

Press Release

**'Innovation and Disruption: Business Success Through AI' - IBA-SBS 3rd International
Conference 2024**

Date: May 30-31, 2024.

May 31st 2024

News Link:

<https://www.dawn.com/news/1836722/importance-of-ai-highlighted-in-modernising-industry-improving-operations>

Importance of AI highlighted in modernising industry, improving operations

Shazia Hasan | Published May 31, 2024 | Updated about 4 hours ago



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KARACHI: Maritime Affairs Minister Qaiser Ahmed Shaikh has said that artificial intelligence (AI) has big scope and can prove to be very useful for the developing countries such as Pakistan.

He was speaking at the day-long 3rd International Conference on the 'Innovation and Disruption: Business Success Through AI' held here on Thursday by the School of Business Studies, Institute of Business Administration (IBA-SBS), at the IBA's main campus.

May 31st 2024

News Link:

<https://tribune.com.pk/epaper/2024-05-31/1?page=4>

Experts call for bridging AI gap

NEWS DESK

An international conference, organised by the Institute of Business Administration (IBA) Karachi, shed light on the increasing significance of Artificial Intelligence (AI) and its transformative impact on contemporary society, business operations, innovation, and entrepreneurship.

The conference, themed 'Innovation and Disruption: Business Success Through AI', convened national and international academics, researchers, and experts to deliberate on AI's disruptive potential.

IBA Karachi Executive Director, Dr S Akbar Zaidi, emphasised the pervasive influence of AI, stating, "The presence of artificial intelligence is causing significant interference and disruption in how we perceive life".

Dr Zaidi highlighted that Pakistan's lag behind the global AI curve, stressing the need for adaptation

among professors and teachers.

Present on the occasion, IBA Dean Dr Abdullah Zafar Sheikh, underscored the imperative for universities to harness the opportunities presented by AI.

Participation in the conference extended to scholars and researchers from over 15 universities across Pakistan.

Sindh Higher Education Commission Chairman, Dr Tariq Rafi, also addressed the gathering.

Chief guest of the event, Federal Maritime Affairs Minister Qaiser Ahmed Sheikh lauded the vast prospects AI offers for young people.

International speakers including University College London, Professor Dr Nora Colton, Western University in Canada Dr Geoffrey Wood, and Montpellier Business School, France Dr Adam Zaremba, emphasised AI's burgeoning role globally and its anticipated expansion in the future.



May 30th 2024

News Link:

<https://theazb.com/innovation-and-disruption-business-success-through-ai-iba-sbs-3rd-international-conference-2024/>

Innovation and Disruption:
Business Success Through AI'- IBA-
SBS 3rd International Conference
2024.

“In today’s rapidly evolving landscape, innovation and disruption are not just buzzwords. They are imperative for survival and growth.”

🔍 **Karachi Pakistan : May 30, 2024:** School of Business Studies (SBS), Institute of Business Administration (IBA) 📍 Karachi, organized IBA-SBS 3rd International Conference 2024 on ‘Innovation and Disruption: Business Success Through AI’ at Main Campus, IBA. Esteemed national and international academicians, researchers, practitioners, students and speakers participated in the conference.



ACADEMIA

PAKISTAN'S PREMIER EDUCATION MAGAZINE

May 31st 2024

News Link:

<https://academiamag.com/iba-conference-explores-ais-impact-on-business-success/>

NEWS

IBA Conference Explores AI's Impact on Business Success

MAY 31, 2024 - NO COMMENTS

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May 31st 2024

News Link:

https://www.express.com.pk/epaper/PoPupwindow.aspx?newsID=1111008575&Issue=NP_KHI&Date=20240531

آج کے دو مصنوعی ذہانت کا استعمال ناگزیر ہو چکا مقررین

اے آئی کے استعمال سے ایف بی آر کارپوریشن 70 فیصد بڑھ جائیگا، عالمی کانفرنس سے قیصر احمد، اکبر زیدی
و دیگر کا خطاب

