SHAHEED ZULIFKAR ALI BHUTTO
INSTITUTE OF SCIENCE & TECHNOLOGY

SZABIST

MBA IN FOCUS MAGAZINE

MBA CLUB

LEADERSHIP & SUSTAINABLE DEVELOPMENT IN THE DIGITAL AGE



LEADERSHIP SUSTAINABILITY DIGITAL AGE

ANNUAL ISSUE
2025



TABLE OF CONTENTS

Head of Campus Message p.4

Head of Department Message p.5

Editor's Note p.6

Thought Leadership: Ethical AI p.10

Feature Article: ESG in Tech p.12

Case Study: HBL's Net Zero Journey p.14

Industrial Visits p.15

Alumni Profiles p.16

MBA Club Visits p.22

Poetry: Sayings by Jay p.24

Meet Our Team p.28

Message from the Campus Head

INSPIRING EXCELLENCE, EMPOWERING FUTURES



Vision Leader

It is a pleasure to witness our students actively engaging in academic, professional, and co-curricular activities that reflect their growing confidence, discipline, and leadership potential. The MBA Digital Magazine stands as a meaningful platform that highlights their creativity, critical thinking, and commitment to learning beyond the classroom. I appreciate the efforts of the faculty and editorial team in making this initiative possible. May this publication continue to inspire curiosity, academic excellence, and a strong spirit of growth among all readers.

Warm Regards,
Mr. Khusro Pervaiz Khan

Message from the Head of the Department

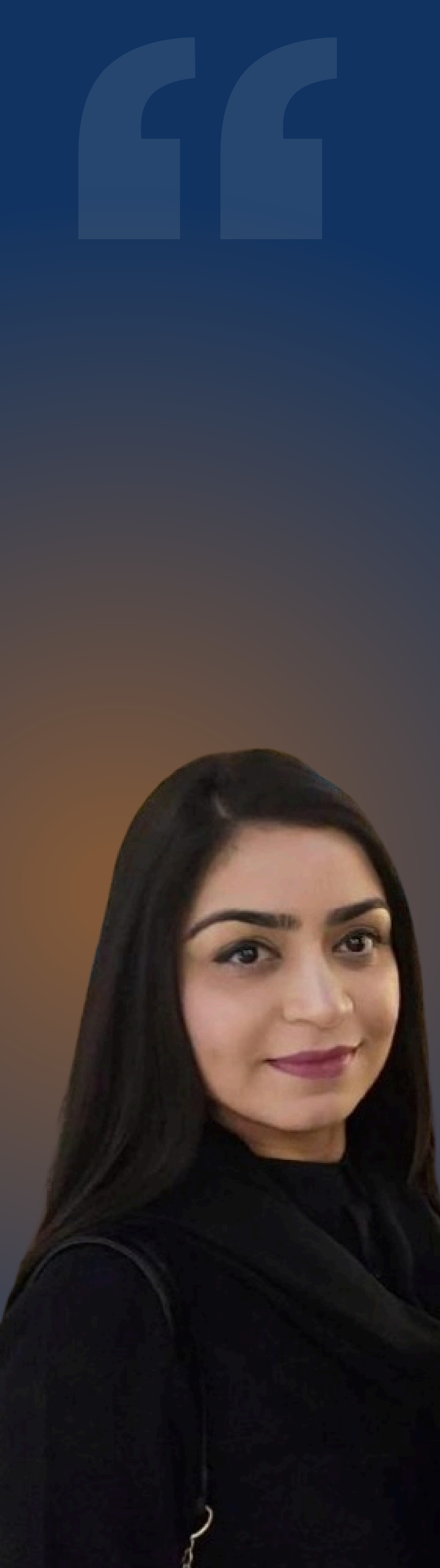
INSPIRING EXCELLENCE, EMPOWERING FUTURES

Academic Mentor



Welcome to the Department of Management Sciences at SZABIST.
Our goal is to provide a learning environment that fosters academic excellence, critical thinking, innovation, and professional growth. Through a strong industry-oriented curriculum, experienced faculty, and practical learning opportunities, we prepare students to become competent, ethical, and future-ready business professionals. We are committed to supporting our students throughout their academic journey and empowering them with the knowledge, skills, and confidence to succeed in a competitive global environment. I welcome you to SZABIST and wish you every success in your academic and professional journey.

Warm Regards,
Prof. Dr. Shazia Akhtar



Editorial Note

Patron MBA Club

Welcome to the MBA Club at SZABIST.

The MBA Club serves as a platform for students to enhance their leadership, teamwork, and professional skills beyond the classroom. Through workshops, seminars, industry engagements, competitions, and networking opportunities, we aim to bridge the gap between academic learning and the evolving business world.

Beyond academic excellence, we encourage students to develop confidence, creativity, and a spirit of collaboration. Every event and initiative is designed to help students build meaningful connections, explore new ideas, and prepare for the challenges of today's dynamic business environment.

I encourage every student to actively participate in these activities, embrace new challenges, and make the most of the opportunities available at SZABIST. Together, let us foster a culture of innovation, collaboration, and continuous learning that prepares you for a successful and meaningful career.

I wish you all the very best in your academic and professional journey.

