

NEWSLETTER



NUST
BUSINESS SCHOOL

NBS 25



behind our
YEARS OF
VISION, IMPACT
& INNOVATION



CONTENT



Principal's Message **3**

Editor's Note **4**

Spotlight Features **5**

Faculty Achievements **5**

Alumni Achievers **6**

Students Success Stories **8**

Academic Updates **9**

Accreditation Status **9**

Student Life & Achievements **10**

Competitions & Achievements **15**

International & Industrial Visits **18**

Research Impact **19**

Global & Community Impact **20**

Strategic Collaborations **21**

Industrial Academia Linkages **21**

Innovation & Entrepreneurship **23**

Internationalization **26**

Capacity Building & **27**

Knowledge Exchange

Training and Workshops **27**

Seminars & Symposiums **29**

PRINCIPAL'S MESSAGE

Celebrating 25 Years of NBS

Dear NBS Community,

It is with immense pride and gratitude that we mark 25 years of NUST Business School, a journey defined by vision, perseverance, and excellence. What began as a modest initiative has grown into a distinguished institution that continues to inspire innovation, shape future leaders, and contribute meaningfully to both the national and global business landscape.

This edition of our newsletter is especially significant as it commemorates this remarkable milestone. Over the past quarter-century, NBS has not only delivered quality education but has nurtured a vibrant community of thinkers, doers, and change-makers. Our alumni, now excelling across industries and continents, stand as a powerful testament to the values, resilience, and impact of our institution.

As we celebrate 25 years of excellence, we do so with deep appreciation for the students, faculty, staff, partners, and supporters who have been integral to this journey. But this milestone is not just about honoring the past, it is also a reaffirmation of our commitment to the future. With renewed energy and purpose, we look ahead to the next chapter, ready to embrace new opportunities, drive meaningful change, and continue building a legacy of leadership and innovation.

Let us continue to grow, lead, and build together.

Dr. Naukhez Sarwar
Principal & Dean
NUST Business School



EDITOR'S NOTE



Dear Readers,

It is my pleasure to welcome you to this edition of the NUST Business School newsletter.

Each story featured here reflects the energy, collaboration, and ambition that define our community. From impactful partnerships and executive education programs to initiatives that empower the next generation, these stories highlight the values we hold close at NUST Business School: excellence, inclusion, and innovation.

At the heart of everything we do is a shared commitment to meaningful progress; whether its through education, collaboration, or community impact. I hope this newsletter serves not only as an update but also as a source of pride and inspiration for all who are part of our journey.

DR. SANA IMRAN
EDITOR-IN-CHIEF



Working alongside Dr. Sana Imran, whose editorial depth shaped the foundation of this issue, has been both inspiring and rewarding. It was our shared goal to ensure that every page reflects the dynamic identity of NBS: bold, sophisticated, and future-forward.

Thank you for turning the pages with us. May you find as much pride in this edition as we found joy in creating it.

With appreciation,

Ms. SUNDUS DURRANI
EDITOR DESIGN & VISUAL CURATION LEAD



Greetings!

Its been a real honour to be part of this special edition of the NUST Business School newsletter, celebrating 25 years of excellence and impact. Going through its content was truly inspiring, showcasing the strength, resilience, and achievements of our scholars making their mark around the world. As we celebrate this milestone, I hope the stories within spark pride, stir memories, and inspire us all to dream bigger, work together, and keep building on the incredible legacy of NBS.

Happy reading!

DR. NIDA ABBAS
REVIEW EDITOR

SPOTLIGHT FEATURES

FACULTY ACHIEVEMENTS

Principal & Dean NUST Business School (NBS) was invited to serve as a distinguished keynote speaker at the ACCA Asia Pacific Dialogue 2024, held in Hanoi, Vietnam, from 28th to 29th May 2024.

This landmark regional conference, hosted by the Association of Chartered Certified Accountants (ACCA), brought together global leaders, policymakers, corporate executives, and academicians to explore pressing challenges and opportunities across Asia Pacific. With over 500 delegates from 13 countries, the event provided a robust platform for cross-border collaboration and dialogue.

Representing NBS and Pakistan's academic voice on a global stage, the principal delivered insights on the keynote theme: "Empowering Learners through Technology-Enhanced Personalised Learning." The address emphasized the transformative power of AI-driven education, digital tools, and learner-centric strategies in shaping the future of higher education across borders.



NUST Business School (NBS) Team Awarded Highly Competitive British Council DIP Grant for Disability Inclusion in Higher Education



NUST Business School (NBS) was recently awarded a competitive grant of £24,420.03 under the British Council's Disability Inclusion Partnerships (DIP) initiative. The grant was secured by Professor Dr. Asfia Obaid (Principal Investigator) alongside Dr. Fatima Saman Qaiser and Dr. Lubaba Sadaf (Co-Principal Investigators), in recognition of their commitment to promoting inclusive education across borders.

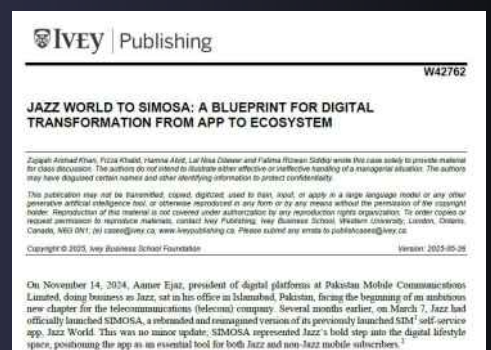
This multidisciplinary project represents a successful international collaboration with Dr. Seemab Farooqi (Principal Investigator) and Dr. Ying Wu (Deputy & Co-Principal Investigator) from the University of Dundee, UK. Titled Fostering Education Inclusion: Strengthening Accessibility and Support for Students with Disabilities in Higher Education, the initiative focuses on enhancing digital accessibility, developing inclusive teaching practices, and establishing peer support networks—paving the way for greater inclusion and equity in higher education.

From JazzWorld to SIMOSA: A Case Study on Pakistan's Digital Transformation Journey

In a major milestone for Pakistan's business and innovation academia, a groundbreaking case study developed at NUST Business School has been officially published by Ivey Publishing, one of the world's leading providers of business case studies. Titled "JazzWorld to SIMOSA: A Blueprint for Digital Transformation from App to Ecosystem," the case captures one of the most ambitious product evolutions in Pakistan's digital economy and is now part of Ivey's global distribution network, reaching over 25,000 educators and professionals across 168 countries.

The case was authored by a team of students and faculty from NUST Business School under the academic supervision of Dr. Fizza Khalid. It was developed in close collaboration with industry experts and Jazz's internal product leadership, including key insights from SIMOSA team—ensuring the case remained authentic to Jazz's brand journey while meeting Ivey's rigorous academic standards.

The full case is available through Ivey Publishing here: <https://www.iveypublishing.ca/s/product/jazz-world-to-simosa-a-blueprint-for-digital-transformation-from-app-to-ecosystem/01tOF000008HNY7YAG>



Prof. Abdullah Mohsin represented NUST as a speaker at a conference in Chongqing, China as part of the 5th APUCEN Summit

Professor of Practice at the Department of Finance and Investment, represented NUST as a speaker at the 5th APUCEN Summit held in Chongqing, China. APUCEN (Asia-Pacific University-Community Engagement Network) is a regional consortium dedicated to promoting inclusive, participatory, and impactful university-community engagement.

The summit provided a valuable platform to showcase NUST's community engagement efforts and connect with representatives from top institutions of Malaysia, Thailand, Indonesia, Brunei Darussalam, and other East Asian countries. NUST's participation reaffirmed its role as a leading institution in advancing socially responsive higher education in Pakistan.



Mr. Hassan Waqar Raja Represents NBS in High-Level Forums on Pakistan's Digital Future and International Cooperation



spoke at a tri-party session hosted by NUST in collaboration with the OIC Standing Committee on Scientific and Technological Cooperation (COMSTECH) and the Sino-International Entrepreneurs Federation (SIEF). Addressing an audience of policymakers, entrepreneurs, and international delegates, he highlighted global best practices from which Pakistani experts could draw inspiration and identified priority domains for future cooperation among the participating stakeholders education in Pakistan.

