



Department of Management  
Sciences,  
CUI Abbottabad Campus  
E-Newsletter

# The Aspire Zone

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- HoD's Message
- Thought of the Day
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- Webinars / Activities
- Student's Experience at COMSATS
- Articles by the Students
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## *From the Editor*

I, on behalf of Management Sciences Department, CUI Abbottabad Campus, welcome all the worthy readers of this E-Newsletter. I am honored to be taking on the role of departmental E-Newsletter Editor. I intend to do my finest to continue this tradition, putting my full confidence on the exceptional contributions of our editorial team and our contributing writers, without whom there wouldn't have been this E-newsletter issue.

This newsletter includes a glimpse of events happened during the session Spring 2021 and contribution of our worthy faculty members toward promoting education system. I wish you all a very happy reading.

*We Aim Above The Mark To Hit The Mark (Ralph Waldo Emerson)*



**Mr. Shazil Turab**  
Lead Editor



**Mr. Jamil Farid**  
Copy Editor



**Ms. Sania Khalid**  
Copy Editor



**Ms. Ayesha Ismail**  
Copy Editor

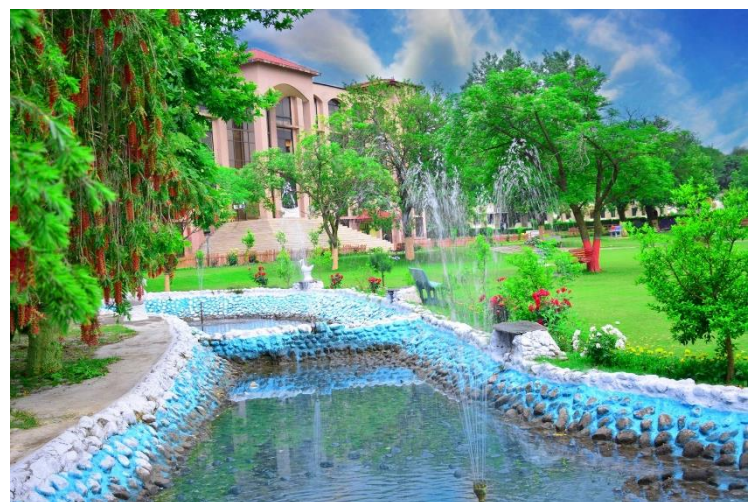


## ***COMSATS University Islamabad, Abbottabad Campus***

COMSATS is an international organization, with its headquarter in Islamabad. The main objective of COMSATS is to sensitize developing countries to the centrality of science and technology in the process of development. It has undertaken several programs in different areas to the benefit of the member countries.

CUI Abbottabad campus is imparting quality education, contributing effectively to the research base of Pakistan, providing state-of-the-art facilities to students, helping in social uplift of the community it is located in. The campus symbolizes a modern and progressive seat of learning. Abbottabad Campus became functional in July 2001, and the first academic session started in September 2001.

Future of CUI Abbottabad campus is as challenging and exciting as the offerings of a wide array of contemporary disciplines offered to the coming generation of leaders and scientists. We do not distribute degrees; we breed a generation of leaders and live true to our Motto 'We Aim to Inspire'.







## Meet and Greet

New Director, Professor Dr. Imtiaz Ali Khan was introduced with the faculty of the Department of Management Sciences in an intimate ceremony arranged by the department. During the session, the worthy director provided some valuable, precious, and productive suggestions for the betterment of the community. He presented the idea of introducing certifications and training for boosting the businesses. Department of Management Sciences is excited to have him on board.



## ***Department of Management Sciences, COMSATS University Islamabad, Abbottabad Campus***

Department of Management Sciences started with the establishment of CUI Abbottabad Campus in the year 2001. Since its inception, the department has made giant strides in the field of Management and business administration Studies. Initially, the department ran one program of BIT. With each day forward department has expanded its academic portfolio by offering versatile programs both on undergraduate and graduate levels. The Department ensures that its students are provided with every possible input required to develop cutting-edge knowledge across a broad range of vital business and management subjects.



We Aim Excellence in Grooming Business Leaders through Quality Teaching and Research



Business Education: Excellence in Business Education through specialized and updated teaching would be achieved in a friendly but focused environment. It shall cover the whole Horizon of Business community with special interests in problem-solving and future development.



High impact focus research of international standards for corporate and social groups shall be a regular part of imparting education through case studies and incubational business models.