Dr. Zoya Wajid Satti
Patron
MBA CLUB

SHAHEED ZULIFKAR ALI BHUTTO
INSTITUTE OF SCIENCE & TECHNOLOGY

SZABIST

MBA CLUB







LAREB UMER

EDITOR

The future belongs to leaders who balance innovation with responsibility, growth with purpose, and ambition with impact. Every decision we make today has the power to shape a more sustainable tomorrow

This year's theme, Leadership & Sustainable Development in the Digital Age, reflects the changing nature of business and the growing responsibility of today's leaders. Success is no longer defined solely by financial performance. It is also measured by purpose, resilience, ethical decision-making, and the ability to create lasting value for society.

We are living in a time of rapid change. Advances in artificial intelligence, growing environmental concerns, digital transformation, and evolving stakeholder expectations are reshaping industries across the globe. These developments call for leaders who can embrace innovation while remaining committed to sustainability, integrity, and inclusive growth.

As MBA students and future business leaders, we have a unique opportunity to influence the future. The decisions we make today will help shape organisations, communities, and economies for generations to come.

Within these pages, you will discover insightful articles, expert perspectives, industry trends, and inspiring stories that highlight the opportunities and challenges of leading in a digital and sustainable world. We hope this edition encourages meaningful reflection and strengthens your commitment to responsible leadership.

Thank you for being part of this vibrant community of learners, professionals, and future change-makers.

Warm Regards,
Lareb Umer
MBA in Focus Magazine 2025

EDITOR'S NOTE

The future belongs to those who transform knowledge into action, challenges into opportunities, and ambitions into meaningful impact.

It is an honor to serve as the Editor of this publication and contribute to a platform that showcases the achievements, perspectives, and aspirations of our MBA community. This magazine reflects the dedication, innovation, and leadership potential of students who are preparing to shape the future of business and society.

As we navigate an era of rapid technological advancement, global connectivity, and evolving business landscapes, the role of leadership extends beyond professional success. It requires vision, integrity, adaptability, and a commitment to creating sustainable value for organizations and communities alike.

Within these pages, you will find insightful articles, academic achievements, inspiring experiences, and diverse viewpoints that represent the spirit of excellence and continuous learning. Each contribution highlights the determination and passion that define our MBA journey.

I extend my sincere gratitude to the faculty members, contributors, and fellow students whose efforts have made this publication possible. I hope this edition inspires meaningful reflection, encourages innovative thinking, and motivates every reader to pursue excellence with purpose and confidence.



Warm Regards

JAWERIA SALEEM

MBA-72

Editor, MBA Magazine 2026

ETHICAL AI:

A Framework for Future Leaders

As artificial intelligence becomes deeply embedded in business strategy, ethical leadership is no longer a philosophical debate - it’s a business necessity. The decisions made by AI systems affect hiring, lending, healthcare, and governance. Future leaders must ensure these technologies serve humanity, not harm it.

The ethical framework for AI leadership rests on four pillars: transparency, fairness, accountability, and inclusivity. Leaders must demand explainable AI systems, audit data for bias, and establish governance structures to oversee their deployment. Beyond compliance, they must champion the human-centered design of technology.

For MBAs, this means going beyond coding and algorithms. It means understanding how AI decisions intersect with law, ethics, society, and business goals - and having the courage to challenge systems that perpetuate inequities. Ethical leadership in AI will define the next decade of corporate governance.

