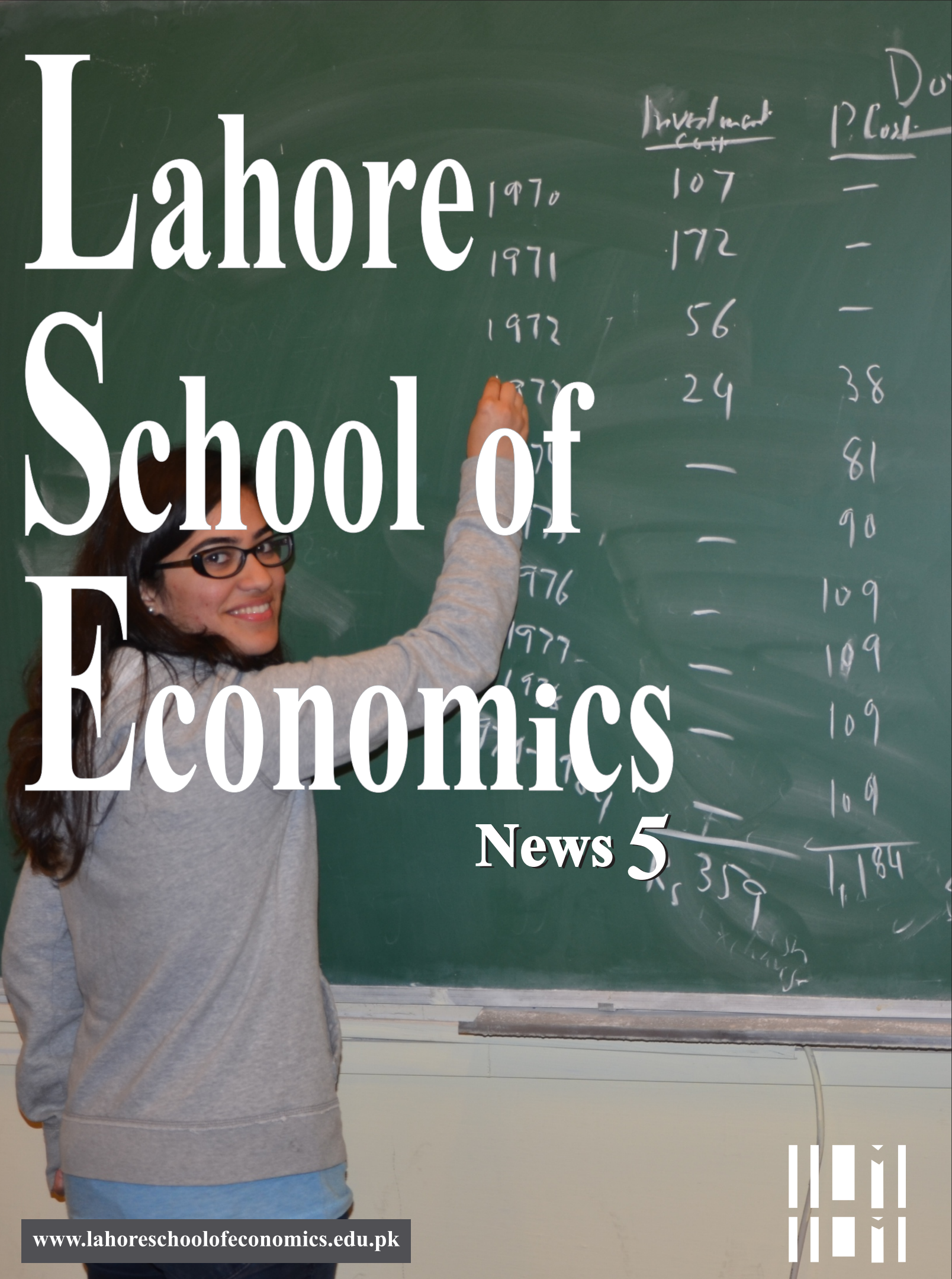


Lahore School of Economics

News 5



The image shows a woman with glasses and a grey sweater pointing at a chalkboard. The chalkboard contains a table with columns for years, Investment Cost, and P. Cost. The table data is as follows:

Year	Investment Cost	P. Cost
1970	107	—
1971	172	—
1972	56	—
1973	24	38
1974	—	81
1975	—	90
1976	—	109
1977	—	109
1978	—	109
1979	—	109
1980	—	109
Rs 359		1,184





Naila Hafeez
Editor Lahore School of Economics News 5
Director Corporate Relations

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CONVOCATION

January 25, 2014

2014



The Lahore School of Economics' Eleventh Annual Convocation was held at the main campus on January 25, 2014. Dr. Shahid Amjad Chaudhry, the Chairman and Rector Lahore School conferred degrees and awards to graduating students.

In his welcome address, Dr. Shahid Amjad Chaudhry highlighted the role of The Lahore School of Economics during the last two decades (since its founding in 1997). The Rector said "The Lahore School today has four Faculties and Departments – The

Faculties of Economics and Business Administration and the Departments of Social Sciences and Environmental Sciences and Policy. It has also three Centres – the Centre for Mathematics and Statistics, the Centre for Media Studies Art and Design, the Centre for Research in Economics and Business – and the Graduate Institute of Development Studies. The Faculties, Departments and Institute offer PhD, MPhil, Masters (including MBA) and Bachelors Programmes.

The Lahore School student body comprises of about 3100 students of

which 650 are graduate students. Today, the Lahore School of Economics is graduating 967 students (18 are graduating with MPhil comprising of 3 MPhil in Business, 8 MPhil in Economics, 7 MPhil in Environmental Science and Policy, 289 with MBA, 3 with MSc in Economics, 420 with BBA Honours, 125 with BSc Honours in Economics and 12 with BS Honours in Social Sciences). This record of academic achievement is supplemented with an extensive list of world class research published in leading academic journals and with ongoing research

being conducted jointly with some of the world's leading universities including Oxford, Colombia and Yale.

The Lahore School takes pride in the quality of its student body and works hard with them to ensure that they achieve their highest potential. Thus in addition to one of the most rigorous academic programmes in Pakistan the student body participates in a wide range of activities including debates and social work, together with a range of sports activities. As a result of all these activities the Lahore School graduates are amongst the finest being produced in Pakistan and more than 200 of the country's leading firms and many of the world's leading universities compete with Lahore School graduates."



Department of Business Administration

DR. SOHAIL ZAFAR

Dean, Business Program
Lahore School of Economics



Dr. Suhail Zafar co-authored the following publications during 2014.

1. Khan, F. and Zafar, S. (2014): The Influence of Organizational Factors on Employees' Commitment Levels: A Study of The Banking Sector of Pakistan, Pakistan Business Review , October , Vol 16, No 3, pp 570 – 590.
2. Chaudary, S. Zafar, S. and Salman, M. (2014): Does Total Quality Management Still Shine? Re-examining the Total Quality Management Effect on Financial Performance, Total Quality Management & Business Excellence.

DR. KUMAIL RIZVI



Dr. Kumail Rizvi has been working as an Associate Professor of Finance at Lahore School of Economics for the last three years. He also possesses the most prestigious professional qualifications of CFA and FRM in the domain of investment finance and risk management. He is widely published in several top tier journals and

presented his work in a number of conferences across the globe. During 2014, he published his work in Quantitative Finance which is an “A” category top tier journal according to the list of ABDC (Australian Business Deans Council). He also published papers as co author with Dr. Nawazish Mirza who is an Associate Professor of Finance at Lahore School of Economics. Dr. Mirza holds doctorate in Quantitative Finance from Paris Dauphine and has published extensively in the areas of financial intermediation, asset pricing and risk management. He is also a permanent consultant to JCR VIS Credit Rating Company, Pakistan and IFS Securities, Atlanta, US and Founding Editor of Lahore Journal of Business. Their joint work of 2014 has been published in Economic Research (B Category according to ABDC) and in Lahore Journal of Economics (Top Ranked Pakistani Journal by HEC).

The citations, title and abstract of the publications by them in 2014 are given below.

1. Rubbaniy, G., Asmerom, R., Rizvi, S. K., & Naqvi, B. (2014). Do Fear Indices Help Predict Stock Returns. Quantitative Finance, 14 (5), 831-847.
2. Rizvi, S. K., Naqvi, B., Bordes, C. & Mirza, N. (2014). Inflation Volatility: An Asian Perspective. Economic Research, 27 (1), 280-303.
3. Rizvi, S. K., Naqvi, B. & Mirza, N. (2014). Being “Afraid of Float” to “Benign Neglect”, A Jolting Ride of SBP on the Roller Coaster of Exchange Rate Regime. Lahore Journal of Economics, 19(2), 17-34.

Do Fear Indices Help Predict Stock Returns

Abstract

This study investigates the forecasting power of implied volatility indices on forward looking returns. Prior studies document that negative innovations to returns are associated with increasing implied volatility of the underlying indices; thus, suggesting a possible relationship between extremely high levels of implied volatility and positive short term returns. We investigate this issue by examining the predictive power of three implied volatility indices, VIX, VXN and VDAX, on the underlying index returns. We extend previous research by also focusing on characterised selected stocks and examine the relationship between implied volatility indices and future returns across different sectors and classified portfolios. Our findings suggest that implied volatility indices are good predictors of 20-days and 60-days forward looking returns and illustrate insignificant predictive power for very short term (1-day and 5-days) returns.

Keywords: Implied volatility, financial crises, forward looking returns, realized volatility.

JEL Classification: C5, E3, G1, G12, G14

Inflation Volatility: An Asian Perspective

Abstract

For the quarterly data of ten Asian economies, ranging from 1991Q1 to 2012Q4, we model inflation volatility as time varying process through different symmetric and asymmetric GARCH specifications. We also proposed to model inflation volatility on the basis of cyclic component of inflation obtained from HP filter instead of actual inflation when the latter does not fulfill the criterion of stationarity. Through news impact curves we tried to highlight the behavior of inflation volatility in response to lagged inflation shocks under different GARCH specifications. In our results leverage parameter shows expected sign and is significant for almost all countries suggesting strong asymmetry in inflation volatility. The hyperbolic sign integral shape of news impact curves based on GJR-GARCH highlights the importance of inflation stabilization programs particularly because of the subsequent evidences obtained in favor of bidirectional causality running between inflation and inflation volatility. There are also evidences in favor of the argument that cyclic component of inflation obtained through HP filter could be used as a suitable proxy of inflation for volatility estimation.

Keywords: Inflation Volatility, Uncertainty, GJR-GARCH, EGARCH, Asymmetry, Asia

JEL Classification: C22, E31, E37

Being “Afraid of Float” to “Benign Neglect”, A Jolting Ride of SBP on the Roller Coaster of Exchange Rate Regime

Abstract

“One of the most pressing issues concerning policy makers today is the choice of an exchange rate regime. Despite the intricacies involved, if authorities focus on the following principles, namely, full implementation to ensure credibility and synchronization with domestic realities and economic infrastructure, the list of alternative options could be narrowed down. This paper attempts to propose an optimal exchange rate regime to the monetary authorities of Pakistan (SBP), based on a historical study of the outcomes and performance of different monetary stances that have been taken for the last forty years.”

Keywords: Exchange rate, Flexibility, Regime, Fear of Floating, Floating, Pegging

JEL Classification: E42, E58, F31; F33, F41



LIVE STREAMING OF INDIA INVESTMENT CONFERENCE AT LAHORE SCHOOL OF ECONOMICS:

For the first time, The Lahore School of Economics in collaboration with CFA Society of Pakistan live broadcasted the International India Investment Conference held in Mumbai on January 17, 2014. The arrangements for live telecast were made at Burki Campus of Lahore School of Economics to ensure uninterrupted transmission and the participants were also given an opportunity to interact with the speakers through live chat. The conference

was simultaneously broadcasted in Lahore, Karachi and Islamabad and was attended by the large number of participants from Industry and Academia.

Dr. Shahid Amjad Chaudhry, Rector, Dr. Nawazish Mirza, Associate Professor, Lahore School and MR. Shahzad Saleem, Chief Operating Officer PACRA at the conference.



CFA Institute



Lahore School of Economics



CFA Society Pakistan

**Lahore School of Economics
Presents
India Investment Conference
The Road Ahead for India and Emerging
Economies**



**January 17th, 2014
8:30 a.m. - 4:00 p.m.
Live Broadcast at Amjad Chaudhry Library**

CFA INSTITUTE INVESTMENT RESEARCH CHALLENGE 2014

The Lahore School of Economics was declared runner up in the Global Investment Research Challenge (GIRC) hosted by CFA Institute at MovenPick Karachi on March 12, 2014. In total, 15 universities participated in GIRC from all over Pakistan. The purpose of this educational initiative by CFA institute is to promote best practices in equity research through mentoring and development of analytical, communication and presentation skills. The competition comprised of two rounds. In the first round a written valuation report on Pakistan Petroleum Limited was submitted that was evaluated by leading professionals from Investment industry. On the basis of grading of written report, top five

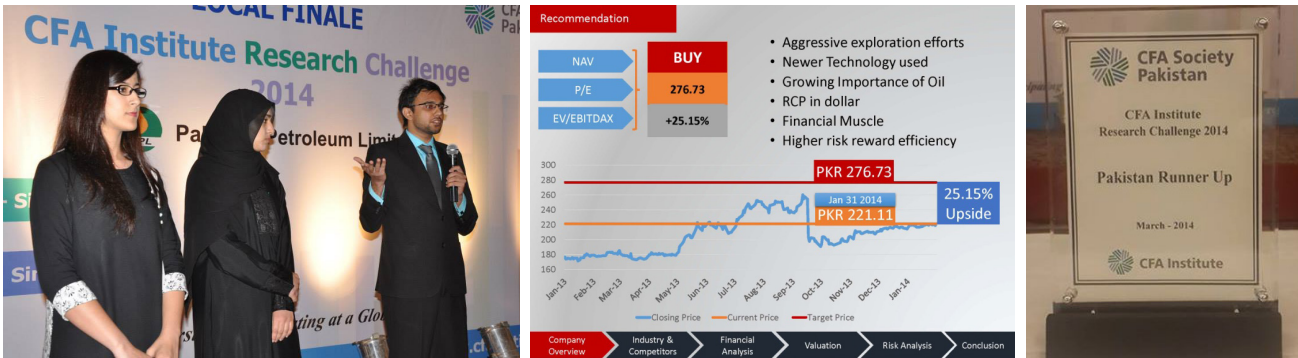
universities were invited to defend their recommendations in front of a panel of experts. The Lahore School team secured first position in presentation while they remained second in report resulting in an overall runner up position. The team of Lahore School comprised of Ms Birjees Rahat (MBA II Finance), Ms Manezhe Imran (MBA II Finance) and Mr Ahsan Arshad (MBA II Marketing). The team was mentored by Dr Nawazish Mirza and Dr Kumail Rizvi, Associate Professors of Finance, at Lahore School of Economics. This elite competition in finance takes place every year and Lahore School has established its strong mark by securing runner up positions in all three of its



participations among reputable business schools from all over Pakistan.

The participants of The Lahore School valued their achievement in the following words. “CFA Institute Research Challenge provided us an immense learning experience by

the application of classroom knowledge in the real world, opportunity to network and interact with leading finance industry practitioners, and enabled us to build a strong brand name of Lahore School of Economics in the financial industry”



GLOBAL QUALITY REQUIREMENTS AND THEIR COMPLIANCE AND GAPS WITHIN PAKISTAN'S EXPORT SECTOR

Salman Ehsan, Lahore School of Economics

(Paper co-authored with Ayesha Khanum)

This conference paper aims to give a descriptive overview of the quality and compliance of Pakistan's top export product categories. Due to high competition, innovations in technology and strict measures of quality requirements,



the time has come for Pakistan to build a holistic approach in a systematic manner for its industry in order to not just meet but exceed the international quality standards and certifications for its exports. This paper focuses on Pakistan's exports in textiles (specifically Cotton

Cloth, Knitwear, Cotton Yarn, Ready Made Garments and Towels) and Rice and their compliance with the global standards and the gaps which needs to be filled in order to have a sustainable growth of high quality exports to major global markets. The paper begins with the introduction, top export categories, key dimensions of international quality standards, specific standards and requirements for textiles and rice, quality assurance infrastructure in Pakistan, identification of major gaps, and policy recommendations in order to improve the state of affairs.

About the presenter:

Mr. Salman Ehsan is Assistant Professor in Business Administration at the Lahore School of Economics. He teaches Business Policy, Strategic Management, and Operations Management Courses. Mr. Ehsan joined Lahore School with a diverse domestic and global background within the private sector.





Second Annual Business Research Conference

Managing Business in Pakistan: Challenges and Opportunities

30-31st May, 2014.

DAY 1

With the changing dynamics of the business environment, managers are increasingly faced with the ever evolving challenges standing against the effective management of businesses. Pakistan is no exception. To delve further into the matter, Lahore School of Economics hosted its Second Annual Business Research Conference, at its Main Burki Campus, in collaboration with CFA Society Pakistan, The Institute of Chartered Accountants of Pakistan, JCR-VIS, PACRA and MAP. The theme of the Conference was “*Managing Business in Pakistan-Challenges and Opportunities*”. The Conference was attended by some of the most renowned financial analysts and experts on the field spurring an interesting discussion that highlighted potential issues regarding the management of business in Pakistan.

The Conference was inaugurated by **Dr Shahid Amjad Chaudhry**, Rector, Lahore School of Economics, who welcomed all the speakers and guests. **Dr. Amjad Waheed**,

CFA (CEO NAFA Funds) delivered the key note address with a special focus on the investment alternatives in Pakistan based on the historical performance and future outlook. Dr. Waheed recommended the use of Modern Portfolio Theory and strategic asset allocation process to investment decisions. According to him, this process is based on a three dimensional view of the risk, return and correlation between asset classes. He asserted that the investors should resort to the Capital Protected Strategy if they aim to protect their return against inflation and earn a decent return and substantiated it with attained results.

The first session of the Conference was geared towards gaining insights on the *Capital markets, Investment Opportunities and Valuation practices in Pakistan*. This session was chaired by **Mr. Akif Saeed**, Executive Director, Securities and Exchange Commission of Pakistan. Mr. Akif Saeed is associated with Securities and Exchange Commission of Pakistan (SECP) for the

last 8 years. Presently he is heading Strategy, Development and External Relation Department; prior to this he was heading Securities Market Division and Specialized Companies Division. **Mr. Ashraf Bava**, CFA, CEO Nael Capital, President CFA Society Pakistan, opened the discussion with a focus on the rights of the investors. He asserted that the protection of the rights of investors is the foremost duty of the financial professionals not only in terms of the services they provide but also the kind of products they offer. He stressed the fact that it is in the best interests of the investor to know what their rights are before making an investment as this reduces the asymmetry of information. Mr. Bava emphasized that these rights apply to all countries. This discussion was aptly taken forward by **Dr Nawazish Miza**, Associate Professor of Finance at Lahore School of Economics. Dr. Mirza presented his findings regarding the performance of sell side analysts based on their one year forward target price over

a period of five years. He revealed that the use of Capital Asset Pricing Model (CAPM) mispriced the cost of equity and resulted in an optimistic target price. Therefore, it should be replaced by the multifactor asset pricing model which improved the forecasts. He recommended the use of such models in economies like Pakistan where stock markets are subject to volatility clustering and high order moments.

The second session of the Conference focused attention on the *Financial Institutions, Instruments and Relevance of Credit Rating for a Vibrant Financial System*. This session was chaired by **Mr. Javed Masud**, Board Member, Pakistan Petroleum Limited, Advisor and Visiting Fellow Center for Public Policy and Governance, FC College, Former Managing Director PACRA. The session was taken forward by **Shahzad Saleem**, CFA, Chief Operating Officer PACRA. Mr. Saleem emphasized the reliability of the rating agencies and the probability of them going wrong. He made a special mention to the 2007 crisis whereby the inability of the rating agencies resulted in magnifying certain risks. However, as asserted by Mr. Saleem, the situation has changed now and regulators have developed a comprehensive code of conduct for the rating agencies. Increasingly, the investors have also decreased their sole reliance on the rating agencies to make the final decision. Concluding his presentation he stressed the fact that the opinions of the rating agencies are knowledgeable tools, however, this information is based on a relative measure rather than on standalone basis.

The discussion was carried on by **Dr. Bushra Naqvi**, Assistant Professor at Suleman Dawood School of Business, LUMS. Dr. Naqvi emphasized the importance of municipal bond financing which is an untapped financing source for infrastructural projects in Pakistan. Dr. Naqvi asserted that in a country like Pakistan, where there is an ever increasing need for financing the urban infrastructure projects which are accelerated by the presence of the different tiers of governments, municipal bond financing can prove to be a viable

option. This recommendation was based on the performance of municipal bonds relative to the neighboring countries. However, as noted by Dr. Naqvi, there are hurdles in the way of a developed municipal bond market; problems that can be resolved. **Sobia Maqbool**, CFA, Group Head JCR VIS Rating Company Limited, took the discussion to an alternate dimension. She focused on the ratings in Islamic Finance and asserted that Islamic Finance has been growing as an alternate mode of financing as against the conventional mode. It is fundamentally different from the conventional mode of financing. However, there is a need for the development of a separate rating methodology for Islamic Financing as the current rating methodology does not fit this mode. Therefore, JCR VIS has launched such a system to overcome this deficiency. Another paper on the somewhat same lines was presented by Birjees Rahat, a candidate of MBA Banking and Finance at Lahore School of Economics. She emphasized the role of credit rating agencies in creating valuable information for the market investors. These rating agencies have access to non-public information and therefore are in a better position to disseminate reliable information to investors. The research paper revealed that there is a positive link between ratings upgrade and positive abnormal returns.

The last session of the Conference highlighted the key issue of *Corporate Governance, Financial Reporting and Taxation Practices*. This session was chaired by **Mr. Naeem A Sheikh**, FCA President ICAP. Mr. Naeem has been serving in the Council for the last 4 years and was the Vice President North in 2012-13. He was also a member of the Northern Regional Committee twice from 1993 to 2001. This session was opened by **Mr. Jaffar Hussain**, FCA, whose presentation focused on financial reporting and modern business. Mr. Hussain focused on the importance of effective financial reporting for both the managers and the external parties. He asserted that the failure of effective financial reporting and lack of accountability led to the failure of Enron



after which a need to develop uniform accounting practice was greatly felt. The development and adoption of IFRS and ISA enabled the managers to make better informed and quality decisions. Dr. Hussain stressed the fact that without transparent and reliable financial reporting achieving good governance may not be possible.

Mr. Arshad Hasan, CFO and Assistant Professor at Lahore School of Economics and **Dr. Doaa Aly**, Senior Lecturer in Accounting at the University of Gloucestershire presented a paper on the same lines. They emphasized that the biggest medium of communication between a firm and capital market participants were the financial statements and the investors needed to believe in the quality of accuracy of these reports. They tried to establish a cause and effect relationship between corporate governance and quality of financial reporting whereby the former was the treated as the cause. **Abdul Rahim Suriya**, FCA, FCMA, explained the issue of corporate governance in greater detail and took the discussion forward.

Concluding the session, **Mr. Abdul Rafay**, FCA and **Mobeen Ajmal**, lecturer at School of Business and Economics at University of Management and Technology presented on the earnings management through deferred taxes and its compliance under IFRS. The research emphasized the fact that Pakistan is one of the pioneer implementers of IFRS which bounds the Pakistani companies to disclose their deferred tax and has resulted in the provision of relevant information to equity investors.



Lahore School of Economics

Annual Business Research Conference

Managing Business in Pakistan

Challenges & Opportunities

May, 2014



DAY 2

The second day of the Second Annual Business Research Conference, held by Lahore School of Economics marked the presence of management experts and academicians. The Conference was held at its Main Burki Campus in collaboration with CFA Society Pakistan, The Institute of Chartered Accountants of Pakistan, JCR-VIS, PACRA and MAP. The theme of the Conference was “*Managing Business in Pakistan-Challenges and Opportunities*”.

The Conference opened with the key note address of **Ms. Saadia Naveed** on “*the importance of knowledge and self development for Career Service*”. Ms. Saadia Naveed is the President Management Association of Pakistan and Deputy Managing Director, English Biscuit Manufacturers. She is a founding member of EFS. After completing her Articles with A.F. Fergusons & Co. in December 1991, she got associated with

EBM. She is a Chartered Accountant by profession. .

The theme of the first session was *Entrepreneurship and Innovation in Pakistan*, which is of utmost importance for the development of the Pakistan economy. This session was chaired by Ms. Saadia Naveed. **Dr. Muhammad Sheharyar Shahid**, Assistant Professor Entrepreneurship Suleman Dawood School of Business LUMS and a leading member of the Entrepreneurship Working Group at the university, opened the discussion by presenting his paper. Dr. Sheharyar discussed the factors that affected the formalization of the informal entrepreneur sector in Pakistan. He asserted that lower levels of formalization were almost always correlated with younger and less educated entrepreneurs who are concerned about public sector corruption, high taxes and have resentment towards the government. He concluded that the formal and the informal sectors of Pakistan should be treated and identified differently and efforts should be made to formalize the informal sector.

Dr. Rizwan Ahmed, Assistant Professor in the Faculty of Business Administration at Lahore School of Economics, took the discussion forward by discussing the positive impact of e-commerce on entrepreneurship and employment in

the country. He asserted that despite the favorable growth in internet and mobile demographics, Pakistan’s e-commerce market size remains small. According to him, this potential growth was being hindered by the absence of institutions and trade bodies to support and promote ecommerce, lack of applied and market research, lack of capacity building and training in ecommerce, and absence of e-payment gateways. He concluded by stressing the fact that the government should develop such a policy to enhance the growth of e-commerce and implement it successfully. **Dr. Abdul Waheed**, Assistant Professor Business School of the University of Central Punjab, presented a paper on the same lines. He tried to establish a link between the product/process innovation and the productivity of workers. The results of his research revealed that although there was a significant positive relationship between both the variables, Pakistani firms relied more on traditional productivity factors, labor and capital rather than innovation, for productivity enhancement.

The second session of the day was largely focused on *Strategy, HR and Leadership in Pakistani Companies*. The session was chaired by **Dr. Wendelien Van Eerde**, Associate Professor and thesis coordinator at the University of Amsterdam Business School. **Mr. Muhammad Shakeel Sadiq Jajja**, Assistant Professor Suleman Dawood





School of Business, LUMS, opened the discussion by discussing the impact of the supplier's organizational culture on his social compliance. He asserted that despite pressures, varying from normative to coercive forms, from the buyers, competitors and regulators, the suppliers organizational culture had a positive impact on the social compliance which moderated all the pressures.

This discussion was aptly taken forward by **Dr Wendelien Van Eerde**, Associate Professor at University of Amsterdam, Business School. Dr. Eerde emphasized the different uses of time by people coming

from different cultures and backgrounds. She asserted that Pakistanis had a wider window of time, which essentially means that the early or late arrival of another person is acceptable to them. The higher the societal role, the later a person can arrive. However, when compared to their Dutch counterparts, the result is somewhat opposite. It is acceptable for Dutch if a friend arrives late for an appointment but they do not distinguish between the roles of the other scenarios.

Dr. Zahid Riaz, Assistant Professor, Faculty of Business Administration, Lahore School of Economics, took the discussion

forward. He tried to establish a relationship between corporate governance aspects and firm performance of Karachi Stock Exchange (KSE) 100 index firms. Various factors were analyzed by focusing the agency theory and the resource dependency theory. He revealed that there was positive relationship between corporate governance and the performance of firms on KSE 100. Therefore, he concluded that keeping in view all the issues, policies should be developed by policy makers by engaging the business leaders. The last speaker for this session was **Mr. Imran Hameed**, Assistant professor of human resource management,





Management and Organization, UCP Business School. He tried to explain the impact of organizational tenure on the relationships between two status evaluations, that is, perceived external prestige and perceived internal respect, and organizational identification. He stressed the importance of organizational identification in the development of employee's readiness for change.

