



INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024

**(Innovate, Transform and Sustain: Technologies for Shaping
Business Futures and Achieving the SDGs)**



24-25 MAY, 2024

ORGANIZED BY

**FACULTY OF BUSINESS ADMINISTRATION
MOHAMMAD ALI JINNAH UNIVERSITY, KARACHI**

ABSTRACT BOOK

icbm.maju.edu.pk

International Conference on Business & Management (ICBM) 2024, Mohammad Ali Jinnah University, Karachi, Pakistan



TABLE OF CONTENTS

About ICBM 2024	3
Our Partners and Sponsors	4
Call for Papers	5
Message from Patron ICBM 2024.....	6
Message from Chair ICBM 2024.....	6
Message from General Chair ICBM 2024.....	7
Message from General Co-chair-1 ICBM 2024	7
Message from General Co-chair-2 ICBM 2024	8
ICBM 2024 Chairs Profile.....	9
ICBM 2024 Conference Themes	12
ICBM 2024 Session Chairs Profile	14
ICBM 2024 Session Co-chairs Profile	17
ICBM 2024 Support Committees	29
International Keynote Speakers Profile	30
National Keynote Speakers Profile	32
Panel Discussion-I	34
Panel Discussion-II	35
Panel Discussion-III	36
Young CEO Talk	37
Business Elevator Pitch Presenters	38
ICBM 2024 Affiliated Journals.....	39
Pictures Gallery	40
Conference Program.....	47
Schedule of Paper Presentations	49
Abstracts of the Presented Papers	72



ABOUT ICBM 2024

The International Conference on Business & Management (ICBM) 2024, organized by the Faculty of Business Administration, will be held during May 24-25, 2024 at Mohammad Ali Jinnah University (MAJU), Karachi, Sindh, Pakistan. This year, the theme is *"Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs"*. The ICBM offers participants a platform to discuss & exchange ideas concerning the theory, research and practice of business & management.



ICBM 2024 CHAIRS

Patron

Prof. Dr. Zubair Ahmed Shaikh

Conference Chair

Dr. Hina Fatima (hina.fatima@jinnah.edu)

General Chair

- Dr. Junaid Rehman Shaikh (junaid.rehman@jinnah.edu)

General Co-Chairs

- Dr. Muhammad Azam (muhammad.azam@jinnah.edu)
- Dr. Muhammad Ibrahim Shamsi (ibrahim.shamsi@jinnah.edu)
- Dr. Muhammad Asif Qureshi (drasifqureshi@jinnah.edu)



ICBM 2024 PARTNERS AND SPONSORS



INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024

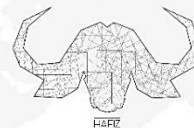
(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

PLATINUM SPONSORS



Meezan Bank
The Premier Islamic Bank

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS





CALL FOR PAPERS



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)
May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

CALL FOR PAPERS

The International Conference on Business & Management (ICBM) 2024, organized by the Faculty of Business Administration, will be held during May 24-25, 2024 at Mohammad Ali Jinnah University (MAJU), Karachi, Sindh, Pakistan. This year, the theme is "Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs". The ICBM offers participants a platform to discuss & exchange ideas concerning the theory, research and practice of business & management.

CONFERENCE THEMES

- STRATEGIC HRM, LEADERSHIP AND SUSTAINABLE INNOVATION
- TECHNOLOGICAL SYNERGIES IN FINANCE, ACCOUNTING AND ECONOMICS
- MARKETING AND ENTREPRENEURSHIP
- SUPPLY CHAIN AND OPERATIONS MANAGEMENT
- CONTEMPORARY PROJECT MANAGEMENT

IMPORTANT INFORMATION

Conference Website	https://icbm.maju.edu.pk/icbm-2024/
Conference Email	icbm@maju.edu.pk
Paper Submission Template	Available at ICBM 2024 Website
ICBM 2024 Paper Submission Link	https://cmt3.research.microsoft.com/ICBM2024
ICBM 2024 Poster Submission	Please make submissions via conference registration link (google form)
Conference Registration Link	https://docs.google.com/forms/d/e/1FAIpQLSeoCPo5h5dCXCOerTX-FDKWOpdwFHFg75nb2AF1HLZ7LYcWyA/viewform

ICBM 2024 CHAIRS

PATRON

Prof. Dr. Zubair Ahmed Shaikh
(President MAJU)

CONFERENCE CHAIR

Dr. Hina Fatima

GENERAL CHAIR

Dr. Junaid Rehman Shaikh

GENERAL CO-CHAIR

- Dr. Muhammad Azam
- Dr. Muhammad Ibrahim Shamsi
- Dr. Muhammad Asif Qureshi

TRACK CHAIRS

- Dr. Syed Alamdar Ali Shah
- Dr. Ghulam Muhammad
- Dr. Muhammad Asif Qureshi
- Dr. Muhammad Omer Rafique
- Dr. Muhammad Ibrahim Shamsi
- Dr. Muhammad Azam
- Dr. Junaid Rehman Shaikh
- Dr. Muhammad Zahid

PARTICIPANT CATEGORY

PARTICIPANT CATEGORY	ATTENDANCE MODE		
	PHYSICAL	EARLY BIRD (PHYSICAL PARTICIPANTS)	ONLINE
Researcher and Academic (National)	Rs 7000	Rs 4000	Rs 3500
Researcher and Academic (International)	USD 50	USD 35	USD 25
MAJU Faculty and Staff	Rs 5000	Rs 3500	-
Student (National)	Rs 5000	Rs 3500	Rs 2500
Student (International)	USD 40	USD 25	USD 20
MAJU Student & Alumni (Presenter)	Rs 4000	Rs 2500	Rs 2000
Industry Presenter	Rs 8000	Rs 5000	Rs 4000
Participants from Academia & Industry	Rs 3000	-	Rs 1500

KEY DATES

Paper Submission Open	March 10, 2024
Paper Submission Deadline (Extended)	April 22, 2024 May 10, 2024
Acceptance/Rejection Notification	May 11, 2024
Registration Deadline (Early Bird)	May 12, 2024
Registration Deadline (Standard)	May 15, 2024
Main Conference	May 24-25, 2024

The invited papers will be considered for publication in a special/regular issue of the following journals subject to formal review process and fulfillment of the publication requirements as applicable to each participating journal.

- Cogent Business and Management (HEC Recognized X Category Journal; Indexed in Scopus and WoS).
- Journal of Entrepreneurship, Management and Innovation, Coral Publications Ltd (HEC Recognized Y Category Journal).
- Journal of Management Practices, Humanities and Social Sciences, Global Illuminators (HEC Recognized Y Category Journal).
- International Journal of Business and Economic Affairs (HEC Recognized Y Category Journal).
- GISRAS Journal of Management & Islamic Finance (HEC Recognized Y Category Journal).
- International Journal of Contemporary Business and Economics (HEC Recognized Y Category Journal).
- International Journal of Islamic Business, Administration and Social Sciences (HEC Recognized Y Category Journal).
- International Journal of Trends and Innovations in Business & Social Sciences (TIBSS).

For paper submission requirements, please visit ICBM2024 website. For further queries, please contact our Conference Managers:

- Mr. Anas Qadri (icbm@maju.edu.pk; anas.qadri@jinnah.edu) Ph: 021-111-87-87-87 - Ext: 313 (for paper submission related queries)
- Ms. Hira Farman (icbm@jinnah.edu; hira.farman@jinnah.edu) Ph: 021-111-87-87-87 - Ext: 308 (for general information & registration queries)

📍 **Mohammad Ali Jinnah University** | 22-E, Block-6, PECHS, MAJU Bus Stop, Shahrah-e-Faisal, Karachi, Pakistan.



MESSAGE FROM PATRON ICBM 2024

I am pleased to inform that the recent conference held at Mohammad Ali Jinnah University organized by the Faculty of Business Administration was a resounding success. The event featured diverse themes that resonated deeply with the current and future landscape of business. We hosted engaging panel discussions, including the Young CEO Talk, which provided fresh leadership perspectives; a session on Global Partnerships, focusing on leveraging international technologies for sustainable growth in Pakistan; a deep dive into Islamic Finance and Fintech as pathways to sustainable financial innovation; and an exploration of the role of SMEs in industrial development, particularly from the employment opportunities perspective.

Additionally, the Best Paper Elevator Pitches were a highlight, showcasing cutting-edge research that aligns with the latest market dynamics and the ongoing transformation driven by technology and the Sustainable Development Goals (SDGs). This conference truly reflected the forward-thinking approach and commitment of our university to addressing the challenges and opportunities in today's business world.

Thank you for your support in making this event possible.

PROF. DR. ZUBAIR A. SHAIKH

MESSAGE FROM CHAIR ICBM 2024

The International Conference on Business and Management 2024 has been a remarkable gathering of minds, ideas, and innovations. As we maneuver the complexities of today's business environment, the discussions and research presented at this conference offer critical insights into the future of business and management.

This year's conference has successfully addressed a diverse range of themes, and Panel discussions including Global Partnerships for Local Impact, the Role of SMEs in Industrial Development, Islamic Finance and Fintech, and more. The Young CEO Talk provided fresh perspectives on leadership, while the Best Paper Elevator Pitches showcased pioneering research that anticipates the profound changes technology and the Sustainable Development Goals (SDGs) will bring.

The abstracts compiled in this book represent the progressive work of scholars and practitioners who are driving progress in their respective fields. These contributions reflect the dynamic interplay between market forces, technological advancements, and the quest for sustainable growth.

Our collective efforts have made ICBM 2024 a platform for meaningful exchange and collaboration. I extend my sincere gratitude to all the contributors, participants, sponsors and organizers who have made this conference a success.

DR. HINA FATIMA



MESSAGE FROM GENERAL CHAIR ICBM 2024

A warm welcome to the ICBM 2024. I feel honored to have been part of this intellectual gathering of brilliant minds from a wide variety of sectors. Particularly this year, the conference program was designed to spark meaningful interactions, knowledge exchange and R&D collaborations. In doing so, our aim was to purposely develop strategic alliances with the tech-industry and government. Through panel discussions, keynote addresses, start-up pitches and paper presentations, the ICBM 2024 created new knowledge, best practices and policy insights for the industry and government departments including some innovative ideas for the budding entrepreneurs.

I am sure that this Abstract Book would serve as a valuable resource for all the participants in terms of their future collaborations and partnerships, enabling them to collectively achieve the SDGs for driving a sustainable future of Pakistan.

Finally, I would like to thank all the stakeholders for their support and making ICBM 2024 a milestone event.

DR. JUNAID REHMAN SHAIKH

MESSAGE FROM GENERAL CO-CHAIR-1 ICBM 2024

On behalf of the Faculty of Business Administration (FoBA), I extend a heartfelt welcome to all the participants attending the conference at Mohammad Ali Jinnah University (MAJU) in the vibrant city of Karachi, Pakistan. We are honored to have renowned researchers from national and international institutions who would grace the conference with their keynote addresses. This conference aims to delve into the emerging, pertinent, and contemporary topics of sustainability and the creation of end user value. Our overarching theme for this year's event is "Innovate, Transform, and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs".

I am delighted to present this compilation of abstracts, showcasing the diverse and cutting-edge research that was presented during the International Conference on Business and Management. This booklet serves as a valuable resource, providing a snapshot of the exciting research being conducted by scholars and practitioners from around the world. The abstracts cover a wide range of topics, including but not limited to Strategic HRM, Leadership and Organizational Psychology, supply chain management, operations management, digital media, social media marketing, entrepreneurship, banking & finance, project management, innovation management, Sustainable Development Goals (SDGs) and socio-economic development. It is my hope that this booklet sparks intellectual curiosity, fosters meaningful discussions, and inspires future collaborations among attendees.

DR. MUHAMMAD AZAM



MESSAGE FROM GENERAL CO-CHAIR-2 ICBM 2024

Welcome to the International Conference on Business and Management (ICBM) 2024, hosted by the Faculty of Business Administration at Mohammed Ali Jinnah University. Our theme, "Innovate, Transform, and Sustain: Technologies for Shaping Business Future and Achieving the SDGs," reflects our commitment to advancing sustainable business practices through innovation.

This conference has brought together delegates from Tanzania, Malaysia, Indonesia, Turkey, UAE, and the UK, whose insights on research and industry practices have enriched our discussions. The abstracts presented in this booklet showcase high-quality research and innovative approaches that address current business challenges and opportunities.

I extend my gratitude to the organizing committee, speakers, and participants for their contributions. A special thanks to the honorable President of MAJU and the Dean of FOBA for their unwavering support and leadership in making this event possible.

Thank you for joining us. We hope you find the sessions inspiring and valuable.

DR. MUHAMMAD IBRAHIM SHAMSI



ICBM 2024 CHAIRS PROFILE

PATRON



PROF. DR. ZUBAIR A. SHAIKH (PRESIDENT / VICE-CHANCELLOR MAJU)

Affiliation: Mohammad Ali Jinnah University, Karachi

Official Email: zubair.shaikh@jinnah.edu

Area of Expertise: Mobile Agents, Adhoc Networks, Ubiquitous Computing, User Experience Usability, Human Machine Interaction, Ontology, Distance Learning

Prof. Dr. Zubair Ahmed Shaikh is currently the President/Vice-Chancellor at Mohammad Ali Jinnah University, Karachi. He holds a PhD from Polytechnic Institute, New York, United States. He has served as founding Dean at Isra University, Dean of University of Huddersfield, UK's franchise program at Karachi and also as Dean and Director of FAST National University and DHA Suffa University. He is also an elected Member of Governing Body of Pakistan Engineering Council in Computer Engineering.

Dr. Zubair has held key strategic and academic leadership positions, establishing research centers and leading engineering, technology and educational projects for various companies. He is a profound name and an acclaimed technologist who has worked as Google Scientist in addition to his services as Senior IT Consultant for Wall Street and other national and international organizations of repute. His countless achievements and remarkable services to the higher education sector made him an asset for Mohammad Ali Jinnah University.

CONFERENCE CHAIR



DR. HINA FATIMA

Affiliation: Mohammad Ali Jinnah University, Karachi

Official Email: hina.fatima@jinnah.edu

Area of Expertise: Agricultural Economics, Econometrics, Research Methods

Dr. Hina Fatima received Master of Economics from Fatima Jinnah Women University, Rawalpindi, Master of Philosophy from International Islamic University, Islamabad, PhD from Fatima Jinnah Women University, Rawalpindi and PhD research Fellowship from West Texas A&M University, USA. She is one of the key editorial members of Jinnah Business & Economic Research Journal and the Editor of Jinnah Research Bulletin. Currently, she is serving as Associate professor and Associate dean at Faculty of Business Administration at Mohammad Ali Jinnah University.



GENERAL CHAIR

DR. JUNAID REHMAN SHAIKH

BE (Pakistan), MEM (Australia), MBA (Australia), PhD (Australia)
P.ENG (Australia), MAPE (Australia), MPMI (USA), MAIS (USA), MASIS&T (USA)



Affiliation: Mohammad Ali Jinnah University, Karachi

Official Email: junaid.rehman@jinnah.edu

Area of Expertise: Strategic Knowledge Management, Information Systems, Technology & Innovation Management, Human Resource Management, Leadership & Business Strategy, Project Management, Disaster Risk Reduction, Higher Education Policy Development

Dr. Junaid is a Senior Faculty Member and currently heading the MS (Project Management) program at Mohammad Ali Jinnah University (MAJU), Karachi. He is also the CEO of Knowledge360, a Career Management, Education & Training Consultancy. He has more than 14 years of national & international experience that spreads across multiple industries as Federal Govt Officer, Academic, Project Manager, Researcher & Consultant. While previously serving as Director (ORIC) at MAJU, he conceived and introduced the first of its kind concept called "ORICOMETER", a performance monitoring & showcasing tool/dashboard for University ORICs.

