Institute of Business Management
College of Engineering and Sciences

2nd International Conference on Experiential Learning
ICEL 2017
Invigorating Learning through Creativity and Innovation

Health & Hospital Management
College of Business Management

October 21 - 22, 2017

CONFERENCE REPORT
The Department of Health and Hospital Management at Institute of Business Management, Karachi has been enriching careers of healthcare professionals with managerial education through an MBA experience for more than 18 years. MHM is structured on experiential learning and practical research based on interdisciplinary approaches. One of our prime objectives is to bring key opinion leaders working in the health care field under one roof as it is observed that there is so much talent and expertise but yet we are working in scattered segments.

The MHM Department participated in ICEL with the main agenda of ROLE OF HEALTHCARE INDUSTRY IN EXPERIENTIAL LEARNING. It is true that business colleges are now applying experiential learning techniques for their students and on the other hand health institutions and other systems imparting scientific education have been applying such methodologies since the beginning. And this is where scientific education can bridge with business learning. This message is what was conveyed to our Speakers as we were aiming for positive areas of collaboration with such institutions and industries.

The MHM track covered three plenary sessions with 17 dignitaries from Pharmaceutical, Hospital and Healthcare Education sectors, 15 oral research presentations, 29 poster presentations and a workshop on Data Analytics.

**Department Head:**
Dr. Asima Faisal

**Departmental support:**
Dr. Abdul Rehman Aleemi, Sr. Faculty, MHM, IoBM
Dr. Ather Akhlaq, Assistant Professor, MHM, IoBM
Dr. Azeem Rauf, Department Officer, MHM, IoBM
Dr. Humeira Jawed, Sr. Faculty, MHM, IoBM
2nd International Conference on
Experiential Learning 2017
Invigorating Learning through Creativity and Innovation
October 21 - 22, 2017
Venue: Institute of Business Management, Karachi

SPEAKERS HEALTH AND HOSPITAL MANAGEMENT TRACK

Mr. Johannes (Hans) Theodorus Kedzierski, CEO, AKU
Dr. Abdul Rari Khan, CEO, The Indus Hospital
Dr. Tania Shaikoori, AP, Biomedical Sciences, KEMU
Dr. Zia Amir Channa, Policy Analyst, King Abdullah International Medical Research Center, Saudi Arabia

Dr. Seemi Jamal, Executive Director, JPMC
Dr. Asim Jamal, MD, Sanofi-aventis
Mr. Salman Burney, Director, Argato Industries Ltd.
Dr. Nadeem Rizvi, Consultant Cardiologist, South City Hospital

Mr. Saeed Allawala, Chairman, ATCO Laboratories Ltd.
Dr. Izhaf Hussain, Director, Center for Executive Education, IBA
Dr. Saaid Khalid Naaz, Honorary Consultant, Civil Hospital
Dr. Farhan Essa Abdullah, CEO, Dr Essa Laboratory and Diagnostic Centers

Dr. Yahya Noori, AP, Dept. of Pathology, DIMC, Head, Dept. of TB DUHS
Ms. Sajida Bandukwala, Chief of Staff & GM Marketing, Aman Foundation
Dr. Naveed Yousaf, AP, Educational Development & Associate Director Assessment, AKU
Dr. Tariq Mahmood, AP, Dept. of Computer Science IBA
**PANEL SESSION 1**  
Saturday, October 21, 2017  
EMEC, IoBM  
11:30 am – 1:30 pm  

**Topic:** From Experiential to Lifelong learning - A Pharmaceutical Industry Experience

**Moderator / Panelist:**  
Dr. Izhar Hussain, Director, Center for Executive Education, Institute of Business Administration  
Dr. Asima Faisal, Assistant Professor, HoD, MHM, IoBM

**Speakers / Panelists:**  
- Mr. Saeed Allawala, Chairman, ATCO Laboratories Ltd  
- Mr. Salman Burney, Director, Arigato Industries Ltd, Ex CEO GSK  
- Dr. Asim Jamal, Country Chair & Managing Director, Sanofi-aventis Pakistan Limited

