Sky is the limit in exploring the Human Resource promise and potential as brainstormed at the Pakistan HR Leadership Summit at the IoBM in Karachi recently.

The objective of the IoBM event, 'Future of HR in Pakistan' focused on enabling students and participants share ideas and insights and gain understanding and knowledge of future HR trends and challenges of the corporate world. This event was organized by students of the HR Class of Fall 2013 at the IoBM auditorium under the able and noble guidance of their faculty, Mr. Shiraz Ahmed, a distinguished name in HR teaching and training, who, besides having a sound HR academic and professional background, has been trained by foreign faculty of the British Council for their Global Leadership Development Program. He is a British Council Trained Management Trainer and a Certified HR Professional.

On this occasion, Mr. Talib Karim, IoBM Rector, highlighted the significance of HRM in general and at IoBM in particular, reflecting upon the crucial place it occupies in the academic and career development of students. While HR as a “major” remained important in student registration, faculty excellence and our graduates’ placements at leading national and multinational organizations, a promising trend has emerged with some IoBM alumni becoming social media entrepreneurs in times of tough competition in the challenging job market. Mr. Nadeem Mouvi, Director, MM Securities Pvt. Ltd., who has been likably convincing foreign investors to invest in Pakistan, it was so encouraging for students, faculty and participants to have him as a guest speaker. He emphasized on how human resource, the most important resource, may creatively be planned, organized and mobilized into an asset for any organization and the country. He said that there could be no better investment than investing in the people as intelligent and specialized people are sought everywhere, especially to the opulent societies as in USA, Canada, Australia, Western Europe etc.

He, however, asserted careers needed to be taken by will and not by force towards better and brighter results. Ms. Juveria Baig, with sound and pertinent academic background and vast and varied HR experience from working with SGS, Pakistan, USAID Funded Program to teaching at the University of New South Wales, Sydney, Australia and now at IoBM, focused on the areas of Knowledge Management and Workforce Development. She reflected upon the proposition “Sky is the limit”: when it comes to the promise and potential of HRM and that how it evolves from personal to personnel to Human Resource Management and human capital management in various forms and manifestations.

Mr. Ahmed Ayub, VP of Operations at Folio3 Software felt companies looking to last long need such human promise where one is a leader in one’s own field. HR managers are leaders of their own respective areas. The number of graduates is exceeding the number of jobs available. There are jobs, alright, but applicants lack required skills. To perform basic HR functions like recruitment, training, evaluation, or data storage, new software must be used. For example, emails are made for better and quick communication. Social networking sites like Yammer and LinkedIn are used to share ideas for better employee-employer communication. Tasks must be outsourced to technology so that people can be more productive. If applying for jobs, one tells about one’s command over technology and software, it is a plus point. Ripple and Mobil facilitate in-house and personal communication. He added social networking sites helps in employees’ evaluation by the employers. As software supports the company to be more productive, it is men behind the machines who make the difference.

Earlier Dr. Syed Irfan Hyder, Dean CBM, made a thought provoking disposition on how efficient and effective HRM can change the fortunes of an individual, organization and a country through the right aptitude and by consistency and commitment. What was reflected from his discourse are a number of such national and international examples pertaining to perfection, specialization and ownership. The program concluded with a vibrant interactive session comprising students and a panel of HR experts and speakers.

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