing smiles, offering seats, and

picking up litter. Each act of kindness was met with a smile and a small token of appreciation from volunteers, who were present to recognize and reinforce these positive gestures. The day served as a beautiful reminder of how small acts of kindness can brighten our community, strengthen bonds, and foster a culture of compassion and generosity

Reading Circle - Character Building Session

22nd November, 2023



NGO: Bunyad Foundation

The Center organized a special character-building session at Bunyad Foundation School, focusing on the importance of morals and virtues through the power of storytelling. During the session, the volunteers read selected books to the students, aiming to instill essential life values and ethical principles.

Mother and Child Health Care Center Inauguration

22nd November, 2023



Lahore School Health and Sports Complex

The volunteers played an active role in the inauguration of the Lahore School Mother and Child Health Care Center by organizing a dedicated activity room for the children attending the event. This initiative provided a fun and engaging environment where the children could participate in various activities, allowing their parents to focus on the inauguration ceremony.

Awareness Session on Water Conservation

27th November, 2023



Organization: Friends Public Model School

An informative awareness session on water conservation was held at Friends Public Model School, Burki, where CSR student volunteers focused on educating students about the vital importance of water as a natural resource. The session aimed to inspire students to understand the significance of preserving water and encouraged them to take responsibility for conserving it in their daily lives.

Food Donation

28th November, 2023



NGO: Sahulat Foundation

CSR volunteers generously contributed to and assisted the Sahulat Organization with food distribution at one of its dastarkhwans. Their active involvement made a significant impact, ensuring that all individuals present received a warm and nutritious meal.



Lahore School Corporate Social Responsibility Center

Spring Semester 2024

Sr. No	Activity	Date	Organization
1	Spring Registrations	23rd – 24th January, 2024	On Campus
2	Pebble Painting	26th January, 2024	The Ideal Education School
3	Awareness Session on Global Warming	29th January, 2024	Green Earth Roshni School, Bedian
4	25th Health Camp	2nd February, 2024	Sharif Hospital
5	Lahore Sightseeing Tour	4th February, 2024	Bali Memorial Trust Shelter
6	Sports Gala	14th February, 2024	Bait -ul-Islam School Friends Public Model School Hope Public School Care Foundation School The Ideal Education School
7	Spelling Bee	27th February, 2024	Bait -ul-Islam School Friends Public Model School Hope Public School Care Foundation Schools, Leel, Natha Singh & Roran Wala The Ideal Education School Bunyad- Fatima School, Theather Green Earth Roshni School TCF Schools, Burki & Bengali
8	First Aid Awareness Session by Rescue 1122	28th & 29th February, 2024	Friends Public Model School Bait ul Islam School
9	Effective Communication Skills Workshop	8th & 15th March, 2024	Al Shafiq Foundation Trust (Girls Shelter)
10	Women's Day	8th March, 2024	Online
11	Pakistan Resolution Day	23rd March, 2024	Online
12	Spa Day at Old Age Home	27th March, 2024	Maa Basera
13	Eid Donation to Orphanage	29th March, 2024	Kafalat Ghar
14	Notebook Donation	22nd April, 2024	Falah Foundation – Inclusive Education
15	Army Museum Visit	30th April, 2024	Green Earth Roshni School
16	Quilling Art Workshop	3rd & 10th May, 2024	Abba Home Orphanage
17	Public Service Message: How to Stay Safe in a Heat Wave	20th May, 2024	Online
18	Spring Donation Drive	23rd May, 2024	Akhuwat Clothes Bank

Spring Registrations

23rd-24th January, 2024



A two-day volunteer registration desk was set up on January 23rd and 24th, providing an opportunity for the Center to introduce students to its outreach programs and upcoming social welfare activities. This initiative aimed to engage students, inform them about various volunteer opportunities, and encourage their active participation in the Center's community-driven projects.



Pebble Painting

26th January, 2024



Institution: The Ideal Education School

A Pebble Painting session was organized for the students at Ideal Education School, Burki, providing many of them with their first opportunity to work with paintbrushes and acrylic paints. The session was led by Abeeha Fatima, volunteer of the Semester, who guided the students through the creative process, encouraging them to express themselves individually. The young artists embraced the activity with enthusiasm, transforming ordinary pebbles into vibrant and colorful pieces of art.



Awareness Session on Global Warming

29th January, 2024



Institution: Green Earth Roshni School

On January 29th, an impactful Awareness Session on Global Warming was organized at Green Earth Roshni School for its secondary level students. The event aimed to raise awareness about the urgent issue of global warming and empower the next generation with the knowledge and tools to address it.



25th Health Camp

2nd February 2024

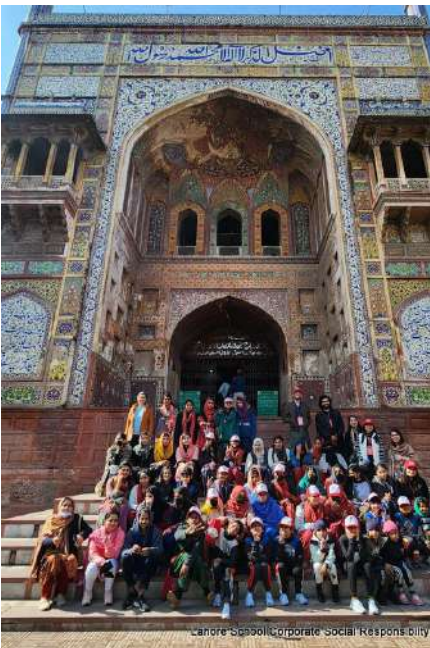


Patients Treated: 160
Location: Sharif Hospital

Doctor's Team: Dr. Baqar Sharif Chaudhry (GP, Sharif Hospital), Dr. Shirin Gul (Gynae, Avicenna Hospital), Dr. Mehwish Ashar (MCPS Family Medicine)

Lahore Sightseeing Tour

4th February, 2024



NGO: Bali Memorial Trust Shelter



A special Lahore sightseeing bus tour was arranged for the Bali Memorial Trust Shelter for girls on February 4th, 2024. The event aimed to provide an unforgettable experience for the children, offering them the opportunity to explore and discover the vibrant city of Lahore.

Sports Gala

14th February, 2024



The Lahore School CSR organized a Sports Gala on February 14th, bringing together 100 students from five Burki schools for a day of athletic competition. The event featured a diverse range of games, promoting teamwork, sportsmanship, and healthy competition. It provided an opportunity for the participants to showcase their skills, while also fostering a sense of unity and camaraderie among the students.

The event included the following games list:

- Girls Sprint 50 Meter Race
- Girls Sprint 100 Meter Race
- Boys Sprint 100 Meter Race
- Boys Sprint 200 Meter Race
- Girls Relay Race (4x50m)
- Girls Relay Race (4x200m)
- Boys Relay Race (4x50m)
- Boys Relay Race (4x200m)
- Sack Race for Girls 50 Meter
- Sack Race for Boys 50 Meter
- Leg Race for Girls 50 Meter
- Leg Race for Boys 50 Meter
- Egg Race for Girls 50 Meter
- Egg Race for Boys 50 Meter
- Musical Chair for Girls
- Musical Chair for Boys
- Musical Chair for Teachers
- Tug of War for Girls
- Tug of War for Boys



Spelling Bee

27th February 2024



The (CSR) Center hosted the “Battle of Burki” Spelling Bee Competition as part of the Burki Outreach Program 2024. The event aimed to enhance students’ spelling abilities, expand their vocabularies, introduce them to new concepts, and promote proper English usage. By fostering a competitive yet supportive environment, the competition helped students improve essential language skills that will benefit them throughout their academic journeys and beyond.

