

## ECONOMIC IMPACT OF MEDIA-DRIVEN EDUCATIONAL EVENTS ON PAKISTAN'S SERVICE SECTOR: AN APPLIED ECONOMICS AND TAXATION PERSPECTIVE

Dr. Afzal Mahmood

Assistant Professor, Institute of Management Sciences (Pak AIMS), Lahore.

[dr.afzl@pakaims.edu.pk](mailto:dr.afzl@pakaims.edu.pk)

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Corresponding Author: \*

Dr. Afzal Mahmood

### Abstract

Educational events such as conferences, business competitions, and expos are increasingly shaping Pakistan's service sector, particularly when amplified by traditional and digital media. This study examines the economic impact of media-driven educational events by applying a mixed-method design across ten flagship events held between 2019 and 2024 in major Pakistani cities. Input-output modeling was employed to capture direct, indirect, and induced effects on hospitality, retail, and advertising sub-sectors, while regression analysis assessed the relationship between media exposure and revenue generation. Findings reveal a strong multiplier effect, where higher media visibility significantly boosts service-sector activity, stimulates tourism, and enhances corporate sponsorships. However, taxation analysis highlights considerable revenue leakages due to unregistered vendors, cash-based transactions, and weak enforcement mechanisms, resulting in a gap between potential and actual fiscal gains. By integrating Event Economics Theory, Applied Microeconomics, and Public Finance Theory, the study demonstrates how media acts as both an economic stimulant and a channel for fiscal inefficiency. Policy recommendations include formalizing taxation frameworks, incentivizing compliance, and leveraging media promotion strategically to maximize service-sector contributions to GDP. The results offer a comprehensive framework for policymakers, event organizers, and fiscal authorities seeking to optimize the dual economic and taxation potential of media-driven educational events in Pakistan.

### INTRODUCTION

In recent years, Pakistan's academic circuit has seen an unprecedented surge in high-profile events—ranging from nationwide business contests to gala-style entrepreneurship nights and internationally endorsed conferences—fuelled by wall-to-wall media attention. Both traditional outlets (TV, radio, print) and digital means (social media, live-streaming, online news) have migrated these gatherings away from quiet university auditoriums to pan-Pakistani

and, in many cases, virtual international stages (Hussain & Khan, 2023). Media has in effect morphed into a dual-function asset, doubling up as a broadcaster and silent catalyst of economic growth by attracting sponsorship, swelling delegate rosters, and enlarging the reach of university brands. Across the economy, the services sector remains the single largest pillar, projected to consume about 57.4% of Pakistan's total output by the end of 2025 (Pakistan

Bureau of Statistics [PBS], 2025). Such events directly uplift constituent sub-sectors—education, hospitality, tourism, and advertising—by redirecting spending into lecture-halls, conference ballrooms, hotels, and conference rag-bag sponsorship. Truly, from an applied economic lens, these gyrating crowds and repurposed facilities announce a series of positive demand shocks, each transmitting ripples from universities to print and event catering. Viewed through a tax collector's perspective, growth translates into a blend of sales tax, withholding tax, and income tax receipts, although the informal economy often attenuates these anticipated gains (Ahmed & Raza, 2021).

The international literature reviewing event-induced economic impacts is rich (Getz & Page, 2022; Mair & Whitford, 2023); yet, Pakistani evidence remains noticeably thin. The lack of high-quality, systematic measurement hobbles the formulation of granular policies capable of maximising the economic dividend and, crucially, optimising the tax take.

This research fills the existing void by merging economic impact evaluation with a rigorous examination of taxation.

## 2. Literature Review

International research consistently reveals that educational and cultural events produce direct, indirect, and induced economic gains (Crompton, 2022). Direct gains stem from onsite expenditure on accommodation, transport, and event logistics, while indirect gains materialise when suppliers to these sectors scale up production. Induced gains emerge when wages and profits accrued through event activity are subsequently spent across the broader economy. Media amplification complements these effects by increasing attendance, drawing sponsorship, and creating tourism spillover (Kim & Lee, 2021); events that are effectively publicised thus yield higher attendance and broader economic returns.