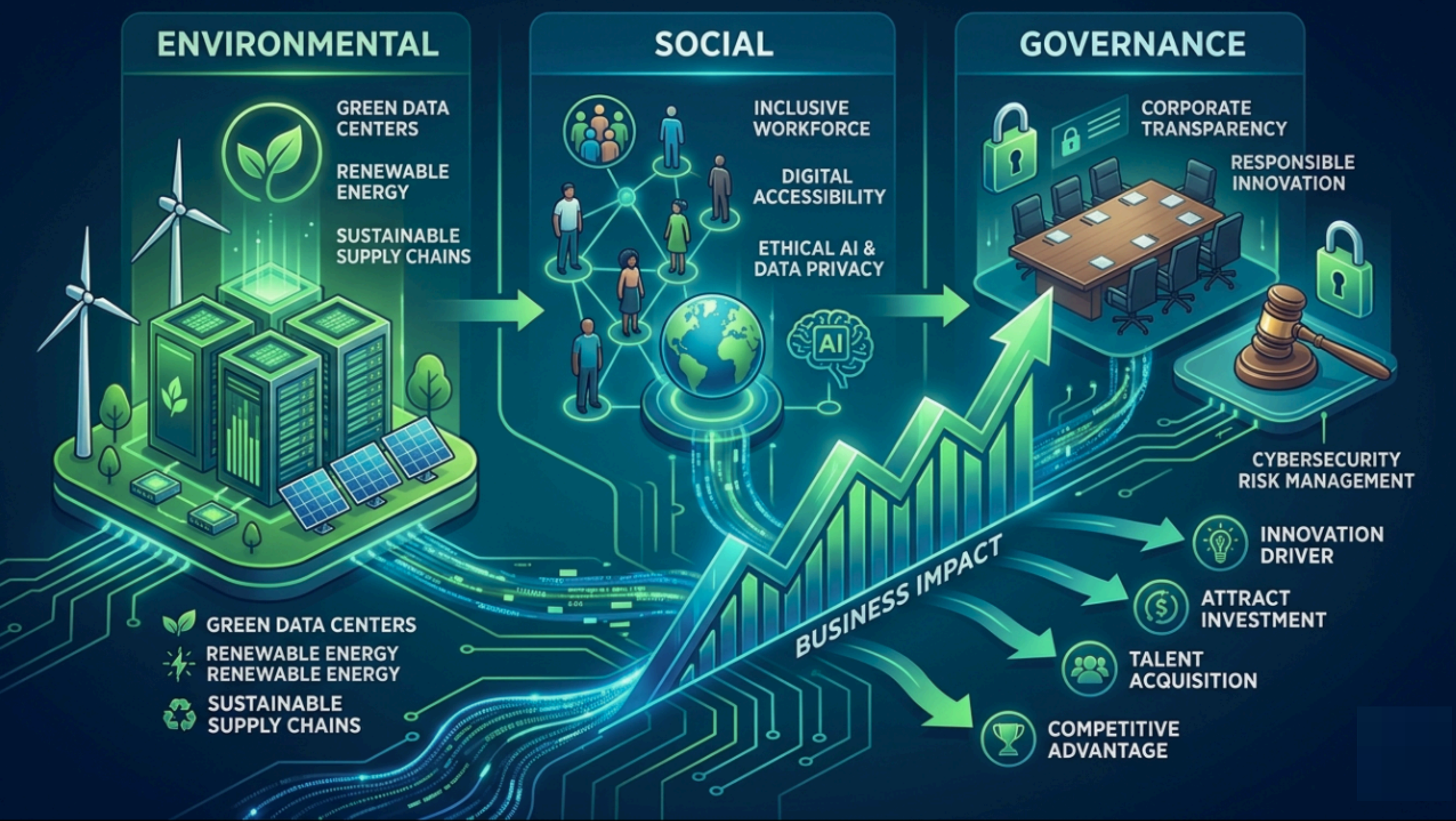


WHY MBA SHOULD CARE

esg in tech:

In an era defined by disruption, innovation, and global challenges, Environmental, Social, and Governance (ESG) principles have moved from boardroom buzzwords to strategic imperatives. As technology reshapes industries, the question for future leaders is no longer whether ESG matters — but how deeply it will shape the businesses we lead.

For MBAs, understanding ESG is no longer optional. Organizations worldwide are embedding sustainability into their core strategies, not just as a compliance measure, but as a driver of innovation, customer trust, and competitive advantage. From startups to global tech giants, businesses are rethinking everything from supply chains and product design to data ethics and corporate governance.





ESG in Tech: The Future Leader's Imperative



From Startup to Global Giants

Take the example of Microsoft, which pledged to become carbon-negative by 2030. Or local startups in Pakistan focusing on circular economy solutions and renewable energy platforms. These cases reveal a powerful truth: companies that integrate ESG early are outperforming those that don't — attracting investment, talent, and market share.

For MBA graduates, this presents a unique opportunity: to lead the transformation from within. Whether you're designing sustainable products, crafting inclusive policies, or building ethical AI systems, ESG fluency will distinguish tomorrow's most impactful leaders.

The growing importance of ESG is also changing what employers expect from business graduates. Companies are looking for professionals who can balance profitability with responsibility, manage risks linked to climate change and social impact, and make decisions that create long-term value. This shift has made ESG knowledge a key leadership skill rather than a specialized area of expertise.

For MBA students, the message is clear: ESG is not a trend that will fade with time. It is becoming a fundamental part of how successful businesses operate and grow. By developing ESG awareness today, future managers can build stronger organizations, create meaningful impact, and lead with purpose in a world that increasingly values responsible business practices.

HBL's Net Zero Journey: A Blueprint for Sustainable Banking



Habib Bank Limited (HBL), one of Pakistan's largest financial institutions, has set an ambitious goal: to become a net-zero organization by 2030. This strategic shift reflects the growing demand for sustainability in the financial sector and demonstrates how traditional institutions can evolve for a greener future.

HBL's journey began with integrating ESG into its lending and investment frameworks. The bank launched *"Green Financing"* initiatives, supporting renewable energy projects, sustainable agriculture, and eco-friendly SMEs. It also invested heavily in digitization to reduce paper use and improve operational efficiency.

The impact has been significant. HBL has financed over 600 MW of renewable energy capacity and issued Pakistan's first green corporate bond. It also launched sustainability-linked financial products, enabling clients to access funding with ESG performance targets.

For MBA students, HBL's transformation offers a powerful lesson: sustainability is not just a corporate responsibility — it's a strategic opportunity. By aligning financial innovation with environmental and social impact, businesses can build resilience, reputation, and revenue in equal measure.

INDUSTRIAL VISITS

Learning Beyond the Classroom at TCS



Exploring Operations at CSD



MBA ALUMNI

SUCCESS STORIES



TALENT MANAGEMENT,
RECRUITMENT & HR BUSINESS PARTNER UBL

Education is not merely the acquisition of knowledge; it is a transformative journey that shapes perspectives, builds character, and prepares individuals to contribute meaningfully to society and the professional world. My MBA journey at SZABIST from 2020 to 2022 was one such defining chapter that significantly influenced my personal and professional growth.

Coming from a family deeply connected with literature and poetry, I was raised in an environment where words carried meaning, ideas were valued, and expression was considered an art. This background nurtured my passion for writing from an early age. Over the years, I authored a book and contributed various articles, experiences that strengthened my analytical thinking, communication skills, and creativity.