First Aid Awareness Session by Rescue 1122



Session 1: 28th February, 2024
Session 2: 29th February, 2024



The First Aid Awareness Session conducted by Rescue 1122 for Burki schools was an invaluable learning experience for the students. The session covered a wide range of crucial topics, including the proper treatment for bleeding cuts and wounds, providing first aid for choking victims, and performing CPR. In addition to these life-saving techniques, the students were also educated on essential safety practices related to water, electricity, and fire hazards.

Effective Communication Skills Workshop



Session 1: 8th March, 2024
Session 2: 15th March, 2024
NGO: Al Shafiq Foundation Trust

A communication skills development program was initiated for secondary-level students at Al-Shafiq Foundation Trust Shelter for Girls, led by CSR Center

volunteer, Aliza Waseem. The program focused on sharpening students’ verbal, non-verbal, and listening skills through interactive activities and engaging discussions. By creating an environment of active participation, the sessions aimed to help students build confidence in expressing themselves effectively, enhancing their ability to communicate clearly and empathetically in various situations.

Spa Day at Old Age Home

27th March, 2024



NGO: Maa Basera Old Age Home

A Spa Day was celebrated at Maa Basera, an old age home, filled with love and care. The event featured gentle massages, soothing facials, henna application, and a variety of other pampering treatments, all designed to bring joy and relaxation to the residents. Each activity was thoughtfully planned to lift the spirits of the mothers and create a festive atmosphere in celebration of Eid.

Eid Donation to Orphanage

29th March, 2024



NGO: Kafalt Ghar

The Center took a special step to bring joy to the children at Kafalat Ghar by giving them Eidi in the form of clothes, shoes, and accessories. The goal was to ensure that these children, who face their own challenges, could feel included in the celebrations and experience Eid with a sense of dignity and happiness.

Notebook Donation

22nd April, 2024



NGO: Falah Foundation – Inclusive Education

The 'Project School Supplies' donation was a heartfelt response to the needs

of students who face challenges in obtaining essential educational materials. Recognizing the critical role that adequate supplies play in a student's academic success, notebooks were donated to support 2,500 underprivileged students.



Army Museum Visit

30th April, 2024



NGO: Green Earth Roshni School

Embarking on a journey through time at the Army Museum, the students explored the evolution of warfare, from ancient battles to modern conflicts. The museum's displays of antique armor, coupled with vivid narratives from our guides, brought the intensity of combat to life. The collection of military vehicles served as powerful reminders of technological advancements throughout history.

Quilling Art Workshop



Session I: 3rd May, 2024

Session II: 10th May, 2024

NGO: Abba Home Orphanage

The Center hosted a quilling workshop at Abba Home Shelter for Girls, offering a heartwarming experience as the girls were introduced to the art of quilling. Through this creative activity, they learned how to transform simple strips of paper into beautiful, intricate designs. Beyond being an artistic outlet, the workshop provided the girls with a sense of accomplishment and fostered teamwork. As they worked together, they not only honed their artistic skills but also shared moments of joy and creativity, building confidence and bonding with one another.

Spring Donation Drive

23rd May, 2024



NGO: Akhuwat Clothes Bank

A donation drive was organized for Akhuwat, where all volunteers generously contributed to support the cause of helping the needy.



Students at the Lahore School of Economics are strongly encouraged to participate in extracurricular activities that enhance their university experience. There are different societies which provide academic, cultural and personal support to the students. Engaging in these societies helps students develop important skills such as teamwork, leadership and communication. The experiences gained from these activities not only enrich their education but also prepare them for future challenges.

Societies

1. Lahore School of Economics Photography Society (LSEPS)
2. Lahore School Sports Society (LSSS)
3. Lahore School of Economics Marketing Society (LSEMS)
4. Lahore School Business Technology Society (LSBTS)
5. Lahore School Economics Society (LSES)
6. Lahore School Young Peace and Development Corps (LSPDC)
7. Lahore School Environment Conservation Society (LSECS)
8. Lahore School of Economics Association of Debaters (LSEAD)
9. Lahore School Management Society (LSMGS)
10. Lahore School News and Broadcast Society (LSNBS)
11. Lahore School Music Society (LSMS)
12. Lahore School Arts Society (LSAS)
13. Lahore School Social Welfare Society (LSSWS)
14. Lahore School Dramatics Society (LSDS)
15. Lahore School Film and Media Society (LSFMS)
16. Lahore School Character Building Society (LSCBS)
17. Lahore School Entrepreneurship and Business Society (LSEBS)
18. Lahore School Society of Literature (LSSL)
19. Lahore School Finance and Investment Society (LSFIS)



The Lahore School Arts Society

Orientation



The Lahore School Arts Society commenced its activities with an orientation session on September 21, 2023, at the ITC Arts Studio & Gallery. The session introduced students to the society's vision, highlighting the importance of artistic expression and creativity within the campus.

Bake Sale Décor



On October 9, 2023, the society was responsible for the thematic décor of the *Pink Ribbon Bake Sale* at the Garden Cafeteria. The setup was designed to complement the cause, featuring symbolic elements to spread awareness about breast cancer.

Mehfil-e-Funoon



A vibrant evening of artistic performances, Mehfil-e-Funoon took place on November 21, 2023, at Shumyla

Garden. The event featured poetry recitations, musical performances, and live art demonstrations, celebrating the diverse talents of students.

Poster Painting Competition



On February 19, 2024, the society organized a poster painting competition centered on the theme "Palestine". Participants used visual art as a medium to express their perspectives on the issue, making it both a creative and thought-provoking initiative.

The Lahore School Social Welfare Society

Orientation



The Lahore School Social Welfare Society officially launched its initiatives with an orientation session on October 2, 2023. The session provided an overview of the society's mission, upcoming events, and volunteer opportunities for students interested in humanitarian work.

Pink Ribbon Campaign & Bake Sale



To support breast cancer awareness, the society hosted a Pink Ribbon Bake Sale

on October 9, 2023, at the Garden Café. The event successfully raised funds and encouraged students to contribute to a meaningful cause.

Spring Festival



The Spring Festival, held on February 28, 2023, at Shumyla Garden, was a lively celebration aimed at fundraising for the Ramadan Drive. The festival included interactive activities, and stalls featuring handmade crafts and food.

Ramadan & Ration Drive



With proceeds from the LSE Fest and Spring Festival, the society launched a 30-day Iftar Program and it started on April 03, 2024. The initiative provided daily meals to underprivileged communities during Ramadan, reinforcing the society's commitment to social welfare.

The Lahore School Dramatics Society

Orientation



The Lahore School Dramatics Society introduced students to the world of theatre through its orientation session on

October 2, 2023. The session highlighted the importance of performance arts, upcoming plays, and opportunities for students to participate in acting, direction, and production.

Council Shoot



The society's Council Shoot held on October 02, 2023 embraced a Mime theme, symbolizing the depth of silent storytelling and non-verbal communication in theatre.

Day of Drama



On October 12, 2023, a Music Workshop was conducted at ITC-A by Medlock Gillani, where participants explored the interplay of music and theatre, gaining insights into the art of stage performances.

On Stage



The society staged two theatrical performances on November 16, 2023, at the ITC-A Auditorium. These productions allowed students to showcase their acting skills and provided an immersive theatrical experience for the audience.

Annual Play Auditions



Auditions for the Annual Play were held at ITC- A, from April 20 - May 03, 2023, where aspiring actors competed for roles, demonstrating their talent in front of an expert panel.

Annual Play – The Puppet King



On May 13, 2024, the society presented The Puppet King, an adaptation of Shakespeare's Macbeth, at ITC-A. The production received high praise for its gripping performances, innovative direction, and dramatic storytelling.

The Lahore School Film and Media Society

Orientation



The Film and Media Society launched its activities with an orientation on October 2, 2023. The session provided insights into the world of filmmaking, media production, and digital storytelling.

Barbie Movie Screening



A special screening of Barbie was organized on October 6, 2023, at ITC-A, aimed at engaging students especially freshmen—and initiating discussions on film narratives and cinematography.