کراچی (انٹرنیٹ پورٹل) انسٹیٹیوٹ آف بزنس ایڈمنسٹریشن میں تیسری عالمی کانفرنس کا اہتمام کیا گیا جس میں مینجمنٹ، مارکیٹنگ، فنانس، اکاؤنٹنگ، ہیلتھ، ایجوکیشن اور قانون جیسے شعبوں میں آرٹیفیشل انٹیلیجنس کے استعمال کی اہمیت پر زور دیا گیا، آئی بی اے مین کیپس میں SBS-IBA کی تیسری عالمی کانفرنس میں ایگزیکٹو ڈائریکٹر سید اکبر زیدی نے خطاب کرتے ہوئے کہا کہ مصنوعی ذہانت کی موجودگی روزمرہ کی زندگی، سوچنے کے طریقے میں تبدیلی کر رہی ہے آرٹیفیشل انٹیلیجنس کے ابھرتے ہوئے چیلنجوں اور مواقع سے نمٹنے کے لیے اس طرح کی کانفرنس کا انعقاد خوش آئند ہے، وفاقی وزیر میری ٹائم افیئرز قیصر احمد شیخ نے بطور مہمان خصوصی خطاب کرتے ہوئے کہا آج کے دور میں آرٹیفیشل انٹیلیجنس کا استعمال بہت ناگزیر ہے، اے آئی کا بہت بڑا اسکوپ ہے اور اس کا استعمال بزنس فیلڈ میں بہت ہو گیا ہے اس کی اہمیت کو سمجھنا وقت کی ضرورت ہے، 9 ہزار بلین کارپوریٹو ابھی پاکستان حاصل کر رہا ہے جو بہت کم ہے، ڈیٹا کالیکشن اور وقت کی بچت کے لیے آرٹیفیشل انٹیلیجنس کا استعمال کرنا چاہیے بین الاقوامی ممالک میں اے آئی کا استعمال بہت ہے، آرٹیفیشل انٹیلیجنس کے استعمال سے ایف بی آر کارپوریشن 70 فیصد بڑھ جائے گا، چیئرمین، ہائر ایجوکیشن کمیشن ڈاکٹر طارق رفیع نے کہا کہ اسٹریٹجک پارٹنرشپ کے ذریعے ہم ایڈمیا اور انڈسٹری کے درمیان خلیج کو ختم کرنے کی کوشش میں ہیں لیڈروں، پریکٹیشنرز، پالیسی سازوں کو اکٹھا ہو کر کام کرنے کی ضرورت ہے، ڈین ایس بی ایس اور کانفرنس کے چیئر ڈاکٹر عبداللہ ظفر شیخ نے خیر مقدمی کلمات پیش کیے اور کاروبار میں کامیابی کیلئے آرٹیفیشل انٹیلیجنس کی صلاحیت پر روشنی ڈالتے ہوئے کہا کہ ہم ایک ایسے دور میں جی رہے ہیں جو مصنوعی ذہانت کے بغیر تقریباً ناممکن ہے، ایسوسی ایٹ پروفیسر ایس بی ایس اور کانفرنس کنوینر ڈاکٹر ارم صبا نے تعارفی کلمات پیش کیے، انہوں نے مزید کہا کہ اس تیسری کانفرنس میں 130 تحقیقی مقالے (دنیا بھر سے) مضامین اور کیس اسٹڈیز جمع کرائے گئے، کانفرنس میں پاکستان کی 15 سے زائد یونیورسٹیوں نے شرکت کی، آئی بی اے کو آرٹیفیشل انٹیلیجنس اور اس کی باریکیوں پر فکری گفتگو کے لیے یہ پلیٹ فارم فراہم کرنے پر خوشی ہے، یونیورسٹی کالج لندن کی ڈائریکٹر ڈاکٹر نورا کوٹن نے کہا ہمارے موجودہ ماڈل میں جدت کے بغیر یونیورسٹی ہیلتھ کیئر کا حصول ناممکن ہے اور ہمیں سے جدت اور آرٹیفیشل انٹیلیجنس آتے ہیں، کانفرنس کے مقررین میں ہیلتھ کیئر کے لیے لیڈرشپ اینڈ مینجمنٹ کے پروفیسر اور گلوبل بزنس اسکول فار ہیلتھ، یونیورسٹی کالج لندن (یوسی ایل) کے ڈائریکٹر ڈاکٹر نورا کوٹن سمیت دیگر شامل تھے، کانفرنس میں قومی اور بین الاقوامی ماہرین تعلیم، محققین، پریکٹیشنرز، طلباء اور مقررین نے بھی شرکت کی۔



May 31st 2024

News Link:

<https://thefrontierpost.com/epaper-3/>

IBA-SBS 3rd International Conference 2024 organized

F.P. Report

KARACHI: School of Business Studies (SBS), Institute of Business Administration (IBA) Karachi, organized IBA-SBS 3rd International Conference 2024 on 'Innovation and Disruption: Business Success Through AI' at Main Campus, IBA.