When I enrolled in the MBA program at SZABIST, my objective was to develop a deeper understanding of business management and organizational leadership. However, the experience offered far more than academic knowledge. Through rigorous coursework, case studies, research projects, presentations, and collaborative learning opportunities, I gained valuable insights into strategic management, decision-making, organizational behavior, and business leadership.

Among the most memorable aspects of my MBA journey was the opportunity to be among the pioneering contributors involved in the launch of the MBA Digital Magazine. This initiative served as a platform for knowledge sharing, creativity, and intellectual engagement among students and faculty members. Being part of this endeavor was particularly meaningful to me, as it allowed me to combine my academic interests with my passion for writing and communication.

Beyond academics, SZABIST provided numerous opportunities for personal growth and leadership development. I actively participated in institutional events and student engagement activities, where I had the honor of representing the student community on various occasions. In recognition of my communication skills, stage management abilities, and commitment to excellence, I was awarded the Best Host Award. This achievement remains one of the proudest moments of my academic life.

Professionally, my career journey has been centered around Human Resources within Pakistan's banking sector. Over the years, I have gained valuable experience in Recruitment, Talent Acquisition, Talent Management, and HR Business Partnering, contributing to workforce planning and organizational growth initiatives. My responsibilities have included identifying and attracting high-potential talent, managing end-to-end recruitment processes, partnering with business stakeholders, facilitating succession planning, and supporting employee development strategies. These experiences have strengthened my understanding of how human capital serves as a critical driver of organizational success.

Currently, I am associated with , where I serve within the Human Resources function, focusing on Talent Management, Recruitment, and HR Business Partnering. In this role, I work closely with business leaders to align people strategies with organizational objectives, ensure the availability of quality talent, and support initiatives that enhance employee engagement, performance, and long-term capability building.

The modern banking landscape demands agility, innovation, and a people-centric approach. As an HR professional, I contribute towards attracting, developing, and retaining talent while helping create a workplace culture that encourages excellence, collaboration, and continuous learning. Recruitment today extends beyond filling vacancies; it is about identifying future leaders and building sustainable talent pipelines capable of driving business transformation.

The knowledge, leadership principles, and professional competencies acquired during my MBA continue to play a significant role in my career. Whether it is stakeholder management, strategic thinking, problem-solving, effective communication, leadership development, or talent strategy, the foundations established at SZABIST remain relevant in every professional challenge and opportunity I encounter.

Looking back, I consider my MBA journey not merely an academic qualification but a transformational experience that expanded my perspective and strengthened my ability to contribute meaningfully to society and the corporate world. It empowered me to pursue excellence while remaining committed to continuous learning and personal growth.



MBA (2020–2022), SZABIST - ISB

I remain deeply grateful to SZABIST, its distinguished faculty, and my fellow students for creating an environment that encouraged curiosity, innovation, and leadership. As alumni, we carry forward the institution's legacy by applying the knowledge and values acquired during our time at the university to make a positive impact in our respective fields.

The true value of education lies not in the degree we earn, but in the character we build, the lives we influence, and the legacy we leave behind. My MBA journey at SZABIST may have concluded with graduation, but its lessons continue to inspire my pursuit of leadership, excellence, and lifelong learning.

Warm Regards

TAIMOOR

ABBAS



SYEDA ZAHRA MEHDI

BBA – Marketing & Supply Chain, SZABIST
MBA – Marketing, SZABIST
President, MBA Club
Founder – WrapStacks & Dev Mark Nation
Business Development | Digital Marketing | Entrepreneurship | Leadership

My SZABIST Journey:

From BBA Classrooms to MBA Leadership and Entrepreneurship

Education is never just about attending classes, submitting assignments, or collecting degrees. It is a journey that slowly shapes who we become, how we think, and how confidently we step into the world. My journey at SZABIST has been one of the most meaningful chapters of my life because it did not only give me academic knowledge; it gave me confidence, exposure, friendships, leadership opportunities, and the courage to build something of my own.

My connection with SZABIST began when I joined as a BBA student. Like many students entering university life, I came with dreams, curiosity, and a little bit of confusion about what the future would look like. BBA became the foundation where I learned the basics of business, marketing, supply chain, management, communication, teamwork, and professional discipline. It was during this phase that I started understanding that business is not only about numbers or theories; it is about people, ideas, decisions, risks, creativity, and the ability to turn challenges into opportunities.

During my BBA years, SZABIST gave me a space to explore myself. I learned how to present ideas, work with teams, manage deadlines, communicate with confidence, and think beyond textbooks. Every assignment, presentation, project, and group activity helped me develop skills that later became very useful in my professional and entrepreneurial journey. Looking back, I can say that BBA gave me the base, but SZABIST gave me the environment to grow.

After completing my BBA, continuing my MBA at SZABIST felt like a natural next step. By the time I entered the MBA program, I was not just looking for another degree. I wanted to understand business at a deeper level. I wanted to learn leadership, strategy, marketing, entrepreneurship, and how organizations actually work in the real world. The MBA experience expanded my thinking and helped me connect academic learning with practical business challenges.

The MBA journey was a different kind of experience. It was more mature, more focused, and more connected to real professional life. Through case studies, research work, presentations, discussions, and business projects, I started seeing business from a wider perspective. I learned that leadership is not about giving instructions; it is about taking responsibility. I also learned that success does not come from ideas alone. It comes from execution, consistency, communication, and the courage to keep moving even when things are uncertain.