The last session of the Conference focused on the *Operations, Supply Chain and Marketing*. The session was chaired by **Dr. Sohail Zafar**, Dean of the Business Administration Faculty at the Lahore School of Economics. The first presenter of the session was **Dr. Amir Khan**, Associate Professor of Marketing and Organizational Behavior and Associate Dean, Executive Education, at the Lahore School of Economics. Dr. Khan argued that while market orientation lead to firm performance in product context, it did not lead to service context effectively. He suggested that it is customer value orientation that leads to firm performance in the service context. However, managers should focus on using a mix of both these strategies.

The session moved on with a presentation of a case study by **Ms. Tania Hasan**, visiting Faculty, Business department, Lahore School of Economics. The case



study was focused on a clear and distinctive marketing strategy. Ms. Hasan asserted that it was really important for firms to have a clear positioning and differentiation strategy which should not be made in isolation but should be a result of a market research. She asserted that it is a difficult task creating a need for a relatively new product such as Organic Food of which few customers have knowledge about. Therefore, it is critical for firms to identify the potential target market and segment and then develop the critical activities to build and sustain the competitive advantage. The next speaker of the session was **Ms. Shamila Nabi Khan**, Lecturer and PhD scholar, Lahore School of Economics. She tried to establish a link between strong management leadership and competitive strategies including manufacturing strategy and firm performance. She revealed that there was a strong relationship between the two variables thereby the impact of pursuing cost leadership or differentiation

would largely be based on the flexibility of management.

The last speaker for the day was **Mr. Farrukh Iqbal**, Assistant Professor, Division of Information & Operations Management-UCP Business School. Mr. Iqbal emphasized that customer satisfaction was the name of the game and the ultimate goal for any organization. However, according to him, it was not just the quality of product or service that induces customer satisfaction but a host of attributes that together form and bind customer satisfaction. He explained these factors with the use of a QFD matrix.

On the whole, it was an informative Conference with speakers from diverse backgrounds, expertise and fields presenting their views, expressing their concerns and proposing solutions. It was an interactive and discussion oriented Conference that shed light on important matters. The concluding remarks by all the session chairs reflected their appreciation for the work done by Lahore School of Economics. They expressed their deepest gratitude for being a part of such a Conference and hoped that this would continue in the future too.

PHD STUDENTS

Aliya Bushra

Aliya Bushra is working as Assistant Professor of Marketing at Lahore School of Economics. She has completed her PhD course work and also cleared comprehensive exam in September 2014. She has also attended two empirical research methods PhD courses at Saint Gallen University, Switzerland. She has been presenting

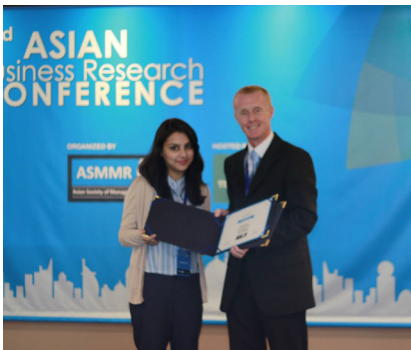




her research in many international conferences across the globe. She has published many research studies in renowned international journals in addition to local journals of Pakistan. Her research area is Brand Positioning. Currently working as a member of Quality Assurance Department for preparing HEC's Self Assessment Report for Lahore School of Economics. She is also a committee member of the Lahore School's Marketing Society. She was awarded a gold medal in MPhil in Business Administration program (with CGPA 4.0) in 2012. She has been teaching marketing and management courses such as Consumer Behavior, Marketing for Services, Marketing Management and so on.

Saad Shahid

Saad Shahid is working as Teaching Fellow of Marketing at Lahore School of Economics. He has completed his PhD course work and also cleared comprehensive exam in September 2014. He has also attended two empirical research methods PhD courses at Saint Gallen University, Switzerland. He has been presenting his research in many international conferences and has attended multiple professional development workshops around the world. His research area is Brand Positioning. Currently working as a member of Quality Assurance Department for preparing HEC's Self Assessment Report for Lahore School of Economics. He is also a committee member of Lahore School's Marketing Society and Entrepreneurship



Society. He is a member of The Indus Entrepreneurs (TIE) and often provides mentorship to start-ups. He has been teaching courses such as Principles of Marketing, Advertising, Consumer Behavior, Industrial Marketing, Marketing Management, Marketing Research and Research Methodology, Entrepreneurship and SME Management and so on.

Research Publications

- Bushra A. and Ahmed (2014) "The Relationship of Compulsive buying with Consumer Culture and Post Regret Behavior" Pakistan Journal of Commerce and Social Sciences" Pakistan Journal of Commerce and Social Sciences, Vol. 8 (3) pp. 75-87
- Bushra A. and Wajiha N. (2014) "Why the Sales of Multinational Companies are declining in Pakistan? Evidence from Tobacco Industry" Lahore Journal of Business Vol.4
- Bushra A. (2014) "Impact of Media Mix and Innovation on Advertising Efficiency of Multinational Companies in Pakistan". Journal of Basic and Applied Scientific Research Vol. 4, No. 3
- Azar, S., Talat, A, Khan, F, and Rana, A, (2014), "Consumer Behavior Towards Non-Local Brands", Lahore Journal of Business, Vol. 3, No. 1

Presentation in Conferences/ Seminars/Workshops

- Bushra A. (2014). Socio-Economic factors affecting Women Education. Presented and published in conference proceedings at Global Conference on Contemporary Issues in Education, Las Vegas, USA
- Saad S., Zahid R., Mehrukh S. and Musa R. (2014). 3rd Annual Business Research Conference on Managing Businesses in Pakistan by Lahore School of Economics.
- Shahid S. and Shamila, N. (2014). Annual British Academy of Management (BAM) Bushra A. (2014). Business Conference at Lahore School of Economics, Lahore, Pakistan
- Van Eerde W and Azar S (2014). Cross-Cultural Differences in



Punctuality of Dutch and Pakistani at Lahore School of Economics. Second Annual Business Research Conference on Managing Business in Pakistan, Lahore, Pakistan

- Khan S, Shaipre. Z and Azar S (2014). The effect of management leadership on competitive strategies, manufacturing strategies and firm performance: A case of uncertain economy at Athens Institute of Education and Research Annual International Conference on Business, Law and Economics, Athens, Greece.
- Sana Azar conducted faculty development workshop on Time Management Behavior in 2014.
- Aliya Bushra, Amina Talal, Mehrukh Salman, Samra Chahudry, Sana Azar and Shamila Khan attended a workshop on Nvivo Software used for Qualitative data, held at University of Lahore in 2014.

Distinguished Professional Achievements:

- Aliya Bushra, Mehrukh Salman, Samra Chaudry and Saad Shahid attended PhD Summer School at St. Gallen University, Switzerland in 2014. They did two PhD research method courses from this university.
- Aliya Bushra and Saad Shahid are also Committee members of The Lahore School's Marketing Society.
- Saad Shahid is also a part of Start-up Istanbul and The Indus Entrepreneurs.

Department of Economics

MPHIL AND PHD PROGRAMS IN ECONOMICS

• The MPHIL Economics Program has been widely recognized as one of the best programs in Pakistan and has prepared a generation of economists to go on to a variety of professions ranging from the public sector, teaching, research, international development institutions and local development institution. Graduates have also progressed to graduate programs abroad. The courses which make up the program are:

1. Econometrics I: Theory
2. Mathematics for Economics
3. Seminar: Economic Development I
4. Econometrics II*: Applied
5. Advanced Macro Economics I
6. Advanced Micro Economics I
7. Seminar: Economic Development II
8. Econometrics III*: Applied
9. Seminar: Applied Development I
10. Advanced Macro Economics II
11. Advanced Micro Economics II
12. Thesis

Graduates from the program have been placed at:

- Boston University, Duke University, Fordham University, University of Warwick (with full scholarship), University of Sheffield, Graduate Institute of International and Development Studies, Geneva, University of Kent, etc.
- Multiple Fulbright Scholarship Recipients
- Commonwealth Scholarship Recipient
- World Bank, IMF, Urban Unit (Government of Punjab), State Bank of Pakistan, Sub-National Government Project (DFID, UK), ASER, Association for Social Development (NGO)
- Local Teaching Institutions: Lahore School of Economics, Forman Christian College University, Lahore College for Women University and University of Central Punjab.

• The PhD Economics program is a cutting edge program with courses taught by the nation's top research and teaching faculty which prepares graduates for careers in development and public administration as well as the rigors of research work. The courses that make up the PhD program are:

1. Applied Econometrics: Advanced Methods in Macroeconometrics
2. Seminar: Advanced Micro Economics III: Theories of Advanced Industrial Organization
3. Seminar: Advanced Macro Economics III: Theories of Advanced Economic Growth
4. Seminar: Applied Development II: Advanced Methods of Microeconometrics
5. Applied Micro Economics: Advanced Empirical Industrial Organization
6. Applied Macro Economics: Political Economy of Macroeconomic Policy





Dr. Azam Chaudhry, Dean Economics

FACULTY NEWS

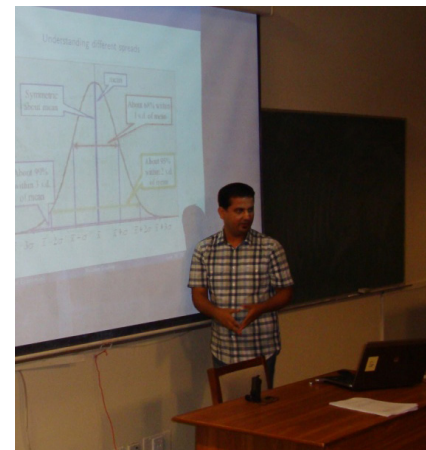
- In June, 2014, Dr. Azam Chaudhry (Professor and Dean, Department of Economics, Lahore School of Economics) attended the course on 'Institute for Management and Leadership in Education' at the Harvard Graduate School of Education.
- In September 2014, Dr. Theresa Chaudhry (Associate Professor, Department of Economics, Lahore School of Economics) attend the International Growth Centre (IGC) Growth Week hosted by the London School of Economics where she presented research in progress on Pakistan's ready-made garment sector (with co-researchers Christopher Woodruff and Rocco MacChiavello at Warwick, and Azam Chaudhry and Mahvish Faran at the Lahore School)
- In September 2014, Asha Gul (Teaching and Research Fellow, Lahore School of Economics and Farah Said (Assistant Professor, Lahore School of Economics) attended the Asian Development Bank 3ie Conference on Making Impact Evaluation Matter in Manila, Philippines.
- Dr. Theresa Chaudhry presented a study (with Muhammad Haseeb) on the productivity differences between exporters and non-exporters in Punjab at the Annual Conference on the Management

of the Pakistan Economy in March 2014. This paper was published in the special edition of the Lahore Journal of Economics. At IGC's Growth Week in September 2014, hosted at the London School of Economics, she presented research in progress on Pakistan's ready-made garment sector (with co-researchers Christopher Woodruff and Rocco MacChiavello at Warwick, and Azam Chaudhry and Mahvish Faran at the Lahore School). She also completed supervision of Resham Naveed's and Maha Khan's MPhil theses, on relative factor price equalization within Punjab and child nutritional status in Punjab respectively.

- Dr. Mohammad Aslam (Professor of Economics, Lahore School of Economics) completed a study titled: [Profession of Economics and Professional Economists in](#)



Pakistan: The study is a critical review of evolution and development of the Profession of Economics starting 1947. The role played by different institutions, institutes, associations, departments, agencies, journals etc. has been objectively analyzed and well documented. This information is presented in part one. The Part 2 takes stock of the contribution made by economists and pseudo economists in shaping up the economic policy. This has been done by dividing the whole period in six decades starting with the formative decade and ending with Musharraf decade. The Part 3 presents brief profiles of all major Pakistani economists working



inside as well as outside the country. The study is ready for publication in the form of a book. Dr. Aslam also published an article titled: [Supply Response to the Rice Price Policy in Pakistan: A Reappraisal in "GCU Economic Journal"](#). The article re-examines supply response of rice growers to changes in three

sets of prices of Basmati and IRRI rice. This has been done after rice policy was substantially altered by the government. The article was published in 2014.

- In November 2014, Dr. Azam Chaudhry (Dean and Professor, Department of Economics) participated in a conference on 'Quality in Context' hosted by the Global Business School Network (GBSN) in Barcelona Spain.
- The Lahore School of Economics hosted [South Asian Economic Students Meet](#) in January 2014. Dr Shahid Amjad Chaudhry, the Rector Lahore School welcomed international delegates to Lahore School of Economics on December 26, 2013. Earlier, students from South Asian countries took part in a Panel discussion on the topic of Political Economy of Urbanization which was moderated by Dr. Naved Hamid. The Budding Economist event was judged by South Asian country representatives and Dr. Azam Amjad Chaudhry Dean Department of Economics, Lahore School of Economics served as judge from Pakistan. A Quiz competition was also held.
- A seminar on "Economic Models for Inclusive and Sustainable Development," was held at the Lahore School of Economics, on Thursday, 27th of February, 2014. The Rector of the Lahore School of Economics, Dr. Shahid Amjad Chaudhry and the Dean of the Department of Economics Dr. Azam Chaudhry hosted Mr. Philipp Kauppert, the Resident Director, Friedrich Ebert Stiftung, Pakistan Office, and Prof. Hansjörg Herr (author of the "Decent Capitalism), of the Berlin School of Economics and Law, from Germany. Prof. Herr discussed the recent global crisis and also discussed how financial bubbles transformed into international panic, with states struggling to rescue and bail out a globalised financial sector.
- Amidst distinguished economists, academicians and policymakers



from both the national and international platforms, the Lahore School of Economics Tenth Annual Conference on Management of the Pakistan Economy concluded at its Main Burki Campus on Marc 27, 2014. The theme of the two days Conference was "**Pakistan in the Global Economy – Opportunities and Challenges**".

- Lahore School of Economics joined the Global Business School Network ([GBSN](#)) in March 2014. GBSN works with a network of over 60 world-class business schools on six continents to build management education capacity for the developing world through cross-border networking, knowledge sharing and capacity building programs to strengthen local business education. Members will have the opportunity to participate in GBSN's robust network, share knowledge and perspectives with peers around the world, and engage in capacity building programs.
- Mr. Shahid Maqsood, COO FINCA Microfinance Bank visited the Lahore School of Economics on May 20, 2014 to deliver a lecture 'on microfinance in Pakistan and worldwide along with career options and opportunities' to the students.
- Lahore School of Economics scored highest percentage (86%) in NBEAC-HEC accreditation

process. National Business Education Accreditation Council accredited the Lahore School for four years at its twelfth meeting in Islamabad on June 26, 2014. Earlier, NBEAC team visited the Lahore School on May 19-21, May 2014.

- The Lahore School Economics Society (LSES) organized its first orientation on November 17, 2014. Dr. Shahid Amjad Chaudhry, the Rector Lahore School was the guest of honour. Large number of students and faculty (including Dr. Azam Chaudhry, Dr. Theresa Chaudhry, Shamyla Chaud) The Lahore School of Economics has recently established a long term cooperative relationship with [Macquarie University](#), Australia. The Lahore School of Economics has been given the highest rating by the HEC's business school accreditation council and Macquarie University has been ranked as a 5 star university by the QS rating system.ry and members of executive council) attended.
- The Centre on International Migration, Remittances and Diaspora (CIMRAD) was inaugurated at the Lahore School of Economics on Tuesday 2 December, 2014. Dr. Shahid Amjad Chaudhry, Rector, Lahore School of Economics and Dr. Ishrat Hussain, former Governor of the State Bank and currently Dean, IBA Karachi presided over the inauguration.

COMPLETED ECONOMICS MPHIL THESES

The Role of Socio-Economic Networks in Lahore for the General Elections 2013

Mahnour Asif (Supervisor Azam Chaudhry)

This thesis creates a map of the political and non-political networks of the main parties of Lahore to see how politicians are affiliated to each other. General Elections are crucial in framing a country's future. Using political and non-political variables, networks were generated among the major leaders/politicians of Lahore. Each common variable among the politicians created a connection, and all these connections together produced a network. On the basis of such networks, centrally located politicians were identified using a simple Centrality Index¹. Following this, an empirical analysis was conducted to establish the determinants of centrality, and to see how being centrally located in a network impacts a politician's probability of securing party ticket and subsequently winning the General Elections.

Endogenous Patience in a model of Economic Growth with Human and Unproductive Social Capitals

Umair Ayaz (Supervisor Waqar Wadho)

This thesis explores the relationship between size of the government and economic growth in an endogenous growth model with productive human capital and unproductive social capital. We model discount factor as an endogenous function of inherited human capital. It finds that with low endowment of human capital, government intervention of any size is growth depressing, for high endowment of human capital, government intervention is not associated with the accumulation of unproductive social capital and there is high growth. Whereas for intermediate levels of inherited human capital, whether government intervention is growth depressing or not depends on the size of intervention and level of inherited human capital. In this scenario, bigger size of the government is growth

depressing and higher level of inherited human capital dilute this effect by promoting investment in productive human capital. Furthermore, countries with identical levels of inherited human capital and size of government can be in different equilibrium regimes if they differ in quality of institutions.

Corruption, Tax Evasion and Economic Development in Economies with Hierarchical Tax Administrative System

Anum Ellahi (Supervisor Waqar Wadho)

The thesis looks into joint determination of corruption and development where there is hierarchical bureaucratic setup; tier one-bureaucrat and tier two bureaucrats. Corruption happens at two level once when tier one bureaucrat collude with households for tax evasion and another when tier one and tier two bureaucrats collude to hide corruption.. The paper determines that at high level of corruption, there is low development and at low incidence of corruption, there is high development.

ONGOING PROJECTS

Analysis of Technology in the Sialkot Soccer Ball industry

The project is led by a team of researchers including Azam Chaudhry (Lahore School of Economics) and Shamyra Chaudry (Lahore School of Economics), David Atkin (UCLA), Amit K. Khandelwal (Columbia University) and Eric Verhoogen (Columbia University).

The research team developed a cost saving technology in 2012 which it has given to a number of soccer ball manufacturers in Pakistan in order to determine the factors affecting technology adoption in firms and technology spillovers between firms. The research team has also looked at how misaligned incentives between firms and employees can affect technology adoption. As of date the project has collected data on the Sialkot

soccer ball sector with a baseline survey conducted in January 2012, has shared the technology with a group of soccer ball manufacturers in May 2012 and has conducted seven rounds of follow up surveys with the firms. The preliminary data analysis was presented at the IGC Growth Week in September 2012 and September 2013 in London. The researchers have presented this work in seminars and conferences at University of Berkley, Yale University, Columbia





University, Harvard University and University of Oxford. It has also been presented at the Government of Punjab in 2015. After these presentations the Secretary Finance and the Secretary Industries, Punjab Government used the project's findings to propose and initiate an Innovation Development Fund (IDF). Currently, the Punjab Government has initiated this fund and the Lahore School is represented on its executive board.

At present, the research team has begun a three year extension of their project in which they will provide subsidized imported inputs to the Sialkot football manufacturers in order to see if these high quality inputs increase the output of high quality balls as well as increase exports.

Consanguineous Marriage and Investments in Children

Hamilton's Rule (1964), taken from evolutionary biology, suggests that people will display greater altruism towards individuals that are more

closely related to help ensure the survival of their own genes. Theresa Chaudhry (Lahore School of Economics) and Rabia Arif (Lahore School of Economics) are working on an analysis of the impact of consanguineous (first cousin) marriage on children, including child labor, household chores, education, and nutrition, to see whether children of cousin marriages may be the recipients of greater altruism due to the stronger genetic tie. Early results are showing that children of consanguineous parents are as likely to attend school, attend private school, and be engaged child labor as other children. Also, educational expenditures do not seem differ either between the two groups. However, children of consanguineous parents miss more school and do less work at home (especially boys) as compared to children of non-consanguineous parents.

Incentivizing Attendance in Production Teams

The project is led by a team of researchers including Theresa

Chaudhry, Zunia Tirmazee (Lahore School of Economics) and Muhammad Haseeb and Christopher Woodruff (University of Warwick). They have attempted to test whether short-term financial incentives can be used to decrease worker absenteeism in one of Gujrat's leading fan factories.

In 2012 -2013, they piloted attendance incentive schemes on a sample of production teams. Comparing the attendance records of the teams offered the group-based incentive to a control group, they are finding that the group-based incentive bonus increased the number of days that an announced attendance target was met, at least in part by coordinating workers' absences.

Incentivizing Development: A Field Experiment on Third Tier Organizations in Pakistan

The project is an academic collaboration between Hamna Ahmed (Lahore School of Economics/ University of Kent), Asha Gul (Lahore School of Economics), Kate

Vyborny (Duke University) and Simon Quinn (University of Oxford). This study is a Randomized Control Trial (RCT) being funded by the Pakistan Poverty Alleviation Fund (PPAF). The study focuses on incentivizing development across 800 Local Support Organizations (LSOs) spread across Pakistan by testing the impact of two sustainable measures the donor can take to engage with these community-based organizations: (i) self-reporting and (ii) non-financial incentives.

The Baseline Survey for the project was completed in October 2014 and has gathered important information about the characteristics of TTOs, the scope of activities in their communities and the level of inclusion (of women, disabled, and the poor) in these organizations. The preliminary findings from the Baseline Survey were presented to PPAF in January 2015 and a detailed report based upon these findings will be compiled by May 2015. The RCT will also formally start in April 2015 and continue for the next two years till April 2017 followed by an End line Survey.

Benchmarking of Productivity in Pakistan's Readymade Garment Sector

There is significant potential for expansion in Pakistani exports especially keeping in mind the fact that the European Union has recently granted Pakistan GSP Plus status. That said, expanding exports must be accompanied by improvements in productivity if any export surges are to be sustained over the coming years. Theresa Chaudhry (Lahore School of Economics), Azam Chaudhry (Lahore School of Economics) and Mahvish Faran (Lahore School of Economics) are working with Christopher Woodruff and Rocco MacChiavello (University of Warwick) to benchmark the productivity of garment factories in Pakistan. The pilot phase of the project will be used to understand bottlenecks to increasing productivity with the aim to develop productivity-enhancing interventions for the sector,



to be evaluated through the method of a Randomized Controlled Trial (RCT). So far, detailed production data has been collected from a sample of eight firms, along with surveys of production surveys from six of these. Analysis of the data to understand intra-firm and inter-firm variation in productivity is nearly complete.

Two Sides of the Same Rupee? Comparing Demand for Microcredit and Microsaving in a Framed Field Experiment in Rural Pakistan

Marcel Fafchamps (Stanford), Simon Quinn (Oxford), Giovanna d'Adda (Milan Politecnico) are working with

Naved Hamid, Farah Said and Uzma Afzal (Lahore School of Economics) to design a Randomized Control Trial to compare the effectiveness of micro-savings and micro-loans as means for households to manage risk and liquidity. Fieldwork for the study is currently underway, with the endline survey expected to be conducted in March, 2015. The study is being conducted in collaboration with the National Rural Support Programme (NRSP) and is supported by the International Growth Centre (IGC). The project is based on a pilot study conducted in collaboration with NRSP in Sargodha, 2013 (working paper available at http://www.csae.ox.ac.uk/working_papers/wps-list.html). The research project has also received funding from ESRC to carry out a scaled up version of the study in mid 2015.



Impact assessment of start up loans to female run micro-enterprises

Farah Said (Lahore School of Economics) and Mahreen Mahmud (doctoral student at University of Kent) are conducting a Randomized Control Trial to evaluate the socio-economic and welfare impacts of micro-loans to female micro-entrepreneurs. This study is being conducted in collaboration with Kashf and the fieldwork is currently underway. Baseline survey was conducted in May - August 2014; the endline activities are being funded by the International Growth Centre (IGC) and are scheduled for May - August, 2015.

8. Measuring Innovation in the Textiles Sector of Pakistan

The project has been developed under the firm capabilities program of the International Growth Centre (IGC) and is led by Azam Chaudhry (Lahore School of Economics) and Waqar Wadho (Lahore School of Economics) and will look at the level and types of innovation in the Pakistani textile sector.

Textiles is the major manufacturing sector of Pakistan contributing one-fourth of industrial value added, employing 40 percent of industrial labor force, and on average 60 percent share of national exports. Two particular characteristics of textiles, scope and production chain posit both opportunities and challenges for this sector to be more innovative and competitive.

Firstly there is a greater scope of increasing its world share through innovation, and particularly given an increasing trend in wages in China the leading textile exporter country coupled with recent GPS plus status granted by Europe. Secondly, textiles have the longest production chain, with inherent potential for value addition at each stage of processing, from cotton to ginning, spinning, fabric, processing, made-ups and garments.

In this project, they plan to study innovation activities of firms in the

textiles sector of Pakistan during 2011-2013. The survey will be conducted in April 2015 across a sample of 500 textile firms in Punjab and Sindh and will measure both the technological (product and process) and the non-technological (organizational and marketing) aspects of innovation.

Intergenerational altruism and misappropriation of public resources in the endogenous growth model with human capital

Waqar Wadho (Lahore School of Economics) and Umair Ayaz (Lahore School of Economics) and at the Lahore School are working on the theoretical research paper 'Intergenerational altruism and misappropriation of public resources in the endogenous growth model with human capital'. The paper aims to model the behavior of altruistic individuals who face a trade-off between acquiring education and

indulging in misappropriation of public resources originally intended towards improving the productivity of the educational system.

Creation of an Innovation Fund for Small and Medium Enterprises (IFSME) in Punjab by the Lahore School of Economics

The project is led by a team of researchers including Azam Chaudhry (Lahore School of Economics) and Shamyra Chaudry (Lahore School of Economics), David Atkin (UCLA), Amit K. Khandelwal (Columbia University) and Eric Verhoogen (Columbia University).

The Lahore School of Economics is creating an Innovation Fund for Small and Medium Enterprises (IFSME) with the support of the Government of Punjab in 2015 to promote innovation



and potentially raise exports. This fund aims to raise the overall rate of innovation in Punjab by subsidizing the costs of innovation for small and medium-sized firms.

Rather than trying to directly identify the new innovations itself, the Fund instead creates the correct incentives for firms to undertake investments in new technologies. It effectively lowers the costs of investment helping

to ensure that innovating firms earn a positive return on the investment. With these new incentives in place firms will innovate more, but the gains will still be shared broadly as the innovations diffuse across the entire industry.

LAHORE JOURNAL OF ECONOMICS

The Lahore Journal of Economics is the top-ranked social science journal in Pakistan, and has been given the highest ranking by the Higher Education Commission of the Government of Pakistan. At present, we are listed on the Journal of Economic Literature (JEL), EBSCO, ProQuest, Library of Congress, and British Library databases.