In May 2025, Mr. Hassan Waqar Raja, Associate Professor (Practice) at NUST Business School, represented NBS at the CPEC 2.0: Digital Leap session, organized by the Pakistan Institute of Development Economics (PIDE) under the URAAN Pakistan banner. The colloquium brought together leading experts to discuss critical drivers of Pakistan's digital transformation, where Mr. Raja shared strategic insights on the nation's readiness for a tech-enabled future.

Continuing his thought leadership, in June 2025, Mr. Raja



ALUMNI ACHIEVERS: JOURNEYS THAT INSPIRE

BILAL KHAN

Bilal Khan is a business development professional with over 15 years of international experience in venture capital, technology, and telecommunications. Based in Switzerland, he serves as Senior Start-up & VC Business Development Manager at Amazon Web Services (AWS), working with venture capital firms, accelerators, and universities to support start-ups in their growth journey.

He previously held senior roles at Kido Dynamics SA, a data analytics company in LATAM and EMEA, where he led commercial programs and product development, and at Telenor Pakistan, where he advanced to Regional Director, driving growth and digital transformation.

A graduate of NUST Business School (BBA 2000–2003, MBA 2003–2004) and IMD Lausanne, Bilal is also AWS certified in AI and Solutions Architecture. His journey reflects resilience, innovation, and a global outlook, underscoring the impact of NUST alumni worldwide.



DR. AISHA AZHAR

Dr. Ayesha Azhar earned her MBA from NUST in 2003 and later completed her PhD and Master's in Public Administration & Policy from Florida State University as a Fulbright Scholar. She is Associate Professor and Dean at the School of Governance and Society, UMT, and Honorary Dean at ZFI, USA.

A BIARI 2017 participant at Brown University, she is affiliated with CHRHS, researching humanitarian policy, digital governance, and ethical AI. She led funded projects on public health, humanitarian governance, and digital transformation, including a 2023 CHRHS Seed Grant on polio and the War on Terror. She also worked as a consultant for the Aga Khan Development Network (AKDN) and is a published researcher.

MUHAMMAD JUNAID KHAN

LEADING HEALTHCARE TRANSFORMATION ACROSS CONTINENTS

In a proud milestone for NUST Business School (NBS), Muhammad Junaid Khan (MBA, Class of 2005) was appointed Chairman of the Board at Circle Health Group, the UK's largest private hospital network, in December 2024—a rare achievement for a non-UK national. Circle Health, a FTSE-listed institution, runs 54 hospitals with 9,000+ employees. Since 2023, Junaid has served as Group Chief of Planning & Performance at PureHealth (ADX: PUREHEALTH), the Middle East's largest healthcare platform generating \$6B+ annually. In 2025, he also assumed leadership of its Hospitals & Clinics Cluster, overseeing the UAE's largest clinical network. He reflects: "The strategic and financial discipline I gained from NBS, especially under the mentorship of Prof. Naukhez Sarwar and Dr. Asfia Obaid, shaped my approach to leadership and value creation. That early rigor stayed with me across industries, countries, and boardrooms."



SUMAIYA NOOR

Sumaiya is a globally recognized leader with 15+ years in Product Management, AI, Digital Transformation, and Talent Management. She is Chief Product Officer at a pioneering AI and Web3.0 company and has served as Chief Product Strategy Officer and VP HR & Digital Transformation. Her career includes leadership at IBM, Telenor, Fortune 100s, and startups across 6 continents. A Fulbright Scholar, INSEAD-certified Digital Strategy Consultant, Certified PM, and IBM Leadership Program graduate, she holds an MS/MBA from Purdue. She led tech M&A in 50+ countries, closed multi-million-dollar funding rounds, is a published author and global keynote speaker, and serves on a corporate board and multiple global councils.

MARZIA SALEEM

Marzia Saleem, MBA Class of 2013, is a civil servant and a member of the Pakistan Administrative Service. She recently completed the Hubert H. Humphrey Fellowship at the University of Minnesota's Humphrey School of Public Affairs, an opportunity that further deepened her expertise in governance, policy innovation, and economic resilience.

She is currently serving as Additional Commissioner at the Punjab Revenue Authority, where she is leading reforms to modernize revenue administration, enhance service delivery, and promote transparent, citizen-focused frameworks. Earlier in her career, she served as a field officer, driving initiatives in digitization and e-governance to strengthen institutional capacity and improve public services.

Her professional journey reflects dedication to public service and highlights the meaningful contributions of NUST Business School alumni in governance and development.



STUDENTS SUCCESS STORIES

SIDRAH UMAR

REPRESENTS PAKISTAN IN QATAR

Sidrah Umar, MS in Innovation and Entrepreneurship, Class of 2021, proudly represented Pakistan at the prestigious international conference, "Fostering Global Connections and Collaborations," held in Qatar from June 2–5, 2024.

Selected as a partially funded delegate, Sidrah showcased exceptional dedication and academic excellence. The event brought together forward-thinking minds from across the globe, and Sidrah's participation highlighted Pakistan's growing presence in the fields of innovation and entrepreneurship.



MISBAH FAIZ

SELECTED FOR INTERNATIONAL VISITORS LEADERSHIP PROGRAM (IVLP)



Misbah Faiz, PhD Scholar and TVF at NUST Business School, was selected for the International Visitors Leadership Program (IVLP) in the United States one of the most prestigious professional exchange programs globally.

Misbah was the only woman entrepreneur selected from Pakistan to participate in the

IVLP project titled "Women and Entrepreneurship." During her visit, she explored diverse entrepreneurial ecosystems across Washington D.C., New York, Pennsylvania, and Nebraska, gaining valuable insights into innovation, policy, and leadership.

In recognition of her contributions, Misbah was also honored with Honorary Citizenship of Lincoln, Nebraska, by the city's Mayor an extraordinary accolade and a proud moment for Pakistan.



ACADEMIC UPDATES

ACCREDITATION STATUS

NBS's COMMITMENT TO QUALITY AND EXCELLENCE: ADVANCING THROUGH TRIPLE ACCREDITATION

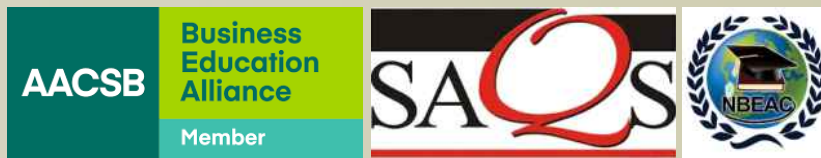


NUST Business School (NBS) continues to demonstrate its strong commitment to academic excellence and continuous improvement through its pursuit of the AACSB, SAQS, and NBEAC accreditations.

NBS became a member and entered the AACSB accreditation process in 2019. Within four years, NBS achieved all major milestones and was invited by AACSB to proceed to the Peer Review Team (PRT) visit in 2026, marking the concluding phase of the accreditation process. This milestone reflects NBS's sustained efforts to embed quality assurance and strategic alignment across teaching, research, and governance. In parallel, NBS is advancing toward accreditation under the South Asian Quality Assurance System (SAQS), a regional framework developed by AMDISA for excellence in management education. The process is expected to be completed in 2026 as well.

At the national level, NBS maintains its commitment to excellence through NBEAC accreditation by HEC Islamabad. Awarded the highest W category in 2020 for exceeding national standards, the school is now preparing for reaccreditation, with the process expected to conclude by late 2025.

These accreditation initiatives reflect NBS's unwavering pursuit for excellence, accountability, and global relevance in business education, reaffirming our commitment to delivering impactful, quality-driven learning experiences.



AACSB MENTOR'S VISIT AT NBS MARKS SIGNIFICANT PROGRESS TOWARD ACCREDITATION

In November 2024, NBS welcomed AACSB Mentor Dr. Bahman Mirshab, Dean of Lawrence Technological University, USA. The visit entailed a series of consultative meetings with NBS leadership, faculty, and administrative staff. These sessions centered around progress made in the areas of strategic management and innovation, assurance of learning, faculty qualifications, engagement, and impact, which are core components of the AACSB standards.