Esteemed national and international academicians, researchers, practitioners, students and speakers participated in the conference.

Executive Director, IBA Karachi, Dr. S Akbar Zaidi, warmly welcomed the attendees to a dynamic conference featuring presentations and discussions on AI in business, innovation, and entrepreneurship.

In his opening remarks, he stated, "The presence of artificial intelligence is causing major interference, disruption in how we think about life and the School of Business Studies is particularly impacted by such interferences and innovations."

This makes it pivotal to hold such conferences addressing the evolving

challenges and opportunities presented by AI. Furthermore, Dr. Zaidi recognized the SBS for hosting its 3rd international conference on the pertinent topic of AI, emphasizing that we are behind the curve in Pakistan on this front and therefore need to catch up and adapt as faculty.

Welcome remarks were given by Dean SBS and Conference Chair, Dr. Abdullah Zafar Sheikh, who shed light on the potential of AI to drive business success. Dr. Sheikh stated, "We are living in an era which is nearly impossible without artificial intelligence. Universities are key actors in the development of digital culture and business schools take center stage when it comes to such discussions and dialogues."

He further emphasized that "The goal of business school is to ensure that our curriculum and pedagogy is sufficiently technology infused and how we can leverage from artificial intelligence and digital transformation."

Associate Professor SBS

and Conference Convener, Dr. Irum Saba, delivered the introductory remarks, emphasizing the uniqueness of IBA's SBS International Conference in bringing together academic scholars from Pakistan and around the world, along with industry practitioners.

She added that this third conference received 130 research papers (from around the world), articles, and case studies submissions.

More than 15 universities of Pakistan participated in the conference and the IBA is delighted to provide this platform for intellectual discourse on AI and its nuances.

Chairman, Higher Education Commission (HEC), Sindh and Guest of Honor, Dr. Tariq Rafi, commended IBA for organizing the conference on such a relevant topic. He shared his thoughts on how artificial intelligence can be applied in education. He stated, "Through strategic partnership with industry leaders, development agencies, and international organizations, we are working to bridge

the gap between the academia and the industry."

He added that by bringing together leaders, practitioners, policy makers from around the world, we can collectively explore the possibilities, challenges, and ethical complications of AI-driven innovations and disruptions.

Federal Minister, Maritime Affairs, Pakistan and Chief Guest, Mr. Qaiser Ahmed Sheikh, highlighted the importance of AI in modernizing industries and improving operational efficiencies.

He stated, "Today's topic of Artificial Intelligence is of great importance. Businesses in Pakistan, many of which are family-run, have not taken advantage of the innovations of AI." He emphasized the significance of AI, as it offers immense opportunities for our youth and can propel our country towards greater economic achievements.

Keynote speakers at the conference included Professor of Leadership & Management for Healthcare and Director of Global



Business School for Health, University College London (UCL), Dr. Nora Colton; Department Chair of DAN Management, Western University, Canada, Dr. Geoffrey Wood; and Associate Professor of Finance, Montpellier Business School, France, and Poznam University of Economics and Business, Poland, Dr. Adam Zaremba.

Dr. Colton in her keynote address stated, "Universal healthcare is impossible to achieve in our current model without

innovation. And that's where innovation and AI come in.

Health needs cannot be left unaddressed." She emphasized the critical role of AI and innovation in transforming global healthcare. She also highlighted challenges like workforce shortages, rising costs, and the impacts of pandemics and climate change.

Using UCL as a case study, she stressed the importance of systemic technology adoption to improve healthcare effi-

ciency and productivity.

Dr. Wood focused on several critical aspects of AI and its implications, focusing on five components: significant events, calibrating intelligence, the double-edged sword of technology, AI and its associated hype, and an overview of AI's workings, including a detailed exploration of how AI works, along with the questions and challenges it raises. He emphasized the challenges of integrating AI with humanity, noting that while

technology offers substantial benefits, it can also have unforeseen consequences. Additionally, Dr. Wood addressed the ethical responsibilities involved in the development and application of AI, urging a more profound consideration of these factors.

Multiple panel discussions, keynote addresses, and parallel technical sessions took place on both days of the conference, delving into the intricacies of AI, innovation, and business disruption.