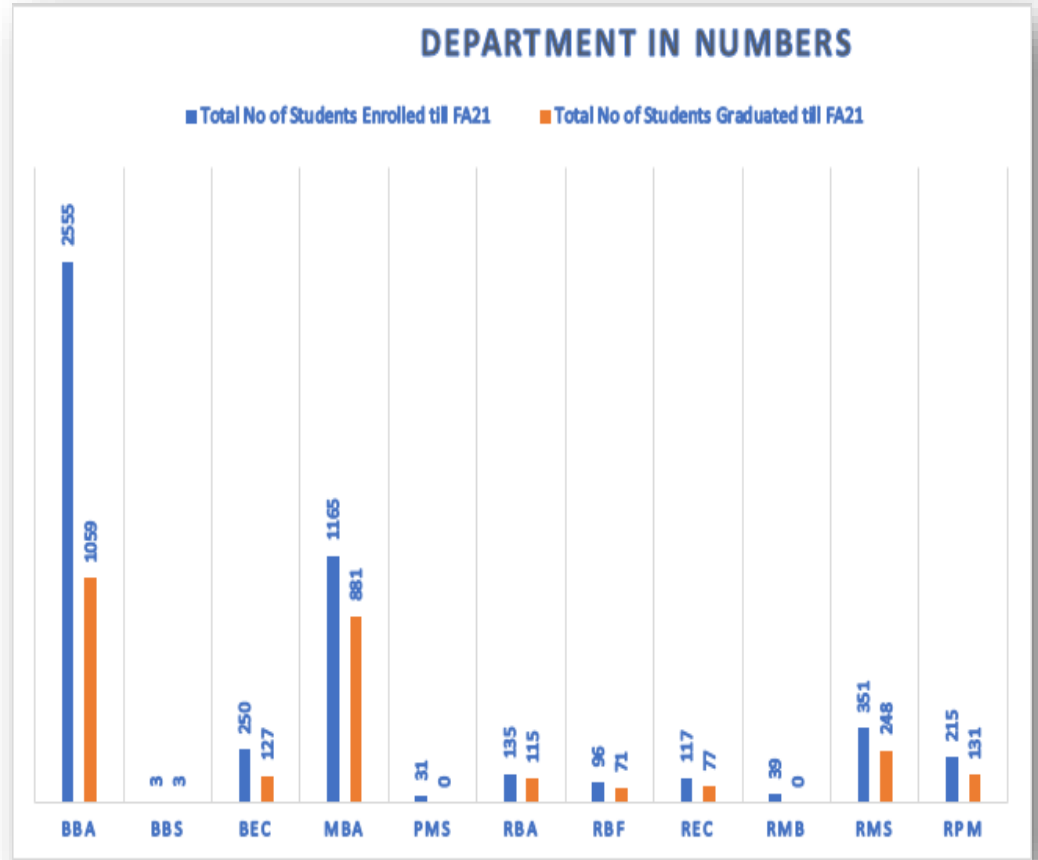


Based on Business Education and Research the prime objective is the creation of a diverse pool of dynamic leaders.

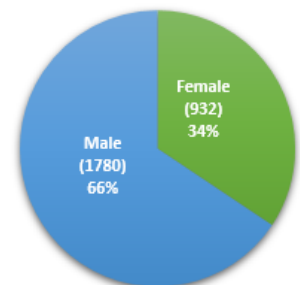
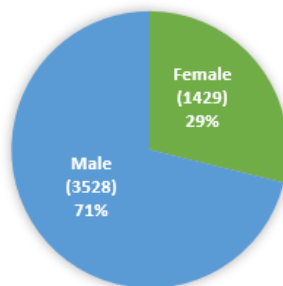


## Department in Numbers

Abbreviation	Program
BBA	Bachelor of Science in Business Administration
BBS	Bachelor of Business Studies
BEC	Bachelor of Science in Economics
MBA	Master of Business Administration
PMS	Doctor of Philosophy in management Science
RBA	Master of Business Administration (1.5 Year)
RBF	Master of Science in Business and Finance
REC	Master of Science in Economics
RMB	Master of Business Administration
RMS	Master of Science in Management Sciences
RPM	Master of Science in Project Management



GENDER WISE ENROLLEMENT TILL FA21      GENDER WISE GRADUATED STUDENTS TILL FA21



**Total Current Enrollment: 726**



## HOD's Message

I pay thanks to the erstwhile management, students and staff who contributed their best to lay down the foundations and paved the path for forthcoming people by launching the newsletter.

Being a New Head of the department and the new management of Newsletter it has become more obligatory for us to bring new innovative thinking, ways and ideas through the diversified, energetic, and literary and social- media oriented faculty of Management Sciences department.

I hope and confident upon the new management and the faculty of my department that it will tailor the newsletter stuff in such a way that will reflect the real scientific, literary, informative, philosophical, colorful and community impact focusing issues so that it may help the community to face the new challenges and to arrest the opportunities.

**Dr. Aziz Ullah Sayal**  
**Assistant Professor,**  
**Department of Mangement Sciences.**

## **Seen is believed than invisibility: By Dr. Sayal**

Human nature is a complex phenomenon, it feels more comfortable and convenient to shift the responsibility of errors and bad consequences either on Luck, system, or society. The first mistake is made by the human to take Luck and fortune synonymous whereas these both have different application and implications. Fortune is a term mentioned in every language with different meanings for example in Urdu it is taken as **Taqdeer** whereas Luck in Urdu is taken as **Kismat**. Likewise in English both have different meanings. Fortune is a point of time determined by the divine and you have reach over there wrongly and rightly whereas luck is the path determined or opted by the humans themselves to reach that point of time with the help of given and acquired gens, brain, circumstances, hard work, commitment, devotion, and dedication. Every human being has different face, nose, eyes, circumstances, brain, brought up then how it is possible for everyone to have same fortune and luck. For example, people in the professional organization people compare themselves with others in the

worldly bounties like, rewards, successes, achievements, appreciations that clearly indicates that they have determined those people as their benchmark and objective of life then where is their own existence, fortune, and Luck? They never believed on their own potential given by Allah acquired from respective environment. Such people go into isolation and hesitate to come forward. Consequently, they put themselves on flow of time with the so-called contentment on peanuts. If time passes more, they become saddest and revengeful from their associates and even from themselves. This is that point where they never realize their errors, shyness, fear, public speaking and not coming out of their comfort zone. Even they remain unaware from their Allah's Gifted Fortune and the Luck, but everybody must recognize the theory of Cause-Effect. They must reach their Fortune (**Naseeb, Taqdeer**) through the given modes (Kismat). People have their own many problems; they will never bring you out of your shell. It is you yourself who is responsible to make yourself visible in the society or organization. The people who are visible are picked by the task taker which is the proverb (Opportunity does not knock the door again and again). Social zone and organization realistically have nothing to do with your emotions or domestic sufferings. Yes, **what ought to be and what is** a Reality. Other aspect is then Don't put yourself in to the competition with others because achievements, successes, rewards are measured by others whereas pleasures are yours; just learn how to be happy. One hour and one minute, will never come again in your entire life. Avoid fights, angeriness and speak lovely to everyone. Believe in your own hidden potential. Difficulties in your life do not come to destroy you but to help you realize this hidden potential and power. If the person in your life is not much caring about you, ask him not to come in your funeral for photo session.

**At the end I will say there is no market for your emotions, so never advertise your feelings. Just showing your hard work and attitude. Let's come in front.**



## #FacultyAchievement



It is a matter of great pleasure for the department of Management Sciences, COMSATS Abbottabad campus to announce that Dr Syed Afzal Moshadi Shah has been selected as a Member Editorial Review Board for the international journal of Cyber Behaviour, Psychology and Learning (IJCBL)-HEC approved PhD Supervisor, NBDP Approved/Listed Trainer, & SMEDA listed trainer. He is serving as an Assistant Professor in the Department of Management Sciences at COMSATS University Islamabad - Abbottabad Campus since 2008 and Head, Student Startup Business Center (SSBC) since March 2018.

<https://www.igi-global.com/journal/international-journal-cyber-behavior-psychology/1182#editorial-board>

We are once again pleased to share that Dr Syed Afzal Moshadi Shah have conducted a free online training session for BBA Students of University of Lahore on 29 April, 2021, on "Business Education and Future Job Trends". The training was attended by more than 70 student and faculty members. The session was a highly interactive session in which the participants raised many relevant questions. At the end of the session, the participants provided very positive feedback of the training session where the organizers of the university thanked the resource person.