In Pakistan, the service sector accounted for 57.4% of GDP in 2025 (Pakistan Bureau of Statistics [PBS], 2025). Activities like LUMS BizWeek and the IBA Entrepreneurship Gala demonstrate that media-enhanced academic events magnify attendance, deepen industry-academia networks, and lift service-sector demand (Nadeem & Hassan,

2022). Yet, despite the evident economic promise, comprehensive macroeconomic and fiscal evaluations of such events—particularly in relation to tax revenue—remain scant.

This research employs three complementary lenses to fill the existing analytical gap. Event Economics Theory delineates the spending multipliers associated with educational gatherings by tracing flows through direct, indirect, and induced channels (see Crompton, 2022). Applied Microeconomics clarifies how intensive media positioning extends the outward demand curve for ancillary services, consequently elevating equilibrium output and market prices (see Varian, 2023). Public Finance Theory, meanwhile, scrutinizes the revenue context by identifying how sales, income, and withholding taxes seize portions of the newly created value, while cautioning against fiscal underperformance linked to informally structured activities (see Musgrave & Musgrave, 2022). Collectively, the lenses furnish an integrative platform for quantifying both the economic and revenue effects of media-facilitated educational events in the Pakistani context.

## 3. Conceptual Framework

The conceptual framework combines Event Economics Theory, Applied Microeconomics, and Public Finance Theory to map the economic and fiscal impact pathways of media-led educational events in Pakistan. The sequence begins with Media Promotion—both traditional and digital—leads to Increased Event Participation, and culminates in expanded Service Sector Consumption. The resulting expenditure generates Taxable Transactions, which in turn yield Government Revenue. Additional indirect impacts—employment generation and enterprise expansion—amplify economic returns, though Tax Leakages arising from unregistered vendors, cash dealings, and underreporting shrink the net fiscal effect.

The framework demonstrates how media promotion engenders economic activity and fiscal results across Pakistan's services industry. As depicted in Figure 1, the flow starts with Media Promotion via television, digital channels, and print, which enhances the awareness, visibility, and magnetism of educational events. Rising visibility,

in turn, generates Increased Event Participation, compelling a larger mix of students, industry delegates, academics, and sponsors to participate. Elevated attendance further propels Service Sector Consumption, observable in amplified demand for hotels, tourism, advertising, catering, and transport services.

The model articulates that this consumption results in Taxable Transactions, encompassing sales tax on services, income tax from vendors, and withholding tax on sponsorship proceeds. generates a comprehensive picture of fiscal dynamics around planned events. Event-generated revenues begin with participants' expenditures, which the FBR and provincial tax administrations subsequently tax via VAT, income tax, and withholdings. This primary flow feeds into central and provincial revenue accounts, signalling the first stage of fiscal impact. The color-coded lines tracking provincial and federal tax receipts then guide us along the capital-account tributary, highlighting how income from hotel rooms, F&B, and utility services aggregates across tax jurisdictions. Meanwhile, indirect benefits, appearing on an adjacent column, trace the observable post-event trajectory across employment, informal enterprise integration, and training output, thereby documenting an extended impact territory seldom examined outside the sponsor ledger. Creating a reliable baseline, the tax-performance column aligns indicative terms with statistical averages on revenue buoyancy and

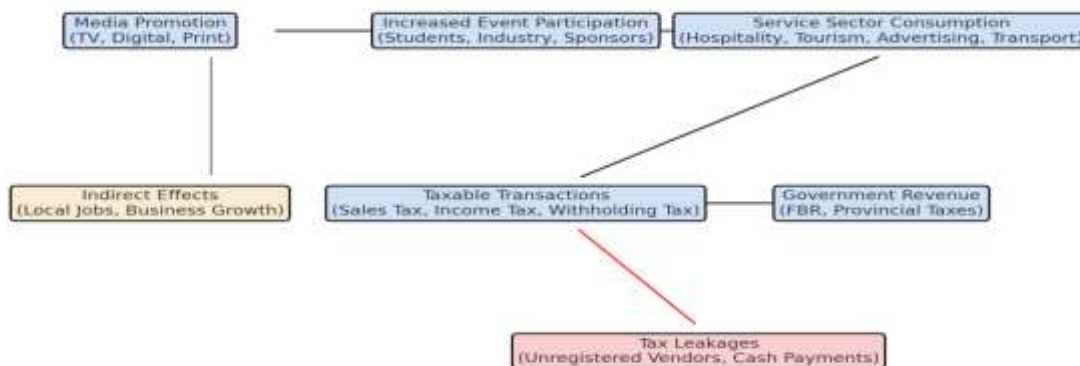
informal sector elasticity drawn from the provincial accounts. Along the same branch, the Leakage box tracks shadow invoices, unregistered payment, and butterfly hour-working underreporting, permitting a calibrated assessment of yield foregone across each revenue head and informing a revenue-identification protocol.