Dr. Mirshab provided constructive feedback and validated the school's efforts, commending the progress and the robustness of the internal reporting mechanisms.



STUDENT LIFE & ACHIEVEMENTS

Homecoming 24:

NBS Celebrates 25 Years of Excellence, Legacy, and Connection



This year marked a momentous milestone as NUST Business School (NBS) proudly celebrated 25 years of excellence, growth, and impact. From its modest beginnings to becoming a hub of innovation and leadership, the journey of NBS stands as a proof to the vision, perseverance, and achievements of its students, faculty, and alumni.

In a truly heartwarming celebration, over 350 alumni returned to campus for a nostalgic homecoming event, reconnecting with old friends, mentors, and the vibrant spirit of their alma mater. The gathering not only revived fond memories but also highlighted the deep-rooted bond that continues to unite the NBS community across generations.

The evening culminated in a spellbinding Qawwali performance by the Bakshi Brothers, whose soulful melodies cast a magical spell on the audience, making the night one to remember. As we look back on 25 years of remarkable accomplishments, we also look ahead with renewed purpose and passion, confident that NBS will continue to inspire and lead for decades to come.



NIMUN 25: Forging the Future

The 11th edition of the NUST International Model United Nations (NIMUN), a flagship event of NUST Business School, commenced on January 16, 2025. Centered around the theme "Forging the Future," this milestone event continues to inspire youth by fostering awareness of global challenges and cultivating leadership skills. This four-day event scheduled between January 16th to 19th, 2025 at NUST, brought together over 450 students from across Pakistan and abroad to participate in committee sessions, social events, and a diplomatic meet.

The opening ceremony was graced by the esteemed United Nations Resident Coordinator, Mohamed Yahya, as the chief guest. In his address, the UNRC commended Pakistan's unwavering commitment to the United Nations' objectives and emphasized the importance of youth engagement in achieving sustainable development and global peace.



Dr Osman Ahmed, Pro Rector (Academics) lauded this year's theme and its emphasis on addressing pressing global challenges.

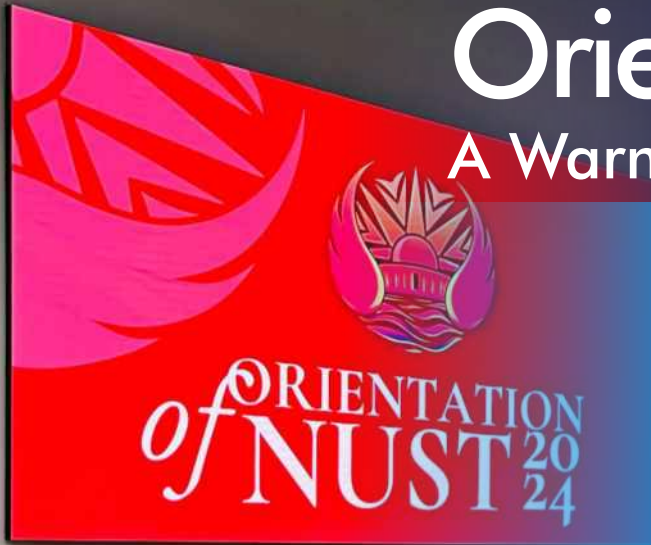
Principal & Dean, NUST Business School, Dr. Naukhez Sarwar, expressed gratitude to the Chief Guest and dignitaries for their invaluable presence and support, highlighting how their encouragement strengthens the vision and mission of NIMUN.

Over the course of the event, participants engaged in rigorous debates and discussions across various committees, tackling real-world issues such as climate change, human rights, and international security. The diplomatic meet aims to provide a unique opportunity for participants to network with diplomats, policymakers, and thought leaders, offering insights into international relations.

The social events, including open networking complimented by soulful Qawwali performance and a cultural evening, injected vibrance into the conference, providing attendees with a platform to unwind and celebrate the spirit of unity and diversity.



Orientation 2024: A Warm Welcome to the NBS Family



Orientation 2024 at NUST Business School (NBS) set the tone for a vibrant new academic year, warmly welcoming new students and their parents into the NBS community. The event provided a comprehensive introduction to life at NBS, creating an atmosphere of excitement, curiosity, and connection.

Attendees had the opportunity to engage directly with the Principal and Heads of Departments, gaining valuable insights into academic programs, expectations, and the dynamic culture that defines NBS. The session also included ice-breaking activities designed to help students connect with peers, as well as discussions on campus resources and community engagement opportunities.

With a strong emphasis on academic excellence and personal growth, Orientation 2024 successfully set the stage for students to embark on a transformative journey at NBS, one rooted in learning, leadership, and lifelong friendships.



Convocation 2024: NBS Holds 15th Convocation to Celebrate Academic Excellence



On October 30, 2024, NUST Business School (NBS) proudly held its 15th Convocation Ceremony at the Jinnah Auditorium, NUST Islamabad. The event was a celebration of academic achievement, perseverance, and the bright future that lies ahead for the graduating class.

Degrees were conferred upon students from various programs, marking the culmination of years of dedication, learning, and growth. Faculty, family members, and distinguished guests gathered to honor the graduates as they stepped into a new chapter of their lives, ready to lead with knowledge, integrity, and purpose.

BBA Students Exhibit Innovation at FYP Poster Presentation



Another important milestone of the Students' Final Year Project (FYP) journey was a dynamic Poster Presentation event, where they showcased their innovative ideas and entrepreneurial thinking. The event served as a platform for students to present their research, business models, and strategic insights in a creative and engaging format.

What made the presentation even more impactful was the presence of distinguished industry professionals, who evaluated the projects and provided constructive feedback. Their insights offered students a valuable real-world perspective, enriching the academic experience and strengthening the vital link between academia and industry.

The event reflected the spirit of innovation and excellence that NBS instills in its students preparing them to tackle real-world business challenges with confidence and creativity.

NBS Promotes Inclusive Research through DEI Poster Competition

NUST Business School (NBS) hosted an insightful poster competition on the theme "Diversity, Equity, and Inclusion (DEI) in Research," bringing together a diverse array of ideas and perspectives from both undergraduate and postgraduate students.

The event provided a platform for students to explore and present strategies for fostering inclusivity in research and academic practice, emphasizing the importance of representation, accessibility, and equity in knowledge creation.

Posters were evaluated by a distinguished panel of judges - Dr. Sadia Nadeem (Dean & Professor, FAST NUCES), Ms. Farah Sheikh (Head of Talent, Learning and Culture, Jazz), and Mr. Zahid Mubarik (CEO, HR Metrics), who offered thoughtful feedback and commended the students for their originality, depth, and relevance.

The competition not only showcased academic creativity but also reinforced NBS's commitment to inclusive excellence and socially responsible research.



ROX Focus Group Session

Jazz in collaboration with NUST Business School organized an interactive focus group centered around the ROX app. Over 50 students participated in this engaging session. The session gathered invaluable feedback to shape a more student-centric and Gen-Z friendly digital experience, ensuring the app meets the evolving needs of its youthful user base.



NUST Debating Society making a Mark

The year was exceptionally productive for the NUST Debating Society (NDS), operating under the supervision of Dr. Muhammad Adil Iqbal, Faculty Sponsor of NUST Debating Society and Assistant Professor at NUST Business School. The society successfully organized impactful activities, including the Observance of Kashmir Black Day, a Guest Lecture on Seerat-Un-Nabi ﷺ and its relevance to time management in business, NDS Orientation, and the NUST Inter-University Declamation Contest.

NDS also trained and sent students to participate in various declamations and parliamentary debate competitions across Pakistan, showcasing NUST's talent and intellectual prowess.



Plantation Drive



In collaboration with Climate Hub Forum, NBS received a donation of 450 indigenous plants as part of a plantation drive. The ceremonial plantation event, attended by Dr. Naukhez Sarwar and Mr. Aamir Sadozai, CEO of Climate Hub Forum, marked NBS's dedication to environmental sustainability and a greener campus.