### The day of Achievement

Every person in life has some achievements, accomplishments, rewards, and success earned. At the same time failures, mistakes, and setbacks as well. My achievements, successes and my, accomplishments are just because of my Allah-Almighty and my family that makes me happy and proud. Whereas my mistakes, failures, and setbacks make me strong and bold.

One of the accomplishments is the completion of my PhD Degree in Management Sciences (Specialization in Finance). During the tough journey of my PhD, I have learned different things. No one can get success without hard work and failures. Success is not an activity but a process.



Dr. Faiza Sajjad  
Department of  
Management Sciences

Meet our Faculty



## #FacultyAchievement

Department of Management Sciences, COMSATS Abbottabad is more than happy to share that Dr Syed Afzal Moshadi Shah was granted a scholarship to attend the Association for Practical and Professional Ethics 30th conference held on February 25-27, 2021. The APPE, USA is a comprehensive, international organization dedicated to advancing scholarship, education, and practice in practical and professional ethics. Through its programming and multidisciplinary membership, APPE supports and trains the next generation of ethics faculty and professionals and works to improve ethical conduct in our communities and workplaces.

The conference was very fruitful for Dr S. A. Moshadi as his research interests also revolve around business ethics. The conference has helped him to keep abreast with the latest developments made in the field and to develop professional connections with the leading gurus in the field.



With great pleasure, we would like to share that Dr Syed Afzal Moshadi Shah have earned a "research collaboration" with Universiti Sains Malaysia. The project aims to develop a "Sustainability index for online/distance learning". It is funded by Ministry of Higher Education, Malaysia for an estimated budget of RM57,200 (2million Pak Rupees).

### Research Project of Dr. Muhammad Tahir

Dr. Muhammad Tahir jointly with Dr. Arshad Hayat from the Metropolitan University Prague, Czech Republic won a project titled (Natural Resources Volatility and Economic Growth: Evidence from the Resource-Rich Region) sponsored by the Government of Czech Republic. The project is the part of Metropolitan University Prague research project no. 74-02 "Territorial Studies, Economics, International Relations" (2020) based on a grant from the Institutional Fund for the Long-term Strategic Development of Research Organizations. The amount of the project was 1200 US Dollar. One paper has been published from the mentioned project in the Journal of **Risk and Financial Management** (ESCI-Indexed). The project is completed in February, 2021.

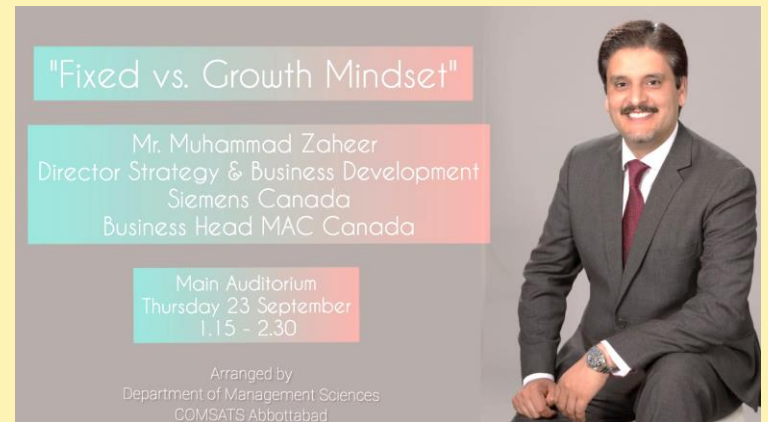
## A way Forward for Satisfied Economic Growth in Pakistan: A Note



Achieving higher economic growth and consequently improving the overall quality of life of the people is the ultimate objective of all economic activities in the modern globalized world. Economic growth is basically dependent on various factors such as physical and human capital, research and development, government policies and international trade owing to its complex nature. International trade which is one of the main factors behind the remarkable growth experience of the East Asian economies is unfortunately not taken seriously by the policymakers of Pakistan as evident from the statistics of the World Bank over the years. Therefore, the policymakers are strongly suggested to follow the growth models of East Asian economies and liberalize international trade significantly by reducing both tariff and non-tariff barriers. The policy makers must also focus on establishing export processing zones in order to increase exports and consequently earn precious foreign reserves. These policy changes related to international trade would definitely improve the economic growth of Pakistan.

Dr. Muhammad Tahir  
Assistant Professor  
Department of Management Sciences  
COMSATS University Islamabad, Abbottabad  
Campus

A productive session was conducted by the Department of Management Sciences where the guest speaker Mr. Muhammad Zaheer, Director Strategy and Business Development, Siemens Canada, briefed the students about effective strategies for business development.



Some glimpses of the event are attached in the link:

<https://drive.google.com/file/d/1H9F8Bx7Dx08Zk-VfwFmc5q0slwFWqifh/view?usp=drivesdk>





## Economics in Focus



Economics plays a role in our everyday life. Studying economics enables us to understand past, future, and current models, and apply them to societies, governments,

businesses, and individuals.

Every major economic problem facing the world today, from global warming to world poverty, to the conflicts in Syria, Afghanistan, and Somalia, has an economic dimension.

Economics is crucial because economic issues influence our daily lives. This includes issues such as tax and inflation, interest rates and wealth, inequality and emerging markets, and energy and the environment. A broad subject, economics provides answers to a range of health, social and political issues that impact households and wider communities.

Economics is a widely diverse field of study and provides career opportunities in Banking, Finance, Accountancy, Business, Government, Consultancy etc.

The department of management sciences conducted a short interview from Dr. Malik Fahim Bashir (Principal Academic Coordinator, Economics) about the key programs and strengths of economics discipline offered under the umbrella of Management Sciences Department.