He is a HEC & British Council Certified Research Grants Management Specialist and ORICs Trainer. He served at HEC-Pakistan in different departments and also as the Head of Research Journals/SSHRC (during 2013-2014) where he facilitated scientific research through research journal grants and policy regulations in the universities of Pakistan. At University of Technology (UTS), Sydney, he served as a Casual Academic and taught Technology Management and Research Writing subjects at the postgraduate level.

Dr. Junaid has travelled to more than 25 countries for the purpose of international exchange & research collaboration and has presented his research at leading international conferences held in Japan, USA, UK, Australia, Poland & Italy. He has 25 publications which include 2 books and 23 research journal/A-ranked conference papers. During the past 4 years, he has attained a cumulative WoS impact factor in excess of 35, with one of his papers published in a high-impact factor journal (International Journal of Information Management, WoS I.F: 21, Q1). He is also a Reviewer in leading Q1 journals. Besides, in recognition of his academic achievements, he was conferred upon "Star Laureate Award", "Accomplish Award" and "SSA Australia Academic Excellence Award".

GENERAL CO-CHAIRS

PROF. DR. MUHAMMAD AZAM

Affiliation: Mohammad Ali Jinnah University, Karachi, Pakistan

Official Email: muhammad.azam@jinnah.edu

Areas of Expertise: Corporate Finance, Behavioral Finance, Security Analysis and Portfolio Management, Financial Econometrics and Business Research Methods



Dr. Muhammad Azam is a Professor of Finance in the Department of Management Sciences at Mohammad Ali Jinnah University, Karachi. He earned his PhD in Finance from Paris Nanterre University in 2009. His research interests include Corporate Finance, Behavioral Finance, Security Analysis and Portfolio Management, Financial Econometrics and Business Research Methods. He has vast experience in teaching at both graduate and postgraduate level. He has published numerous articles in various high-ranked journals.



DR. MUHAMMAD IBRAHIM SHAMSI

Affiliation: Mohammad Ali Jinnah University, Karachi, Pakistan

Official Email: ibrahim.shamsi@jinnah.edu

Areas of Expertise: Supply Chain, Quality Planning, Operations Management, Green Logistics

Dr. M. Ibrahim Shamsi, is a renowned expert in Supply Chain Management, holding Ph.D degree from Putra Business School, University Putra Malaysia, with an MBA in Supply Chain Management and an MSc in Statistics. He has authored numerous research papers. Dr. Shamsi currently serves as Head of the School of Business Administration at Mohammad Ali Jinnah University, where he excels in teaching, research, and administration. His leadership extends to various administrative portfolios, including roles as the Focal Person of NBEAC, representation in Quality Enhancement Cell (QEC), and membership in key committees such as Exam Vigilance and Students Affairs advisory. Dr. Shamsi's dedication to academic excellence and institutional development is evident in his multifaceted contributions to research, teaching, and administrative leadership.



DR. MUHAMMAD ASIF QURESHI

Affiliation: Mohammad Ali Jinnah University, Karachi and Universiti Malaysia Perlis (International Research Fellow)

Official Email: drasifqureshi@jinnah.edu

Area of Expertise: Green HRM, Organizational Behaviour, Strategic HRM, Leadership and Sustainable Innovation, CSR

Dr. Muhammad Asif Qureshi is working as an Associate Professor, Faculty of Business Administration at Mohammad Ali Jinnah University and also worked as a Director Research and Projects at MAJU. He earned his Ph.D. degree in Human Resource Management from University Utara Malaysia, which is AMBA and AACSB accredited, Postdoctoral & International Research Fellow at University Malaysia Perlis. Dr. Qureshi has a wide international exposure and almost 15 years of work experience in teaching, research, and Industry level.

He has published in A* Journal, International journal of hospitality management Impact factor 11.07 and earned Emerald Literati Awards from The TQM Journal. He has several Impact Factor publications to his credit in Scopus Q1, ABDC, ABS SSCI, SCI, ESCI and other top-notch research journals. He is a reviewer of several high-ranking research journals. He has edited multiple books in IGI Global & Emerald Publishers. He has been invited as Session Chair and Keynote Speaker to a number of International Conferences. Dr. Qureshi has deep knowledge of quantitative and qualitative research and has presented in universities such as Oxford, U.K, Harvard and MIT, USA. Furthermore, Dr. Qureshi presented his papers in many prestigious conferences such as "The Annual Meeting of the Academy of Management, USA", "European Academy of Management EURAM" and "British Academy of Management". He nurtures and spearheads many research programs at his university and is a key protagonist of an inspirational research leadership. He has supervised more than 10 MS and PhD Thesis. He is well respected in the international research community and has several research publications in the area of Human Resource Management, Green HRM, Leadership and Sustainable Innovation, CSR, Fintech, and Quantitative & Qualitative Research.



CONFERENCE THEMES

The ICBM 2024 Technical Committee invites submissions across the following 5 themes.

S #	THEMES	Session Chair(s) & Co-Chair(s)
1	<p>STRATEGIC HRM, LEADERSHIP AND SUSTAINABLE INNOVATION</p> <ul style="list-style-type: none">• Innovation and Technologies in HRM• Agile and Green HRM• Organizational Behavior and Psychology• Leadership and Sustainability	<p>Chair(s)</p> <ul style="list-style-type: none">• Dr. Ghulam Muhammad• Dr. Muhammad Asif Qureshi <p>Co-Chair(s)</p> <ul style="list-style-type: none">• Dr. Abdul Samad Dahri• Dr. Munaza Bibi• Dr. Munwar Hussain Pahi• Dr. Muhammad Hafeez• Dr. Sherbaz Khan• Dr. Samina Qasim• Dr. Jahanzaid Alvi• Dr. Muhammad Arsalan Hashmi• Prof. Dr. Atif Aziz• Dr. Syed Haider Ali Shah
2	<p>TECHNOLOGICAL SYNERGIES IN FINANCE, ACCOUNTING AND ECONOMICS</p> <ul style="list-style-type: none">• Technological advancements in Islamic Financial Services• Socioeconomic Impact of Fintech• Promoting Sustainable Financial Reporting Practices	<p>Chair(s)</p> <ul style="list-style-type: none">• Dr. Syed Alamdar Ali Shah• Dr. Muhammad Azam• Dr. Muhammad Omer Rafique <p>Co-Chair(s)</p> <ul style="list-style-type: none">• Dr. Bayu Arie Fianto• Dr. Arsalan Haneef Malik• Prof. Dr. Syed Karim Bux Shah• Dr. Abdul Rahman Aleemi
3	<p>MARKETING AND ENTREPRENEURSHIP</p> <ul style="list-style-type: none">• E-commerce and Digital Marketing• AI and Consumer Experiences• Entrepreneurship and Startups Development	<p>Chair(s)</p> <ul style="list-style-type: none">• Dr. Muhammad Zahid• Dr. Sadia Shaikh <p>Co-chair(s)</p> <ul style="list-style-type: none">• Dr. Muhammad Nawaz Tunio• Dr. Arman Khan• Dr. Rao Muhammad Rashid• Dr. Ubedullah Amjad Ali



4	<p style="text-align: center;">SUPPLY CHAIN AND OPERATIONS MANAGEMENT</p> <ul style="list-style-type: none">• Global Sustainability Through Modern Supply Chains• Supply Chain Digitization and Industry 5.0• Circular Supply Chain and Closed-Loop Systems• Supply Chain Strategies and the SDGs	<p>Chair(s) Dr. Muhammad Ibrahim Shamsi</p> <p>Co-chair(s) Dr. Tahir Mumtaz Malik Dr. Muhammad Wamiq Dr. Sarah Wali Qazi Dr. Aziz ur Rehman Saifee</p>
5	<p style="text-align: center;">CONTEMPORARY PROJECT MANAGEMENT</p> <ul style="list-style-type: none">• Interplay Between Project Management Methodologies & Standards• Application of AI & Automation Tools in Projects• Data Governance & Policy Perspectives in Healthcare Projects• Management of Systems Engineering Projects	<p>Chair(s)</p> <ul style="list-style-type: none">• Dr. Farhan Ahmed• Dr. Farhan Mehboob• Dr. Junaid Rehman Shaikh <p>Co-chair(s)</p> <ul style="list-style-type: none">• Dr. Sheheryar Mohsin Qureshi



SESSION CHAIRS PROFILE

STRATEGIC HRM, LEADERSHIP AND SUSTAINABLE INNOVATION



DR. GHULAM MUHAMMAD

Affiliation: Mohammad Ali Jinnah University, Karachi

Official Email: gm@jinnah.edu

Area of Expertise: Innovation Management, HR Service Delivery, HR Audit & Analytics and Motivation

Dr. Ghulam Muhammad has more than 18 years of experience in research, training, teaching and working in human resource department. He has done a Ph.D. in Human Resource Transformation, secured a gold medal in MS (HR) and won various international research grants from Higher Education Commission of Pakistan (HEC). He is also appointed as an examiner of HEC funded project amounting to 15 million. He has visited different countries to get international exposure, presented or published 49 research papers, and has experience of organizing national and international conferences. He has worked as a Director Business Research Center, Deputy Director ORIC and as a Head of HR. He also worked as Head of the Department of Management Science at Mohammad Ali Jinnah University, Karachi and is currently working as an Assistant Professor in Human Resource Management. He has been involved in social work since 2004.

TECHNOLOGICAL SYNERGIES IN FINANCE, ACCOUNTING AND ECONOMICS



DR. SYED ALAMDAR ALI SHAH

Affiliation: Mohammad Ali Jinnah University, Karachi

Official Email: alamdar.shah@maju.edu

Area of Expertise: Islamic Finance, Islamic Banking, Econometrics

Dr. Alamdar holds a Ph.D. with Cum Laude in Islamic finance & capital markets. As an Assistant Professor at Mohammad Ali Jinnah University, he leverages four Postdoc fellowships and 18 years of experience in academia and professional banking. Actively engaged in academic and professional roles, he contributes regularly to academic committees, study boards, editorial boards, and review boards showcasing his commitment to advancing knowledge and excellence in his field.



DR. MUFTI MUHAMMAD OMER



Affiliation: Mohammad Ali Jinnah University, Karachi

Official Email: muhammad.omer@maju.edu

Area of Expertise: Islamic Finance, Islamic Banking, Econometrics

Dr. Mufti Muhammed Omer Rafique is a SECP and CSAA certified Shariah advisor currently working as a lecturer at Muhammed Ali Jinnah University. He is a Shariah advisor at qordata. Inc. and director at Assadiq Shariah consultants. He has doctorate degree in Islamic finance from University Malaya.

MARKETING AND ENTREPRENEURSHIP

DR. MUHAMMAD ZAHID



Affiliation: Mohammad Ali Jinnah University, Karachi

Official Email: muhammad.zahid@maju.edu

Area of Expertise: Marketing, Startup Development

Dr. Muhammad Zahid, a distinguished scholar, holds a Ph.D. in Marketing and boasts a decade of invaluable experience in both national and international organizations. Currently contributing his expertise as an Assistant Professor of Marketing at Muhammad Ali Jinnah University, he seamlessly integrates real-world industry knowledge with academic rigor to enrich the learning experience.



DR. SADIA SHAIKH

Affiliation: Benazir School of Business, BBSU, Karachi

Official Email: dr.sadiashaikh@bbsul.edu.pk

Area of Expertise: Business Management, Entrepreneurship, SME Management and Tourism Marketing.

Dr. Sadia Shaikh is an Assistant Professor Benazir Bhutto Shaheed University, Karachi, Pakistan. She holds a Ph.D. Degree in the discipline of Business Management with a focus on Entrepreneurship and SME Management. Her area of research and expertise includes Micro, Small & Medium Enterprise Management, Enterprise Development, Business Value Chains, as well as Tourism, Sports Sciences & Sustainability studies. Dr. Shaikh has extensive teaching and administrative experience and has been associated with various academic institutions as well as business corporations in Pakistan. She also has vast experience in research writing and publishing. She has published many research articles in reputable national and international journals, as well as serving as an editor for HEC recognized research journals. Dr. Shaikh has co-founded many entrepreneurial ventures and is currently working with two social enterprises 'Artizan' and 'Coral Research & Education Systems'. She also provides consultancy on aspiring entrepreneurial ventures, coaching, and academic supervision to research scholars.

CONTEMPORARY PROJECT MANAGEMENT

DR. FARHAN MEHBOOB



Affiliation: Bahria University, Karachi

Official Email: farhanmehboob.bukc@bahria.edu.pk

Area of Expertise: Project Planning & Management, Strategic Business Leadership, Fintech, Econometrics, Business Analytics, Business Research methods

Dr. Farhan holds a PhD in Business Administration and an MBA from Heriot-Watt University (UK, 2022 QS Rank 270) with emphasis in International Trade & Finance. He completed Bachelor of Science in Business Administration from University of Arizona (USA, AACSB, 2022 QS Rank 268) double majoring in Management Information Systems & Operations Management. He has taught a variety of Management Science, IT/MIS courses at the graduate and undergraduate levels in addition to supervising MBA and BBA thesis. His current research interests include corporate governance, fintech, econometrics, business ethics. He has published in peer reviewed Scopus indexed impact factor journals as well as presented at International Research Conferences (Awarded Best Conference Paper-AIMC-2021). He holds professional IT certifications from Cisco, Microsoft, Sun Microsystems (now Oracle) and Symantec (now Broadcom). He has attended numerous professional training courses in networking, network security, routing, and switching by Avaya, Cisco, Network Associates, Nortel Networks, Oracle, Symantec and Microsoft.



DR. FARHAN AHMED SHAIKH

Affiliation: NED University, Karachi

Official Email: farhanshaikh@neduet.edu.pk

Area of Expertise: sustainable finance, climate literacy and development economics, Public Policy Planning, Environmental Economics, SDGs

Dr Farhan Ahmed Shaikh is a senior education professional with more than 17 years of hard core national and international experience in academia and the developmental sector. At present, he is an Assistant Professor at the Economics and Management Sciences Dept at NED University, Karachi. His major creative contribution for NED includes the development of Center of Excellence for Socio-Economic Development and Policy (CESDP) and departmental research journal. Previously, he worked as an Assistant Professor of Finance and the Managing Editor of Journal of Independent Studies & Research (JISR-MSSE) with SZABIST, Karachi. At SZABIST, he significantly contributed to devising the strategic plan of the faculty of management sciences. He was responsible for raising the standards and quality of research in the field of management, social sciences and economics, providing research related capacity building trainings.

Dr. Shaikh has the privilege of winning three Best Research Awards for the year 2021, 2022 and 2023 awarded by Advanced Studies and Research Board of NED University of Engineering & Technology (NEDUET). He has also been serving as a member board of studies, board of faculty, board of advanced studies and research (BASR), think tanks and editorial boards. He has also worked in the capacity of Technical, Research and Data Consultant for the development sector that includes organizations like World Bank, School of Leadership, British Council, Sewa-Development Trust, Youth Arena, The NGO World Foundation and Nizamani Foundation. Dr. Shaikh also shares an international profile. He has had the honor of being first ever an Asian nominee for Moskowitz Prize in the field of Sustainable Finance by Kellogg School of Management, Northwest University, US. He has also had the honor of winning the Best Teacher Award 2021.

SESSION CO-CHAIRS PROFILE

STRATEGIC HRM, LEADERSHIP AND SUSTAINABLE INNOVATION

DR. ABDUL SAMAD DAHRI

Affiliation: Shaheed Benazir Bhutto University, Nawabshah, Sindh

Official Email: drabdulsamad.dahri@sbbusba.edu.pk

Area of Expertise: Leadership, Organizational Behaviour, Green HRM, Business Research Methods



Dr. Abdul Samad is currently working as Assistant Professor and Head of ORIC at Shaheed Benazir Bhutto University, Nawabshah, Sindh. He holds PhD degree in Human Resource Management from Universiti Utara Malaysia, Malaysia. He has published in many national and international research journals and conferences. Dr. Abdul Samad has more than 9 years of collective experience in academia and industry. His career in academia involves a unique mix of teaching, admin and research supervisory experience which includes research projects, research thesis of undergraduate and postgraduate students.