COMPETITIONS & ACHIEVEMENTS

INTERNATIONAL & NATIONAL COMPETITIONS

NBS TRIUMPH AT INTERNATIONAL EDVENTURE & MANARA COMPETITION: BUILDING ALLIES OF PARTNERSHIP

Under the guidance of Dr. Sana Imran, a dynamic team of BBA students from NUST Business School showcased exceptional talent and teamwork at the prestigious International Edventure & Manara Competition titled "Building Allies of Coexistence." The team comprised of Zujajah Arshad, Fatima Rizwan Siddiqui, Sahar Arshad, and Lal Nisa Dilawar, competed on the global stage with an innovative and inclusive campaign.

This campaign emphasized the importance of fostering strong, inclusive partnerships in today's interconnected world. Their visionary approach and compelling presentation impressed the international jury, earning them the first-place award among numerous competing teams.

As a result of their victory, the team won a fully sponsored trip to Abu Dhabi, where they had the unique opportunity



to present their campaign at New York University (NYU) Abu Dhabi, engaging with global thought leaders and fellow innovators.

In addition to this remarkable recognition, the team received a cash award of USD 5,000, a testament to their creativity, dedication, and impact.

This achievement not only highlights the academic excellence nurtured at NUST Business School but also reflects the school's commitment to empowering students to become global leaders and changemakers.

Congratulations to the winning team! Your success inspires us all to build bridges, foster partnerships, and shape a better future.



HEC PAKISTAN UNIVERSITIES DEBATING CHAMPIONSHIP 2024-25 - ENGLISH CATEGORY WINNER



NUST won the First Place in English Category of HEC's Pakistan Universities Debating Championship 2024-25, Regional Round (ICT, Rawalpindi, Wah, Taxila, AJK & G-B). 30 National Universities competed in the Championship which took place on February 26, 2025 and was simultaneously held in NUML Auditorium and HEC Auditorium. NUST English Team comprised of members of NUST Debating Society (NDS) which included Ms. Riya Fatima (NBS), Mr. Shahmir Muhammad (SMME) and Ms. Tayyaba Naveed (SECS). With the support of NUST Student Affairs Directorate, NUST Debating Society functions under the supervision and oversight of NUST Business School.



HEC PAKISTAN UNIVERSITIES DEBATING CHAMPIONSHIP 2023-24 - NATIONAL ROUND WINNERS

NUST won 1st Position in the English category of National Round of HEC's Pakistan Universities Debating Championship (PUDC) 2023-24. The Championship was held in HEC Auditorium, H-9, Islamabad on Wednesday, May 15, 2024. NUST Team comprised of NUST students including Ms. Tayyaba Naveed (SEECs), Ms. Riya Fatima Aeyzaz (NBS) and Mr. Shahmir Muhammad (SMME).



BEST PAPER AWARD AT 1ST INTERNATIONAL CONFERENCE ON BUSINESS AND TECHNOLOGY



Kudos to Ms. Haleema Saleem and her co-authors Ms. Hamda Gohar, Ms. Eman Hassan, Ms. Iqra Sajid, and Ms. Hamna Khan from the BS AC&F 2K22 batch for winning the Best Paper Award at the conference held on August 1-2, 2024. Their paper, "E-Hakuna Matata: Analyzing the Effectiveness of Artificial Intelligence as a Counselor to Gen Z's Mental Health in Pakistan," explores AI's potential and challenges in mental health counseling. This recognition underscores the innovative research culture at NBS.

UNILEVER TALENT HUNT & ISLAMABAD CHAMBER OF COMMERCE & INDUSTRY CASE COMPETITION

A group of BBA students comprising of Zujajah Arshad Khan, Hamna Abid, Fatima Rizwan Siddiqui and Lala Nisa Dilawer have earned accolades in the Unilever Talent Hunt and ICCI Business Case Competition securing third positions in both these competitions. Their leadership and achievements inspire future entrepreneurs.



FFC BRAND AMBASSADOR COMPETITION



Yusra Hareem 2k21 secured third position in the competitive FFC Brand Ambassador Competition, which featured around 180 interns from Karachi, Lahore, and other sites. Participants created creative, theme-based posts that demonstrated FFC's corporate values. This achievement highlights the skills nurtured at NBS and the valuable platform FFC provides for growth and learning.

PARLIAMENTARY DEBATE VICTORY AT NUST EME OLYMPIAD 2024

NUST Debating Society (NDS) Team won Parliamentary Debate Open Tournament held at NUST College of Electrical and Mechanical Engineering (EME) - Olympiad 2024. Winning Team comprised of Ms. Bazla Tariq, 460547 (SMME, Aerospace Engineering) and Mr. Muhammad Hayat, 453834 (SMME, Aerospace Engineering)



NUST INTER-SCHOOL BASKETBALL CHAMPIONSHIP 2024-25 CHAMPIONS



Team NBS claimed victory over SMME with a final score of 38-37 at the NUST Inter-School Basketball Championship held on December 23, 2024, at the Sports Complex-3, NUST Islamabad. The nail-biting final was witnessed by over 100 spectators where Barrister Muhammad Nawaz Wahla, Principal NLS, NUST, as the Chief Guest presented the trophy to the winning team.

NBS WOMEN'S CRICKET TEAM CLINCHES VICTORY AT 2024-25 INTER-SCHOOL TOURNAMENT

The NBS Women's Cricket Team emerged triumphant at the 2024-25 Inter-School Cricket Tournament, proudly claiming the championship title after a series of impressive performances that highlighted their talent, determination, and exceptional team spirit.



MAKING WAVES: MUHAMMAD ZAKI SHINES AT QUAID-E-AZAM INTERPROVINCIAL GAMES 2024



Our gifted student Muhammad Zaki, from BS Accounting and Finance (Batch 2k23), proudly presented his talent at the prestigious Quaid-e-Azam Interprovincial Games 2024.

Demonstrating exceptional skill and dedication in swimming, Zaki competed against top athletes from across the country and emerged victorious with an impressive haul of four medals:

- Silver – 4x100m Individual Medley Relay
- Bronze – 400m Freestyle
- Bronze – 100m Butterfly
- Bronze – 200m Butterfly

His performance not only reflects his hard work and perseverance but also brings immense pride to the NUST community. Zaki's achievements are a testament to the power of passion, discipline, and the pursuit of excellence both in academics and athletics.

INTERNATIONAL & INDUSTRIAL VISITS

BRIDGING BORDERS: NBS EMBA INTERNATIONAL STUDY VISIT TO TURKEY

In August 2024, NUST Business School organized a transformative international study visit to Turkey for Executive MBA students, led by Dr. Fawad. The six-day tour offered a powerful blend of academic insight and cultural immersion. The journey began with sessions at Altınbaş University in Istanbul, where participants attended seminars on the ethical applications of AI and the evolving landscape of digital marketing. The trip also included cultural explorations through Istanbul's historic sites such as Hagia Sophia, Topkapi Palace, and a scenic Bosphorus cruise providing a rich East-meets-West experience. In Ankara, students toured Turkish Aerospace Industries (TAI) and visited Anıtkabir, deepening their understanding of Turkey's industrial innovation and modern history.

This international study tour is a testament to NBS's commitment to providing holistic business education, grounded in global exposure and real-world insights.



PC MURREE (CECIL BOUTIQUE HOTEL)



On April 23, 2025, students from the BS Tourism and Hospitality Management (THM) 2k23 batch embarked on a learning tour to Cecil by PC Murree, a boutique hotel under the Hashoo Group. This industry visit was strategically aligned with their "Hotel & Lodging Management" course and facilitated by Program Head Mr. Muhammad Naman. Students gained first-hand



insights into the functioning of various hotel departments including Front Office, Housekeeping, and Food & Beverage. The tour emphasized operational excellence and service delivery in a boutique hospitality setting, reinforcing classroom concepts through real-world exposure.

NUST STUDENTS GAIN FIRSHTHAND INSIGHT INTO BUSINESS REGULATION THROUGH SECP VISIT

As part of the Entrepreneurship course at NUST, students had the opportunity to visit the Securities and Exchange Commission of Pakistan (SECP). This educational trip was conducted under the guidance of faculty member Ms. Nida Karim.

The visit provided students with invaluable exposure to the regulatory landscape of Pakistan's corporate sector. Key topics covered included the company registration process, compliance requirements, and the SECP's pivotal role in facilitating business growth and promoting a transparent corporate environment in the country.



