

THE ASPIRE ZONE

E-NEWSLETTER

DEPARTMENT OF MANAGEMENT SCIENCES

CUI ABBOTTABAD CAMPUS

JULY 2023



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

EDITOR'S LETTER



The world is moved along not only by the mighty shoves of its heroes but also by the aggregate of the tiny pushes of each honest worker - Helen Keller

We hope this e-Newsletter finds you well, reflecting all those events and accomplishments we have achieved together as a team. From departmental events to research, it's been an exciting time for our department.

This herculean task of editing this e-Newsletter wouldn't have been possible without the sincere support of the members of the editorial team, who sorted out the articles from the flood of articles we have got from our enthusiastic and inquisitive writers, edited them and finally made a fair draft of them.

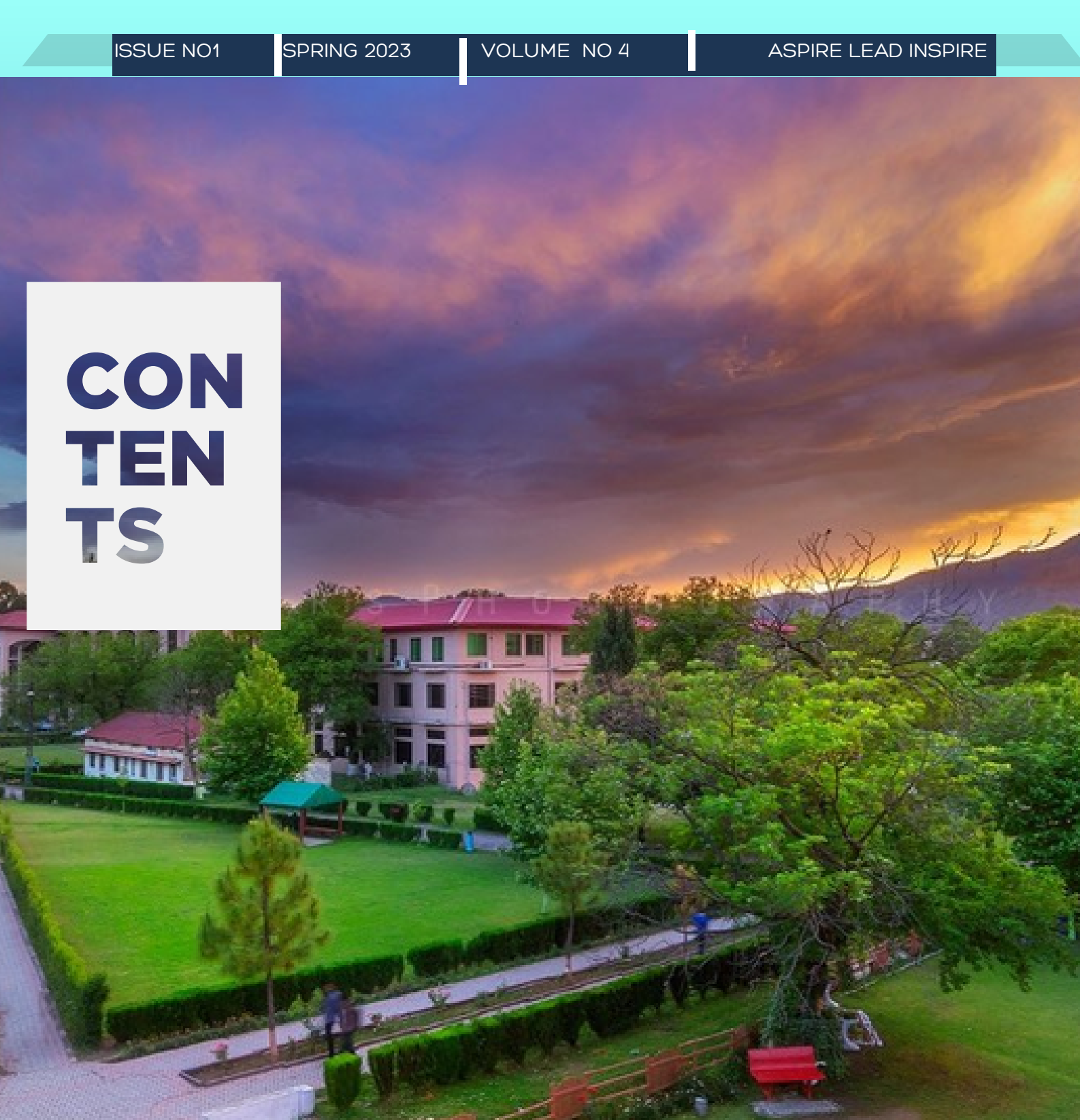
Thank you all for your continued support and dedication towards this e-Newsletter. This is where you can stay up to date about all the events occurred during the session. I also take this opportunity to thank all the dignitaries for sparing their valuable time to send their well wishes for the e-Newsletter.

Once again thank you for your support. We look forward to continuing to serve you and create content that informs and inspires