**SUMMARY OF KEY LEARNINGS:**

<table>
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<tr>
<th>SPEAKER</th>
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<td>Dr. Izhar Hussain (Moderator)</td>
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- Spoke on the different aspects of experiential learning in business education colleges and the requirement for such methodologies in Pharmaceutical sector.  
- The concept of forming ‘learning societies’ so that knowledge can be shared.  
- MBA programs should be grounded on Finance, Marketing and Manufacturing  
- There is a dire need for collaborations with Universities and Pharma sector for eg. Law and regulations modules can be prepared by educational sectors engaged with industry input.  
- International models can be employed for academic industry engagements. |
| Mr. Salman Burney |  
- One must learn from failures as it teaches the need to invest further in learning.  
- Need to develop ‘learning agility’ so that flexibility of knowledge is maintained to be further transformed into success.  
- Emotional needs are very important to attain towards client dealing and sales success  
- One must learn and have failures so that the price of success is understood  
- One must learn to learn  
- Areas of Clinical trials are still and untapped area in Pakistan and there is room for more focus with assistance from International and National bodies. |
| Dr. Asim Jamal |  
- Shared his memoirs from the time he spent in Dhaka and how his colleagues challenged him to sing a Bangla song in one function and he did through experiential learning.  
- Experiential learning is highly based on Reflection observation so that one learns from the past efforts which eventually becomes lifelong learning.  
- One must not fear if he reaches the targets or not, just HIT with hard work and |
belief and the arrow will reach the target itself. The important thing is to at least make an effort.

| Mr. Saeed Allawala | More than degree programs, it is the person, his character and attitude which speaks volumes.  
|                   | The new breed of employees who are working in the pharmaceutical sector are very positive and determined.  
|                   | Emotional benefits should be more focused than rational benefits.  
|                   | Collaborations with universities are possible in fields of research, training and development. Even a model like NTS can be facilitated through IoBM. |
PANEL SESSION 2
Sunday, October 22, 2017
09:00 am – 11:00 am
Topic: Knowledge Management in Health Education and Research - Past, Present and Future

Moderator / Panelist:
Dr. Humeira Jawed, Senior Faculty, IoBM

Speakers / Panelists:
- Dr. Tania Shakoori, Assistant Professor, King Edward Medical University (KEMU)
- Dr. Naveed Yousuf, Assistant Professor, Educational Development and Associate Director Assessment, Aga Khan University (AKU)
- Dr. Yahya Noori, Assistant Professor, Department of Pathology, Dow International Medical College; Head of Tuberculosis Laboratories, Dow University of Health Sciences
- Ms. Sajida Bandukwala, Chief of Staff & GM Marketing & Partnerships, Aman Foundation

