

IBAICM PROGRAM SCHEDULE	
Time	DAY 1
8:00	Registration
8:30	Breakfast - Banquet Hall
9:15	Recitation from the Holy Quran
9:20	Welcome address by the Conference Convener: Professor Dr. Huma Amir
9:35	Address by the Dean IBA-Karachi: Dr. Farrukh Iqbal
9:50	Address by the Chief Guest: Deput Vice Chancellor (A&I) - Professor Dr. Awg Bulgiba Bin Awg Mahmud at UM
10:05	Address by the Dean Faculty of Business & Accountancy - Professor Dr. Che Ruhana Binti Isa at UM
10:20	Keynote Session: Professor Dr. Russel Belk - "Technology, Luxury, and the Poor"
11:05	Tea Break - Foyer
11:20	Keynote Session: Professor Dr. Fareena Sultan - "Current Trends in Mobile and Digital Marketing: Implications for the Bottom of the Pyramid"
12:05	Keynote Session: Professor Dr. Harvinder Singh - "Unlocking the Potential of BOP: The Public Policy Perspective"
12:50	Lunch & Prayer Break
14:00	Parallel sessions
16:00	Refereshments & Closing - Banquet Hall
20:30	Conference Dinner (Tentative)
DAY 2	
9:00	Breakfast - Banquet Hall
9:45	Opening plenary by Professor Dr. Ejaz A Mian
10:00	Keynote Session: Professor Dr. Guliz Ger - "Developing Markets? Understanding the Role of Markets and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR)"
10:45	Keynote Session: Professor Dr. Amna Kirmani - "Publishing Top Quality Research"
11:30	Tea Break - Foyer
11:45	Panel Discussion: "Addressing Flaws in Academic Research to Avoid Rejection"
12:45	Lunch & Prayer Break
14:00	Parallel sessions
16:00	Closing Address by the Associate Dean at IBA - Dr. Mohammed Nishat
16:15	Certificate Distribution and Acknowledgments
16:30	Refreshments