Editorial Team
Department of Management Sciences
CUI Abbottabad



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THOUGHT OF THE DAY

Dr Aziz Ullah Sayal
HOD, MANAGEMENT
SCIENCES

WRITE IF RIGHT

The era in underway is crucial and decisive one for the generation in way to its blur future. An irony and hard too is that the whole world recently underwent the menace of Corona Pandemic which not only affected the ordinary life but severely damaged the education of youth in various dimensions. Direct promotion of the students to one stage ahead at various levels has made students very sluggish, passive and dull. Now mostly they are shirking and bending towards money earning shortcuts in the new so called concept of free lancing. Our youngs are indulging in 4G and 5G technology. Everyone is pandering in mobile and their mobility inside and outside the house is anchored with availability of internet. Their health is significantly and positively correlated with the strength of signals. Such condition is termed as addiction which is more dangerous than the heroine. Today's youth is losing over writing skills particularly English. Even candidates of Competitive exams are using roman English when they are asked to write an Essay on a specific issue/topic. The reason is that this generation is pitiable and the responsibility rests on the shoulders of every senior citizen of the civil society .Teaching community can play a role in digging out our youngster from this quagmire. Teachers are the builders of a progressive society. Their every lectures/address should follow the ethics. Assignments and presentations are the best tools to enhance the mental capability, confidence levels, EQ and IQ levels and much more. The other best way to get rid of this dilemma is to

arrange awarded competition, group discussions seminars not in the alma matter but in the public places, theaters at district art councils. Nutshell of the message is that if we want the reverse the moral values of our youth to keep them involved in healthy and positive activities rather to isolate and neglect and ignore them to their own decision about the future



WOMEN LEADING THE WAY: PROMOTING INCLUSIVITY IN THE FINANCIAL ECOCYSYTEM

The Department of Management Sciences in collaboration with the State Bank of Pakistan BSC Islamabad and the Women Chamber of Commerce and Industry Hazara Division organized a session titled Inclusive Financial Ecosystem.

The event was mainly targeted at the female audience (with the acceptance of male participation) with a goal to promote women's empowerment in the business and financial industry.

Being a female-centric event, Mr. Umar Hassan along with Mr. Zarak Khan took the initiative to involve the department's female students in organizing and leading the event, as a source of encouraging them to step forward and gain the exposure and confidence they need in today's fast-paced environment. The students from all semesters, the majority hailing from the 4th and 7th semesters, participated in managing the event with full zeal and zest.



Multiple stalls were set up in front of the auditorium which included food stalls, desserts, accessories, etc. Meanwhile, various banks also set up their booths for promotional and informative purposes. The director of the State Bank of Pakistan BSC and other prominent women in the chamber of commerce visited the students' stalls and praised their efforts.

As the event began, the SBP initiated the session with some presentations explaining the various resources of funding that women Entrepreneurs can now avail of, followed by presentations from other banks and institutions as well. In the end, a panel discussion was arranged for the guest speakers by the female students of BBA 7. They were asked some questions that highly concerned the environment we live in and how pursuing a business for women is looked upon in our society. After a dynamic question-and-answer session, the event came to an end. The organizers were awarded certificates of appreciation followed by some refreshments.

The Journey called



Hamna Mumtaz (BBA 8)

A

nd just like this, life has its own unique ways. Ever since I grew up, I realized how our life is divided into phases, each so distinct in its own domain, yet, the person going through this dynamic life is the same. Then how does one human being fit into a multitude of dimensions?

If you come to think, this is the process of growing and developing. Till now, my mere experience of life has taught me that this is a journey that has its ups and downs, on a road that was once smooth suddenly crosses over bumps and hurdles.



We human beings are not merely made of flesh and bones, what truly caters to our existence is the emotions and feelings within us. How we felt in the past does not necessarily correspond to how we'll behave or react in the current or future state. An individual's personality, behavior, and attire are all part of his/her emotional state. Our dreams and goals depend on our emotional state. Our drive to achieve something depends solely on our emotional state

Then the question arises if there is so much dependency on emotions, why a person may be sad, and walk around with a heavy heart, yet he/she may appear happy and content? Well, my friends it all again comes down to your tangled-up emotions. Humans somehow have the strength to tackle many days in their life in a way that seems normal, working, meeting up with people, shopping, and eating, even though deep down they may feel sorrow and feelings of resentment.

I believe it's not a sin to feel repulsive or sad. One should never suppress such emotions, rather they must learn to accept themselves for whatever they are going through. Acceptance is the key to revival.

Once the mind is capable of understanding the volatility of life - it's not always roses and rainbows, sometimes the thorns prick you and the clouds overshadow you!

But it's okay folks. This is a part of our journey, which enables us to evolve and become strong, to gather up that courage to fight even bigger battles that await us. It's all okay as long as you don't deny your emotions, or you don't try to bury them in a pit. After all, to endure the pain we must feel it, understand it, allow ourselves to adapt, and finally heal while living in the present and being thankful for the blessings we already have.



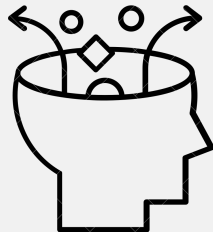
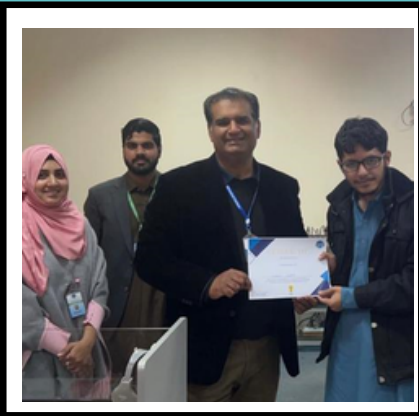
Redefining Success

Harnessing the Power of Soft Skills

A workshop on "Soft Skills" was conducted by the students of BBA 4 under the supervision of Sir Umer Hasan. It was a two day program consisting of eight segments. 4 segments were presented by different groups of students each day.

The workshops included several games, activities, and videos instead of long-written content in PPTs to engage the audience. This resulted in the form of a huge audience presence involvement. Goody bags and certificates were given at the end of these segments.

At the end of each segment, audience reviews were collected on the workshop, and whether they enjoyed and learned anything from it very positive results were generated at the end making these two days' venture a success.



I AM POSSIBLE

This segment highlighted the importance of self-confidence along with some fun exercises to boost self-confidence in the audience.