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| Dr. Tania Shakoori    | • Gave a presentation on Experiential learning methods at King Edwards which employ different techniques involving case studies, simulations, mind mapping and most importantly a journal club which empowers students to work on research independently. A journal club is a group of individuals who meet regularly to critically evaluate recent articles in the academic literature, such as the scientific literature, medical literature, or philosophy literature. Journal clubs are usually organized around a defined subject in basic or applied research.  
• Learning centers should be encouraged between university levels.  
• Time has surely changed from being a student to a faculty and we need to pace with the changing time and needs of the environment.  
• People are moving towards greener pastures and we need to further explore how we can invest our knowledge and skills in Pakistan.  
• Research is not an easy process but one must stay determined and not give up easily.  
• PhD programs are diversified in Pakistan but there is a need to work on topics which benefit the economy and scientific areas of the Country. |
| Dr. Naveed Yousuf     | • Gave a presentation on the overview of Experiential learning to provide more clarity about the main agenda of the Conference.  
• AKUH has been trying to invest further in new methods for experiential learning.  
• Different phases of education require different types of learning exposures and methods.  
• Adult learning (Andragogy) is different from Pedagogy.  
• One must understand the understanding of student’s level.  
• Showed a presentation of learning methods practiced at AKU Karimabad school where primary school given tasks to complete in form of projects. |
| Dr. Yahya Noori | • Research is not easy and one must not give up easily. Getting response for a paper submission from an International journal is bigger deal itself, so in that case the student should keep trying.  
• Culture of reading should be developed in students.  
• We are open to guidance and counselling in PhD programs.  
• Learning keeps changing and one must keep pace with time due to paradigm shifts.  
• Earlier days, knowledge used to be kept secretive. For eg. If a skillful worker built a palace, his hands would be chopped off after the work was over so that his skill is not used anywhere else. Nowadays, the concept has changed.  
• There is more information than learning these days.  
• It is up to the student how he uses the knowledge gained in professional life.  
• We are open to guidance and counselling in research and PhD programs. |
| Ms. Sajida Bandukwala | • Aman Foundation is working on the concept of Transforming Lives, Empowering People.  
• They have trained the ambulatory staff through experiential learning techniques and that’s what makes them unique to be more professional and aware of what they are doing.  
• Although having worked at the International front for so long, yet the methods and trainees aptitude towards learning is very zealous.  
• There is a lot of talent in Pakistan.  
• Universities can collaborate with NGOs like Aman Foundation in areas of research, training and development etc. |
PANEL SESSION 3
Sunday, October 22, 2017
11:30 am – 01:30 pm
Topic: Health Literacy – A lifeline of lifelong learning for healthcare professionals and patients

Moderator / Panelist:
Dr. Saad Khalid Niaz, Honorary Consultant and Director of Endoscopy at Surgical Unit 4, Civil Hospital, CEO Medilink

Speakers / Panelists:
- Mr. Johannes (Hans) Theodorus Kedzierski, Chief Executive Officer, Aga Khan University Hospital, Karachi
- Dr. Abdul Bari Khan, CEO, The Indus Hospital
- Dr. Seemin Jamali, Executive Director, Jinnah Postgraduate Medical College (JPMC)
- Dr. Nadeem Rizvi, Consultant Cardiologist NICVD, South City Hospital.
- Dr. Farhan Essa Abdullah, CEO, Dr Essa Laboratory and Diagnostic Centers