DR. SHERBAZ KHAN



Affiliation: Jinnah University for women, Karachi

Official Email: sherbaz.khan@juw.edu.pk

Area of Expertise: Management Sciences, Marketing, SPSS, NVIVO, MATLAB, and Smart PLS

Dr. Sherbaz Khan is a distinguished academician and researcher with over a decade of experience in teaching, research, and supervision. As an Associate Professor and the Head of the Department of Business Administration, Economics, and Commerce at Jinnah University for Women, his expertise spans management sciences, with a particular focus on qualitative and quantitative research methods. Dr. Khan holds a PhD in Management Sciences from Greenwich University, enhancing his robust academic portfolio which includes an MBA specializing in Marketing. He is proficient in a variety of technical skills using statistical tools such as SPSS, NVIVO, MATLAB, and Smart PLS, enabling him to perform complex research analyses including regression, MCDM, and neural network analysis.

His research includes diverse methodologies such as SEM, Fuzzy Inference Systems, and Multi-Group Analysis. Dr. Khan's work incorporates insights from sociology, psychology, and supply chain management, demonstrating his interdisciplinary approach to management sciences. His commitment to scholarly excellence is evident from his roles across various universities where he has taught courses on Advanced Research Methods, Quantitative Research, and Integrated Marketing Communication. In addition to his academic duties, Dr. Khan has significantly contributed as a Managing Editor at CBM – IoBM, elevating the journal's status to SCOPUS levels and supervising advanced-level theses and capstone projects. His leadership in academic coordination and research across multiple institutions has markedly advanced research standards and culture, affirming his dedication to the academic community.



DR. MUNAZA BIBI

Affiliation: Bahria University, Karachi

Official Email: munazabibi.bukc@bahria.edu.pk

Area of Expertise: Human resource management, organization politics, organizational psychology, and healthcare management

Dr. Munaza Bibi is an Assistant Professor in Business Studies at Bahria University, Karachi Campus. She is an advisory board member in the Sustainable Business Management Review Journal. She has several publications in national and international journals. Her areas of specialization include human resource management, organization politics, organizational psychology, and healthcare management from individual and organizational perspectives and environmental sustainability.



DR. MUNWAR HUSSAIN PAHI

Affiliation: Karachi Institute of Economics and Technology, (KIET), Pakistan

Official Email: munwar.pahi@kiet.edu.pk

Area of Expertise: Leadership, Human Resources Management, Organizational Behavior, and Service Management

Dr. Munwar Hussain Pahi is serving as Associate Professor in Management at the College of Business Management, KIET Sindh, Pakistan. In charge of Cluster Head of Management Science, KIET. Dr. Pahi holds a postdoctoral degree from University Utara Malaysia 2023 and a PhD (Organizational Behavior and HRM) from University Utara Malaysia (2017). He has national and international work experience. Dr. Pahi has prior working experience at University Utara Malaysia as a lecturer and as an Assistant Professor at Indus University, Karachi, Pakistan. He served as the Chairperson of the Department of Business Administration and Commerce, Indus University, Karachi. He worked as an academic trainer. Dr. Pahi produced two PhDs as the first supervisor and 20+ MS/MPhil students. Dr. Pahi is the chief editor of the International Journal of Business Strategy Horizons (IJOBSH). He has published in top-tier international journals. Dr. Pahi published books with reputable publishers, edited special issues of the impact factor, and Scopus indexed journals in the fields of human resource management and organizational behavior. He is the external examiner of PhDs and dissertations at various universities.



DR. MUHAMMAD HAFEEZ

Affiliation: Shaheed Benazir Bhutto University, Pakistan

Official Email: mhafeez@sbbusba.edu.pk

Area of Expertise: Corporate Sustainability, Leadership, E-Recruitment, Workplace Spirituality, and Employee Performance

Dr. Muhammad Hafeez, an Assistant Professor at Shaheed Benazir Bhutto University, Pakistan, has established himself as a prominent figure in the field of business administration. Holding a Ph.D. from the esteemed Putra Business School at Universiti Putra Malaysia, Dr. Hafeez brings a wealth of academic expertise to his role. With a focus on areas such as Corporate Sustainability, Leadership, E-Recruitment, Workplace Spirituality, and Employee Performance, OCB, workplace politics, workplace conflicts Management etc his research has made significant contributions to the scholarly community. Over the course of his career, spanning more than eight years, Dr. Hafeez has demonstrated a dedication to both teaching and research. He has authored 29 articles in prestigious journals, providing valuable insights into various aspects of business management. Furthermore, Dr. Hafeez has played a pivotal role in shaping the next generation of business leaders, having supervised over 30 MS/MBA students in their academic pursuits. His commitment to academic excellence is further evidenced by his active participation in international and national conferences, where he has presented his research findings on numerous occasions. Additionally, Dr. Hafeez is the author of a seminal book in his field, further solidifying his reputation as a thought leader and expert in business administration.



DR. SAMINA QASIM

Affiliation: Senior Assistant Professor, MBA Thesis Coordinator, Faculty of Business Administration at Bahria University, Karachi

Official Email: saminaqasim.bukc@bahria.edu.pk

Area of Expertise: Leadership, Organizational Development, Strategic HRM

Dr. Samina Qasim is working as Senior Assistant Professor, Faculty of Business Administration at Bahria University and also MBA Thesis coordinator, Heading Research Department Bahria University Karachi Campus. She has earned her Ph.D. degree in Human Resource Management from Iqra University, 2020. She is also a certified master trainer (UK), NLP practitioner (USA), and licensed life coach (UK), her credentials reflect her dedication. Dr. Samina Qasim's diverse experience in research, corporate trainings and consulting equips her to impart comprehensive insights. She has several Impact Factor publications to her credit in Scopus Q1, ABDC, ABS SSCI, SCI, ESCI and other top-notch research journals. This demonstrates her contribution to her field of expertise. She has been invited as Session Chair and Keynote Speaker to a number of International and National Conferences and webinars. She has attended many national and international conference and presented her research paper. Moreover, Dr. Samina Qasim has a strong profile of corporate trainings and consultation. Noteworthy clients include, National bank of Pakistan, Faysal Bank, 10 Pearls, Lucky Textile, Artistic Milliner, and Alkaram showcase her impact. She enriches the academic community with her presence and insights.



DR. JAHANZAIB ALVI

Affiliation: IQRA University, Karachi

Official Email: jahanzaib.alvi@vis.com.pk, jahanzaib.alvi@iqra.edu.pk

Area of Expertise: Corporate Finance, Behavioral Finance, FINTECH, Green Finance, Machine Learning and Deep Learning

Dr. Jahanzaib Alvi is a Manager (Analytics) and faculty member at IQRA University. He earned his PhD degree from IQRA University in Finance (Credit Default Prediction by Machine Learning – The Power of AI), he is also a certified Data Scientist and Machine Learning expert with an extensive research portfolio in credit default prediction and other financial topics. He has published more than 25 research papers in international journals and presented his findings at several international conferences. His work is highly regarded and was even featured on the Harvard University homepage. He is also editorial board member of Financial Studies Romania and reviewer of Journal of Finance & Economics Research (IQRA University). He's expertise in the field of credit rating and finance, coupled with his research acumen and credentials make him a valuable asset to the organization.



DR. MUHAMMAD ARSALAN HASHMI

Affiliation: Dow University of Health Sciences, Karachi

Official Email: arsalan.hashmi@duhs.edu.pk

Area of Expertise: Corporate governance, ESG, green finance, family firms, ownership concentration, cryptocurrencies, firm performance and earnings quality.

Dr. Muhammad Arsalan Hashmi is an Associate Professor and HoD/Incharge Accounting, Finance & Economics at the Institute of Business & Health Management, Dow University of Health Sciences, Karachi, Pakistan. He has also served as Associate Professor and Cluster Head of Finance & Accounting at the Karachi Institute of Economics & Technology (KIET). Dr. Arsalan has done his PhD Finance from the University of Malaysia Sarawak, MSc Financial Economics from the University of Glasgow, UK and BA (Joint Honours) Accounting & Economics from the University of Strathclyde, UK. He has also served as the Editor of Market Forces, a bi-annual HEC recognized research journal of the College of Management Sciences, KIET. During his academic career, Dr. Arsalan has published in well-reputed international journals listed in Scopus, Web of Science, ABDC, ABS and is a reviewer of several international journals. He also has vast teaching and research supervision experience in the domains of finance, accounting and economics. His research interests include corporate governance, ESG, green finance, family firms, ownership concentration, firm performance and earnings quality.



PROF. DR. ATIF AZIZ

Affiliation: Professor at Iqra University, Karachi

Official Email: atif.aziz@iqra.edu.pk

Area of Expertise: Human Resource, Organizational Behaviour and Leadership

Dr. Atif Aziz, holds MBA from Universiti Tunku Abdul Razak, Malaysia and completed PhD from University Utara Malaysia. His Areas of expertise are employability and career related outcomes. Currently, he is working on Psychometric properties of young professionals. He is an enthusiastic professional who takes great pride in his ability to successfully deliver and plan classroom lessons effectively in line with the curriculum and following the objective stated by the institution. Throughout his career and studies, he has been committed to good practice and learning new areas of research.



DR. SYED HAIDER ALI SHAH

Affiliation: Associate Professor/ Research Cell Coordinator at Business Studies Department, Bahria Business School, Bahria University Islamabad Pakistan.

Official Email: haider.buic@bahria.edu.pk

Area of Expertise: HR Practices, Leadership and Management, Talent Management, Green HR Practices, Leadership Styles and CSR Practices and Pro-environmental behavior.

Dr. Syed Haider Ali Shah is Associate Professor/ Research Cell Coordinator at Business Studies Department, Bahria Business School, Bahria University Islamabad Pakistan. He Holds a PhD from University of Malaya, Malaysia. Its Malaysia Top University. His area of specialization is HR Practices, Leadership and Management with special research interest in HR Practices, Green HR Practices, Talent Management, Green HR Practices, Leadership Styles and CSR Practices and Pro-environmental behavior. Dr. Haider Shah is engaged in many academic activities and professional training in both nationally and internationally. He has been conducting trainings through different platform like Leadership Development Centre (LDC), Bahria University and CALWASS.

Dr. Haider Shah, has more than 11 years' experience in Industry and Academia. He has 36 Research publications in Multiple Impact Factor Journals, ABDC, ABS, Scopus Data Base and HEC Recognized Journals and 18 book chapters. Moreover, he has presented papers in both national and presented papers at various international conferences. In addition to that, He chaired various sessions at different international and national conferences. Further, he is a reviewer of various reputable journals and working on various projects nationally and internationally. Dr. Syed Haider Ali Shah is a Teacher, Researcher, Host, Inspirational Speaker, Life Coach, Trainer and provides consultancy in the areas of Human Resource practices, Leadership, CSR Practices, Pro-environmental Behavior, Innovation and creativity. Dr. Syed Haider Ali Shah is an Associate Professor/ Research Cell Coordinator at Business Studies Department, Bahria University Islamabad Pakistan. He Holds a PhD from University of Malaya, Malaysia.

TECHNOLOGICAL SYNERGIES IN FINANCE, ACCOUNTING AND ECONOMICS



DR. BAYU ARIE FIANTO

Affiliation: Universitas Airlangga, Indonesia

Official Email: bayu.fianto@feb.unair.ac.id

Area of Expertise: Islamic Microfinance, Islamic Capital Market, and Islamic Banking

Dr. Bayu Arie fianto is an Associate Professor at Universitas Airlangga, Indonesia and Faculty Member at Bank Indonesia Institute. He is also Head of SDGs Center and Head of Islamic Economic Study Program at Universitas Airlangga. He earned his PhD in Finance from Lincoln University, New Zealand, his MBA in Islamic Banking and Finance from International Islamic University Malaysia, and Bachelor Degree in Management from Brawijaya University, Indonesia. Bayu has published several articles in peer-reviewed journals. His primary research interests include Islamic Microfinance, Islamic Capital Market, and Islamic Banking.



DR. ARSALAN HANEEF MALIK

Affiliation: Institute of Business Management, Karachi

Official Email: arsalan.malik@iobm.edu.pk

Area of Expertise: Financial Inclusion, Financial Stability, Institutional Quality, and Environmental and Sustainable Finance.

An academican and experienced professional in accounting and finance. Currently affiliated with the Institute of Business Management (IoBM) Karachi, Pakistan. With a PhD from the University of Malaysia Sarawak, I have published extensively in the social sciences in highly reputed journals. His research areas include financial inclusion, financial stability, institutional quality, and environmental and social sustainability. He inspires students to think critically and apply their knowledge to real-world situations. He is committed to academic excellence and shaping the next generation of financial professionals. I am always available to guide and support students as they progress.



PROF. DR. SYED KARIM BUX SHAH

Affiliation: Professor (Finance) at IBA Department, University of Sindh, Jamshoro

Official Email: kbsayed@usindh.edu.pk

Area of Expertise: Corporate Finance, Islamic Finance, International Trade, Fintech

Dr. Syed Karim Bux Shah is a Professor of Finance at the Institute of Business Administration (IBA), University of Sindh, Jamshoro, Pakistan. Dr. Shah holds a PhD in Finance from the Faculty of Business and Accountancy, which is an AACSB accredited Business School, at the University of Malaya, Malaysia. With extensive experience in both teaching and research, Dr. Shah has contributed significantly to academia. His expertise extends to both national and international levels. Dr. Shah is a post-doctoral research fellow at INTI International University Malaysia. He has taught at the Faculty of Business and Accountancy, University of Malaya. Currently, he is a visiting faculty at Sukkur IBA University.

Dr. Shah's academic journey reflects his commitment to excellence and his valuable contributions to the field of finance. His research has been published in prestigious international journals indexed in ABDC, ABS, SSCI, ESCI, and Scopus. As an active reviewer, he evaluates submissions to high-ranked journals in the domains of Finance, Accounting, and Economics. Dr. Shah's accolades include winning the Emerald Literati Award for one of his publications and securing the Best Thesis Award at the faculty level in the University of Malaya's 3-Minute Thesis Competition. His expertise extends beyond research; he has actively participated as an organizer, session chair, and discussant in both international and national conferences. Additionally, Dr. Shah's co-authored research articles have been presented at distinguished gatherings such as the Malaysian Finance Association (MFA) Conference. Furthermore, he is deeply committed to nurturing the next generation of scholars, as evidenced by his involvement in the supervision of doctoral and MS candidates at his institute. His multifaceted research interests demonstrate his commitment to advancing knowledge in finance. He has delved into the intricacies of corporate finance, international trade, and Islamic finance.



DR. ABDUR RAHMAN ALEEMI

Affiliation: Institute of Business Management (IoBM), Karachi

Official Email: abdur.rahman@iobm.edu.pk

Area of Expertise: Corporate Finance, Financial Economics, Digital Finance & Fintech, Financial Inclusion and Market Structure.

Dr. Abdur Rahman Aleemi is Associate Professor and HoD Research at IoBM. Dr. Aleemi is also a Certified Fintech Professional (CFF-Pro). He is leading the MS/PhD programs in Business Management at the Graduate Business Research Department of the College of Business Management. Dr. Aleemi possesses more than 14 Years of diverse experience of industry and academia. He has served both in academia and industry at different positions for various projects and responsibilities. Last but not the least he is leading Capstone Projects and has been involved in funded projects with reputed organizations.

MARKETING AND ENTREPRENEURSHIP



DR. MUHAMMAD NAWAZ TUNIO

Affiliation: University of Sufism and Modern Sciences, Bhitshah, Pakistan

Official Email: mntunio@usms.edu.pk

Area of Expertise: Entrepreneurship, Innovation, Youth Development, Career

Muhammad Nawaz Tunio is Assistant Professor at Department of Business Administration, University of Sufism and Modern Sciences, Bhitshah, Pakistan. Dr. Tunio has prior working experience at Mohammad Ali Jinnah University, Karachi, Pakistan as Assistant Professor; Greenwich University, Karachi, Pakistan as Assistant Professor, In-charge Director ORIC and Editor of biannual Journal of Business Strategy (JBS). Dr. Tunio is Ph.D. in Entrepreneurship, Innovation, and Economic Development, Alpen Adria University, Klagenfurt, Austria. He was awarded government scholarship by Higher Education Commission of Pakistan. He was awarded a young scientist research fellowship for Kent State University, Ohio. His fields of research interest are entrepreneurship, CSR, Careers, Youth Development, and Self-employment. He has publications in top-notch research journals, and he has presented papers at international conferences and conducted research workshops. Dr. Tunio has edited several books, contributed chapters in the different book published by reputable publishers, and edited special issues of the impact factor, and Scopus indexed journals in the field of entrepreneurship. He has conducted several sessions, and workshops.