Reels Competition



On April 04, 2023, the society hosted an Instagram Reels Competition, encouraging students to experiment with short-form content creation. The competition featured engaging storytelling and editing techniques. The two winners received a cash prize of Rs.5000 each.

The Lahore School Music Society

Opening Gig



The Opening Gig, held on August 30, 2023, marked the beginning of the society's musical journey for the year. The event introduced new performers and created a lively atmosphere on campus.

Orientation Gig



The Orientation Gig provided an opportunity for fresh talent to showcase their musical abilities in front of an enthusiastic audience.

Omar Mukhtar Concert



On September 29, 2023, the society hosted Omar Mukhtar's Concert, the first large-scale musical event at The Lahore School. The concert attracted a massive audience and set a new benchmark for future music events.

Jamming Session at Vibe Café



An informal Jamming Session was held at Vibe Café on September 29, 2023, offering students a space to experiment with live music and network with fellow musicians.

Winter Gig



Following the winter break, the society organized a Winter Gig on January 31, 2024, at the ITC Auditorium, providing an evening of soulful and energetic performances.

Spring Gig



On February 28, 2024, the Spring Gig was hosted in collaboration with the Social Welfare Society, integrating music with a social cause.

LUMS Music Festival



The society represented Lahore School at the LUMS Music Fest (LMF 2024), where Ali Qasim, the executive representative secured the 1st Runner-Up Shield and Certificate.

Out-of-Campus Jam



The society organized an Off-Campus Jam at Purple Jane Café in Defence Raya on March 8, 2024. The event provided an opportunity for musicians to perform in a relaxed setting.

SOCIETY OF LITERATURE

ORIENTATION



The Lahore School Society of Literature organized its Orientation on September 20, 2023. Council members received their badges and participated in activities such as a Murder Mystery, Spin-the-Wheel for book recommendations. The council members got to know each other and received multiple registrations, making the first event a success.

BOOK CLUB: EPISODE 1



The first Book Club was held on October 11, 2023. Students presented books they had read, from postcolonial to young adult genres. Among them were Leigh Bardugo's "Six of Crows", Virginia Woolf's "To the Lighthouse", and Sylvia Plath's "The Bell Jar".

BOOK CLUB: EPISODE 2



The second Book Club was held on November 16, 2023, under the name, "A Day of Poetry". Numerous poetry works were discussed, including the esteemed Allama Iqbal, Noor Unhar, Sylvia Plath, Robert Browning, and Mahmud Darwish.

DASTAN-E-DIL 1.0



The Lahore School's first-ever Mushaira was held on December 07, 2023, in Shamyala Garden. It was a unique Urdu literature event where students recited Urdu poetry in front of an audience. The event aimed to promote Urdu literature and welcome all students who were interested in it.

HARRY POTTER SCAVENGER HUNT



On January 21, 2024, a Harry Potter-themed Scavenger Hunt was organized, where students had to search for clues around the campus.

DASTAN-E-DIL 2.0



On March 05, 2024, the society organized Dastan-e-Dil 2.0, an event on a larger scale, celebrating not only Urdu poetry but also storytelling, comedy, tarannum, and ghazal in ITC Auditorium. The event concluded with a ghazal performance by Shamoon Fida.

BOOK CLUB: EPISODE 3



The Society organized its third book club on April 26, 2024.

ENTREPRENEURSHIP AND BUSINESS SOCIETY

ORIENTATION



The Lahore School Entrepreneurship and Business Society held its Orientation on October 06, 2023. This event focused on the significance of entrepreneurship, reviewed the society's accomplishments from previous years and outlined the vision for the forthcoming year.

GUEST SPEAKER SESSIONS



Mr. Noman Zakir, CEO of Rici Melion was invited as a guest speaker on October 12, 2023. Mr Zakir captivated the audience with his engaging narrative, sharing the story of his rise in the entrepreneurial world. He recounted the challenges he faced, the strategies he employed and the pivotal moments that defined his career.

Ms. Iqra Asad, CEO of Iqwee's Bakery was invited as a guest speaker on November 15, 2023. This event offered students a unique opportunity to hear firsthand about the journey of a successful online bakery. The CEO emphasized the importance of passion, dedication and innovation in entrepreneurship and discussed how she leveraged social media and digital marketing to reach a broader audience and build a loyal customer base.

10TH ENTREPRENEURSHIP AND INNOVATION EXHIBITION



In collaboration with Lahore School Incubation Lab, the SME Exhibition was held from November 27, 2023, to November 30, 2023. The event provided a platform for students to present their business ideas to a diverse audience, explaining their business concepts, marketing strategies, and future plans. The displays ranged from tech innovations and sustainable products to creative service solutions, reflecting the diverse interests and talents of the students.

VENTURE VOICES



A focus group was arranged with Ms Meera Shafqat, an instructor at the Lahore School and CEO of Mia's Homesense and Lifestyle, and Mr Ali Imran Malik, Lahore School alumnus and founder of Momentum on March 05, 2024. This event provided practical advice and insights into the entrepreneurial process. The group discussed various aspects of entrepreneurship, from funding and marketing to balancing work and personal life.

GUEST SPEAKER SESSION



In collaboration with The Lahore School Incubation Lab, the society arranged a guest speaker session with Mr Talal Ahmad, Co-Founder of Edversity and Mr Zuraiz Ahmed, CEO of Xcessories Hub, on March 07, 2024. Both successful entrepreneurs' journeys emphasized the importance of resilience, adaptability, and continuous learning.

ENTREPRENEURSHIP AND INNOVATION EXHIBITION BY MBA 1



MBA 1 displayed an Entrepreneurship Exhibition and Bake Sale on May 08, 2024. Each display was crafted to highlight the unique value propositions, market strategies, and potential for scalability of their respective SMEs.

FINANCE AND INVESTMENT SOCIETY

ORIENTATION



The society held its Orientation on September 11, 2023. The event began with an introduction to the society's mission, which was to provide students with opportunities to learn about finance and investments through various events.

GUEST SPEAKER SESSION



A guest speaker session was organized on September 28, 2023, featuring Mr Ali Farid Khwaja, CEO of KASB-KTrade, and Mr Laeeq Ahmad, CEO of Sarmaaya Financials. During the session, the CEOs led interactive activities with students using their apps. These activities aimed to provide students with practical experience in virtual trading and investment strategies, allowing them to apply their theoretical knowledge in a hands-on setting.

FINVESTA 1.0



This event consisted of two rounds - a financial scavenger hunt and financial trivia, was organized on October 05, 2023. The winner received a cash prize of PKR 20,000, and the runners-up were presented with a shield. The judges for the event were faculty members: Dr. Mehreen Furqan, Ms. Sana Kamal, and Ms. Mehwish Jawad. The event concluded with an award ceremony presided over by Dr Sohail Zafar, Dean of Business Administration, who was the chief guest of the event.

CASE-STUDY RESEARCH QUIZ

The society organized a quiz exclusively for its members with a cash prize of PKR 3,000. It was organized from November 20 to November 24, 2023. Participants were given individual case studies on various financial topics to assess their knowledge and critical thinking skills. This was followed by a quiz to measure their understanding and insights.

POWER-BI WORKSHOP



Mr. Hassan, Assistant Manager at PricewaterhouseCoopers (PwC), conducted a Power BI workshop on January 30, 2024. He guided students through the basics of Power BI, a powerful data visualization and business analytics tool.

FISCAL FEUD



The Lahore School Finance and Investment Society organized a competition on March 07, 2024. The trivia consisted of ten challenging questions designed to test the participants'

expertise in various aspects of finance. Dr. Mehreen Amjad was the judge and the winning team was awarded a cash prize of PKR 10,000.

CHARACTER BUILDING SOCIETY

ORIENTATION



The society organized its orientation on September 18, 2023. The society members delivered speeches and introduced each council member, and discussed upcoming plans for the current year.