For video link click below:

<https://drive.google.com/file/d/1PuR-ijAFCzHd7hn0lcy1pCdKjrzoReT/view?usp=sharing>



## Meet Our Faculty



An organization may have people with various talents and capabilities, it is leadership that utilizes individual efforts towards the collective goal. By inspiring and

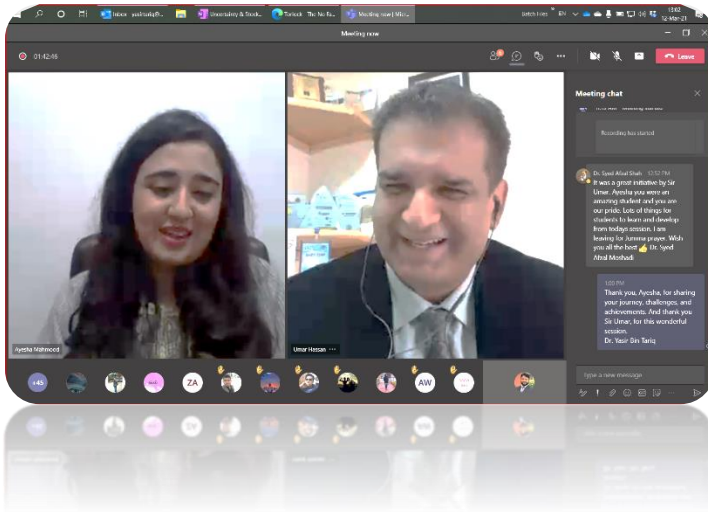
motivating teams and coordinating personal actions for the advancement of a common goal, team leader helps their organization achieve excellence. Fortunately, the Department of Management Sciences is privileged to have such team leader Mr. Umar Hassan (Assistant Professor and Principal Academic Coordinator). He is involved in all academic and extra-curricular activities like event management, sports, seminars, and conferences across the campus.

Acknowledgement is the foundation of employee's performance, engagement, and morale. A happy employee is a recognized employee, and a recognized employee is a retained employee.

Department of Management Sciences has conducted a short interview in which few formal and informal questions were asked from Mr. Umar Hassan. Link is appended below.

<https://drive.google.com/file/d/1J6fnlnzVPyMxMTrHlx0j0HJCMm8uYPIO/view?usp=drivesdk>





## #SuccessStory

### Meet Our Alumni: Ms. Ayesha Mehmood

**March 12, 2021**

A webinar was organized on March 12, 2021, under the flag of COMSATS Live Sessions (Alumni Edition). The guest speaker was our BS(BA) graduate (Gold Medalist) Ms. Ayesha Mehmood. She also holds an MBA from the COMSATS University Lahore campus. Ms. Ayesha was invited to share her successful career experiences with BS(BA) students. Currently, she is working as a logistics specialist at Halliburton, a multinational firm and one of the world's largest providers of products and services for the ever-evolving needs of the energy industry. It was a lively session where students actively participated in the question-answer session. Mr. Umar Hassan moderated the online session.

### Faculty Talk Series – Living with a purpose by Dr. Jamil Anwar

**April 29, 2021**

The Department of Management Sciences initiated a new "Faculty Talk Series" where initially, the Management Sciences faculty was invited to talk to students and faculty on the topic of their choice. Dr. Jamil Anwar delivered the first talk of this series. He shared his thoughts on the topic of "Living with a purpose."

#### **COMSATS LIVE SESSION SERIES**

**Speaker- Dr. Jamil Anwar**

Assistant Professor Management Sciences

**Topic of Discussion**

**"Living With Purpose"**

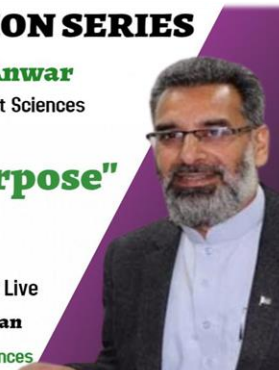
APRIL 29, 2021

THURSDAY 3:00 PM

Microsoft Teams/Facebook Live

**Moderator: Umar Hassan**

Department of Management Sciences







Ayesha Amjad Qaisrani

Education:  
 1. BS Economics (CUJ Abbottabad)  
 2. MS Economics (NUST)  
 3. MSc Migration Studies (University of Oxford)

Work Experience:  
 6 years of policy research experience with think tanks, government, academia and international organizations.



Days: June 18th, 2021(Friday)  
 Time: 2pm - 2:45pm

COMSATS LIVE SESSIONS  
 (ALUMNI EDITION)

## Webinar: The Merits of Staying Focus – by Ayesha Amjad Qaisrani

**June 18, 2021**

Under the flag of COMSATS Live Sessions (Alumni Edition), an initiative of Mr. Umar Hassan, a webinar was organized on June 18, 2021, moderated by Mr. Zarak Khan. The speaker Ms. Ayesha Amjad Qaisrani, is our BS(Economics) graduate. She also has an MS (Economics) from NUST and an MSc in Migration Studies from Oxford University. She has six years of experience in policy research with think tanks, government, academia, and international organizations.

## Webinar: Money Matters Mr. Muhammad Farooq

**June 01, 2021**

Under the invited talk series, a webinar was organized by the Department of Management Sciences on the topic of "Money Matters." The invited speaker Mr. Muhammad Farooq, an MBA, and an engineer is a life coach, a motivational speaker, a corporate trainer, and a professional with 20+ years of Telecoms and ICT experience from diverse corporates in America, Asia, and the Middle East. He talked about redefining and enhancing our relationship with money and gaining clarity and control of our money vs. our money is controlling us and aligning our faith values with work.

## COMSATS LIVE SESSIONS

(Microsoft Teams link in description)

THURSDAY 3 June, 2021  
 2.00pm – 3.00pm



### MONEY MATTERS

How to Enhance Your Relationship with Money

Why do you feel uncomfortable about Money, and what to do about it?

How to make money, save money, and spend money?

How can you get out of debt and avoid debt?

How to avoid making poor purchasing and investing decisions?

How to have a balanced investment portfolio?

Above all how to improve relationship with money in a spiritual, intellectual, and physical manner?

### About Mr. Muhammad Farooq

A life coach, a motivational speaker, a corporate trainer, and a professional, Muhammad Farooq is a USA educated Engineer with MBA, and 20+ years of Telecoms and ICT experience from diverse corporates in America, Asia and Middle East.

