Dr. Mubbsher Khan Wins Best Paper Award in an International Conference.

5th Global Islamic Marketing Conference with the theme “Asia Leads the World” was held in Kuala Lumpur, Malaysia from April 22nd to 24th, 2014. It was organized in collaboration by International Islamic Marketing Association in cooperation with Qatar University University Sains Malaysia. The aim of this conference was to highlight the different aspects of Halal food marketing on a broader spectrum. Participants from 30 countries participated in the conference and 140 papers were presented.

Dr. Mubbsher Munawar Khan presented his research paper and won the best paper award by the grace of Allah Almighty. His paper focused on Opportunities and Challenges for Halal food endorsement in non-Muslim cultures. Importance of Islamic marketing is increasing day by day. The global Halal market is worth $ 632 billion per year. Marketers throughout the world are striving to harness this potential. Pakistan’s share in this huge market is negligible. Basic legal structure and policy guidelines for Halal endorsement are non-existent. There is a need of establishing Halal certification authorities throughout the country to monitor halal marketing procedures.

Dr. Khan is associate professor at the Institute of Business Administration, University of the Punjab. His research interests revolve around Halal Marketing, Marketing in Emerging Markets and International Marketing. The success of Dr. Mubbsher Munawar Khan is a matter of great honor and privilege both for the University of the Punjab and Pakistan.