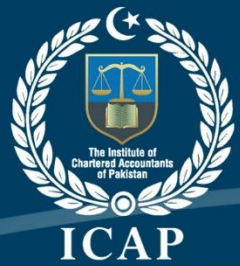


Redefining Value: Business Leadership and Sustainable Financial Reporting in Emerging Markets

Organized by the Northern Regional Committee in
collaboration with Hailey College of Commerce,
University of the Punjab



1.5
CPD
Hours



111-000-422



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 **Tuesday, 04 November, 2025**

 **11:00 am - 12:30 pm**

 **ICAP House Lahore & Virtual**

For Queries:
Email: nrc@icap.org.pk
Contact #: 042-111-000-422 Ext: 156/130

Scan for Registration



About the Topic

In today's rapidly evolving economic landscape, emerging markets face new challenges driven by globalization, technological disruption, sustainability imperatives, and shifting stakeholder expectations. Businesses are no longer evaluated solely on traditional financial performance; rather, sustainable value creation—encompassing environmental stewardship, governance transparency, and social responsibility—has become central to long-term success.

Sustainable financial reporting plays a pivotal role in this transformation. It enables organizations to communicate how sustainability risks and opportunities affect financial health, operational resilience, and strategic direction. Robust leadership is required to navigate increasing regulatory pressures, investor scrutiny, and the need for integrated decision-making frameworks. As Pakistan's corporate ecosystem matures, leaders must adopt forward-looking reporting practices that align with global standards, promote accountability, and enhance market competitiveness.

Against this backdrop, the Institute of Chartered Accountants of Pakistan (ICAP), under the Northern Regional Committee, in collaboration with the Hailey College of Commerce (HCC), University of the Punjab, proudly presents a thought-provoking panel discussion as part of the 5th Annual Research Week. This session brings together renowned academics, industry practitioners, and policy influencers to explore how business leadership can redefine corporate value through sustainable financial reporting in emerging markets like Pakistan.

Session Overview

This discussion will delve into:

- The evolution of sustainability-driven value creation
- Leadership competencies required in the era of ESG and ISSB-aligned reporting
- Opportunities for emerging markets to strengthen investor confidence
- Academic perspectives on transparency, ethics, and regulatory governance
- Practical insights from industry experience

Why Attend?

Participants will:

- Gain clarity on emerging sustainability reporting frameworks
- Understand how business leadership influences long-term corporate value
- Explore academic research supporting modern corporate reporting strategies
- Engage with thought leaders from academia and industry
- Strengthen awareness of Pakistan's evolving financial reporting landscape

Distinguished Panelist



Mr. M. Maqbool, FCA
Council Member, ICAP



Mr. M. Aleem Zubair, FCA
Partner A. F. Ferguson & Co.



Mr. Abdul Rauf, FCA, EMBA
Business and Finance Specialist

Mr. Mohammad Maqbool is a Chartered Accountant from England & Wales, Canada, and Pakistan. He is also a Fellow Member of the Chartered Institute of Public Finance Accountancy (CIPFA) UK. He brings a wealth of experience from his years as a senior partner in leading CA firms. He is a Council Member of The Institute of Chartered Accountants Chartered Accountant from England & Wales (ICAEW). He is currently serving as a council member of ICAP and Chairman of the education and Training Committee. He is dean of the school of the Accountancy, at the university of Lahore and a Non-Executive director at BATA Pakistan LTD.

Mr. Muhammad Aleem Zubair, a Fellow member of the Institute of Chartered Accountants of Pakistan and a Partner at A. F. Ferguson & Co. (a member firm of PwC network), is a distinguished professional and passionate sustainability advocate. Leading the sustainability practice at the firm's Lahore office, he brings over 15 years of experience across diverse sectors and service lines. His dedication to excellence and strategic acumen is evident in his efforts to promote positive organizational change and drive sustainability initiatives.

Mr. Abdul Rauf, a Fellow Chartered Accountant of ICAP, is a seasoned professional with over two decades of industry and academic experience. He is the Founder & CEO of Bizware Private Limited and Evolve Learning Hub, and serves as an Adjunct Faculty member at the Lahore University of Management Sciences (LUMS). As a Simulation Mentor at ACCA HELP (Hands-on Experiential Learning Platform), he guides students through his Precision Learning Model (PLM) in Auditing, GRC, and Fraud Examination. Passionate about practical learning, Mr. Rauf believes that "Simulation isn't a shortcut to learning — it's a mirror of the real world, where every decision, draft, and deadline counts."