He loves to share beneficial knowledge and experiences under self-development and executive education, utilizing print, radio, TV and social media. He can be reached at [www.MuhammadFarooq.com](http://www.MuhammadFarooq.com)

We don't like to talk about it, don't want to look at our bank statements, we rarely save (and if we do, we don't save enough) & we feel paralyzed and prefer to do nothing. However, after attending this seminar, you will:

Redefine and enhance your relationship with money

Gain clarity and control of your money (vs. your money controlling you) and align your faith values with your work

Have a mature, clear, and values-driven financial roadmap for yourself and family, and loved ones

## Webinar: LinkedIn for Professional Success by Mr. Umar Hassan

**June 10, 2021**

In today's world of technology, applications play a crucial role in building connections and maintaining business relations. LinkedIn is one such platform that provides people with the opportunity of being recognized in the market on a larger scale. Mr. Umar Hassan conducted an online session in which he briefed the students about LinkedIn.

## Workshop on Career Planning

Just before the start of Fall 2021, a workshop on Career Planning was conducted by the Department of Management Sciences for the students who were about to begin their 5<sup>th</sup> semester. As the students enter this new phase of their university life, they must make some radical decisions that will ultimately pave their future career paths. Choosing a specialization is not a piece of cake. In fact, it's the ingredient that completes the cake. For this reason, our focal persons, Mr. Qasim Shah (Finance), Mr. Umar Hassan (HR), and Mr. Jamil Farid (Marketing) came forward to give the students a brief introduction about the three majors. They emphasized the importance of choosing the right major for the right person i.e., never side-line your interests from your professional life.

If a student is better at mathematical and analytical skills, or since childhood, he/she has loved managing household budgets, then Finance can be a good choice. Handling accounts, budgets, taxations, audits, having

an insight into the stock market, or jumping into the investment and banking sector, it's all open to you now!

Similarly, the rather creative minds, looking to inspire others and possessing strong convincing powers, must consider marketing.

It would definitely give them a competitive edge while devising marketing and promotion strategies!

And finally Human Resources. The name suggests how significant it is to cater the human needs. Here we

commonly talk about the employees and how to deal with all their requirements. However, there is more to it as well, one can also pursue their careers as a professional counsellor and life coaches. Any person capable of handling managerial tasks, multi-tasking, making radical decisions, and the cherry on top, sensing the psychology of diverse people, is the best fit for this job!

To conclude, a question-and-answer session took place between the students and faculty members. An overall fruitful discussion prevailed, and the students gained some valuable pieces of information.

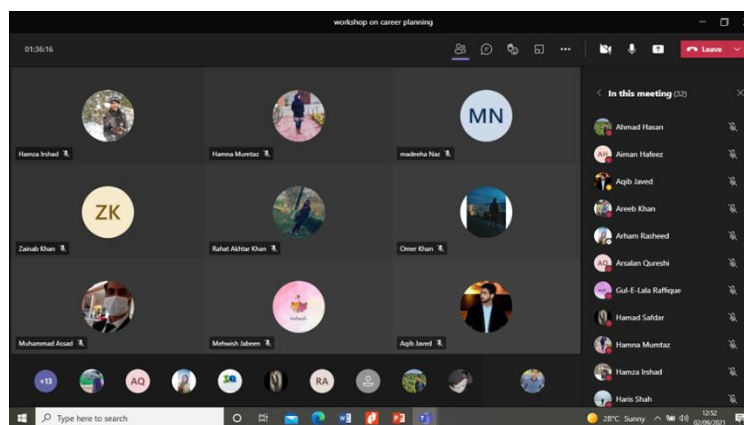


**Workshop on Career planning**

**Workshop Schedule**  
Thursday, September 02, 2021 @11:30am

**Resource Persons:**  
Mr. Umar Hassan (HRM)  
Mr. Jamil Farid (Marketing)  
Mr. Assad Razaq (Finance)  
Mr. Syed Qasim Shah (Finance and Accounting)

**Participants: Students of BBA 4**  
**Organizer: Department of Management Sciences, CUI, Abbottabad**





## My Experience At COMSATS



**Sumrine Khan**  
**FA17-BBA-019**

My experience at COMSATS University has been nothing but amazing. I enjoyed every single moment COMSATS has offered me. The learning was not only limited to the books; our teachers insisted on being practical because nothing can make you learn more effectively than being a part of it.

One thing I loved about COMSATS is its faculty and activities arranged by them which help us to gain a lot of exposure, and abilities in event management and presentation skills. COMSATS helped me in grooming my personality. We learned so much about the market that it was like we were already in the market before even entering it.

I am proud to graduate, but I'm sadder to leave. It has given me a safe place to be and all the opportunities I needed to move on and be successful. Department of Management Sciences offer a lot of opportunities for its students and help them to avail wonderful jobs and internship in National and Multi-national organizations. I have joined **Telenor Pakistan** as a "**Sales Trainee Officer**" in Planning and Reporting.

**Thankyou COMSATS and especially The Management Sciences Department.**

### Why did I choose COMSATS Abbottabad?

University is a brand-new experience socially, academically, and mentally that takes time to adjust and can be difficult and challenging. However, it can also be immensely rewarding and enjoyable and some aspects of my university years comprise some of my fondest memories. Joining COMSATS has been one of the defining moments of my life. The four-year program allows a great deal of flexibility and I have been able to fully explore my interests in different subjects. The societies at COMSATS put students in positions of responsibility and allow us to gain skills in different areas.

After doing BBA, I joined "**xiQ.Inc.**", a US company as a "**Research Analyst**". I am ready to perform different tasks given by the organization and I enjoy my job very much.



**Usama Shoukat**  
**FA17-BBA-081**





A gala event of Independence day was held at COMSATS University Islamabad, Abbottabad Campus.

This event was organized by COMSATS Literary Society (CLS) which is presided by Mr. Assad Rafiq of Department of Management Sciences.

Professor Dr. Imtiaz Ali Khan, Director CUI Abbottabad along with the Additional Deputy Commissioner Abbottabad, Mr. Shahab Khan raised the Pakistan Flag. Event was attended by faculty members and their families and the students of CUI Abbottabad.



You might have gone through so many situations where you had opportunities, but you didn't have a tongue and that's where it causes problems. Communication skills are one of the most important skills a person must learn to move forward in life as it is a way to allow people to voice their opinions. In most of the cases, people lose their track and kick their opportunities just because they don't have enough confidence to voice themselves. Communication is not only important to spread your message accurately but also to get the desired feedback.

For instance, you might have been put into a state where you're given a preceptor, but you don't understand what they say. This is because knowledge, alone is not the key. Deliverance is as important as having the data inside you. Communication isn't only speaking out but also to understand and listen what has the other said. Good communication makes you a good leader. There are examples where certain proportion of students step ahead due to their self-confidence and communication skills. Because it makes you friendly and helps you connect to others on a larger scale that can help you later in life. Communication is important as it forms a relationship that can't be opposed.



