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# IBA IN THE MEDIA

09 - 22 JUNE, 2025

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# **IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025**

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# TV CHANNELS

#	DATE	MEDIUMS	NAME	BULLETING TIMINGS	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	June 13, 2025	TV	City 21	21:36:02	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	Urdu	<a href="#">4th International Conference held at IBA Karachi</a>	Positive
02	June 13, 2025	TV	City 21	22:55:02	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	Urdu	<a href="#">4th International Conference held at IBA Karachi</a>	Positive
03	June 14, 2025	TV	City 21	02:53:34	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	Urdu	<a href="#">4th International Conference held at IBA Karachi</a>	Positive



[City 21](#)



[City 21](#)



[City 21](#)



# PRINT & DIGITAL MEDIA

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	June 13, 2025	Digital	NUT	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	English	<a href="#">IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025</a>	Positive
02	June 14, 2025	Digital	Daily The AZB	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	English	<a href="#">IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025 – “TRANSFORMING BUSINESS FOR PEOPLE AND PLANET”</a>	Positive
03	June 14, 2025	Social Media	Facebook	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	English	<a href="#">IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025 – “TRANSFORMING BUSINESS FOR PEOPLE AND PLANET”</a>	Positive
04	June 15, 2025	Digital	Daily Dawn	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	English	<a href="#">Business excellence should not compromise employee well-being, moot told</a>	Positive
05	June 15, 2025	Publication	Daily Dawn	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	English	<a href="#">Business excellence should not compromise employee well-being, moot told</a>	Positive
06	June 15, 2025	Digital	Academia Mag	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	English	<a href="#">IBA Hosts Global Leaders for Sustainable Change</a>	Positive
07	June 15, 2025	Social Media	Instagram	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	English	<a href="#">IBA Hosts Global Leaders for Sustainable Change</a>	Positive
08	June 16, 2025	Publication	Business Recorder	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	English	<a href="#">Transforming Business For People And Planet: IBA Karachi organises ‘4th International Conference 2025’</a>	Positive
09	June 16, 2025	Digital	Business Recorder	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	English	<a href="#">Transforming Business For People And Planet: IBA Karachi organises ‘4th International Conference 2025’</a>	Positive
10	June 16, 2025	Publication	Express Tribune	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	English	<a href="#">IBA-SBA organises 4th Int'l Conference</a>	Positive
11	June 16, 2025	Publication	Daily Amn	IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025	Urdu	<a href="#">Group photo of participants at the International Conference at the main campus of IBA Karachi School of Business Studies</a>	Positive

**DAWN**

**Business excellence should not compromise employee well-being, moot told**

Dawn Report

KARACHI: Business excellence should not come at the cost of employee well-being, said Dr Abdullah Zafar Sheikh of the Institute of Business Administration (IBA).

Speaking at a conference organised by the IBA's School of Business Studies (IBA-SBS), Dr Sheikh advocated for fair wages, inclusive growth and a balanced approach to satisfying both shareholders and stakeholders to achieve sustainable business leadership.

He was presiding over the 4th International Conference organised by the IBA-SBS in Karachi, under the theme of "Transforming Business For People and Planet".

The event, held at the IBA main campus, drew a diverse group of distinguished academics, industry leaders, researchers and students to deliberate on the pressing global economic uncertainties, environmental challenges and the future of business innovation.

According to a press release issued by the IBA, Dr Zafar captivated the audience by quoting Steve Jobs: "We are going to make a dent in this universe."

He also noted with pride that over 250 global CEOs who are

alumni of IBA, are demonstrating the institution's significant impact on the global business stage.

In his opening speech, Dr S Akbar Zaidi, executive director of IBA Karachi, addressed the attendees on the prevailing complex geopolitical climates and economic turmoil affecting the global business landscape.

He underscored the critical need for recognising the issues and fostering cooperation to devise tangible solutions.

Dr Zaidi highlighted the imperative role of academic forums in spearheading this change, particularly emphasising the necessity for businesses to adopt responsible practices towards climate change and corporate social responsibility (CSR).

The conference convener, Dr Aitzaz Ahsan aka Sarang, opened the academic discussions by focusing on the susceptibility of developing countries to climate adversities. He stressed the immediate need for adopting a green taxonomy to direct sustainable investments and policy-making. Dr Aitzaz shared that the conference received 209 research paper submissions from over 55 universities globally, with 80 per cent being selected for presentation.

The summit serves as a critical platform for exchanging knowl-

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**BUSINESS RECORDER**

'Transforming Business For People And Planet'

**IBA Karachi organises '4th International Conference 2025'**

KARACHI: IBA Karachi's School of Business Studies (IBA-SBS) organizes the "4th International Conference 2025", themed "Transforming Business For People and Planet", at the Main Campus. The event brought together esteemed academics, corporate leaders, researchers, and students from across the globe for critical dialogue around global economic uncertainty, climate challenges, and business innovation.