GUEST SPEAKER SESSION



Saeed Anwar, former cricketer was invited as a guest speaker on October 03, 2023. He shared his experiences of cricket life with the students.

ANTI-CORRUPTION SEMINAR



A seminar on anti-corruption was held on November 02, 2023. Mr. Imran Sohail, Director NAB and Mr. Sajid, Deputy Director NAB were the speakers. The main purpose of the seminar was to instill a sense of responsibility and awareness regarding the role of NAB in combating corruption and spreading awareness among students.

LAHORE SCHOOL OF ECONOMICS PHOTOGRAPHY SOCIETY

Orientation



The Lahore School Photography Society organized its orientation on September 20, 2023. The event began with an introduction to the society, followed by a recap video of the previous year. The ex-president delivered a speech and the council members were introduced.

Snapfest



The Snapfest was held on Wednesday, October 11, 2023 from 11:00 a.m. to 2:00 p.m. The event centered on culinary artistry and its relation with photography and included a food photography competition with three exciting rounds.

Mehfil-e-Tasveer - Workshop with Saboor Akram



A workshop on “Advancing the Photography Industry in Pakistan: Strategies for Improvement” was held

on Tuesday, November 08, 2024. Mr. Saboor Akram, an expert in graphic design conducted the workshop.

Lums Annual Photography Summit - XI



The LAPS XI Photography Competition took place from January 12 to January 14, 2024 at LUMS. The competition aimed to foster creativity, encourage artistic expression, and provide a platform for students to show case their photography skills.

Photowalk to Janam Asthan Gururdwara & Rana Resort



A trip was organized to Gurdwara Janam Asthan for the students on March 02, 2024. They also visited Rana Resort and spent time there.

Farewell Photowalk to old Lahore



Photowalk to old Lahore took place on May 12, 2024. The activities included a tour by knowledgeable guides through historic sites and narrow streets of old Lahore, a photography session encouraging participants to capture the beauty of the area, cultural pit stops at key landmarks like Badshahi Mosque and so on.

LAHORE SCHOOL OF ECONOMICS MARKETING SOCIETY

Guest Speaker Session - Dynamics of Modern Trade



The Marketing Society organized an insightful session on the “Dynamics of Modern Trade” on Thursday, November 02, 2023. The event featured Burhan Asif, the International Modern Trade Manager at Tapal Tea (Pvt.) Ltd, as the guest speaker. Mr. Asif shared his expertise and experiences, shedding light on the current trends and challenges in the trade sector.

LAHORE SCHOOL BUSINESS TECHNOLOGY SOCIETY

Guest Speaker Sessions Devsinc



On November 06, 2023 the Lahore School Business Technology Society hosted a guest speaker session featuring experts from Devsinc. The session included an informative quiz about the company and prizes were awarded to top three winners.

Syed Tajammal Hussain- Love for Data



On March 09, 2024 the Lahore School Business Technology Society hosted another guest speaker session, featuring Syed Tujammal Hussain, an LSE alumnus and the CEO of Pakistan’s largest data firm, Love for Data (LFD). This session educated the students on the differences between data science and data analytics.

Inter University Competition - Sparkathon 2024



The Lahore School Business Technology Society hosted an inter-university competition “Sparkathon 2024” on April 25, 2024.

LAHORE SCHOOL ECONOMICS SOCIETY

Intra-Econothon 2023



The Lahore School Economics Society hosted the Intra-Econothon on November 01, 2023. Ten teams from the Lahore School competed with each other in three distinct rounds, pictorial round, scavenger hunt and debate round.

Inter-Econothon 2024



The Inter-Econothon took place on March 06, 2024 in ITC Auditorium featuring 12 teams from various prestigious universities. The event maintained its traditional format with a pictorial round, scavenger hunt and debate round. The team from Government College emerged as winners, with BNU and FC College as runners-up.

LAHORE SCHOOL ENVIRONMENT CONSERVATION SOCIETY (LSECS)

The Lahore School Environment Conservation Society (LSECS) organized its orientation on September 20, 2023. The Society introduced various campaigns and projects planned for the year. The objectives included: enhancing environmental awareness, promoting hands-on learning, building a greener campus, fostering environmental responsibility and organizing conservation events.

Nature Click Photography Contest



In collaboration with the Photography Society, LSECS hosted the “Nature Click Photography Contest” on November 15 and November 16, 2023. The event aimed to raise awareness about environmental issues and promote sustainability through photography, encouraging students to reflect on the importance of preserving nature.

Lahore School Fest- Qawali Night



On November 6, 2023, the Lahore School Fest was organized, with the Environment Conservation Society ensuring that the decor for the Fest’s bakesale was environmentally friendly. The event offered a fun-filled atmosphere, where students enjoyed delicious food, followed by a memorable Qawali night attended by students, faculty, and staff.

Plantation Drive



LSECS organized a “Plantation Drive” at The Lahore School Farms on March 4, 2024. The initiative aimed to promote community engagement and raise environmental awareness. Participants planted native trees and plants, contributing to a greener future while gaining valuable hands-on learning experiences.

LAHORE SCHOOL OF ECONOMICS ASSOCIATION OF DEBATERS (LSEAD)

Orientation



LSEAD held its orientation on September 21, 2023, welcoming new students and providing them with the opportunity to register for council interviews, connect with fellow debaters and learn about upcoming opportunities within the society.

Weekly Camps



The Society hosted Model UN and Parliamentary Debate Camps, which proved highly beneficial for members. These camps provided a valuable space to enhance debating skills, foster community, and prepare students for upcoming competitions.

Intra Competition



On December 4, 2023, the Society held a successful intra-competition, adopting the Asian Parliamentary Style with teams of three. The event highlighted the sharp analytical and rhetorical abilities of the members, inspiring several students to join the Society.

IBA MUN



A delegation from LSEAD participated in IBA MUN Karachi from January 19 to 21, 2024. Over the three-day event, the team engaged in debates and insightful discussions across five committees, including the Security Council and UN Women. The experience allowed them to explore key global issues and propose practical, actionable solutions to address them.

Inter Debates



The Association of Debaters hosted a two-day British Parliamentary Style Tournament from May 4 to 5, 2024. The event challenged participants’ debating skills and provided an opportunity to engage deeply with global challenges. In the Grand Finale, Government College University Lahore (Team A) emerged as the winners and were awarded a cash prize by the Rector, Dr. Shahid Amjad Chaudhry.

LAHORE SCHOOL NEWS AND BROADCAST SOCIETY (LSNB)

Orientation



The News and Broadcast Society held its orientation on September 21, 2023,

serving as a great icebreaker for the council members. The event featured fun games and treats, creating an engaging atmosphere for the audience.

Talk by Imran Saleemi



Imran Saleemi, CEO of Rainbow Cash & Carry, delivered a talk on Artificial Intelligence on November 22, 2023. He discussed the increasing importance of AI across various industries and its potential to revolutionize business processes and enhance consumer experiences.


Scavenger Hunt



Following the guest speaker session by Imran Saleemi on November 22, 2023, the Society organized a scavenger hunt. Teams from various academic years participated, and the winning team was awarded a cash prize of Rupees: 5,000/-

Talk by Intasab Sahi

Intasab Sahi
Story Craft: Behind the Byline



5
Time: 12:30 - 02:00
Venue: ITC 5

October

Renowned journalist Intasab Sahi visited The Lahore School of Economics on October 5, 2023, to deliver a lecture

on the evolution of journalism and the challenges journalists face in the modern era.

Podcast: "All Things Lahore School"



On February 18, 2024, the LSNB podcast team released an episode of "All Things Lahore School," featuring an interview with Asad Naeem, a fourth-year student. The episode offered valuable insights into Asad's experiences as a university student.

Magazine by LSNB



The Society launched its annual magazine on January 1, 2024, highlighting significant events, achievements, and stories from the university throughout the academic year 2023.