In 2014, the Lahore Journal of Economics published three issues:

January – June 2014:

Determinants of School Choice: Evidence from Rural Punjab, Pakistan by Hamna Ahmed and Sahar Amjad Sheikh

The Impact of Exchange Rate Volatility on Trade: A Panel Study on Pakistan's Trading Partners by Abdul Jalil Khan, Parvez Azim, and Shabib Haider Syed

The Effect of Trade Liberalization on Firm Entry and Exit in Punjab, Pakistan by Marjan Nasir

Can Analysts Really Forecast? Evidence from the Karachi Stock Exchange by Haris Bin Jamil, Aisha Ghazi Aurakzai, and Muhammad Subayyal

Terms-of-Trade Volatility and Inflation in Pakistan by Kiran Ijaz, Muhammad Zakaria, and Bashir A. Fida

The Efficiency of Foreign Exchange Markets in Pakistan: An Empirical Analysis by Rizwana Bashir, Rabia Shakir, Badar Ashfaq, and Atif Hassan

July – December 2014:

The Comparative Efficiency of Public and Private Power Plants in Pakistan's Electricity Industry by Amir Jahan Khan

The Impact of Corporate Governance and Ownership Structure on Earnings Management Practices: Evidence from Listed Companies in Pakistan by Kamran and Attaullah Shah

Value-at-Risk and Expected Stock Returns: Evidence from Pakistan by Javed Iqbal and Sara Azher

An Impact Assessment of Expected Future Turmoil Risk on FDI: A Panel Data Analysis of Developing Countries by Mahvish Faran

The Growth and Employment Impacts of the 2008 Global Financial Crisis on Pakistan Mirajul Haq, by Karim Khan and Ayesha Parveen

The Correlates of Educated Women's Labor Force Participation in Pakistan: A Micro-Study by Muhammad Zahir Faridi and Ayesha Rashid

September 2014:

(The Papers and Proceedings of the 2014 Lahore School of Economics Conference on the Management of the Pakistan Economy):

Pakistan's Parallel Foreign Exchange Market by Asma Khalid

From Fear of Floating to Benign Neglect: The Exchange Rate Regime Roller Coaster in Pakistan by Syed Kumail Abbas Rizvi, Bushra Naqvi and Nawazish Mirza

What Does the Exchange Rate Do? A Status Symbol? by Sikander Rahim





The Changing Landscape of RTAs and PTAs: Analysis and Implications by Rashid S. Kaukab

The WTO Trade Facilitation Agreement: Implications for Pakistan's Domestic Trade Policy Formulation by Mohammad Saeed

Improving Regional Trade to Support Pakistan's Economic Growth by Manzoor Ahmad

In 2014, the Economics Department held the following research presentations:

Toward a Competitive Pakistan: The Role of Industrial Policy by Irfan ul Haque

Pakistan's Growth Spurts and Reversals: A Historical Perspective by Rashid Amjad

The Political Economy of Industrial Policy: A Comparative Study of the Textiles Industry in Pakistan by Matthew McCartney

Barriers to the Growth of Small Firms in Pakistan: A Qualitative Assessment of Selected Light Engineering Industries by Nazish Afraz, Syed Turab Hussain, and Usman Khan

The Need for a Coordinated Industrial Strategy to Boost Pakistani Exports: Lessons from Asia by Azam Chaudhry and Gul Andaman

Exporters in Pakistan and Firms Who Do Not Export: What's the Big Difference? by Theresa Chaudhry and Muhammad Haseeb

Compliance with Global Quality Requirements in Pakistan's Export Sector by Salman Ehsan and Ayesha Khanum

Foreign Direct Investment and Technological Capabilities: The Relevance of the East Asian Experience for Pakistan by Khalil Hamdani

The Textiles and Garments Sector: Moving Up the Value Chain by Naved Hamid, Ijaz Nabi, and Rafia Zafar

Patterns of Export Diversification: Evidence from Pakistan by Hamna Ahmed and Naved Hamid

Should Pakistan Liberalize Trade With India Against the Backdrop of the FTA with China? A Comparative Advantage Analysis for the Manufacturing Sector by Naheed Memon, Faiza Rehman, and Fazal Rabbi

Analyzing Pakistan's Trade Opportunity with Turkey by Asha Gul

Reviewing Pakistan's Import Demand Function: A Time-Series Analysis, 1970–2010 by Zunia Saif Tirmazee and Resham Naveed

Pakistan's Dependency on Imports and Regional Integration by Nasir Iqbal, Ejaz Ghani, and Musleh ud Din

Dr. Azam Chaudhry presented on “Spillovers in Technology Adoption: Evidence from a Randomised Experiment in Pakistan.”

Ms. Alishae Khar presented on “The Impact of Unconditional Cash Transfers on Child Development: with Special Reference to BISP.”

Ms. Natasha Moeen presented on “Human and Social Capital Complementarities in the Presence of Credit Market Imperfections.”

Professor Hansjorg Herr presented on “Decent Capitalism Economic Models for Inclusive and Sustainable Development.”

Ms. Asha Gul presented on “Analyzing Pakistan's Trade Opportunity with Turkey,”

Ms. Resham Naveed and Ms. Zunia Tirmazee presented on “Empirical





Estimation of Import Demand Function for Pakistan.”

Ms. Hafsa Tanveer presented on “**Unique and Multiple Equilibria in a Macroeconomic Model with Environment Stability Analysis and Transitional Dynamics.**”

Mr. Nadeem Mustafa, Director Quality Enhancement Cell, Gift University, Gujranwala conducted a seminar titled “**Awareness Seminar about QEC Self Assessment Process.**”

Ms. Mahnoor Asif presented on “**The Role of Political Networks in Lahore for the General Elections 2013.**”

Ms. Maha Khan presented on “**Effects of Birth Order on Child Nutritional Status.**”

Ms. Mahreen Mahmud presented on: **Analysis of Small Donations - An Exploration of a Unique Microfinance Model.**

Ms. Anum Elahi presented on “**Corruption, Tax Evasion, and Economic Growth in Economies with Hierarchical Tax Administration System.**”

Ms. Anam Masood presented on “**Girl’s Secondary Stipend Program in Punjab- A Panel Data Analysis**”

Ms. Ayesha Syed presented on “**Fuzzy Judgment Aggregation: Methods Based on Distance**”

Dr. Simon Quinn, Associate Professor of Economics at the University of Oxford and Deputy Director of the Centre for the Study of African Economies at the University of Oxford, gave a lecture to the department of economics on conducting research in

economics and publishing research papers. Dr. Quinn is collaborating on research with the Center for Research in Economics and Business (CREB) at the Lahore School of Economics and his research interests are in development economics, focusing on the role of firms.

Economics Department Faculty Training Workshops

April 7th – 11th, 2014:

7. Advanced Stata Workshop (Loops, macros and temp files.). Conducted by Mr. Sahaab Badar Sheikh (Research Associate, Center for Economic Research in Pakistan (CERP)).
8. Advanced Stata (Exporting tables and the use of geographic coordinates.). Conducted by Mr. Sahaab Badar Sheikh (Research Associate, Center for Economic Research in Pakistan (CERP)).
9. HEC Regulations and Curriculum Discussion. Conducted by Dr. Azam Chaudhry, (Dean and Professor of Economics, Lahore School of Economics).
10. Game Theory Lab Session. Conducted by Dr. Theresa Chaudhry (Associate Professor of Economics, Lahore School of Economics).
11. Team Building. Conducted by Ms. Habiba Butt (Vice President - Learning & Development - Faysal Bank Ltd.)

June 30th – July 1st, 2014:

1. How to Grade on the Curve in MS Excel and Running In-Field Experiments. Conducted by Dr. Waqar Wadho (Assistant Professor, Lahore School of Economics), Ms. Farah Said (Assistant Professor, Lahore School of Economics) and Ms. Uzma Afzal (Assistant Professor, Lahore School of Economics).
2. Team Building: Conducted by Ms. Habiba Butt, (Vice President - Learning & Development - Faysal Bank Ltd.).

December 1st–December 5th, 2014:

1. Academic Writing and Editing. Conducted by Ms. Maheen Pracha (Professional Copyeditor)
2. Techniques for Team Building for Faculty and Staff. Conducted by Ms. Habiba Butt Vice President - Learning & Development - Faysal Bank Ltd.)
3. Making Impact Evaluation Matter. Conducted by Ms. Farah Said (Assistant Professor, Lahore School of Economics) and Ms. Asha Gul (Teaching and Research Fellow, Lahore School of Economics).
4. Developing Local Economics Curricula to Meet International Standards. Conducted by Dr. Azam Chaudhry (Dean and Professor of Economics, Lahore School of Economics).
5. Proposal Writing. Conducted by Mr. Sohaib Athar (Country Economist for Pakistan, International Growth Centre, DFID)

Department of Humanities & Social Sciences

Second Annual Conference on Social Sciences

3rd-4th April 2014

The Second Annual Conference on Social Sciences took place at Lahore School of Economics on 3rd-4th April 2014. Eminent scholars, academicians and researchers from all over Pakistan took part in this conference.

The theme for the first day of the conference (3rd April 2014) was 'Language and Literature in South Asia: Perceptions, Practices, and Possibilities'. The day comprised of three sessions chaired by Dr. Sabiha Mansoor; the

Vice Chancellor of LCWU, Dr. Waseem Anwar, Dean of Humanities, FC College and Dr. Isabel William, Dean of Professional studies, Kinnaird College for Women, respectively.

The day began with the opening remarks by the Rector of The Lahore School of Economics Dr. Shahid Amjad Chaudhry followed by the first session of the conference. In this session Dr. Tariq Rahman Dean, School of Education, BNU, Lahore, examined the

commodification of English in the Call Centres of Pakistan, Dr. Saiqa Imtiaz Asif, Chairperson, Department of English Bahauddin Zakariya University, Multan presented her paper on the desertion of Seraiki language and Dr. Shahid Siddiqui Head, Department of Social Sciences, Lahore School of Economics presented his paper on reclaiming the silenced and hidden voice of women throughout the history of Urdu literature. Dr. Amra Raza, Chairperson, Department of English,





University of the Punjab, Lahore analysed the way Pakistani Poets writing in English reworked myths in their works.

In the second session, Dr. Munazza Yaqoob took up Hanif and Roy's work and analysed the texts in terms of their presentation of the ethics of compassion and politics of difference. Dr. Nadia Anjum, (Head MA/MPhil English Literature programme at Kinnaird College for women) focused on Aravind Adiga's novel *The White Tiger* and discussed the proscriptive norms presented in it. Dr. Shireen Rahim (Assistant Professor at Lahore School) took an ecocritical stance towards contemporary literature while Dr. Kaleem Raza Khan representing University of Karachi analyzed the code switching in classroom discourse from a sociolinguistic perspective.

Dr. Ayesha Bashiruddin (Agha Khan University Karachi), Dr. Tayyaba Tamim (Associate Professor Lahore School), Dr. Aliya Zafar (COMSATS, Islamabad) and Dr. Samina Amin Qadir (Fatima Jinnah Women University, Rawalpindi) were the speakers in the third session of the conference. In this session they shared their research on the pedagogical aspects of language.

The second day of the conference featured interactive discussions on the theme of *Dynamics of Pakistani Politics: Issues and Challenges*. Dr. Shahid Amjad Chaudhry, who welcomed the presenters and gave a brief background to Lahore School's introduction of English and Political Science as a major in the undergraduate programme. The rector's talk was followed by a key note

address by Prof. Sajjad Naseer, Senior Fellow in the Department of Political Sciences who linked the present complication of the Pakistani political system to the pre independence era and argued that if the democratic process was given enough time to run smoothly without any interruptions, it will help the political parties to mature with time and will contribute positively towards the future of the Pakistani politics. Mr. Shehryar M. Khan acting as the chairperson of the conference addressed the audience and focused on the policy issues of Pakistan with its neighbours Afghanistan and India. He suggested that Pakistan should review its policy with the two neighbours in the wake of a regime change in both these countries. The speakers for this session were Dr. Taimur Azmat, Assistant Professor, Department of Humanities and Social Sciences, LUMS, Dr. Ishtiaq Ahmed, Dr. Aasim Sajjad Akhtar, Assistant Professor, National Institute of Pakistan Studies, Quaid-e-Azam University, Islamabad and Dr. Saeed Shafiq, Director, School of Public Policy, FCCU Lahore. They discussed the domestic challenges posed by Pakistani politics viz-a-viz class structure, ideological controversies, role of contemporary state and the conundrum of policy making. Hassan Askari Rizvi, Professor Emeritus (University of the Punjab) and Defense Analyst acted as the discussant for this session.

Mr. Shamshad Ahmad Khan was the chair for the second session of the conference. In this session Prof. Dr. Azmat Hayat Khan, (Ex) Vice-Chancellor, University of Peshawar

discussed the opportunities and challenges for the policy makers due to the important role it can play with respect to the Central Asian states, Prof. Dr. Hassan Askari Rizvi discussed Pakistan-US relations while Dr. Shoaib Pervez's research developed a social constructivist approach to the India-Pakistan Nuclear programme. The session was summed up by the discussant Prof. Sajjad Naseer.

The conference attracted a large number of scholars and researchers from other institutes in Lahore. Some of the prominent institutes that took part in event included Punjab University, Lahore College for Women University, Kinnaird College for Women, Forman Christian College, Government College University, University of Management and Technology, Beacon House National University, COMSATS and Ali Institute of Education.



PRESENTATIONS IN CONFERENCES/SEMINARS/WORKSHOPS

- Ms. Syrrina Ahsan's paper on "*The Identity of 'Paki' versus 'Pakistani' Engendering Power Boundaries in Hanif Kureishi's, My Beautiful Launderette,*" was read at the 15th Annual SALA Conference, held in Vancouver, BC, Canada, January 6, 2015.
- Prof. Sajjad Naseer wrote a paper on "*Judicial Activism: Improvement towards a New Consensus*" for the International Conference which was held on 19th, 20th and 21st December 2014 in New Delhi India.
- Prof. Sajjad Naseer Participated as a key note speaker at the Monograph Launch seminar on "*Electoral Politics and Electoral Violence in the 2013 Elections: The case of Punjab*" on 10th December 2014.
- Prof. Sajjad Naseer participated in the 11th Annual Fulbright and Humpfrey Alumni Conference on 5th December, 2014.



- As a guest speaker, Professor Sajjad Naseer gave a talk on the "*Government Issues in Pakistan*" at the National School of Management on 26th November, 2014.
- Prof. Sajjad Naseer participated in the International Conference on "*The Silk Web in the 21st Century*" held at John Hopkins Language University on the 8th and 9th November 2014 in China. He presented a paper on "*Unfolding the China Conundrum*" which has been published by the university in its proceedings.
- Prof. Sajjad Naseer Participated in the International Conference on "*The Global Strategic Environment*

in the Post-2014 Era and Pakistan" sponsored by the Institute of Politics and IR in Quaid-e-Azam University (QAU) in collaboration with Konrad-Adenauer-Stiftung (KAS) on 16th October 2014. He presented a paper on "Pakistan's attitude towards the West and its implications"

- Dr. Shahid Siddiqui gave a talk on "*Teacher and Literature*" at Teachers Literature Festival organized by ITA and OUP, Islamabad on 1st May 2014.
- Dr. Shahid Siddiqui was invited as a guest speaker for a panel discussion on *Social Change and Positive Thinking* organized by COMSATS, Islamabad on 24th April 2014.
- Dr. Shahid Siddiqui chaired a session on *Gender Representation in Media* at GCU International Conference Lahore, on 14th April 2014.

- Dr. Shahid Siddiqui was invited as a guest speaker at a seminar on *Violence and Development* organized by The University of the Punjab, Lahore on 9th April 2014.
- Dr. Shahid Siddiqui presented a paper on *Reclaiming the silenced voice: Women in Literature* at Second Annual Conference on Social Sciences at Lahore School of Economics, organized by Lahore School of Economics on 3rd April 2014.
- Prof. Sajjad Naseer participated as a guest speaker in *International Relations Workshop on the 21st Century: Challenges and Prospects for Peace* on 9th April 2014 and talked about



emerging realities of South Asia, sponsored by Kinnaird College for Women, Lahore.

- Dr. Shahid Siddiqui participated as a panel list at Language Policy Dialogue Seminar organized by British Council in Islamabad on 27th March 2014
- Dr. Shahid Siddiqui participated as a key note speaker at a seminar on "Policy Dialogue" organized by British Council at Avari Lahore on 26th March 2014.
- Dr. Shahid Siddiqui presented his research on *Language policies in Pakistan* at an International Conference organized by Beacon House National University Lahore (BNU) on 15th March, 2014
- Prof. Sajjad Naseer chaired the concluding session of the National Conference on Post 2013 General Elections In Pakistan: Challenges and Options" sponsored by the Department of Political Science and Centre for South Asian Studies, University of the Punjab, on March 13th 2014.
- Dr. Shahid Siddiqui gave a talk on *Contemporary Curriculum Practices: Blended learning and teacher's role*



a conference organized by Ali Institute of Education, Lahore on 4th March 2014

- Dr. Shahid Siddiqui presented his paper on *Language, Gender and Politics of Humor* at Literary Festival organized by University of Gujrat in collaboration with the British Council on 24th Feb, 2014.
- Dr. Shahid Siddiqui gave a talk on “*Literature and Teacher Education*”

in Teacher’s Literature Festival Karachi on 20th Feb, 2014

- Dr. Shahid Siddiqui presented his research paper on *Extending pedagogies beyond school* and chaired a plenary session at an International Conference organized by Fatima Jinnah Women University (FJWU) and HEC, Rawalpindi on 10th -12th February, 2014
- Dr. Shahid Siddiqui participated as a key speaker in a seminar

held at Notre dam Institute of Education, Karachi on 6th Feb 2014 and presented his paper on *Language, gender, and politics of songs*.

- Dr. Shahid Siddiqui presented his paper on the *Role of reflective practices in Teacher Education in Pakistan* in a plenary session at an International Conference organized by University of Education, Lahore on 7th January 2014.



TALKS ON ELECTRONIC MEDIA

Professor Sajjad Naseer participated on Pakistan Television and private channels as a news analyst. He also participated in *Voice of America's* 8 Roundtable discussion programmes and offered comments in the *Voice of Germany* programmes.

FACULTY RESEARCH PAPER SESSIONS AT LAHORE SCHOOL

- Ms. Rabia Nafees Shah presented her work on “*The Hindutva Movement and its Rhetoric of Death: The Local and the Global in The Final Solution*” on 8th January 2014.
- Dr. Shireen Rahim presented her paper on “*Journeying through language*” on 26th February 2014
- Dr. Shafqat Hussain presented his working paper on “*Politics of UN Peace Keeping*” on 14th May, 2014.
- Mr. Hammaad Khan presented his research on “*Bush administration’s post invasion Iraq policy*” on 17th September, 2014
- Dr. Saeed ur Rahman presented his work on “*Translation, Postcoloniality and the Work of Vilas Sarang*” on 22nd October, 2014.
- Dr. Azhar Hassan Nadeem presented his paper on “*Ensuring People – Friendly Policing – Strategy and Design*” on 5th November, 2014
- Ms. Javaria Siddique presented her paper on “*Miseen Abymic Entrapments and Postmodern Crossover: Reading The Curious Incident of the Dog in the Night Time through the lens of Peter Brooks’ psychonarratological perspective*” on 19th November, 2014.

RESEARCH PUBLICATIONS

Prof. Sajjad Naseer published a research article on “Disaster Management in Pakistan: A Case Study” that appeared in *New Horizons, Research Journal of Social Sciences* in its issue of July 2014, Vol 8 (2).



Department of Environmental Science & Policy



Neelam Valley

The Lahore School in MPhil in Environmental Science is a specialized degree aimed at producing high quality academic and research professionals. A four year BSc or MSc in Environmental Science is a prequalification for joining the programme. The course is critical and stimulating

and offers a holistic view of environment. The Lahore School has built a highly qualified permanent faculty to provide an academic and research environment. The programme includes coursework and research and extends over 2 years.

COURSE: COMMUNITY AND SPACE

Material and social environment are indelibly linked and all human settlements are ecologies reflecting this complex relationship. This course uses the historical locale of Walled City Lahore, to focus on the multiple processes which define the weave of physical space and community. It studies social issues of housing, livelihoods, energy, food, waste and transport within the spatial structure and the manner in which one determines and shapes the other.

The course is field based. Two classes a week are dedicated to survey, documentation and discussion in the field. One

class per week will be regular lecture and class discussion. Relevant readings are given with each weekly lecture.

Students explore the physical space of the Walled City neighborhoods and conduct ethnographic research about the above mentioned aspects.

Students from the 2013 class became actively involved in the ongoing process of eviction of small traders and learned first hand about the nature of urban conflicts in the local environment.



COMMUNITY AND SPACE COURSE 2014

Based on our experience of the first summer in the Walled City of Lahore, we felt that it was important that our course should contribute to not only our own understanding of community but in turn educate the host

community. The students conducted surveys and evaluated the impact of new developments undertaken as part of the 'Sustainable Development of Walled City Project' and presented their findings to the community in

a special presentation at the Victoria Girls High School Mori Gate. The Media department of the Lahore School facilitated the presentation by providing requisite multi-media equipment.



Interviews with businesses in the area of the Walled City Sustainable Development Project

VISIT TO ANGOORI BAGH LOW INCOME HOUSING SCHEME

MPhil. Class 2013 with Dr. Munir Ghazanfar and Rabia Nadir

Designed by the leading architecture firm of Yasmeen Lari and Associates. It was completed in 1975 but was mostly allotted to the people after 1977 during the time of the Military dictatorship of Zia ul Haq. While an ambitious project consisted of five schemes only one Angoori Bagh Scheme was built in the changed political environment.

The architect described her design as inspired by the ancient cities of

Lahore and Peshawar with courtyard houses and pedestrian streets. Also low maintenance exposed brick and simple building elements were used to make it low cost and climate friendly.

Research Aspects

Community: Class, Social Capital, Migration, Ethnicity, Religiosity, Education, Livelihoods.

Domestic Environment: Interiors, Use of Space, Nuclear, Joint living, Home based work, Health, Rents, Ownership.

Environment and Infrastructure: Water, Sanitation, Electricity and Gas, Schools, Health Facilities, Markets, Recreational Facilities, Security, Transport.

Visit to Angoori Bagh Housing 2.3.2014

M'Phil Class 2014, Dr. Munir Ghazanfar and Rabia Nadir

PARTICIPATION IN CIVIL SOCIETY INITIATIVE 'LAHORE PROJECT'

The students of the Environment Science and Policy have been associated with the 'Lahore Project' an initiative of the Lahore Conservation Society and Lahore Bachao Tehreek.

Faculty and students of the Mphil Environment class attended Lahore Forum Series 'Stories from Lahore' at Dabistan-e-Iqbal, 2-S Gulberg II, Lahore, on Thursday 26th of June 2014 at 5:30 PM. This forum is based on work done by NCA students, highlighting the issues of pedestrians at Data Darbar.

The students of Community and Space presented their research on the Walled City Sustainable Development Project on 4th September 2014 at the Dabistan-Iqbal.

Fizza Bokahri Research Assistant at the department made a presentation on the Environmental Impact of the Azadi Chowk interchange at the same forum.



Recording Community views about the Walled City Sustainable Development Project



Household Interviews in Walled city Lahore



Focus group discussion with school staff in Sootar Mandi Middle School Walled City Lahore



MPHIL ENVIRONMENTAL SCIENCE CLASS 2014 VISIT TO KHUDA KI BASTI IN KALA SHAH KAKU



Centre for Research in Economics & Business



The Centre for Research in Economics and Business (CREB) was established in 2007, as an independent research centre at the Lahore School of Economics, Pakistan. Its primary objective is to conduct policy-oriented research with a rigorous academic perspective on key development issues facing Pakistan and promote public debate on policy issues through conferences, seminars, and publications. CREB organizes the Lahore School's Annual Conference on the Management of the Pakistan Economy, and publishes Working Paper and Policy Paper Series to disseminate the research being done at the Centre.

At CREB, we place great emphasis on building research networks and linkages with researchers, within and outside the country, to bring together people with the right set of

skills to help achieve these goals. CREB hosts visiting international scholars undertaking research on Pakistan, facilitates and coordinates research by the faculty at the Lahore School, and administers the postgraduate program leading to the MPhil and PhD degrees at the Lahore School.

In the short period since its inception, CREB has built an excellent reputation for the quality of its research. Our faculty and researchers have received funding support from regional partners and international agencies such as British Academy UK, Department for International Development (DIFD), International Growth Centre (IGC), National Science Foundation, USA, Open Society Foundation (OSF) and South Asia Network of Economic Institutes (SANEI).



Naheed Memon, Dr. Manzoor Ahmad, Dr. Naved Hamid and Asha Gul

Tenth Annual Conference on the Management of the Pakistan Economy: Pakistan in the Global Economy – Opportunities and Challenges

An important goal of CREB is to promote public debate on policy issues through conferences, seminars and publications. Every year CREB organizes the Lahore School's Annual Conference on the Management of the Pakistan Economy. The proceedings of the Conference are published in a special issue of the Lahore Journal of Economics.

The theme of the 10th Annual Conference held at the Burki campus of the Lahore School from 26th March to 27th March, 2014 was "Pakistan in the Global Economy – Opportunities and Challenges". The Conference addressed how Pakistan may improve its performance in the global economy, compete more successfully in foreign markets, and achieve a sustainable balance of payments, while realizing rising per capita income. The main purpose of this Conference was to help

policy makers take a step back and look at some of the critical issues that Pakistan needs to face if it is to achieve growth in the medium to long term. A range of key structural issues were discussed through a mix of paper and panel discussions at the conference. It was attended by the country's leading economists, Pakistani and foreign academics, and renowned researchers from United Kingdom, Switzerland and United States. Some 23 research papers and oral presentations were made during the two days of the conference. The abstracts, presentations and press coverage from the Conference can be viewed on the CREB website (<http://creb.org.pk/tenth-annual-conference-on-the-management-of-the-pakistan-economy/>). The Conference proceedings have also been published in the Special Edition of the Lahore Journal of Economics and can be viewed at (<http://creb.org.pk/conferences/>).



Keynote Address by Dr. Rashid Amjad
Speakers at the Conference



Speakers at the Conference



Dr. Ejaz Ghani, Sikander Rahim, Resham Naveed and Zunia Tirmzee



Dr. Mushtaq Khan



Dr. Naved Hamid



Dr. Irfan ul Haque, Sikander Rahim and Dr. Kumail Rizvi



Dr. Irfan ul Haque



Dr. Theresa Chaudhry, Sikander Rahim and Dr. Azam Chaudhry



CREB Staff at the Conference



Nabeel Hashmi, Dr. Matthew McCartney and Dr. Khalil Hamdani



Rashid Kaukab, Dr. Khalil Hamdani, Dr. Manzoor Ahmad and Ahmad Irfan Aslam



Dr. Irfan ul Haque, Dr. Rashid Amjad and Dr. Syed Turab Hussain

Lahore Economic Development Research Seminars (LEDRS)

LEDRS is an initiative of CREB in partnership with other research organizations in Lahore. The sponsoring organizations, besides CREB, include IDEAS (Institute for Development and Economic Alternatives), Graduate Institute of Development Studies, Lahore School of Economics, CERP (Center for Economic Research in Pakistan) and IGC (International Growth Centre, Pakistan). The LEDRS seminars are a series of informal academic seminars with two primary purposes. First, they aim to allow Lahore-

based development economics researchers, to present work in progress and get constructive feedback and ideas from a larger group of colleagues beyond their own institutions. Second, they will provide a forum for visiting development economics researchers to present their research, and thus facilitate continuing exposure for Lahore-based researchers to current research topics and methods.

Nine seminars were held in 2014 and they are as follows:

Date held	Presented by	Paper title	Presented at
February 27 th	ArmanRezaee, doctoral student, University of California, San Diego	“Personalities and Public Sector Performance: Evidence from a Health Experiment in Pakistan”	Lahore University of Management Sciences
March 4 th	Dr. Bilal Siddiqi, postdoctoral fellow, Stanford University	“Delivering justice to the poor: Theory and experimental evidence from Liberia”	IDEAS/CERP office
April 18 th	SanvalNasim, doctoral student, University of California, Riverside	“Allocative Inefficiency and Farm-level Constraints in Irrigated Agriculture in Pakistan”	Same as above
May 16 th	Dr. Ali AsjadNaqvi, postdoctoral fellow, Vienna University of Economics and Business	“Simulating Natural Disasters:A Complex Systems Framework”	Same as above
May 20 th	Same as above	“Learning, Hygiene, and Traditional Medicine:Lessons from a Randomized Experiment”	Same as above
June 6 th	Dr. FarasatBokhari, University of East Anglia	“School accountability laws and the consumption of psychostimulants”	Lahore University of Management Sciences
August 22 nd	Mahreen Mahmud, doctoral student, University of Kent	“Analysis of Small Donations:Exploring a Unique Microfinance Model”	IDEAS/CERP office
November 25 th	Emily Richardson, doctoral student, University of Columbia	“Analysis of Quality Indicators & Teacher Effectiveness in Low-Fee Private Schools”	Same as above
December 22 nd	Dr. Zahra Siddique, University of Reading	“Domestic Abuse & Child Health (Joint with Samantha Rawlings)”	Same as above

South Asia Growth Conference 2014

The 3rd Annual IGC South Asia Growth Conference was organized in Lahore by IGC Pakistan in collaboration with the Government of Punjab, Pakistan from 17 – 19 March 2014. The official opening ceremony was mitigated by Adnan Khan, Research Director, IGC, who mentioned that in the last few years Economics as a discipline has been moving towards determining causal relationships which can be fed into the policymaking process, and that the IGC is aiding this very process. This conference was organized to provide a platform for research undertaken by the IGC South Asia country programmes, and to promote regional dialogue building on ideas generated by the IGC. A Policy Panel on ‘Priorities for Country Research in Energy’ was moderated by Dr. Naved Hamid, Resident Director IGC Pakistan & Director CREB, Lahore School of Economics. The Policy Session focused on the research priorities for South Asian countries in energy outages.