ART OF COMMUNICATION

communication skills were discussed in a really fun way in this segment and the audience were involved in fun games and activities to learn the art of communication

DON'T STRESS DO YOUR BEST FORGET THE REST

Stress management was discussed by the students in this segment. Different types of stress were highlighted and the audience was made aware of how to overcome stress

MASTERING LEADERSHIP AND TEAMWORK SKILLS

This was a totally activity-based segment, each activity designed to teach teamwork and create awareness about how leadership can be achieved.

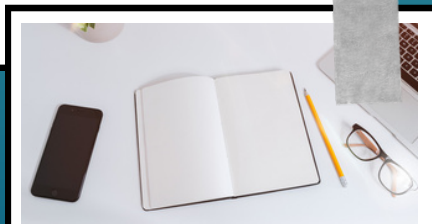


CUT AND LEAD

Another really fun segment whose main purpose was to teach the audience about time management.

TO LOOK BEYOND THE OBVIOUS

This segment's topic was critical thinking and problem-solving. The students conducting the workshop came up with fun puzzles and riddles for the audience to solve and use to explain their points.



REFRESH REBOOT RESTART

The last segment of the workshop was used to talk about the importance of productive life and goal-setting

POWER OF OPTIMISM

Explaining a positive mindset and its effects on the life of a person and how it could be achieved.

A DEBT TRAP IMPACT ON MACROECONOMIC AND FINANCIAL STABILITY

Arab Shah (BS-Economics)

"Debt is the sum of money that is owed by one party that is paid in future with a benchmark interest". The fact that debt has a role in economic and financial stabilization but it also has potential consequence over macroeconomic and financial stabilities. Historically four broad-based debt waves employed wide ranges upshots spanning from 1970s to 2009 are the solid consequences of "World Depression" of 1930s. The subpar interest rate that optimistically ensure investors to sell securities in financial markets and investment in bond market surged. Accumulation of huge funds on a subpar benchmark by the investors and an expediting financial transactions by the financial managers needed in depth watchdog. A strong stump of financial crises compelled financial markets to coincide with unparalleled global downturns resulting in increasing investor risk aversion, risk premium and borrowing cost followed by downswing capital inflows. Financial crises uproar due to massive borrowings that are usually followed by reforms conceived to lower vulnerabilities and consolidate policy frameworks. The debt waves culminated in

EMDE's (Emerging Market & Developing Economies) balance of payment irregularities, unstable exchange rates, weak fiscal policies and financial sector supervision is a real life example.



There is a famous saying in economics "There is no free lunch". Debt is a no free lunch means that debt does not invariably result in favorable fruits. Financial crises hint out how world has gone through massive debt trap and the world has seen downswings in protracted production loss, sudden pause in employment, floatable exchange rates

cumulated in outflows from vulnerable economies to lender economies leading to greater economic inequalities between advance and poor economies. Statistical research tools are used to check the impacts of debt on macroeconomic and financial durability. Since 1970 EMDEs has seen national episodes of rapid debt accumulation by the lender economies that resulted in more capital absorption from emerging economies that in turn resulted in financial crises. Countries registered high debts faced severe output distress, especially by the government sectors, and accumulated greater macroeconomic and financial vulnerabilities than non-crises countries. The crises are triggered by external shocks such as sinking interest rate. There is no such magic of a policy prescription to ensure the success of debt. Past debt waves episode isodes show critical role of policies in determining outcomes of those waves. To alleviate the impact of the debt waves ending into crises, robust macroeconomic and financial policies by the monetary and fiscal authorities, sound business environment and financial institutions through debt management and transparency, mobilizing domestic saving and to divert the funding towards purpose that raise export proceeds, productivity or potential outputs are required immediately. Apart from the public finance management, policies that promote good governance can ensure that debt is used for productive goals.



Exploring the Dynamics of Family Business: Muddasir Riaz Khan's Groundbreaking Research in Strategic Financial Management

Muddasir Riaz Khan is a Doctoral Student of Management Sciences department. He specializes in Finance and particularly Strategic Financial Management. With a BBA degree and a gold medal from Government College of Management Sciences. Muddasir bachelor's project focused on financial statement analysis of the National Bank of Pakistan. He completed his MS from COMSATS Abbottabad, title of his MS research was 'Founding Family Ownership in Pakistan: Empirical Investigation of Firm Performance'. In addition to that he has also carried out a socio-economic survey in Hazara division under the name of 'Socio Economic Effects of Inflation on the Poor and Low-Income People Living in Hazara Division of Pakistan'

Currently pursuing his Ph.D. in Finance at COMSATS. His subject area is Strategic Financial Management and Family Business System. In his thesis he examines the financial strategy and performance of family businesses, with the title of 'Family Business System: Financial Strategy and Performance'. Muddasir has a peculiar focus and interest in research related to Family Businesses.

His work is among the pioneer effects in the context of Pakistan and overall Family Business discipline. Family Business discipline is currently struggling with the issue of Internal Heterogeneity and his work is related to building a typology of difference among family businesses, and this has the potential to address internal heterogeneity debate of Family Business discipline. Muddasir has recently published a research paper 'An Investigation of Family Entrepreneurship in Ownership and Firm Performance: Empirical Evidence from Pakistan' in 2022. Muddasir started his research PhD research project under the supervision of Prof. Dr. Syed Amjad Farid Hasnu, and after retirement Ast. Professor Dr Yasir Bin Tariq is supervising him and is looking forward to complete this Ph.D. journey along with him.



MEET OUR FACULTY

Educational research is a sort of systematic investigation in which empirical approaches are used to solve educational problems. It uses rigorous and well-defined scientific processes to collect and evaluate data to solve problems and develop knowledge. Research plays a critical role in education as a guide for effective practices, policies, and procedures in the field.

Researchers are an integral part and asset for any department of the university. They bring new ideas, research output, knowledge and funding opportunities thus helping the department achieve its academic goals and contribute to overall academic excellence.