Vlog Wars



LSNB organized Vlog Wars on April 26, 2024, a competition that showcased students' videography skills and storytelling abilities.

LAHORE SCHOOL YOUNG PEACE AND DEVELOPMENT CORPS (LSYPDC)

Orientation



The Lahore School Young Peace and Development Corps held its orientation on September 21, 2023. The event introduced the council, distributed badges to members, and outlined the agenda for the upcoming year.

Entrepreneurship Workshop with Ramsha Ahmed Khan: "Converting your Passion into Purpose" The Society organized a workshop on content creation on October 10, 2023, featuring Ramsha Ahmed Khan, a content creator. She shared valuable insights on digital marketing and turning passion into purpose in the digital world.

Mehfil-e-Funoon 2.0



LSYPDC hosted Mehfil-e-Funoon 2.0 on November 21, 2023. The event featured: pot painting, canvas painting activities and a musical performance.

Level Up: Videography Edition



The Society hosted a workshop titled “Level Up: Videography Edition” on February 21, 2024, led by students Shahroz Shoaib and Salman Raza. This session offered a fast-paced, 30-minute crash course on videography skills, providing an opportunity for students to engage in hands-on learning. The workshop facilitated a collaborative environment where participants could exchange ideas, enhance their technical knowledge, and cultivate their creativity in videography.

Entrepreneurship Session with Amaima Husnain



On April 24, 2024, the Society hosted a workshop focused on entrepreneurship and business development, featuring Amaima Husnain, a Lahore School alumna. Amaima shared her entrepreneurial journey, “Makeovers by Amaima,” with the students. Her inspiring story motivated students and provided them with valuable insights into the business landscape of Pakistan. The session significantly enhanced students’ understanding of the country’s business dynamics and the opportunities it offers, equipping them with the knowledge to pursue their own entrepreneurial aspirations.

LAHORE SCHOOL MANAGEMENT SOCIETY (LSMGS)

Orientation



The Lahore School Management Society held its orientation on September 20, 2023, where the newly appointed council was formally introduced to the students. During the session, students were provided with valuable insights into the importance of management, emphasizing its significance in both academic and professional spheres. The orientation aimed to equip students with a deeper understanding of management principles and their relevance in shaping successful careers.

Guest Speaker Sessions

Saad Arshad



On October 12, 2023, LSMGS organized a session with Mr. Saad Arshad, CEO of Milestone Zero. He discussed the fundamental principles of organizing and managing successful business ventures.

Salman Choudhry



The LSMGS society hosted a session on March 7, 2024, featuring Mr. Salman Choudhry, the Inspector General of Motorways. Mr. Choudhry shared his expertise on management principles and also provided guidance on excelling in the CSS exams.

SUMMER PROGRAM 2023



The Lahore School conducted a 6-week Summer Program which started on July 3, 2023 and it offered a diverse range of five courses. The program included WordPress Web Development by Ms. Faryal Khan, an Art Workshop by Mr. Aneel Waghela, a Sketching Workshop by Mr. Ajmal Hussain, Bootcamp Workout by Ms. Aiza Ali, Eastern Vocal classes by Mr. Shamoon Fida, and Yoga classes by Ms. Muqaddas Imran. The program attracted a wide range of participants from various age groups, who eagerly registered to take advantage of the opportunity to enhance their skills and explore new areas of interest.

INDEPENDENCE DAY



On August 14, 2023, a special event was organized to celebrate The Independence Day, bringing together the administration staff and faculty members. The gathering featured speeches where participants shared their thoughts, reflecting on the significance of independence and its importance. To mark the occasion, a cake-cutting ceremony was held, adding a festive touch to the celebration and making it a memorable day for all.

FRESHMAN ORIENTATION 2023



Freshman Orientation was held on August 29 and August 30, 2023, where all Offices and Societies set up stalls to welcome new students. Each group actively engaged with the freshmen, offering detailed information about their activities and the various opportunities available. This interaction provided students with a deeper understanding of the different Offices and encouraged them to get involved. Overall, the orientation aimed to help newcomers feel connected, informed, and supported as they embarked on their academic journey.

YOUM-E-ISTEHSAL



Youm-e-Istehsal, was held on August 5, 2023, to show support for the people of Kashmir. Students actively participated in debates, expressing their opinions and emotions regarding the Kashmir issue.

YOUTH AWARENESS PROGRAMME AWARDS



On September 20, 2023, the Lahore School Office of Extra-Curricular Activities attended the Youth Awareness Programme Awards, organized by Pink Ribbon and HEC, to recognize universities excelling in Breast Cancer Awareness. Due to the outstanding efforts of The Lahore School and its Social Welfare Society, the university was honored with an award for generating and donating funds, as well as making significant contributions to Pink Ribbon. This recognition highlighted the university's commitment to supporting breast cancer awareness and promoting social welfare initiatives.

KASHMIR BLACK DAY

On October 27, 2023, the Office hosted a Declamation and Essay Writing Contest to show solidarity with the people of Kashmir on Kashmir Black Day. Students participated by presenting their essays and engaging in debates on the topic, expressing their views and emotions regarding the situation in Kashmir. To recognize their efforts, cash prizes were awarded:

SESSION ON CYBERCRIME

A session on Cybercrime was held on April 16, 2024, led by Ms. Ghania Azhar and Mr. Muhammad Ashar from the Information Technology Department. The session offered an insightful and detailed explanation of what Cybercrime entails, its impact on individuals and businesses both locally and globally, and effective strategies to mitigate its consequences. The session aimed to raise awareness among students about the growing threats of cybercrime and equip them with knowledge to protect themselves and their organizations in the digital age.

FAREWELL



The Office of Extra-Curricular Activities organized a memorable Farewell event for the MBA/MPhil/EMBA 2024 batch on May 10, 2024, at Crystal Hall, Pearl Continental, Lahore. The evening was filled with exciting performances,

including captivating dance routines and entertaining skits presented by various sections, creating a vibrant and thrilling atmosphere. Some faculty and staff members also attended the function.

Lahore School Sports Society

The Lahore School Sports Society (LSS) is a dynamic student-run organization dedicated to promoting sportsmanship and athletic excellence within The Lahore School of Economics, with a mission to engage students in a variety of sports activities and competitions. LSS fosters a spirit of teamwork, discipline, and healthy living. It organizes tournaments, training sessions, and sports-related events, offering a platform for students to showcase their skills and pursue their passion for sports. Through its initiatives, LSS aims to enrich the student experience at The Lahore School of Economics and build a vibrant, active campus culture.

LUMS Home Fixtures '24



From November 11th to 13th, 2023, The Lahore School of Economics showcased exceptional talent at the LUMS Home Fixtures, a purely sports-based event. The Lahore School of Economics sent a formidable delegation of 175 students who competed fiercely across various sports, including Futsal, Hockey, Netball, Football, Volleyball, Table Tennis, Badminton, Basketball, Squash, and Cricket. The students excelled in nearly every category, securing many medals. The highlight of the event was LSS's crowning achievement of winning the Best Delegation trophy once again, affirming their dominance and commitment to sports excellence.

Intra Athletics Tournament '24

The Lahore School of Economics hosted its annual Athletics Championship in February (1st to 3rd, 2023), featuring a wide range of events that brought together nearly 100 participants. Athletes competed in various track

events, including the 100m, 200m, 400m, and 800m races for both male and female categories. Excitement peaked during the mixed relay 4x100, as well as the male and female relay races. Medals and trophies were awarded to the top performers, presented by the Rector of The Lahore School.



Qawwali Night

A captivating Qawwali Night, a lively cultural event that drew students, professors, and guests together for an evening of soulful music and spirituality, was organised by the Lahore School Sports Society on 6th November 2023.