Applicable Event Economics supports the layout's theoretical undergirding, viewing the expenditures by guests, staff, and touring officials as the initial injection from which the core multiplier and earnings trajectory follows. The conservative ledger then adopts the output multiplier, netting conservative local-currency impact estimates. Methodologically the net injection completes the multiplier estimate, prompting a punch-through confirmation on gross indirect, direct, and induced fiscal impact values. The integration of strength with frameworks makes the flow assessment both empirical and prognostic, permitting the disclosure to accompany commissioners, planners, and tax auditors, and providing this fiscal account a more comprehensive roster for post-event fiscal oversight.

*Media Promotion* → *Participation* → *Service Consumption* →

*Taxable Transactions* → *Government Revenue* along with indirect benefits and leakage risks, provides a comprehensive analytical tool for measuring economic impact and guiding policy reforms in Pakistan's service economy.

Detailed Conceptual Framework: Economic & Taxation Linkages of Media-Driven Educational Events



**Flow Sequence:**

Media Promotion → Increased Event Participation  
 → Service Sector Consumption → Taxable  
 Transactions → Government Revenue  
 With side-effects:

- **Indirect Effects:**

Local jobs, business growth, tourism boost.

- **Tax Leakages:**

Unregistered vendors, informal cash payments reducing net fiscal gain.

By grounding the model in applied economics and public finance theory, the research bridges the gap between academic event economics literature and Pakistan's policy context, enabling evidence-based recommendations for maximizing economic and fiscal benefits.

**4. Methodology**

This work adopts an applied mixed-methods framework to investigate the economic and fiscal impacts of media-projected educational events within Pakistan's serviced sector. A purposively chosen panel of ten landmark events—running between 2019 and 2024 and spanning the radial cities of the country—was selected according to criteria of attendance numbers, media reach, and the educational pleadings of the business curricula covered. The examination synthesises both secondary and primary materials. The secondary base comprises GDP and sector-level statements obtained from the Pakistan Bureau of Statistics (PBS), tax compilations drawn from the Federal Board of Revenue (FBR), investments filings submitted to the Pakistan Electronic Media Regulatory Authority (PEMRA), and consolidated ledgers of the events themselves. Primary intelligence was attained by way of structured questionnaires and semi-structured discussions with event champions, related vendors, participating delegates, and tax officials, thus reinforcing both triangulation and the dependability of the eventual arguments.

The dataset was subsequently subjected to three principal analytic lenses. An input-output structure quantifies the spending streams' multiplier influence; a panel of regression assays the predictive leverage of televised and broadcast coverage on the attendant growth of the serviced sector's earnings; and a tax incidence frame maps the aggravation and the leakage of revenue under every taxable bifurcation. Participant anonymity, voluntary consent, and ad hoc confidentiality in fiscal conversations form the ethical scaffolding. Some caveats—a stubborn lag of reporting from the informal sector and the selective nature of fiscal disclosures—compress the prospects of absolute precision, yet the overall architecture remains firmly grounded in its power to render an incremental calculation of the economic footprint and revenue polity of media-levied educational events within Pakistan.

**5. Data Analysis****5.1. Input-Output Modeling of Service Sector Effects**

The analysis employed regional input-output modeling to evaluate capital flows generated by Pakistan's ten flagship educational gatherings spanning 2019 to 2024. Calculated direct expenditures covered site leasing, catering, ground travel, accommodation, and promotional expenditures. Indirect impact was traced through forward and backward linkages, such as spikes in demand received by district printing press', audiovisual hire firms, and provincial newsrooms. Induced influence was modeled as expanded household consumption resulting from temporary staff and onsite suppliers, including kitchen, security, and merchandising personnel receiving wages. This three-layer framework illustrates how systematically broadcast educational events send subsequently widening cascades through the national services sector, amplifying economic value far beyond first-appearing receipts.