A good researcher possesses various qualities necessary for producing quality research that provides accurate and valuable insights. These include creativity, curiosity, analytical skills, persistence etc. The department of Management Sciences is blessed to have many professional researchers.

The department has conducted an interview from one of the best researchers in the department Dr Muhammad Tahir. He is an Associate Professor. He has achieved many best researchers awards and honorariums for his excellence in research.

The link to the video is attached below.

https://drive.google.com/file/d/1-9D_aYRrHm0ps0AJ4qqnv16neX-2zGYP/view?usp=drivesdk



Dr Muhammad Tahir
Associate Professor



Collaborative Agreement between CUI Management Sciences Department and Simplexmed



On July 15th, 2022, COMSATS Department of Management Sciences and Simplexmed entered into a Memorandum of Understanding (MoU) to jointly develop innovative medical technologies. Event was headed by the Industrial Liaison Head and members. The event's Chief Guest was Hamza Mughal, and Meerub Arshad served as the Assistant HR. The event culminated in the signing of the MoU between the Management Sciences and Simplexmed.

The MoU outlines the commitment of both parties to identify and develop such technologies to enhance medical care through their collaboration with the management sciences department. The MoU sets out the terms and conditions, including the parties' respective roles and responsibilities and their commitment to developing new medical technologies. It also outlines the partnership's timeline and expected outcomes.

Under the MoU, COMSATS and Simplexmed will pool their resources and expertise to create innovative medical technologies. They will coordinate their efforts to ensure timely and cost-effective development of these technologies. The MoU represents a significant step toward developing innovative medical technologies in Pakistan and demonstrates the parties' commitment to this important venture by utilizing skills of management students. The partnership is expected to yield new products and services that will improve medical care and polish student's skills of sales, management and finance.



Empowering



TOMORROW'S WORKFORCE

Insights from Internship Experiences



During my time as an intern at Malik Home Appliances, I had the opportunity to work with one of the leading suppliers of electronics in Mianwali. As a marketing student, I was primarily focused on working in the Marketing Department, specifically in Advertising and Sales. I assisted in the development of seasonal campaigns and was also given low-involvement tasks in other departments.



Overall, it was a very productive experience for me. After completing my internship, I had to appear for a viva. The viva went exceptionally well as it allowed me to implement all my learnings into answering practical questions. The experience was incredibly enriching and equipped me with practical knowledge that will undoubtedly benefit me in my future endeavors.

Exploring Corporate Realities: My WAPDA Internship Journey

I'm Areeb Khan currently in the last semester of BBA. My internship report is about the Water and Power Development Authority (WAPDA). The internship report was produced in order to fulfill the criteria for the Bachelor of Science in Business Administration degree awarded by the COMSATS University Abbottabad campus. The purpose of internships is to expose students to the corporate world before they enter it, to help them comprehend real-world difficulties and how to handle them, and to provide them with practical experience beyond academic learning.

I worked on the WAPDA ERP (Enterprise Resource Planning) software developed by Pearl Solutions throughout my internship. I worked on General Ledger, Inventory, and Payroll Modules of WAPDA in the ERP system. During my internship, I practiced all of the necessary activities carried out by the accounting and finance departments, including preserving all data and records on ERP software, preparing budgets, maintaining manual records, and many other tasks. These endeavors have greatly increased my skill set and provided me with highly valuable life experiences.

REFLECTIONS ON MY INTERNSHIP AT PTCL



I am Hamna Mumtaz, currently among the graduating batch of BBA, and I successfully completed my final year project under the supervision of Mr. Zaheer Ahmed Swati. My internship report was based on the 6-week internship that I completed at PTCL HTR – Abbottabad. There, I worked as a finance intern in the Revenues and Collection department. Mr. Fahim Tariq – Senior Manager of the department, guided me throughout the internship which enabled me to develop multiple skills. The major goal of the department is to maximize its revenue generation by collecting timely bill payments from its customers.

I worked on their billing software known as BNCC, a database of customers who were utilizing PTCL services. Similarly, other responsibilities as an intern included studying the operational system flow thoroughly, creating and analyzing reports, conducting analytical and trend analysis on the billing report through monitoring of net payments, arrears, net payables, etc., computing the receivables default ratio to identify a trend, percentage analysis carried out for comparison of all 18 regions of PTCL across Pakistan, Customer behavior analysis and much more.

Finally, I carried out some significant financial analysis on PTCL to incorporate in my project which proved fruitful for the overall report. The project concluded with a viva conducted by an external examiner, which Alhamdulillah was an amazing experience for me.

My Transformative Internship at PTCL



Pakistan Telecommunication Company Limited (PTCL) is the largest telecommunication company in Pakistan. As a BBA student specializing in human resource management, I was excited to start my internship at PTCL. The internship was a mandatory requirement for my degree, and I was eager to gain practical experience in the field of human resource management.

My internship at PTCL lasted for six weeks, and during this time, I was able to learn a lot about the company's operations and the role of human resource management in the organization. I was assigned to the HR department, where I worked under the supervision of the HR manager Sir Abdullah Saeed.

During my internship, I was given various tasks and responsibilities, which helped me to develop my skills and knowledge in the field of human resource management. I was responsible for maintaining employee records, preparing reports, and assisting in the recruitment and selection process. I also had the opportunity to attend meetings and training sessions, which gave me a better understanding of the company's policies and procedures.

One of the most valuable experiences during my internship was the opportunity to work on project. I was assigned to work on a project that involved developing a training program for new employees. This project allowed me to apply the knowledge and skills I had learned in my coursework to practical settings.

Overall My internship at PTCL is really a turning point in both my academic and professional career.