From organizing events to taking part in trips, the MBA Club became a platform where I learned leadership in a very practical way. Managing people, planning activities, handling last-minute changes, coordinating with teams, and making sure everyone enjoys the experience taught me lessons no textbook could fully explain. Of course, event management also means unexpected surprises, sudden calls, changing plans, and moments where you have to smile even when your mind is running in ten different directions. But that is what made it fun, real, and memorable.

Starting my own ventures, WrapStacks and Dev Mark Nation, became a major turning point in my life. WrapStacks gave me the excitement of creating something from scratch, while Dev Mark Nation allowed me to enter the world of digital and technological solutions. Entrepreneurship is exciting, but it is not always glamorous. It comes with risk, responsibility, pressure, decision-making, and a constant need to learn. There are days when everything feels possible, and there are days when even one small task feels like a mountain. But that is the beauty of entrepreneurship: it teaches you patience, resilience, and self-belief.

Through Dev Mark Nation, I became involved in the digital business world, offering services that help brands grow, improve their online presence, and connect with their audiences. The business focuses on areas such as digital marketing, software development, SEO, social media management, design, content creation, consultancy, business development, domain and hosting, and telemarketing/BPO support. In simple words, Dev Mark Nation is built around helping businesses become stronger, smarter, and more visible in the digital age.

Over time, I gained experience in lead generation, social media strategy, paid campaigns, CRM tools, content creation, branding, client communication, market research, reporting, and team coordination. These skills helped me understand how businesses grow and how important it is to combine strategy with execution. A good idea is important, but the real magic happens when that idea is communicated well, marketed well, and delivered with quality.

One of my proud academic achievements was receiving a Certificate of Appreciation for successfully organizing the 23rd International Research Conference 2025 at SZABIST on “Adaptive Business Strategies: Fostering Sustainable Governance through Innovation, Inclusion, and Integration.” Being part of such an academic and professional event was a proud moment because it reflected my interest in leadership, coordination, and meaningful institutional contribution.

My SZABIST journey has been a combination of academics, leadership, entrepreneurship, friendships, challenges, events, and professional growth. It gave me the confidence to sit in a classroom, lead a club, manage clients, build teams, start companies, and still keep learning. It also taught me that growth does not happen all at once. It happens through small steps, late nights, difficult conversations, successful events, failed experiments, new opportunities, and the courage to try again.

Looking back, I can proudly say that my journey from a BBA student to an MBA graduate, MBA Club President, entrepreneur, and business professional has been full of learning and transformation. The classroom gave me knowledge, the club gave me leadership, my work experience gave me professional exposure, and entrepreneurship gave me courage.

Today, as I continue to grow through WrapStacks, Dev Mark Nation, and my professional journey, I carry the lessons of SZABIST with me. Every client meeting, campaign, project, event, and business decision reflects something I learned along the way. My journey is still continuing, and that is what makes it exciting.

The real value of education is not only in the degree we receive, but in the confidence we build, the people we become, and the impact we create. My journey at SZABIST began as a student, but it helped me grow into a leader, entrepreneur, and professional who believes in learning, creating, and moving forward with purpose.

FROM THE STAGE TO STRATEGIC LEADERSHIP

An Inspiring Journey of Purpose, Gratitude & Impact!

Every meaningful journey begins with a single opportunity. Mine began at SZABIST Islamabad. When I joined SZABIST, I hoped to learn and grow. What I found was much more than a degree. I discovered my passion for leadership, the value of service, and the confidence to dream bigger.