The highlight of the evening was the performance by the renowned Mian Meer Qawals, a group known for their powerful and emotive renditions of classical Sufi music. Their performance captivated the audience, transporting them into a world of devotion and mysticism. The Qawals skillfully blended traditional Qawwalis with modern elements, creating a unique and engaging experience for all attendees.

The Qawwali Night was not just a musical event but also an opportunity for the attendees to come together and experience a rich cultural heritage. The Lahore School Sports Society successfully brought a slice of Sufi culture to life, providing a platform for students and guests to appreciate and engage with this timeless art form.



LUMS Sports Fest '24

From January 2nd to 5th, 2024, The Lahore School of Economics delivered a stellar performance at the LUMS Sports Fest (LSF), continuing their tradition of excellence in sports. Both male and female teams from The Lahore School of Economics participated across various disciplines, showcasing their talent and determination.

In Badminton, the Lahore School of Economics secured gold in men's doubles and silver in mixed doubles, while the alumni team won gold in singles, with The Lahore School of Economics taking silver. The Lahore School of Economics' female Basketball team triumphed with gold, while the men's team earned silver. In Chess, our team claimed both gold and silver medals.

The girls' Cricket team won gold, and the men's team mirrored their success. The Lahore School of Economics Football and Hockey teams also dominated, winning gold in both events. In Futsal, The Lahore School of Economics female team took home the gold, while NUST secured silver.

The Lahore School of Economics excelled in Table tennis, winning gold and silver in the women's doubles, while the men's doubles team earned silver. The School also secured gold in women's singles and Throwball. Both male and female Volleyball teams brought home gold medals. Overall, The Lahore School of Economics' outstanding performance across the board led to numerous medals, further solidifying its reputation as a force to be reckoned with in university sports.



GIKI Sports Fest

Lahore School delegates attended the sports festival at Ghulam Ishaq Khan Institute of Engineering on the 29th of January, 2024. The event was marked

by the significant achievements of LSS as a team. Our Badminton team (girls) scored the silver trophy, while the male Cricket team marked their excellence with a gold trophy in the tournament. Girls' futsal and tennis teams aimed for and achieved gold and silver trophies.



Lahore School Sports Gala 2024

Lahore School of Economics annual sports gala took place on the 2nd of April, 2024, which was hosted by LSS (Lahore Sports Society).

A total of 11 delegations registered and attended this year's gala. These delegations included FCCU, LUMS, UOL, UCL, Fatima Memorial, FAST, CMH, LGU, BNU, Rashid Latif and IVY. Most of the delegations registered in all sports categories.

To mark the end of the Sports Gala'24, LSS collaborated with the music society and a GIG night was arranged to end the event memorably.



DJ Night

The Lahore School Sports Society organized an electrifying DJ Night, a thrilling event that brought together students, faculty, and guests for a night of dance, music, and unforgettable memories. The event featured the popular DJ 'Somewhatsuper', who is well-known for his energetic performances and unique mixes.

The night kicked off with an exciting build-up as guests arrived, greeted by a vibrant and lively atmosphere. The venue was adorned with dazzling lights and decorations, setting the perfect stage for a night full of fun and excitement.



CSR activity by Sports Society

LSS gives utmost priority and focuses on CSR, as it has held a commendable record of proving its corporate social responsibility. Games, tournaments, and activities were held on the campus for students of marginalized communities and institutions. They were provided with all the facilities to polish and showcase their talent and polish their skills. They were awarded medals and trophies by Dr. Azam Chaudhary, Dean of Economics, accompanied by our Director of Sports.



BNU Bestival'24

From February 29th to March 2nd, 2024, The Lahore School Sports Society had a remarkable presence at BNU Bestival '24. The LSS delegation, comprising numerous students, dominated across multiple sports categories. They clinched gold in male and female Volleyball, female Badminton singles and doubles, and female Table tennis, Throw ball, and arm wrestling. The male team secured silver in Table Tennis. Their outstanding performance also extended to Football, Basketball, and Chess. The crowning achievement was the Lahore

School of Economics being awarded the Best Delegation trophy, triumphing over 80 participating institutions, and solidifying its status as a powerhouse in university sports.



Lahore School's Cricket Premier League 2024

The Premier League was a fun, energetic, and lively Cricket tournament held at the campus. LSS Cricket showcased its exceptional talent and skills on the field, marking its excellence and unwavering discipline.



FCCU Olympiad 2024

The FCCU Olympiad took place from the 6th to the 10th of March, 2024. The Lahore School of Economics sent a delegation of 40 students. Both the Cricket and Basketball teams were able to secure gold medals after each winning their finals respectively.



Lahore School Chess Championship'24

The LSS Chess championship was held for both male and female Chess lovers. Kudos to the Chess team for hosting an amazing event and making sure everything went smoothly. Pro Rector Dr. Azam distributed the prizes in the end.



Orientation

On April 24th, "The Lahore School Sports Society" held its Orientation to welcome the new sports council. The event celebrated the achievements of The Lahore School of Economics sports teams. The ceremony recognized the dedication and hard work of the sports council, motivating them to continue The Lahore School of Economics' tradition of excellence in sports.





Library & Documentation Centre

The Library and Documentation Centre at the Lahore School of Economics which was established in 1994, is a comprehensive resource hub that includes the Amjad Chaudry Library, Mahmood Chaudry Library, Innovation Technology Centre Library, seven Teaching & Research Resource Centres, and the Graduate Institute of Development Studies Library at the City Campus. The Centre maintains a computerized database and offers an extensive collection of resources across various disciplines, including Economics, Social Sciences, Finance, Management, Environmental Sciences, Media Studies, Art & Design, Innovation Technology, Computing and Information Systems, and the Economy of Pakistan, supporting both academic and research activities.

Amjad Chaudry Library (ACL)

Amjad Chaudry Library serves as a key resource for students across all disciplines at the Lahore School of Economics. Its major holdings include materials on Business, Economics, and the Economy of Pakistan, along with a variety of magazines and newspapers. The library is equipped with internet access, computers, and facilities for

printing and scanning, providing students with essential tools for their academic work. Additionally, the library hosts conferences, guest speaker sessions, and seminars, fostering an environment for learning and intellectual engagement.

Mahmood Chaudry Library (MCL)

The Mahmood Chaudry Library primarily focuses on Literature, Social Sciences, Environmental Studies, and Art & Design. It offers students access to internet, computers, as well as printing and scanning facilities. In addition to serving as a key academic resource, the library also hosts interviews, written tests for recruitment purposes, seminars and talks, providing a versatile space for both educational and professional development activities.

The Graduate Institute of Development Studies Library (GIDSL)

The Graduate Institute of Development Studies (GIDS) was established in 2012 by the Lahore School of Economics to foster an interdisciplinary approach to

development policy and practice. The institute aims to promote equitable and sustainable development in the context of rapid globalization and technological advancements, addressing the complex challenges of contemporary development.

Teaching and Research Resource Centers (TRRCs)

Currently, there are seven Teaching and Research Resource Centers operational at the Lahore School of Economics. The details are as follows:

Teaching and Research Resource Center-1 (Economics, Mathematics & Statistics)

TRRC-I at the Lahore School of Economics focuses on two major disciplines: Economics and Mathematics & Statistics. It has a collection of over 9,446 textbooks, providing comprehensive resources for students and researchers. The center's reference collection includes 22 dictionaries and encyclopedias, 40 serial publications, and around 1,000 e-books available on D-Space, offering a rich repository of academic materials for various needs.

Teaching and Research Resource Center-2 (Business studies)

TRRC-2 specializes in maintaining a business collection for faculty, students, and researchers. The center houses 5,576 textbooks and reference books related to business, providing a solid foundation for academic work in the field. Additionally, it offers access to 47 print-format journals and magazines, ensuring users have access to the latest industry insights and research materials.