INDUSTRY VISIT TO KOHINOOR TEXTILE MILLS LIMITED (KTML)

Students from the MS Logistics and Supply Chain program at NUST Business School undertook a practical learning visit to Kohinoor Textile Mills Limited (KTML), gaining valuable exposure to textile manufacturing and supply chain operations. The visit provided an in-depth understanding of procurement practices, inventory management, and logistical coordination. Faculty members Dr. Waqas Ahmed and Dr. Muhammad Moazzam facilitated the tour, while Mr. Umer Saleh from KTML provided expert insights, bridging the gap between academic theory and industry application. The experience enriched students' practical knowledge and illustrated real-time supply chain strategies in one of Pakistan's leading textile firms.





VISIT TO BESTWAY CEMENT LIMITED

NUST Business School students visited Bestway Cement Limited, the largest cement manufacturer in Pakistan. The industrial visit was designed to provide experiential learning aligned with the students' coursework in business and operations. Industry experts offered comprehensive briefings on production processes, strategic planning, and operational challenges in the cement industry. The visit highlighted the significance of sustainable practices in heavy industry and provided students with practical insights to complement their academic learning.

RESEARCH IMPACT

5TH INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT & SOCIAL SCIENCES

NUST Business School proudly co-hosted the prestigious 5th International Conference on Business, Management & Social Sciences, an influential platform that brought together renowned scholars, researchers, and industry practitioners from around the globe.

With the central theme of "Governance, Structural Transformation and Development," this year's conference sparked insightful discussions on key issues shaping global and regional economies. The event provided a vibrant space for academic exchange, interdisciplinary dialogue, and collaborative research opportunities.



NUST BUSINESS REVIEW (NBR) VOLUME 6, ISSUE 02 PUBLISHED

NBS released the 6th Volume, Issue 2 of the NUST Business Review (NBR), now also available online. This issue features insightful papers from both national and international scholars, including two systematic literature reviews that provide valuable recommendations for future research directions. The NBR continues to uphold its reputation as a leading publication contributing to academic scholarship in business and management.

Access the latest issue here: <https://nbr.nust.edu.pk/index.php/nbr>

NBS FACULTY ACHIEVE LANDMARK INTERNATIONAL RESEARCH CONTRIBUTIONS

In 2024–2025, NUST Business School (NBS) faculty members have significantly advanced the school's global research impact through exceptional scholarly output in high-impact international journals.

Prof. Dr. Abdul Qayyum further strengthened NBS's research footprint by publishing five research articles in high-impact international journals in the fields of marketing and tourism. These W and X category publications, were produced within one year reflecting both academic rigor and international research synergy.

Dr. Muhammad Saqib Iqbal, Assistant Professor, achieved an extraordinary milestone by publishing 12 Web of Science–indexed papers within the year. Of these, 8 were in prestigious SCIE/SSCI (HEC W Category) journals and 4 in ESCI (HEC X Category) journals, covering cutting-edge themes from Industry 4.0 to Artificial Intelligence in education. Together, these achievements demonstrate NBS faculty's dedication to advancing knowledge, fostering global collaborations, and enhancing the school's standing in the international academic community.



GLOBAL & COMMUNITY IMPACT

FUND RAISING & CHRISTMAS EVENT



As part of NIMUN 2025's Social Responsibility Program, a heartwarming Christmas celebration was held at NBS to honor the Christian NG staff. The event featured cake cutting, tea, and essential gifts, spreading festive joy and gratitude. NIMUN also funds full scholarships for underprivileged children across Pakistan to attend the conference. From halwa puri breakfasts to empowerment sessions and fundraisers, each activity fostered unity, raised support, and championed opportunities for future leaders.

LUNCHEON FOR OFFICE RUNNERS AND JANITORIAL STAFF – INTERNATIONAL HOSPITALITY DAY

NBS students and the Program Head of Tourism & Hospitality Management hosted a special luncheon to honor office runners and janitorial staff in celebration of International Hospitality Day. Recognizing their crucial role in keeping the faculty equipped and supported, this gesture of hospitality was warmly received and appreciated by all staff members.



WASTEWISE: FYP PROJECT ON CIRCULAR ECONOMY WASTE MANAGEMENT

Final-year BBA students (Class of 2025) at NBS presented WasteWise, a circular economy-based waste management model for NUST, developed in collaboration with Nustainable and supervised by Mr. Hassan Waqar Raja. Targeting the 56% organic waste generated on campus, the project showed potential annual savings of PKR 4.5 million from office, café, and academic waste. Supported with PKR 0.155 million in funding by Pro-Rector (RIC) Dr. Rizwan Riaz, WasteWise highlights how sustainability, business, and impact can drive real change.

BAGREEN LITE – LEARN, INSPIRE, TEACH & EDUCATE

BBA 2K21 students at NBS, under Dr. Sana Imran's guidance, launched BaGreen—a purpose-driven startup promoting sustainability through innovative product design. Their flagship innovation, the Lite Bag, doubles as a mobile study desk for children in underserved communities. As part of a pilot, 50 bags were distributed to Pehli Kiran School students, with 25 sponsored by Din Group. BaGreen's impact earned them first prize at the Team Up competition, highlighting how classroom ideas can inspire real-world change and setting a benchmark for student-led, socially conscious entrepreneurship.



PLASTIC FILE COVER REUSE INITIATIVE



Under the guidance of Dr. Fareesa Malik and her dedicated team, NBS introduced a self-service stall encouraging students to responsibly purchase and reuse plastic file covers. This initiative goes beyond waste reduction by promoting ethical and responsible behavior among students, transforming single-use plastic into durable, reusable resources.

Join us in building a sustainable future where every reused plastic file cover symbolizes a promise of environmental consciousness and responsibility.

STRATEGIC COLLABORATIONS

INDUSTRIAL ACADEMIA LINKAGES

NBS X EDB SEMINAR: INDUSTRY 4.0 AND AUTOMATION

NUST Business School, in partnership with the Engineering Development Board (EDB), successfully hosted a high-level seminar on Industry 4.0 and Automation under the umbrella of the NUST Business Park initiative. The event was chaired by Federal Minister for Industries & Production, Mr. Rana Tanveer Hussain, and Federal Minister for Planning, Development & Special Initiatives, Mr. Ahsan Iqbal. Their presence underscored the importance of forging deeper ties between academia and industry.

The seminar brought together industry leaders, academics, and policymakers to discuss Pakistan's readiness for digital transformation. Speakers emphasized the need for enhanced coordination and collaboration among stakeholders to address industrial challenges and opportunities through academic support. Principal NBS, Dr. Naukhez Sarwar, reinforced the school's commitment to playing a central role in bridging the gap between research and practical implementation.



HELEN BRAND CEO ACCA GLOBAL ACCOUNTANCY VISITS NBS TO EXPLORE STRATEGIC COLLABORATION



On 15th April 2025, Ms. Helen Brand, Chief Executive Officer of ACCA (Association of Chartered Certified Accountants), visited NUST Business School (NBS) to explore strategic avenues for partnership.

During her visit, she held an insightful meeting with Principal Dr. Naukhez Sarwar and senior management of NBS, to discuss future collaboration opportunities, with a particular focus on joint research initiatives, knowledge exchange, and industry-academia integration.

The visit reflects ACCA's commitment to fostering meaningful alliances with leading academic institutions and underscores NBS's growing recognition as a hub for impactful business education and research. Both parties expressed strong interest in building a long-term partnership that supports innovation, global connectivity, and the advancement of accounting and finance education.

BEYOND POSSIBILITIES FELLOWSHIP PROGRAM AT NUST BUSINESS SCHOOL: A MILESTONE IN UPSKILLING DEAF GRADUATES

NUST Business School hosted the Beyond Possibilities Fellowship Program, a groundbreaking initiative designed to upskill deaf graduates from across Pakistan. The program, implemented by EdDeaf in partnership with the National Education Endowment Fund (NEEF) and funded by the U.S. Embassy Islamabad, marked a significant step toward inclusive and accessible professional development.

