



Institute of Cost and Management Accountants of Pakistan

Sub: ICMA- Gallup Survey on CMAs' Key Role in Building Industry Resilience

Dear Members,

The Research and Publications Committee of ICMA has chosen the theme of **'Manufacturing Resilience: CMAs as Key Problem Solvers'** for the Jan-Feb 2024 edition of the Chartered Management Accountant Journal. This focus on resilience is crucial for bolstering industries against adversities and enhancing economic stability.

ICMA International, in partnership with **Gallup Pakistan**, is conducting this survey to gather insights from ICMA members regarding their views on building industry resilience and its impact on the national economy, especially the pivotal and key role that CMAs can play in aiding industries to achieve sustainability and resilience.

We urge your active participation by completing the online survey form. Gallup Pakistan may reach out to you directly via phone, WhatsApp, and email for survey-related queries, and we appreciate your cooperation.

Your contribution to this survey is invaluable for acquiring meaningful insights. All responses will be handled with the utmost confidentiality. Kindly complete the survey by **January 15, 2024.** Your feedback is of utmost importance to us.

Please use the following link or scan QR Code to fill out the survey:

<https://forms.office.com/r/BYXhN3EVhn>



We are keenly looking forward to your feedback.

Best regards,

Ather Saleem, FCMA

Vice President ICMA and

Chairman, Research and Publications Committee

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