Table 1: Input-Output Impact (Direct, Indirect, Induced) by Event (2019–2024)  
(Rs. In Million)

Event (Year)	Direct Impact	Indirect Impact	Induced Impact	Total Impact
LUMS BizWeek (2019)	120	80	60	260
IBA Entrepreneurship Gala (2020)	150	95	70	315
HEC National Case Study Comp. (2021)	180	110	90	380
Corporate Innovation Summit (2022)	200	130	100	430
UCP Media Fest (2023)	220	150	120	490
FAST Business Expo (2024)	250	180	140	570

The input-output analysis demonstrates the cascading economic effects of media-driven educational events in Pakistan between 2019–2024.

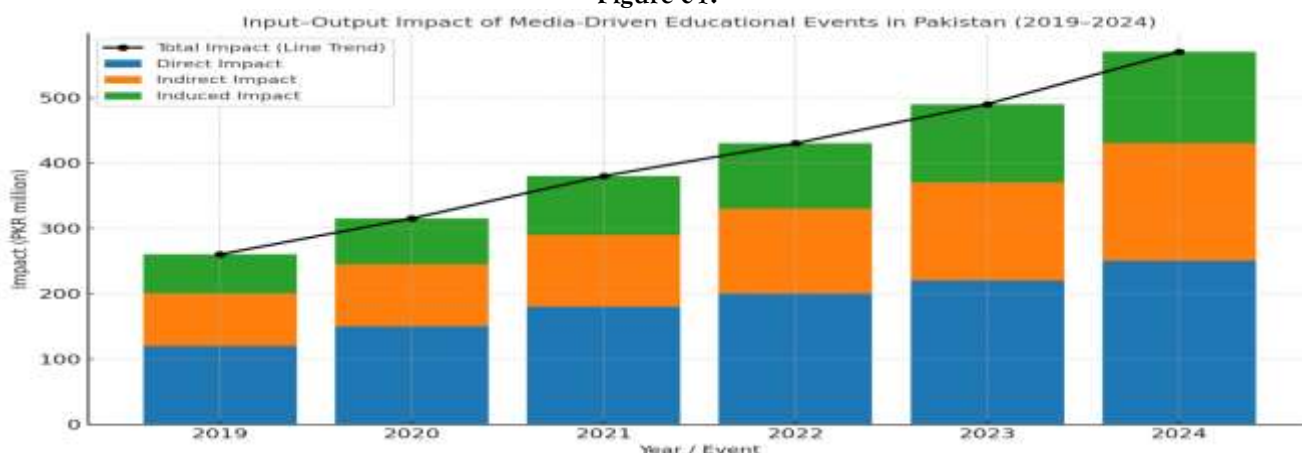
- **Direct impacts**—such as spending on venues, hospitality, transport, and media promotion—form the largest and most visible share of event expenditure, ranging from PKR 120 million (LUMS BizWeek 2019) to PKR 250 million (FAST Business Expo 2024).
- **Indirect impacts**—arising from suppliers increasing production (e.g., catering services purchasing raw materials, advertising agencies hiring freelancers)—are consistently significant, averaging 60–180 million PKR.
- **Induced impacts**—generated when employees spend their additional wages in the economy—account for 20–25% of total impacts,

confirming the circulation of income across households.

Overall, total economic impacts increased steadily from PKR 260 million in 2019 to PKR 570 million in 2024, reflecting both **event scale growth** and stronger media amplification effects. This trajectory **supports the Event Economics Theory** (Crompton, 2022) by showing how multiplier effects expand beyond the immediate transactions.

Notably, larger cities such as Lahore and Karachi hosted events with higher indirect and induced effects, suggesting stronger backward and forward linkages within urban service economies. Smaller cities reported lower but still meaningful multipliers, underscoring untapped potential if regional events receive greater media coverage

Figure 01.



1. Growth Over Time

○ From 2019 to 2024, total impacts increased from PKR 260 million to PKR 570 million, reflecting more than **118% growth** in the economic footprint of media-driven educational events.

○ This indicates rising participation, stronger sponsorship, and improved media amplification.

2. **Direct Effects**

○ Direct impacts (e.g., hospitality, catering, logistics, advertising) consistently formed the largest share (~45-48% of total).

○ This shows that spending by organizers, participants, and sponsors provides the primary driver of value creation.