Dr. Naved Hamid and Dr. Asim Khwaja at the 3rd Annual IGC South Asia Growth Conference

International Conference on Pakistan - India Trade

The Department of Economics at the Lahore University of Management Sciences (LUMS) Mushtaq Ahmad Gurmani School of Humanities and Social Sciences (MGSHSS) held an International Conference on Pakistan-India Trade

Normalization Issues on August 20 and 21, 2014. The event explored various aspects of Pakistan-India trade relations and examined ways to realize the trade potential between the two countries. Researchers from SDPI, USAID, Farmer

Association of Pakistan (FAP), LUMS and ICRIER (New Delhi) presented papers on the general economic impact of bilateral trade, agricultural trade, pharmaceutical and auto sector trade, as well as informal and border trade between the two countries.

A fifteen member delegation comprising researchers, academics and industry stakeholders from Delhi attended the event. The two-day Conference was ended by a panel discussion highlighting the way forward for Indo-Pak Trade. The panel included Mr. Ali Tahir (Secretary Agriculture), Dr. Salman Shah (Chairman, Lahore Stock Exchange), Khurram Hussain (Journalist), Dr. Naved Hamid (Lahore School of Economics), Professor Nisha Taneja (ICRIER), Yawar Ali (Nestle) and Ayesha Siddiqua (Author of Military Inc.).



Dr. Naved Hamid during the panel discussion

Asian Regional Cooperation and Integration Roundtable Conference: The Future of Regional Cooperation and Integration and Productivity

The Asian Development Bank (ADB) organized a Regional Cooperation and Integration (RCI) Conference on 17-18 November, 2014 in Manila, Philippines with the theme “The Future RCI Agenda and Productivity”. This Conference served as the first series of

discussion on second-generation RCI agenda, bringing ADB’s developing member countries, RCI experts and practitioners in various sectors together to share their views and inputs on the productivity challenges faced by the region. For this roundtable conference,

ADB made a presentation on six major topics, each of which was followed by a panel discussion and open forum. Dr. Naved Hamid (Lahore School of Economics) participated as a resource person for this Conference.

Advocacy to Strengthen Demand for Economic Reform: 2nd Panel Meeting

Adam Smith International organized the Second Advisory Panel discussion, on the 9th and 10th of December 2014. Adam Smith International has been sub-contracted by the Department for International Development (DFID) to implement the Advocacy to Strengthen

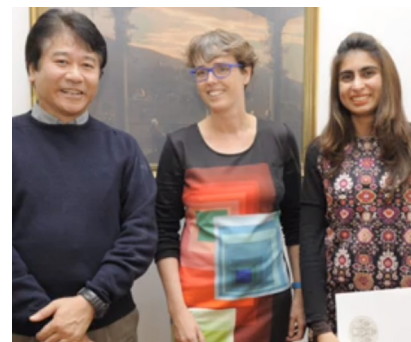
Demand for Economic Reforms Programme (AERP). The Advisory Panel was a key function in validating research and analysis to ensure that the correct evidence is being considered and the most relevant interventions are being pursued. The second Advisory

panel discussants included Dr. Naved Hamid (Lahore School of Economics) Dr. Salman Shah; Saqib Sherani; Abid Hasan; Dr. Nadeem Ul Haque; Dr. Zubair Khan; Shahid Sattar; Sohaib Athar and Usman Khan.

International Summer School “Frontiers in Neuroeconomics – How Social and Individual Context Matters for the Biological Mechanisms of Behavior”

Hamna Ahmed (Lahore School of Economics/University of Kent) was awarded a scholarship by Heidelberg University, Germany to participate in the International Summer School “Frontiers in Neuroeconomics – how social and individual context matters for the biological mechanisms of behavior” held in Heidelberg April 7 to 17, 2014. Hamna Ahmed along with

three other group members won the ‘Best Research Proposal Award’. The research aims at understanding the relationship between individual pain perception and pro-social behaviour. Under this award, the recipients are expected to conduct a lab experiment and submit a report of the findings by Summer 2015.



ADB 3ie Conference on Making Impact Evaluation Matter

The research fellows at the Center for Research in Economics and Business (CREB), Lahore School of Economics, got an opportunity to present their on-going projects at the ADB 3ie Conference on *Making Impact Evaluation Matter* held from 3 – 5th September 2014 in Manila, Philippines. Speakers for the plenary sessions and panel discussion included distinguished international figures from the field of impact evaluation and policy making. Conference sessions covered a range of topics and impact evaluations being conducted in the field of health, education, community development, governance, climate change, poverty alleviation and other aspects of social development.

Farah Said (Lahore School of Economics) presented the design of a study that is joint work with Mahreen Mahmud (University of Kent). The study is a Randomized Control Trial involving business loans provided by Kashf Foundation to women in households where no female run enterprise exists currently. Asha Gul (Lahore School



Farah Said and Asha Gul presenting at the ADB 3ie Conference on Making Impact Evaluation Matter

of Economics) presented the design of the Randomized Control Trial being funded by the Pakistan Poverty Alleviation Fund (PPAF) and is an

academic collaboration with Hamna Ahmed (University of Kent), Kate Vyborny (Duke University) and Simon Quinn (University of Oxford).

South Asia Micro-entrepreneurs Network (SAMN) Regional Conference

The South Asia Micro-entrepreneurs Network (SAMN) Regional Conference took place in Islamabad from 17th-19th November, 2014. The conference focused on the state of microfinance in South Asian countries and explored means of improving access to finance for a population of over one billion that remains financially excluded in this region. The conference was attended by representatives from the South Asian region, including Afghanistan, India, Nepal, Bangladesh and Sri Lanka; as well as representatives of some of the biggest microfinance banks in the region in terms of outreach.

One of the conference sessions on Day 2 was on “Is Microfinance Working? Research and Evidence on the Impact of microfinance”. Researchers from the Lahore School of Economics, Farah Said and Uzma Afzal were panelists on this session and presented their joint work with University of Oxford “Using the ROSCA as a model for Individual finance in Pakistan: Results



The session was chaired by Muhammad Raza Khan from the Results and Evaluation team, DFID Pakistan

from a randomised field experiment”. They discussed initial results from a pilot conducted in Sargodha district of Pakistan Punjab in September 2013, funded by the Department for

International Development (DFID). They also discussed collaboration with Kashf Foundation regarding micro-loans to female borrowers looking to set up an enterprise.

“Two Sides of the Same Rupee? Comparing Demand for Microcredit and Microsaving in a Framed Field Experiment in Rural Pakistan”

Marcel Fafchamps (Stanford), Simon Quinn (Oxford), Giovanna d’Adda (Milan Politecnico) are working with Naved Hamid, Farah Said and Uzma Afzal (CREB, Lahore School) to design a Randomized Control Trial to compare the effectiveness of micro-savings and micro-loans as means for households to manage risk and liquidity. Field work for the study is currently underway, with the endline survey

expected to be conducted in March, 2015. The study is being conducted in collaboration with the National Rural Support Programme (NRSP) and is supported by the International Growth Centre (IGC). The research project has also received funding from ESRC to carry out a scaled up version of the study in mid 2015.

“Impact assessment of start up loans to female run micro-enterprises”

Mahreen Mahmud, doctoral student at University of Kent and Farah Said (CREB, Lahore School) are conducting a Randomized Control Trial to evaluate the socio-economic and welfare impacts of micro-loans to female micro-

entrepreneurs. This study is being conducted in collaboration with Kashf and the fieldwork is currently underway. Baseline survey was conducted in May - August 2014; the endline activities are scheduled for May - August, 2015.

“Measuring Innovation in the Textile Sector of Pakistan”

Umair Ayaz, Dr. Waqar Wadho and Dr. Azam Chaudhry at the Lahore School are working on an IGC funded project entitled ‘Measuring Innovation in the Textile Sector of Pakistan’. The project aims to study innovation activities of firms in the textiles sector of Pakistan during 2012-2014 in

order to measure the degrees of innovation exhibited by the textile sector of Pakistan and to identify the factors which may promote or hamper innovation. The survey for the study is planned for February-March 2015 and the expected date of completion for this project is July 31, 2015.

‘Intergenerational altruism and misappropriation of public resources in the endogenous growth model with human capital’

Umair Ayaz and Dr. Waqar Wadho at the Lahore School are working on the theoretical research paper ‘Intergenerational altruism and misappropriation of public resources in the endogenous growth model with human capital’. The paper aims to model the behavior of altruistic individuals who

face a trade-off between acquiring education and indulging in misappropriation of public resources originally intended towards improving the productivity of the educational system.

“Incentivizing Development: A Field Experiment on Third Tier Organizations (TTOs) in Pakistan”

The project is an academic collaboration between Asha Gul (Lahore School of Economics), Hamna Ahmed (Lahore School of Economics/University of Kent), Kate Vyborny (Duke University) and Simon Quinn (University of Oxford). This study is being funded by the Pakistan Poverty Alleviation Fund (PPAF) and focuses on incentivizing development across almost 800 TTOs spread across Pakistan by testing the impact of two sustainable measures the donor can take to engage with these organizations: (i) self-reporting and (ii) non-financial incentives.

The design of the study was presented at the First International Conference on Research and Learning organized by PPAF on 2-3 April 2014.

The Baseline Survey for the project was completed between August to October 2014 and has gathered important information about the characteristics of TTOs, the scope of activities in their communities and the level of inclusion in these organizations. The preliminary findings from the



Baseline Survey have been presented to PPAF in January 2015 and a detailed report based upon these findings will be compiled by March 2015. The Experiment is also expected to formally start in March 2015 and continue for the next two years.

Researcher Visits from University of Oxford

Simon Quinn, Deputy Director of CSAE at Oxford is one of the external collaborators on an ongoing project at CREB/Lahore School titled, 'Two Sides of the Same Rupee? Comparing Demand for Microcredit and Microsaving in a Framed Field Experiment in Rural Pakistan'. As part of this collaboration, Dr. Quinn along with Muhammad Meki, DPhil candidate, University of Oxford visited Lahore School of Economics in August, 2014. The main focus of this visit was to undertake detailed discussions with other members of the research team (i.e. Naved Hamid, Farah Said, and Uzma Afzal) as well as collaborators at the National Rural Support



Dr. Kate Vyborny, Muhammad Meki and Dr. Simon Quinn

Programme about various aspects of the project design and implementation such as the randomization strategy,

instruments for data collection i.e. the questionnaires and the operations and training manuals.

Research Publications

- Afzal, U., d'Adda, G., Fafchamps, M., Quinn, S. and Said, F. "Two Sides of the Same Rupee? Comparing Demand for Microcredit and Microsaving in a Framed Field Experiment in Rural Pakistan". CSAE Working Paper No. 2014-32, 2014
- Ahmed. H and Hamid. N, "Patterns of Export Diversification: Evidence from Pakistan". Lahore Journal of Economics. Vol 19 : SE. 2014
- Ahmed. H., Amjad. S. and Habib. M. "Private Schooling: Determinants and Implications for Social Justice in Rural Punjab, Pakistan" in Education, Privatisation and Social Justice: Case studies from Africa, South Asia and South East Asia, 2014
- Ahmed. H. and Amjad. S. "Determinants of School Choice: Evidence from Rural Punjab, Pakistan". The Lahore Journal of Economics. 19 : 1 (2014)
- Gul, A. "Analyzing Pakistan's Trade Opportunity with Turkey", Lahore Journal of Economics Special Edition, Vol 19 2014
- Hamid. N., Nabi, I. and Zafar, R. "The textiles and Garments Sector: Moving up the value chain". Lahore Journal of Economics, Vol 19 : SE. 2014
- Turner, G., Said, F. and Afzal, U. "Microinsurance Demand after a Rare Event: Evidence from a field experiment in Pakistan". The Geneva Papers on Risk and Insurance – Issues and Practice 39, 201 – 223, 2014.
- Turner, G., Said, F., Afzal, U. and Campbell, K. "The Effect of Early Flood Warnings on Mitigation and Recovery during the 2010 Pakistan Floods" in Preventing Disaster: Early Warning Systems for Climate Change, United Nations Environmental Programme 2014
- Wadho. W. "Education, Rent seeking and the Curse of Natural Resources" Economics & Politics, Volume 26, Issue 1, pp. 128–156, 2014

Working Papers Published from January - December, 2014

- Muhammad Haseeb, Theresa Thompson Chaudhry. Resource Misallocation and Aggregate Productivity in Punjab. CREB Working Paper No. 01-14
- Farah Said, Uzma Afzal and Ginger Turner. Attitudes Towards Risk in the Wake of a Rare Event: Evidence from Pakistan. CREB Working Paper No. 02-14
- Anam Ashraf. The Impact of Parents' Subjective Aspirations on Schooling Investment in Rural Punjab. CREB Working Paper No. 03-14
- Duryab Fatima. Education, Employment, and Women's Say in Household Decision-Making in Pakistan. CREB Working Paper No. 04-14

Thesis Completed by Students in 2014

The following students completed their MPhil in Economics:

- Anam Ashraf: The Impact of Parents' Subjective Aspirations on Schooling Investment in Rural Punjab
- Umair Ayaz: Endogenous Patience in a model of Economic Growth with Human and Unproductive Social Capitals
- Nida Jamil: The Impact of Remittance versus Parental Absence on Children's well-being in Rural Punjab
- Meera Shafqat: Impact of Child Labor on Schooling Outcome of Children Living in Rural Punjab, Pakistan

Centre for Mathematics and Statistical Sciences

Meetings Attended

1. Prof. Dr.Rana Abdul Wajid conducted Viva Voce Examination of the students of M.Phil at College of Statistical and Actuarial Sciences, University of the Punjab, Lahore on January 27, 2014.
2. The Vice-Chancellor of Bahauddin Zakriya University, Multan re-constituted the Board of Faculty in the Faculty of Commerce, Law and Business Administration and appointed Prof. Dr. Rana Abdul Wajid as a member of this board on June 9, 2014.
3. Prof. Dr.Rana Abdul Wajid attended a meeting of the selection board as an External Subject Expert in the discipline of *Quantitative Methods* held on Monday, December 22, 2014, at University of Management and Technology.
4. Prof. Dr.Rana Abdul Wajid attended the *Meeting of Board of Studies of Statistics* held on Wednesday, December 31, 2014, at GC University, Lahore.



Prof. Dr. Rana Abdul Wajid, Professor and Director, Center for Mathematics & Statistical Sciences, Lahore School of Economics



Conferences Attended

1. One Day International Symposia on Pure and Applied Mathematics, University of Sargodha, Sargodha (Pakistan) 2014.
2. Conference on Recent Advances in Mathematical Methods, Models and Applications, Lahore School of Economics, Lahore, (Pakistan) 2014.
3. National Science Conference, International Centre for Chemical and Biological Sciences, University of Karachi, Karachi (Pakistan) 2014.
4. Cross-Disciplinary Research Conference Emerging Perspectives For Research In Social Sciences, Management and ICT, Global Institute, Lahore (Pakistan) 2014

Research Publications

1. Aggregation operators of interval-valued 2-tuple linguistic information, *Int. J. Intelligent Systems*, 29 (2014), 634-667.
2. Common fixed point of multivalued mappings satisfying generalized ϕ - contractive condition in ordered G-metric spaces. *Indian J. Math.*, 56(1) (2014), 77-95.
3. A related fixed point theorem in two Menger spaces, *Gazi University J. Science*, 27(1)(2014), 659-662.
4. (ϕ, ψ) -Weak contractions in intuitionistic fuzzy metric spaces, *J. Intelligent and Fuzzy Systems*, 26(5)(2014), 2497-2504.
5. Multi-criteria trapezoidal valued intuitionistic fuzzy decision making with Choquet integral based TOPSIS, *OPSEARCH*, 51(1) (2014), 98-129.
6. Impact of (CLRST) property and existence of fixed points using implicit relations, *J. Indian Math. Soc.*, 81(1-2) (2014), 45-59.
7. Random fixed point of Greguš mapping and its application to nonlinear stochastic integral equations, *Kuwait J. Science*, 41(2) (2014), 1-14.



Prof. Dr. Ismat Beg, Professor, Center for Mathematics & Statistical Sciences, Lahore School of Economics

8. Robot selection by using generalized interval valued fuzzy numbers with TOPSIS, *Applied Soft Computing*, 21(2014), 462-468.
9. Fixed point for fuzzy contraction mappings satisfying an implicit relation, *Matematicki Vesnik*, 66(4)(2014), 351-356.
10. Multi-criteria of bike purchasing using fuzzy Choquet integral, *J. Fuzzy Math.*, 22(3) (2014), 677-694.
11. Common fixed point for hybrid pairs of fuzzy and crisp mappings, *Acta Universitatis Apulensis*, 38(2014), 311-318.
12. An improved clustering algorithm using fuzzy relation for the performance evaluation of humanistic systems, *Int. J. Intelligent Systems*, 29(12) (2014), 1181-1199.
13. Group decision making using intuitionistic hesitant fuzzy sets, *Int. J. Fuzzy Logic and Intelligent Systems*, 14(3)(2014), 181-187.
14. Fixed points of Edelstein-type multivalued maps, *Rendiconti del Circolo Matematico di Palermo*, 63(3) (2014), 399-407.



Conferences Attended

1. Dr. Rehana Naz, was an invited speaker at Conference on “Symmetries, differential equations and applications” (SDEA 2) held at National University of Sciences and Technology, Islamabad, Pakistan 27-30 January 2014. She presented a paper titled “The closed form solutions via partial Hamiltonian approach and stability analysis of some Economic growth models”
2. Dr. Naz organized a special session in top Mathematics conference organized by American Mathematical society. The 10th AIMS conference on “Dynamical Systems, Differential Equations and Applications” held in Spain Madrid from July 7 to July 11, 2014. Mariano Torrisi (University of Catania, Italy); Igor Leite Freire (UFABC, Brazil) and Imran Naeem (LUMS, Pakistan) were also part of organizing committee. Eminent mathematicians, physicists, statisticians and economists from all over the world attended this special session. Dr. Naz presented a paper titled “The closed form solutions of some Economic growth models via partial Hamiltonian approach”.
3. During winter term, she has presented her on-going research article on Economic growth theory at the 57th Annual Congress of the South African Mathematical Society held in Unisa Science Campus, Johannesburg, South Africa on October 29-31, 2014. She was invited as a guest speaker to a special session “Differential Equations, Continuum Mechanics and Applications” organized in honor of her PhD supervisor Professor David Mason’s 70th birthday. She presented a paper titled “The closed form solutions of two celebrated economic growth models via partial Hamiltonian approach”. The partial Hamiltonian approach is algorithmic and applies to many state and costate variables of the current value Hamiltonian. The current value Hamiltonian systems arise for two celebrated Economic growth models: Ramsey model and Lucas-Uzawa model. The partial Hamiltonian approach is utilized to construct the closed form solutions to study dynamics of these models. The gross saving rate, growth rates of consumption and capital are derived for the Ramsey model with endogenous time preferences. For the Lucas-Uzawa model, closed form solutions are constructed to study several features associated with transitional dynamics of model.

Research Publications

1. R. Naz, F. M. Mahomed and A. Chaudhry, A Partial Hamiltonian Approach for Current Value Hamiltonian Systems, Communications in Nonlinear Science and Numerical Simulation, 19 (2014) 3600–3610
2. R. Naz, I. L. Freire, I. Naeem, Comparison of different approaches to construct first integrals for ordinary differential equations, Abstract and applied analysis, Volume 2014.



Dr. Rehana Naz, Associate Professor, Center for Mathematics & Statistical Sciences, Lahore School of Economics

3. R. Naz and F. M. Mahomed Lie and Noether Symmetries of systems of complex ordinary differential equations and their split systems, Pramana journal of physics 83, (2014) 9-20.
4. R. Naz, I. L. Freire, I. Naeem, M. Torrisi, Editorial: Mathematical Methods and Models in the Natural to the Life Sciences, Abstract and Applied analysis Volume 2014.

Dr. Rehana Naz; Dr. Azam Chaudhry, Dean of Economics faculty at Lahore School of Economics and Dr. Fazal Mahomed from University of Witwatersrand Johannesburg, South Africa have developed a new mathematical method for finding closed form solutions of models arising in Economic growth theory. This is one of fundamental theories in the field of Lie group theory and Economic growth theory. This enables to study complete dynamic picture of Economic growth models. The work is published in paper titled “A Partial Hamiltonian Approach for Current Value Hamiltonian Systems”.

International Research Visits

1. During summer term, she visited ICTP Trieste, Italy from 30th June to 5th July, 2014 and interacted with different researchers working at ICTP.
2. She visited University of Witwatersrand, Johannesburg South Africa on October 27-31, 2014 and interacted with researchers working on Lie group analysis.

Research Associations

1. Dr. Naz has worked as Lead Guest Editor (Editor-in-Chief) for a Special Issue: Mathematical Methods and Models in the Natural to the Life Sciences published in Journal Abstract and Applied analysis.
2. She is a member of American Mathematical Society, London Mathematical Society and Association for Women in Mathematics.
3. She is working as a reviewer of top Impact factor Journals including Journals published by Scienedirect, Springer link, Taylor and Francis, IOP.

Research Publications

4. Coauthored with Dr. Jamshed Uppal, “Challenges in the application of Extreme Value Theory in Emerging markets: A Case study of Pakistan “ published in a research volume, “Risk Management Post Financial Crisis: A Period of Monetary Easing” Contemporary Studies in Economic and Financial Analysis Volume 96, Emerald.
5. Presented a research paper entitled “Spill over effects and contagion in financial turbulence- evidence from global financial crisis” at 21st International Conference on Computational Statistics, Geneva, 19th August 2014.

Dr. Syeda Rabab Mudakkar successfully completed an online course “Evaluating Social Programs” arranged by JPAL and MIT.

As an external examiner she evaluated four M.Phil theses of Statistics in Government College University, Lahore and one M.Phil Thesis in Punjab University, Lahore.



Dr. Syeda Rabab Mudakkar, Assistant Professor, Center for Mathematics & Statistical Sciences, Lahore School of Economics

Research Publications

1. Khalid, A., & Awais, M. M. (2014) Comparing distance to consensus of collective relations using OWA operators. *Journal of Intelligent and Fuzzy Systems*.
2. Distance measures in soft set theory (IJFS20130313-01458). Paper is accepted and is in the publication process.



Dr. Asma Khalid, Assistant Professor, Center for Mathematics & Statistical Sciences, Lahore School of Economics

Khadija Ejaz Khan, Teaching Fellow, Center for Mathematics & Statistical Sciences, Lahore School of Economics

Conferences Attended

1. 28th International Business Research Conference in Barcelona, Spain, 8th – 9th September 2014. In this conference she presented a paper, “Factors Affecting Online Shopping: Empirical Evidence”. This paper is available online in the conference proceedings.

Shama Razi, Teaching Fellow, Center for Mathematics & Statistical Sciences, Lahore School of Economics

Conferences Attended

1. 28th International Business Research Conference in Barcelona, Spain, 8th – 9th September 2014. She presented a paper, “Canonical Correlation Investigation of the Effect of Job Stress on Job Satisfaction and Job Performance: A Study of Private University Teachers from Developing Country” coauthored with Ms. Mehvish Umer, Senior Teaching Fellow, Center for Mathematics & Statistical Sciences, Lahore School of Economics.

Course Development by Centre for Mathematics and Statistical Sciences

A new course in Computing titled: “Computing for Social Sciences” has been developed for BS (Social Sciences) students.

Recent Advances in Mathematical Methods, Models and Applications Conference

Centre for Mathematics and Statistical Sciences, Lahore School of Economics hosted a two day Mathematics conference titled, *Recent Advances in Mathematical Methods, Models and Applications* (RAMMMA) on 19th and 20th of April, 2014 at its Main Burki Campus. The organizing committee of the conference comprised of Dr. Asghar Qadir (NUST Rawalpindi), Dr. Saleem Asghar (CITT Islamabad) and Dr. Ismat Beg (LSE, Lahore).

Dr. Shahid Amjad Chaudhry, *Rector*, Lahore School of Economics, inaugurated the Conference by welcoming all the speakers and guests, with Dr. Rana Abdul Wajid, *Professor and Director*, Centre for Mathematics and Statistical Sciences, Lahore School of Economics. Dr. Rana Abdul Wajid delivered the keynote address focused on the aims and objectives of the RAMMMA conference.

The theme of the Conference was to revive the RAMMMA tradition to learn, share and discuss emerging theories and applications of Mathematics. The key feature of RAMMMA tradition is gathering researchers from a mix of pure and applied interests. More than twenty mathematicians and physicists presented ideas and research undertaken to confront issues persisting in the field of pure and applied Mathematics. The generalized areas of interest of this conference were: Basic axioms; Mathematical modeling of systems in applied sciences; Queuing theory; financial mathematics; mathematical biology.

On the first day, Tabassam Rashid from National University of Computer and Emerging Sciences discussed Multi-criteria decision making for 2-tuple linguistic information. The area of decision making stayed under limelight with the talk of Dr. Samina Mazhar from COMSATS Institute of Information Technology, Lahore who emphasized on multi criteria decision making. Professor Saleem Asghar from CIIT Islamabad Campus investigated the effects of nano particles on natural convection of water based nanofluids contained in an open rectangular cavity. Dr. Muhammad Munir from



Government Postgraduate college, Abbotabad, presented a *Mathematical model describing the effect of low and high BMI on the hemodialysis patients* in which he tested the hypothesis and stressed on the results that patients with low BMI (Body Mass Index) have higher mortality risk than patients with high BMI. Maira Samreen from National University of Computer and Emerging Sciences talked on fixed point theory. The talk of renowned physicist and mathematician Dr. Amer Iqbal from Lahore University of Management Sciences explained topological twists in multi-dimensional spaces. Dr. Muhammad Arshad from International Islamic University Islamabad, spoke on *Fixed points in TV's valued cone metric spaces* and Professor Showkat

Rahim Chowdhury from University of Management and Technology, Lahore discussed *Existence theorems of generalized quasi-variational-like inequalities for η -h-pseudo-monotone type I operators on non-compact sets*. Maliha Rashid, researcher and PhD candidate from COMSATS, Lahore talked on fuzzy coincidence points and applications. Syeda Shan-e-Fatima, a statistician, from Government College University Lahore spoke on the variance of an estimator for the shape parameter of the BS distribution set unity inverse. Dr. Amir Ali from COMSATS, Lahore talked about *Deformation of Channels in Fluid flow*.

On the second day, Dr. Saleha Naghmi from Kinnaird College, Lahore spoke



on “The Variance of an estimator of the parameter of the SIU- Nakagami-Ratio distribution” and shared some research problems from the working paper and requested feedback and from the Mathematicians. Prof. Dr. Asghar Qadir from National University of Sciences and Technology, Islamabad presented his paper titled, “Linearization of 2-d systems of 2nd order by projective geometry”. It was a pleasure for the audience to learn from the talk of the renowned professor. Mr. Abdullah Shoab from International Islamic University, Islamabad spoke on “Fixed points of contractive dominated mappings on a closed ball in ordered dislocated quasi metric spaces”. After which Dr. Muhammad Saleem from CASE University, Islamabad presented on physical aspects of Mathematical method. Dr. Asma Khalid from

Lahore School of Economics presented on “Complete RCI Preference and Multiplicative Preference Relations”. Dr Hafiza Rizwana Kausar from University of Central Punjab, Lahore presented on “Effects of charged anisotropic fluid on dynamics of gravitational collapse in f(R) theory” and shared her thoughts over how the sun will lose all its energy soon. Dr. Sajjid Hussain from Government Post Graduate College, Layyah spoke on “MHD flow of micro polar fluids over a shrinking sheet with mass suction”. The last speaker was Dr. Amer Iqbal from LUMS who gave a very interesting talk on topological twists.