DR. ARMAN KHAN



Affiliation: Shaheed Benazir Bhutto University, Shaheed Benazirabad, Pakistan

Official Email: armankhan@sbbusba.edu.pk

Area of Expertise: Artificial Intelligence Marketing, Digital Marketing Customer Behavior, Integration of Technology in Business.

Dr. Arman Khan is an esteemed academician renowned for his exceptional dedication, extensive research acumen, and profound academic background. With over a decade of relentless pursuit of knowledge and intellectual growth, he stands as a beacon of excellence in the field of academia. Currently serving as an Assistant Professor in the esteemed Department of Business Administration at Shaheed Benazir Bhutto University, Pakistan. Through collaborative efforts with seasoned researchers, Dr. Arman has honed his skills, developing a robust foundation in research principles and techniques. A seasoned academic, Dr. Arman's contributions extend beyond the confines of his university. He has actively participated in various national and international conferences, presenting groundbreaking research findings and fostering collaborations across borders. Additionally, his publications in high-impact factor journals attest to the caliber of his research output. Dr. Arman's commitment to advancing scholarly discourse is further evidenced by his roles as Chief Editor of a reputable research journal and as a valued member of the editorial boards of several national and international journals. Through these roles, he continues to shape the trajectory of academic research, fostering an environment conducive to innovation and excellence.



DR. RAO MUHAMMAD RASHID

Affiliation: Associate Professor, Management Studies, Bahria Business School, Bahria University, Karachi Campus

Official Email: raomuhammadrashid.bukc@bahria.edu.pk

Area of Expertise: Marketing, Social Commerce, Consumer Behavior, Digital Marketing

Dr. Rao Muhammad Rashid is working as an Associate Professor/Post Graduate Program Coordinator, at the Management Studies Department, Bahria Business School, Bahria University Karachi Campus. He earned his Ph.D. degree in Marketing Management from Hefei University of Technology. Dr. Rao has wide international exposure and almost 15 years of work experience in teaching, research, and Industry level.

He has several Impact Factor publications to his credit in Scopus Q1, ABDC, ABS SSCI, SCI, ESCI, and other top-notch research journals. He is a reviewer of several high-ranking research journals. He has been invited as Session Chair and Keynote Speaker to several International Conferences. Dr. Rao has deep knowledge of quantitative and qualitative research. He nurtures and spearheads many research programs at his university and is a key protagonist of inspirational research leadership. He has supervised more than 15 MS and PhD Thesis. He is well respected in the international research community and has several research publications in the areas of Marketing, Social Commerce, Consumer Behavior, Digital Marketing, and Quantitative & Qualitative Research.



DR. UBEDULLAH AMJAD ALI

Affiliation: Manager Research and Business Solution Centre, Bahria Business School, Bahria University, Karachi

Official Email: ubedullahamjadali.bukc@bahria.edu.pk

Area of Expertise: Marketing and Entrepreneurship

Dr. Ubedullah Amjad Ali received B.E. degree in electrical engineering and master's degree in Management Sciences from Ilma University (Formerly Biztek) Karachi, Pakistan. He has received a PhD. in Management with majors in Marketing from Karachi Institute of Economics and Technology, Karachi. He is serving as Manager Research and Business Solutions Centre and Assistant Professor at Bahria University Karachi Campus. His research interests include empirical and applied studies on Marketing, Management, Supply Chain, and Entrepreneurship. He is British Nationality holder and possesses a rich academic and corporate experience. He has recently won First Prize at an inter-university competition SIMERGE 24; held at KSBL. He is actively collaborating in industry liaison and Triple Helix Model networking.

SUPPLY CHAIN AND OPERATIONS MANAGEMENT



DR. TAHIR MUMTAZ MALIK

Affiliation: SZABIST University, Karachi.

Official Email: tahir.mumtaz@szabist.edu.pk

Areas of Expertise: Engineering Management, Supply Chain Quality Management

Dr. Tahir Mumtaz Malik is currently serving as an Assistant Professor at SZABIST University. He is a seasoned academic and industry professional with a Ph.D. from NED University. With over seventeen years of combined research and teaching experience, spanning both corporate and academic sectors, Dr. Tahir brings a wealth of expertise to his role. He has authored four papers published in prestigious journals such as Emerald, Scopus, and ISI Clarivate Indexed Publication, with two additional papers currently under review. His research interests primarily revolve around Engineering Management, with a focus on Supply Chain Quality Management. Moreover, Dr. Tahir is actively involved in curriculum development and research supervision, nurturing the next generation of scholars in his field.



DR. MUHAMMAD WAMIQ

Affiliation: Assistant Professor, Sir Syed University of Engineering Technology, Karachi, Pakistan

Official Email: muhammad.wamiq@ssuet.edu.pk

Area of Expertise: Supply Chain Management, Green Technologies & Innovation, Lean Management & Entrepreneurship, Sustainable Performance

Muhammad Wamiq holds Bachelor of Engineering degree from NED University of Engineering & Technology. Afterwards, he has served Wellbeing Green an Australian firm operating in the field of Renewable Energies. Muhammad Wamiq was the lead manager for all CDM (Clean Development Mechanism) Projects running under the Kyoto Protocol of UNFCCC (United Nation Framework on Climate Change) for the generation of Carbon Credits (CER's). Post this experience, he moved to Germany and completed his master's degree and successfully occupied a position to work for fortune 500 company before pursuing a career in Academia. Muhammad Wamiq has served at the Headquarters of MAN Truck & Bus AG in Munich Germany. The company is owned by VolksWagen. Later, he has completed his Doctoral degree in Management Sciences from University Putra Malaysia. All in all, he holds very diversified work experience of 9 years in local firms, international firms, and academia with multidimensional knowledge base ranging from classical technology (renewable energy, energy efficiency, waste to energy conversion) to unorthodox management principles (engineering management). Lastly, Dr. Muhammad Wamiq is also serving as a consultant for different firms working in the power sector and e-commerce.



DR. SARAH WALI QAZI

Affiliation: SZABIST University, Karachi

Official Email: sarawali.qazi@szabist.edu.pk

Area of Expertise: Supply chain, management sciences

Dr. Sarah Wali Qazi is an Associate Professor and Head of Research Center at the Faculty of Management Sciences, SZABIST University Karachi. She also serves as the Program Manager for MSMS/MSFE/PhDMS. With over a decade of experience in Management Sciences, Dr. Qazi is an expert in Qualitative Research. She is actively engaged as a reviewer for various peer-reviewed international and HEC recognized research journals. Dr. Qazi has authored numerous research papers published in reputable national and international journals and supervised over 100 research studies. Additionally, she works as a consultant to microfinance institutions/banks, offering training to women clients on various empowerment paradigms. Her expertise extends to providing training in budget controlling, strategic planning, and professional etiquettes. Dr. Qazi's research interests include women entrepreneurship, empowerment, microcredit, corporate social responsibility, green philosophies, sustainability, human resource, and gender equality. She has been an external board member, guest speaker, trainer, and research evaluator, contributing to national and international conferences, universities, radio stations, and academic bodies.



DR. AZIZ UR REHMAN SAIFEE

Affiliation: University of Karachi, Karachi

Official Email: aziz.rehman@uok.edu.pk

Area of Expertise: Islamic Studies, Seerat

Dr. Aziz ur Rehman Saifee is a distinguished scholar with an impressive academic and professional background. He holds two PhDs: one in Arabic from the University of Karachi and another in Islamic Studies from Federal Urdu University, Karachi. Dr. Saifee has further enhanced his academic credentials through postdoctoral fellowships at the University of Edinburgh, UK, and the Islamic Research Institute at the International Islamic University Islamabad, Pakistan. Additionally, he is an active member of the Islamic Manuscript Association (TIMA) in Cambridge, UK.

Currently, Dr. Saifee serves as an Associate Professor, Director of the Seerat Chair, and Chairman of the Department of Arabic at the University of Karachi. With a career spanning 25 years, he has been associated with several prestigious institutions, including National University FAST, Mohammad Ali Jinnah University, Federal Urdu University, IBA, and DHA Suffa University. Dr. Saifee is a prolific researcher with over 57 research journal publications and active participation in numerous conferences across the country. His contributions to literature and scholarship have been recognized with the Presidential Seerah Award for his book. As an HEC-approved PhD supervisor, he plays a vital role in guiding research scholars. Furthermore, he is a member of various educational advisory committees of the Government of Sindh, including STBB, BOC, and HECIC, reflecting his significant influence on educational policies and standards.

CONTEMPORARY PROJECT MANAGEMENT

DR SHEHERYAR MOHSIN QURESHI



Affiliation: University of the West of Scotland, Paisley, Scotland, UK.

Official Email: sheheryar.qureshi@uws.ac.uk

Areas of Expertise/Interest: Project Management, Quality Management, Operations Management, Human Resources: Quality & Management, Statistical modelling, Sustainability issues, Supply chains, Block chain applications.

Dr Sheheryar Mohsin Qureshi is presently working as a Lecturer in Project Management at the University of the West of Scotland, UK. He earned his master's in engineering from the NED University of Engineering & Technology, Karachi, specializing in the area of Quality Management in 2009. In 2015, he earned his Ph.D. from Hanyang University, Ansan, Republic of Korea, where he specialized in project management. His research interests are the topics related to Quality Management: Control and Assurance; Project Management: Risk, Quality, Complexity and Flexibility; Human Resource: Management and Quality; Sustainability; Block chain Technology Applications; and Real-World Systems Modelling. Besides having published a book chapter on Quality Assurance, Dr Qureshi has journal and conference publications on Human Resource Quality, Quality Control & Management and Project Management to his credit. He has been actively involved in funded research projects and PhD and master's dissertation supervision with a focus on supply chains and project management.



ICBM 2024 SUPPORT COMMITTEES

Program Committee	Technical Committee (Paper Review & Publications)
<ul style="list-style-type: none">• Dr. Junaid Rehman Shaikh• Mr. Muhammad Anas Qadri• Mr. Muhammad Asim Ansari• Ms. Hira Farman	<ul style="list-style-type: none">• Dr. Muhammad Azam• Dr. Muhammad Ibrahim Shamsi• Dr. Muhammad Asif Qureshi• Dr. Ghulam Muhammad• Dr. Syed Alamdar Ali Shah• Dr. Muhammad Omer Rafique• Dr. Muhammad Zahid• Ms. Sana Nawaz
Poster Presentations Committee	Media and Publicity Committee
<ul style="list-style-type: none">• Mr. Babar Ali Qalbani• Mr. Muhammad Ali	<ul style="list-style-type: none">• Mr. Mirza Naveed Baig• Mr. Babar Ali Qalbani• Mr. Muhammad Ali• Mr. Muhammad Anas Qadri• Mr. Mohammad Naeem
Accounts Committee	Web Management and IT Support Committee
<ul style="list-style-type: none">• Mr. Faisal Muhammad Khan• Ms. Sana Nawaz• Ms. Hira Farman	<ul style="list-style-type: none">• Mr. Sultan Ahmed Khan• Mr. Aish Siddiqui
Welcome Desk and Admin Support Committee	
<ul style="list-style-type: none">• Mr. Mirza Naveed Baig• Mr. Faisal Hussain• Ms. Hira Farman	



INTERNATIONAL KEYNOTE SPEAKERS PROFILE



DR. MIR DOST

Affiliation: University of Winchester, United Kingdom

Email: mir.dost@winchester.ac.uk

Area of Expertise: Entrepreneurship and Innovation Management, Sustainable Development and Innovation

Dr. Dost has an extensive experience in teaching, utilizing Bloom's Taxonomy pedagogical methods to develop course profiles, set clear course learning outcomes (CLOs), and align them with program learning outcomes (PLOs). Dr. Dost creates tutorials that allow students to apply theoretical knowledge to practical, real-world problems. These tutorials often incorporate business case studies from reputable publishers such as Harvard and Ivy. Dr. Dost research focuses on the influence of different types of knowledge, including human, social, and organizational capital, on process innovation generation and adoption in the Chemical Industry for sustainable product development. Dr. Dost holds an MBA in entrepreneurship from AIT-Thailand, and his master's research thesis examined the enablers and barriers of green entrepreneurship, particularly in relation to organic agriculture practices in Pakistan. Dr. Dost also served as an external PhD examiner for Portsmouth University in the UK, evaluating a thesis on the analysis of the new product development process of frugal products in Pakistani SMEs.

Dr. Dost published numerous research papers in prestigious international journals and presented his findings at top-tier conferences in the field of management sciences. Some of his published papers include topics such as knowledge spill over and innovation, best management practices in green product development, and the impact of social and intellectual capital on innovation, also have articles currently under review in reputable academic journals. In addition, Dr. Dost actively participated in conferences such as the International Society of Professional Innovation Managers (ISPIM), the Annual Conference of the Academy of Management, and the British Academy of Management (BAM) conference. Dr. Dost served as a country director, speaker, and mentor for the Global Entrepreneurship Bootcamp. Furthermore, he has been invited to contribute as a panelist by the Government of Egypt to discuss entrepreneurship enablement. As a resource person and international consultant, Dr. Dost worked with organizations such as the International Centre of Integrated Mountain Development (ICIMOD), delivering sessions and submitting reports on entrepreneurship development. He has also been recognized as an individual trainer/consultant for the National Business Development Program for SMEs (NBDP) in Pakistan, providing training and guidance on business management and operations to SMEs.



DR. ABU BAKAR A. HAMID

Affiliation: Infrastructure University Kuala Lumpur, Malaysia

Email: abubakarhamid@iukl.edu.my

Prof. Dr. Abu Bakar A. Hamid holds a BBA, MBA from Northrop University (USA), PhD from University of Derby (UK, 2003) and now attached with Infrastructure University Kuala Lumpur (IU KL), Malaysia. He has demonstrated an excellent record of teaching and supervision for more than 30 years in the academic field. His achievement in graduating more than 60 PhD candidates and 30 post-doc fellowships proves his ability, capability and passion in supervision. He has shown excellent records of impactful research and publications which directly has strengthened his expertise in the area of his interest. He managed to secure several competitive national grants and consultant for various projects and later profoundly published in more than 350 articles in competitive international journals, proceedings, books and book chapters.



DR. IDDY ZUBERI

Affiliation: Ministry of Finance, Tanzania

Official Email: nahya.zuberi@gmail.com

Area of Expertise: Taxation, Financial Management

Dr. Iddy Zuberi, Finance Management Officer at the Ministry of Finance, Tanzania, holds a Ph.D. in Accounting with a specialization in Voluntary Tax Compliance from the esteemed Putra Business School at Universiti Putra Malaysia. Additionally, he earned a Master's in Revenue Administration and Tax Policies from the Institutes of Tax Administration in Tanzania. Prior to this, he obtained a Postgraduate Diploma in Financial Management from the Institutes of Finance Management (IFM-Tanzania), a Degree in Business Administration with a focus on Marketing and Islamic Financing from Zanzibar University, and a Diploma in Commerce and Accounting with a specialization in Teaching Commercial Subjects from Dar-es-Salaam Teacher's College, Tanzania. Again, Dr. Zuberi was awarded Secondary Certificates majors in commercial subjects from Ununio Islamic High School and Ujiji Secondary in Tanzania.

