



The Aspire Zone

VOLUME 1, ISSUE 2

SEPTEMBER 2020

Department of Management Sciences, CUI Abbottabad Campus | E-Newsletter

Editorial

Special Points of Interest

- Webinar on Leadership & Communication
- Webinar on Global Mindset and Post COVID-19 Opportunities
- Webinar on Capacity Planning & Change Management
- Struggles of Students During the Lockdown



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On February 26, 2020, we heard about the first two confirmed cases of coronavirus in Pakistan. Within the next three weeks, a country-wide lockdown was enforced to stop the spread of COVID-19, which had proven fatal in many countries. Life suddenly came to a screeching halt. One of the key challenges was how to keep the cycle of education running. We had a sophisticated IT infrastructure but no previous experience in delivering education over an online medium. Both our faculty and students stood fast in their resolve to keep the wheel of education running. Despite the numerous challenges, we were able to complete the semester and save our students' precious time without putting their lives in jeopardy. And now, six months down the road, we are back to the normal, the new normal.

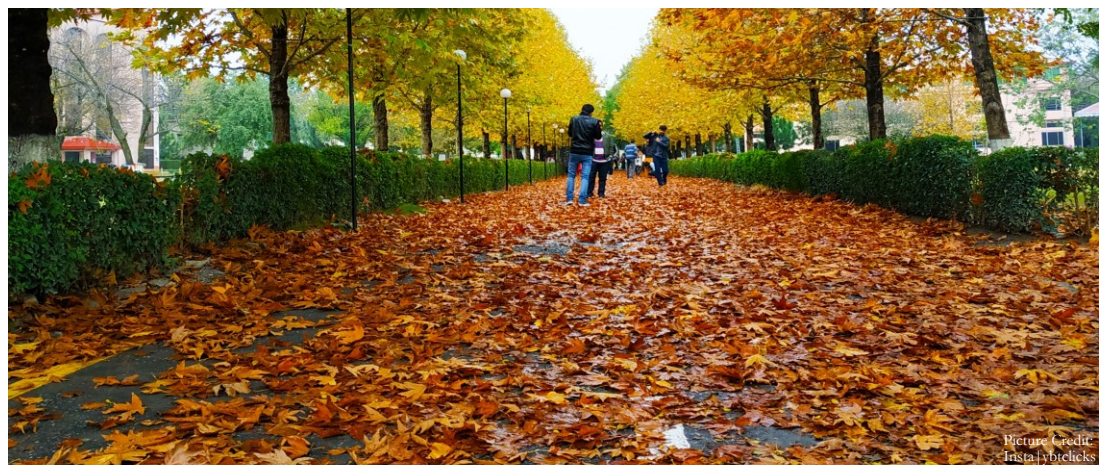
Now we have a new responsibility on our shoulder, i.e., to stop the 2nd wave from emerging. Through a stringent set of protocols and SOPs, we are trying our best to fight the possible start of the second

wave.

The current issue of the newsletter chronicles our online journey during Spring 2020. Challenges like the lockdown have many opportunities embedded in them, and we made full use of them. We connected our students and faculty to many national and international speakers via our webinar series. I would like to acknowledge Mr. Umar Hassan, Principal Academic Coordinator (BBA), for his excellent initiative and implementation of webinars and online interviews.



Dr. Yasir Bin Tariq
Lead Editor



Picture Credit: [Insta | sbtelicks](#)

The Colors of Autumn @ CUI, Abbottabad Campus

Internship Experience Sharing Session

March 12, 2020

Industrial Liaison Office at the Department of Management Sciences organized a session where final year BBA students that have completed their six-weeks internship during the Winter Break.



ences and learnings with the students of the fifth and sixth semester that were in que to do an internship in the coming semester break.

Mr. Jamil Farid, In-charge ILO, and Mr. Assad Razaq were the event organizers.