The two day conference on “Recent Advances in Mathematical Methods, Models and Applications” came to an end by remarks given by Prof. Dr. Ismat Beg.



More than hundred delegates attended the conference. On both days of the conference, it was highlighted that there exists a non-trivial interplay between mathematics, mathematical modeling of complex systems and mathematics related computer methods oriented towards the qualitative and quantitative analysis of mathematical models and their applications.



Centre for Media Studies, Art & Design

Harris Badar and Ayesha Khalid joined as visiting faculty to teach Mass Communication in Winter 2014. Harris did his undergraduate degree from Lahore School and later completed his Masters in Journalism from Bournemouth University in U.K. Ayesha Khalid has a M.Sc. from the University of Glasgow. They join Asad Nizami who teaches a course in Print, Radio and Television who has been a regular adjunct faculty teaching of the Centre for Media Studies, Art and Design.

Asst. Professor Mira Hashmi is an active member of the local media and literary activities. She presented a paper on Pakistani Media titled 'Topicality and Tangibility of Hurt' in Paris in May 2014. She was appointed consultant for the British Council report on creative and cultural industries of Pakistan. She is also the Media Commentator for monthly Herald.

Assistant Professor Rabia Nadir presented a paper titled 'Sustainable Development in Walled City Lahore; Predicting the Unpredicted', at the Pakistan Urban Forum international conference on South Asian Cities in Karachi. She was invited to be



a panelist for the Lahore Vision 2030 public launch at the Forman Christian College University. She was part of the mentoring team for the researchers working on different sectors of Lahore city to develop policy recommendations. Rabia Nadir presented her ongoing research on the small cities of Bhera, Chiniot, Wazirabad and Chakwal in a talk titled 'Place attachment and heritage value; observations from the street' to the Media Centre faculty.

Sculpture and painting workshops conducted by Shahid Mirza were

organized in the Garden Cafeteria by the office of Extra Curricular Activities.

Theatre director and poet and painter Huma Safdar was invited to conduct a workshop on 'Classical Punjabi poetry as resource for media educators' as part of the faculty development program in December 2014. Huma has produced numerous plays especially dramatizations of the classical texts, videos and written about theatre in Punjab.

Participation in Public Policy Initiatives

In June 2015 students of BBA II III - Majors in Marketing and Minors in Media Studies, Lahore School of Economics, arranged a Student Social Responsibility Event, for Web Designing and Online Journalism, under the supervision of Ms. Naeema Arshad. The social cause chosen by the section was 'Saying No to Cyber Crime'.

An indoor campaign included wearing specially made white colored shirts, with their names and the hash tag '#BeCyberSavvy' printed on the back of the shirts. There were two small flash mobs to arrange the audience, putting up posters, flexes and large banners, posting for our cause on social media. Two videos, 'Shakeoff' and 'Cyber Bullying' were made by students as class projects to create awareness and shared with the community.

The class also conducted a campaign to educate the general public about the evil of cyber bullying and ways to protect online communication from its harm. Public events were arranged by students in a popular café frequented by youth and in the Defense Phase 5 park to highlight the issue.



Naeema Arshad has been actively volunteering her expertise in IT and other skills to various national NGO's including The Motherhood Appeal (MA), Snow Leopard Friends and Aurat Foundation on a regular basis for last many years to present time.

Asst. Prof. Rabia Nadir was part of the core working group consisting of professionals and academics from the

field of urban planning and policy helping to mentor researchers and advice on the compilation of Lahore Vision 2035. This exercise consisting of multiple meetings and panel discussions lasted from March 2013 to October 2014. It was part of Design for Policy, Institutional and Regulatory Reform for the City of Lahore on invitation by the Centre for Public Policy and Governance Forman Christian College.



Sustainable Development

The Graduate Institute of Development Studies (GIDS)

The Graduate Institute of Development Studies (GIDS) was established in 2012 by the Lahore School of Economics to stimulate an interdisciplinary approach to development policy and practice that would promote equitable, sustainable development in a period of rapid globalization and technological change. It aims to address the pressing concerns that have arisen as the development process has unfolded in the developing world, including Pakistan.

The programme at the Institute is designed to equip its students with the analytical skills necessary to engage with development-related activity and to work across the broad areas of sustainable development as policy makers, administrators, researchers, teachers, and activists. It offers opportunities for work with government establishments, multilateral and bilateral development agencies, national and international NGOs, private-sector firms, and teaching and research institutions.

Development Studies

Development studies is concerned with understanding and analysing the dynamics of change that affect the economic structure and society in a developing economy. To undertake an effective study of development, it is necessary to draw on a variety of inter-related disciplines for a more comprehensive perspective of the numerous dimensions that define development. As a field of study, therefore, development studies spans an array of disciplines in the social sciences and addresses issues of concern in the broad areas of social, political, and economic development. This multidisciplinary perspective provides a more balanced understanding of the constituents of development and facilitates an integrated

approach to the study of contemporary development challenges.

As a crosscutting discipline, development studies draws on a range of subjects as varied as economics, sociology, history, geography, anthropology, law, governance, innovation and technological change, gender studies, globalization, and the environment. These disciplines contribute important dimensions to the dynamics of social transformation and reflect the inherent diversity of development studies.

Objectives

The Institute aims to provide, through scientific inquiry and teaching, a comprehensive understanding of development as managed change, and the policy challenges it faces in the developing world in general and Pakistan in particular. It prepares students for both scholarly and practical purposes. In pursuit of this objective, GIDS offers a range of study options on development issues from an interdisciplinary perspective combined with a research agenda organized around themes of current concern. It aims to generate and disseminate knowledge that furthers understanding of the preconditions and change factors in developing contexts. Teaching and research at GIDS is designed to take place in-house as well as across the different faculties of the Lahore School of Economics.

The MPhil Programme

The two-year teaching programme at GIDS leads to an MPhil degree in development studies. It aims to help students shape their thinking on development issues, equipping them with a broad lens with which to study the complexities of the development



process. Starting with theory, history, and concepts, the programme focuses on engaging students in critical thinking to deepen their knowledge and understanding of the theoretical, empirical, and policy dimensions of development. It also aims to enhance the analytical skills necessary to explore the interconnected streams of and range of options for innovative approaches to promoting equitable and sustainable development.

The MPhil programme is structured around four core areas of study, which, together with a variety of elective courses, form the interdisciplinary framework of a student's field of interest. The two-year programme's teaching component is run over two semesters in the first year. The core courses in the first semester are designed to provide students with a firm grounding in development concepts, theories, and approaches in their historical and contemporary setting. The elective courses offered in the second semester serve to link related disciplines to development approaches, allowing students to specialize in particular areas of interest. The second year of the MPhil programme is focused on the writing of a research thesis and may include fieldwork.

GIDS takes advantage of existing faculty expertise at the Lahore School of Economics and provides teaching across the departments of the School

with core courses being taught at the Institute. The optional courses are shared with other Master's degree courses at the Lahore School, enabling students to explore current issues from varying academic perspectives.

The Research Programme

Research is central to the activities at GIDS. The research programme is organized around a number of contemporary themes on critical issues of economic and social change. It incorporates and focuses on key areas of concern to enable effective engagement with current debates and issues germane to development. The objective of the programme is to enhance cutting-edge knowledge and seek development solutions through research, to offer policy-oriented analysis, and to promote informed discussion and debate.

GIDS holds seminars to highlight and gain feedback on the research of its faculty and students, as well as that of researchers from other institutions. It also collaborates with ongoing research activity in other departments of the Lahore School of Economics to feed into its teaching programme and keep it abreast of emerging issues.

Advisory Board

The Institute's advisory board includes prominent academics, researchers, and development practitioners and administrators from within and outside Pakistan.

Chronology of Events at GIDS

Thursday, 13 February, 2014.

In a well-attended meeting by Dr. Ayesha Jalal, Mary Richardson Professor of History at Tufts University, delivered an absorbing talk on "Overcoming Terror" at GIDS. She also discussed her forthcoming book, "The Struggle for Pakistan: A Muslim Homeland and Global Politics".

Thursday, March 13, 2014

Dr. Rashid Amjad, Director, GIDS delivered a lecture on, "Pakistan's best kept secret: a resilient economy", at the Contemporary South Asia Seminar Series, Oxford University.

Thursday, April 14, 2014

Mr. M. J. Khan (History, Cambridge University) former test cricketer and Captain of the Pakistan cricket team has delivered a lecture on "**Knowledge and Health**", at Graduate Institute of Development Studies, GIDS.

28-29 April, 2014

Dr. Rashid Amjad attended an International Symposium on **Human Development in Global South: Emerging Perspectives in the Era of Post-Millennium MDG Goals**, in New Delhi organized jointly by the Economic & Social Commission for Asia and the Pacific (ESCAP), International Labor Organization (ILO) and Institute for Human Development (IHD), New Delhi and presented a paper on, "Expanding Employment Opportunities: Embedding "Human Utilization in Post-2015 MDG Goals." The paper has now been published in a volume based on the papers presented at the Conference:

9-11 May, 2014

Dr. Rashid Amjad delivered a paper at the International Conference on, "**Pakistan: Opportunity based in Crisis**, by the Asian Studies Center, St. Anthony's College Oxford University entitled, "Pakistan: Imperatives of a resilient economy."

September 2014

The classes of the second M.Phil in Development Studies batch at GIDS commenced from September 22, 2014. An orientation was given by the professors and staff at GIDS to formally inaugurate the academic year.

Tuesday 2nd December, 2014

In December, Dr. Rashid Amjad hosted the inauguration for **The Centre on International Migration, Remittances and Diaspora (CIMRAD)**. This Centre will provide an opportunity to study the increasingly important role that migration and remittances play in today's world. Pakistan received \$16 billion as remittances in the year in the year 2013-14 which was equivalent to 6% of the GDP and the Pakistani diaspora is estimated to be over 7 million worldwide. Speakers at the panel discussion included Mr. Enrico Ponziani, Chief of Mission International

Organization for Migration (IOM), Mr. Jose Lopez-Calix, Senior Economist at the World Bank, and Dr. Naved Hamid, Director, Center for Research in Economics and Business (CREB) and Regional Director at the International Growth Center. The Chief Guest for the Inauguration was Dr. Ishrat Hussain, former Governor of the State Bank and currently Dean, IBA Karachi. Dr. Shahid Amjad Chaudhry, Rector Lahore School of Economics, to officially declare the Centre open.

14-16 December, 2014

Dr. Rashid Amjad attended the International Conference on, Meeting the Challenges of Employment and Social Protection in Asia, in New Delhi and made a presentation on "Employment Challenges facing Pakistan," organized by the South Asian Research Network on Employment SARNET).

Publications: (2014)

- Dr. Rashid Amjad and Anam Yusuf, "**More and Better Jobs for Pakistan: Can the Manufacturing Sector Play a Greater Role**, Monograph Series, Graduate Institute of Development Studies, Lahore School of Economics.
- Rashid Amjad, "Pakistan's Growth Spurts and Reversals A Historical Perspective", in The Lahore Journal of Economics, 19, SE (September 2014), pp 91-104 Rashid Amjad, "Expanding Employment Opportunities: Embedding "Human Utilisation" in Post-2015 MDGS", in Tanuka, E. et.al. edited, Human Development in the Global South: Emerging Perspectives in the era of Post-Millennium Goals, ESCAP, and IHD, New Delhi.
- Rashid Amjad and Muslehuddin, "Pakistan Economy: Caught in a Maelstrom", in Albert E. Isgut ed., Asia-Pacific Economies after the Global Crisis: Lessons Learned and the Way Forward, Economic and Social Commission for Asia and the Pacific, Bangkok
- Rashid Amjad, "Political Economy of Civilian Rule", in Ishtiaq Ahmad and Adnan Rafiq ed., Pakistan: Change and Persistence in a Fragile Democracy', Routledge (Forthcoming).

Corporate Relations Office

Connecting with the Employers.

Guest Lectures

The Corporate Relations office at The Lahore School serves the university's mission of advancing knowledge through relationships with corporations and foundations.

Students have the opportunity to hear a wide variety of notable speakers.

We regularly run guest lectures featuring high-profile individuals from the professional and business world. Informative, stimulating and even controversial, these talks can open eyes to what is going on across various sectors.

Our guest lectures cover a wide range of subjects. Each year, we play host to more than eighty business speakers, drawn from a diverse range of organizations. They come to share their insights and opinions on a broad range of business issues, finding common ground with students and faculty.

Seminars

The Corporate Relations Office arranges seminars on different topics for MBA graduating students every

semester. The office invites eminent leaders of the industry as speakers to give practical insights to the students.

The guest speakers who visited the Lahore School in the year 2014 are the following:



Mr. Adnan Haider
SVP- Faysal Funds
Faysal Bank



“Wealth Management”

Mr. Adnan Haider, SVP Faysal Funds, Faysal Bank Limited visited The Lahore School of Economics on Tuesday, February 25, 2014 to deliver a lecture on “Wealth Management” to the BBA III Financial Management class.

Topic:

- Products of wealth management like mutual funds, stocks, bonds, insurance and portfolio management.



Kenan A. Siddiqi
Regional Manager
Central Human
Resources
HBL



“Career Choices”

On Friday, February 28, 2014, the Corporate Relations Office invited Mr. Kenan A. Siddiqi Regional HR Head HBL to deliver a lecture on Interview Skills, Resume Writing and Grooming to the students.

Topics:

- Hiring process practiced by HBL.
- Career choices in the banking sector.
- Different techniques of resume writing.
- Tips on how to make an attractive resume.
- The roles and career paths graduates could follow.

- Important skills required for certain jobs.
- Mock interviews.



Mr. Nadeem Rehmani
Director
METRO Cash n Carry

“Marketing Strategy”

“Your ability will take you to the top, your character will keep you there” – John Wooden.

Mr. Nadeem Rehmani, Director- METRO Cash n Carry, visited the Lahore School on Monday, March 03, 2014 to deliver a lecture on “Marketing Strategy” to the graduating MBA class.



Topics:

- Key elements of a successful marketing strategy.
- Understanding your strengths and weaknesses.
- Developing your marketing strategy.
- Metro as a B2B and B2C
- Modern trade
- Channels of distribution.
- Tips and pitfalls.

Mr. Adeel Anwar
Director OD and
Training
Warid Telecom



“Personal Branding”

The Lahore School of Economics had the privilege of inviting Mr. Adeel Anwar to deliver a lecture on Grooming, Resume writing and interview tips on Thursday, March 6, 2014, to the graduating BBA class.

Mr. Anwar an interesting and energetic speaker engaged the students throughout his talk.

His pragmatic approach as opposed to a theoretical or philosophical viewpoint to business, struck a cord with the young listeners.

The main emphasis of his talk was on personal branding, resume writing and interview tips.

He then talked about the STAR approach and the do's and don'ts of giving an interview. He also advised the students to have an official profile on LinkedIn to increase the quality and quantity of job offers.

At the end he conducted a mock interview to give students an actual taste of the interview process. It was an interesting and interactive session.



Mr. Tariq Ahmed Director Technical Toyota Indus Motors



“Kaizen”

Mr. Tariq Ahmed, Director Technical-Toyota Indus Motors, visited the Lahore School of Economics on March 07, 2014 and delivered a lecture on “Kaizen” (a Japanese term which means continuous effort for betterment), to the graduating MBA class.

Mr. Ahmed said that the true definition of Kaizen is a search for continuous improvement not only in work life but in personal life also which includes delivering quality of products and services.

The speaker then proved his point through an example of canon and Xerox, emphasizing Xerox being better as it is continuously improving and innovating.

Furthermore he discussed the fruits of kaizen and laid emphasis on change. He said that in the constantly evolving world one should always be ready and willing to change. He laid importance on selling oneself in this competitive market.



Ms. Fatima Asad Executive Director- Abacus Consulting Tuesday, March 11 2014.



“Grooming and Interview Tips”

Ms. Fatima Asad, Executive Director at Abacus Consulting visited The Lahore School on Tuesday, March 11, 2014, as a guest speaker to give a talk to the graduating BBA (Hons) students. The purpose of the talk was to give students tips on grooming, interview skills and resume writing.

Topics:

- Resume writing
- Grooming
- Interview tips



Mr. Aman Aziz Siddiqui COO- HBL Thursday, March 13, 2014



“Trends of the Financial Market”

Mr. Aman Siddiqui, COO at Habib Bank Limited was invited to the Lahore School of Economics on March 13, 2014, to deliver a lecture to the graduating class of MBA, enrolled in the course of “Investment Analysis and Portfolio Management.”

Mr. Siddiqui delivered a very unique and inspirational lecture to the audience. The lecture included tips, guidance and advice one should follow in one's personal as well as professional life.

Some highlights of his talk were:

- “Choose your friends wisely”
- “We have so much more to be grateful for”
- “You have to know history, to predict the future”
- “Don't hesitate to take risk”

- “Think big, Dream big”
- “Learning should never stop at any point in life”
- “Time once gone, will never come again”
- “Whatever you do, don’t be cynical”
- “Value relationships”
- “Don’t take your partner for granted”
- “It is always better to give, than receive”
- “Smile as much as you can”
- “You cannot afford to lose hope”

The speaker also talked about the trends of the financial market and answered some questions asked by the students.

At the end he informed students about the hiring and recruitment process of HBL and also broke the good news that HBL had started its Management Trainee Programme after a long gap of three years.



Mr. Arsalan Khan
Sales Head- Nestle
Monday, March 17,
2014

**“Main Trends in Sales
in the Last Ten Years”**



Mr. Arsalan Khan, Sales Head at Nestle visited the Lahore School of Economics on Monday, March 17, 2014 to give a talk to the graduating MBA class.

Mr. Khan started off his presentation by talking about the role of sales management. He said that in order to be a successful sales manager we should understand the brand thoroughly.

The speaker then talked about the difference between planned and impulse purchase.

He then talked about the main trends in sales in the last ten years, talking mainly about globalization and emerging internet era.

Towards the end he emphasized that we should always observe the environment around us. Never underestimate the power of observation.



Mr. Monis Rahman
CEO – Rozee.pk
Wednesday, March 19th
2014.



Mr. Monis Rahman, CEO- Rozee.pk was invited on Wednesday, March 19, 2014, to visit the Lahore School and deliver a lecture on “Entrepreneurship” to the graduating students of BBA (Hons) enrolled in the course of SME and Entrepreneurship.

Topics:

- Skills required to be a successful entrepreneur.
- Opportunities for new entrepreneurs.
- His own success story when he started his career as an intern at Intel and then ended up being the CEO of Rozee.pk.



Mr. Attique Malik
Head- Supply Chain
PepsiCo
Friday, March 28, 2014

**“Job Opportunities in the
Area of Supply Chain”**



On Friday, March 28, 2014, Mr. Attique Malik, Head of Supply Chain at PepsiCo was invited to the Lahore School of Economics to deliver a lecture to the graduating BBA (Hons) class studying Supply Chain Management.

Topics:

- Supply Chain of PepsiCo.
- Five elements of Supply Chain.

Mr. Hamid Zaman
Managing Director-
Sefam (Pvt.) Ltd
Friday, March 28, 2014



**“Dream hard, never
compromise on your
dreams”**

Mr. Hamid Zaman, Managing Director- Sefam (Pvt.) Ltd, visited the Lahore School of Economics on Friday, March 28, 2014 to deliver a lecture to the graduating class of BBA (Hons) studying the course of SME and Entrepreneurship.

Mr. Zaman started off by giving a brief introduction of his company Sefam (Pvt.) (Ltd.) and his businesses like Bareeze, Leisure club and Chinyere. Mr. Zaman enlightened the students with his very interesting success story.

He talked on the following items:

- Love what you do.
- Take baby steps.
- Learn from others.
- Learn how to self promote.
- Constantly take actions.
- Make a plan.
- Build a reputation.
- It's never too late to start.
- Build your “A Team”
- Be mindful of your attitude.



Mr. Shahid Maqsood
Chief Operating Officer
FINCA Microfinance
Bank



Mr. Shahid Maqsood, COO- FINCA Microfinance Bank visited the Lahore School of Economics on Tuesday, May 20, 2014 to deliver a lecture to the graduating MBA class. The lecture was arranged to educate and enlighten students on

microfinance in Pakistan and worldwide along with career options and opportunities in this area.

FINCA plays a vital role in bringing a positive change in the lives of its clients by improving their standard of living, generating employment and reducing poverty.

Topics:

- Difference between commercial banking and microfinance banking.
- Average spread size and current tax structure.



Mr. Asad Rizvi
Executive Director-
Orient Mccann
Thursday, June 05 2014



**“Advertising is not magic,
there is science to it”**

On Thursday, June 05 2014, Mr. Asad Rizvi, Executive Director- Orient Mccann was invited to the Lahore School to deliver a lecture on “Brand Management and Advertising” to the graduating MBA class.

Topics:

- Integrated advertising.
- Internal working of advertising agencies, client and agency relationship.
- Ad process.
- Brands and branding.



Mr. Shehzad Ahmed
CEO – Farighfour
Wednesday, June 10,
2014



Mr. Shehzad Ahmed, CEO Farighfour was invited to the Lahore School of Economics on Wednesday June 10, 2014 to deliver a lecture on “Brand Management& Advertising” to the graduating MBA class.

Topics:

- Pakistan as a brand.
- Strengths of Pakistan.
- Weaknesses of Pakistan.
- Proposition to make Pakistan a progressive Islamic country.



Mr. Zeeshan Feroze
Head of Processing
Division – Master
Textiles
Wednesday, June 11,
2014



Mr. Zeeshan Feroze, who is the Head of Processing Division - Master Textiles was invited to the Lahore School of Economics on June 11, 2014 to deliver a lecture on “Operations Management” to the class of BBA (Hons).

Topics:

- Spinning capacity.
- Weaving.
- Dyeing and finishing.
- Garment manufacturing and its product range.
- Forever green strategy.



Mr. Nadeem Rehmani
Director Operations -
METRO Cash & Carry
Thursday, June 12, 2014



Mr. Nadeem Rehmani was invited to the Lahore School of Economics to deliver a lecture on “Supply Chain Management” to the graduating MBA class on June 12, 2014.

Topics:

- Metro’s Supply Chain Management.
- Three types of flows in Supply Chain -Material flows, Information flows and financial flows.
- Job opportunities in the Supply Chain area.



Mr. Arif Ijaz
Advisor
Kohinoor Maple Leaf
Group



“Brands and Myths”

Mr. Arif Ijaz, one of the most senior speakers on the circuit of business management programs, and a regular visitor at the Lahore School, delivered a trade-mark provocative and value-adding lecture on “Brands and Myths” at the Lahore School on 17th of June 2014.

Mr. Arif spoke for over an hour on various “myths”, some true others not, associated with brands and at every step of the lecture challenged MBA participants to revise their

received wisdom and textbook based knowledge. For example, he argued that there was a myth that a brand is developed by putting money into advertising. Not true, as there was much more than that, he asserted, including good governance inside the company. He also underlined that both B2B and B2C contexts had more in common in terms of branding – the Human to Human (H2H) element. In fact it was time for companies to think out of the box and use CSR as a tool for real and sustainable branding.

Arif then gave the example of Maple Leaf which has been investing in its stakeholders such as the masons and even the drivers to add value to them so that they could add value to their customers (Maple’s consumers).

The session was creative, lively and highly interactive.



Ms. Quratulain Ibrahim
CEO TNS Aftab Associates
Saturday, June 21 2014



“Tracking the Health of your Brand”

On Saturday, June 21, 2014, Ms. Quratulain Ibrahim, CEO - TNS Aftab Associates was invited to the Lahore School of Economics to deliver a lecture on “Brand Management & Advertising” to the graduating MBA class.

Topics:

- Importance of Brand Equity.
- Brand Health.
- 4 P’s.

Mr. Monis Rahman
CEO- Rozee.pk
Tuesday, September 16, 2014



Mr. Monis Rahman, CEO Rozee.pk – Pakistan’s leading internet-based employment advertising company, visited the Lahore School to deliver a talk on “Leading an Entrepreneurial Organization” to the MBA students on September 16, 2014.

In his interactive session he spoke on leadership and culture, and spent half of the allocated time answering some 100+

questions from highly motivated students and managed to impress the young audience with his energy, communication skills and insights gained from a most rewarding career.

Mr. Rahman’s main message to the MBA students was that leadership meant trust, credibility, integrity and transparency. He illustrated these concepts by giving real world examples from his own experience. He spoke about team management and again gave examples from a major US company in which he had once worked.



Mr. Jawad Gilani
Regional Head Human Resources
HBL



Mr. Gilani was invited on Thursday, September 18, 2014 as a guest speaker under the Distinguished Professional Lecture Series Programme.

Topics:

- Overview of the Banking Sector.
- Mergers and acquisitions.
- How banking framework could be improved.



Mr. Umer Saeed Khan
CEO- Activ8
Monday, September 22, 2014.



On Monday, September 22, 2014, Mr. Umer Saeed Khan, CEO- Activ8, visited the Lahore School of Economics to deliver a lecture to the graduating class of BBA.

Topics:

- Strategy
- Mission
- Vision



Mr. Adeel Anwar Director Organizational Excellence- Warid Telecom Wednesday, September 24, 2014



Mr. Adeel Anwar, Director Organizational Excellence- Warid Telecom was invited to the Lahore School of Economics to deliver a lecture to the students enrolled in the undergraduate programme. The talk was held on Wednesday, September 24, 2014.

Topics:

- Pre-requisites for Corporate careers.
- Soft skills such as integrity, fair mindedness, persuasive and congenial personality, ability to cope with conflicting point of view, function under pressure.
- Hard skills such as core computer proficiency, written and oral communication skills and analytical skills.



Mr. Haroon Waheed HR- Head- Fatima Group Thursday, September 25, 2014



Mr. Haroon Waheed, HR- Head Fatima Group, was invited to The Lahore School of Economics on Thursday, September 25, 2014.

Mr. Waheed started off his presentation by saying that education was very important as it groomed a person, gave ability to think and added value to an individual and organization. He said that one should always strive for more knowledge and challenges.

Talking about the strategic management he said that it was very important in order to be superior in the market, to beat the competitors and sustain profitability. He said that any business that did not have any competitive advantage could not sustain for a long time in the market. He supported his point of view by giving examples from different sectors such as airline industry and automobile industry.

He also talked about the mission and vision of different companies and what exactly it meant. Values were a set of beliefs, teamwork and integrity, whereas behaviors should always be aligned with values.



Mr. Mudassar Aqil President – FINCA



Friday, September 26, 2014

Mr. Mudassar Aqil, President- FINCA Microfinance Bank, was invited to The Lahore School of Economics to deliver a lecture to the graduating students of MBA enrolled in the course of Advance Corporate Finance.

Mr. Aqil started off his talk by giving students an overview of the financial industry of Pakistan. He said that the GDP to credit ratio of Pakistan decreased whereas it increased in the other developing countries. He said that Pakistan was one of the largest markets in terms of opportunity. He then gave examples of microfinance banking by quoting Dr. Yunus of Bangladesh who was the pioneer of microfinance banking.

Topics:

- Solidarity lending.
- SME banking and Microfinance banking.
- Career options in microfinance banking.



Mohammad Ali Toosy September 29, 2014, October 01, 2014

Mohammad Ali Toosy was invited as a guest lecturer at the Lahore School of Economics on the 29th of September and 1st of October 2014. Mr. Toosy has a vast experience in the field of Quality Management and Six Sigma. The students of BBA 4th year (section C and D) were privileged to listen to his personal experiences and the quality management expertise required for the current dynamic world.