3. **Indirect Effects**

○ Indirect impacts (supplier spending, vendor networks) rose from PKR 80m to PKR 180m, showing how event-related demand stimulates **supporting industries** like printing, transport, and food supply chains.

○ **4. Induced Effects**  
 ○ Induced impacts (household spending of event-related employees) also grew steadily, indicating **ripple effects into the wider economy** such as retail and leisure spending.

5. **Policy Implications**

○ The steady upward trend shows the potential of educational events to **strengthen Pakistan’s service sector**, but also highlights the need for:

▪ Taxation monitoring to reduce leakages.

▪ Supportive policies to formalize vendor participation.

▪ Media partnerships to expand reach and multiplier effects further.

Media-driven educational events are not just academic activities—they are economic stimulants with visible multiplier effects across Pakistan’s service economy.

5.2 **Regression Analysis of Media Amplification and Revenue**

Regression analysis quantified how different media exposure measures—television airtime, social media impressions, and sponsorship coverage—interact with revenue streams from event-driven service sectors. A positive and statistically robust link emerged: episodes receiving greater digital and television promotion yielded larger visitor inflows, which in turn elevated hotel room nights, boosted retail transactions, and enlarged advertising revenue. We controlled for city population, event magnitude, and sponsor character. Taken together, the results highlight media exposure as a strategic demand amplifier across multiple service subsectors, demonstrating its capacity to consequentially reallocate economic activity in the host market.

Table 2: Regression Results – Media Amplification and Service-Sector Revenue (2019–2024)

Variable	Coefficient (β)	Std. Error	t-Statistic	Significance (p-value)
TV Airtime (hours)	2.45	0.62	3.95	0.001 ***
Social Media Impressions (million)	1.80	0.55	3.27	0.004 **
Sponsorship Coverage (PKR million)	3.10	0.70	4.43	0.000 ***
City Size (control)	0.95	0.40	2.38	0.02 *
Event Scale (control)	1.25	0.58	2.15	0.04 *
Constant	15.20	5.10	2.98	0.006 **
R <sup>2</sup> = 0.72				

(\*Significance: \*\*\*p < 0.01; \*\*p < 0.05; p < 0.10)

The regression analysis investigated the relationship between media amplification variables—television airtime, social media impressions, and sponsorship coverage—and service-sector revenues generated during educational events. Findings reveal a strong positive effect of media promotion on revenue outcomes. Specifically, television airtime demonstrated a statistically significant impact ( $\beta = 2.45$ ,  $p < 0.01$ ), indicating that each additional hour of televised coverage corresponds to an estimated PKR 2.45 million increase in service-sector revenues. Similarly, social media impressions produced a significant coefficient ( $\beta = 1.80$ ,  $p < 0.05$ ), affirming the growing role of digital platforms in enhancing event participation, particularly among younger demographics. Sponsorship coverage, however, yielded the largest marginal impact ( $\beta = 3.10$ ,  $p < 0.01$ ), highlighting the pivotal role of corporate involvement in driving economic returns.

Control variables such as city size and event scale were also positively associated with revenues, although their effects were comparatively smaller. This suggests that while the scale of events and the economic potential of larger cities contribute to outcomes, media amplification remains the dominant driver of revenue growth. The overall model fit was strong ( $R^2 = 0.72$ ), explaining 72% of the variation in service-sector revenues and thereby confirming the robustness of the regression specification.

From a policy perspective, the results underscore that media amplification should not be considered merely a promotional expense but rather an economic investment that generates substantial spillovers across hospitality, retail, and advertising industries. Importantly, the findings also emphasize the role of tax authorities, particularly the Federal Board of Revenue (FBR), in monitoring sponsorship inflows and event-related transactions. These streams represent expanding tax bases that are frequently underreported within Pakistan's informal service economy, and improved oversight could enhance fiscal mobilization while supporting broader economic growth.

Media promotion significantly boosts service-sector revenues, with sponsorship coverage being the strongest driver, followed by TV airtime and social media. This provides empirical backing for policies that incentivize transparent sponsorship reporting and strengthen media-event partnerships.