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<th>SPEAKER</th>
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<tr>
<td>Dr. Saad Khalid Niaz</td>
<td>• Gave a brief review about Health Literacy in Pakistan.</td>
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<td>• This is the information age, three clicks and you’ve got cancer!</td>
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<td>• People who come to clinics are already informed and they have started to ask too many questions from doctors.</td>
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<td>• There is a huge socio economic disparity amongst patients, many patients cannot even afford to pay 100Rs during a visit.</td>
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<td>• It is one’s choice to stay in Pakistan or not. Things are difficult here but still one has to satisfy his heart. This way all the morning clinics done at Civil Hospital is for free to facilitate poor patients.</td>
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<td>• The level of education is constantly changing in Medical colleges. For eg. during first year classes, Histology was taught in a way the no one was actually interested in the subject. But now after so much experience and time, one feels like learning more about it and exploring further.</td>
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| Mr. Hans Kedzierski| • Greener pastures are in Pakistan, this Country is loaded with talented and skillful people, I meet them every day! |
|                    | • AKU is exploring further to enhance learning for patients and health care professionals. |
|                    | • AKU is very particular about documentation as JCIA umbrellas the quality structure of the Institution. |
|                    | • The protocols at AKU are very strict in terms of accepting medical tests from other labs. Even if the tests were taken from Boston or elsewhere, they would be rejected as per the policy. |
|                    | • These models of experiential learning should be converted into case studies for business colleges. |
| Dr. Seemin Jamali | • JPMC and medical education is all about experiential learning.  
• She started her clinical experience with Meningitis ward in the 80s and at that time, it was highly contagious. After this she joined the JPMC ER and got sick the day she joined, yet, she did not give up and was determined to serve the Department with the ambition to help the city with casualty cases.  
• You learn through experience in these departments.  
• Have managed more than 300 bomb blast cases at ER.  
• It was during the first major casualty attack that she and her staff learnt how huge a problem can become and how disaster management should be preemptively taken care of.  
• One must not make judgments unless one has had experience of it. Managing a high-paced ER department for more than 30 years is not easy!  
• It is not easy being a media personality in healthcare as you are vulnerable to disclose any kind of information or body language as it deeply impacts the mindset of the audience.  
• One must not see what Pakistan has given to you, but instead do your bit in whatever form you can. |
| Dr. Abdul Bari Khan | • Indus Hospital is extending and more patient’s ratio is increasing by the day.  
• Experiential learning rears health literacy.  
• Medical education should incorporate courses with work in moral and ethical responsibilities of students towards patients.  
• Hospital models should be studied. |
| Dr. Nadeem Rizvi | • Once you focus on the objectives, don’t judge people by their reputation, just go for it and they will be willing to help.  
• NICVD concept was developed by him and Dr. Nadeem Qamar. Initially they did not have much funds but later there were contributions from both Government and Private set ups. Most facilitation is given to poor patients for angioplasty and other procedures.  
• They have started satellite and mobile clinics to attend to heart problems with immediate attention.  
• New set ups are difficult in Pakistan but one must be determined as it pays you in the long run.  
• Many new state of the art buildings dedicated to hospitals are being constructed in interior Sindh with reasonable pay and benefits, but there is a dearth of doctors. Even in these new buildings, there is a need to provide them proper guidance in the planning of such facilities.  
• It costs 20 million Rs. for Pakistan to launch a missile, so why can’t money be provided to health care which can be used for human resource retention and various medical procedures.  
• It is imperative to enhance the salary structure of doctors to reduce the brain drain.  
• Communication is one important course which should be taught to young doctors at an early level. |
| Dr. Farhan Essa | • There is a disparity between government and private hospitals which need to be |
Abdullah reduced.

- Health literacy changes according to the environment and technology has taken over.
- Information and education is complex and patients are too aware now and they question doctors.
- As a doctor, the altruistic nature always comes in between. If one can manage, one should surely do their bit in Pakistan.
- A lot needs to be done at the basic level of teaching health sciences. Communication, IPCs, ethics, clinical techniques, and research should be taught at this level and for this universities have a big responsibility. There is a need for collaboration between universities and hospitals where practical skills should be engaged at primary levels.
- Hospitals models should be used as case studies at IoBM.