Dr. Zuberi's area of expertise lies in Revenue Administration and Tax Policies for fourteen years and teaching for three years. He brings a wealth of expertise to his role in tax compliance. He has demonstrated dedication to tax compliance reforms and zakat management. He has authored six articles in prestigious journals, providing valuable insights into various aspects of taxation and zakat. Furthermore, he is committed to implementing zakat management, as evidenced by his active participation in international conferences such as the International Conference on Contemporary Islamic Studies 2021 and the International Conference on Zakat, Tax, Waqf, and Economic Development 2022.

NATIONAL KEYNOTE SPEAKERS PROFILE



Mr. Sohail Khan

Affiliation: Meezan Bank, Pakistan

Area of Expertise: Islamic Banking

Mr. Sohail Khan has been the Company Secretary of Meezan Bank since February 2017. He holds an MBA from the Institute of Business Administration, Karachi and a bachelor's degree in engineering from NED University. He has over thirty years of experience in the financial sector and has held senior positions in both business and support functions in large financial institutions. Mr. Sohail Khan has been associated with Meezan Bank since 2000 from the days of Al Meezan Investment Bank. During his association with Meezan Bank, he has handled several key positions including Head of Car Ijarah, Head of Human Resources & Administration and Head of Marketing. His last assignment was as Head of Learning and Development, Corporate Communication and Innovation. He has also been actively involved in imparting Islamic Finance training, both in-house and on various external forums.



DR. JAWAID AHMED QURESHI

Affiliation: Szabist University, Karachi

Official Email: jawedkhanqureshi@gmail.com

Area of Expertise: Marketing, Entrepreneurship, Strategic policy development, & Corporate Management.

Dr. Jawaid A. Qureshi is an entrepreneur, corporate strategist, researcher, and academician. He holds a PhD in Management Science from SZABIST Pakistan-UAE and Post-PhD fellowships from Institute of Business Administration, Center for Entrepreneurial Development (IBA-CED), Karachi, Pakistan, Queen Margaret University, UK, Higher Education Academy (HEA) UK, and Stanford University USA. He also completed online concentration courses from MIT, Harvard, and Stanford Universities, USA. He has worked at strategic policy level with SMEs, Non-profits, Corporate and Industrial sector companies at national and international level. He possesses vast experience of strategic policy development, operations management and evaluation. He is also a professor of practice and on the boards of several national and international, public and private organizations, and reputed research journals including Emerald EMCS and HBR of Harvard University. He also serves as a director in a renowned pharmaceutical manufacturing and marketing company, Newton Healthcare (Pvt.) Ltd. and as a convener/head of the United Nations (UN) Central Standing Committee of Federation of Pakistan Chambers of Commerce & Industry (FPCCI) that works with the UN and its affiliated agencies and organizations.



DR. MUHAMMAD ZAKI RASHIDI

Affiliation: Iqra University, Karachi

Official Email: zaki@iqra.edu.pk

Area of Expertise: Marketing, Entrepreneurship, Strategic policy development, & Corporate Management.

Dr. Muhammad Zaki Rashdi has earned his PhD degree from SZABIST and post graduate diploma in e-Tutoring for lifelong learning from University of Hull, UK. His academic and research experience spans over more than 25 years. He also served as the head of Professional Development Centre FAST-NU and Chair Department of Humanities and Sciences. He worked as consultant for USAID EDLINKS project, participated in UNESCO education projects for Sindh, served as resource person for PAF Air War College, conducted corporate and academic trainings and workshops across Pakistan. As reviewer he is on the panel of many local and international journals. He is a regular resource person with the HEC Teachers Education programs PCEPT. Dr Zaki Rashidi has several publications in the journals of national and international repute and presented papers in international conferences. He has supervised many independent research studies, research projects, supervised thesis and dissertations at MS and PhD level. He is serving as the member of Accreditation Award Committee (AAC), member of Academic Guidance Committee, and an Evaluator for National Business Education Accreditation Council (NBEAC).



PANEL DISCUSSIONS-I



INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024

Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs

Islamic Finance and Fintech: Road to Sustainable Financial Innovation

Panelists



Mr. Ahmed Ali Siddiqui

SEVP & Head of Shariah Compliance, Meezan Bank
Director, Center for Excellence in Islamic Finance (CEIF), IBA Karachi

Moderator



Mr. Omer Bin Ahsan
CEO Haball



Mr. Sohail Malik
Group Head
Chief Digital Officer
National Bank of Pakistan



Mr. M. Faisal Shaikh
Head Islamic Banking
Faysal Bank



Mr. Wajahat Khawaja
Executive Director
Strategic Initiatives
Salaam Takaful Limited



Mr. Shariq Mubeen
Chief Digital Officer
Meezan Bank Limited



Dr. Iddy Zuberi
Finance Management Officer
Ministry of Finance, Tanzania



24 MAY, 2024



11:30 am - 01:00 pm



icbm.maju.edu.pk



PANEL DISCUSSIONS-II



INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024

Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs

Global Partnerships for Local Impact: Leveraging International Technologies for Sustainable Growth in Pakistan



Dr. Farhan Ahmed Shaikh

Department of Economics & Management Science
NED University of Engineering and Technology, Karachi

Moderator



H.E Dr. Bakheet Ateeq Al-Remeithi

Consul General of the United Arab Emirates (UAE)



H.E Dr. June Kuncoro

Consul General of the Republic of Indonesia



Mr. Abdul Majid Yousfani

Former Consul General of Pakistan to Sydney, Australia.
Senior Member (Sindh Revenue Board), Govt of Sindh, Karachi



Mr. Ali Jillani

Advocacy Group Lead
Asia Pacific Regional CSOs
Engagement Mechanism (APRCM)



Dr. Jawaid Ahmed Qureshi

Convener United Nations Central Standing Committee
Federation of Pakistan Chambers of Commerce & Industry, Karachi, Pakistan



Mr. Shoukat Hussain Khokhar

Country Manager & Partner Ecosystem (IBM for Pakistan & Afghanistan)

25 MAY, 2024

12:00 pm – 01:30 pm

icbm.maju.edu.pk



PANEL DISCUSSIONS-III



INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024

Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs

Role of SMEs in the industrial development of Pakistan: Employment Opportunities Perspective

Panelists



**Mr. Ahmed
Chinoy**

Chairman
Arch Sons Group of
Companies



**Mr. Aqeel Karim
Dhedhi**

Chairman
AKD Group



**Mr. Muhammad
Hanif Gohar**

Chairman
Gohar Group of Companies



**Mr. Mukesh
Kumar**

Provincial Chief
Sindh SMEDA



Moderator

Mr. Mustafa Habib Siddiqui

Sr. Journalist
Director MFM Production
Former Editor Forum Dunya News

 **24-25 MAY, 2024**

 **icbm.maju.edu.pk**



YOUNG CEO TALK



INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024

Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs

Young CEO Talk: Experience Sharing of Entrepreneurs on their Inspirational Success Journey

Penalists



Mr. Talha Ahmed Shaikh
CEO MATZ Solutions
Moderator - Penalist



Mr. Abdul Hadi Siraj
CEO Mean3



Mr. Baqar Jafri
CEO Investors Lounge



Mr. Atif Sami
CEO Unity Retail



Mr. Nabil Bari
CEO PV360



Mr. Mudassar Ali Khan
CEO ORION Trading



25 MAY, 2024



10:40 am - 11:40 am



icbm.maju.edu.pk



BUSINESS ELEVATOR PITCH PRESENTERS



INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024

Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs

Business Elevator Pitch Presenters



Dr. Mislina Binti Atan
Universiti Teknikal Malaysia,
Melaka



Mr. Altaf Mazhar Soomro
University of Technology Sydney,
Australia



Mr. Muhammad Zain Khan
Mohammad Ali Jinnah University,
Karachi



Ms. Anum Asif Khan
Mohammad Ali Jinnah University,
Karachi



Ms. Sumera Mehmood
Iqra University, Karachi



Mr. Aziz Ahmed
Ishrat Husain Pakistan Institute
of Living and Learning



Ms. Nimra Zunair Chori
Quantify North America



Ms. Sara Khan
Aga Khan University Hospital

 24 MAY, 2024

 02:30 pm - 03:30 pm

 icbm.maju.edu.pk



ICBM 2024 AFFILIATED JOURNALS

The invited papers will be considered for publication in a special/regular issue of the following journals subject to formal review process and fulfillment of the publication requirements as applies to each participating journal.

- Cogent Business and Management (HEC Recognized X Category Journal; Indexed in Scopus & WoS). <https://www.tandfonline.com/journals/oabm20>
- Journal of Entrepreneurship, Management and Innovation, Coral Publications Ltd (HEC Recognized Y Category Journal). <https://coralpublications.org/index.php/jemi>
- Journal of Management Practices, Humanities and Social Sciences, Global Illuminators (HEC Recognized Y Category Journal). <https://global-jws.com/ojs/index.php/global-jws>
- International Journal of Business and Economic Affair (HEC Recognized Y Category Journal). <https://ijbea.com/ojs/index.php/ijbea>
- GISRAS Journal of Management & Islamic Finance (HEC Recognized Y Category Journal). <https://gjmif.com/index.php/GJMIF>
- International Journal of Contemporary Business and Economics (HEC Recognized Y Category Journal). <https://www.ijcbe.com/index.php/IJCBE>
- International Journal of Islamic Business, Administration and Social Sciences (HEC Recognized Y Category Journal). <https://jibas.org/index.php/jibas>
- International Journal of Trends and Innovations in Business and Social Sciences (HEC Recognized Y category Journal). <https://journals.irapa.org/index.php/TIBS/index>



International Conference on Business & Management (ICBM) 2024, Mohammad Ali Jinnah University, Karachi, Pakistan





International Conference on Business & Management (ICBM) 2024, Mohammad Ali Jinnah University, Karachi, Pakistan



International Conference on Business & Management (ICBM) 2024, Mohammad Ali Jinnah University, Karachi, Pakistan



International Conference on Business & Management (ICBM) 2024, Mohammad Ali Jinnah University, Karachi, Pakistan



International Conference on Business & Management (ICBM) 2024, Mohammad Ali Jinnah University, Karachi, Pakistan



International Conference on Business & Management (ICBM) 2024, Mohammad Ali Jinnah University, Karachi, Pakistan



INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024

(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)
May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

ICBM 2024 CONFERENCE PROGRAM

DAY-1 (FRIDAY, MAY 24, 2024)

Inaugural Session: 9:30AM – 11.30AM (Venue: Audi-III, Block-C)

Registration (Welcome Desk Outside Audi-III, Block-C)	08:30AM - 09:30AM
Recitation of the Holy Quran	09:30AM - 09:35AM
National Anthem	09:35AM - 09:40AM
Welcome Address by the Patron (ICBM 2024) Prof. Dr. Zubair Ahmed Shaikh (President, MAJU)	09:40AM - 09:50AM
Keynote Speech-1 Mr. Mohammad Sohail Khan (Company Secretary, Meezan Bank Limited)	09:50AM - 10:00AM
Keynote Speech-2 Dr. Mislina Binti Atan (Universiti Teknikal Malaysia)	10:00AM - 10:10AM
Keynote Speech-3 Dr. Mir Dost (Director Research, University of Winchester, United Kingdom)	10:10AM - 10:20AM
Address by the Chief Guest (Day 1) Prof. Dr. Mukhtar Ahmed (Chairman, Higher Education Commission, Pakistan)	10:20AM - 10:35AM
Address by the Guest of Honor	10:35AM - 10:50AM
MoU Signing Ceremony – MAJU and Meezan Bank Ltd.	10:50AM - 11:00AM

Tea Break: 11:00 AM – 11:30 AM (Venue: Block-C Cafeteria)

Panel Discussion-I Islamic Finance and Fintech: Road to Sustainable Financial Innovation					11:30AM – 1:00PM	Poster Presentations (10AM – 1PM) - First Floor, Block-C
Lunch & Friday Prayer Break: 1:00PM – 2:30PM						
Business Elevator Pitches (Venue: Audi-III, Block-C)					02:30PM – 03:30PM	
Paper Presentations (Parallel Sessions) <i>(Exact Schedule of Paper Presentations and Venue Details are in the Attachment)</i>					03:30PM – 06:30PM	
Track 1 (HUMAN RESOURCE)	Track 2 (FINANCE)	Track 3 (MARKETING)	Track 4 (SUPPLY CHAIN)	Track 5 (PROJECT MANAGEMENT)		

Free Time: 6:30PM – 8:00PM

Networking Dinner: 08:00PM – 10:00PM (Venue: Rooftop, Block-D) - By Invitation Only

All Times are Pakistan Standard Time (PST)

Malaysia (PST + 3)	USA (PST -9)	Turkey (PST -2)	Kosovo (PST -3)	UK (PST -4)	Austria (PST -3)	Oman (PST -1)	Australia (PST +5)	Italy (PST -3)	Germany (PST -3)	UAE (PST -1)	Tanzania (PST -2)	Indonesia (PST +2)
-----------------------	-----------------	--------------------	--------------------	----------------	---------------------	------------------	-----------------------	-------------------	---------------------	-----------------	----------------------	-----------------------



**INTERNATIONAL CONFERENCE ON
BUSINESS & MANAGEMENT (ICBM) 2024**

(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)
May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

ICBM 2024 CONFERENCE PROGRAM

DAY-2 (SATURDAY, MAY 25, 2024)	
Registration (Welcome Desk, Ground Floor, Block-C)	08:30AM – 09:30AM
Recitations from the Holy Quran	09:30AM – 09:35AM
National Anthem	09:35AM – 09:40AM
Keynote Speech-4 Mr. Saquib Fayyaz Magoon (Vice President FPCCI, Karachi)	09:40AM – 09:50AM
Keynote Speech-5 Dr. Abu Bakar A. Hamid (Professor, Infrastructure University, Malaysia)	09:50AM – 10:00AM
Keynote Speech-6 Dr. Iddy Zuberi, Finance Management Officer, Ministry of Finance, Tanzania	10:00AM – 10:10AM
Keynote Speech-7 Prof. Dr. Muhammad Zaki Rashidi (Dean, Iqra University, Karachi)	10:10AM – 10:20AM
Young CEO Talk (Experience Sharing by Young Entrepreneurs on Their Inspirational Success Journey)	10:20AM - 11:30AM
Tea Break: 11:30AM – 12:00PM (Venue: Block-C Cafeteria)	
Panel Discussion-II Global Partnerships for Local Impact: Leveraging International Tech for Sustainable Growth in Pakistan	12:00PM – 1:30PM
Lunch & Prayer Break: 1:30PM – 2:30PM	Poster Presentations (10AM – 1PM) - First Floor, Block-C
Panel Discussion-III Role of SMEs in the Industrial Development of Pakistan: Employment Opportunities Perspective	
Closing Session (04:00PM – 5:00PM) (Venue: Audi-III, Block-C)	
Address By the Chief Guest (Day 2) Engr. Najeeb Haroon, Chairman, Pakistan Engineering Council (PEC), Islamabad	04:00PM – 4:15PM
Vote of Thanks By President (MAJU)	4:15PM – 4:30PM
Distribution of Certificates & Shields	4:30PM – 5:00PM

All Times are Pakistan Standard Time (PST)

Malaysia (PST + 3) USA (PST - 9) Turkey (PST - 2) Kosovo (PST - 3) UK (PST - 4) Austria (PST - 3) Oman (PST - 1) Australia (PST + 5) Italy (PST - 3) Germany (PST - 3) UAE (PST - 1) Tanzania (PST - 2) Indonesia (PST + 2)



**INTERNATIONAL CONFERENCE ON
BUSINESS & MANAGEMENT (ICBM) 2024**

(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)
May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

SCHEDULE OF PAPER PRESENTATIONS
(24 May 2024)