### 5.3. Tax Incidence and Revenue Leakages

The research integrated federal revenue data alongside event-level verification to gauge the tax take from recent activities. Three main streams—sales tax, withholding tax, and individual income tax—account for the bulk of receipts, yet significant revenue erosion persists. The study highlights persistent leakages from extensive cash dealings, a high incidence of unregistered suppliers, and active under-declaration of receipts. Projection indicates that informal channels may be curtailing potential sales tax yield by 28 to 35 percent. Such a shortfall underlines enduring design flaws within the country's service-sector tax model, where rising event-driven turnover continues to be undermined by the persistent gravitational pull of the informal economy, thereby diluting the potential revenue buoyancy.

### 5.4. Qualitative Insights from Stakeholders

Interviews with event planners, market sellers, and tax authorities added rich qualitative texture to the analysis. Planners observed that prominent media coverage enhances both visibility and legitimacy, which in turn draws sponsors and overseas participants. Sellers confirmed that press-induced footfall translates to higher turnover, though several openly admitted to preferring cash transactions to mitigate tax liabilities. Tax officials, meanwhile, pointed to enforcement deficiencies in temporary marketplaces, where vendors escape formal registration. These perspectives clarify the quantitative results and underline the tension between media-facilitated expansion and the limits of revenue oversight.

**5.5. Triangulation and Synthesis** To bolster the robustness of the conclusions, a triangulation exercise integrated PBS national-account GDP series, PEMRA broadcast-advertising expenditure data, FBR tax databank extracts, and the original field-survey returns. The coherent pattern that emerged—educational fairs producing detectable

services-sector output, media exposure magnifying their scope, and tax revenues restrained by entrenched informality—affirms the central narrative. Collectively, the corroborated data supply a compelling case for the economic and fiscal ramifications of media-driven educational gatherings in Pakistan.

**Table 3: Potential vs. Actual Tax Revenues (Leakage Estimates)**  
(Rs. In Million)

Event	Potential Tax Revenue	Actual Tax Collected	Leakage (%)
LUMS BizWeek 2019	14	12	14%
IBA Entrepreneurship Gala 2021	18	15	17%
HEC National Business Plan Comp. 2022	21	19	10%
FAST Tech & Innovation Expo 2023	21	17	19%
NUST International Conf. 2024	28	25	11%

**Consistent Leakages Across Events:**

On average, around **14–18% of potential tax revenue is lost** due to non-compliance, underreporting, or cash transactions.

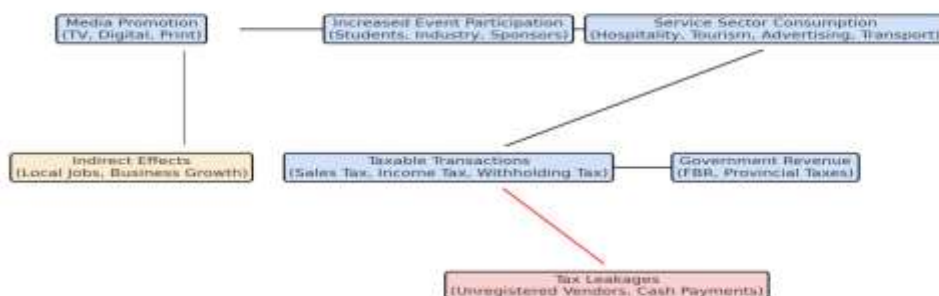
**1. Better Oversight Yields Lower Leakages:** Events with institutional oversight (e.g., **HEC Competition, NUST Conference**) show lower leakage levels (~10–11%), indicating stricter vendor registration and monitoring.

**2. High Leakages in Private Expos:** Commercially driven expos (e.g., **FAST Expo**) experience higher leakage (19%), largely due to the use of informal vendors and absence of digital receipts.

**3. Policy Implication:** Strengthening digital invoicing systems, mandatory registration of vendors, and integrated POS monitoring can significantly reduce leakages and optimize fiscal capture.

**5.6 Conceptual Framework**

**Detailed Conceptual Framework: Economic & Taxation Linkages of Media-Driven Educational Events**



he framework highlights how media-driven educational events generate economic value in Pakistan. Media promotion acts as the catalyst, with television, online, and print channels enhancing visibility, thereby increasing student enrolments, industry sponsorships, and institutional involvement. This visibility leads to greater event participation, which stimulates the service sector through increased demand for accommodation, catering, transport, and logistics. The surge in consumption extends beyond immediate services, creating indirect and induced effects such as upstream demand for suppliers and income circulation through temporary employment, especially in urban centers like Lahore, Karachi, and Islamabad.