These students shared their experi-



Spring 2020 Orientation



#MeetOurFaculty

Dr. Syed Afzal Shah
AP/In-Charge Student Startup Business Center
PhD - Management Sciences
COMSATS University Islamabad



A Beautiful Rainy Day @ Abbottabad Campus

Picture Credit
Insta | YBTClicks



#MeetOurFaculty

Dr. Jamil Anwar
AP/Convener NBEAC Accreditation Committee
PhD - Management Sciences
COMSATS University Islamabad



Picture Credit:
Insta | YBTClicks

Online Workshop on Internship Report Writing

04-05 April 2020

Department of Management Sciences organized an online workshop on internship report writing for BS(BA) final year students. BBA students are required to do a minimum 6-weeks internship in any formal organization and submit a written report covering their internship experience and learning.

As COVID-19 related lockdown was in place, the workshop was organized over the Microsoft Teams platform. Dr. Yasir Bin Tariq, internship coordinator, discussed the requirements of the report, evaluation procedure, plagiarism and shared writing tips and strategies. To overcome student's network access and connectivity issues, two sessions were conducted on 04 & 05 April 2020.



#MeetOurFaculty

Mr. Muhammad Jamil
Lecturer
MS Management Sciences
CUI, Abbottabad Campus



#MeetOurFaculty

Dr. Asim Afridi
Assistant Professor
PhD Economics
Aix-Marseille University, France



Leadership & Communication

A Webinar on Leadership & Communication - 09 July 2020

"Communication is a core leadership function and a key characteristic of a good leader. Effective communication and effective leadership are intertwined."

Recognizing the role of communication in leadership, the Department of Management Sciences organized a webinar on leadership and communication.



Mr. Ehtesham Abbas, Director Programs & Operations, Center for Communication Programs Pakistan, was the guest speaker. Mr. Ehtesham is a specialist in strategic communication with a diversified multi-channel and multi-subject experience of more than eleven years. He has an MBA in Marketing and has attended "Leadership in Strategic Health Communications" Workshop at Johns Hopkins Center for Communication Program's.

Mr. Ehtesham started by sharing his personal life experiences, highlighting the important skills to have. Later, the effectiveness of communication and the work conditions were discussed. He also talked about the general communication channels within an organization and how to communicate effectively within those channels. He briefed the students about the new trends in the market and the leadership styles that have evolved within the dynamic corporate world. Webinar participants, mainly students, asked different questions from the guest regarding his role as a director and the necessity of communication within an organization.

Mr. Umar Hassan, Principal Academic Coordinator, BBA, supervised the students organizing team.

Mr. Umar Hassan, Principal Academic Coordinator, BBA, supervised the students organizing team.

"Communication is a core leadership function and a key characteristic of a good leader. Effective communication and effective leadership are closely intertwined."



Dr. Shakir Hafeez
Assistant Professor
PhD Management Sciences
Kunming University of Science
and Technology, China

Pursuing a Career in HR

WEBINAR: JULY 13, 2020

Students (HR majors) of 6th semester of BBA organized a webinar on "Pursuing a Career in HR."

Mr. Kashif Javed, Group Head of Human Resources & HSE, Shareef Group of Industries, was invited as a guest speaker.

The speaker briefed the students about new jobs and professions. The students asked many questions re-



Mr. Kashif Javed

garding functions/operations of the human resource department, its leadership potential and important practices to embrace in order to be an effective human resource manager.

Students took keen interest in the session which turned out to be a pleasant experience for all the participants.

Stealth Marketing

A Webinar on Stealth Marketing | July 17, 2020

The Department of Management Sciences organized a webinar on "Stealth Marketing." Mr. Saqib Inayat, GM Business intelligence at PTCL, was the guest speaker. Mr. Saqib is an NUST graduate and an MBA from LUMS. He has served in Pakistan and abroad in several key positions before joining PTCL.

The session started with the speaker narrating his 15 years' experience working in both foreign and international markets. As being a marketing expert, he discussed the differences between Regular and Stealth Marketing in detail. He compared the product values for both the consumer and producer, its differences and how to create more value and marketing for products. Customer lifestyle and psychology to know the buying pattern of customers and how to advertise a product for different segments of the market. He offered practical examples of the importance of innovation and diversification of

products for a brand to earn sustainable revenues.