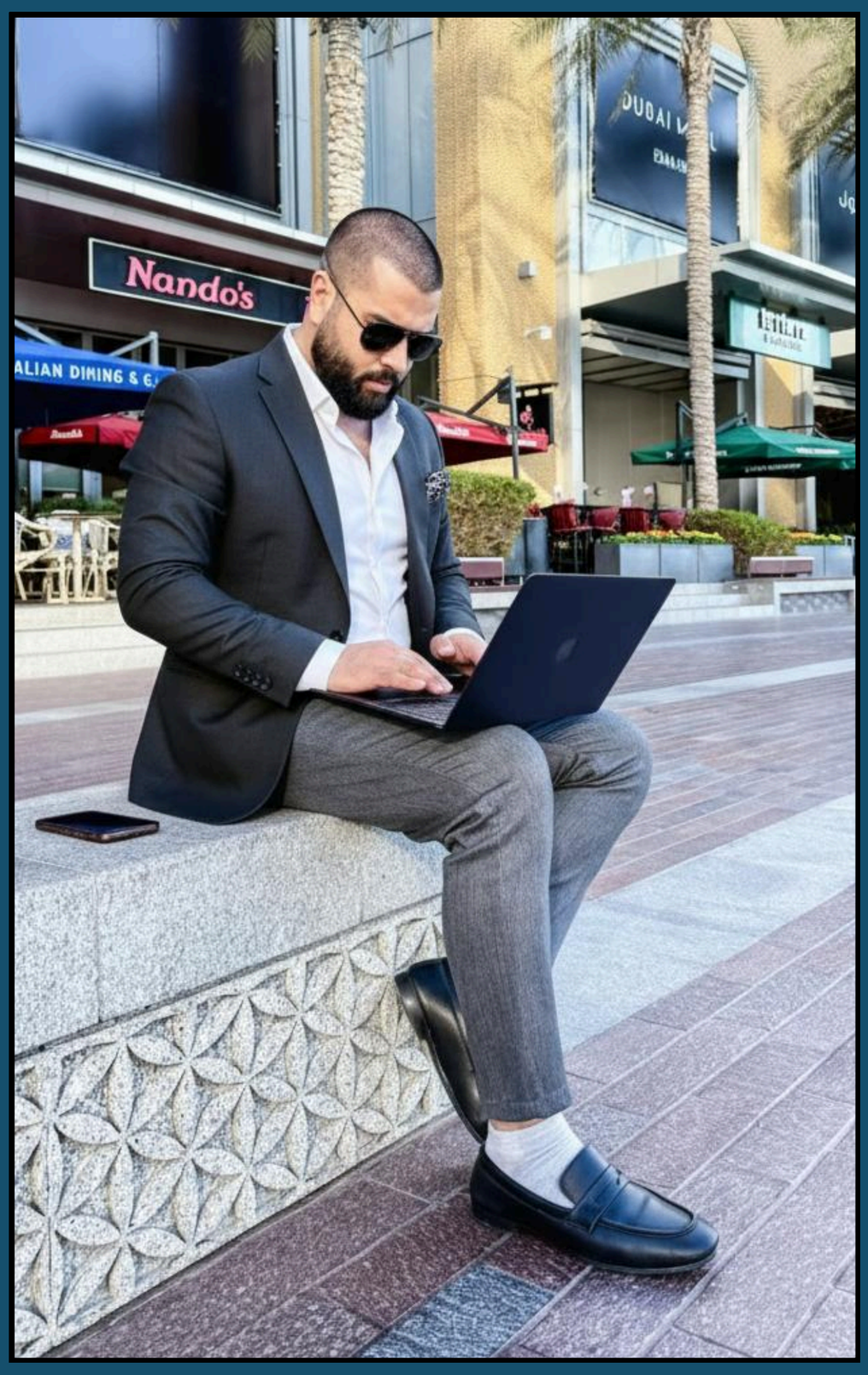
Some of my greatest lessons came outside the classroom. Hosting events, leading student initiatives, founding the MBA Club, and serving the MBA community taught me that leadership is about responsibility, teamwork, and creating opportunities for others.

One of the highlights of my MBA journey was being recognized as Host of the House. More than the recognition, it reflected my passion for bringing people together and creating memorable experiences.

I am especially grateful to Dr. Shazia Akhtar, whose mentorship played a defining role in my journey. She believed in my potential, entrusted me with meaningful responsibilities, and taught me that true leadership is built on humility, trust, and service.

The experiences I gained at SZABIST became the foundation of my professional career. Today, I work in Partnerships and Business Development in the UAE, building strategic collaborations and contributing to conferences, exhibitions, and industry partnerships. Every milestone I have achieved traces back to the confidence and values I developed during my university years.







Looking back, my greatest achievement is not a title or position. It is knowing that I have tried to leave every place better than I found it, inspire those around me, and create opportunities for others to grow. Alhamdulillah.

To every SZABIST student, my advice is simple: don't let your university journey end with earning a degree. Volunteer, lead, organize events, build meaningful relationships, and embrace opportunities that challenge you. The experiences beyond the classroom often shape your future the most.

As I continue my journey, I remain deeply grateful—to SZABIST for providing a platform to grow, to my mentors for believing in me, and to my friends and classmates for making every challenge worthwhile.

The stage where I once found my voice became the place where I discovered my purpose. That purpose continues to guide me: to serve with sincerity, build meaningful connections, and create a lasting positive impact wherever life takes me.

Warm Regards

Muhammad Usama
MBA-36-E (HR)
SZABIST Islamabad Alumni

MBA CLUB

Visit to Asian Wok

The MBA Club organised a memorable gathering at Asian Wok, where students came together to enjoy good food, strengthen friendships, and build professional connections outside the classroom. The event created a relaxed setting where seniors and juniors interacted freely, making it easier for new students to feel connected with the academic community. It also encouraged open conversations that went beyond coursework and focused on personal development and student life.