Topics:

- Quality and strategy
- ISO 9000 and 14000 standards
- Total quality management
- 7 tools of TQM
- Six sigma
- Benchmarking
- Taguchi concepts
- Quality robust products
- Implications of quality
- 14 points of Deming
- Lower costs(higher productivity, efficiency and flexibility)



Mr. Umer Ghumman Head of Business Development -Tetra Pak Wednesday, October 01, 2014



Mr. Umer Ghumman, Head of Business Development at Tetrapak was invited to the Lahore School of Economics as a guest speaker to deliver a lecture to the graduating class of MBA on October 01, 2014.

The speaker started off his presentation with an overview of the topic “Consumer Insights”. He spoke in detail on consumer behavior and consumer insights.

Topics:

- Consumer Insights.
- How consumer perception and demand could make a product or brand successful.



Mr. Aurangzeb Bhatti Head of Training - NetSol Technologies Friday, October 03, 2014



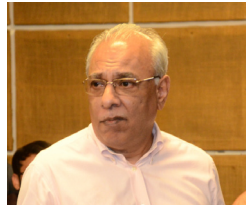
Mr. Aurangzeb Bhatti, Head of training at NetSol Technologies was invited to the Lahore School of Economics to deliver a lecture to the graduating class of MBA on Friday, October 03, 2014.

Topics:

- Global Environment (Next 20 years)
- What are the major trends?
- What are the major challenges the youth will face?
- Career opportunities around the world
- The concept of emerging leadership.



Mr. Arif Ijaz
Advisor- Kohinoor Maple
Leaf Group
Tuesday, October 21, 2014



Mr. Arif Ijaz, one of the most senior speakers in Pakistan, CEO of many companies in the past, senior advisor at Maple Leaf Cement now and a long-term friend of the Lahore School paid a visit to us on October 21, 2014 to deliver a talk on Leadership to Lahore School MBA candidates in Organizational Behavior.

Arif, a brilliant speaker, captivated his audience immediately not only through the colorful and insightful anecdotes culled from years of managing companies in Pakistan but also through his wit and charm. Throughout the 100 minutes allocated to him he interacted with the class, answering a hundred questions in the last 45 minutes. At the end of the class, some 50 hands were still up in the air and that made him happy.

Arif's main theme was that leadership at the national level (Jinnah, Mandela, Churchill) and at the organizational level in the corporate context were different, and thus required a different set of skills (but some could be common). Complexity and ever-changing environment were the name of the game in business contexts – Just to bring coal from another continent over to a particular designation in Pakistan in the cement industry context involved many variables.

True to his characteristic way of speaking, he talked about Maple Leaf Cement and how he and his team had delivered marinated mutton to cement dealers on the Eid day, or how his team wishes birthday to their dealers, who in turn often cry when they get to hear these wishes! A brand is made not through billboards or advertising but through effective “touching of the human consciousness” as he so powerfully put it.

His other theme was that great leaders “enable” the followers to become leaders in turn. A leader is not a “VIP” and does not need a large office or a big car. His job is to enable those around him to do a better job. For that, humility is key and this is one area where many leaders in Pakistan are deficient. Good leaders handle complexity better. Leaders do not use punishment often and if at all, then very rarely. They motivate people by raising their self-esteem, not by lowering it!



Mr. Umar Zafar
Chief Strategy Officer-
NetSol Technologies
Thursday, Oct 30, 2014



Mr. Umar Zafar, Chief Strategy officer at NetSol Technologies was invited to The Lahore School of Economics to deliver a talk to the BBA final year students on Thursday, October 30, 2014.

Topics:

- Career opportunities at NetSol
- Values, tolerance and responsibility
- Global market, social media, research and development and corporate social responsibility.

Ms. Quratulain Ibrahim
CEO- TNS Aftab Associates
Friday, Oct 31, 2014



Ms. Quratulain Ibrahim, CEO-TNS Aftab Associates was invited to the Lahore School of Economics to give a talk to the MBA final year students on Friday, October 31, 2014. Ms. Ibrahim has 19 years of experience in the marketing research industry.

Topics:

- Role of Marketing Research
- Different types of Research
- Brand Equity



Mr. Nadeem Rehmani
Director Operations-
Metro Cash & Carry
Thursday, November 06,
2014



How to ‘earn’ Leadership?

Mr. Nadeem Rehmani, Director Operations, [METRO](#), and a very experienced speaker on the managerial circuit, paid a visit to the Lahore School on November 6, 2014, to deliver



Mr. Muhammad Abrar Ameen
CEO- VRG (Pvt) Ltd.
Wednesday, November 12, 2014



Academic education is integral in shaping individuals to be qualified practitioners but does not guarantee the development of effective strategists; for that something needs to come from within, an idea, an inspiration, an ideology, to absorb the external stimuli and develop an inception.

a talk on Leadership and to answer questions of the MBA participants of the Organizational Behavior and Leadership course. The talk and his answers were very well received.

He began by noting that a manager was appointed by the company whereas leadership had to be earned. However, even junior managers can become leaders because it was the situation which created leadership. The more unusual insight from him was that a leader had to balance between confidence and humility, aggression and patience, optimism and realism, and between deliberation and decisiveness.

Even more interesting were the types of “leaders” Mr. Nadeem said one could encounter in almost every organization and whom he would call as “unwanted”. These included the narcissistic (I love myself); the ditherer (I will not take a decision); the panderer (I will do everything to please my boss); the faddist (I love the new fad till I run into a newer one); the fantasizer (I will build this, do this) and the tunneler (the micro-manager).

He divided most employees on a two by two matrix of Skill versus Value. Thus one could put them into four boxes. The stars were obviously those with a high skill set and a high value set. Then there were those with high value but low skill set (hardworking and honest) and you had to invest in them. If there were those who were low on both, it meant they were ‘hiring mistakes’. The most dangerous were actually those high on skills and low on value because these would form their own followership and one needed to get rid of them.

The MBA participants used the last one hour to ask him a large number of questions. In response to a question on his style of people management, he informed the class that he had some 25 direct reportees whom he met regularly for 15 minutes per person to discuss their problems. A business leader had to have a hand on the pulse of his or her people and had to keep them happy. People make mistakes and those who do not make mistakes would not become good leaders.

And finally, he told the class he had the same personality whether in office, home or in class (What we call in our jargon, authentic leadership!).

Topics:

- Strategic Management
- Traits of a strategist



Mr. Salim Ghauri
CEO- NetSol Technologies
Wednesday, November 12, 2014



“Life of an Entrepreneur”

An entrepreneur is someone who starts with nothing and builds an empire. What makes an entrepreneur unique was the first question Mr. Ghauri asked while addressing the students. He told the students that leaders and entrepreneurs never worried about the consequences; they used to step forward and take actions. He gave examples of Richard Branson of virgin Group and Lakshmi Mittal of Arcelor Mittal. He also gave examples of Bill Gates and Steve Jobs to elaborate his point of view.

Topic:

- Skills of a successful entrepreneur





Mr. Farrukh Rasheed
HR Head - Hubpower
Saturday, November 15, 2014

Mr. Farrukh Rasheed, Head of Human Resource at Hubpower, visited The Lahore School of Economics to impart knowledge from his experience on leadership. His talk was intellectually stimulating and engaging.

Topics:

- Leadership
- How to implement it.



Seminars

Seminars: Summer 2014

- Two seminars were held in Summer 2014

1. Business Policy

Name	Desig.	Org.	Date
Mr. Salman Wassay	CEO	Wireless Life	June 12, 2014
Mr. Ahmad Hasnain	CEO	Allied Marketing	June 12, 2014

Topics:

- How to survive in the corporate sector and make progress
- How to identify and adjust in the corporate culture to be more successful in a Pakistani environment where there is no delegation of authority.
- Opportunities for female employees in the corporate world and how to survive and be productive in a male dominant culture.

2. Seminar on Brand Management & Advertising

Name	Desig.	Org.	Date
Mr. Usman Shahid	Marketing Manager-Flavors	PepsiCo	June 14, 2014

Topics:

- Strategic Brand Management
- Launching a new brand
- Re-positioning a brand
- Building a brand from scratch.

Seminars: Winter 2014

- Two seminars were held in Winter 2014

1. Human Resource Management

Name	Desig.	Org.	Date
Mr. Ahsan Rasheed	Founder & CEO	Optimus Resources (Pvt) Ltd.	Nov 07, 2014
Mr. Wasif Waseem Ashraf	Founder & CEO	360d Consulting	Nov 07, 2014

Topics:

- Expectations of the Corporate Sector from fresh graduates.
- Career Choices
- Skills required to enter the Corporate World
- Interview tips

2. Seminar on Marketing Research

Name	Desig.	Org.	Date
Ms. Quratulain Ibrahim	CEO	TNS Aftab Associates	Nov 29, 2014

Topics:

- Types of research and various methods of conducting research.
- Challenges
- What type of research is done in Pakistan.

Glimpses of the Seminars held in 2014





The Placement Office

Building Careers



The Career Development Office provides the tools, strategies and support the graduates need to navigate the employment search.

Through a combination of one-on-one advising, small group interactive workshops and information sessions, mock interviews, recruitment programs and networking events, the office helps students and Alumni identify and secure internships and job opportunities that fit their interests and goals.

The following are the recruitment drives took place at the Lahore School of Economics in Spring 2014:

- Cure MD
- Teach for Pakistan
- P&G Recruitment Drive
- AIESEC Sessions
- UBL Management Trainee Program 2014
- Abu Dawood Recruitment Drive
- Unilever Recruitment Drive
- PTC Recruitment Drive
- Shell Recruitment Drive
- National Foods Recruitment Drive
- Multinet Recruitment Drive
- US Apparel Recruitment Drive

- The Neilsen Company Recruitment Drive
- Coca Cola Recruitment drive

Sessions by the Placement Office SAP Session

Mr.Sajjad Mustafa Syed Co-Founder & CEO, ExD came for a session for the MBA II students on Monday 24th February 2014. He spoke about the importance of training in SAP and its usage in multinationals and local organizations. He also spoke about the increase in demand for business consultants.

Job Fair 2014

The Lahore School Placement office conducted its Job Fair at the Garden Café on Thursday 27th February 2014. The employers collected resumes from the candidates and on spot interviews were conducted. There was a massive turnout of students interested in looking for jobs and internship opportunities. Overall it was a successful event as the students got a chance to network with prospective employers. The following organizations participated in the job fair.

- Coca Cola Beverages

- Fatima Group
- Nestle Pakistan
- Pakistan Telecommunication Company Limited.
- EFU Life Insurance Ltd
- Engro Corporation
- Tareen Education Foundation
- Teach for Pakistan
- Haier Pakistan
- Harvest TopWorth International
- Standard Chartered Bank
- Habib Bank Limited
- Wardah Designer Collection
- Servis Sale Corporation
- Cure MD
- Berger Paints Pakistan Ltd
- NishatChunian Group
- TCS Private Ltd
- AC Nielsen
- Kashf Foundation
- Women Empowerment Group
- Total Parco Pakistan
- Kansai Paints Pvt. Ltd
- H. Karim Buksh
- Soneri Bank Limited
- Abacus Consulting
- IBEX Global
- Zong CM Pak
- Mind Bridge Pvt. Ltd
- AkzoNobel Pakistan
- Descon Chemicals Ltd
- Rocket Internet





- Pronto Promo Pvt. Ltd
- Telenor Pakistan
- Pak Electron Pakistan
- United Bank Ltd
- Qarshi
- Lahore School of Economics

USAID Women In Trade (WIT)- Job Fair 2014

The Lahore School of Economics Placement Office participated in the USAID Women in Trade 2014 Program where it helped out female graduates in applying for various jobs. The program was held in Avari Hotel, Lahore on 17th June, 2014. The basic purpose of the program was to bring multiple renowned employers from the International Trade sector under one roof for women graduates and to help improve the gender ratio in trade sector. Furthermore it was aimed at enriching the human resource pool available to employers in the international trade and sourcing sector.

Many multinational companies and universities of Lahore with vacancies for women in their organizations participated in the program. They



provided a platform for women to apply in different fields like Business, Social Sciences, Supply Chain Management, Textiles, Pharmaceuticals, Educational Institutions, Law, and IT etc.

Resume Writing & Grooming Session

Mr. Khalid Mansoor, consultant Placements conducted sessions on resume writing, grooming and job interviews for MBA students in August and September 2014.

Coca Cola Empower Lecture Series

A team from Coca Cola visited the Lahore School of Economics on the 25th of September, 2014 to conduct a session on its KOTrainee Program. Mr. Fahad Qadir, Director Regional Public Affairs, and Communication at the Coca Cola Company addressed the MBA students at the Mahmud Chaudhry Library.

Coca Cola Networking Session

A networking session was held on Wednesday 3rd December 2014; the purpose of the session was networking between the alumni working at Coca Cola and the current MBA batch. The alumni shared their experiences and answered questions asked by various students.

Competitions Battle of the Minds

The Lahore School of Economics Team won the Battle of the Minds 2014 competition arranged by the Pakistan Tobacco company. BOM has a rich legacy in South Asia Area (SAA) as one of the most successful competition based platforms to source the crème de la crème talent from a broad spectrum of universities across



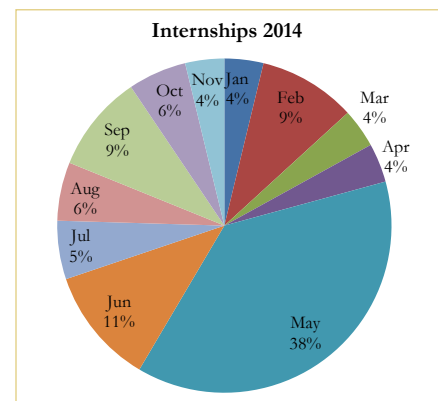
the academic landscape in Pakistan and Bangladesh. Twelve thousand students were registered for the event; seven thousand students gave the test. The semifinals included 10 teams selected from the six top universities of Pakistan, out of which 5 teams reached the final round. The final round took place at Serena Hotel in Islamabad, on Monday 28th April 2014.

P & G

The Lahore School of Economics teams participated in the Procter & Gamble, (largest international inter university) case study competition “The CEO Challenge” – which gave students opportunities to put problem solving abilities to the test.

Total number of organizations which came for Jobs and Internships in 2014

Month	Jobs	Internships
Jan	8	2
Feb	19	5
Mar	12	2
Apr	18	2
May	38	20
Jun	35	6
Jul	27	3
Aug	23	3
Sep	31	5
Oct	28	3
Nov	14	2
Total	253	53



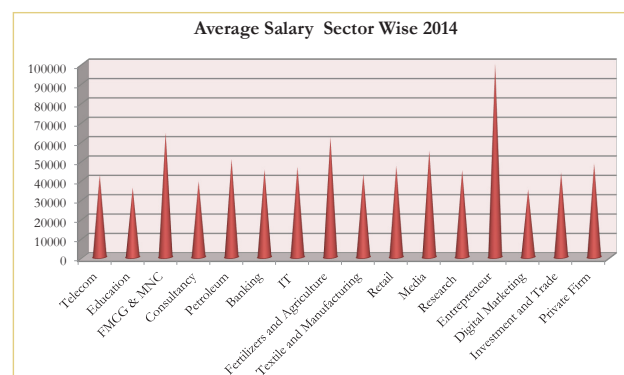
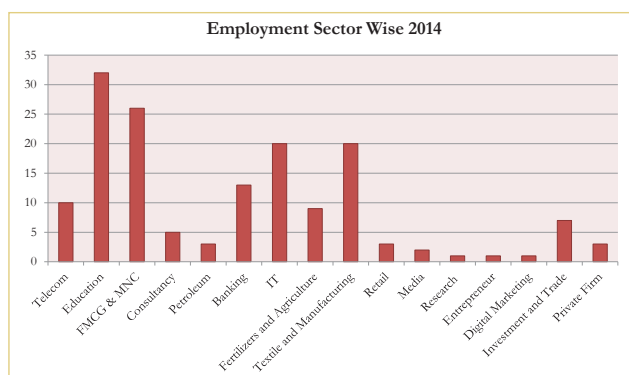
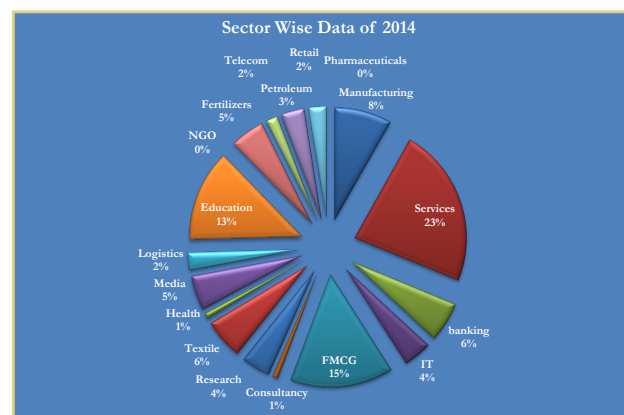
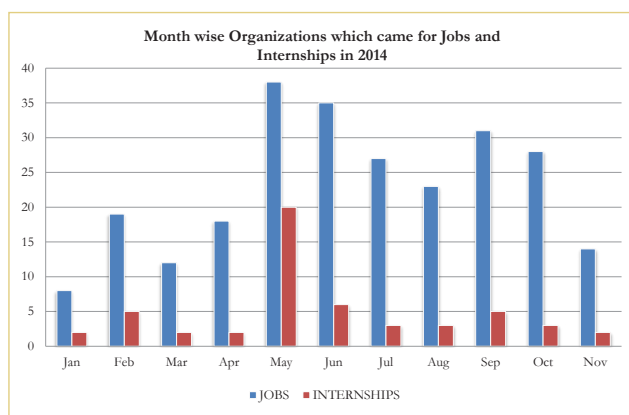
TOP BACHELORS PLACEMENTS OF 2014

No	Highest Paid	Designation	Organization
1	Syed Zarak Shah	MTO	Pakistan Tobacco Company
2	Sana Ahmed	Sales Manager	BMW
3	HazikMasood	Research Analyst	Invocode
4	KiranMaheen	MTO	Stockholm Pakistan
5	Hassan Imran Ali	Digital Marketing Executive	CureMD
6	FaizRazaBucha	MTO	Stockholm Pakistan
7	RizmaFarooqWaheed Butt	Sales Management Executive	Rocket Internet
8	MohsinObaid	MTO	AkzoNobel Pakistan
9	Syed FazalHaider	Marketing Executive	CitroPak
10	MariyamLiaqat	HR Manager	Konext
11	Taimoor Husain	MTO	Habib Bank Limited
12	Muhammad Hassan	MTO	Habib Bank Limited
13	WaleedZakria	Marketing Service Office	Coca Cola Beverages Pakistan
14	Saad Ali Khan	Trade Executive	Coca Cola Beverages Pakistan
15	Jehanzeb Amir	HR Executive	Coca Cola Beverages Pakistan
16	Ahmad Butt	Fellowship	Teach for Pakistan
17	Zain Aziz	Fellowship	Teach for Pakistan
18	Marrium Musa	Fellowship	Teach for Pakistan

AIESEC INTERNATIONAL INTERNSHIPS 2014

No	Name	Project Footprints	LC of AIESEC and Country
1	Mahina Ghalib	Empower the Employees - Al Ein Al Jariyah	AIESEC Guc, Egypt
2	Ali Majeed	ReBranders	AIESEC Sibiu, Romania
3	Ahmed Qasmi	Break Up The Barriers 2014	AIESEC Gaziantep, Turkey
4	Hasan Saeed	ReBranders National Project	AIESEC Cluj-Napoca, Romania
5	Umar Shahid	ReBranders	AIESEC Bucuresti, Romania
6	Zara Saeed	Train the Brains	AIESEC University of Technology Mauritius, Mauritius
7	Mohad Ghani	Green Our Future	AIESEC University of Technology Mauritius, Mauritius
8	Minal Qaiser	Break Up the Barriers Summer Version 2014	AIESEC Bursa,Turkey
9	AwaisS habbir	AGATHIANS Shelter	AIESEC Ukm,Malaysia
10	Gulemehr Azeem	ReBranders	AIESEC Bucuresti,Romania
11	Sidra Zia	Green Our Future	AIESEC University Of Technology Mauritius, Mauritius
12	Umer Baig	AGATHIANS Shelter	AIESEC Ukm,Malaysia
13	Rameez Hussain	Green Our Future	AIESEC University Of Technology Mauritius, Mauritius
14	Bilal Mahmud	ReBranders	AIESEC Timisoara,Romania
15	M. Bashir	REbranders	AIESEC Pitesti, Romania
16	Saniya Mansoor	SOS - Marine Protection	AIESEC University Of Technology Mauritius, Mauritius
17	Minahil Afzaal	Train the Brains	AIESEC University Of Technology Mauritius,Mauritius
18	Neeshay Ahmed	SOS - Marine Protection	AIESEC University Of Technology Mauritius,Mauritius

19	Muhammad Ahmed	Start UP Mauritius	Mauritius,Mauritius
20	Muhammad Raza	Start UP Mauritius	Mauritius,Mauritius
21	Shaheel Shahzad	ReBranders	AIIESEC Timisoara,Romania
22	Salal Rizwan	Start UP Mauritius	Mauritius,Mauritius
23	Hafsa Khan	MapalautUntirta	AIIESEC Bandung,Indonesia
24	Tamkinat Tariq	Start UP Mauritius	Mauritius,Mauritius
25	Noaman Zakir	Discover Romania Beyond Dracula	AIIESEC Cluj-Napoca,Romania
26	Mahreen Azam	SOS - Marine Protection	AIIESEC University Of Technology Mauritius,Mauritius
27	Kanza Munir	ReBranders National Project	AIIESEC Cluj-Napoca,Romania
28	Mustafa Tawab	GDA Kenya	AIIESEC Uon,Kenya
29	Ahmed Qazi	The ART Project	AIIESEC Colombo South,Sri Lanka
30	Nataila Khan	SOS - Marine Protection	AIIESEC University Of Technology Mauritius,Mauritius
31	Zartasha Khan	Project Footprints	AIIESEC Delhi Iit,India
32	Hamzah Sohail	Start UP Mauritius	Mauritius,Mauritius
33	Tawab Ali	Be My Teacher	AIIESEC Eskisehir,Turkey
34	Hoor Khwaja	TechCycle Tech4ALL	AIIESEC Taylors Uni,Malaysia
35	Maha Rehman	Smarketing	AIIESEC Santa Maria,Brazil
36	Ali Raza	TechCycle Tech4ALL	AIIESEC Taylors Uni,Malaysia
37	Burhanur Rehman	Kadiz @BC	AIIESEC Florianopolis,Brazil
38	QasimS hafiq	IT 4 All	AIIESEC University Of Technology Mauritius,Mauritius



MBA PLACEMENTS 2014

#	Student Name	Organization
1	Abbiha Waqar	Lahore School of Economics
2	Abdul Manan	Diamond Group of industries
3	Abdul Samad Iqbal	Dalda Foods
4	Abdullah Arshad	University of South Asia
5	Abdullah Tauseef Sheikh	Attock petroleum
6	Abrez Bin Abrar	Nishat Power
7	Afaq Ahmed Awan	Strategic Alliances
8	Ahmad Naveed khan	Panasian
9	Ahmad S Ghaznavi	Engro Foods
10	Ahmed Sajjad	Abudawood
11	Ahsan Arshad	Telenor
12	Ahsan Mukhtar	University of South Asia
13	Aiman Wali	Lahore School of Economics
14	Aleena Khan	Netsol
15	Ali Akif	Ufone
16	Ali Asad Tahir	Dubai Islamic Bank
17	Ali Haider	DGS
18	Ali Hassan bhatti	United Insurance
19	Ali Taimoor Baig	Nishat Chunian
20	Ali Zaman Butt	Zong
21	Alina Faheem	Netsol
22	Amber Mazhar	Lahore School of Economics
23	Ammad Hassan Mir	Kansai Paints
24	Ammad Hassan Mir	Kansai Paints
25	Amna Kaleem Baig	LGS
26	Anam Gillani	Metro cash and carry
27	Anam Manzoor	Lahore School of Economics
28	Anum Khan	Fatima Group
29	Anum Naseem Sheikh	Mayfair
30	Anum Sajid	Apponative
31	Arsalan Wali Khan	Metro cash and carry
32	Arshia Azhar	International Petro Chemicals
33	Arslan Abid	Kohinoor Textiles
34	Arslan Mahmood Khan	Bank Islami
35	Asim Khan	Oxford University Press
36	Ayesha Iqbal	Lahore School of Economics
37	Ayesha Khalid	Lahore School of Economics
38	Ayesha Shaukat	Lahore School of Economics
39	Bilal Riaz	Four Squire Communications
40	Birjees Rahat	JCR
41	Chaudhry Haider Hayat	Philip Morris
42	Dawood Khan	Green House Limited (Textile & Energy)
43	Fahad Ali	Zong
44	Fahad Maqsood Rabbani	DGS
45	Faizan Khalid Siddiqui	Haji Sheikh Noor ud din and sons
46	Fareeha Naqi	Total Parco
47	Farwa Liaqat	PEL
48	Faryal Saulat	Zameen.COM
49	Fatima Arif	WWF Pakistan
50	Fatima Batool Shah	LUMS
51	Fatima Dawood	DESCON
52	Fatima Haroon	Kids Campus
53	Fatima Majid Rana	Beconhouse Head Office
54	Furkha Jabeen	Kohincor Mills
55	Gohar Hayat Hiraj	Faysal Bank
56	Hamza Muhammad	Zong
57	Hamza Nasir	Din Roshan

#	Student Name	Organization
58	Hamza Rizwan	Dubai Islamic Bank
59	Hamza Shafique	DGS
60	Hana Tariq	Learning Alliance
61	Haris Bin Manzoor	Bank Islami
62	Harris Habib	Daily Deli
63	Hasham Ather	TUV Austria
64	Hassan Zubair	WWF Pakistan
65	Hiba Ahmed	University of South Asia
66	Hina Qaiser	Standard Chartered bank
67	Husnain Tariq	HBL
68	Ibrahim Jamal	Lahore School of Economics
69	Iqra Shahbaz	HBL
70	Irtaza Hussain	HBL
71	Jahanzaib Khan	University of South Asia
72	Kamran Khalid	Dubai Islamic Bank
73	Khadija Farooq	CocaCola Beverage Pakistan Ltd
74	Khadija Idrees	Kohinoor Mills
75	Khadija Khalil	Lahore School of Economics
76	Khawaja Muhammad Kazim	Zong
77	Komal Rauf	Packages
78	Komal Saeed	AGB Seed Corporation
79	M. Aneeq Khan Khakwani	CocaCola Beverage Pakistan Ltd
80	M. Bilal asif	National Foods
81	Maham Bin Abid Khawaja	Nishat Chunian
82	Maham Qasim	JCR
83	Maham Sear	Kohinoor Textile
84	Maheen Chaudhry	Lahore School of Economics
85	Mahrugh Osmany	Maple leaf
86	Maiha Amjad	Ac neilson
87	Manezhe Imran Afzal	CocaCola Beverage Pakistan Ltd
88	Maria Tahir Khan	City School
89	Mariam Rashid	Bricks
90	Mariam Zia	Fatima Group
91	Maryyum Amer	Addvantium
92	Mina Shahid	Nestle
93	Mira Tahseen	Panasian
94	Misha Khan	Ac neilson
95	Mishelle Khalil	Nestle
96	Moeen Illahi	Packages
97	Mohammad Mobeem	Fatima Group
98	Mohammad Saad Naeem	Dubai Islamic Bank
99	Mohammad Saaim ullah Khan	Fauji Fertilizer
100	Muaz Sheikh	Pakistan Tobacco Company
101	Muhammad Abdullah Arshad	GIZ Project at IT University (PITB)
102	Muhammad Ahmed	State Bank of Pakistan
103	Muhammad Ali	DGS
104	Muhammad Armaghan Khan	Metro cash and carry
105	Muhammad Awais Saeed	Zong
106	Muhammad Hamza Nawaz Butt	Zong
107	Muhammad Haroon Rauf	Suraz Textiles
108	Muhammad Jehangir Rasheed	BATA

#	Student Name	Organization
109	Muhammad Kamran Toor	Abacus Consulting
110	Muhammad Mohsin Shehzad	US denim
111	Muhammad Mohtisham Naqeeb	Mayfair
112	Muhammad Rashid Hussain	Bank Islami
113	Muhammad Salman Ahmed	HSDNS
114	Muhammad Yousaf Saeed	Anahaar
115	Muhammad Saad	Attock petroleum
116	Murad Mir	Zong
117	Mustafa Atiq	TRG
118	Nabeeha Zubair	Abudawood
119	Nayab Shafique	PACRA
120	Nida Nabeel	Lahore School of Economics
121	Nimra Anjum	Institute of Business Management
122	Omer Ahmed Khan	UMT
123	Omer bin Aamer	PTC
124	Rabia Rauf	Mapout
125	Rabia Zahoor	Fatima Group
126	Ramsha Sohail	Addvantum
127	Rana Ali Asad	Rocket Internet
128	Raza Rashid	Nishat Chunian
129	Rida Ajmal	Lahore School of Economics
130	Rida Shoaib	Plan 9
131	Rida Zahoor	PACRA
132	Rubab Ali	Lahore School of Economics
133	Rubab Asmat	CocaCola Beverage Pakistan Ltd
134	Saad Aamer	Panasian
135	Saad Imran	DESCON
136	Sabeeh ur Rehman	Halal foods
137	Sadia Khatoon	CocaCola Beverage Pakistan Ltd
138	Saira Morad	Levis
139	Samara Afzal	Lahore School of Economics
140	Sameera Tariq	Lahore School of Economics
141	Sami Rasheed	DGS
142	Sana Ahmed	Lahore School of Economics
143	Sana Rashid Khan	Lahore School of Economics
144	Sania Moazzam	Maple leaf
145	Sara Ayaz Khan	Punjab Board of Investment and Trade

#	Student Name	Organization
146	Shayan Elahi	Pakistan Tobacco Company
147	Shehbaz Hameed	Sheikh Noor ud Din Sons
148	Shehreen Raza	Packages
149	Sheroze Wasif	Pakistan Tobacco Company
150	Sidra Khan	Beconhouse School System
151	Sumaiya Ishtiaq	Ac neilson
152	Syed Ali Akbar Abbas	Abudawood
153	Syed Ali Murtaza Bokhari	Commstel digital
154	Syed Danish Azeem	Infotech
155	Syed Muhammad Gardazi	Standard Chartered bank
156	Syed Muhammad Shoaib Atif	Fauji Fertilizer
157	syed Mujtaba Ali Shah	Anhaar
158	Syed Umer Ahmad	DGS
159	Syeda Namra Munir	Bayt.com
160	Syeda Zainab Qasir	ZONG
161	Taha Saeed	RUBA SEZ (Special Economic Zone)
162	Taimoor Awan	Apponative
163	Talal Ahmed Khan Niazi	Fatima Group/Reliance
164	Tehreem Fatima	Engine Clothing
165	Tuba Tariq	Netsol
166	Umair ur Rehman	DGS
167	Uzair Masood	Nurpur Foods
168	Wajahat Hussain	IOI Group
169	Yamina Khalid	Ac neilson
170	Yassal Hashmat	Mind Heart
171	Zahra Haroon	Lahore School of Economics
172	Zahra Imran Butt	CocaCola Beverage Pakistan Ltd
173	Zahra Isaad	Panasian
174	Zain Ali Chaudhary	duniya News
175	Zain Rehman	Rubasaaz
176	Zara Saeed	Atheneum Partners
177	Zara Sikander	CocaCola Beverage Pakistan Ltd
178	Zarmeen Mahmood	Lahore School of Economics
179	Zeenat Hasan	HAIL (Hasan Associates International (Pvt) Ltd.
180	Zeynab Rashid	Allied Bank
181	Zia ullah Khan	Zameen.COM
182	Zoya Raza	Lahore School of Economics
183	Zunair Ahmed	BITB

100% Employment Rate of Lahore School MBA Graduates 2014!