Champions of Knowledge

Mehwish Jabeen
BBA 8

To the management sciences teachers,
I want to express our deep gratitude
For your dedication, passion, and expertise
In guiding us towards our goals and success.

You have taught us the skills and knowledge
To lead, manage and create value
In the complex and dynamic world of business
And to adapt to changes and challenges.

Your teachings have left an indelible mark
On our minds and hearts, like an eternal spark
We will always cherish the lessons we have learned
And use them to make a difference, as we have yearned.

Thanks to you, management sciences teachers,
We are ready to face the future with confidence and zeal
And to make a positive impact on society and the world
With the tools and insights you have imparted, so surreal.

SHINING STARS OF MANAGEMENT SCIENCES

**HUMNA
MUMTAZ**

Introducing Hamna Mumtaz, our exceptional, well-rounded student of BBA 8. Please click the link below to watch her insightful interview.

<https://drive.google.com/file/d/1oxFLO4rVWSXsZdC-PqJw3YHVmivXZSPc/view?usp=drivesdk>

By clicking the link below, you can watch the interview with Zainab Hamayun, an ardent advocate for social change, who is not only a dedicated student of BBA 6 but is also deeply passionate about social work

**ZAINAB
HAMAYUN**

https://drive.google.com/file/d/1Gf34aMZc3SyL_xSFLS48EELCDANvaUw/view?usp=drivesdk

S#	Student Name & Registration No	Name of Supervisor	Title of Synopsis
MBA (HUMAN RESOURCE MANAGEMENT)			
1	Inam Ullah (SP21-RMB-004)	Dr. Jamil Anwar	The Effects of Green Commitment and Intellectual Capital on Environmental Performance through Green Human Resource Management
MS(MANAGEMENT SCIENCES)			
2	Zarina Bibi (SP21-RMS-004)	Dr. Naveed Jan	The Creation of Optimal Portfolios of Investment using Capital Asset Pricing Model in Making Investment Decisions: Evidence from Manufacturing Industry of Pakistan
3	Sami Ullah (SP21-RMS-006)	Dr. Syed Afzal Moshadi Shah	Examining the Role of Social Media Influencers on Developing Brand Attachment and Brand Outcomes: Does Gender Differences Matter?
4	Noor ul Aien (SP21-RMS-007)	Dr. Faiza Sajjad	Impact of Behavioral Factors on Investor Decision: Evidence from Pakistan Stock Exchange
5	Najam Us Saqib (SP21-RMS-005)	Dr. Muhammad Ali	Examining the Role of Memes in the Social Media Marketing
MS(BUSINESS AND FINANCE)			
6	Muhammad Amir Shakoor (SP19-RBF-003)	Dr. Yasir Bin Tariq	Liquidity Risk and Cash Holding: Evidence from Pakistani Non-Financial Firms
7	Hashir Mansoor Jadoon (SP19-RBF-001)	Dr. Yasir Bin Tariq	Risk Governance Disclosure and its Effects on Bank Performance: A Case of Commercial Banks of Pakistan
MS(ECONOMICS)			
8	Muhammad Hanif Khan Afridi (SP19-REC-013)	Dr. Malik Fahim Bashir	Trade Misinvoicing in Pakistan
9	Iqra Rani (SP21-REC-004)	Dr. Muhammad Tahir	Impact of Human Capital on Trade Openness: A Case Study of ASEAN-6 Countries
10	Haleema Ashraf (SP21-REC-002)	Dr. Muhammad Asim Afridi	Factor Influencing CO2 Emission in Developing Countries: The Role of Renewable Energy and Non Renewable Energy
11	Haleema Ashraf (SP21-REC-002)	Dr. Muhammad Asim Afridi	Factor Influencing CO2 Emission in Developing Countries: The Role of Renewable Energy and Non Renewable Energy
12	Syeda Zainab (SP19-REC-011)	Dr. Malik Fahim Bashir	Income Inequality, Financial Development and Economic Growth in Pakistan
MS(PROJECT MANAGEMENT)			
13	Syed Sanjeel Abbas (FA20-RPM-002)	Dr. Imran Khan	Leadership Styles and Team Performance a Moderating Role of Project Methods: A Case Study of Software Houses of Pakistan
14	Khuram Nazir (SP21-RPM-006)	Dr. Muhammad Saeed Lodhi	The Impact of Barrier Factors on Effectiveness & Development (EGD) of Intelligent Transportation System (ITS) in Pakistan
15	Qazi Asfandyar Ahmed Khan (FA20-RPM-005)	Dr. Muhammad Saeed Lodhi	The Role of Risk Management Practices on Success of IT Projects: A Case Study of Mobile Companies in Pakistan

16	Hajra Zahir (SP21-RPM-008)	Dr. Jamil Anwar	The Relationship of EI, Conflict and Project Performance in the Construction Sector of KPK
17	Sughra Riaz (SP21-RPM-005)	Dr. Naveed Iqbal	The Creation of Optimal Portfolios of Investment using Capital Asset Pricing Model in Making Investment Decisions: Evidence from Manufacturing Industry of Pakistan
18	Muhammad Ali Khan (SP21-RPM-007)	Dr. Muhammad Asif	Impact of Motivations, Barriers and Strategies for Adoption of Green Building in Pakistan
19	Hira Bibi (SP21-RPM-001)	Dr. Muhammad Saeed Lodhi	Project Performance of ISO 9001 Certified and Non-Certified Construction Firms in Pakistan
20	Marwa Jadoon (SP21-RPM-004)	Dr. Muhammad Ali	An Analysis of Key Success Factors for Optimal

MEET OUR FACULTY

Economics is an important and influential social science that helps individuals, businesses, and governments to make informed decisions about resource allocation, market behavior and policy making. Economics provides the insights and analytical framework required to understand the way our world operates; from the choices we make in our everyday lives to how businesses or governments achieve their desired objectives.