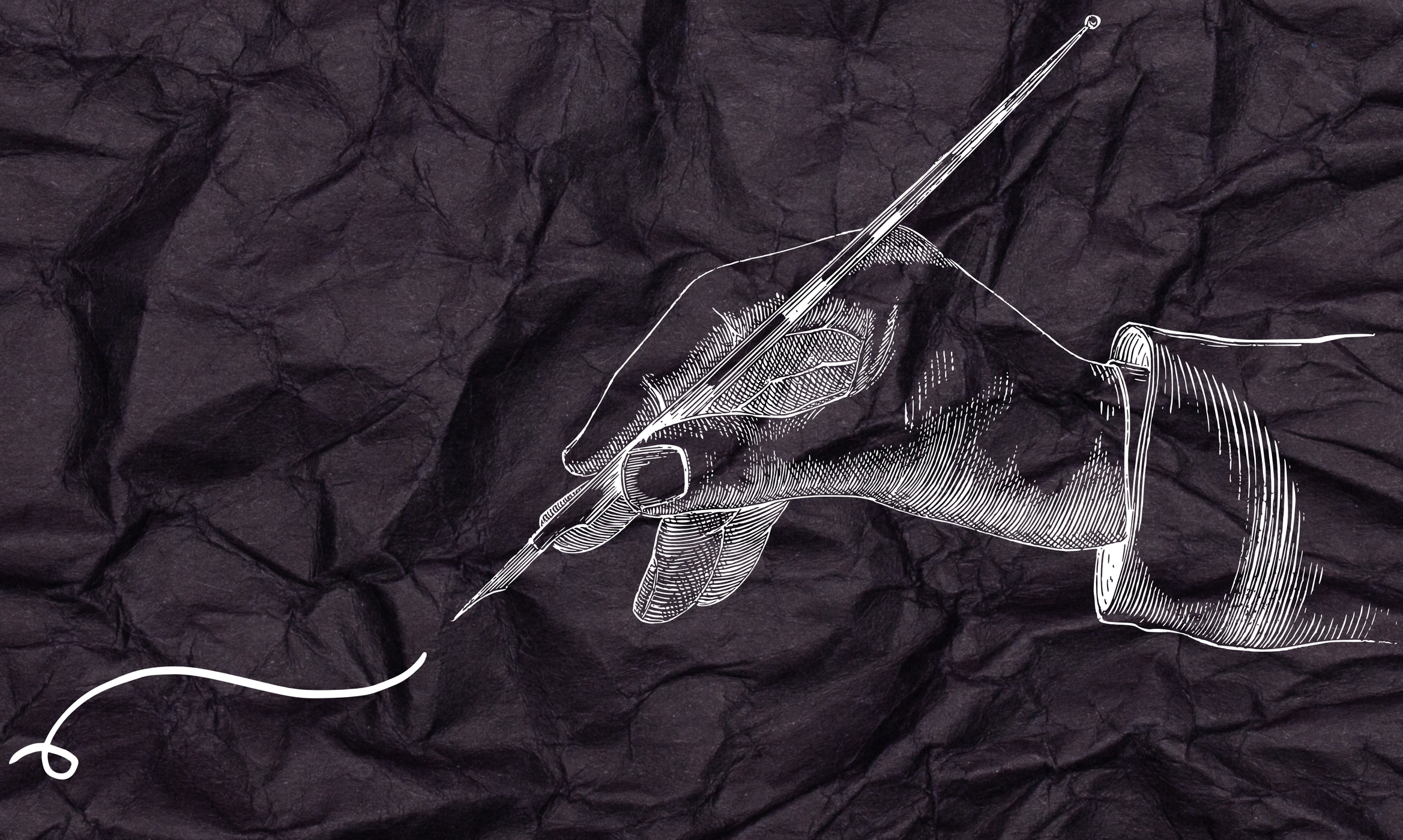
A key highlight of the event was the interaction between senior and junior students. Seniors shared their experiences at SZABIST, offering guidance on academic challenges, campus culture, and professional growth. Their insights helped juniors understand how to navigate their MBA journey more effectively. This informal mentorship created a supportive environment where students learned from real experiences, strengthening the sense of community within the MBA Club while making the event both meaningful and engaging.







Poetry Sayings by Jay



Success is not becoming someone the world admires; it is becoming the person you once prayed to be.

To the Woman I Once Prayed to Become

There was a girl who spoke to Allah at night,
With trembling hopes and dreams held tight.

She asked not for an easy road,
But strength enough to bear the load.

She watched the stars through tearful eyes,
And trusted Him with her unanswered whys.

Life took away, life gave anew,
And taught her what a brave heart could do.

She outgrew fears she never confessed,
Turned silent battles into quiet strength.

She learned that healing is not forgetting,
And that beginnings are born from endings.

Some days she walked with weary feet,
Yet never allowed her soul to accept defeat.

For success was never a crown to wear,
Nor wealth collected year by year.

It was becoming gentle in a world so loud,
Remaining humble when standing proud.

And one day, standing where she used to pray,
She smiled through tears and softly said:

"Dear Allah, I finally understand;
You were not giving me everything I asked for,
You were shaping me into the woman I asked to become."

So if my story is remembered at all,
Let it not be for titles hanging on a wall,

But for the love I gave,
The faith I kept,

And the dreams I carried-
Even when no one else could see them.

Poetry Sayings by Jay

FOOTNOTES

History remembers names in headlines,
But life is often changed in footnotes.

In ordinary classrooms,
Between unfinished lectures and quiet smiles,

Someone teaches courage
Without ever naming the lesson.

Someone stays after the bell,
Not because they have to;

But because they remember
What it felt like to be lost.

Years later,

We remember equations imperfectly,
Forget dates and definitions,

Yet somehow,

A sentence they once said
Still rescues us on difficult days.