May 30th 2024

News Link:

<https://www.dailyparliamenttimes.com/2024/05/30/iba-karachi-organizes-iba-sbs-3rd-international-conference-2024-on-innovation-and-disruption-business-success-through-ai/>



KARACHI (PR) : School of Business Studies (SBS), Institute of Business Administration (IBA) Karachi, organized IBA-SBS 3rd International Conference 2024 on 'Innovation and Disruption: Business Success Through AI' at Main Campus, IBA. Esteemed national and international academicians, researchers, practitioners, students, and speakers participated in the conference.

May 30th 2024

News Link:

<https://thepakistantimes.com.pk/3rd-international-conference-2024-innovation-disruption-business-success/>

3rd International Conference 2024, Innovation & Disruption Business success

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Federal Minister Maritime Affairs Mr. Qaiser Ahmed Shaikh attended 3rd International Conference 2024, Innovation & Disruption Business success through AI as Chief Guest at IBA School of Business Studies (SBS) at Karachi.



May 30th 2024

News Link:

<https://newsupdatetimes.com/iba-sbs-3rd-international-conference-2024/>

IBA-SBS 3rd International Conference 2024

By **admin** - May 30, 2024



'Innovation and Disruption: Business Success Through AI' – IBA-SBS 3rd International Conference 2024

"In today's rapidly evolving landscape, innovation and disruption are not just buzzwords. They are imperative for survival and growth."



May 30th 2024

News Link:

<https://pakeconet.com.pk/story/118551/federal-minister-maritime-affairs-mr-qaiser-ahmed-shaikh-attended-3rd-international-conference-2024-innovation-disruption-business-success-through-ai/>

LATEST NEWS

Federal Minister Maritime Affairs Mr. Qaiser Ahmed Shaikh attended 3rd International Conference 2024, Innovation & Disruption: Business success through AI



By (PEN) – May 30, 2024

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تصاویر

آئی بی اے تحت کاروباری کامیابی پر تیسری بین الاقوامی کانفرنس 2024ء کے شرکاء کا گروپ فوٹو

جسارت نیوز May 31, 2024, 1:42 AM



May 31st 2024

News Link:

<https://epaper.jasarat.com/2024/05/31/240531-05-29/>



آئی بی اے تحت کاروباری کامیابی پر تیسری بین الاقوامی کانفرنس 2024ء کے شرکاء کا گروپ فوٹو



May 31st 2024

News Link:

<https://youtu.be/yVswolWLq6c>





May 31st 2024

News Link:

https://www.youtube.com/watch?v=Urv5_E2UVXk

IBA 566
PANEL DISCUSSION
"BUSINESS SUCCESS THROUGH AI"

PANELISTS

MR. ADAR AHMED MUI
Chief Executive & International Relations Officer, Trade Bank Limited

MR. FARUKH SAJJWANI
Chairman & Independent Director, Central Depository Company

DR. SARA SAIED KHORRAM
Co-Founder and CEO, Sahel Kahane

DR. ABDUL BASIT SHAIKH
Assistant Professor - Management, School of Business Studies, IBA

www.youtube.com/c/VenusHDPk www.venustv.net

The image shows a promotional banner for a panel discussion. At the top left is the IBA 566 logo. The main title is 'PANEL DISCUSSION "BUSINESS SUCCESS THROUGH AI"'. Below this, the word 'PANELISTS' is written. There are five circular portraits of the panelists. The first row contains three portraits: Mr. Adar Ahmed Mui, Mr. Farukh Sajjwani, and Dr. Sara Saied Khorram. The second row contains two portraits: Mr. Adar Ahmed Mui and Dr. Abdul Basit Shaikh. At the bottom, there are two website URLs: www.youtube.com/c/VenusHDPk and www.venustv.net. The Venus HD logo is also visible in the top right corner.



June 03rd 2024

آءِ بي اي ڪراچي ۾ اي آءِ سان واڳيل معاملن ۽ ڪاروباري ڪاميابي تي عالمي ڪانفرنس

اي آءِ جي جدت ۽ خلل وجهڻ وارا معاملن بچاءَ ۽ ترقي سان واڳيل آهن: ايڇ اي سي چيئرمين ڊاڪٽر طارق رفيه