The MBA 2014 placement has been unprecedented with 100% employment rate. All the MBA class of 2014 has been employed by the top organizations both local and multinational of Pakistan. It has been a great journey for the placement office to place the students according to their best fit organization. In this endeavor there has been constant counseling of students, brushing their interview skills and looking for the best job opportunities to kick start their career!

The following is the placement office information for MBA 2014

Total no. of students 2014	223
Interested in jobs	183
Total Employed	183
percentage employed	100%
Average Salary	48,605

Financial Assistance Office

The Financial Assistance Office helps and guides the students regarding the scholarships as well as assists students who have limited financial resources to support the cost of their education.

The Lahore School granted 203 new Need and Merit based Scholarships to undergraduate, graduate and Post Graduate students in the academic year 2014 effective from Winter Term 2014 along with Student TAships to 219 undergraduate and graduate students in Winter Term 2014.

Ms. Sehrish Ehtisham has joined as Manager Financial Assistance and External Relations Office. She graduated in the year 2007 and has prior experience of seven years with Lahore School of Economics.



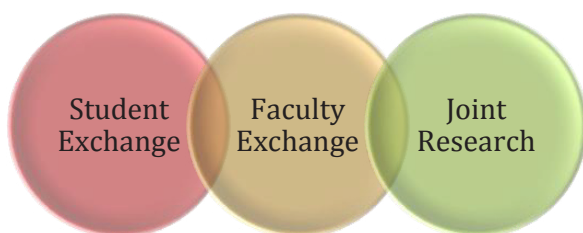
New Scholarships in Academic Year 2014

The statistics below show the number of students receiving the scholarships.

Needs Based Scholarships	Merit Based Scholarships	Student TAs
<ul style="list-style-type: none"> • Undergraduate Programme (BBA/BSc Hons): 105 • Graduate Programme (MBA): 56 • Post Graduate Programme (MS/MPhil): 3 	<ul style="list-style-type: none"> • Undergraduate Programme (BBA/BSc Hons): 11 • Graduate Programme (MBA): 8 • Post Graduate Programme (MS/MPhil): 20 	<ul style="list-style-type: none"> • Undergraduate Programme (BBA/BSc Hons): 164 • Graduate Programme (MBA): 55

International Collaborations

The Lahore School of Economics has established long



term collaborations with the following four International Universities in the areas of: areas covered in the joint agreement are Student Exchange Faculty Exchange, Joint Research, Joint conferences/meetings and Exchange of Academic Materials/information.

term collaborations with the following four International Universities in the areas of:

The Lahore School of Economics has signed a **Memorandum of Understanding** with these Universities

1. Macquarie University, Australia

Macquarie University comprises of 33 departments with five faculties and the university offers 87 under graduate courses and 124 different postgraduate courses to students. The



2. Bahcesehir University, Istanbul Turkey

The Lahore School is successfully running students exchange with the Bahcesehir University for the last nine years. The Bahcesehir expects to be the leading force regionally and nationally in the enhancement of knowledge. It consists of 8 faculties and 3 vocational schools.



3. University of Colombo, Colombo, Sri Lanka

The Lahore School is performing quite well with University of Colombo. It is not only the largest university in the island, specialized in the fields of natural, social, and applied sciences but is ranked among the top 10 universities in South Asia.



Student Exchange Programmes 2013-2014

The Lahore School of Economics has maintained a healthy collaboration with the student exchange programme with the Bahcesehir University since 2006.

Eight students of the undergraduate programme of the Lahore School from the batch 2013 had been selected to spend a semester at Bahcesehir University, Istanbul, Turkey under the exchange program between the Lahore School and the Bahcesehir University.



Mariam Ejaz, Zain Mahmood, Noman Tahir, Atta Leghari, Abdul Qadir Durrani, Faizan Altaf and Sumiya Zaka from the batch of 2013 spent winter 2014 semester at the Bahcesehir University

Peradeniya Economics Research Symposium (PERS) 2014

The Peradeniya Economics Research Symposium (PERS) is organized annually by the Department of Economics and Statistics at the University of Peradeniya, Sri Lanka to provide opportunity to the Academics & Undergraduate and Postgraduate students to jointly present their research findings.

Fizza Fareed from BSc III Double Majors in Economics and Finance got her abstract accepted at the University of Peradeniya which she presented at the Symposium (PERS) on 11th September, 2014. One of our faculty members Prof. Syed Touqeer Akhtar was also invited as an international guest for PERS-2014 and presented on “Baseline protocols & set of criterion for publishable academic researches”.

This conference consisted of an inaugural session with a keynote speech, technical sessions, and panel discussions

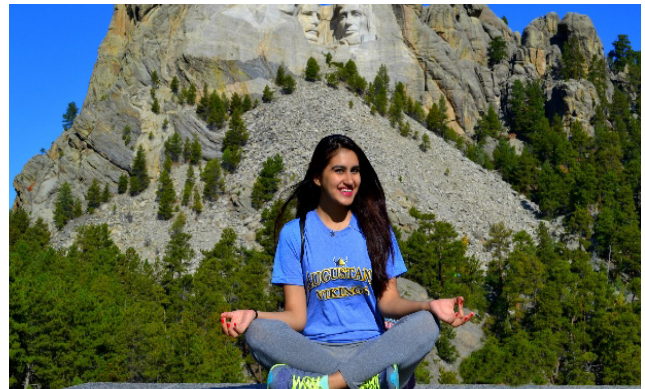


on a selected topic. All extended abstracts were presented, and published as Symposium Proceedings. The main objective of this event is to provide an interactive forum for undergraduate and postgraduate students in the discipline of Economics, and for junior economists.

External Programs

Syeda Faryal Ali of BBA 3rd year became a part of the group of 25 Pakistani students who were selected from all over the country to make it to the highly competitive study of the United States Institutes i.e Pakistani Young Leaders program in comparative public policy. It was a rigorous academic program for 4 weeks held at the University of Massachusetts, Amherst, in Summer 2014. She took classes on subjects like History, US Politics, Foreign Affairs and Religion.

In winter 2014, Khadija Faisal got a chance to go on an exchange to United States via the Global UGRAD Program sponsored by the US Department of State. This exchange provides a diverse group of emerging student leaders with scholarships to attend U.S universities for a semester of non-degree undergraduate study. She spent five months in Augustana College in the state of South Dakota.



QUALITY ENHANCEMENT CELL

The Quality Enhancement Cell aims to improve the quality of teaching delivered at the Lahore School. It supports a database of Faculty records, sharing this database with other department for performance appraisals. The department monitors the class timings of instructors with the help of CCTV cameras. A daily report of late comings and absences is prepared and emailed to the relevant instructor and Dean. A semester wise chart is prepared for each instructor highlighting number of absences and late comings to be used later for the annual performance appraisal.

The quality of teaching is also monitored through class visits by the Director & Deputy Registrar Quality Enhancement Cell who visits 3 – 4 class per day and evaluates them as per command on the subject, lecture delivery; course outline followed and lecture proficiency etc. A monitoring report is prepared and emailed to the instructor on a daily basis.

A personal file is maintained for each instructor for every semester which contains his semester course outline, exam papers, miscellaneous notes, student and Quality Assurance evaluations. This bank of information is also used for the annual performance appraisals. Approximately 150-160 files

are being currently maintained by the Quality Assurance Department.

Self Assessment Process

As a part of strengthening the Quality Assurance process the Higher Education Commission of Pakistan has asked all universities in Pakistan including the Lahore School of Economics to self assess its degree programs in order to evaluate their strengths and weaknesses and suggests improvements. In order to fully meet the requirement of this process the following is the reconstitution of the Quality Enhancement Cell at Lahore School of Economics on April 17, 2014. The following are the members of the reconstituted QEC;

1. Dr. Azam Chaudhry, Professor and Dean, Department of Economics and Head QEC
2. Ms. Amberin Tanveer, Deputy Registrar & Director, QEC
3. Ms. Mamoona Nazeer, Senior Assistant Registrar & Deputy Director, QEC
4. Ms. Sehrish Khan, Assistant Registrar & Assistant Director, QEC

5. Ms. Samara Afzal, Assistant Registrar & Assistant Director, QEC

On November 11, 2013, Dr. Mohammad Rafiq Balouch, Director QAA, Govt. of Pakistan HEC and Ms. Fakiha Zafar, Project Director QAA, Govt. of Pakistan HEC visited Lahore School to discuss Self Assessment Criteria prescribed by HEC and formulation of the Quality Enhancement Cell.

- The Lahore School's revised Self Assessment Process during 2013-14 was as follows;
- A revised Teacher Evaluation form for all classes and programs was administered from Winter Semester 2013, which met the HEC evaluation criteria.
- On November 20, 2013, Program Team for BSc (Hons.) with Double Major in Economics and Finance and MBA with Major in Finance & Banking was formulated for the HEC Self Assessment Criteria.
- In April 2014 the Assessment Team met and reviewed the reports.
- An executive summary was prepared and an implementation plan developed.
- The resulting data was sent to the HEC for review.



Lahore School Alumni Office

The Lahore School Alumni Office exists to support the institution's goals and to strengthen the ties between alumni and the institution.

The Lahore School strongly believes that Alumni have played an important role in building the credibility of the school and have contributed immensely to its growth.

The Alumni office corresponds and communicates with Alumni through **emails, phone calls and social network**.

The following facilities are available to the Lahore School Alumni.

- Get regular invitations to Lahore school's events like conferences, seminars, job fairs and convocations
- Take advantage of our libraries, research centers, electronic journals and resources, video archives and sports facilities
- Car stickers and alumni ID cards for unrestricted entry and exit to the campus are now available
- Information about job opportunities for experienced candidates
- Participate as audience in guest lectures where eminent guest speakers share their knowledge and experience with the students
- Attend Alumni social events, reunions and get-togethers
- Receive your copy of the Lahore School Alumni Newsletter and The

Lahore School Newsletter to get regular updates on campus news, details of events, research done at the School and other significant information.

Alumni Associations to network and improve job prospects:

- Lahore School Specialized Alumni Association of Independent Business Leaders
- Lahore School Specialized Alumni Association of Bankers and Financial Analysts
- Lahore School Specialized Alumni Association of Professionals in the Corporate Sector
- Lahore School Specialized Alumni Association of Educationists and Public Officers
- Lahore School Specialized Alumni Association of Telecom & IT Professionals and Consultants
- Lahore School Specialized Alumni Association of Trade Specialists
- Lahore School Specialized Alumni Association of Advertising and Media Professionals

Give something back

- Visit the campus to give advice and guide The Lahore School's current students as they prepare themselves for the challenges of job market.
- Volunteer to deliver lectures based on their work experience

and knowledge or contribute by assisting current students with their term projects and theses.

- To conduct MOCK Interviews with the current students to guide them on how to improve their communication and interviewing giving skills.
- Encourage their employers to hire Lahore School students as they are amongst the finest graduates produced by the universities in Pakistan.
- Share job openings at their organizations with both fresh graduates and experienced candidates.

Lahore School Alumni and Faculty Get together:

The Alumni Office offered an opportunity to its Alumni to revisit the campus with their families, reunite with their class mates and celebrate spring on Saturday, March 01, 2014, at Shumyla's Garden, Burki Campus. It was not just a reunion of individuals but a reunion of happy memories, unforgettable moments, and treasured past.

The faculty and staff also attended this colorful event along with their families. It was a rainy day and families, particularly kids, enjoyed the rain and sun at the same time. This reunion included a concert by Lahore School current students, jumping castle, slide, popcorn and cotton candy vending machines for kids.



Alumni Lecture Series

The Lahore School of Economics strongly believes that its Alumni are a great source of inspiration and role models for our current students. They are a valuable resource to our students in guiding them on career preparations, goals and opportunities. The goal to start **Alumni Lecture Series** is (a): to bring successful alumni back to the campus to share their knowledge and expertise with our current students & (b): to help the alumni to develop professionally and further improve their public speaking skills.



Ahmed Naseem (Class of 2000)

Mr. Ahmed Naseem (Class of 2000) working at KASB Bank, was invited to the Lahore School on September 13, 2014, to deliver a lecture to the students of BBA (II).

Topics:

1. Career choices
2. Growth opportunities in the banking area
3. MTO Programme

Social Entrepreneurship

Mr. Waqas Arshad, (Class of 2012)

Co-founder of **Nexus Education Solutions & Training** was invited on Tuesday, September 16, 2014 to give a



lecture to the students of BBA (I) at the Mehmud Chaudhry Library.

Topics:



1. Entrepreneurship
2. Marketing Practices

Zaid Nomani (Class of 2013)

Mr. Zaid Nomani (Class of 2013), Manager Global Customers, Abu Dawood Pakistan, visited the Lahore School on September 17, 2014 and gave a lecture on communication skills to the students of BBA (I) at the MCL Library.

Topics:

1. The importance of effective communication skills.
2. The role of effective communication in professional life.



“Fundamentals of Marketing” by Mr. Umar Khan (Class of 2011)

Mr. Umar Khan (Class of 2011), working as Trade Manager at British American Tobacco, was invited to deliver a lecture on “Fundamentals of Marketing” to the students of BBA (II) on the 18th of September, 2014.

Topics:

1. Components of Marketing
2. Digital Marketing
3. Media Planning



Mustafa Hussain (Class of 2008)

Mr. Mustafa Hussain, Class of 2008, conducted a session with the students of BBA(II) on 19th September, 2014.

Topics:

1. Functions of a marketing research firm
2. Marketing research as a career.



Retail Marketing by Mr. Umar Saeed (Class of 2013)

Muhammad Omer Saeed (Class of 2013) working as Assistant Category Manager at Metro Cash & Carry, visited the campus on Saturday, 21st September, 2014 to interact with the students of BBA (II) enrolled in the course of “Principles of Marketing”.

Topics:

1. Retail Industry Model
2. Challenges and opportunities faced by the Retail Industry.



Mr. Salman Khan (Class of 2006)

Mr. Salman Khan, Class of 2006, Branding and Business Development Consultant at Adalta Professional Services conducted an interactive session with the students of BBA II on 22nd September, 2014.

Topic:

1. Career Choices in the marketing areas.

Ms. Sarah Zubair (Class of 2012)

Ms. Sarah Zubair (Class of 2012), working at Maple leaf Cement as Deputy Marketing and Supply Chain Manager visited the Lahore School on 23rd September, 2014 to give a talk to BBA students



Topics:

1. Latest developments in the field of marketing
2. Conventional marketing.



Ms. Rifah Qadri (Class of 2006)

Ms. Rifah Qadri, Senior Manager Advertising at Metro Cash n Carry gave a talk to the students of BBA II

Topics:

1. Planning and executing marketing strategy.
2. Emerging trends in the field of marketing.



Mr. Maaz Mansoor

Mr. Maaz Mansoor explained the difference between Vertical and Horizontal Communication.

Topic:

1. Effective communication skills.



Ms. Mahek Naeem (Class of 2012)

Ms Mahek Naeem, Marketing Executive at Tetra Pak came to the Lahore School of Economics to deliver a lecture on Organizational Behavior and Human Resource Management to the students.

Topic:

1. Interview giving skills.



Ali Shah (Class of 2010)

Ali Shah (Class of 2010) was invited to deliver a lecture on communication skills to the students on the 2nd of October, 2014.

Topic:

1. Effective communication skills.



Rafay Munir (Class of 2010)

Rafay Munir was invited to deliver a lecture to the undergraduate students on September 26, 2014.

Topic:

1. Basics of Management.



Rabia Batool (Class of 2010)

Ms. Rabia Batool Assistant Marketing Manager, Akzo Nobel Pakistan, visited the Lahore School on October 3, 2014

and gave a lecture on communication skills to the students.

Topics:

1. Verbal and nonverbal communication
2. Effective communication skills.

Aiman Adnan (Class of 2013)

Ms. Aiman Adnan, Class of 2013, Marketing Manager at Maple Leaf came to the Lahore School of Economics to deliver a lecture to the students of BBA.

Topics:

1. Grooming
2. Communication Skills.

Mahem Mansoor (Class of 2012)

Ms MahemMansoor came to The Lahore School of Economics to deliver a lecture to the students of undergraduate programme.

Topic:

1. Career opportunities for fresh graduates

Cricket Match

Alumni from the Class of 2006 visited The Lahore School to play a cricket match on June 8, 2014.



Alumni Luncheon Series:

Lunch for Alumni Associations of (i)Entrepreneurs& (ii) Professionals in Telecom/IT Sector

The Lahore School of Economics hosted a lunch at YUM on April 05, 2014 at 1:00 p.m. Alumni from different batches, working in Telecom/IT and a few entrepreneurs were invited to share their thoughts and experiences. Prominent alumni including Badar Khushnood (Class of 1997) Country Consultant for Google and Fatima Said CEO, ABACUS Consulting (Class of 1995) also participated in this lunch.

Dr. Shahid Amjad Chaudhry welcomed the guests by appreciating their commitment to the Lahore School. He briefed the guests on the growth that the School had undergone in the past few years. He also informed the guests that TheLahore School of Economics had recently become a part of the Global Business School Alliance. He added that the school would also accredit itself with Pakistan’s National Business Education Accreditation Council soon. Dr. Shahid said that this accreditation would help Lahore School in creating ventures with foreign universities for research and

development. He also informed about the privileges and facilities The Lahore School was offering to its Alumni free of cost.

The Rector invited the guests to collaborate with the Lahore School in hosting Annual Business Conference expected to be held in the last week of May, 2014.

Guests were also encouraged to share ideas aboutcreating stronger bond between the institution and its Alumni. Mr. Badar Khushnood contributed by proposing a new website for the alumni to connect and share contacts.

He said that the introduction of digital marketing as a course was crucial as traditional marketing techniques were evolving continually. He also shed light on the importance of entrepreneurial spirit and encouraged the Lahore school

to start incubators at the university in order to support fresh entrepreneurs. Mr. Omair Farooq (Class of 1999) emphasized on the importance of practical knowledge along with theoretical concepts for the current students. Dr. Amir Khan informed the

guests about the launch of his executive training program and explained its significance for imparting practical knowledge. Fatima Said, CEO, ABACUS Consulting praised The Lahore school students for their quality of work and competitive nature.



In 2014 The Lahore School Alumni office arranged a series of lunches at YUM restaurant.

Alumni get-together was arranged at Yum restaurant on November 29, 2014. Alumni working in the corporate sector were invited.



On September 27, 2014 the Alumni office arranged lunch for Alumni entrepreneurs.

Glimpses of Alumni Lunches





Extra Curricular Activities



The Lahore School of Economics Association of Debaters (LSEAD)

Lahore School at WUDC*, Chennai. India. 27th Dec 2013-6th Jan 2014

Two teams from the Lahore School were sent to participate at the World



University Debating Championship, held in Tamil Nadu, India.

The first team was represented by **Syed Ali Akbar Abbas Rizvi** and **Wasae Imran**. The second team was represented by **Alishae Khar** and **Shahraiz Chisti**.

Both the teams performed well and debated against prestigious debating schools from Oxford, Harvard and Cambridge.

*World University Debating Championship

Runner ups at BSS ALGC Cup 6th January 2014

A team consisted of **Shahzeb Rathore**, **Mibsam Shaukat** and **Saad Ali Khan** were runners up at Beacon House Debating Championship. **Shazeb Rathore** was also declared as the best speaker of the tournament.

*Beacon House School System

Octa-finalist at MukMem*, Delh. India 10th-16th January 2014

A team represented by **Mibsam Shaukat** and **Saad Khan** were ranked at



number 6 out of 52 teams at Mukherjee Memorial, Delhi.

This competition hosted various teams from Pakistan and even Ireland.

Best Delegate at FROMUN* 18th January 2014



Zainab Shahid, Haris Salman, Waleed Masood and Syed Hamza got the **Best Delegate award** at a Model United Nations held at Forman Christian College on January 18, 2014

While **Fatima Cheema, Aqsa Tabish** and **Hareem Fatima** won the **Honorary Mention award** in their respective committees.

* Forman Model United Nations

Winners at LGS* Challenge Cup 19th January 2014



Umair Ghuman, Muhammad Hamza Mirza and Wasae Imran won the Lahore Grammar School Defense Urdu parliamentary championship.

Winners at Government College University 17th March 2014

The Lahore School won both the Urdu and English trophies at the



Annual Government College Debating Championship held on March 17, 2014. **Saad Sohail** and **Hamza Ghaznavi** won the **English parliamentary debates**. **Umair Ghuman** and **Shahkaar Ali Bukhari** won the **Urdu parliamentary trophy**.

Lahore School British Parliamentary: 25th-27th April 2014



The **2nd Lahore School British Parliamentary Debates** were held at the Burki Campus from April 25th to 27th, following the World University Style format.

32 teams participated in the **English category** and **16 teams** in the **Urdu category**

Winners at CMH* Parliamentary 12th May 2014

A team represented by **Syed Hamza, Waleed Masood** and **Haris Salman** won at the Lahore Medical College debates.



Syed Hamza was also declared as the **best speaker** of the tournament.

* Combined Military Hospital

Runners up at Allama Iqbal Medical College 20th May 2014

Shahkaar Ali Bukhari, Waleed Masood, Syed Hamza and **Raina Iqbal** reached the finals of **AIMC Parliamentary English Debating Championship 2014**.

Runners up at Fatima Memorial Parliamentary 25th May 2014



A team of **Shahkaar Ali Bukhari, Raina Iqbal** and another team of **Waleed Masood** and **Syed Hamza** were runner ups at the **English Parliamentary Debating Championship 2014**.

A team of **Umair Ghuman** and **Agha Ali** were runner ups in **Urdu Parliamentary** at the **Debating Championship** tournament.

International Tournament of United Asians Debating Championship: Nanaya Tech University (NTU), Singapore, May 22nd 2014

Zain Haider, Hamza Ghaznavi and **Saad Sohail** were the **only students from Pakistan** to **break** into the **United Asians Debating Championship**.

A total of **120 teams** from all over Asia participated. The Lahore School team was ranked at **No.17**.



Lahore School Music Society (LSMS)



Lahore School runners up at the LUMS Music Fest 2014

The Lahore University of Management Sciences Music Fest was held from 1st-3rd February 2014. **30 schools and universities participated.**

The Lahore School stood **second in the Band performance category.**

Regular Music Workshops held at the Lahore School



Regular violin and guitar lessons take place at the Lahore School Garden cafeteria during the following hours.

-Monday through Saturday Vocal Classes at 11a.m to 1p.m.

-Tuesday & Thursday Violin Classes at 3p.m to 5p.m.

-Wednesday & Friday Guitar Classes at 3p.m to 5p.m

Music Workshop by Zulfikhar Jabbar Khan (15th May 2014)

A workshop was conducted by **Zulfikhar Jabbar Khan**, a renowned musician from EP and The Call Band on May 15, 2015.



He taught students music techniques and gave them tips on how to improve their musical performance in that workshop.

LSMS Council workshops



The council also holds its regular training sessions with new members of the society to familiarize them with music.

The sessions are held on demand per basis. Whenever the need is felt to train students (especially newcomers) a session is held in Garden Cafeteria. In 2014 12 sessions were held in total by the council

Annual Music Fest 17th March 2014

The Lahore School held its annual Music Fest, which was an **internal Battle of the Bands** competition. Some of the best bands at the Lahore



School performed against each other for the title of the **"Best Band"**.

The Lahore School Idol (14th June 2014)

The Lahore School Music Society Council 2014 hosted Its LSE Idol on the 12th, 13th and 14th of June. **It was the first music event to ever take place in the Main Cafe.** Instead of auditions, this event was made open for anyone to apply.

Abubakr Bari was the winner.



The Lahore School Literature Society (LSSL)

Reading and writing at the Lahore School

The Lahore School Society of Literature conducts regular **writing workshops**,

book club meetings, and **poetry and prose recitation competitions**.

The society also hosted renowned author, **Mohsin Hamid** (author

of **Moth Smoke, Reluctant Fundamentalist**) for an interactive discussion session with the society.