Effective marketing channels and customer satisfaction were discussed to overcome students' confusion. Subsequently, the importance of marketing and its new trends were discussed. In the end, the speaker guided the students about how to present themselves in job interviews and wished them luck for their future.

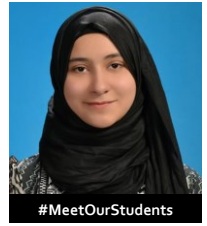


Mr. Fayyaz Sheikh
Lecturer
MS Management Sciences
CUI, Abbottabad Campus

#MeetOurFaculty

Struggles of Students and How They Overcome it During the Corona Induced Lockdown Period

Abeer Fatima, BBA-2



None of us ever knew we'd have to spend the year "2020" in our forever called "comfort zones." For us, students, home is always where the heart is. But this phrase got us so bad. I believe everything has its own time. And when it is gone, it's gone. For the past seven months, we've been a part of online studying/ work from home. For most of us, it was a way out to explore our inner self and find what makes us happy, but to others, it was none other than depression and anxiety attacks.

The fear is indescribable. The terror and horror, once we step out of our homes to buy the essentials is something that's out of the question. To students like me, COVID-19 has impacted in several ways.

- **Routine Disruption:**

Setting a routine is the most challenging task to perform. In switching to a semester system from annual, it took some time to settle. The moment we found ourselves used to this methodology, everything collapsed. It seemed like a storm came by and took away everything we were offered.

Most of us got back to "old us" spending most of our time on social media and giving ourselves hours and hours of sleep.

- **Environment Change:**

One of the most significant variables that affected us was the "change of environment." No matter how much comfort we ask for, there's nothing like a classroom, nothing like a university campus. Being physically taught is a whole different way of teaching than taking online classes. Discussions and gesture contact plays a vital role in learning. No matter how much effort is put in, the online training is never equivalent to substantial classroom learning.

- **Limited Access to Technology and Equipment:**

A lot of students live in places where there is either no internet connection or the signals aren't in their favor. During this period, the most they faced was this

problem. Traveling long distances and finding themselves a connection so they could just attend the classes was tiresome.

- **Isolation and lack of Productivity:**

Human beings are referred to as social animals. They need people to communicate with. Most of the students found it challenging to learn what they desired. Lack of communication and interaction in person made them a bit introvert. Some missed their friends, university life fun, and above all, the combined studying strategy in the lawns and libraries. Most of the students reported that they've lost their productivity skills and have lost the charm in whatever they do. Staying home for the entire day has made them lazy.

- **Declining Mental Health:**

Being physically and mentally fit was a task; everyone clung on with all their might. The fear was real. Seeing people die in the whole world and making oneself strong enough to cope up with the invading overthinking and terror was an actual war; everyone had to suffer. Things seemed meaningless. All that surrounded us was, "we'd die the next moment."

- **Let's change the Death to Life:**

It took some time to muster up that courage and stand up on our feet again, but we did it. It still is terrifying, but we've promised ourselves not to lose hope. It was difficult to learn online, but somehow, we've made ourselves used to it. Because we aren't alone, we all are united. We've started working on our physical and mental health, and for sure, we're going to fight these demons ourselves. The amount of effort our professors and teachers are putting in is indefinable. We need to accept, "If it's learning, it can be. If you have the spirit, no system can stop you. It's the intentions that matter and the determination that counts."



"If it's learning, it can be. If you have the spirit, no system can stop you. It's the intentions that matter and the determination that counts."

Adapting from Local to Global Mindset & Post COVID-19 Opportunities

WEBINAR: JULY 24, 2020



The ongoing pandemic has changed the dynamics of our world. In this context, the Department of Management Sciences organized a webinar titled "Adapting from local to global mindset and post-COVID-19 opportunities."

The guest speaker was Mr. Umer Nazir, who has been working as a senior human resource adviser in the Department of Environment, Land, Water, and Planning, Australia. The session began with the exceptionally wonderful life events of Mr. Umer, stating his peaks and valleys, struggles and hard work, success, and popularity. One of the essential things he highlighted was

the importance of profession and job in terms of respect. He briefed the students about the critical skills they must-have when applying for a job and how they can achieve them during their study life.