Securing admission in economics is critical for gaining a comprehensive understanding of the economy, developing problem solving skills, expanding global perspective and opening up dynamic career opportunities.

Every student pursuing economics as a career is open to a very wide range of other career opportunities because studying economics would not limit one to becoming only an economist. Economics is a widely diverse field of study and provides career opportunities in Banking, Finance, Accountancy, Business, Government, Consultancy etc.

The economics program in the department plays a significant role in helping students prepare for their future careers, by providing them with guidance, support, and resources.

The department of management sciences conducted a short interview from Dr. Imran Khan (Principal Academic Coordinator, Economics) about the key programs and strengths of economics discipline offered under the umbrella of Management Sciences Department. Link is given below:

<https://drive.google.com/file/d/1-G6cPEC5KqPfbe0XA4ih0hWCucKhqAkf/view?usp=drivesdk>



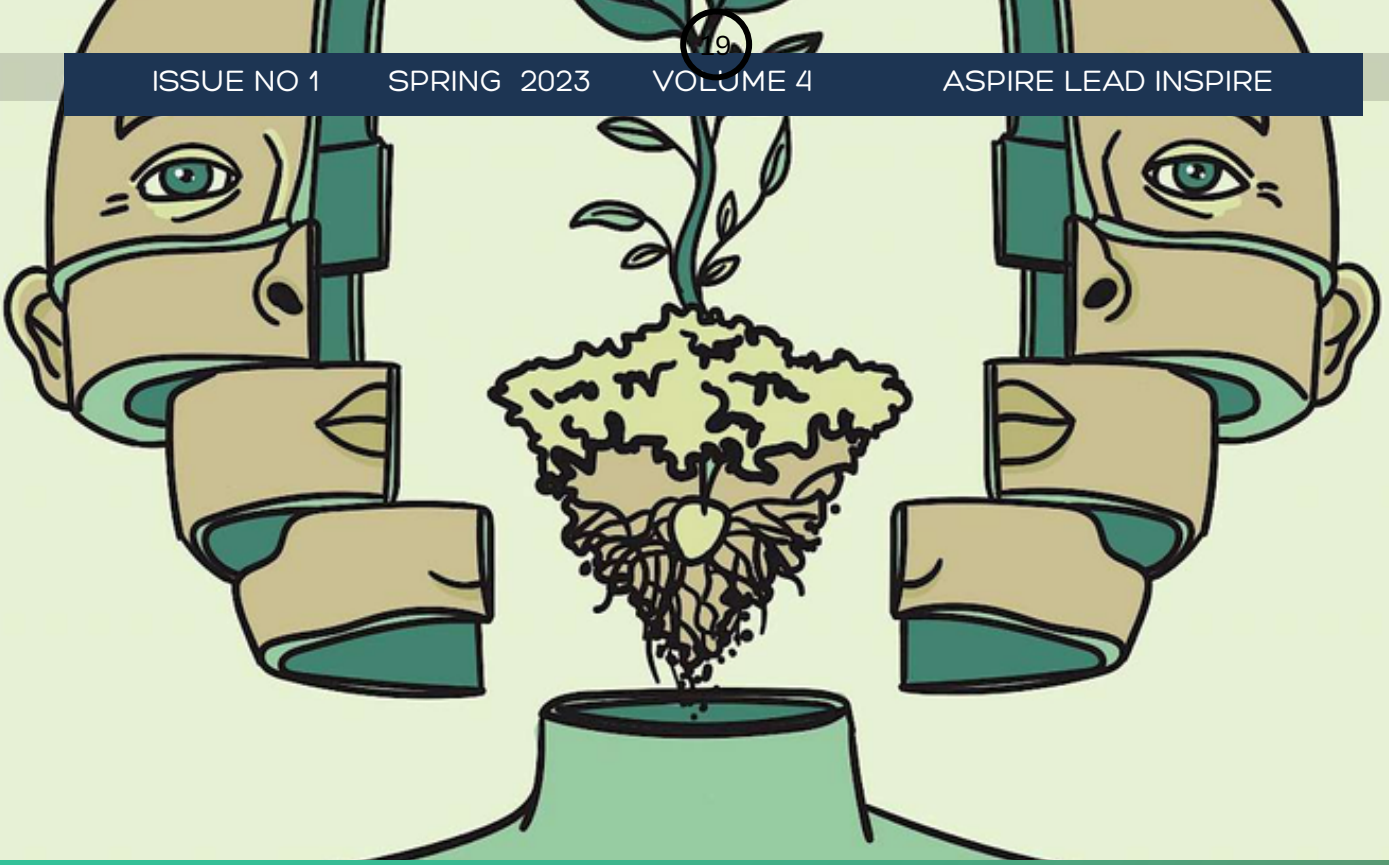
Dr. Imran Khan (Principal Academic Coordinator, Economics)

Cakes and Bakes Inspires Graduates



During the fall semester of 2022, the Department of Management Sciences was obliged to welcome "Cakes and Bakes" – a renowned confectionery company from Lahore. A fruitful session was organized, mainly for the outgoing batch of BBA-8, to serve the purpose of their recruitment drive.