**Abeer Fatima**  
**BBA-4A**

## Communicate, It Matters

**Nat Turner**

**"Good communication is the bridge between confusion and clarity."**

### 1 Minute with BBA-1

<https://drive.google.com/file/d/11v2S8w5U3GS64wCcaDNEdYusYJHYJCq/view?usp=drivesdk>

Student surveys are valuable sources of feedback for teachers and self-reflection for students. Surveys at the beginning can help an organization to plan effective strategies, reach out struggling students and develop policies to address their genuine concerns.

Under the banner of **"One minute with BBA 1"**, the editorial team of the department of Management Sciences conducted an interesting question and answer session with the new bees and it proved to be a fun and exciting experience. The new students got a chance to express their thoughts about the university. This initiative also provided them a platform to indulge in extra-curricular and confidence-boosting activities. For complete video, click the link above.





## Student's Articles

### Perfectionism & Self-Acceptance

In today's world, people consider perfection as the standard of measuring one's success and capabilities. An enormous chunk of folks is running after perfection to become perfectionists just to prove themselves capable and successful. Setting high standards is not wrong but running the race of perfectionism and willingness to become a perfectionist is something that can lead a person to mere disappointment. Now the question is "How to get rid of this trap of perfectionism?". The simple answer to this question is "Self-Acceptance".

The concept of Self-Acceptance is about accepting our true selves, knowing our strengths, weaknesses, limitations, and vulnerabilities impartially. It is about self-analysis, discovering the best & worst within ourselves. Because of Self-Acceptance, we can become capable of quitting the race of perfectionism and can start focusing on the things we can do at our best without being judgmental about the results. Accepting ourselves does not mean that giving up and stop trying rather it means that the efforts to find and polish our hidden talents and work on our weaknesses honestly to deliver our best.

Knowing our potential helps us to set our direction in life and gives us Self-Confidence that speeds up our journey of success. Self-Acceptance helps us to believe that success is "Becoming the best version of ourselves" instead of becoming the best in the world.

Accepting our weaknesses is the first step towards turning our weaknesses into strengths. Mistakes and failures don't limit our success rather they are part of our journey of success.

The magical tool of Self-Acceptance enables us to be Self-responsible for our actions. It is the key to Self-love and humbleness simultaneously because when you will start knowing your best, you will start loving yourself and when you will start knowing your weaknesses, you will become humble.

Now we must decide whether to accept our strengths and weaknesses to take the control of our life or we must run the race of perfection to please the society. Now we must think that we will continue blaming others and circumstances for our failures or we will take full responsibility for our mistakes and failures. Now we must decide that we will continue complaining or we will accept ourselves, our challenges, our limitations and challenge them to make an impact in this world. Now we must think that whether or not we will take responsibility for our decisions because our decisions can determine our destiny. In the end, we must choose between our success and failure because no one will be responsible for our success and failure except us.



**Sheryar (BBA-III)**

## Talent Hunt

Art opens the heart and mind to possibilities and fuels the imagination. Art is a process of learning to create ourselves and experience the world in new ways. It supports the bigger view of life: beauty, symbols, spirituality, storytelling, and allows us to be present in the moment.

Painting, sculpting, drawing, and photography are relaxing and rewarding hobbies that can lower your stress levels and lead to an overall improvement in well-being. Creating art can take your mind off life's many stresses, at least momentarily.

Painting boosts self-esteem and inspires people to reach new levels of skill. Painting also produces a relaxing, open environment where artists feel safe to explore their own creativity.

Leonardo da Vinci said, "Painting embraces all the

ten functions of the eye; that is to say, darkness, light, body and color, shape and location, distance and closeness, motion and rest."



We all have talent. It's just a little harder to find in some of us. And it's even harder for us to recognize it in so many of our students because students have little opportunity to display their unique talents.

The department of management sciences is blessed with many artists. Under the title "Talent Hunt", The department is presenting the painting made by a very talented student **Sualeha Muratib** (BBA-3A).

Link is appended below:

<https://drive.google.com/file/d/1o41D3uoeSKmtMOfcgHagpKKFPhwyUv0U/view?usp=sharing>



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## The impact of accounting software on operational performance: A case study of banks of Abbottabad and Mansehra

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Accounting Information Systems(AIS) are used by banks to automate and optimize the operations of their business. Decision makers receive valuable information from AIS and use that in development of strategy to efficiently achieve organizational goals which will in turn improve performance of company. The objective of this study is to identify why manual accounting was replaced with computerized accounting and this study explores the impact of accounting software on banks mainly by decreasing cost, enhancing quality, ease of keeping accounting records and better decision making.



**Zunaira Sajid**  
**SP18-BBA-022**

I collected data related to different softwares from banks of Abbottabad and Mansehra by using questionnaires which were analyzed using relative frequencies. The use of computerized software's in the banks have been proved beneficial as it is very clear by the answers of the respondents when asked about the usage and benefits of the computerized accounting systems. They responded in a positive manner because the computerized systems have increased the performance of banks by quickly accessing, storing, and representing the data in the financial statements without major errors. The results have shown that these systems provide the reliable information for efficient decision making as the data collected from these softwares are free from human error leading to boost the level of bank's performance as banks easily maintain a record of their assets and generate reports through which data can be easily tracked. The overall results have proved that banks can avail much more efficiency by using different combination of the computerized accounting software to perform unique tasks.

Based on these finding I would suggest that Banks should invest more in information technology (software) as it provides data that is reliable, accurate and efficient. So, banks having reliance on manual system should shift towards computerized accounting software to enhance their performance.



## Does employee empowerment really work? A study on the comparison between two software houses in Abbottabad

This final year research project report was conducted to identify the level of employee empowerment in software companies. The idea behind choosing the software companies is that there is a concept about software houses that they do not empower their employees because they have to fulfil the requirements of their clients according to their criteria. The comparison between two famous software houses has been made for which the data has been collected from their employees.

Overall, it was a great experience as the company's managers have been supportive throughout the project and they have provided with every bit of information that was needed. This research follows the questionnaire and interview made to collect the estimated information. The questionnaire sample is collected from 40 employees, 20 from each organisation. For the interview top level employees including project manager and team lead were selected.