Distinguished Panelist



Mr. Salaih Muhammad, FCA
Group Chief Financial Officer
Pyramid Gas Pvt Ltd.



Dr. Ashfaq Ahmad
Professor
Hailey College of Commerce
University of the Punjab



Dr. Fouzia Hadi Ali
Assistant Professor
Hailey College of Commerce
University of the Punjab

Mr. Salaih Muhammad is a Chartered Accountant and accomplished finance and ERP professional with over 26 years of diversified experience spanning financial management, auditing, taxation, and enterprise system implementations across Pakistan, Saudi Arabia, and other regions. He currently serves as Group CFO and Group Manager ERP at Pyramid Gases (Pvt) Ltd. His expertise includes Oracle Fusion, Oracle EBS, SAP, and Odoo implementations, along with project management, system analysis, and corporate financial strategy. A PMP-certified professional, he has successfully led multiple ERP and financial transformation projects for major organizations, combining strategic insight with technology-driven solutions to enhance efficiency, governance, and business performance.

Prof. Dr. Ashfaq Ahmad is a seasoned academic with over 24 years of teaching, research, and administrative experience in Pakistan's higher education sector. He is currently serving as Professor at Hailey College of Commerce, University of the Punjab, Lahore. Holding a PhD in Management Sciences (Finance), he has published over 170 research papers, including 74 HEC-recognized publications, and supervised numerous MPhil and PhD scholars. A certified SECP Board Director and HEC-approved PhD Supervisor, Dr. Ahmad has also contributed to national curriculum development and delivered professional training sessions for institutions such as the State Bank of Pakistan, PIDE, and SMEDA.

Dr. Fouzia Hadi Ali is an accomplished academic leader, researcher, and policy strategist with over 22 years of experience in higher education, institutional development, and public-sector engagement. She serves as Director of the Career Counselling & Placement Centre and Associate Professor at Hailey College of Commerce, University of the Punjab, Lahore. A two-time gold medallist and prolific scholar with over 50 publications in Scopus and Web of Science-indexed journals, her research focuses on sustainable development, corporate social responsibility, and responsible innovation. Dr. Fouzia also contributes to national capacity building through teaching, mentorship, and collaboration with global institutions.



Dr. Aamir Malik

Assistant Professor
Hailey College of Commerce
University of the Punjab



Ms. Eiman Fatima

Sustainability Advisor
A.F. Ferguson & Co.



Mr. Farooq Hameed

Chairman, Members
Coordination Group, NRC

Distinguished Panelist

Dr. Aamir Malik is an accomplished academic and researcher, currently serving as an Associate Professor at Hailey College of Commerce, University of the Punjab, where he has been contributing for over 16 years. He holds a PhD in Business Administration (Accounting) from Azman Hashim International Business School, Universiti Teknologi Malaysia, and an M.Phil. in Commerce from the University of Central Punjab. Dr. Malik has extensive experience teaching undergraduate and postgraduate courses in Accounting, Financial Reporting, Corporate Auditing, and Accounting Information Systems. His professional journey includes corporate exposure at Descon Engineering Limited, enhancing his practical insight into financial operations. Passionate about academia and institutional development, he continues to mentor students and contribute to curriculum design, research, and academic excellence.

Moderator

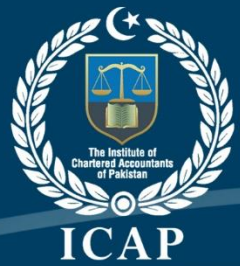
Ms. Eiman Fatima is a Qualified Chartered Accountant currently working in the Sustainability Advisory team at A.F. Ferguson & Co. She combines financial expertise with sustainability insight to help organizations integrate responsible practices into their strategies. Her work focuses on driving sustainable growth, effective governance, and positive environmental and social impact. Passionate about meaningful change, she strives to create long-term value for businesses and stakeholders through sustainable and inclusive practices.

Speaker

Mr. Farooq Hameed is a Fellow Member of the Institute of Chartered Accountants of Pakistan with over 24 years of professional experience in assurance, advisory, finance, and corporate governance. He currently serves as Partner – Assurance and Advisory at PKF F.R.A.N.T.S, Lahore. His career includes over a decade with EY Ford Rhodes as Partner Assurance for the Lahore and Islamabad offices and four years as CFO of a listed investment bank in Pakistan. He has also led a boutique consultancy firm and explored the start-up domain. A certified Independent Director from LUMS, Mr. Hameed is presently serving his second consecutive term as an elected member of ICAP's Northern Regional Committee.

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