THE TALE OF TWO IDEOLOGIES

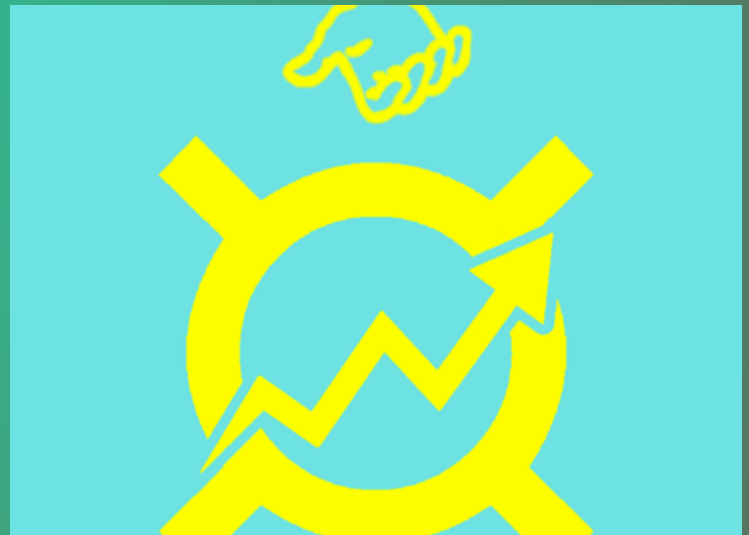
Western countries like England, France, Italy, Germany, Austria, Holland and USA constituted the North in the early 19th century, the remaining imperialist powers like the Ottomans or the Portuguese were not influential to the extent that they shaped or had a drastic impact on the global politics. The Western states or the global North had imperialistic designs and capitalism was the way of life and economy. By capitalism it is meant Free market economy, liberal policies, class struggle and imperialistic designs.

On the other hand, there was Russia and China, which had redundant amount of resources but they didn't have the means to develop their markets and there was monarchy in those states, they also were isolationist and had the beliefs that there existed no world beyond them and whatever existed was lesser than them. Also, the global South, that is the African states, Eastern European states, South east Asian states, South American states and the Indian subcontinent, the global south was under the direct command of the rich and powerful capitalist states which were subjugating them through imperialistic policies. Colonialism was the basic enigma of the time. The countries in close vicinity with Russia and China were the Subcontinent region and south east Asian states which were under the control of imperialist powers. So the strategic context made up by the global politics was such that Russia and China had a fear of the Western states against colonialism and they didn't want to be subjugated.

It is asserted that the strategic context and culture, geography and historical fostering of a state determines its adherence to a thought, philosophy, religion and ideology. Russia and China had a great amount of raw materials, they had to escape the neo colonialist ventures of the West that is extracting the raw materials and selling the manufacturing goods to the colonies. So they started manufacturing things themselves, opened their own markets, brought Communism and achieved their primary goal of not being subjugated by the capitalistic colonial hawks. Communism therefore came to Russia and China, because the strategic culture and context demanded it because Russia and China were not subjugated, and because there was no strict control of the capitalists in the region. Had Russia been subjected to colonialist policies like the Subcontinent, there would never have been communism because the capitalists, wherever they went, created a system which promulgated moral and intellectual corruption and a system where the desires of people were so great that they would forget the concept of common good. However, there is another debate that the essence of Marxism wasn't fulfilled and that both Russia and China had introduced their own versions of Communism which were divergent from the original Marxist text.

The capitalists were able to win the war of ideologies or the battle for hegemony because they were better equipped in strategic, economic, technological and military terms. The same technological advancements were carried out by the Russians but they were always one step behind.

If, the Russians had been successful in promulgating their will and idea of dominating the world and making communism the way of global life, they would have certainly become the exploiters, this thought can be ascertained by their presence in Eastern Europe and their satellite states which were although a part of Soviet Union but were constantly being exploited and all the surplus and capital went to what is presently known as Russia. Similarly, if China becomes the global hegemon, which means that it had a desire to dominate and to be invincible and that it was successful in making that desire come true, it would become the exploiter, irrespective of what it believes. The classical realist thought of the power struggle is applicable here, which is if a state becomes powerful, it has to maintain its power by gaining more power and this dilemma can only be halted when it becomes the hegemon.



It can also be asserted then, given this dialogue, that during contemporary times if a state becomes dominant, it has to introduce open markets, free trade economies, promulgate wars, maintain peace, it can be therefore labelled as a capitalist state. Therefore if a communist state becomes the global Hegemon, it will seek out capitalistic ventures and become capitalist.

It can be said that Ideologies are mere elusions, tools, used by the rulers to get popular acceptance from their people, to come to power and to stir popular uprisings. These ideologies are broadened, widened and made part of every body's thought by historians and intellectuals whose job is to describe the events that take place and give explanations as to what has happened.

By: Abeer Fatima
(BBA-8)

MEET OUR FACULTY

Faculty members are the lifeblood of any institution. They are directly responsible for delivering the top-of-the-line knowledge and training that your institution promises its students.

Talented and productive employees have always been the center for any organization who can play a significant role in building stronger academic institutes. It's their passion, hard work and true commitments that help the institution to sustain the competitiveness among various competitors. Teachers can shape leaders of the future in the best way for society to build positive and inspired future generations and therefore design society, both on a local and global scale. A great teacher always has compassion for their students, understanding of their students' personal lives, and appreciation for their academic goals and achievements.

The department of Management Sciences is fortunate to have such multi-talented faculty member with unique teaching and supervision skills. Dr. Asim Afridi is working as an Associate Professor

in the department. He has been the in-charge of various departmental and campus level activities. The department has conducted a short interview in which few formal and informal questions were asked from him. The link of the video is appended below.

<https://drive.google.com/file/d/1fgX6rqzLAGfhgfnj6-ePComAmx0AHA7b/view?usp=drivesdk>



Dr. Asim Afridi
Associate Professor



Savoring Entrepreneurship

The Delicious Success of Eat and Greet

COMSATS has always tried its best to provide the platforms to its students for the portrayal of their creativity. It has always empowered its students and made them their own managers in the field of life. Every semester a week is observed by the name of "Student's Week." This is the high time when students around the university showcase their innovative minds and capabilities. Last year, the student's week was celebrated with full enthusiasm and zeal, spreading colors of joy throughout.