1. Strategic HRM, Leadership and Sustainable Innovation

S #	Paper ID	Paper Title	Author(s)	Presentation Time	Mode of Presentation	Room Location (Block C)
1	145	Greening the Sweet Spot: Unraveling the Nexus of Green Technology Adoption, Innovation, and organizational green Culture in Sindh's Sugar Industry	Chandni Jamali (Shaheed benazir Bhutto university shaheed benazirabad); Dr. Muhammad Hafeez (Shaheed Benazir Bhutto university Shaheed Benazirabad); Fiza Hussain (Sbbusba); Tahreem Razzak (Shaheed Benazir Bhutto University Shaheed Benazirabad)	03:30 PM - 03:40 PM	Physical	CGC1
2	72	Unleashing the power of Workplace Spirituality: The Key to Boosting Job Commitment among Bank Employees of Nawabshah, Pakistan	Shahzad Ali (Shaheed Benazir Bhutto University Shaheed BenazirAbad); Wasiq Ahmed (Sbbu); Muhammad Bilal (Shaheed Benazir Bhutto University Shaheed BenazirAbad); Muhammad Naeem (Shaheed Benazir Bhutto University Shaheed BenazirAbad); Rehamtullah Brohi (Shaheed Benazir Bhutto University Shaheed BenazirAbad); Dr. Muhammad Hafeez (Shaheed Benazir Bhutto university Shaheed Benazirabad)	03:40 PM - 03:50 PM	Physical	CGC1
3	73	Unveiling the Nexus of E-Recruitment: Leveraging Cost Effectiveness to Enhance Talent Acquisition, Moderated by Data Privacy	Muhammad Ibrahim (Shaheed Benazir Bhutto University Shaheed Benazirabad)*; Dr. Muhammad Hafeez (Shaheed Benazir Bhutto university Shaheed Benazirabad); Faryal Rajper (Shaheed Benazir Bhutto University Shaheed Benazirabad); Ureeba Shaikh (Shaheed Benazir Bhutto University Shaheed Benazirabad); Ayan Noor (Shaheed Benazir Bhutto University	03:50 PM - 04:00 PM	Physical	CGC1



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

			Shaheed Benazirabad); Shagufta Noor (Shaheed Benazir Bhutto University Shaheed `Benazirabad)			
4	7	Unveiling Equitable Horizons: Exploring the Quantitative Correlation between Authentic Leadership and Organizational Justice in the Hospitality Industry.	Kifayat Ali Larik (Aror University of Art, Architecture, Design & Heritage Sukkur Sindh)*	04:00 PM - 04:10	Physical	CGC1
5	9	HR Excellence: Connecting UTAUT Theory Factors to Adopt AI in HRM Function in Industry 5.0	Bilal Ahmed (Lasbela University of Agriculture, Water & Marine Sciences)*; Iqra Qambrani (Sindh Education and Literacy Department); Umair Khan (BankIslami); Shaharyar Sheikh (Hamdard University Karachi Pakistan)	04:10 PM - 04:20 PM	Physical	CGC1
6	10	Artificial Intelligence Era: Reskilling and upskilling of medical professionals in the Healthcare sector	Iqra Qambrani (Sindh Education and Literacy Department)*; Bilal Ahmed (Lasbela University of Agriculture, Water & Marine Sciences); Umair Muhammad Khan (Bank Islami); Shaharyar Sheikh (Hamdard University)	04:20 PM - 04:30 PM	Physical	CGC1
7	12	How do stakeholders perceive the effectiveness of HR departments, and what factors shape their perceptions and outcomes?	Umair Muhammad Khan (Bank Islami)*; Shaharyar Sheikh (Hamdard University)	04:30 PM - 04:40 PM	Physical	CGC1
8	15	Knowledge Sharing and Innovation: The Mediating role of Transactional Leadership	Sadia Noor Awan (Muhammad Ali Jinnah University)*; Dr. Ghulam Muhammad (Mohammad Ali Jinnah University, Karachi); Dr. Muhammad Asif Qureshi (Mohammad Ali Jinnah University Karachi Pakistan)	04:40 PM - 04:50 PM	Physical	CGC1
9	26	CONNECTING SUSTAINABLE BUSINESS MODEL OF INNOVATION AND ARTIFICIAL INTELLIGENCE IN HRM: ROLE OF GREEN CULTURE	Sana Aziz (Mohammad Ali Jinnah University)*; Dr. Ghulam Muhammad (Mohammad Ali Jinnah University, Karachi); Dr. Muhammad Asif Qureshi (Mohammad Ali Jinnah University Karachi Pakistan)	04:50 PM - 05:00 PM	Physical	CGC1



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

10	28	BALANCING DIFFERENT TASKS AND ROLES WITHIN A COMPANY WITH HR CONTRIBUTION	Hooria Arshad (Jinnah University For Women)*; Sherbaz Khan (Jinnah University for Women)	05:30 PM - 05:40 PM	Physical	CGC1
11	29	EFFECT OF TRAINING AND DEVELOPMENT INITIATIVE OF THE WORKFORCE WITHIN PAKISTANI CALL CENTRE	Afifa Munir (Jinnah University for Women)*; Sherbaz Khan (Jinnah University for Women)	03:30 PM - 03:40 PM	Physical	CGC2
12	30	Social Media Will Dominate Customer Relationship Management (Crm), Overtaking Traditional Media.	Syeda Yumna (Jinnah University for Women)*; Sobia Jamil (Jinnah University for Women)	03:40 PM - 03:50 PM	Physical	CGC2
13	32	Exploring The Impact of Emotional Intelligence And Maintaining Work-Life Balance On Job Stress	Ariba Naseem (Jinnah University for Women)*	03:50 PM - 04:00 PM	Physical	CGC2
14	185	Sustainable HRM Practices in Pakistani Organizations: An exploration of Agile and Green initiatives	Dr. Muhammad Asif Qureshi; Abdul Samad , Kamal bin Ab Hamid*	04:00 PM - 04:10	Online	CGC2
15	111	The Impact of AI on Organizational Culture and Sustainability in the SMEs of Pakistan	Altaf Mazhar Mr Soomro (University of Technology Sydney)*; Abdul Samad (Shaheed Benazir Bhutto University)	04:10 PM - 04:20 PM	Online	CGC2
16	187	THE MODERATING ROLE OF EDUCATION AND GENDER ON COMMITMENT TO SERVICE QUALITY IN PUBLIC HOSPITALS	Kamal bin Ab Hamid*; Dr. Muhammad Asif Qureshi; Munwar Hussain ; Muhammad Baqir Bin Abdullah	04:20 PM - 04:30 PM	Online	CGC2
17	81	The Impact of Organizational Support on Employee Turnover in the Education Sector of Karachi, Pakistan	Rida Taj (Jinnah University For Women)*; Sobia Jamil (Jinnah University for Women)	04:30 PM - 04:40 PM	Online	CGC2
18	36	“Procrastination in the Workplace: A Detriment to Organizational Excellence”	Muzayyan Majid Farid (Jinnah university for women)*	04:40 PM - 04:50 PM	Physical	CGC2
19	48	Youth Employability Readiness for the 4IR Job Market: A Grounded Theory Approach	Muhammad Ridzuan Noorzelan (Universiti Teknikal Malaysia Melaka)*; Mohd Fauzi Kamarudin;	05:30 PM - 05:40 PM	Physical	CGC2



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

			Nor Ratna MASROM (UNIVERSITI TEKNIKAL MALAYSIA MELAKA)			
20	45	Ethical Leadership in Government Sector Universities: A Serial Mediation Analysis	Muhammad Faisal Sultan (Khadim Ali Shah Bukhari Institute of Technology)*; Muhammad Raghif Zafar (Khadim Ali Shah Bukhari Institute of Technology)	04:50 PM - 05:00 PM	Physical	CGC2
21	49	STAFF TRAINING AND ISLAMIC BANKS PERFORMANCE; Evidence from Pakistan	Dr Zubair Ahmed (Effective-Learning)*; Dr. Muhammad Azam (Mohammad Ali Jinnah University)	03:30 PM - 03:40 PM	Physical	CGC3
22	33	The Influence of Workload on Employees' Personal Lives	Fatima Razi (Jinnah university for women)*	03:40 PM - 03:50 PM	Physical	CGC3
23	34	Supporting Women In Their Careers And Using Sustainable HR Techniques To Help With Development.	fatima ali (Jinnah University for Women)*; Sherbaz Khan (Jinnah University for Women)	03:50 PM - 04:00 PM	Physical	CGC3
24	80	Understanding Organizational Commitment in The Banking Sector: Focusing on In-Role and Extra-Role Behaviors	Maryam Khan (Iqra University)*; Maham Akram (Iqra University); Maha Nayyar (Iqra University); Mehak A.Wahab (Iqra University)	04:10 PM - 04:20 PM	Physical	CGC3
25	186	Green HRM Adoption and Organizational Resilience: An Exploratory Study in Developing Economies	Dr. Muhammad Asif Qureshi; Abdul Samad, Prof. Emeritus Datuk Dr. Mad Nasir Shamsudin, Junaid Ahmed*	04:20 PM - 04:30 PM	Physical	CGC3
26	96	The mediating effect of the expatriate adjustment on the relationship between compensation, cultural intelligence and working environment and job performance in the education sector of Malaysia	Atif Aziz (Iqra University); Muhammad Asif Qureshi; Urooj Laghari*; Muhammad Hassan	04:30 PM - 04:40 PM	Physical	CGC3
27	97	Factors That impact Employee Retention (ER) in Sui Southern Gas Company Limited (SSGCL), Karachi	Atif Aziz (Iqra University); Abdul Rahim Qureshi; Jawad Hashmi*	04:40 PM - 04:50 PM	Physical	CGC3
28	98	The impact of employee's participation in decision	Atif Aziz (Iqra University); Muhammad Salman*	04:50 PM - 05:00 PM	Physical	CGC3



		making on job performance- a case-study on ZEEN				
29	100	Impact of Green Transformation Leadership on Green Employee Transformation in Pakistani Islamic Banking: The Moderating Role of Digital Literacy	Junaid Ahmed (Putra Business School)*; Prof. Emeritus Datuk Dr. Mad Nasir Shamsudin (Putra Business School); Prof. Dr. Sazali Abd Wahab (Putra Business School); Dr Muhammad Asif Qureshi (Mohammad Ali Jinnah University); Muhammad Omer Rafique (Muhammad Ali Jinnah University)	05:30 PM - 05:40 PM	Physical	CGC3
30	106	Impact of the moderating role of green cultures over green environmental effects.	Riyaz Abro (Newports Institute of Communications & Economics)* Abdul Razzaque Bhutto Sindh Madarsatul Islam University – Karachi Kamal Bin Ab Hamid International Islamic University Sultan Abdul Halim Muazam Shah, Kuala Ketil, Malaysia.	03:30 PM - 03:40 PM	Physical	CGC6
31	107	Impact of the theory of planned behaviors as moderator on employees' green innovative behavior.	Riyaz Abro (Newports Institute of Communications & Economics)* Sehrish Abro Business Management Department, Sindh Madarsatul Islam University – Karachi Masnawaty Sangkala Accounting Department, Economic and Business Faculty, Makassar State University Indonesia.	03:40 PM - 03:50 PM	Physical	CGC6
32	115	Impact of Green HRM practices on attaining Green Competitive Advantage: Mediating role of Green Intellectual Capital	Mohammad Asadullah Mr. Soomro (HRAAFA (SMC-PRIVATE) LIMITED); Zehra Murawat (Mohammad Ali Jinnah University)*; Saima Ali (Muhammad Ali Jinnah University); Mujawar Ali (Shopzostore)	03:50 PM - 04:00 PM	Physical	CGC6



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

33	169	Creating learning organizational culture through training need analysis	Mushtaque Channa*, Rao Muhammad Rasihd	04:00 PM - 04:10	Physical	CGC6
34	109	Organizational Culture: Perceptions of Green HRM Implementation in Pakistani Organizations	ABDUL SAMAD SHAIKH (Government of Sindh)*; Abdul Samad (Shaheed Benazir Bhutto University)	04:10 PM - 04:20 PM	Physical	CGC6
35	110	Green HRM Strategies in the Age of AI: Challenges and Opportunities for Pakistani Businesses	Hassan Raza (SBP)*; Abdul Samad (Shaheed Benazir Bhutto University)	04:20 PM - 04:30 PM	Physical	CGC6
36	120	Effect of Ambidextrous Leadership on Employee Innovative Behavior- The Mediating Role of Job Crafting (A Study of High Schools in Low-income country)	Sana Nawaz (Muhammad Ali Jinnah University)*; Muhammad Fahim (Institute of Business and Management); Malak Aoun (University college of Bahrain); Muhammad Haris (Karachi School of Business and leadership); Kehkashan Nizam (Iqra University)	04:30 PM - 04:40 PM	Physical	CGC6
37	122	Employee Adaptation to Green HRM Practices: A Study of Organizational Behavior Dynamics in Pakistani Context	Abdul Samad (Shaheed Benazir Bhutto University); Asif Ali Bhatti (Muhammad Ali Jinnah University)*	04:40 PM - 04:50 PM	Physical	CGC6
38	124	The Influence of Market Dynamics on Supply Chain of Construction Project.	Miss afsheen afsheen (muhammad ali jinnah university)*	04:50 PM - 05:00 PM	Physical	CGC6
39	134	The Impact of Artificial Intelligence on Human Resources Practices in SMEs in Pakistan	Jalil Ahmed Thebo *; Muhammad Asif Qureshi; Haris Ahmed Memon; Bilal Fazul	05:30 PM - 05:40 PM	Physical	CGC6
40	166	Exploring Workplace Factors Impacting Employee Well-Being	Abdullah Imran (Bahria University)*; Arooba Yousuf (Bahria University); Kinza Qamar (Bahria University)	03:30 PM - 03:40 PM	Physical	CGC5
41	92	Examining Barriers in The Recruitment of Disabled Employees	Mariyam Muhammad Iqbal*	03:40 PM - 03:50 PM	Physical	CGC5
42	152	The Impact of Organizational Factors on Employee	Erum Javeria (Bahria University Karachi)*; Syed Muhammad Zohaib	03:50 PM - 04:00 PM	Physical	CGC5



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

		Performance	(Bahria University Karachi); Osama Bin Nawab (Bahria University Karachi Campus)			
43	118	Effect of Leadership Styles on Sustainable Firm Performance in SMEs: The Mediating Role of Organizational Citizenship Behavior	Dr. Junaid Rehman (Mohammad Ali Jinnah University, Karachi)*; Abdul Samad (Shaheed Benazir Bhutto University); ABDUL SAMAD SHAIKH (Government of Sindh)	04:00 PM - 04:10	Physical	CGC5
44	181	Candy with character: How brand Anthropomorphism Drives Impulsive Buying and brand love in the online Confectionery Market	Hajra Arif*	04:10 PM - 04:20 PM	Physical	CGC5
45	149	IDENTIFYING AND ANALYSIS OF CULTURAL MARKERS ON PAKISTAN'S DIFFERENT WEB INTERFACES DESIGN	Tarique Ahmed Solangi (Shaheed Benazir bhutto university shaheed Benazir Abad)*; Shahzad Ali (Shaheed benazir bhutto university)	04:20 PM - 04:30 PM	Physical	CGC5
46	182	Candy with Character: How Brand Anthropomorphism Drives Impulsive Buying and Brand Love in the Online Confectionery Market	Hajra Arif*	04:30 PM - 04:40 PM	Physical	CGC5
47	183	DESIGN AND IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE ASSISTED HR APPLICATIONS: OPPORTUNITIES & CHALLENGES	Dr. Muhammad Asif Qureshi , Sarraj Ahmed*, Pervez Ahmed Memon	04:40 PM - 04:50 PM	Physical	CGC5
48	184	Empowering Efficiency: How Robotic Process Automation (RPA) is Transforming Banking Operations	Dr. Muhammad Asif Qureshi , Sarraj Ahmed, Pervez Ahmed Memon*	04:50 PM - 05:00 PM	Physical	CGC5
49	95	The mediating impact of on the relationship between social capital and students' ambidexterity	Atif Aziz (Iqra University); Syed Muntazir Mehdi*	05:30 PM - 05:40 PM	Physical	CGC5



