



Sayyed Adnan Shabbir is Assistant Professor at the International Islamic University, Islamabad, Pakistan. He earned an MBA from University of the Punjab, Lahore, Pakistan (oldest university in Pakistan) in 1986 with a marketing major. He worked in the advertising and non-governmental organizations for 14 years before moving to academia and joined Hamdard University, Islamabad Campus as a full time lecturer in 2000. In between, he took a study leave and went to University of Wales, United Kingdom to do his MPhil. In 2007, he joined International Islamic University as an Assistant Professor and Head of the Marketing department and teaches marketing related courses to BBA and

MBA students. He hopes to complete his PhD by the end of 2020 and is currently in the data collection phase. In 2019, he also became Fellow of Chartered Institute of Marketing (FCIM).

Reflecting on what being part of the PRME WG on Sustainability Mindset means to him, Adnan shares with us: *“One term which we academics frequently use in discussions with students is sustainability. This term has become part of even marketing nomenclature. With an ever changing environment in which corporations work, resource are gradually at the risk of being eliminated. And, there are many challenges being faced by the society. I believe sustainability is not a definition. Rather, it is orientation or way of thinking that allows to hold the context of the environment in mind to make an ever lasting impact.*

What excites me being part of the Prime WG on sustainability mindset is its novel approach to influence and subsequently change behaviors. This Prime WG presents me an exciting opportunity. As an educator, I can redesign or reframe the existing curriculum or course contents to help students analyze new challenges and consequently come up with innovative solutions.

I consider the sustainability mindset a departure from the traditional paradigm of profit maximization. It is a new paradigm which is capable of addressing the new challenges of modern time by integrating different approaches and aspects, thus ensuring change in behaviors which in turn can harness sustainability on a wider scale.”

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