A society of management sciences "Executive Society" came up with an innovative idea to hold a competition among the students of the university. This competition was named under the umbrella of "COMSATS Eat and Greet." The best part about this competition was that all the students of the department were allowed to participate. On the very first day of this week, students from different classes set their stalls, offering a number of delicious food items. The university looked entirely like a food street.

There was a criteria set for the winning team. The group that was to have more sales, better marketing strategies and branding techniques was to win the competition. The winning team was to receive an award as "The Best Entrepreneur Award." The students spent an entire day in this activity and were able to make great profits at the end of the day. Students of BBA 7 won the competition with the highest sales of their sweet baked items. Events like these always make students step out of their comfort zone, making the best out of their skills.

"Farewell and Fresh Beginnings The Unforgettable Management EVE"

And just like every year, this Fall semester, "The Executive Club" brought forward a mesmerizing event - The Management EVE, an annual gathering filled with fun, joy, and a memory that everyone will take with them forever. It is a day when we welcome our fresher students to get a grip on the long roller coaster journey ahead of them. However, it is mainly the day we bid farewell to our graduating batch who spent their 4 golden years learning, growing, and achieving a big deal in their lives.

The event was initiated with the hosts from the 7th semester who welcomed the audience with delight. It was followed by fun-filled segments, be it a sensational singing performance, drama, games, or rapid-fire segments, you name it and it was there! The audience enjoyed the event with full enthusiasm. Not to forget our faculty members as well, who were the backbone behind the event. The students engaged them in various game segments as well such as the whisper challenge.

Moving forward to the crux of the evening, the outgoing batch of BBA - 8 was awarded their sweet yet silly titles along with souvenirs as a token of appreciation. Followed by this, came a heart-touching and emotional speech by the CR and GR of BBA - 8, who captivated the audience with a roller coaster of emotions as they reminisced their past memories, days when they laughed and cried together, stressed out about the deadlines, or planning a trip for the class, those mischievous moments, all spent in their 4 years of university. It was indeed a wonderful, bitter-sweet journey but Alas it came to an end.

To conclude the event, our respected HOD, Professor Dr. Aziz Ullah Sayyal, honored us with a farewell speech, laying down some golden advice for the students and wishing them a good and prosperous life ahead as they step into the practical life ahead.

MEET OUR FACULTY

**Dr Muhammad
Mudassar Abbasi**
Assistant Professor



"Shining Bright: A Farewell Ode to Our Graduating Stars"

Dear graduate, it's time to say goodbye
To the halls where you learned to fly
To the lectures and books that made you wise
To the friends and memories that made you rise

You've worked hard to reach this place
To earn your degree with grace
You've overcome challenges and strife
And found your way in this maze of life

As you move on to the next stage
Remember all that you've learned on this page
Use your skills and knowledge to create
A better world that we can celebrate

May your future be bright and full of light.
May your dreams come true and take flight
May you always remember the lessons you've learned
And let your passion for learning forever burn

Farewell, dear graduate, we wish you well
As you leave this place, go forth and excel
Remember that you are capable of anything
And that your potential is boundless and promising.

BY: Mehwish Jabeen
(BBA 8)

IGNITING INNOVATION: FACULTY'S INSPIRATIONAL RESEARCH ENDEAVORS

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from the 14 MENA countries

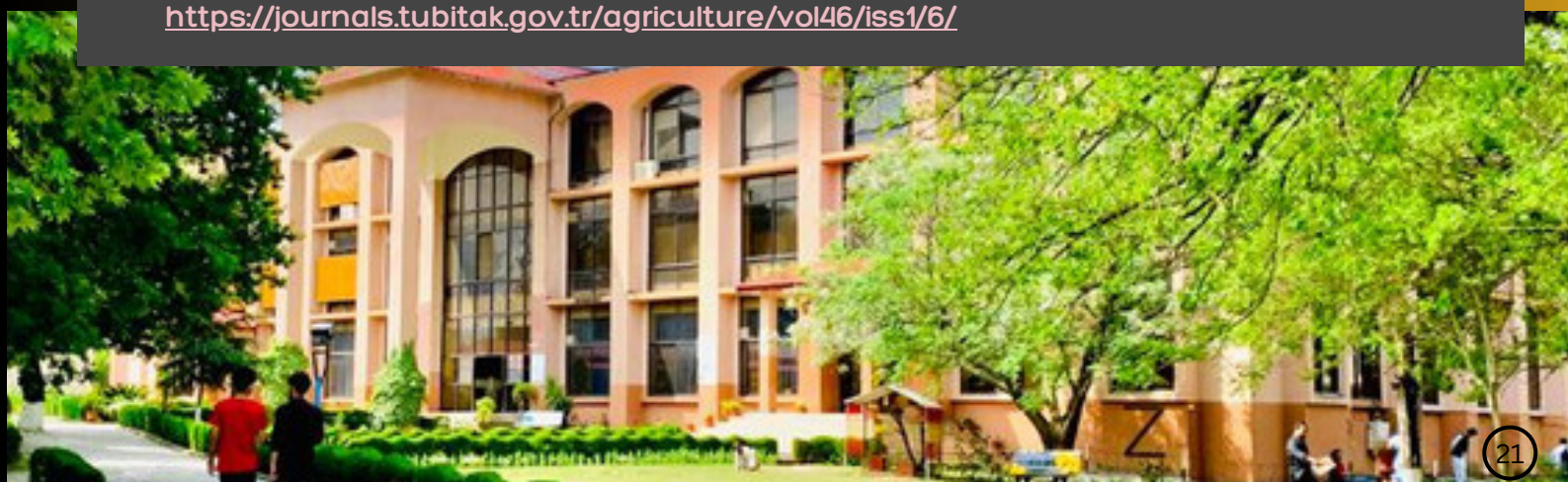
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