

Role of Technology in Business & Career Development and Sustainable Industry 4.0

In cooperation with Textile Management and marketing society of Faisalabad Business School in cooperation with apparel and merchandising, arranged a conference titled "Role of Technology in Business & Career Development and Sustainable Industry 4.0" was held on November 21st 2023.

Our reputable speakers included Mr. Ahmad Manzoor (CEO of the Pakistan Blockchain Institute), Mr. Usama Awan (CEO of TRAVELU), Miss Momina Malik (CEO of SOFTWERRA) who show our audience how to use knowledge in the real world and also share many other industry-related stories that help students broaden their minds.

This seminar's main goal was to raise understanding of students about sustainable industry 4.0 as well as innovative business and career development ideas in order to inspire creative thoughts for enterprise growth and technological advancement. After completing their degrees, the students will be better prepared to seek new business development because of the seminar. While working on projects and learning about the use of contemporary technology, participants had the chance to talk about their ideas with instructors.

Technology's Impact on Sustainable Business, Career Development, and Industry Our speaker provided us with extensive knowledge about the industry, and it was attended by our esteemed teachers, conveners, and students from the TMM and TAM departments. This seminar was very beneficial for the final-year student because they are working on his final-year project.



