That's been one of my mantras - focus and simplicity. Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains.

Steve Jobs

New Faculty

Following faculty members have joined COMSATS Management Sciences Department recently. This brief preamble will help us introduce them to the department.

Mansoor Ahmed:

I have just joined the Department of Management Sciences, CIIT Lahore. I have done my postgraduate from London School of Economics and Political Science after doing my B.Sc.(Hons.) from Middlesex University, Hendon campus, London. I was then involved in various research projects including virtual customer profiling and it's impact on minimizing the churn rate. I also wrote some articles and one of them, related to 'why Information system projects fail or get over-budgeted' got published in the LSE weekly Journal. I also got the chance to work for Deloitte Consultancy with a team of consultants aiming at providing feasibility report for their projects. I also got to the chance to work as Fundraising Strategic Consultant for UK charitable sector focusing on generating long term sustainable income flow to the charities. Now, at Comsats, I look forward to further exploring my research interests along with commencing my Ph.D. My aim also is to minimize the gap between academia and industry for our graduates that will earn them a successful career once they leave CIIT.
Publications & Conferences:

- Debt Equity Choice of Life and Non-Life Insurers: Evidence from Pakistan by Dr. Talat Afza (Head-Research and Academics) and Naveed Ahmed.

- Mr. Zaryab Sheikh made his first paper published in "International Journal of Academic Research in Business and Social Sciences" in their latest edition January 2012, Vol. 2, Issue No.1, and ISSN: 2222-6990. The title of the paper is "Role of third party logistics with advanced IT to increase customer satisfaction in supply chain integration." The co-author in this paper was Ms. Shafaq Rana.


Mr. Zaryab Sheikh presented his second research paper with title "Impact of Outsourcing Logistics Levels on Logistics Service Performance" in Academy of International Business (AIB) Middle East and North Africa (MENA) chapter, International Conference held in Dubai, UAE on January 13-15, 2012. Co-authors of this paper were Miss Shafaq Rana, Mr. Sami Ullah and Miss Sadia Umar.

The conference proceedings can be found on the following link: http://www.uowdubai.ac.ae/aib/conference/2011/ConferenceProceedings2012.pdf
Activities

It is the supreme art of the teacher to awaken joy in creative expression and knowledge.

Albert Einstein

Freedom Booth

Wateen Telecom launched its Freedom Booth in CIIT Lahore, outside management sciences department.

The Freedom Booths looked like old telephone booths from the 60s, included a laptop fitted with a web camera and a telephone system through which consumers can make voice calls to their loved ones and record the ideas and messages they would like to share with others. Members of the public will then be asked to record messages and ideas on how they feel they can help improve Pakistan.

Syed Jibran Ali, Wateen’s chief commercial officer, said, “Currently, we are asking people to share their ideas on how they intend to make a change in society and help progress Pakistan. In the future, we also intend on utilizing this content and sharing it through Wateen’s various media channels and cable network.” Students with best ideas are to get job offers by Wateen Company.

3rd SAICON 2011

COMSATS Institute of Information Technology hosted 3rd SAICON, “International Conference on Management, Business Ethics and Economics” at Pearl Continental Hotel, Lahore on December 28-29, 2011 in collaboration with the Academy of Global Business Advancement, South Asia Chapter and Lancaster University UK. Dr. Abdus Sattar Abbasi, the convener, with Miss Shafaq and
Miss Seher, the conference secretaries worked day and night to put together the show. A large number of delegates from around the globe participated in 3rd SAICON, 460 delegates from academia, industry and media became a part of the Conference. One hundred and four scholars from following twelve countries presented their research findings:

- Pakistan
- United Kingdom
- United States of America
- Malaysia
- Lebanon
- Iran
- India
- Afghanistan
- South Korea
- Canada
- Australia
- Norway
Dr. Nadeem ul Haque, Deputy Chairman Planning Commission of Pakistan, was the Chief Guest of 3rd SAICON 2011. The Conference started with the recitation of Holy Qura’n by Mr. Mudassar Awan. Conference Convener Dr. Abdus Sattar Abbasi presented overview of the Conference to the participants in his speech. Dr. Mahmood A. Bodla Director CIIT Lahore welcomed participants and elaborated the role of CIIT in general and Lahore Campus in particular in promoting research in academia. He appreciated the efforts of every person who contributed towards the 3rd SAICON. Chief Guest Dr. Nadeem ul Haque appreciated the efforts of Dr. Syed Junaid Zaidi Rector CIIT in promoting research culture in higher education. He spoke candidly about existing state of affairs in the Country and raised several questions about pace of development in the society. Dr. Syed Junaid Zaidi (SI) Rector CIIT thanked the Chief Guest for his contribution in faculty development programs and other initiatives. He appreciated efforts of CIIT Lahore in making 3rd SAICON a successful event.

**Keynote Speeches**

Five keynote speeches during two days of the event in combined sessions for all participants got special appreciation from audience.

<table>
<thead>
<tr>
<th>Name of Keynote Speaker</th>
<th>University &amp; Country</th>
<th>Topic of Keynote Speech</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Dr. David Simm</td>
<td>Lancaster University, UK</td>
<td>Celebritized Corporate Leadership</td>
</tr>
<tr>
<td>2 Dr. Muhammad Hassan</td>
<td>UTM, Malaysia</td>
<td>Social Entrepreneurship: A Key Vehicle for Economic and Social Transformation</td>
</tr>
<tr>
<td>3 Dr. Robert McNulty</td>
<td>Bently University, USA</td>
<td>On the Place of Ethical business in the Advancement of Peace in a Global Economy</td>
</tr>
<tr>
<td>4 Dr. Saeed Akbar</td>
<td>Liverpool, UK</td>
<td>Mergers and Acquisitions</td>
</tr>
<tr>
<td>5 Dr. Ahmed Khalid</td>
<td>Bond University, Australia</td>
<td>An Exchange Rate Arrangement for East Asia: Anchor or Basket?</td>
</tr>
</tbody>
</table>
Sessions

There had been 21 technical sessions, seven each on Management, Business Ethics and Economics.
### Technical Sessions of 3rd SAICON 2011

<table>
<thead>
<tr>
<th>Technical Session</th>
<th>Number of Papers Presented</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seven Technical Sessions</td>
<td></td>
</tr>
<tr>
<td>1 Management</td>
<td>33 Research Papers</td>
</tr>
<tr>
<td>2 Business Ethics</td>
<td>32 Research Papers</td>
</tr>
<tr>
<td>3 Economics</td>
<td>39 Research Papers</td>
</tr>
<tr>
<td>Total Twenty One Technical Session</td>
<td>104 Research Papers</td>
</tr>
</tbody>
</table>

### Session Chairs

Contribution of session chairs has also been valuable in the Conference. Table 3 provides detail about session chairs of the Conference.

