

International Lecture Series 2017

Institute of Administrative Sciences (IAS) arranged two lectures under its International Lecture Series by International Professors on their homecoming to IAS namely; Dr. Syed Tariq Anwar who delivered a lecture on 'Marketing Trends, Changing Strategies and Business World' on January 10th 2017 and Dr. Zafar Iqbal Jadoon delivered a lecture on 'Dee Fink's Taxonomy of Significant Learning' on January 12th 2017. The salient points of their sessions are elaborated as under. A significant number of PhD scholars, MPA & MPhil students and Faculty members attended the lectures.

"Marketing Trends, Changing Strategies and Business World" on January 10th 2017

By: Syed Tariq Anwar, DBA

West Texas A&M University



The pace of change has gone too fast than ever before. Technology has expedited the processes even more. To face this challenge in all spheres and particularly in the business world, Institute of Administrative Sciences arranged an informative lecture for its marketing students on "Marketing Trends, Changing Strategies and Business World" by Dr. Syed Tariq Anwar an International Scholar. Dr. Anwar has been teaching at West Texas A & M University since 30 years. He has a wide horizon and enriched knowledge of international

scenarios on how IoT (Internet of things) operate and this revolution has changed the marketing trends. He explained how the consumer of today's world has become much aware and its repercussions for industries manufacturing products and service provisioning. During his lecture, he referred to research articles published in Financial Times and Harvard Business Review. He shared the concepts of shared economy, collaborative consumption, gig economy, big data and globalization that are changing the world's market. He also discussed the growth and development initiatives that have been taken in Pakistan that will ultimately bring down the transaction cost and the challenges of urbanization. Towards the end, he left students with advice to read about Silicon Valley companies and how they have achieved success in international markets.

'Dee Fink's Taxonomy of Significant Learning'

By: Zafar Iqbal Jadoon, Ph.D.

**Department of Human Development and Consumer Sciences, College of Technology,
University of Houston**



Science of learning is of prime importance to us as human beings. A very informative lecture on 'Dee Fink's Taxonomy of significant learning' was delivered by Zafar Iqbal Jadoon at Institute of Administrative Sciences (IAS) on January 12th 2017. Dr. Jadoon has recently come back from Houston where he was teaching at Department of Human Development and Consumer Sciences, College of Technology, University of Houston The baseline

objective of sharing this taxonomy specifically with educators was due to the challenge that teachers face in grabbing students' attention

in a classroom setting. Dr. Jadoon briefly explained and linked Fink's taxonomy with Bloom's taxonomy of learning and how these interrelate in understanding human learning in the context of academia i.e. course designing, teaching methodologies, educational psychology and human learning domains. He opened the hall for discussion where students and teachers discussed their real life situations and how they have developed and experienced the learning areas identified in Fink's taxonomy. This brainstorming exercise helped the audience to connect themselves more with the idea that was explained and offered further avenues of discussion. Students and faculty took keen interest in the discussed topic and look forward to conduct more conversation and dialogue in this direction.