A group of participants from all corners of the country gathered at NBS for this first-of-its-kind fellowship. The three-week program empowers deaf graduates with the skills, confidence, and networks needed to thrive in professional environments. The launch of this program marked the beginning of a powerful learning journey grounded in collaboration, inclusion, and empowerment.

The opening ceremony was also graced by representatives from the U.S. Embassy expressing their strong commitment to inclusive education and workforce readiness in Pakistan.

NUST Business School is proud to be part of this impactful initiative and looks forward to seeing the lasting change it will create in the lives of its participants and beyond.



KARANDAAZ PARTNERS WITH NBS TO SUPPORT FEMALE EDUCATION THROUGH SCHOLAR SEAT

Karandaz Pakistan and NUST Business School (NBS) announced a meaningful partnership aimed at advancing educational opportunities for women. Through this collaboration, Karandaz generously established a Scholar Seat to support the undergraduate education of a female student at NBS.

This impactful contribution not only eases the financial burden of higher education but also empowers young women to pursue their academic and professional dreams at one of Pakistan's leading business schools.

The Scholar Seat reflected Karandaz's unwavering commitment to inclusion, gender equity, and capacity-building in Pakistan. Their support reaffirms the belief that investing in women's education is key to unlocking sustainable economic growth and innovation.



BINANCE SEMINAR: WEB 3.0, BLOCKCHAIN, AND CRYPTO



In a forward-thinking session on emerging technologies, NUST Business School welcomed a team from Binance for an exciting seminar titled "Unlocking the Future: Web 3.0, Blockchain, and Crypto."

The session was led by Stephen McAllister, Lead at Binance Academy, and Ms. Aidana Kaskyrbek, Founder & CEO of the Blockchain and AI Technology Center and Advisor to the Chairman of the National Payments Corporation of Kazakhstan.

The event concluded with a tour of the National Science & Technology Park (NSTP), encouraging students to think critically about the evolving landscape of technology, finance, and innovation.

EASYPAISA SENIOR TECHNICAL LEADERS PARTICIPATE IN INTENSIVE EXECUTIVE TRAINING AT NBS

In a dynamic week-long engagement, senior technical leaders from Easypaisa came together for a thoughtfully designed executive training program hosted by NBS. The immersive experience aimed to foster deep conversations, encourage practical learning, and stimulate strategic thinking, bridging the gap between theory and real-world application.

Blending structured classroom instruction with interactive discussions, the program featured a variety of modules led by esteemed NBS faculty. Participants engaged in hands-on learning through case studies, collaborative problem-solving sessions, and knowledge-sharing forums that reflected current industry challenges.

At the closing ceremony, Dr. Naukhez Sarwar, Principal of NBS, awarded certificates to the participants and expressed his appreciation for Easypaisa's continued trust and collaboration. He also extended his gratitude to the NBS faculty and training team for their expertise and commitment, which played a pivotal role in the success of the program.

This initiative reinforced NBS's commitment to professional development and industry-academic synergy.



INNONEST: CULTIVATING THE NEXT GENERATION OF INNOVATORS AT NUST



NUST Business School, through its flagship initiative NUST Business Park, proudly launched InnoNest a pioneering program designed to strengthen the university's innovation and entrepreneurship ecosystem. Designed by Dr. Fizza Khalid from NBS, InnoNest serves as a dynamic platform aimed at nurturing entrepreneurial talent and facilitating advanced product development, particularly by supporting students in transforming their Final Year Projects (FYPs) and semester-based ideas into viable startups.

Conceived as a hub of creativity, collaboration, and innovation, InnoNest empowers students from diverse academic disciplines by equipping them with the skills, mentorship, and resources needed to build Minimum Viable Products (MVPs). The inaugural four-month cohort, launched in October 2024, welcomed 12 high-potential student teams, carefully selected from a pool of 42 applicants following an intensive elevator pitch screening process.

Held weekly at the Kashar Asghar Innovation and Entrepreneurship Lab (KAIEL) at NUST Business School, the program delivered 12 hands-on workshops led by a blend of seasoned academics and industry professionals. These sessions covered key entrepreneurial areas, including:

- Idea Validation
- Market Research & Competitive Analysis
- Business Model Development
- Product Innovation via Design Thinking
- Go-to-Market Strategies
- Sales & Customer Acquisition
- Financial Planning & Fundraising
- Storytelling for Pitching



The program concluded with a high-energy Demo Day, hosted as part of the TeamUp event by the NBS Business and Entrepreneurship Club. The impact was immediate: four teams from the inaugural cohort have already been shortlisted for Stage 3 of the prestigious Finding Innovative & Creative Solutions (FICS) competition, with their innovations gaining traction beyond the NUST ecosystem.

Spotlight on InnoNest Achievements:

1. Bagreen – An eco-conscious brand producing multipurpose student bags, Bagreen secured PKR 50,000 for donating their LITE-bags to underprivileged students. The startup is in advanced discussions with UNDP to scale its impact through social donation programs.
2. Tracefy – This AI-powered tool enhances criminal investigations by generating accurate facial recognition sketches. It is currently incubated at WIN Incubator, powered by Mobilink Microfinance Bank.
3. GeMorph – Specializing in 3D facial modeling through DNA mapping for forensic analysis, GeMorph has secured incubation at NICAT, hosted at the National Aerospace Science & Technology Park (NASTP).
4. Apna Budget – A personal finance management application developed collaboratively with FAST students, the app is now exploring integration with digital-first banks and traditional financial institutions.
5. Auto Aware – A vehicle-to-vehicle communication platform aimed at reducing road accidents, Auto Aware is also incubated at WIN Incubator and is currently in its product development phase.
6. Forun – A 15-minute delivery service leveraging route optimization algorithms, Forun is actively expanding operations across Rawalpindi and Islamabad.



TEAM UP-BUILDING INTERDISCIPLINARY CONNECTIONS FOR INNOVATIVE PRODUCTS

In May'25 NBS Business Entrepreneurship Club hosted its flagship annual TeamUp event, bringing together bright minds, bold ideas, and budding ventures from across the NUST ecosystem and beyond. This year's TeamUp created a dynamic platform where:

- Students pitched innovative ideas to a live audience
- Interdisciplinary teams connected across school
- Entrepreneurs found co-founders and collaborators
- Students showcased their MVPs to ecosystem experts

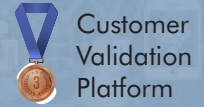
National Science & Technology Park (NSTP) collaborated, creating meaningful engagement with student teams, offering feedback that sharpened their ideas and inspired confidence. The event also hosted key ecosystem players in the judging panel, alongside many faculty members from across NUST schools—strengthening the spirit of collaboration and support for student innovation. We also congratulate the winning teams:



BaGreen



ALZ Trace



Customer Validation Platform

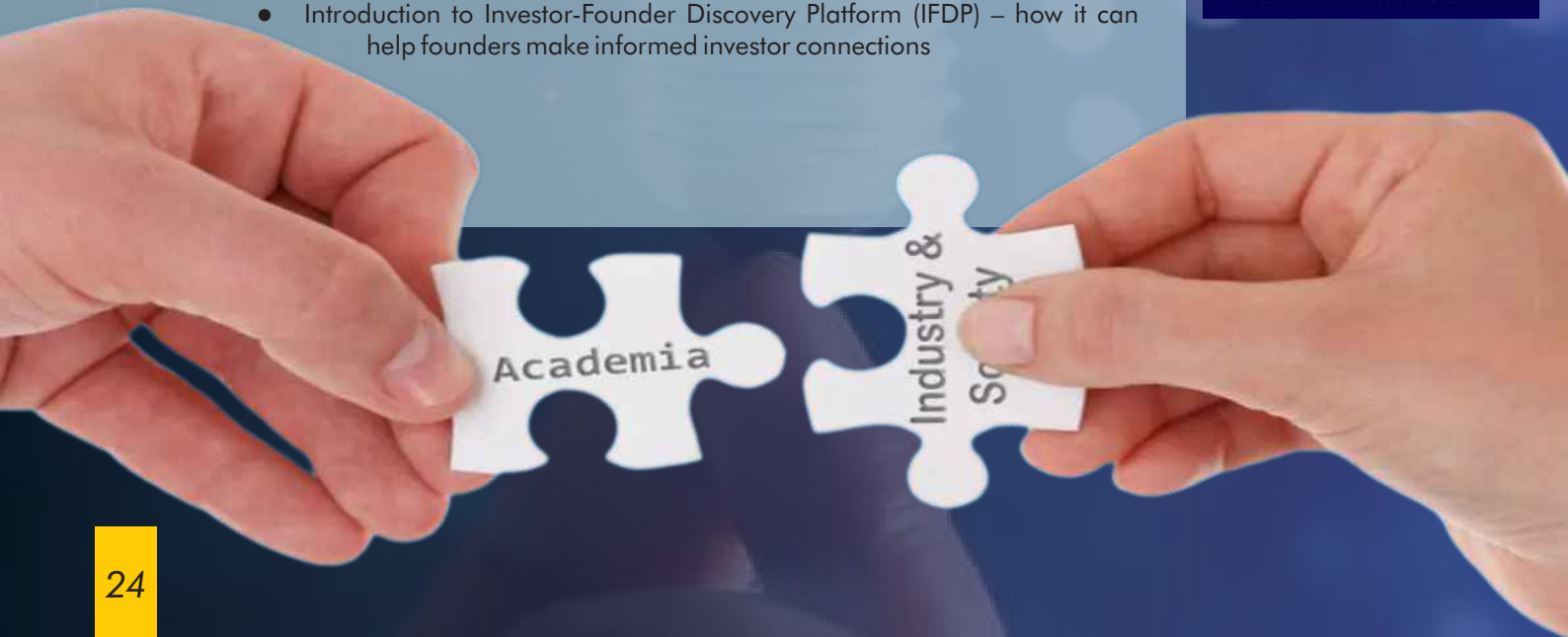


With over 75 registered teams, TeamUp was more than just an event—it was a glimpse into the future of entrepreneurship and innovation at NUST.

INVEST2INNOVATE FEEDBACK SESSION: BRIDGING ACADEMIA AND INDUSTRY

NUST Innovation Hub hosted an insightful discussion with Invest2Innovate (i2i), aspiring entrepreneurs, and early-stage founders about Pakistan's startup ecosystem and fundraising landscape. The discussion themes included:

- Understanding the startup ecosystem – key players, opportunities, and challenges
- Navigating the fundraising journey – what investors look for in startups
 - Introduction to Investor-Founder Discovery Platform (IFDP) – how it can help founders make informed investor connections



FOUNDERS FEST: CELEBRATING STUDENT VENTURES

Founders Fest, organized by the NBS Business Entrepreneurship Club in November 2024, featured over 50 diverse stalls showcasing student startups and business ideas. The event included:

- Interactive activities and team-building exercises
- Networking opportunities with industry professionals
- Collaborations with teams from SEecs, NICE, S3H, Ghulam Ishaq Khan Institute and FAST-NUCES Islamabad

The festival celebrated the entrepreneurial spirit and creativity of NUST students.



EMPOWERING WOMEN ENTREPRENEURS: SELF-DEFENSE AND ENTREPRENEURSHIP TALK

In a unique initiative, NBS hosted a session combining self-defense training with a talk on women entrepreneurship. Dr. Sadaf Kashif, COO at Iyzil, discussed the challenges and opportunities for women in entrepreneurship, while Bushra Ahmed, National Featherweight MMA Champion, conducted a self-defense workshop, empowering women with confidence and skills.

Through these initiatives, NBS continues to foster a culture of innovation and entrepreneurship, providing students with the tools and opportunities to transform their ideas into impactful ventures.



INTERNATIONALIZATION

OUR STUDENTS ACROSS BORDERS



My exchange semester in YAŞAR university Türkiye has been a life-changing journey. Experiencing a new academic environment helped me grow both intellectually and personally. I've built lasting friendships, expanded my professional network, and become more independent and resilient. This opportunity also allowed me to explore my identity and engage deeply with diverse cultures. I'm grateful to NUST for supporting this experience that has truly shaped who I am becoming.

Ahmed Ashraf
MSI&E 2k23

I'm Sarosh Waqar, a Master's student at NBS, spend a semester at Yaşar University, İzmir, Turkey through an exchange program. This opportunity has given me valuable international exposure, helped me grow academically, and allowed me to make friends with students from diverse backgrounds.

I'm truly thankful to NUST for making this experience possible and for supporting my academic journey beyond borders.

Sarosh Waqar
MS I&E 2k23



Though I have studied across borders, explored new academic worlds in Turkey TR and France FR and met brilliant minds from across the globe, my greatest academic treasure remains my time at NBS. It is at NBS that I learned the strength of ethical decision-making, the power of critical thinking, and the responsibility of being a future leader. My professors at NBS inspired me not only to excel but to explore, to take my learning beyond the classroom and across continents. Without the values and wisdom imparted to me at home, I would never have been ready to embrace the world.

Thank you, NBS for being more than just a business school. Thank you for being my launchpad.

Faseeh Haider
BBA 2k22

Studying at NUST and living in Pakistan was more than just an academic journey, it was a chapter of growth, friendship, and unforgettable memories that I will carry with me for a lifetime.

I'm Fazar Ahamed a student from Sri Lanka, coming to Pakistan to pursue my BBA at NUST Business School was a big step one filled with excitement, curiosity, and a little nervousness. Looking back now, I can say without a doubt that it has been one of the most rewarding experiences of my life.

From the moment I arrived, I was welcomed with warmth and kindness by the NUST community. The faculty, staff, and students made me feel at home, and I quickly adapted to the environment. Academically, NUST provided me with not only strong foundational knowledge in business but also encouraged critical thinking, creativity, and leadership skills that I know will benefit me for years to come. As I move forward to the next chapter of my journey, I carry with me a heart full of memories and gratitude.

Thank you, NUST and thank you, Pakistan for giving me a second home.

Fazar Ahamed
BBA 2k21



CAPACITY BUILDING & KNOWLEDGE EXCHANGE

TRAINING AND WORKSHOPS

STRATEGIC PLANNING FOR THE FUTURE: NBS 2025-2030

NBS has embarked on a transformative journey by launching its 5-Year Strategic Plan (2025–2030). The Strategic Planning Committee conducted a collaborative session with faculty and staff to gather feedback and refine the school's strategic goals and KPIs.

The session encouraged a rich exchange of ideas, helping shape a forward-thinking roadmap for academic excellence, research impact, and institutional growth. This initiative marks an important step in preparing NBS to address emerging global challenges and opportunities.



WORKSHOP SPOTLIGHT: NBS AND UNIVERSITY OF SOUTHAMPTON MALAYSIA HOST JOINT LEARNING SERIES

As part of its commitment to fostering practical learning and global academic partnerships, NUST Business School recently collaborated with the University of Southampton Malaysia to conduct a transformative workshop series. This cross-border initiative marked a step forward in our mission to equip students and faculty with cutting-edge skills through international academic exchange.

Held in May 2025, the series featured two impactful workshops, A Power BI Visualization Workshop led by Dr. Usman Ghafoor from NUST Business School, and a workshop on Vensim facilitated by Dr. Arsalan Ahmed (龙轩) from the University of Southampton Malaysia.

These workshops not only enhanced technical proficiency but also showcased the value of international academic cooperation in fostering innovation, bridging knowledge gaps, and enriching the learning experience. With more collaborative sessions in the pipeline, NBS continues to champion interdisciplinary education, global outlook, and hands-on learning defining futures with every initiative.

Collaborative Workshop Series

May 2025

POWER BI

Dr. Usman Ghafoor, Assistant Professor
NUST Business School



Vensim

Dr. Arsalan Ahmed, Assistant Professor
University of Southampton-Malaysia





EMPOWERING FUTURE PROFESSIONALS: NBS X ODOO ERP SEMINAR SERIES

NUST Business School (NBS), in collaboration with global ERP leader ODOO, successfully concluded a high-impact seminar series focused on Enterprise Resource Planning (ERP) bringing real-world enterprise insights directly to campus.