Subsequently, he discussed the impact of COVID-19 on the job market and how it has created challenges and opportunities for the new employees and employers. Also, how students could get the benefit of this time and opportunity. Students enthusiastically participated in the question-answer session.



Mr. Awais Rashid
Assistant Professor
MA, International Trade & Finance,
Leeds Metropolitan University,
UK



Mr. Muhammad Aamir
Assistant Professor
MS Marketing
Institute of Business and Management Studies, Peshawar



Mr. Syed Sheraz Ali Shah
Lecturer
MS Management Sciences
CUI, Abbottabad Campus

Organizational Redesign & Transformation

Webinar: July 24, 2020

It's always good to reach out for the extras beyond the optimum. The department found and capitalize on an opportunity and invited Ms. Gail Lister for a webinar on "Organizational Redesign & Transformation."

Ms. Lister is working as a manager of organizational transformation in the Department of Health and Human Services, Victoria, Australia.



She shared her 35 years' experience in human resource strategic alignment and organizational transformation. Being an experienced recruiter, she told the students the requirements an employer looks for within a potential employee. She briefed them about workforce diversity and inclusions and how one can work in a diversified workplace.

She guided students on how to prepare themselves for the dynamic corporate world. The session intrigued the students that led them to come out with a bulk of questions. Students found the session to be very useful.



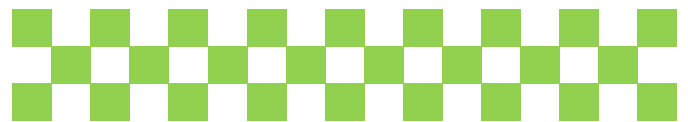
Mr. Ubaid Ali
Assistant Professor
MS Management Sciences
CUI, Abbottabad Campus



#MeetOurGraduatingStudents

Being part of the management sciences department has been a fantastic journey and aspiring experience. I have been provided with ample opportunities to learn in and outside the classroom, and as a result, I have obtained essential skills that will be very useful to me in the practical world. I am forever grateful and indebted to my teachers that I have learned and grown beyond my expectations.

Mahdia
Afghan Student
BBA-Class of Fall 2016



#MeetOurGraduatingStudents

The best thing I have learned throughout my degree is to empower yourself and your comrades to fight for the right and never lose your dignity and grace.

The market is waiting for you. "Cheers"

Noor Bakhat
BBA - Class of Fall 2016



#MeetOurGraduatingStudents

My University days are unforgettable, and in fact, those days are the happiest & fruitful days in my life. I proudly feel that I cherished every moment of COMSATS, Abbottabad Campus. Being a "COMSIAN" makes me feel proud. I got infinite love & lessons from my teachers. I am a much better and polished person than four years ago. Thank you, my teachers, at the Department of Management Sciences.

Saber Ullah
Afghan Student
BBA - Class of Fall 2016



#MeetOurGraduatingStudents

"Thank you" doesn't adequately express my gratitude for the experiences I had here at COMSATS Abbottabad Campus. I wasn't the same Sonaina before four years. Starting as an ordinary student and passing out as the CR and president of COMSATS Literary Society, COMSATS has transformed me into a different person. My department has made me more informed and more confident in my dreams due to the efforts put in by my teachers. Whatever I'm today or going to be tomorrow, I'll always owe my achievements to the management sciences department of CUI Abbottabad.



Sonaina Swati
BBA - Class of Fall 2016

#MeetOurGraduatingStudents

Being a student of the management sciences department was a privilege for me. The four years spent as a student of business administration was full of learning and new experiences. All the faculty members were constructive and always supported me in every step of my degree. The department provided me with many opportunities to polish my skills and made me a much more confident and skillful person.

Umar Afridi
BBA - Class of Fall 2016



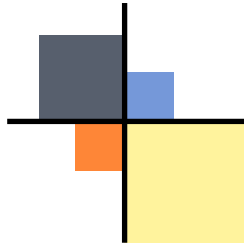
#MeetOurGraduatingStudents

I appreciate COMSATS for clear instructions & guidance. I will always miss the freedom of learning in class. I feel I got ample technical support & am well exposed to different mediums with COMSATS' help. The variety of teaching content makes the whole experience even more exciting and inspiring.