The Lahore School Social Welfare Society (LSWS)



Charity and Social Awareness at Lahore School

Donation for Thar April 2014

A substantial amount of RS 92,400 along with bottles of water and food items were collected within a week. Food items were immediately dispatched to Tharparkar with the help of local trusts, and the money collected was donated to the Pakistan Rangers (Sindh) Emergency Relief Fund so that it could be used for Thar affected people.

The Lahore School Arts Society (LSArts)

Painting and sketching at the Lahore School

Abstract Painting Workshop May 7, 2014

The abstract painting workshop, held on May 7th, 2014 was also a part of

the 'Painting Series'. Ten different techniques of abstract painting were taught to the participants. Again, the art equipment including canvases ,

paints and brushes were provided to all the participants.



Origami Workshop May 14, 2014

The Origami (paper folding art) workshop was held on 14th May 2014. The Chinese instructor gave an interactive session on Origami to

the society's members via Skype at the Lahore School's Faculty Lounge. Colorful sheets of papers were provided to the members who learned many

different Origami shapes in this two hour session.

The Lahore School Sports Society (LSS)

Sports and physical training at the Lahore School

Intra LSE Leagues (January-April 2014)



FCC and LSE on the 9TH, 10th and 11TH of October 2014..



The Lahore School Sports Excellence Ceremony (5th March 2014).

The objective of the ceremony was to acknowledge the performance of the best players of 2013.

The Lahore School Annual Sports Day was held on 15th March 2014.

The Lahore School Sports Gala 2014', 24th-30th March.

The Sports Gala is the biggest event hosted every year by The Lahore School of Economics. .

Eleven schools and universities participated in the event in different sports in 2014.

The Male students participated in Football, Cricket, Hockey, Basketball, Volleyball and Rugby. The Female students participated in Football, Volleyball and Basketball.

FAST Sports Challenge (10th-12th January 2014)

Winners Male Futsal Event. The Boys Basketball Team got 3rd position in the competition. The Girls Basketball Team won the event, the Volleyball team was runners up and the girl's futsal team got the overall third position.

The Lahore School of Economics hosted a Tri-Series between LUMS,

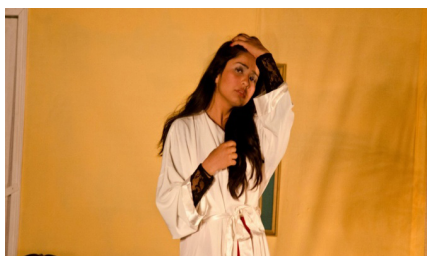
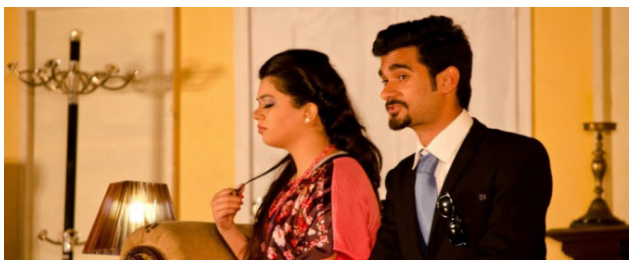


The Lahore School Dramatics Society (LSDS)

Drama and Theatre at the Lahore School

Annual Play 2014

The Dramatics Society performed its annual play, "Out of Order" by Ray Cooney. The play was directed by Waleed Zaidi and staged on the 21st and 22nd of March, 2014 at the Burki campus.



The Lahore School of Economics Photography Society



LAHORE SCHOOL PHOTOGRAPHY SOCIETY



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LAHORE SCHOOL PHOTOGRAPHY SOCIETY

The Lahore School of Economics Photography Society conducted a photography 101 workshop with Irfan Ahson. Around hundred people attended the workshop.

Irfan Ahson is one of the best photographers in the industry and has

conducted workshops at all the major institutions of Pakistan

The Lahore School of Economics conducted a photography workshop with Ubaid Ullah Ahmed an alumnus working as a professional photographer. It was the first photography workshop.

The Lahore School of Economics started a new initiative “LSE in Frames”. The idea behind it was to capture a normal day at the campus. Most of the members of the society took part in it and almost every corner of the institute was highlighted.



LAHORE SCHOOL PHOTOGRAPHY SOCIETY



LAHORE SCHOOL PHOTOGRAPHY SOCIETY



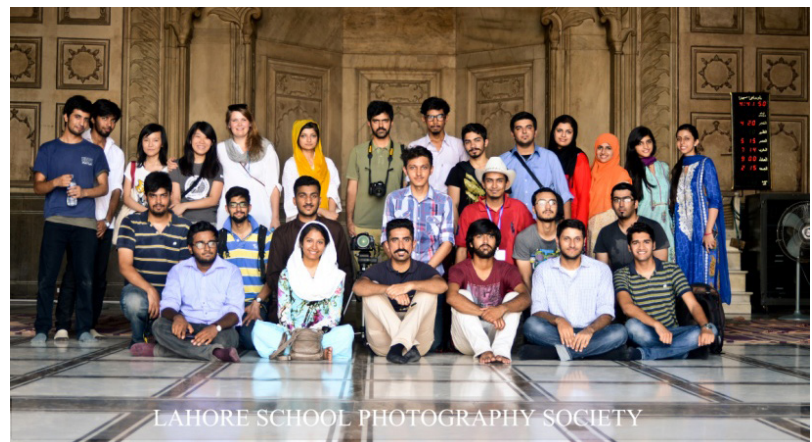
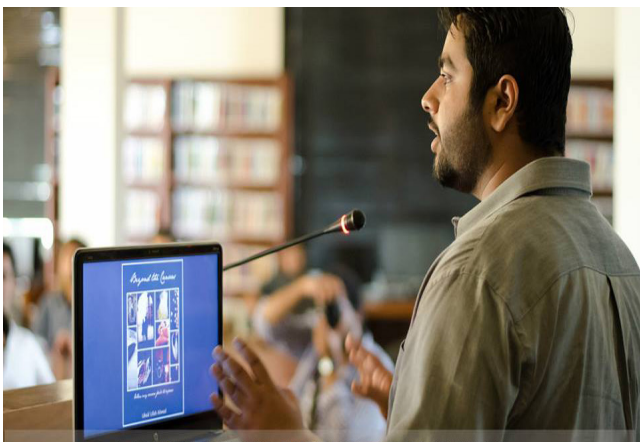
LAHORE SCHOOL PHOTOGRAPHY SOCIETY

Photo Walk 8th June 2014

The Lahore School Photography Society (LSEPS) conducted a Photo walk (on June 8, 2014) to The Lahore

Fort and Badshahi Mosque. The Lahore School Arts Society was also invited to the Photo walk and they

actively participated in this trip where they learned a lot about the architecture and history from the guide.



Lahore School Academic Club (LSEAC)

The Lahore School Extra-Curricular Activities Department introduced the Lahore School Academic Club (LSEAC). The aim is to increase student involvement and provide a platform for them to explore their ideas and thoughts in the subject of their interest.

The objectives are as follows:

- Fun for the students to explore more in the subject that they are best at
- Increase their employability
- An opportunity for the students to meet like-minded people and network with them
- Develop teamwork and leadership skills

In order to meet these objectives we have selected one person each from the Faculty at the Lahore School, who is an expert in their field and subject, to help the students and be part of the events. Their valuable advice would be invited and they would act as a Patron/Mentor for that specific society. In addition to this faculty members who are specialized in their subject would be a part of the Executive Management Committee.

Five new societies which are as follows:

1. Lahore School Marketing Society (LSE - MS)

Patron: Dr. Aamir Khan
Executive Management
Committee: Dr. Irfan Butt, Ms. Tania Hassan, Ms. Aliya Bushra & Mr. Saad Shahid

The Lahore School Marketing and Advertising Society offers to all Lahore School students a unique opportunity to work hands on with small businesses in the area of Lahore. Our philosophy is centered around implementing new and innovative economic strategies and tactics of modern day marketing to achieve these results. Lahore School Marketing and Advertising Society is an on-campus student association for those who have an interest in the Marketing field. Through guest speakers & other events planned throughout the year, LSE-MAS connects students with the Marketing world outside of the classroom

2. The Lahore School Management Society (LSE - MGS)

Patron: Dr. Zahid Riaz
Executive Management
Committee: Prof F.A. Fareedy,

Mahrugh Jawaid, Amina Talat & Mahvish Mehmud

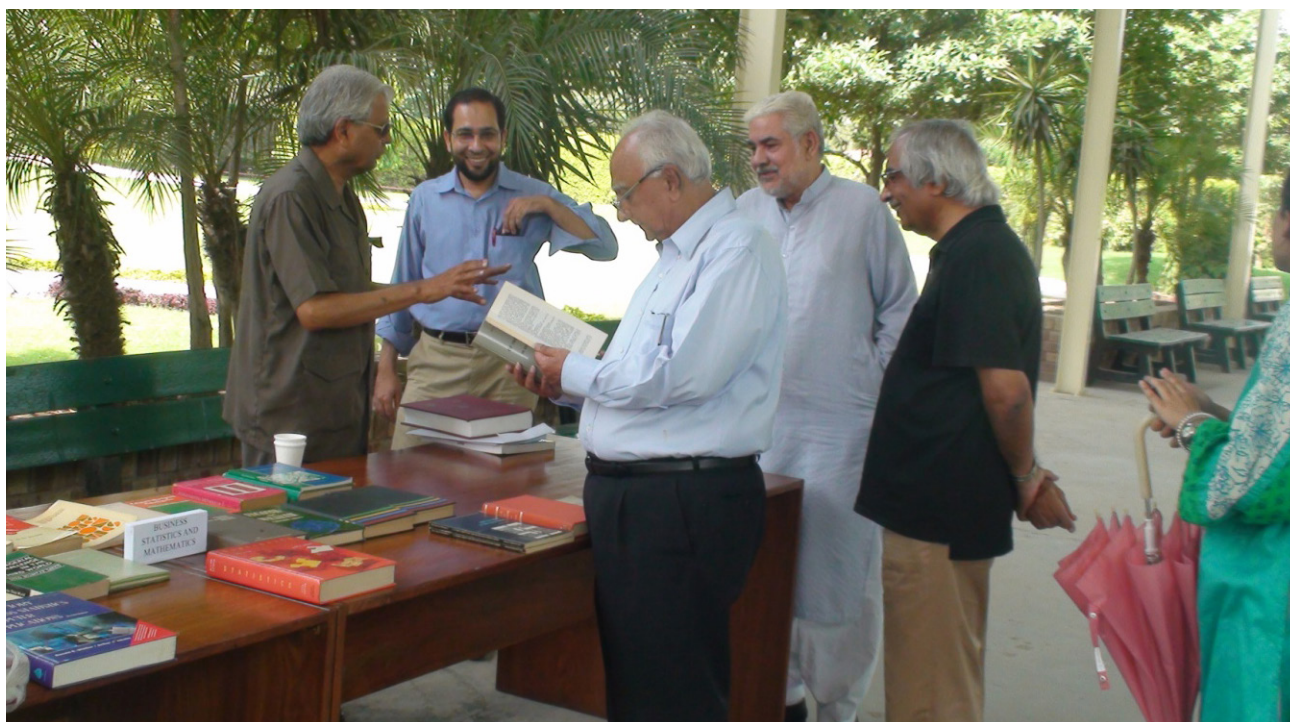
The Lahore School Management Society's goal is to provide continued professional development opportunities for what was recognized as profession in transition, as well as to advance national networking. It would address three main aims:

- Promote interest in all fields of management i.e. Human Resource, Strategic, Supply chain & Operations.
- Represent student needs and wants with regard to the field of Management
- Provide an opportunity for students to network among the Lahore and Karachi professional management communities and learn from professionals in the area.

3. Lahore School Entrepreneurship and Business Society (LSE-EBS)

Patron: Prof Iqbal Khan / Prof F.A. Fareedy
Executive Management
Committee: Faizan Khalid Saad Shahid and Haroon Ahmed

The Entrepreneurship and Business Society at LSE is a networking



organization dedicated to advancing entrepreneurship for undergraduates. We meet successful, unsuccessful and active entrepreneurs to build relationships to help start new ventures, form personal decisions on whether entrepreneurship is right for us, and to connect with the LSE entrepreneurial community. It aims to:

- Access expert advice on students business ideas
- Establish business contacts that will benefit in the future
- Advance students enterprise and business skills through practical projects
- Develop experience in event, project management, communications and marketing
- Access information about existing competition and funding available.

4. Lahore School Economics Society (LSE-ES)

Patron: Dr. Waqar Wadhu
Executive Management

Committee: Shamyala Chaudhry and Asha Gul

The **Economics Society (LSE-ES)** will provide students of all degree disciplines the ultimate university experience. We connect like-minded students together to generate an economics community that is more informed, engaged and aware of the breadth of opportunities and relevance of economics. Our aims include:

- Create a student that is better informed, connected and involved with current economic, financial and political issues,
- Foster an environment of *respectful debate and discussion* amongst students on economic issues of importance,
- Open our members' eyes to the opportunities that economics can offer them in their careers,
- Encourage more students to study economics – as a major and pursue economics as a career.

5. Lahore School Finance and Investment Society (LSE- FIS)

Patron: Dr Shakil Farooqi
Executive Management
Committee: Dr Nawazish Mirza, Dr Kumail, Samra Chaudhry & Faiza Murtaza.

The Lahore School Finance and Investment Society (LSFIS) is an interactive, team-oriented experience focused on mentoring and guiding its members from their first year of college to their first year on the job. LSFIS will encourage the members to ask the right questions when analyzing an industry such as “how are these companies able to maintain a profit” or “what makes them successful. LSFIS will provide countless networking opportunities for its members to meet Lahore School alumni from the recent graduates to the senior executives. Events will include the annual (LSE and KSE trip) and a Finance Competition/Workshop.

Numaish by Dr. Shakil Faruqi. September 25, 2014 Free Books Distribution

Dr. Shakil Faruqi distributed books free of cost (his own collection) to students, faculty members and staff members on September 25, 2014 at Burki Campus.



Guest Speaker Session by Ms. Arooba Gillani on NUST Business Plan Competition. September 30, 2014.

The Entrepreneurship and Business Society organized a guest speaker's session of Ms. Arooba Gillani on NUST Business Plan Competition on September 30, 2014.



**The Lahore School Academic Club Launch.
October 28, 2014**

The Lahore School Academic Club was launched on October 28, 2014 at MCL Library. To celebrate the inauguration of the following five new Academic Societies:

1. Marketing Society
2. Management Society
3. Finance Society
4. Entrepreneurship Society
5. Economics Society



Glimpses of Academic Club Launch



**Inspirational Guest Speaker Session by Mir Muhammad Ali Khan on ‘Positive Mental Attitude’
November 11, 2014**

The Finance and Investment Society organized an Inspirational Guest Speaker Session by Mir Muhammad Ali Khan on ‘Positive Mental Attitude’



**AD-MAD (Ad making) Workshop by Dr. Aamir Khan
November 20, 2014**

The Marketing Society organized the first Ad making workshop (Ad-MAD) on November 20, 2014 which was conducted by Dr. Amir Khan, Associate Professor and Patron Marketing Society.



**Business Fiesta'14 - Lahore Intra School Business Idea and Display Competition
November 27, 2014**

The Lahore School Entrepreneurial and Business Society organized the 1st Lahore School Intra School Business Idea and Display Competition on November 27, 2014. Ten teams participated. Yilmaz Dar (MBA 2015) got the first prize.

Prof. Fareedy, Patron Entrepreneurial and Business Society, with the participants at the Intra School display and Idea competition 2014.



Mind Wars'14 - Lahore Intra School Case Study Competition

November 29, 2014

The Lahore School Management Society organized the first Intra School Case Study Competition on November 29, 2014.

Dr. Zahid Riaz, Patron Management Society with participants, Prof. Fareedy and other faculty members.



Lahore School Economics Society Orientation

The Lahore School Economics Society (LSES) organized its first orientation on Monday 17th November which was attended by a large number of students. Dr. Shahid Amjad Chaudhry was the guest of honour along with other respected guests including Dr. Azam Chaudhry, Dr. Theresa Chaudhry, members of the LSES executive

committee (Ms. Shamilya Chaudry and Ms. Asha Gul) and faculty members.

The event was formally started with a welcome address by the Patron of the Society, Dr. Waqar Wadho who thanked Dr. Shahid for providing this platform and addressed students that LSES aims to provide them with a platform to connect with other fellow students

within LSE and outside LSE (within and outside Pakistan), to connect with eminent economists (Pakistani and foreigners) and to connect with professionals (including The Lahore School alumni) to form a vibrant economics community that is more informed, engaged and aware of the scope of opportunities and relevance of economics.



Group picture of the economics society with the Dean and Professors of the University

He also introduced the newly elected Society Council comprising Azeem Arslan Hassan (President), Mohammed Balawal Arif (Vice President), Mohammad Talha (Creative Head) and Abdullah Nadeem (Information Secretary).

Before the addresses by the guest speakers, the President and Vice President of the LSES Council briefed attendees about the proposed activities. These include lectures/guest speaker sessions and seminars with economists and other professionals; competitions including an international essay competition, yearly national budget sessions, and quiz competitions; regular sessions with the Dean/Rector; and creation of a central information system that would actively gather information on different opportunities available for students pursuing Economics.

This was followed by an address by Dr. Theresa Chaudhry, Senior Faculty Member, who briefed students about the ongoing research collaborations between the Lahore School of Economics and other universities including Oxford, Columbia, Yale and Warwick, and international institutions such as the International Growth Center. These collaborations have led to research on microfinance, distribution of public services, and manufacturing including the football, fans, and garment sectors.

Then, Dr. Azam Chaudhry, Dean Faculty of Economics addressed the gathering and greatly applauded the efforts of the Society and promised to support its activities. He briefed students about different collaborations and exchange programs with international universities. These include the Lahore School-Oxford doctoral



Dr Waqar Wadho welcoming the guests

exchange program and Memorandums of understanding which cover areas like student and faculty exchange with Bahçeşehir University in Turkey, University of Colombo in Sri Lanka and with Macquarie University in Australia. Dr. Azam also discussed a variety of different course combinations offered at LSE that makes it a unique institution, as well as the job market and scholarships prospects for economics students.

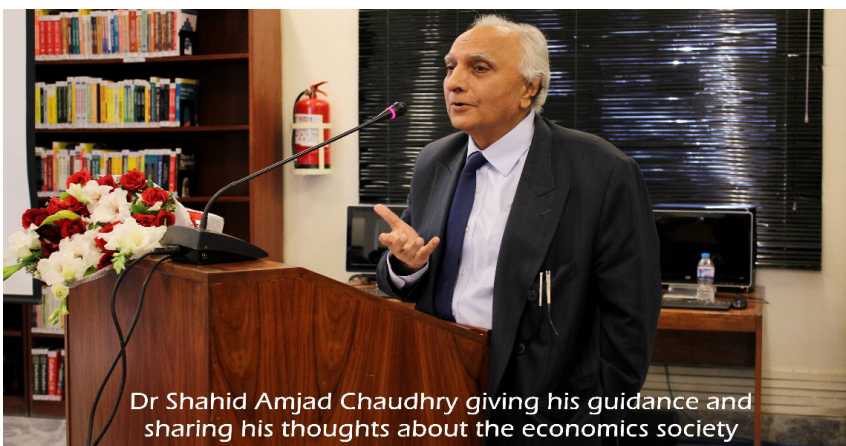
The highlight of the event was the address by Dr. Shahid Amjad Chaudhry, Rector, Lahore School of Economics, who congratulated the Council and the Society members for this initiative and expressed his excitement and praise for the activities the Society plans to undertake to achieve its objectives.

Dr. Shahid elaborated on both the teaching and research sides of the Lahore School that make it a well reputed institution. He told students that the course combinations and

teaching facilities at Lahore school are of high standards, this is evident from the recent acknowledgement by the National Business & Accreditation Council that gave LSE the highest ratings in Pakistan. He informed students that the Lahore School produces top quality research that is published in international journals, and both the government and private sectors repeatedly seek policy guidance from LSE researchers. What makes it even more unique is that LSE researchers do not charge for these research studies and they are done purely for academic purposes. The event ended with a question-answer session with students in which the Rector and the Dean responded to student questions in detail.

South Asian Economics Students' Meet (SAESM)

The 11th South Asian Economics Students' Meet (SAESM) was held in Thimpu, Bhutan from 23rd-26th December 2014. Seven countries participated in the event with each having a 10 member delegation. The Pakistani team comprised of 7 undergraduate students from LUMS



Dr Shahid Amjad Chaudhry giving his guidance and sharing his thoughts about the economics society



and 3 from the Lahore School of Economics.

The students competed in three different events: Research Paper Submission and Presentation, Budding Economist Competition and Team Quiz Competition.

Azeem Arslan Hassan, BSc IV (B) and President of the Lahore School Economics Society, presented a paper on the sub-theme “Trade Facilitation and Competitiveness in South Asia”, and won the **“Best Paper Award”**

Mehak Anjum Siddiquei, BSc IV (C), also presented a paper on the sub-theme “FDI and Technological Transfers within South Asia”, whereas Rohail Ashraf Sadiq, BSc IV (A), represented Pakistan in the Budding Economist and team quiz competition. The Lahore School students gave impressive performances in their respective



categories and received a lot of praise for their efforts. Rohail Ashraf Sadiq made it to the Semi-final round of the Budding Economist competition and was a part of the four member Pakistan team that were runners' up in the quiz competition. The students attended three days of academic activities and also enjoyed two days of retreat in Paro, Bhutan from 27th to 29th December.



Students participation in External Competitions

Punjab Youth Festival 'Crack the Case Competition'

Two teams from Lahore School of Economics participated in "Crack the Case Competition" in Punjab Youth Festival 2014. The Lahore School team comprised of Rubab Asmat Zahra, Muaz Sheikh, Gul Abbas, Rubab Ali and Muhammad Mohsin Shahzad. Out of 52 participating teams, The Lahore School team got first position among 8 teams which qualified the first round. In the final round, The Lahore School team won the competition by cracking the case "Pakistan: Is Foreign Aid Helping or Hindering Development?"

The solution suggested by the winner team for the case, based on the current situation of Pakistan, was "Educate the people and put them to work"

"Harvard Everest simulation competition"

The Lahore School won the first prize in Harvest Everest Simulation

Competition held at LUMS on February 04, 2014

LUMS Marketing Colloquium (LMC)

Two teams from The Lahore School of Economics participated and secured second position. The team comprised of:

2nd position Winners:

Zia Ullah Khan
Sami Rasheed
Hamza Shafique
Zahra Haroon
Haris Habib
Sana Rashid Khan

Participants:

Ahsan Arshad
Anum Sheikh
M. Bilal Asif

LUMS SYNERGIES

7th – 9th February 2014.

Thirty six teams participated in LUMS synergies 2014. The Lahore School won first three prizes.

1st Position:

Omer Ahmed
Sumaiyya
Mamoona Niaz

3rd Position:

Mishelle Khalil
Zahra Isaad
Rubia Zahoor
Abdul Samad
Tehreem Fatima

Runner-up:

Omer Ahmed Khan
Taha Saeed
Hassan Zubair
Saad Amer
Mubashir Masood

LUMS Marketing Colloquium 2014

The following Lahore School students participated in the LUMS Marketing Colloquium 2014.

Maham Sear
Fareeha Naqi
Anum Gillani
Rubab Asmat



The Library & Documentation Centre

The Lahore School has a number of Libraries and Documentation Centres both at the City Campus at Gulberg and the Main Campus on Burki road. The three major Libraries and Documentation Centres (two at the Main Campus and one at City Campus) and the four separate Teaching and Research Resource Centres at the Main Campus for Economics and Mathematics and Statistics; Business; Social Sciences; Media Studies and Environmental Sciences; and Pakistan and South Asia Studies are a service body for the faculty, researchers and students of the Lahore School. All the libraries maintain their collection on a computerized database (UNICEF's ISIS). The libraries extensive holdings focus on Economics, Social Sciences, Finance, Management, Environmental

Sciences, Media Studies, Art and Design, Computing and Information Systems and the Economy of Pakistan. They include books, monographs, periodicals and grey literature both in English and Urdu.

The Libraries also have specialized materials on the Pakistan Economy. In addition to all major publications on the Pakistan economy, these collections includes reports of National Commissions, major studies on Pakistan prepared by international organizations and national and international consultants (available only as rare grey literature) as well as all major statistical series of the Government and the State Bank of Pakistan. There are also complete hard copy collections of the Pakistan Development Review (published by the Pakistan Institute of

Development Economics, Islamabad), the Pakistan Horizon (published by the Institute of International Affairs, Karachi) and The Lahore Journal of Economics (published by the Lahore School) as well as all major journals published in Pakistan.

The Lahore School subscribes to many electronic journals including Science Direct, EBSCO host, JSTOR, Wiley and many others, which together constitute a complete collection of leading international Economics, Business, Social Studies, Environmental Sciences, Mathematics and Statistics and Science journals. It is also connected to the Higher Education Commission's Electronic Journals Programmes. The Lahore School's computing facilities are integrated into its library facilities to form a seamless



system of data collection, analysis and report preparation. High speed internet facilities are available for faculty and student research in all libraries and in fact over both the entire campuses. A separate Media Centre is operational for video production and computer editing facilities.

Computing Facilities

High speed Internet facilities are available at both the campuses (Main Campus and Liberty Campus). The Main Campus also has complete WiFi coverage.

The Lahore School has a number of Computing Centres at the Main Campus on Burki Road. The Computing Centres at the Lahore School's Burki Campus are located in dedicated buildings and are responsible for teaching computing and information systems and also to develop and enhance computing skills of all students. The Lahore School's very substantial computing and internet capability located in these Centers (together with the computing and internet facilities in all the Libraries and Documentation Centers) is also used by students to work on their assigned projects and term papers and also by faculty and staff to work on research and other related projects.

The Library & Documentation Centre provide facilities, services and support for the faculty, researchers and the Students at Lahore school of Economics.

The Centre Comprises of Amjad Chaudhry Library, Mahmood Chaudhry Library, Teaching & Research

Resource Centre I,II,III,IV and Video Archives Library at City Campus. The Library's collection of books focuses primarily on Economics, Business Administration, Social Sciences, and Media Studies and Environmental studies. Library also acquires the Government Publications e.g. Budgets, Statistical Year books, Surveys, State Bank Publications, Plans, Reports.

The Library & Documentation Centre's activities:

Conferences, Seminars, Debates, Meetings, workshops and Lectures were conducted in all libraries during 2014

E-Library

DSpace -Lahore School of Economics Repository:

It includes E-Books, Government Publications, MBA, MPhil/ MS, PhD theses, Company reports. DSpace is a digital service that collects, preserves, and distributes digital material. Repositories are important tools for preserving an organization's legacy.

Communities in DSpace (E-Library)

Select a community to browse its collections.

- Academic Articles in Lahore School of Economics Journals
- E-Books
- Lahore School Centre for Research in Economics and Business Publications

- Lahore School Graduate Institute of Development Studies Publications
- Lahore School Newsletters
- Lahore School of Economics Journals
- Lahore School Prospectus
- Lahore School Theses
- Lahore School Video Archives
- Miscellaneous Government Publications
- Pakistan Economic Surveys
- Pakistan Government Plans
- Pakistan Stock Exchange Listed Companies Reports

Recently Added

- Nagina Cotton Mills Limited Annual Report 2013
- Nagina Cotton Mills Limited (© Nagina Textile Mills Limited, 2013)
- Nagina Cotton Mills Limited Annual Report 2014
- Nagina Cotton Mills Limited (© Nagina Textile Mills Limited, 2014)
- Educated Population by Level Of Education
- Pakistan Bureau of Statistics (1998)
- Literacy Ratio by Sex
- Pakistan Bureau of Statistics (© Pakistan Bureau of Statistics, 1998)
- Population By Selective Age Groups
- Pakistan Bureau of Statistics (© Pakistan Bureau of Statistics, 1998)



Lahore School of Economics

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