Table 3

<table>
<thead>
<tr>
<th>Technical Session</th>
<th>Name of Session Chair</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Keynote Speeches Day 1</td>
<td>Dr. Talat Afza</td>
<td>CIIT Lahore, Pakistan</td>
</tr>
<tr>
<td>2 Session 1 &amp; 20 Corporate Governance</td>
<td>Dr. Wafica Ali Ghoul</td>
<td>Lebanese International University</td>
</tr>
<tr>
<td>3 Session 2 Business Ethics</td>
<td>Dr. Majid Rasheed</td>
<td>AIOU Islamabad, Pakistan</td>
</tr>
<tr>
<td>4 Session 3 Economics</td>
<td>Dr. Zakir Hussain</td>
<td>GC Faisalabad, Pakistan</td>
</tr>
<tr>
<td>5 Session 4 &amp; 10 Management</td>
<td>Dr. David Simm</td>
<td>Lancaster University UK</td>
</tr>
<tr>
<td>6 Session 5 &amp; 11 Business Ethics</td>
<td>Dr. Robert McNulty</td>
<td>Bentley University, Waltham, MA</td>
</tr>
<tr>
<td>7 Session 6 Economics</td>
<td>Dr. Prof. So Young Sohn</td>
<td>Yonsei University, Seoul, Korea</td>
</tr>
<tr>
<td>8 Session 7 Management</td>
<td>Dr. Nur Naha</td>
<td>Universiti Teknologi Malaysia</td>
</tr>
<tr>
<td>9 Session 8 Management</td>
<td>Dr. Ehsan Malik</td>
<td>PU Lahore, Pakistan</td>
</tr>
<tr>
<td>10 Session 9 Economics</td>
<td>Mohd Hassan bin Mohd Osman</td>
<td>Universiti Teknologi Malaysia</td>
</tr>
<tr>
<td>11 Keynote Speeches Day 2 and session 19 Management</td>
<td>Dr. Amjad Fareed Hasnu</td>
<td>CIIT Abbottabad, Pakistan</td>
</tr>
<tr>
<td>12 Session 13 &amp; 16 Management</td>
<td>Dr. Bahaudin Mujtaba</td>
<td>Nova Southeastern University, USA</td>
</tr>
<tr>
<td>13 Session 14 Management</td>
<td>Dr. Javed Ashraf</td>
<td>University of St. Thomas, USA</td>
</tr>
<tr>
<td>14 Session 17 Management</td>
<td>Dr. Nauman Farooqi</td>
<td>Mount Allison University, Canada</td>
</tr>
<tr>
<td>15 Session 18 Economics</td>
<td>Dr. Jamshed Y. Uppal</td>
<td>The Catholic University of America</td>
</tr>
<tr>
<td>16 Session 21 Economics</td>
<td>Dr. Ahmed Khalid</td>
<td>Bond University, Australia</td>
</tr>
</tbody>
</table>
International Speakers

Following international speakers presented their research papers in the Conference;

1. Dr. David Simm from Lancaster University UK
2. Dr. Robert McNulty from Bentley University USA
3. Dr. So Young Sohn from Yonsei University South Korea
4. Ms. Eun Jeong Ji from Yonsei University South Korea
5. Dr. Wafica Ali Ghoul from American University Lebanon
6. Dr. Nur Naha from UTM Malaysia
7. Dr. Mohammad Hassan from UTM Malaysia
8. Dr. Younos Vakil Alroaia from Islamic Azad University Semnan Iran
9. Dr. Razi Nabavi from Islamic Azad University Semnan Iran
10. Dr. G. M. Bhat from University of Kashmir, Hazratbal, Srinagar
11. Dr. Nauman Farooqi from Mount Allison University Canada
12. Dr. Ahmed Khalid from Bond University Australia
13. Dr. Umar Burki from Vestfold University Norway
14. Dr. Jamshed Y. Uppal Catholic University of America USA
15. Dr. Saeed Akbar University of Liverpool, UK
16. Dr. Shabnam Lutafali University of St. Thomas, USA
17. Dr. Javed Ashraf University of St. Thomas, USA
18. Dr. Bahaudin Mujtaba Nova Southeastern University, USA
19. Dr. Waqar Ghani Saint Joseph’s University, USA
20. Ms. Ammara Mahmood Oxford University
“You don't get something for nothing
you can't have freedom for free
you won't get wise
with the sleep still in your eyes
No matter what your dreams might be”

~ Neil Peart

**Ali Moeen Nawazish**

One ambition was fixed in Ali’s mind as he made his way through school in Pakistan. He wanted to win a place at Cambridge. The remarkable young student, who modestly explains he has 'quite a thirst for knowledge', secured 22 A grades, one B and a C. His Cambridge dream came true four months ago when he embarked on a computer science degree course at Trinity Hall.

Now he is due to win another place - in the Guinness Book of Records. Ali also achieved a top score in the U.S. admissions test and was accepted by most Ivy League institutions, including Harvard and Yale. He studied for up to 12 hours a day, using energy drinks to help concentrate.

He still managed to keep up his leisure pursuits, however, playing the guitar, cricket and table tennis, and editing his school newspaper. He even found time for a trip to America to attend a Harvard leadership course. The Prime Minister, who has already announced Pride of Performance for Ali Moin Nawazish to be conferred on upcoming Pakistan Day, appreciated the student for bringing good name to the country at international level.