This dynamic collaboration featured four specialized sessions, each tailored to address the unique needs of diverse participant groups, including undergraduates, postgraduates, faculty, and startup founders. The sessions covered ERP Systems, ERP in Supply Chain Management, ODOO Education Programme for Faculty and Startup-Focused Session at NSTP. With active engagement from faculty, students, and university leadership, the seminar series served as a critical platform for building digital capabilities, enhancing employability, and bridging the gap between academia and industry.

ENHANCING TEACHING THROUGH CASE WRITING: A SEMINAR AT NBS

NUST Business School's Center for Executive Development hosted a seminar on "Writing Cases for Impactful Teaching," aimed at empowering educators and aspiring professionals with the art of crafting effective case studies. Led by Dr. Muhammad Kashif, the session offered valuable tips and strategies for designing compelling and practical teaching cases that resonate with learners. Participants engaged in interactive discussions and exercises, exploring how real-world business scenarios can be used to stimulate critical thinking and encourage deeper learning.



NBS FACULTY PARTICIPATES IN NBEAC'S CASE WRITING WORKSHOP FOR PROFESSIONAL DEVELOPMENT

As part of its continued commitment to faculty development and academic excellence, a team of six faculty members from NUST Business School participated in a four-day Case Writing Workshop organized by the National Business Education Accreditation Council (NBEAC).

The intensive workshop, designed to build capabilities in writing high-impact, contextually relevant business cases, provided participants with hands-on training, expert guidance, and peer feedback. The NBS faculty team actively engaged in refining their case writing skills, exploring frameworks, and developing narratives that bridge academic insight with practical relevance.



NAVIGATING AN IMPACTFUL RESEARCH STRATEGY

In a thoughtful step toward strengthening its research culture, NUST Business School hosted a session titled “Navigating Impactful Research Strategy”, bringing together faculty to reflect on the school's research direction and societal relevance.

The event proved to be a meaningful milestone in NBS's journey toward AACSB accreditation, with focused discussions on enhancing intellectual contributions, aligning research goals with the School's Vision and Mission, and identifying the right platforms to share impactful knowledge with wider audiences.

The seminar was conducted under the leadership of Principal and Dean NBS, Dr. Naukhez Sarwar, whose strategic direction continues to drive excellence at the school. The session was organized and led by the Impact of Scholarship team and AACSB Core Team, ensuring the session's objectives were met with clarity and purpose.



SEMINARS & SYMPOSIUMS



THE FUTURE OF SUPPLY CHAIN – DIGITAL & GREEN INNOVATIONS

On February 24th, 2025, NUST Business School's Department of Operations & Supply Chain, in collaboration with the Suleman Dawood School of Business (LUMS), hosted a forward-looking seminar titled “The Future of Supply Chain: Digital and Green Innovations.”

The event brought together global thought leaders, faculty, and students to explore how sustainability and digital transformation are reshaping modern supply chains. The seminar featured insightful

discussions on emerging technologies, green practices, and strategic frameworks essential for building resilient and responsible supply networks.

A highlight of the event was the keynote address by Prof. Stefan Seuring from the University of Kassel, whose expertise provided a compelling roadmap for integrating environmental and digital priorities into supply chain management.

SEMINAR ON THE FUTURE OF HOSPITALITY AND TOURISM INDUSTRY IN PAKISTAN

NUST Business School hosted a thought-provoking session on the future of Pakistan's hospitality and tourism sectors, featuring the renowned Mr. Azam Jamil, former Minister of Tourism and Hospitality, and a veteran with over four decades of industry leadership.

Mr. Jamil's distinguished career includes senior roles such as Chief Operating Officer of the Hashoo Education Division, Corporate Director of Training & Development at Serena Hotels (South & Central Asia), and Dean of the Hashoo School of Hospitality Management. He has also served on the Board of Governors at Namal University, contributing to educational development in the country.

During the session, Mr. Jamil shared valuable insights on the challenges and opportunities facing the industry, and engaged with students in a lively Q&A session. In recognition of his impactful work, he was presented with the NUST shield by students and faculty.



PANEL DISCUSSION ON THE FUTURE OF DIVERSITY, EQUITY, AND INCLUSION (DEI) IN PAKISTAN

NUST Business School organized an engaging panel discussion on the future of Diversity, Equity, and Inclusion (DEI) in Pakistan. The event brought together experts, professionals, and students for an open dialogue on creating more inclusive workplaces and fostering equitable environments.

The discussion covered key themes such as tackling unconscious bias, building inclusive organizational cultures, and the essential role of youth in promoting DEI. The panel featured Dr. Sadia Nadeem (Dean & Professor, FAST NUCES), Ms. Farah Sheikh (Head of Talent, Learning and Culture, Jazz), and Mr. Zahid Mubarik (CEO, HR Metrics), whose perspectives inspired the audience to take actionable steps toward inclusive growth.



TALK ON CAPITAL MARKETS AND FINANCIAL STABILITY

On December 20, 2024, NBS welcomed Mr. Muhammad Arshad, Additional Director at the Securities and Exchange Commission of Pakistan (SECP), for a focused discussion on "The Role of Capital Markets in Financial Stability of Pakistan."

Drawing from his experience at SECP and the State Bank of Pakistan, Mr. Arshad shared key insights into the role capital markets play in economic growth and long-term financial resilience. The interactive session gave students a clearer understanding of how robust capital markets can strengthen the country's economic foundation.



TECH CLUSTER LAUNCH: AI AND DATA ANALYTICS SYMPOSIUM

NUST Business Park officially launched its Tech (Analytics) Cluster with a symposium titled “Unlocking Business Value with AI and Data Analytics,” held at the NBS Seminar Hall on May 2, 2024.

The keynote was delivered by Dr. Moazzam Fraz (Head of AI&DS, SEECS, NUST), followed by a panel featuring experts from S&P Global, DiveDeepAI, Jazz, and the data science community. Moderated by Dr. Abid Rafique, the session focused on real-world AI applications and the growing demand for data-driven decision-making in business.



WOMEN ENTREPRENEURS CIRCLE (WE CIRCLE) LAUNCH



The Innovation & Entrepreneurship Cluster at NBS launched the Women Entrepreneurs (WE) Circle to develop a circular network of women who would like to give back by supporting other women in their business growth journey. WE Circle aimed to contribute to women economic empowerment through entrepreneurial trainings, technological awareness, financial literacy and policy advocacy.

The launch event included keynote address by Ammara Batool highlighting the importance of financial independence and opportunities created by JazzCash to help women entrepreneurs followed by a Panel discussion on challenges and opportunities for women founders. The panel included Sumera Abbasi, Naima Ansari, Adil Sheraz, Merai Syed and Sana Nisar, moderated by Humaira Sajjad.

OVERCOMING IMPOSTER SYNDROME AND BUILDING STRONG RELATIONSHIPS

NUST Student Forum (NBS) hosted an inspiring seminar at NBS Lecture Hall. We were honored to welcome Dr. Uzma Masroor, Consultant Clinical Psychologist (STMU) and CEO/Director of Psychological Rehabilitation & Training Services, as our esteemed guest speaker. Through her insights and experience, attendees gained valuable tools to boost self-confidence, embrace authenticity, and foster meaningful connections.



Your NBS Story Matters – Let's Keep Writing It Together

As we close this special 25th anniversary edition, we're not just signing off we're looking ahead. At NBS, the story never truly ends, because our legacy is built not only on milestones but on every lecture, every breakthrough, and every bold new step taken by you, the thinkers, doers, changemakers, and dreamers of the NBS Tribe.

Whether you're a proud alum, a passionate student, or a visionary faculty member, your voice is part of the vibrant pulse that keeps us moving forward.

*Got a story that could inspire the next generation?
A proud achievement? A lesson learned? A quiet moment that changed everything?*

We want to hear it. Share it. Celebrate it.

Connect with us and make your story part of the next chapter:

- Facebook: @connect2nbs
- LinkedIn: NUST Business School
- Instagram: @nbsconnect

Let's keep the energy alive, the voices loud, and the connections strong.

"NBS is not just shaping futures, it's crafting a legacy that echoes through generations."

Here's to the next 25.
Stay curious. Stay bold. Stay NBS.



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