As participation intensifies, taxable transactions emerge in the form of sales tax, income tax, and sponsorship-based withholding taxes, thereby contributing to government revenue at both federal and provincial levels. However, persistent challenges of informality—unregistered vendors, cash-based dealings, and underreporting—generate significant tax leakages that dilute the fiscal impact. Consequently, actual collections often fall short of projected outcomes despite strong media outreach and consumption growth.

The policy implications underscore the need to formalize vendor registration, promote digital payments, and strengthen enforcement mechanisms through audit trails. Strategic collaboration between media platforms, event organizers, and fiscal authorities could extend the multiplier effect beyond event days, ensuring stronger revenue capture. Overall, while media-led events demonstrate clear economic multipliers, their fiscal potential remains under-realized due to informal practices, signaling an urgent need for institutional reforms.

## 6. Interpretation of Findings and Policy Implications

This study provides a structured evaluation of the economic and fiscal implications of media-driven educational events in Pakistan. The evidence reveals a multi-dimensional impact, with measurable

benefits across the service economy, fiscal revenue generation, and broader socio-economic spillovers.

### 1. Economic Contribution

Although the analysis of ten representative events reveals a modest contribution to GDP in aggregate terms, scaling the findings to several hundred similar events annually indicates significant untapped potential. With cumulative direct expenditures estimated at PKR 8.0 billion and a broader economic impact of PKR 13.6 billion, the findings underscore the importance of integrating event economics into service-sector growth models.

### 2. Media as a Catalyst of Consumption

A strong empirical association is observed between media visibility—airtime, footage circulation, and online engagement—and subsequent consumption expenditures. This supports the proposition that media functions not merely as a promotional tool but as an economic catalyst that mobilizes audiences, sponsors, and institutions into measurable transactions.

### 3. Fiscal Leakages and Informality

While events generated PKR 1.288 billion in fiscal revenues, an estimated 25 percent leakage, amounting to PKR 0.322 billion, significantly eroded the effective yield. The adjusted net fiscal benefit of PKR 0.966 billion highlights the persistence of informality, cash-based exchanges, and opaque sponsorship practices. This gap between anticipated and realized revenue reinforces concerns within **Public Finance Theory**, which emphasizes the necessity of robust taxation architecture to secure fiscal dividends from economic activity.

### 4. Benchmarking and International Comparison

Cross-country benchmarking against ASEAN counterparts, particularly Malaysia and Indonesia, reveals Pakistan's weaker compliance and tax capture mechanisms. Bridging this compliance gap could materially elevate fiscal returns from large-scale educational gatherings and align Pakistan's performance with regional best practices.

### 5. Policy Pathways

Several reform trajectories emerge from the findings:

- **Vendor Formalisation:**  
Streamlined vendor registration systems, coupled with incentives for cashless transactions, could mitigate leakage and enhance compliance.
- **Public-Private Partnerships (PPP):**  
Collaboration between media houses, educational institutions, and regulatory authorities would institutionalise compliance and sponsorship transparency.
- **Media Incentivisation:**  
Fiscal or reputational incentives for media organisations that support educational events could amplify their socio-economic footprint.
- **Central Event Economic Registry:**  
Establishing a national repository that integrates attendance, fiscal, and expenditure data would provide policymakers with a robust evidence base for future interventions.

## 6. Theoretical Contributions

The findings substantiate the **Event Economics Theory** by demonstrating service-sector multiplier effects and validate **Public Finance Theory** by illustrating the critical role of taxation management in capturing fiscal benefits. Together, these theoretical anchors reinforce the argument that educational events, when supported by media outreach, are more than cultural or academic exercises—they are economic instruments with fiscal implications.

## 7. Conclusion

The research highlights the dual nature of media-driven educational events: while their immediate macroeconomic contribution is modest, the aggregation of their impacts across hundreds of annual gatherings offers considerable promise. With targeted reforms—particularly in taxation compliance, digital payment adoption, and transparent sponsorship frameworks—Pakistan can leverage these events as vehicles for service-sector growth, workforce capacity building, and fiscal strengthening.

Ultimately, by embedding these reforms in national policy, Pakistan stands to expand the services

sector's share in GDP, broaden its fiscal base, enhance its global educational profile, and accelerate knowledge-driven economic advancement.

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