2. Technological Synergies in Finance, Accounting and Economics

S #	Paper ID	Paper Title	Author(s)	Presentation Time	Mode of Presentation	Room Location (Block C)
50	159	The role of microfinance in women empowerment: The mediating role of social status	Arif Ali (Shaheed Benazir Bhutto University, Shaheed Benazirabad)*; Anwar Hussain (Shaheed Benazir Bhutto University, Shaheed Benazirabad); Najaf Ali (Shaheed Benazir Bhutto University, Shaheed Benazirabad); Muhammad Ashahad (Shaheed Benazir Bhutto University, Shaheed Benazirabad); Dr. Muhammad Hafeez (Shaheed Benazir Bhutto university Shaheed Benazirabad)	03:30 PM - 03:40 PM	Physical	CFC1
51	148	Green Finance: Fostering Sustainability through collaborative eco-friendly initiatives and energy efficient operations in banking sector of Pakistan	Javeria Zia (Shaheed Benazir Bhutto University)*; Dr. Muhammad Hafeez (Shaheed Benazir Bhutto university Shaheed Benazirabad); Ifrah Zia (Shaheed Benazir Bhutto University Shaheed Benazirabad)	03:40 PM - 03:50 PM	Physical	CFC1
52	91	CAN PEOPLE'S NEED OF GETTING SHARIAH COMPLIANT SOLUTION FOR INSURANCE (TAKAFUL) BE FULFILLED WITH MEEZAN KAFALAH?	Sara Hussain (Meezan Bank/Mohammad Ali Jinnah University); Syed Ghazanfer Inam (Mohammad Ali Jinnah University)*	03:50 PM - 04:00 PM	Physical	CFC1
53	89	Analyzing Murabaha Financing at Meezan Bank: A Case Study of Meezan Bank Ltd.	Asif Saeed Naji(MAJU)*	04:00 PM - 04:10	Physical	CFC1



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

54	87	Trustworthiness and commitment to Islamic finance in job applicants: an AI Assessment Model	Muhammad Omer Rafique (Muhammad Ali Jinnah University)*; Muzafar Hussain Shah (Department of Business administration and Commerce Newports Institute of communications and economics Karachi); Abdul Muhaimin (Sindh Revenue Board Govt of Sindh, Pakistan)	04:10 PM - 04:20 PM	Physical	CFC1
55	94	THE INFLUENCE OF SOCIAL MEDIA USAGE ON QUALITY TIME SPENT WITH FAMILY MEMBERS	Atif Aziz (Iqra University)*	04:20 PM - 04:30 PM	Physical	CFC1
56	160	Islamic Financial Literacy: Moderating UTAUT-2 Effects on Behavioral Intention to use Islamic Fintech	Sayed Iftikhar Hussain (National Bank of Pakistan)*; Muhammad MS Shams (Mohammad Ali Jinnah University)	04:30 PM - 04:40 PM	Physical	CFC1
57	170	The Role of International Trade and Foreign Capital Inflows in Productive Capacity Development in an Emerging Economy: The Moderating Role of Institutional Quality	Muhammad Amin Hasan (Karachi Institute of Economics and Technology)*	03:30 PM - 03:40 PM	Physical	CFC2
58	85	Empirical Analysis of Determinants Influencing Credit Risk in Commercial Banks of Pakistan	Abid Mehmood (Bahria University Karachi Campus, Karachi)*; Nadia Saleem (NCBA&E)	03:40 PM - 03:50 PM	Physical	CFC2
59	86	"Driving Sustainable Growth: Implementation of Green Financing Initiatives at Faysal Bank Ltd through Payments and Budgeting Department Innovation"	Mariam Zakaria*, Muhammad Faisal Majid Muhammad Ali Jinnah University	03:50 PM - 04:00 PM	Physical	CFC2
60	93	Does Intellectual Capital Improve Sustainability Performance in Pakistan?	Asim Mehboob*, Muhammad Ali Jinnah University	04:00 PM - 04:10	Physical	CFC2
61	37	The Impact of Sharia-Compliant Financing Instruments, Specifically Sukuk, on Renewable Energy	Samia Zia*, Dr. Muhammad Omer Rafique Muhammad Ali Jinnah University	04:10 PM - 04:20 PM	Physical	CFC2



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

62	154	DYNAMIC LINKAGES BETWEEN GOLD, OIL, EXCHANGE RATE AND STOCK MARKET: EVIDENCE FROM INDONESIA	Maria Memon (Maria Tufail Memon)*; Karim Bux Shah Bux Shah Syed (Institute of Business Administration (IBA), University of Sindh, Jamshoro); Fiza Qureshi (RMIT University Vietnam, Saigon South Campus, Ho Chi Minh City, Vietnam)	04:20 PM - 04:30 PM	Physical	CFC2
63	155	Macroeconomic Determinants of Market Capitalization of PSE 100 Index: An Application of VAR Approach.	Nadia Naz, Muhammad Ali Jinnah University	04:30 PM - 04:40 PM	Physical	CFC2
64	38	ANALYSIS OF SHARIA AND NON-SHARIA FINANCE AND HERDING BEHAVIOR: AN APPLICATION TO PAKISTAN STOCK MARKET	Samia Zia*, Dr. Muhammad Azam Muhammad Ali Jinnah University	04:40 PM - 04:50 PM	Physical	CFC2
65	40	Impact of Gender Diversity and Critical Mass Theory on Earnings Management: A Prospective of Pakistan Stock Exchange	Shahnawaz baloch Sangour*, Dr. Hina Fatima, Syed Alamdar Ali Shah (Mohammad Ali Jinnah University Karachi)	03:30 PM - 03:40 PM	Online	CFC3
66	54	Public awareness and propensity to determine cash waqf in Pakistan	Shumaila Jabbar*, Dr. Rosalan Bin Ali, Ida Yasin Putra Business School, Malaysia	03:40 PM - 03:50 PM	Online	CFC3
67	58	Islamic Finance Education: Curriculum Development and Professional Training	Lanny Regina Susanti*, Vidia Gati (STIE Mahardhika)	03:50 PM - 04:00 PM	Online	CFC3
68	59	Islamic Finance and Economic Development: Empirical Evidence from OIC Countries	Aditya Yoga Pratama*, Wulandari Harjanti (STIE Mahardhika)	04:00 PM - 04:10	Online	CFC3
69	60	Islamic Finance and Financial Inclusion: Empowering Women Entrepreneurs	Karunia Tripuspa*, Rifda Fitriyanti (STIE Mahardhika)	04:10 PM - 04:20 PM	Online	CFC3



70	113	Islamic Real Estate Finance: Trends, Innovations, and Market Dynamics	Putri R Dayanti*, Feby Setyamardani, Christina Wulansari (STIE Mahardhika)	04:20 PM - 04:30 PM	Online	CFC3
71	102	Cash Waqf Linked Deposit (CWLD): Proposed Model, Constraint, and Strategies	Diaz Tulus Anandri*, Muhammad Fahmi Faturrahman, Albar Muhammad Aziz, Cakrawala Ilmi. (Universitas Airlangga)	04:30 PM - 04:40 PM	Online	CFC3
72	56	"Islamic Fintech: Innovation and Regulatory Compliance"	Nabila Rosidah*, Nanik Kustiningsih (STIE Mahardhika)	04:40 PM - 04:50 PM	Online	CFC3
73	57	Islamic Banking Efficiency and Stability: Evidence from Global Markets	Purwanto Afif Maulana (STIE Mahardhika)	04:40 PM - 04:50 PM	Online	CFC3
74	70	Islamic Finance and Sustainable Development: A Comparative Analysis of OIC Countries	Ira Dewi Anggraini*, Yesika Ismawati Ismawati, Mochamad Fathur Rohman, Pompong Budi Setiadi (STIE Mahardhika)	04:50 PM - 05:00 PM	Online	CFC3
75	69	Islamic Financial Inclusion: The Role of Waqf-Based Microfinance	Nanda Abelia Safitri*, Moh Aries, Iwang Suwangsih, Noneng R.Sukatmadirejo (STIE Mahardhika)	05:00 PM - 05:10 PM	Online	CFC3



3. Marketing and Entrepreneurship

S #	Paper ID	Paper Title	Author(s)	Presentation Time	Mode of Presentation	Room Location (Block C)
76	158	Exploring the influence of social media marketing on customer satisfaction	<p>Ghulam Rasool Korai (Shaheed Benazir Bhutto University, Shaheed Benazirabad)*</p> <p>Dr. Muhammad Hafeez (Shaheed Benazir Bhutto university Shaheed Benazirabad)</p> <p>Ahsan Shaikh (Shaheed Benazir Bhutto university Shaheed Benazirabad)</p> <p>Daud nazar (Shaheed Benazir Bhutto university Shaheed Benazirabad)</p> <p>Ameer Ahmed (Shaheed Benazir Bhutto university Shaheed Benazirabad)</p> <p>Meehan Khan (Shaheed Benazir Bhutto university Shaheed Benazirabad)</p>	03:30 PM - 03:40 PM	Physical	CF C5
77	144	Examining the Impact of Microfinancing on Women Empowerment: The Mediating Role of Women Entrepreneurship in Rural Sindh	Farhana _ (shaheed benazir bhutto university)	03:40 PM - 03:50 PM	Physical	CF C5



78	156	Unveiling Brand Loyalty in Second Hand Automobile Market: A comprehensive Automobile Analysis	<p>Azadar Hussain (Shaheed Benazir Bhutto university Shaheed Benazirabad)*</p> <p>Hamza Jalal (Shaheed Benazir Bhutto university Shaheed Benazirabad)</p> <p>Jalal Nabi (Shaheed Benazir Bhutto university Shaheed Benazirabad)</p> <p>Jahanzaib Khokhar (Shaheed Benazir Bhutto university Shaheed Benazirabad)</p> <p>Zareen Zahra (Shaheed Benazir Bhutto university Shaheed Benazirabad)</p> <p>Dr. Muhammad Hafeez (Shahe</p>	03:50 PM - 04:00 PM	Physical	CF C5
79	79	Exploring the Relationship Between Customer Trust, Customer Loyalty, and Online Purchase Intention Among Gen Z Consumers in the Apparel Industry	<p>Muhammad Talib (shaheed benazir bhutto university)*</p> <p>Esha Riaz (shaheed benazir bhutto university)</p> <p>Aleeza (shaheed benazir bhutto univeristy)</p> <p>marvi (shaheed benazir bhutto university)</p> <p>Dr. Altaf Hussain (shaheed benazir bhutto university)</p>	04:00 PM - 04:10	Physical	CF C5
80	16	Measuring the Perceived Risk on Customer Purchase Intention in Online Shopping Environment	<p>Muhammad Sohail Iqbal (Ilma University)*</p> <p>Naseem Ahmed (Institute of Business Administration University of Sindh, Jamshoro)</p> <p>Babar Ali Qalbani (Mohammad Ali Jinnah University Karachi Pakistan)</p>	04:20 PM - 04:30 PM	Physical	CF C5



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

			<p>Muhammad Ali (Mohammad Ali Jinnah University Karachi Pakistan)</p> <p>Raza Hassan Qureshi (Department of Business Administration University of Sindh Jamshoro, Pakistan)</p> <p>Saadullah Qureshi (College Education Department Sindh)</p>			
81	14	Unveiling Role of Sustainable Food Safety and Sensory Appeal in Predicting Customer Purchase Intention	<p>Neelam Jugwani (Shah Abdul Latif University Khairpur)*</p> <p>Maria Junejo (University Putra Malaysia)</p> <p>Dr Sana-ur Rehman (NFC institute of Engineering and Technology Multan)</p> <p>Muhammad Zahid (Muhammad Ali Jinnah University)</p> <p>Huam Hon Tat (University Putra Malaysia)</p>	04:30 PM - 04:40 PM	Online	CF C5
82	31	The Dominance of Digital Media in Contemporary Society	<p>Tasbiha Imran* (Jinnah University for Women)</p> <p>Sherbaz Khan (Jinnah University for Women)</p>	04:40 PM - 04:50 PM	Physical	CF C5
83	35	"The Impact of Perks on the Performance of Private School Teachers in Pakistan	<p>Sobia Jamil* (Jinnah University for Women)</p> <p>Zahila Shahid (Jinnah university for women's Nazimabad)</p>	04:50 PM - 05:00 PM	Physical	CF C5



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

84	41	Sustainability of small business across pandemic	Muhammad Nawaz Dr. Tunio* (University of Sufism and Modern Sciences, Bhitshah)	05:30 PM 05:40 PM	Physical	CF C5
85	42	Factors affecting sustainable entrepreneurship: Case of female entrepreneurs in Pakistan	Muhammad Nawaz Dr. Tunio* (University of Sufism and Modern Sciences, Bhitshah)	05:40 PM - 05:50 PM	Physical	CF C5
86	46	Significance of AI for Small Scale Businesses from Karachi: Implication and Scope for Cattle Farming	Muhammad Faisal Sultan* (Khadim Ali Shah Bukhari Institute of Technology)	05:50 PM - 06:00 PM	Online	CF C5
87	50	Islamic Finance and Management for SMEs	Dr Zubair Ahmed* (Effective-Learning) Dr. Muhammad Azam (Mohammad Ali Jinnah University) Syed Irfan Ahmed (Kamyaby Solutions)	03:30 PM - 03:40 PM	Physical	CF C8
88	51	Unraveling the impact of online influencer marketing, hedonic value, online trust, and electronic word of mouth on consumer online purchase intention: exploring the mediating role of brand anthropomorphism	Javed Ahmed Shaikh* (Putra Business School, Putra Malaysia University) Huam Hon Tat (Putra Business School) Norizan Bin Mat Saad (Putra Business School, Putra Malaysia University)	03:40 PM - 03:50 PM	Online	CF C8



89	55	Islamic Venture Capital: Financing Innovation and Entrepreneurship	Zahra Embun Kusumaningtyas* (STIE Mahardika) Roy Sumaryono (STIE Mahardik)	03:50 PM - 04:00 PM	Online	CF C8
90	68	Islamic Capital Markets: Regulatory Frameworks and Market Integration	Wella Putri Dea Rahmadani Rahmadani (STIE Mahardhika)* Sri Rahayu Rahayu (STIE Mahardhika) Riska Septya Rahayu Rahayu (STIE Mahardhika) Anita Kartika Sari (STIE Mahardhika)	04:00 PM - 04:10	Online	CF C8
91	74	Evaluation of factors affecting customer satisfaction in the hotel industry	Asif Iqbal (BACKSTAGE)*	04:10 PM - 04:20 PM	Online	CF C8
92	76	Exploring the Influential Aspects of Environmental Values towards the Adoption of Green Products examining the Mediation role of Attitude towards Green Products and Moderation role of Government Interventions	Mansoor Waqas Askaree* (Putra Business School)	04:20 PM - 04:30 PM	Online	CF C8



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

93	88	Understanding the Factors Prompting Green Clothing Purchase Intention Among Generation Z in Pakistan	<p>Syeda Yamna Fatima (Iqra University)</p> <p>Hibba Rehman (Iqra University)</p> <p>Muhammad Anas Ahmed Khan (Iqra University)</p> <p>Umme Birha (Iqra University)</p>	04:30 PM - 04:40 PM	Physical	CF C8
94	125	Navigating Sustainable Bus Traveling Experience in Pakistan	<p>Mohammad Asadullah Mr. Soomro (HRAAFA (SMC-PRIVATE) LIMITED)*</p> <p>Naseem Ahmed (Institute of Business Administration University of Sindh, Jamshoro)</p> <p>Sana-ur Rehman (NFC Institute of Engineering & Technology Multan)</p> <p>Sadaf Batool (Muhammad Ali Jinnah University)</p> <p>Zehra Murawat (Mohammad Ali Jinnah University)</p> <p>Saima Ali (Muhammad Ali Jinnah University)</p>	04:40 PM - 04:50 PM	Online	CF C8
95	131	Exploring The Pathway of Premium Pricing in Luxury Tourism of Pakistan's Northern Areas.	<p>Zaki Hasan (Ziauddin University)*</p> <p>Dr Muhammad Asif Qureshi (Mohammad Ali Jinnah University)</p> <p>Muhammad Ibrahim (MAJU)</p>	04:50 PM - 05:00 PM	Physical	CF C8