The most significant benefit I gained by choosing management sciences as my department is that it provides me with the room & a direction to develop my judgment about what makes sense in practical life.



Umar Nawaz
BBA - Class of Fall 2016



#MeetOurGraduatingStudents

Dear Batch FA16! Congratulations, we finally made it! This is our time to enjoy this moment of fantastic achievement and milestone.

First and foremost, I would like to thank our teachers who were always there for us, taught us, mentored us, gave us the extra help we needed. Thank you for giving us your time. You have and will continue to be a great influence on me. Thank you for the great work you did and the huge impact you made in young people's lives.

Congratulations, my fellow graduates. We have worked hard to achieve our goals, and this is not the end, it's only the beginning to seek out new vistas, dream new dreams, embark on who we are, embracing life with passion and keep reaching for the stars.

Bilal Rafi
Afghan Student
BBA - Class of Fall 2016



#MeetOurGraduatingStudents

We came as Cubs, and we left as Lions.

Studying business at CUI Abbottabad Campus gave me a platform where I could network with the right people, exchange my ideas with extra-ordinary minds, and execute my business plans. My experience was extremely fruitful; with multiple startups and various projects taken throughout my undergrad period. This journey would not have been possible without support from faculty, who were like a beacon of light to me; and friends who were there through thick and thin. The friendships made will stay with me for the rest of my life, and memories made will be cherished every day.



Abdul Mateen Khan
BBA - Class of Fall 2016



Graduate Program - Department of Management Sciences

Research Corner

List of MS Research Thesis Defended

Spring 2020

S. No	Name	Supervisor	Thesis Title
MBA			
01	Nazish Bibi	Prof. Dr. Syed Amjad Farid Hasnu	Impact of Perceived HRM Practices on Job Performance: Moderating Role of Employee Engagement
MS (Economics)			
02	Maham Gohar	Dr. Malik Fahim Bashir	Impact of Financial Development and Political Stability on Foreign Direct Investment in Pakistan
03	Faryal Sanam	Dr. Muhammad Tahir	Impact of Remittances on Higher Education: The Case of South Asian Countries
04	Saima Zarbat	Dr. Malik Fahim Bashir	The Impact of Afghan Refugees on the Labor Market in Neighboring Countries: Empirical Evidence from Pakistan
05	Syed Azmat Ali Shah	Dr. Muhammad Tahir	Determinants of Carbon Dioxide emissions: The Case of Low-Income Countries
06	Subah Safi	Dr. Aziz Ullah Sayal	Economic Evaluation of New Water Supply Scheme in Comparison of Old Water Supply Scheme in Abbottabad
07	Ayesha Bibi Chughtai	Dr. Aziz Ullah Sayal	Economic Valuation of Air Pollution and its Health Impacts Caused by Cement Factories of Hattar, Haripur
08	Mahgul Jadoon	Dr. Muhammad Asim Afridi	Impact of Volatility in Development Assistance for Health on Health Outcomes in Developing Countries
09	Tehreem	Dr. Muhammad Tahir	Impact of Economic Growth on Human Development: A Time-Series Study from Pakistan
10	Malik Sharjil Hanan	Dr. Muhammad Tahir	Official Development Assistance and Economic Growth in Pakistan: A Time Series Analysis