A kind initiative was taken by IoBM during this session as Mr. Talib Karim, President IoBM, offered fully funded MHM degree program to five medical practitioners from JPMC and NICVD. This was highly lauded and appreciated by the Speakers.
Dr. Tariq Mahmood for workshop on DATA ANALYTICS
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<tbody>
<tr>
<td>1</td>
<td>Abdul Moiz Khan</td>
<td>Important factors in the job retention of medical representatives of Karachi: a quantitative analysis</td>
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<td>2</td>
<td>Hafiza Nida Shahid</td>
<td>Occupational Hazards among Healthcare Workers in Karachi, Pakistan</td>
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<td>3</td>
<td>Aijaz Fatima</td>
<td>Factors Determining Cardiac Emergency Drugs Shortage and Its Effect on Health Services</td>
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<td>Ammar Hussain</td>
<td>Financial Expenditure of Hepatitis-C patient receiving treatment from Public and Private Healthcare Centers of Karachi</td>
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<td>5</td>
<td>Amna Tahir</td>
<td>Impact of Emotional Intelligence on Organizational Commitment of Pharmacists (Karachi)</td>
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<td>6</td>
<td>Asma Mansoor</td>
<td>Patients and their attendant’s attitude towards using digital communication technology when communicating with healthcare provider</td>
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<td>Azeem Rauf</td>
<td>Rating the Managerial Competencies of Nurse Managers according to Importance in Selected Hospitals of Karachi, Pakistan</td>
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<td>8</td>
<td>Bisma Imtiaz</td>
<td>Spiritual Leadership in Healthcare Industry and its Impact on Organizational Commitment and Empowerment</td>
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<td>9</td>
<td>Hani Zahid</td>
<td>Parental Stress in Raising a Special Child: Evidence from Karachi, Pakistan</td>
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<td>10</td>
<td>Hina Khaliqui</td>
<td>Challenges and Pattern of Seeking Primary Healthcare in Slum of Karachi</td>
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<td>11</td>
<td>Huma Khalid</td>
<td>Association of Working Conditions with Occupational Stress among Medical Technologists</td>
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<td>12</td>
<td>Huma Khursheed</td>
<td>Techno stress &amp; work performance in employees of pharmaceutical industry: Its association with gender</td>
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<td>13</td>
<td>Khairunissa Nadeem</td>
<td>Postpartum depression in males and associated risk factors: a cross sectional study</td>
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<td>14</td>
<td>Kiran Azam</td>
<td>Factors Associated with Burnout among Junior Physicians: A Study in the Hospital Settings of Karachi</td>
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<td>15</td>
<td>Maria Wahaj</td>
<td>Exploring Domiciliary Care Practices of Mothers of Children under 5 Years Living in Karachi</td>
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<td>17</td>
<td>Neha Sohail</td>
<td>Evaluation of burnout and job satisfaction among mortuary workers of Karachi</td>
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<td>18</td>
<td>Qazi Bilal</td>
<td>Assessing the Level of job satisfaction among the employees of sales and marketing department of pharmaceutical industry of Karachi</td>
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<td>19</td>
<td>Saba Malik</td>
<td>Psychosocial Problems and Needs of Breast Cancer Patients and Their Relatives</td>
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<td>20</td>
<td>Salima Rajan Ali</td>
<td>Impact of Spiritual Leadership on Leader-Member Exchange &amp; Organizational Citizenship Behavior in Healthcare Industry of Karachi</td>
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<td>21</td>
<td>Shaileen Karim</td>
<td>Ergonomics related occupational health hazards among nurses in public and private hospitals of Karachi, Pakistan</td>
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<td>22</td>
<td>Shumaila Perveen</td>
<td>The impact of transformational leadership on job satisfaction and</td>
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<tr>
<td>Session Chairs</td>
<td>Session Panelists</td>
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<td>Dr. Abdul Qadeer Mansoor Ali Sukkurwala</td>
<td>Dr. Tania Shakoori</td>
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<td>Dr. Atif Mahmood</td>
<td>Dr. Abdul Rehman Aleemi</td>
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<td>Dr. Farah Ahmed</td>
<td>Dr. Humeira Jawed</td>
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<td>Dr. Azeem Qureshi</td>
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| 23 | Sumaira Lokhandwala | Psychological well-being in pharmaceutical sales and marketing professionals |
| 24 | Urwat Ul Wusqa     | Perception of People Regarding Gender Selection: A Cross Sectional Survey |
| 25 | Uzma Mustafa       | Predictors of Pathological Internet Use among University Students: The Case of Karachi, Pakistan |
|     |                     | Prevalence of postpartum depression and associated factors leading to preterm deliveries: Evidence from Karachi, Pakistan |
New horizons at ICEL 2017

KARACHI: A galaxy of international icons and national luminaries from various industries converged recently at the Institute of Business Management (IoBM) to attend the International Conference on Experimental Learning (ICEL) 2017, according to the IoBM Public Affairs Section. The conference theme was “Innovating Learning through Creativity and Innovation,” interpreted by experts as emanating from overall socio-economic stability and development initiatives driven to personal and individual excellence. While concepts in macro socio-economic development need no introduction, the conference enshrined in providing food for thought for benefiting school children at the grassroots level was enlightened upon by Javed Jahangir, a noted public figure.