Though it was an online experience throughout in pandemic, which was totally new for us and being a first batch to work on project online, I have learnt many new things including use of new technology, generating online questionnaire and much more. This new mode of learning was quite challenging during start but then got used to of it and it turned out very interesting and informative. The only challenge that I have faced is due to pandemic situation because companies were also following the COVID-19 precautions.

This report concluded that software companies do give their employees level of freedom and empowerment to give their suggestions during different projects. Not only this they do provide them enough support to introduce their ideas and innovative projects. The companies were empowering their employees through every possible mean and after visiting the companies the level of employee's motivation was evident. But the only challenge in these organisations was that they do not have proper training and development policies for employees which could enhance the abilities of new employees.



**Hira Sajjad**  
**FA17-BBA-026**

# SFY Society For Youth

I, Syed Usama Bin Ata, currently enrolled in BS Economics at COMSATS University Islamabad, Abbottabad Campus, is a part of **"Society For Youth (SFY)"** which is a society that aims to utilize the broad-based model of leadership, creating the capacity for change-making by bringing together multiple mediating institutions and organizations from various backgrounds.

SFY focuses on developing leaders and capacity in institutions whose public missions include the serving and sustaining the common good and creating stronger, wholesome, and vibrant communities.

More importantly, SFY plans on becoming a part of an international network of broad-based organizations with many years of experience in successful change-making and development.

Society For Youth regardless of its young age is proud to have served and followed through

its prime commitment. We have been able to involve young leaders from at least 4 different cities (Abbottabad, Mardan, Swabi and Karak), and continue to recruit, train and resource other leaders who want to create a positive impact in society. As our primary project the **#YouthMedCamp21** series speaks to the potential and capacity building these young leaders have experienced. Currently, we have completed 6 camps, 3 in Mardan, 1 in Abbottabad, Karak and Swabi each, with an approximately 1700 patients benefiting from the camps and approximately 210 hours of volunteer work contributed by the members.

Our future projects include organizing:

- 1) A Sports Camp (between two orphanages and a private school in Mardan),
- 2) A Hygiene Drive at a local school in Hal Mera, Abbottabad
- 3) A Mental Health Awareness Campaign in different cities across KPK.



# Research Corner





## “Meet our PhD Scholar”

Madiha Shafiq is a Ph.D. student at the department of Management Sciences, COMSATS University Islamabad, Abbottabad, who specializes in General Management. She is a Fulbright scholar having a Master’s degree from Bauer College of Business (University of Houston) Texas, US and MS-Management from COMSATS University, Abbottabad. Her current research is regarding Strategic Change, where she is investigating the change context, content, reactions, and outcomes simultaneously. The current century is acclaimed as the era of rapid and swift transformations in the business world. Therefore, the area of organizational change nonetheless requires a lot of research and investigation to build up a thorough understanding. Most of the research on organizational change is conducted on western, non-Islamic countries. Thus, her focus is to study strategic change under Pakistani scenario.



Zaheer Alam is a doctoral candidate at COMSATS University Islamabad, Abbottabad Campus, specializing in Finance. He is working as Assistant Professor in Higher Education Department. He has also rendered his services in treasury and accounts department govt of KPK.

His proposed topic of research in PhD is **Corporate Sustainability Performance Evaluation and Firm Financial Performance: Evidence from a Developing Economy**

Sustainable development means to meet the needs of present generations without compromising over the ability of future generations to meet their own needs.

His study will develop an index of corporate sustainability by taking indicators from Global Reporting Initiative’s version, United Nation’s Global Compact, some context specific indicators which are being emphasized in the societal context of Pakistan. Having new insights into the sustainability efforts of companies in Pakistan, this study will be a valuable contribution in the literature. This evaluation will provide guidelines to the researchers, policy makers and the regulators.

## List of MS Research Thesis Defended Spring 2021

S. No	Student Name	Supervisor	Thesis Title
<b>MS(Economics)</b>			
01	Ayesha Ahmad	Dr. Muhammad Tahir	The Relationship Between Multidimensional Food Insecurity and Multidimensional Poverty in Pakistan
02	Saad Sajjad	Dr. Muhammad Asif	Impact of Natural Resources, Institutions and Energy Potential on FDI: Evidence from N-11 Countries
03	Sarmad Jadoon	Dr. Muhammad Asim Afridi	Relevance of Twin Deficit Hypothesis in the Presence of Structural Breaks: Evidence from Pakistan
04	Sidra Bashir	Dr. Muhammad Tahir	The Relationship Between Trade Openness, Structural Change and Income Inequality under Kuznets Hypothesis: Empirical Evidence From Pakistan
05	Saima Sheraz	Dr. Muhammad Asif	Impact of Pakistan's Bilateral Trade with Central Asian Republics and its Impact on Economic Growth
06	Nafeesa Rani	Dr. Muhammad Tahir	<b>Economic</b> Impact of Income Inequality on Environmental Degradation (CO2 Emission) in Developing Countries
07	Ummarah Mushtaq	Dr. Malik Fahim Bashir	Impact of Financial Development on Income Inequality
08	Syeda Quratul Ain	Dr. Malik Fahim Bashir	Impact of Governance Structure, Infrastructure and Terrorism on Tourism
09	Nosheen Bibi	Dr. Aziz Ullah Sayal	Economic Impact on Household's Health and its Willingness to Pay for Eco-Friendly Products
10	Sundus Rehman	Dr. Aziz Ullah Sayal	Women Economic Empowerment through Analyzing Gender Disparity in Banking Sector: A case study of Abbottabad
11	Rabia Afzal	Dr. Imran Khan	Empirical Analysis of Climate Change Factors Affecting Cereal Yield: Empirical Evidence from Pakistan.
12	Fiyal Sajid	Dr. Aziz Ullah Sayal	Economic Impact of Leaching and Percolation of Solid Waste Disposal
13	Hamza	Dr. Imran Khan	Remittances and Human Development: Evidence from SAARC Countries
14	Nafeesa Bibi	Dr. Aziz Ullah Sayal	Economic Evaluation of Recreational Benefits of the Cantonment Public Park Abbottabad, KPK Pakistan