Perhaps that is what a teacher truly is,

Not the author of our stories,

But the invisible ink

Meet

Our Team



Dr. Shazia Akhtar

HOD (MS)-Chief Patron



Dr. Zoya Wajid Sattii

Patron



Jaweria Saleem

President MBA Club



Mahnoor Safeer Ch

Media & Design










DINO VALLEY
DINOSAURS, RIDES,



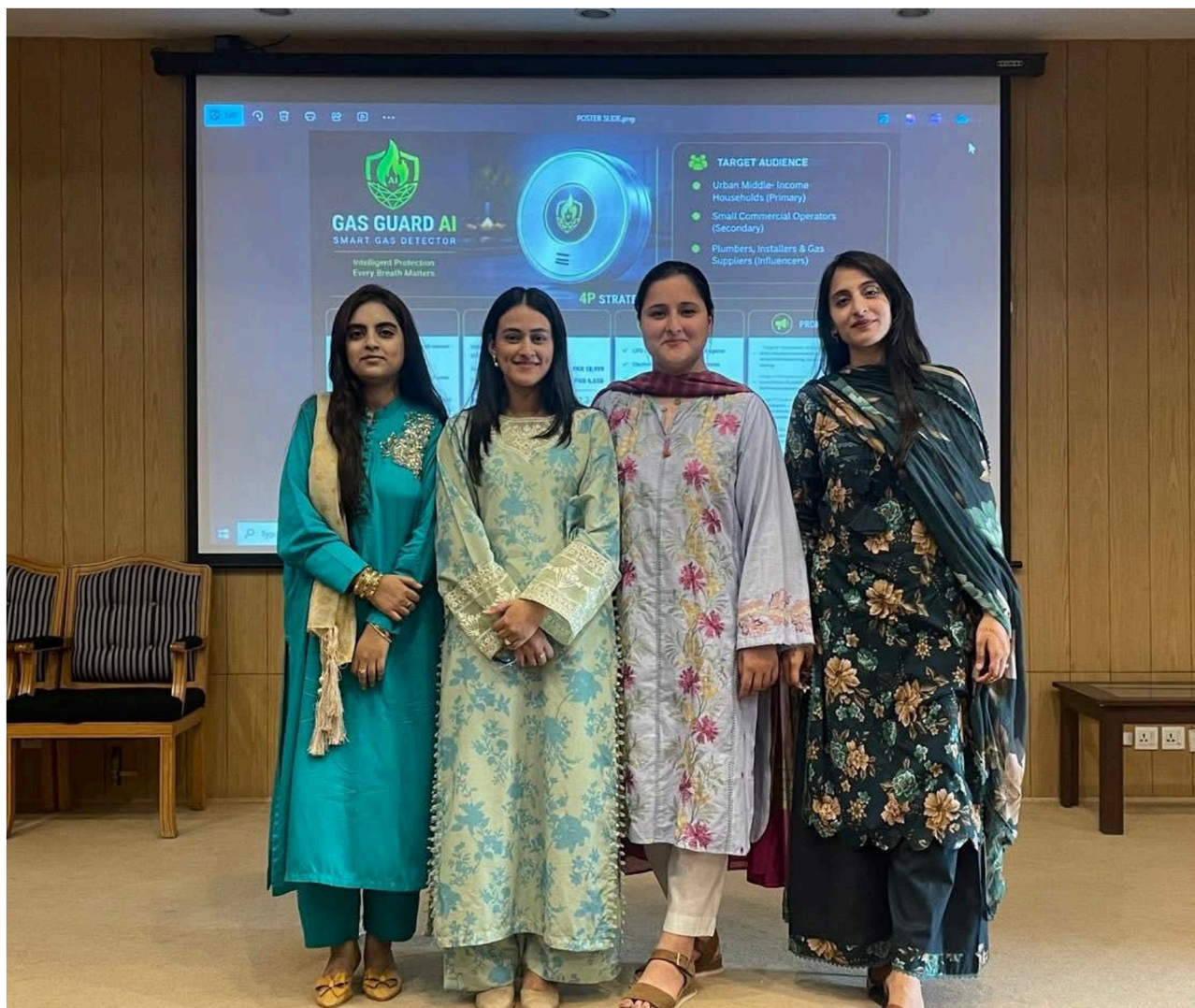

ESSENTIALS

KOHINOOR
TEXTILE MILLS LTD
EXTENDS A VERY WARM
WELCOME
To Our Esteemed Guests
SZABIST






MBA / EMBA / PMBA
ORIENTATION
INNOVATE • LEAD • IMPACT
FALL 2026
Welcome
MBA


GAS GUARD AI
SMART GAS DETECTOR
Intelligent Protection
Every Breath Matters.
TARGET AUDIENCE
Urban Middle- Income Households (Primary)
Small Commercial Operators (Secondary)
Plumbers, Installers & Gas Suppliers (Influencers)

Innovate. Inspire. Impact.

SZABIST MBA CLUB MAGAZINE

MBA

MASTER OF BUSINESS ADMINISTRATION (MBA)

BE THE VISIONARY LEADER

A Transformative MBA Journey Integrating Strategic Learning with Hands-On Application to Shape Tomorrow's Leaders.

Email:
admissions@szabist-isb.edu.pk

Contact Details
Phone: 051-4863371-72 / 0309 1122208



Contact Details:
Phone: 051-4863371-72 / 0309 1122208 - 0336 1122208

Email:
admissions@szabist-isb.edu.pk

Website: www.szabist-isb.edu.pk/admissions/

KEY BENEFITS AND RATIONALE

- Weekdays & Weekend Classes
- Attractive Scholarships especially for female candidates
- More than 95% Job Placement
- 90% Experienced PhD Faculty and Industry Practitioners
- Diversity, Equity and Inclusivity
- National and International Accreditations of NBEAC, CILT and CIMA

POTENTIAL EMPLOYERS

Unilever, airblue, Meezan Bank, ptcl, NBP Funds, Khushhali Microfinance Bank, Nayatel, Nayatel, Pakistan Tobacco Company, S&P Global, Sthrit, Imarat, Toyota, Shifa International Hospitals Ltd., Trillium, Summit Bank, pwc, Honda