In his inaugural remarks, Dr. S Akbar Zaidi, Executive Director, IBA Karachi, reflected on the complex geopolitical realities and ongoing economic crises shaping the global business environment. He emphasized the urgent need to recognize problems and collaborate on practical solutions, highlighting the role of academic platforms like this conference. Dr. Zaidi also stressed the importance of responsible corporate behav-

ior, referencing climate change and corporate social responsibility (CSR) as urgent priorities. Dr. Abdullah Zafar Sheikh, Dean, IBA-SBS and Conference Chair, emerged the audience with a quote from Steve Jobs: "We are going to make a dent in this universe."

He emphasized that business excellence should not come at the cost of employee well-being. "Fair wages, inclusive growth, and a balance between shareholders and stakeholders are key to sustainable business leadership," he noted. Dr. Sheikh also proudly shared that over 250 global CEOs are IBA alumni, signifying IBA's longstanding influence in international business.

Conference Convener, Dr. Aitzaz Ahsan Alias Sarang, opened the academic sessions by shedding light on the vulnerability of developing nations to climate change. He emphasized the urgency of adopting a green

taxonomy to guide sustainable investments and policy frameworks. Dr. Aitzaz shared that 209 research paper submissions were received from over 55 universities, of which 80 per cent were selected to be presented at the conference.

The IBA-SBS 4th International Conference on "Transforming Business For People and Planet" is a valuable platform for knowledge exchange, networking, and collaborations, bringing together thought leaders, practitioners, and policymakers. The first day of the conference featured a panel discussion on 'Pakistan's Critical Need for Climate Finance: Mobilizing the Private Sector', keynote addresses on 'Rising Above the Chaos: How Governance of Purpose-driven Organisations is the Shared Leadership Agenda', and 'Driving the Sustainability Transition: Legal, Policy and Corporate Innovations' and parallel

technical sessions. The second day will continue with the last keynote address, technical sessions, followed by the closing ceremony.

About IBA Karachi: IBA Karachi, Pakistan's leading and most prestigious institution of higher education, has nurtured generations of trailblazers, with 20,000+ alumni driving innovation and leading organizations across the globe. Equipped with state-of-the-art infrastructure, modern learning spaces, and cutting-edge facilities, IBA offers a world-class education that empowers students to shape the future.

Committed to sustainability, IBA fosters an eco-conscious campus community, continuously reducing its carbon footprint through impactful green initiatives. With a rich legacy and an unwavering pursuit of progress, IBA continues to redefine education, leadership, and responsible innovation. —PR

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آئی بی اے کراچی کے اسکولز آف بزنس ایڈمنسٹریشن کے مرکزی کیمپس میں بین الاقوامی کانفرنس کے موقع پر شرکاء کا گروپ فوٹو

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**TRIBUNE**

**IBA-SBA organises 4th Int'l Conference**

KARACHI. The School of Business Studies of IBA Karachi (IBA-SBA) organised the 4th International Conference 2025 under the theme 'Transforming Business for People and Planet' at the main campus. The event brought together esteemed academics, corporate leaders, researchers, and students from around the world for critical dialogue on global economic uncertainty, climate challenges, and business innovation. The first day of the conference featured a panel discussion on 'Pakistan's Critical Need for Climate Finance: Mobilising the Private Sector'; keynote addresses on 'Rising Above the Chaos: How Governance of Purpose-driven Organisations is the Shared Leadership Agenda,' and 'Driving the Sustainability Transition: Legal, Policy and Corporate Innovations' and parallel technical sessions. The second day will continue with the last keynote address, technical sessions, followed by the closing ceremony. OUR CORRESPONDENT

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**BUSINESS RECORDER**

**Transforming Business For People And Planet: IBA Karachi organises '4th International Conference 2025'**

Press Release | Published June 16, 2025 | Updated about 4 hours ago

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**ACADEMIA**  
INTERNATIONAL PAPER EDUCATION MAGAZINE



The Institute of Business Administration (IBA) Karachi's School of Business Studies (SBS) successfully hosted the 4th International Conference 2025 under the theme "Transforming Business for People and Planet" on June 13-14 at its Main Campus. The event served as a vibrant forum for critical discussions on global economic instability, climate change, and sustainable business innovation, drawing participants from international schools, business leaders, researchers, and students.

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**NUT**  
News Update Times

**IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025**

BY VASIB | JUNE 13, 2025 | 0 COMMENTS  
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**THE AZB**  
More Than Just News

**IBA KARACHI ORGANIZES 4TH INTERNATIONAL CONFERENCE 2025 – "TRANSFORMING BUSINESS FOR PEOPLE AND PLANET"**

IBA Karachi's School of Business Studies (IBA-SBS) organizes the "4th International Conference 2025", themed "Transforming Business for People and Planet", at the Main Campus.

by syed farooq shah | June 14, 2025



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# THANK YOU.