

## **Conference-cum-Workshop on “Entrepreneurship and Tourism Development in J&K: Perspectives in the Digital Era”**

The Department of Management Studies, in association with CIED-IUST Foundation, Islamic University of Science and Technology (IUST), successfully organized a Conference-cum-Workshop on “Entrepreneurship and Tourism Development in J&K: Perspectives in the Digital Era” under the Leadership of Prof. Parvez A. Mir, Dean School of Business Studies, IUST and CEO, CIED-IUST Foundation.

The event brought together renowned experts to deliberate on the evolving entrepreneurial and tourism landscape in Jammu & Kashmir, particularly in the context of digital transformation. The distinguished speakers included Prof. Ayaz Hassan Moon, Dean, Academic Affairs, IUST; Prof. Ashok Aima, Former Vice Chancellor, Jammu University; Mr. Shahid Khan, CEO, Indo-Kash Professionals Private Limited; and Prof. Zafar U. Ahmed, Founder, President, and CEO of the Academy for Global Business Advancements, and Professor at King Fahd University of Petroleum and Minerals. Their insights provided valuable perspectives on leveraging technology and innovation for sustainable tourism and entrepreneurial growth in the region. The post-lunch session of the workshop focused on the introduction and course structure development of the B.Voc. course in Tourism and Hospitality Management, aimed at equipping students with industry-relevant skills and knowledge to meet the growing demands of the tourism sector in J&K.

The conference witnessed active participation from academicians, industry professionals, students, and policymakers. Discussions emphasized the critical role of minimizing the industry-academia gap in shaping the future of tourism and entrepreneurship in the region.

The Department of Management Studies, IUST, remains committed to fostering academic excellence and industry collaboration through such impactful initiatives, contributing to the socio-economic development of Jammu & Kashmir.

Dr. Mohammad Ashraf Parray delivered the vote of thanks, expressing heartfelt gratitude to the speakers, participants, organizing team, and all stakeholders for their active involvement and valuable contributions to the success of the event.