Participants commonly confessed that Conference tracks were so designed as to practically benefit such fields as Education, Engineering, Business Management, Media and Health Employment. It is being conceived with the aim of espousing that experiential learning or “Learning by doing” must be implemented in universities in letter and spirit, enabling students to acquire and accumulate with latest on the job and corporate insights, ideas and initiatives. Conference tracks focused on experiential learning through corporate linkages and industry projects in business schools, case studies, research papers, posters and panel discussions to disseminate valuable information to build closer linkages between academia and the industry.

Besides motivating presence of Bashir JanMohammed, Chancellor, IoBM as the Chief Guest, attending the inaugural session were Tahir Syed, President, IoBM; Dr. Syed Irfan Hyder, Conference Chairman and Dean CBM and CES, IoBM; Dr. Abdul Basit Khan, CEO, Indus Hospital as the keynote speaker, Noor Ahmed Shaikh, Pro-Vice Chancellor, Shah Abdul Latif University, Khairpur, Javed Memnon, Director, Higher Education Commission (HEC); Regional Centre Dr. Abdul Salam Lodhi, Director, University College of Zobir Balochistan University of Information Technology, Engineering and Management Sciences (BUITEMS); Amid the inspiring guidance of IoBM’s President and Ms. Sabina Mohsina, Executive Director, Admissions, Administration and Finance was IoBM’s ICEL Team including among others, Dr. Syed Irfan Hyder, Dr. Muhammad Abdul Ali, Chief Organizer, ICEL 2017; Ctr. Shaheer Mirza, Dr. Amber Raza, Ms. Sarwat Noor, Ms. Seema Ansari, Ekhteeque Ahmed, Dr. Erum Fatima, Ejaz Waqas and Dr. Samra Jamil.

Microwaves were headed by Dr. Asima Faisal, Asst. Professor and HoD, MIBM covering three plenary sessions, oral and poster presentations. Such renowned leaders from health care industry shed light on the current practices of experiential learning in healthcare, Dr. Meigha Noor, Assistant Professor, DUHS and Dr. Hasnain Jawed, Senior Faculty, IoBM, Health Management students also showcased their Doctoral projects in form of oral and poster presentations. The event was an inspirational gathering of ideas and knowledge sharing for the audience which comprised of students and faculty of IoBM. Upon inquiry on the course and clear resolution of the conference, IoBM spokesman Pervaiz Jamil referred to mutual conferences made by distinguished panelists and participants indicating excellence in education, business management, and partnerships. Aman Foundation, Dr. Farhan Emna Abdul Ghaffar, CEO, Dr. Essa Lab and Diagnostics, Dr. Iftah Hussain, Director CEE, IBA, Dr. Tanvir Mehmood, Assistant Professor, Computer Science, IBA, Dr. Navroz Yousaf, Assistant Professor, AKU and Dr. Yahya Noor, Assistant Professor, DUHS and Dr. Hamza Jawed, Senior Faculty, IoBM, Health Management students also showcased their Doctoral projects in form of oral and poster presentations. The event was an inspirational gathering of ideas and knowledge sharing for the audience which comprised of students and faculty of IoBM.
GUEST COMMENTS

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COMMENTS:

A great initiative, bringing together diversity and excellence on our platform and collaboration with other platforms. Congratulations on your hard work!

Food & Service:

Great effort! Good coordination and professionalism on your part.
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<td>A great effort to prepare materials on how to become familiar with the different laws.</td>
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<tr>
<td>The class conducted learning and background in the classroom, which resulted in a clear and comprehensive understanding of the legal framework.</td>
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<td>The class was effective in teaching students the importance of legal literacy.</td>
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<td>The class was successful in the examination of legal concepts.</td>
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<td>The class was challenging but very rewarding.</td>
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