Teaching and Research Resource Center-3 (Social Sciences, Case Research Centre, CSS Section)

TRRC-3 is dedicated to Social Sciences, with a collection of 9,002 books covering various aspects of the field. It provides access to nearly 40 national and international journals, along with 19 magazines, to support research and academic growth. In addition, the centre offers services such as scanning, printing, and laptop facilities. The Case Research Centre Section within TRRC-3 currently holds 1,351 case studies, further enhancing its research-oriented offerings.



Teaching and Research Resource Center-4 (South Asian Section, Media & Art, Video Archive)

TRRC-4 focuses on Media, Art & Design, with a collection of 1,237 books in these fields. Additionally, the center consists of a section dedicated to Pakistan and South Asian Studies, containing approximately 9,410 books. To support research and learning, TRRC-4 also provides access to 36 national and international journals and magazines related to its areas of focus.

Teaching Research and Resource Centre-5 (Innovation Technology Centre)

TRRC-5 specializes in Innovation Technology, with a collection of 1,342 books and six journals and magazines dedicated to the field. The centre is equipped with WIFI, laptops, as well

as printing and scanning facilities, providing students and researchers with essential tools for academic and professional work.

Teaching Research and Resource Centre-6 (Business Collection)

TRRC-6 focuses on business studies with a collection of 1,259 books and 17 different journals related to the field. This centre provides valuable resources for students and researchers pursuing business-related academic and professional interests.

Teaching Research and Resource Centre-7 (Environmental Sciences)

TRRC-VII at the Lahore School of Economics is dedicated to Environmental Sciences, with a collection of approximately 3,805 books and 11 journal titles related to the field. The centre provides students with access to the latest computers equipped with Geographical Information System

(GIS) software, enhancing their research and learning experience. Additionally, TRRC-VII features a fully equipped laboratory for environmental sciences students, where standard operating procedures, laboratory manuals, and safety manuals are maintained to ensure a safe and effective learning environment.

Innovation Technology Centre (ITC)

The ITC (Innovation Technology Centre) Library at the Lahore School of Economics focuses on Innovation Technology, offering a rich and diverse collection of over 9,486 books. The library's holdings also include 19 journals, 32 magazines, and newspapers, providing extensive resources for students and researchers. It is equipped with computers, projectors, printers, scanners, and Wi-Fi service. The books and reading materials are thoughtfully categorized into various sections based on the specific nature of the collections, making it easier for users to access the relevant information.

Lahore School Libraries Facilities & Services

Facilities & Services

- Library book catalogue
- Lahore E- Library (LSE Digital Library, DSpace Repository)
- Lahore School of video archive
- E-Books collection
- Facility to access full text resources
- Course reserve
- Course outline
- Theses & projects
- Digitize Government publications
- Laptop facility
- Support Services
- Literature search services
- Digital library searching support
- Plagiarism detection services
- Citation management services
- Scanning services
- Printing
- WI-FI
- Data analysis software
- New arrivals service
- Social media updates

Print and E-Books Collection

All libraries and TRRCs at the Lahore School of Economics offer a comprehensive collection of the latest books for students, teachers, and researchers. The total number of print books across these libraries is 95,340, alongside 106 e-books, ensuring a diverse and up-to-date range of resources to support academic and research activities.

Print/ E-Journals / Magazines

The Lahore School of Economics boasts a collection of over 152 valuable local and international journals in print format, alongside 7,472 journals available in e-format. These resources are accessible across the libraries, TRRCs, and campus premises, providing extensive research materials for students, faculty and researchers.

Other Library Collections

Course Outlines

TRRC-I holds a collection of 35 course outlines spanning from 1998 to 2024, available to students, alumni, and faculty members. These course outlines are provided in both print and electronic formats. Additionally, they are accessible through the Lahore School's internal repository, which can be accessed within the campus, ensuring that members of the academic community can easily refer to and utilize these materials.

Research Project /Theses

TRRC-2 at the Lahore School of Economics maintains a comprehensive collection of research projects and theses in both digital and print formats. The library consists of 8,647 print theses and research projects authored by students, providing valuable resources for academic reference and research.

The Lahore School Video Archives Catalogue

The Lahore School Video Library has a collection of over 4,600 audiovisual materials, including lectures, documentaries, and educational resources, available for students, faculty, and researchers. This extensive collection supports learning and research across various disciplines, enhancing the academic experience at the school.

Course Reserves

The library at the Lahore School of Economics offers a collection of 200 course packs in print format and over 2,963 course packs in e-format.

Annual Reports

The library at the Lahore School of Economics has a collection of over 7,686 annual reports from companies listed on the Karachi, Islamabad, and Lahore stock exchanges. These reports have been uploaded to the DSpace External Repository, making them accessible to students, faculty, and researchers for analysis and reference.

Government Publications

The Lahore School of Economics offers an extensive collection of Government of Pakistan publications, including documents such as the Punjab Development Statistics, Pakistan Government Plans, Pakistani Economic Surveys, and the Budget. These valuable resources are available through the E-library, providing easy access for students, faculty, and researchers to key government data and reports.

Newspapers

The following nine newspapers are available in the libraries:

- Business Recorder
- Dawn
- Daily Times
- The News
- The Nation
- Pakistan Today
- Daily Jang
- Nawa-e-Waqt.
- The Express Tribune

Case Study Centre (CRC)

TRRC also serves as a Case Research Centre (CRC) at the Lahore School of Economics, providing access to a rich collection of case studies and teaching materials for business students and faculty. The CRC consists of 1,351 case studies and teaching notes that span key disciplines such as Accounting, Business Ethics, Business History, Business Policy, International Economy, Entrepreneurship, Management of Small Business, Environmental Economics, Finance, Human Resource Management, Organizational Behavior, Marketing, Production and Operations Management, Economics, and Sociology. All these case studies are available online through The Lahore School's institutional repository, making them easily accessible for academic and research purposes.

CSS Section

The Lahore School Libraries have established a dedicated CSS section for The Lahore School Alumni, located in TRRC-3. This section offers a wide range of subject-related books across various disciplines, providing valuable

resources for those preparing for the Civil Services Examination (CSS).

Lahore School Subscribed E-Databases

The Lahore School of Economics subscribes to several E-Databases for the benefit of faculty, students, and researchers. These databases provide access to a wealth of academic journals, research papers, and other scholarly materials, all of which can be accessed within the campus premises.

JSTOR

The Lahore School of Economics subscribes annually to a database that provides access to over 2,000 full-text journals.

ScienceDirect

ScienceDirect is a subscription-based database that provides access to a large collection of scholarly journals in the fields of Business and Economics. The Lahore School of Economics has access to 704 journals through this platform, offering faculty, students, and researchers a wealth of academic resources for their studies and research within these disciplines.

Emerald Insight

The e-Journal collections at the Lahore School of Economics feature over 170,000 articles from more than 300 journals, offering comprehensive coverage of management and a range of complementary specialized subjects.

MyiLibrary

MyiLibrary offers library patrons access to a wide selection of topical and current e-books. The Lahore School of Economics has added 100 e-books for lifetime access, allowing users to explore a diverse range of research materials, textbooks, reference books, and reading resources online.

E-RESOURCES SUBSCRIBED BY HEC DIGITAL LIBRARY

Wiley

Since the merger of Blackwell-Synergy with Wiley-Interscience, all the journals previously available to the HEC consortium are now accessible through Wiley-Interscience.

SpringerLink

Springer Link provides access to 503 full-text journals published by Springer-Verlag, as well as 738 full-text journals formerly published by Kluwer Academic Publishing.

Taylor & Francis

Taylor & Francis has rapidly grown into a leading international academic publisher over the past two decades. It offers access to more than 1,000 journal titles across a wide range of disciplines.

INFORMS

This platform has a diverse collection of academic and industry experts in the fields of data and decision sciences, covering areas such as operations research, analytics, management science, economics, behavioral science, statistics, artificial intelligence, data science, applied mathematics, and more. It provides valuable insights and resources that support research and academic growth across these interconnected disciplines.