## List of MS Research Thesis Defended Spring 2021

S. No	Student Name	Supervisor	Thesis Title
<b>MS(Banking and Finance)</b>			
15	Waseem Liaqat	Dr. Muhammad Asif	Detection and Prevention of Financial Crimes: An Application of Fraud Triangle Theory
16	Aujala Shabbir	Dr. Naveed Jan	Disciplining the Fund Managers through Financial Performance Appraisal
17	Nadeem Ahmed	Dr. Muhammad Asim Afridi	Trust in Financial Markets: the Role of the Human Element
18	Haris Mansoor	Dr. Muhammad Mudassar Abbasi	Effective Leadership Style Drive Financial Performance of Banks
19	Maryam Sheraz	Dr. Kashif Rashid	The Impact of Female Directors, CEO Duality and Board Size on Firm's Cash Holding
<b>MS(Management Sciences)</b>			
20	Maliha Sarfraz	Dr. Jamil Anwar	The Role of Psychological Capital in the Relationship of Job Insecurity, Subjective Well-being and Job Performance
21	Uroosa Raees	Dr. Afzal Shah	Examining the Extended UTAUT Model on Foodpanda App in Pakistan
22	Iqra Israr	Dr. Shakir Hafeez	Power of Digital Consumer Voice and Digital Vigilantism
23	Fahad Khan	Dr. Imran Khan	An Investigation of the Impact of Structural Diversity of Board and Demographic Diversity in Board on CSR Reporting in Pakistan
24	Usama Yousaf	Dr. Muhammad Mudassar Abbasi	The Impact of Job Stressors on Job Satisfaction through Employee Burnout in the Banking Industry of Pakistan
25	Madiha Aziz	Dr. Kashif Rashid	Comparative Study of Stock Market Volatility of SAARC Countries by Using GARCH Family Models



## List of MS Research Thesis Defended Spring 2021

S. No	Student Name	Supervisor	Thesis Title
<b>MS(Project Management)</b>			
26	Shehryar Khan	Dr. Mansoor Nazir Bhatti	Effect of Leadership Behavior of Project Managers on Green Building Project Success
27	Maira Awan	Dr. Naveed Iqbal	Analyzing the Impact of Multilevel Factors on Project Management Success
28	Usama Ahmad	Dr. Muhammad Mudassar Abbasi	The Mediating Role of Job Satisfaction and Transformational Leadership on Emotional Intelligence and Project Success
29	Nauman Ahmad	Dr. Shakir Hafeez	Influence of Strategic Internal Stakeholders on Project Portfolio Management in Pakistan and its impact on Outcome
30	Janat Ul Mawa	Dr. Mansoor Nazir Bhatti	Impact of Organization's Internal Politics and Project Management Progress on Project Success
31	Muhammad Shoaib Tahir	Dr. Muhammad Mudassar Abbasi	The Impact of Emotional Intelligence on Project Team Performance
32	Aamir	Dr. Bilal Bin Saeed	Project Managers' Competences for Project Closing Management: Construction Projects of Pakistan
33	Mahnoor Malik	Dr. Mansoor Nazir Bhatti	Role of the Big Five Personality Traits in Predicting Project Performance: Mediating Role of Motivation_
34	Rivish Jadoon	Dr. Muhammad Saeed Lodhi	The Impact of Knowledge Management Process and Approaches on Innovation: Perspective of IT Projects of Pakistan
35	Tanveer Anwar Khan	Dr. Muhammad Saeed Lodhi	Impact of Transformational Leadership on Project Success in Construction Industry of Pakistan: The Mediating Role of Emotional Intelligence



Dr. M. Saeed Lodhi  
Department of  
Management Sciences

Meet our Faculty



Dr. M. Naveed Jan  
Department of  
Management Sciences

Meet our Faculty

## Department of Management Sciences

### COMSATS University Islamabad, Abbottabad Campus

#### Contact Us:

Department of Management Sciences  
COMSATS University, Abbottabad Campus  
University Road, Tobe Camp Abbottabad – 22060  
Khyber Pakhtunkhwa  
Pakistan

**Tel:** +92-992-383591-6

**Fax:** +92-992-383441

**Web:** <https://www.cuiatd.edu.pk/>

Facebook.com/ManagementSciencesCIIT

#### For Admissions

E-Mail: [admissions@cuiatd.edu.pk](mailto:admissions@cuiatd.edu.pk)

#### For General Information

E-Mail: [info@cuiatd.edu.pk](mailto:info@cuiatd.edu.pk)

#### For any Suggestions or Complaints:

E-Mail: [CSR@cuiatd.edu.pk](mailto:CSR@cuiatd.edu.pk)

#### For Student Affairs:

E-Mail: [studentaffairs@cuiatd.edu.pk](mailto:studentaffairs@cuiatd.edu.pk)

Cell: +92-346-6111189

Phone: +92-992-383596

#### Editorial Team

##### Faculty Editorial Team

Mr. Shazil Turab – Lead Editor

E-Mail: [shazilturab@cuiatd.edu.pk](mailto:shazilturab@cuiatd.edu.pk)

Mr. Jamil Farid – Copy Editor

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Coordinator

#### Management Team:

##### Dr. Aziz Ullah Sayal

Head of Department  
[sayal@cuiatd.edu.pk](mailto:sayal@cuiatd.edu.pk)

##### Dr. Shakir Hafeez

Graduate Program Coordinator  
[shakir@cuiatd.edu.pk](mailto:shakir@cuiatd.edu.pk)

##### Mr. Umar Hassan

Principal Academic Coordinator (BBA)  
[umarhassan@cuiatd.edu.pk](mailto:umarhassan@cuiatd.edu.pk)

##### Dr. Malik Fahim Bashir

Principal Academic Coordinator (Economics)  
[malik\\_fah@cuiatd.edu.pk](mailto:malik_fah@cuiatd.edu.pk)

##### Mr. Assad Razaq

Departmental Operating Officer  
[assad@cuiatd.edu.pk](mailto:assad@cuiatd.edu.pk)

##### Mr Jamil Farid

In-charge Industrial Liaison & Alumni  
[jamilfarid@cuiatd.edu.pk](mailto:jamilfarid@cuiatd.edu.pk)

##### Dr. Naveed Iqbal

In-charge Departmental QEC  
[naveed@cuiatd.edu.pk](mailto:naveed@cuiatd.edu.pk)

##### Mr. Syed Qasim Shah

Internship coordinator  
[sqshah@cuiatd.edu.pk](mailto:sqshah@cuiatd.edu.pk)