List of MS Research Thesis Defended

Spring 2020

S. No	Name	Supervisor	Thesis Title
MS (Management Sciences)			
11	Dildar Khan Jadoon	Prof. Dr. Syed Amjad Farid Hasnu	Examining the Characteristics of Sales Agent in Developing Life Insurance Customer Loyalty: A Case Study of State Life Insurance Corporation of Pakistan
12	Usman Syed	Dr. Kashif Rashid	Impact of Corporate Social Responsibility Disclosure on Firm Value: An Evidence from Pakistan
13	Aziz Ahmed Firdaus	Dr. Shakir Hafeez	Customer-Based Brand Equity and Company HR Image
14	Nayab Fayaz	Dr. Bilal Bin Saeed	An Exploration of the Burnout Syndrome in Private School Teachers of Abbottabad, Pakistan
15	Saira Bano	Dr. Muhammad Asif	Impact of Transparency on Firm Value: An Evidence from Pakistan
16	Saba Nisar	Dr. Muhammad Mudassar Abbasi	Moderating role of Leadership Behavior on Organizational Commitment, Organizational Citizenship Behavior and Turnover Intention
17	Syeda Sidra Taveel	Prof. Dr. Syed Amjad Farid Hasnu	The Big Five Personality Factors Correlation with Facebook Bullying
18	Aima Ali	Dr. Muhammad Mudassar Abbasi	The Impact of Leadership Motivation on Organizational Performance: Mediating Role of Leadership Styles
19	Aqsa Bibi	Dr. Jamil Anwar	Behavioral Strategy: A Synthesis of Research Trends, Citation Impact, and Methodologies
20	Omama Farooq	Dr. Shakir Hafeez	Smartphone Addiction among Young Consumers
21	Muhammad Shujah-Ul-Islam Jadoon	Dr. Syed Afzal Moshadi Shah	Examining the Role of Consumer Trust in Online Purchase Intention

List of MS Research Thesis Defended

Spring 2020

S. No	Name	Supervisor	Thesis Title
MS (Project Management)			
22	Murad Ali	Dr. Naveed Iqbal	Analyzing the Role of Risk Management Practices on Project Success: Evidence from Construction Sector of Khyber Pukhtunkhwa
22	Adina Khan	Dr. Jamil Anwar	The Impact of Leadership Styles and Emotional Intelligence on Project Success: A Mediating Role of Trust and Job Satisfaction
23	Hasnain Tahir	Dr. Imran Khan	Project Leadership in Cooperative Projects: A Case Study of IT Sector of Pakistan

**"The common facts of today are
the products of yesterday's
research."**

Coronavirus **COVID-19**



Coronavirus
COVID-19
Public Health
Advice

Social Distancing Outside

Spending time outdoors is good for our health.
But social responsibility is essential for ALL our health.



Avoid

close contact
with others



Distance

yourself at least
2 metres (6 feet) away
from other people



Small group

sizes should be kept
to a minimum



Don't arrange

to meet up with other
groups



Avoid

an area if it looks
very busy and go
somewhere else
for your walk

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COMSATS UNIVERSITY ISLAMABAD

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ADMISSIONS SPRING 2021



HOW TO APPLY

1. Register yourself at <http://admissions.comsats.edu.pk> or scan the QR Code.
2. Fill the Online Admission Form and submit your admission application.
3. Form submission is completely online. No need of physical form submission.



ADMISSIONS SCHEDULE FOR SPRING 2021 SEMESTER

Admissions Open	15 th November, 2020
Last Date for Submission of Application	22 nd December, 2020
Entry Test (Graduate)	20 th December, 2020 & 03 rd January, 2021
Display of 1st Merit List U.G	12 th January, 2021
Commencement of classes for all Campuses except Abbottabad	01 st February, 2021
Commencement of Classes for Abbottabad Campus	01 st March, 2021

ABBOTABAD CAMPUS

Undergraduate Programs Bachelor of Sciences (BS)

- Geology
- Geophysics
- Economics
- Biotechnology
- Computer Science
- Development Studies
- Environmental Sciences
- Business Administration
- Software Engineering (Non-Eng)

Graduate Programs Master of Sciences (MS)

- Chemistry
- Economics
- Mathematics
- Biotechnology
- Computer Science
- Development Studies
- Environmental Engineering
- Business Administration(MBA) Studies
- Project Management
- Electrical Engineering
- Management Sciences
- Environmental Sciences
- Earth Sciences (Applied Geology / Applied Geophysics)
- Conflict Peace & Development Studies

PhD Programs

- Chemistry
- Pharmacy
- Biotechnology
- Computer Science
- Electrical Engineering
- Environmental Sciences
- Management Sciences
- Development Studies

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