IMF Library

The IMF Library is widely regarded as one of the world's most authoritative sources for economic information, analysis, and harmonized statistics. The IMF Library provides comprehensive data and original analysis, covering nearly every economy globally, with a particular emphasis on developing and emerging economies.

DSpace Digital Repository

DSpace is a digital service that collects, preserves, and distributes digital materials, serving as a vital tool for preserving an organization's legacy. It supports digital preservation and scholarly communication.

The Lahore School has two Digital Repositories: Internal Repository and External Repository.

Internal Repository:

The Internal Repository at the Lahore School of Economics consists of 18 communities, and users can access it within the campus premises. Communities of internal repository are mentioned below with quantity of each collection:

1. Arts & Media Studies, Art & Design Department Distinguished Guest Lecture Series Fall 2021	05
2. Audio Books Collection	12
3. Case Research Centre	1263
4. E-Books Collection	16974
5. Harvard E-Books	123
6. Innovation and Technology Centre (ITC)	159
7. Lahore School's Courses of Instruction (Outlines)	34
8. Lahore School Course Packs	2569
9. Lahore School Faculty Publications	231
10. Lahore School of Economics Charter	01
11. Lahore School of Economics Research Projects	5754
12. Lahore School of Economics Statutory Committees	1
13. Lahore School Prospectus	28
14. Lahore School Publications	12
15. Maps Collection	5
16. Rare and Antiquarian Books	32
17. Text Books	998
18. Magazine	650

DSpace Repository

DSpace Repository is a digital service that collects, preserves, and distributes digital material. Repositories are important tools for preserving an organization's legacy; they facilitate digital preservation and scholarly communication.

Communities in DSpace

- Arts & Media Studies, Art & Design Department Distinguished Guest Lecture Series Fall 2021
- Audio Books Collection
- Case Research Centre
- E-Books Collection
- Harvard E-Books
- Innovation and Technology Centre (ITC)
- Lahore School Course Packs
- Lahore School Courses of Instructions (Outlines)
- Lahore School Faculty Publications
- Lahore School of Economics Charter
- Lahore School of Economics Research Projects
- Lahore School of Economics Statutory Committees
- Lahore School Prospectus
- Lahore School Publications

- Maps Collection
- Rare and Antiquarian Books
- Text Books

Recently Added

The Effect of Inflation on Poverty

External Repository

External Repository has 19 communities. User can access external repository material all over the world. The communities of External Repository are mentioned below:

1. Academic Articles in Lahore School of Economics Journals	621
2. Census of Pakistan	611
3. E-Books	30
4. Financial Systems Pakistan- EBooks	5
5. Glossary Banking & Finance	29
6. Lahore School Centre for Research in Economics and Business Publications	82
7. Lahore School Graduate Institute of Development Studies Publications	11
8. Lahore School MPhil & PhD Theses	228
9. Lahore School Newsletters	11
10. Lahore School of Economics Campus Life	6
11. Lahore School of Economics Journals	83
12. Lahore School of Economics Review	5
13. Lahore School Video Archives	601
14. Miscellaneous Government Publications	254
15. Pakistan Economic Surveys	63
16. Pakistan Government Plans:	65
17. Pakistan Stock Exchange Listed Companies Reports	7730
18. Statistics of Pakistan	44
19. Rare and Antiquarian Books	8

Turnitin plagiarism-detection service trainings

During the year 2023-2024, the Turnitin Administrator generated 10 new accounts and provided training to all newly added instructors and their teaching assistants (TAs). The training sessions focused on how to create accounts, set up classes and assignments, and effectively use the Feedback Studio. Additionally, participants were trained on institutional settings, generating similarity reports, and strategies for reducing high similarity indices. Training sessions were also organized for library staff to ensure they are well-equipped to support the Turnitin platform and assist users effectively.

Lahore School Book Shop

The Library and Documentation Centre at the Lahore School of Economics opened a Bookshop in March 2024. This Bookshop displays 25 publications from the Lahore School, which are available for sale for suppliers and other customers.



Trainings & Workshops (2023-24)

During the year 2023-2024, the library office at the Lahore School of Economics arranged workshops and training sessions for librarians, para-professionals, faculty, and researchers.

DSpace Training Session

A DSpace (Digital Library) training session was held at TRRC-1 to equip the librarians of the Lahore School of Economics with the necessary skills to manage and handle the digital library efficiently.

Electronics Resource Training Session

A digital resources training session was held at TRRC-7 to equip the librarians of Lahore School with the necessary skills to efficiently manage and utilize digital resources.

Para-Professional Trainings

The library, in collaboration with the HR Office, arranged a series of training sessions for para-professionals from July 2023 to June 2024.

Three training workshops were organized in the following months:



July 2023

1. **Topic: DSpace Repositories (Uploading and Settings)**
Attendees: Library Assistants
Trainer: Madiha Khan, (Research Officer)

September 2023

2. **Topic: Winisis Data Entry & Retrieval**
Attendees: Library Assistants
Trainer: Ms. Qaisar Sultana (Chief Librarian)

December 2023

3. **Topic: Library and Documentation Centre, Resources and Services**
Attendees: Library Assistants
Trainer: Andleeb Nasib (Senior Librarian)

February 2024

4. **Topic: Searching Techniques of E-databases**
Attendees: Library Assistants
Trainer: Tabassum Aslam (Librarian)

Orientation

The staff members of all libraries conducted an orientation session for the incoming freshmen of the 2024-2027 batch on August 28 and 29, 2023.

Defence Day

Defence Day was celebrated at TRRC-4, where relevant readings and pictures were displayed to honor the contributions and sacrifices made by the armed forces.

Iqbal Day

On November 09, 2023, the Library and Documentation Center organized an event to celebrate the Iqbal Day. The event featured a display of books focused on Iqbal's poetry, philosophy, and political thoughts.



Activities in TRRCs

In Fall 2023 and Spring 2024, various events took place in different TRRCs, including 133 meetings, 16 workshops, 48 interviews, 66 discussions, 148 classes, 2 exams, 8 focus groups, and 17 recruitment drives.





Medical Centre

The Lahore School Medical Centre became fully operational in August 2016 and has been serving the healthcare needs of the faculty, students, and staff members. Over the past eight years, it has consistently provided quality medical services, ensuring the well-being of the Lahore School community. The Centre has become an integral part of the institution, catering to a wide range of medical requirements and maintaining a commitment to health and care.

The team providing health care and giving medical attention on campus comprises of:

Dr. Maryam Malik
MBBS
PG Trainee Anesthesia

Dr. M. Ali
MBBS
MCPS Medicine

Ms. Kiren Zafar
Nursing Staff
Specialized in OT and Neonatal care

The Lahore School Medical Centre, fully equipped with essential medical equipments such as glucometers, ECG machines, cardiac monitors, nebulizers, and emergency medicines, provides immediate first aid and stabilization for various emergencies, including acute asthma attacks, hypertensive episodes, heat strokes, and more. Patients requiring further treatment are transported to hospitals via the school's state-of-the-art ambulance. Under the leadership of Dr. Maryam Malik, the center has hosted numerous first aid

and CPR workshops for security staff and counseling sessions for students to promote mental health. It also conducts regular screenings and provides medical care for faculty, staff, and workers, including hepatitis, lipid profiles, and treatment. In addition, awareness lectures on diseases like hepatitis, HIV, and breast cancer have been arranged. The Centre offers physical examinations for junior staff and organizes on-site medical support during sports and extracurricular events. On average, the Centre serves 40-50 patients daily out of a population of over 3,500 people. Since November 2023, the Lahore School has proudly operated a Mother and Child Centre, focused on the physical and mental well-being of women and children.



LAHORE SCHOOL OF ECONOMICS REVIEW 2023 - 2024



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