وڌي. ڊاڪٽر شيخ چيو ته اسان هڪ اهڙي دور ۾ رهون ٿا جيڪو مصنوعي ذهانت کان سواءِ تقريباً ناممڪن آهي. جڏهن اهڙي ڳالهه اچي ٿي ته يونيورسٽيون ڊجيٽل ڪلچر جي ترقي ۾ اهم ڪردار ادا ڪن ٿيون ۽ ڪاروباري اسڪول اسٽيج جو مرڪز آهن. ايسوسيئٽ پروفيسر ايس بي ايس ۽ ڪانفرنس ڪنوينر ڊاڪٽر ارم صبا تعارفي تقرير ۾ آءِ بي اي جي ايس بي ايس انٽرنيشنل ڪانفرنس جي انفراديت تي روشني وڌي ته ڪيئن پاڪستان ۽ سڄي دنيا مان تعليمي ماهرن ۽ صنعتڪارن کي گڏ ڪيو ويو آهي. ڪانفرنس ۾ اهم مقررين ۾ صحت جي سنڀال لاءِ ليڊرشپ ۽ انتظار جي پروفيسر ۽ صحت لاءِ گلوبل بزنس اسڪول جي ڊائريڪٽر يونيورسٽي ڪاليج لنڊن (UCL) ڊاڪٽر نورا ڪولٽن؛ ڊپارٽمينٽ چيئر آف DAN ميٽيجمينٽ، ويسٽرن يونيورسٽي، ڪيٿاڊا، ڊاڪٽر جيو فري ووڊ ۽ ماليات جو ايسوسيئٽ پروفيسر، مونٽپيلير بزنس اسڪول، فرانس، ۽ پوزنار يونيورسٽي آف اڪنامڪس اينڊ بزنس، پولينڊ. ڊاڪٽر آدم زرمبا شامل هئا. ڊاڪٽر ڪالٽن پنهنجي اهم خطاب ۾ چيو ته عالمي صحت جي سار سنڀال سان اسان جي موجوده ماڊل ۾ جدت کان سواءِ حاصل ڪرڻ ناممڪن آهي. ۽ اهو ئي آهي جتي جدت ۽ اي آءِ جو واراچي ٿو پن ڏينهن واري ڪانفرنس دوران پينل بحث، اهم خطاب ۽ ٽيڪنيڪل سيشن ٿيا جنهن ۾ اي آءِ جي پيچيدگين کي ڳولڻ، جدت ۽ ڪاروباري رنڊڪن تي ڳالهائون ويو.

ڪراچي (پ ر) اسڪول آف بزنس اسٽڊيز (SBS)، انسٽيٽيوٽ آف بزنس ايڊمنسٽريشن (IBA) ڪراچي جي مڪ ڪيمپس ۾ ٽئين آءِ بي اي ايس بي ايس عالمي ڪانفرنس 2024 'جدت ۽ خلل: AI ذريعي ڪاروباري ڪاميابي' جي عنوان سان ڪوٺائي وئي. ڪانفرنس ۾ معزز قومي ۽ عالمي تعليمي ماهرن، محقق مقرر سميت شاگردن شرڪت ڪئي. ايگزيڪيوٽو ڊائريڪٽر IBA ڪراچي، ڊاڪٽر ايس اڪبر زبدي، ڪانفرنس ۾ ڪاروبار ۾ AI تي ڳالهائڻ ۽ جدت ۽ ڪاروبار تي بحث ڪرڻ لاءِ شرڪت ڪندڙن جي آجيان ڪئي. آجپائي واري خطاب ۾ هن چيو ته مصنوعي ذهانت جي موجودگي اسان جي زندگي جي باري ۾ سوچڻ ۾ وڏي مداخلت جو سبب بڻجي رهي آهي ۽ اسڪول آف بزنس اسٽڊيز خاص طور تي اهڙين مداخلتن ۽ جدت کان متاثر ٿيو آهي. ترقي يافتہ چئلينجن کي منهن ڏيڻ ۽ AI پاران پيش ڪيل موقعن تي اهڙيون ڪانفرنسون منعقد ڪرڻ انتهائي ضروري آهي. ڊاڪٽر زبدي وڌيڪ چيو ته ايس بي اي جي ميزباني ۾ اي آءِ جي لاڳاپيل موضوع تي ٽئين عالمي ڪانفرنس ان ڳالهه تي زور ڀري ٿي ته ان معاد تي پاڪستان ڪٿي آهي، تنهن ڪري ان کي فيڪلٽي جي طور تي اختيار ڪرڻ جي ضرورت آهي. دين ايس بي ايس ۽ ڪانفرنس جي چيئرمين ڊاڪٽر عبدالله ظفر شيخ پاران آجپائي واري تقرير ڪئي وئي جنهن ۾ هن ڪاروباري ڪاميابي کي هلائڻ لاءِ AI جي صلاحيت تي روشني