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

96	138	EXPLORING FACTORS AFFECTING ONLINE PURCHASE INTENSION:	<p>hira sajjad (bahria university karachi campus *</p> <p>DR samina Qasim (bahria university karachi campus</p> <p>Waleed Faisal (Bahria university karachi campus</p> <p>M. Uzair Ameer (bahria universi</p>	<p>05:30 PM</p> <p>05:40 PM</p>	Physical	CF C8
97	167	Impact of Advertisement, Brand image and Celebrity endorsement on Consumer Buying Behavior: Empirical evidence of FMCG products	<p>Iqrar Hussain (Shifa Tameer-e-Millat University Islamabad)*</p> <p>Iqrar Hussain (Shifa Tameer-e-Millat University Islamabad)</p> <p>Haris Bin Khalid (Namal University Mianwali)</p> <p>Irfan Iqbal (Shifa Tameer-e-Millat University Islamabad)</p> <p>Imran Nabi (NUML Rawalpindi Campus)</p> <p>Muhammad Zeeshan Yaqub (Shifa Tameer-e-Millat University Islamabad)</p>	<p>05:50 PM -</p> <p>06:00 PM</p>	Online	CF C8
98	188	Investigating the Sustainable Consumption Behavior of Generation Z in Pakistan: The Role of Environmental Concern, Religiosity, and Consumption Intention in the FMCG Sector	<p>Khurram Nasrullah Khan (KASBIT, Karachi, Pakistan)</p> <p>Hajra Arif (Mohammad Ali Jinnah University, Karachi, Pakistan)</p>	<p>06:00 PM -</p> <p>06:10 PM</p>	Physical	CFC8



4. Supply Chain and Operations Management

S #	Paper ID	Paper Title	Author(s)	Presentation Time	Mode of Presentation	Room Location (Block C)
98	101	Impact of Lean Practices on Organizational Performance in Manufacturing Sector of Pakistan: The Mediating Role of Empowering Leadership	Ferhan Syed (Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Karachi, Pakistan)*	03:30 PM - 03:40 PM	Physical	CFC6
99	75	Unveiling the Synergy between Government Policies, Sustainable Infrastructure, and Public Awareness in Achieving a Green Economy: A Comparative Study of India and Pakistan	Deepika Thakwani *(Shaheed Benazir Bhutto university Shaheed Benazirabad), Awais Qadir(Shaheed Benazir Bhutto university Shaheed Benazirabad)*, Gul Muhammad (Shaheed Benazir Bhutto university Shaheed Benazirabad)	03:40 PM - 03:50 PM	Physical	CFC6
100	39	Capturing Untapped Value in Supply Chain Management: An Added Value Perspective in Triple Bottom Line	Asif Ali Bhatti (Muhammad Ali Jinnah University) *, Junaid Rehman (Mohammad Ali Jinnah University, Karachi), Muhammad Ibrahim (Mohammad Ali Jinnah University, Karachi)	03:50 PM - 04:00 PM	Physical	CFC6
101	53	Assessing the factors for the firms' involvement in green procurement and its impact on firm performance	Touqeer Ahmed Shaikh * (Jinnah Sindh Medical University Karachi)	04:00 PM - 04:10	Physical	CFC6
102	66	Supply Chain Traceability and Blockchain Adoption towards	Uradha Imran *(Iqra University), Muhammad Ibrahim (Mohammad	04:20 PM - 04:30 PM	Online	CFC6



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

		Sustainable Competitive Advantage in Pakistan's Agriculture Sector	Ali Jinnah University, Karachi)			
103	78	Adapting Islamic Finances to examine profitability during COVID-19 in Malaysia	Shahzad Ali (Shaheed Benazir Bhutto University Shaheed BenazirAbad)*, Wasiq Ahmed (Shaheed Benazir Bhutto University Shaheed BenazirAbad), Muhammad Bilal (Shaheed Benazir Bhutto University Shaheed BenazirAbad), Muhammad Naeem(Shaheed Benazir Bhutto University Shaheed BenazirAbad), Rehmatullah Brohi, Muhammad Arif(Shaheed Benazir Bhutto University Shaheed BenazirAbad)	04:30 PM - 04:40 PM	Physical	CFC6
104	104	Supply Chain Dynamic Capabilities and Resilience: Role of Supply Chain Visibility	Ghulam Qader (PhD Scholar Mohammad Ali Jinnah University Karachi)*, Muhammad Asif Qureshi (Mohammad Ali Jinnah University Karachi Pakistan), Junaid Rehman (Mohammad Ali Jinnah University Karachi Pakistan)	04:40 PM - 04:50 PM	Physical	CFC6
105	112	Achieving the Corporate Sustainability Performance through Supply Chain Ethical Leadership in Textile sectors of Pakistan: The role of Circular Supply Chain Practices and knowledge sharing	Muhammad Tahir Amir (SSGC/Mohammad Ali Jinnah University) *, Syed Ghazanfer Inam (Mohammad Ali Jinnah University Karachi Pakistan)	04:50 PM - 05:00 PM	Physical	CFC6
106	117	The Role of Digital Transformation & Blockchain Adoption on Sustainable Supply Chain Performance in the Manufacturing Sector of Pakistan	Muhammad Annan (Pakistan Navy) *, Hina Fatima (Mohammad Ali Jinnah University Karachi Pakistan)	03:30 PM - 03:40 PM	Physical	CFC7



107	129	Reducing Production Wastages through Lean Management	Kamran Khan* (Mohammad Ali Jinnah University Karachi Pakistan) Muhammad Anas Qadri (Mohammad Ali Jinnah University Karachi Pakistan)	03:40 PM - 03:50 PM	Physical	CFC7
108	130	Blockchain-Enabled Demand Planning and Forecasting for Sustainable Business	Muhammad Saad Naseem (Mohammad Ali Jinnah University Karachi Pakistan)*, Muhammad Anas Qadri (Mohammad Ali Jinnah University Karachi Pakistan)	03:50 PM - 04:00 PM	Physical	CFC7
109	136	The Impacts of Green Supply Chain Management Practices on Sustainability Performance Moderating Role of Institutional Pressure of the Textile Industries in Karachi	Talha Rehman (efu)*	04:00 PM - 04:10	Physical	CFC7
110	176	SSCM impact on Pakistan's Social, Environmental & Economic Factors	Yasir Imam (Sir syed university)*	04:20 PM - 04:30 PM	Physical	CFC7
111	177	Environmental Performance	Waryam Hussain (Sir Syed University)*	04:30 PM - 04:40 PM	Physical	CFC7
112	178	SSCP impact on organizational culture	Syed Hassan Ali (Sir Syed university)*	04:40 PM - 04:50 PM	Physical	CFC7
113	179	Sustainable Supply Chain Management & SDGs	Umaima Bint-e- Hashmi (sir syed university of engineering and technology)*	04:50 PM - 05:00 PM	Physical	CFC7



5. Contemporary Project Management

S #	Paper ID	Paper Title	Author(s)	Presentation Time	Mode of Presentation	Room Location (Block C)
114	114	How Pakistani tourist's attitude and norms shape sustainable travel	Zara Mahesar (Shaheed benazir Bhutto university)*, Usha Kumari (Shaheed benazir Bhutto university), Savera Hussain (Shaheed benazir Bhutto university), Sawaira Mushtaq (Shaheed benazir Bhutto university)	03:30 PM - 03:40 PM	Physical	CGC7
115	133	The role of tourist's attitude and norms in promoting sustainable travel a mediating role of green behavioral intension	Zara Mahesar (Shaheed benazir Bhutto university)*, Usha Kumari (Shaheed benazir Bhutto university), Zara Mahesar (Shaheed benazir Bhutto university), Savera Hussain (Shaheed benazir Bhutto university), Sawaira Mushtaq (Shaheed benazir Bhutto university),	03:40 PM - 03:50 PM	Physical	CGC7
116	147	Exploring the Impact of Green HRM Practices on Corporate Sustainability: A Mediating Role of Green performance	Komal Hassan (Shaheed Benazir Bhutto University)*, Fariha Younus (Shaheed Benazir Bhutto University), Misbah Asad (Shaheed Benazir Bhutto University), Kashaf Sabir (Shaheed Benazir Bhutto University)*	03:50 PM - 04:00 PM	Physical	CGC7
117	62	Evaluating the Causes of Extension of Time Requests in the Construction Projects	Usama Arshad (Zahir khan & Brother's (ZKB))* , Dr. Junaid Rehman (Mohammad Ali Jinnah University, Karachi)	04:00 PM - 04:10	Physical	CGC7
118	135	An Exploratory Analysis of the Impact of Leadership on Project Outcomes in the Real Estate Development Industry: The Case of the African Sub-Region	Ransford Boadi (University of the West of Scotland)*, Sheheryar M Qureshi (University of the West of Scotland)	04:10 PM - 04:20 PM	Online	CGC7
119	123	THE ROLE OF DIGITAL TECHNOLOGY IN PROJECT MANAGEMENT: A SYSTEMATIC LITERATURE REVIEW FOCUSING ON THE SUB-SAHARAN AFRICA	Douglas Owusu Boakye (University of the West of Scotland)*, Dr Sheheryar Mohsin Qureshi (University of the West of Scotland)	04:20 PM - 04:30 PM	Online	CGC7



MOHAMMAD ALI JINNAH UNIVERSITY

Live, Learn and Be Inspired

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2024



(Innovate, Transform and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs)

May 24-25, Karachi, Pakistan (icbm.maju.edu.pk)

120	63	Identifying the Factors Affecting the Success of Healthcare Projects Administered By NGOs in Sindh: An Outcome Improvement Perspective	ATIQU UR REHMAN (ZVMG Rangoonwala Trust Karachi)*, Dr. Junaid Rehman (Mohammad Ali Jinnah University, Karachi)	04:30 PM - 04:40 PM	Physical	CGC7
121	71	Trends and Challenges in Integration of Sustainability with Project Management	Suleman (MAJU)*, Muhammad Anas Qadri (Mohammad Ali Jinnah University)	03:30 PM - 03:40 PM	Physical	CGC8
122	103	How Inflation Affects the Construction Industry Projects: A Critical Enquiry on the Underlying Factors.	Usama Arshad (Zahir Khan & Brother's (ZKB))* , Dr. Junaid Rehman (Mohammad Ali Jinnah University, Karachi)	03:40 PM - 03:50 PM	Physical	CGC8
123	121	Still waiting for our next client: Upsell Now	Syed Mohammad Aun Razi (Institute of Business Management)*	03:50 PM - 04:00 PM	Physical	CGC8
124	126	"Mywater: Innovating Billing Processes for Sustainability and Growth"	Rabisa Hafeez (Institute of Business Management)*, Umm-e Laila (Institute of Business Management), Umair Ahmed (Institute of Business Management), Sulaiman Ehtisham (Institute of Business Management)	04:00 PM - 04:10	Physical	CGC8
125	128	Integrating Project Management in Ongoing Pharmaceutical Drug Development	Danish Anmol (Danish)*	04:10 PM - 04:20 PM	Physical	CGC8
126	146	Empirical Testing of Artificial Intelligence Applications in Education	Muhammad Irshad (University of Gwadar)*	04:20 PM - 04:30 PM	Physical	CGC8
127	165	Impact of Macroeconomic Variables on the Income Per Capita of Pakistan	Ayesha Shariq (Bahria University)*, Mahrukh Adnan (Bahria University), Hafsa Manzoor (Bahria University)	04:30 PM - 04:40 PM	Physical	CGC8

* Presenting Author

ABSTRACTS OF THE PRESENTED PAPERS

Unveiling Equitable Horizons: Exploring the Quantitative Correlation between Authentic Leadership and Organizational Justice in the Hospitality Industry.

Kifayat Ali Larik

Aror University of Art, Architecture, Design & Heritage Sukkur Sindh

Kifayatilarik@gmail.com*

Abstract

This study investigates the relationship between authentic leadership and organizational justice in the hospitality industry. Through a quantitative approach with a cross-sectional survey, it explores how perceptions of authentic leadership relate to various aspects of organizational justice among hotel employees. Findings reveal a strong correlation between authentic leadership and perceived fairness, especially in procedural fairness. Authentic leadership, grounded in positive psychology and ethical principles, enhances interpersonal dynamics and information sharing, fostering an equitable environment within the organization. The study highlights significant implications for leadership and justice theories, suggesting that authentic leadership promotes fairness and equity among employees. Further research is needed to understand how authentic leadership influences different facets of organizational equity. This exploration could provide valuable insights into whether leadership behavior inherently embodies principles of fairness. The study's findings have practical implications for hospitality leaders, emphasizing the importance of embracing authentic leadership to promote fairness and address industry challenges. Socially, the research contributes to discussions on social justice by advocating for fairness and equality within organizations. By integrating leadership and justice theories, this study offers valuable insights for hospitality leaders to promote fairness and counteract industry adversities.

Keywords:

Leadership; Hospital Industry; Organizational Justice

HR Excellence: Connecting UTAUT Theory Factors to Adopt AI in HRM Function in Industry 5.0

Bilal Ahmed

Lasbela University of Agriculture, Water & Marine Sciences
bilal@wadh.luawms.edu.pk

Iqra Qambrani

Sindh Education and Literacy Department
iqraqambrani6@gmail.com

Umair Khan

Bank Islami

Shaharyar Sheikh

Hamdard University Karachi Pakistan

Abstract

In the digital age, incorporating technology into human resource management (HRM) is essential for achieving excellence in human resource functions. Despite the recognized benefits, challenges persist in understanding the factors influencing the adoption of Artificial Intelligence. The purpose of this study is the pursuit of human resource excellence by examining factors outlined in the unified theory of acceptance and use of technology, and introducing perceived investment value as a moderating that may influence AI adoption in HRM functions. Additionally, three control variables—age, experience, and voluntariness of use—were included. Primary data were collected from 200 HR professionals working in Industry 5.0 in Asian countries. The collected data were further processed using Smart PLS 4 to reach a meaningful conclusion. The results indicate that performance expectancy and social influence were significant factors influencing the adoption of AI in HRM functions. However, both effort expectancy and the moderating variable perceived investment value were not significant contributing in the model. Control variables, namely age, experience, and voluntariness of use, reveal insignificant relationships, confirmed their negligible influence. This study provides valuable insights for HR professionals seeking to understand the factors related to AI adoption in human resource management within the context of Industry 5.0 in Asian countries. This study concludes by offering recommendations for organizations navigating this transformative integration. The authors also suggested key areas for future research.

Keywords:

AI Adoption; Performance Expectancy; Social Influence; Effort Expectancy; Perceived Investment Value

Artificial Intelligence Era: Reskilling and upskilling of Medical professionals in the Healthcare sector

Iqra Qambrani

Sindh Education and Literacy Department

iqraqambrani6@gmail.com

Bilal Ahmed

Lasbela University of Agriculture, Water & Marine Sciences

Umair Muhammad Khan

Bank Islami

Shaharyar Sheikh

Hamdard University

Abstract

This research paper investigates the reskilling and upskilling requirements for medical professionals amidst the integration of Artificial Intelligence (AI) in the healthcare sector. The study is grounded in theories such as AI job replacement, dynamic skill theory, and the human capital approach. Employing an interpretivist paradigm and qualitative methodology, the research conducts semi-structured interviews with medical professionals in AI-based hospitals in Pakistan. Findings highlight the significance of cognitive skills, technical skills, analytical skills and social skills in the context of AI-driven healthcare. While certain skills remain fundamental, the study emphasizes the need for continuous adaptation of cognitive skills to match technological advancements. Theoretical contributions align with AI job replacement theory, dynamic skill theory, and the human capital approach. Future directions propose exploring ethical considerations and extending the research to other sectors, offering insights into the collaborative relationship between AI and human skills in healthcare.

Keywords:

Reskilling; Artificial Intelligence; Healthcare Sector.

How do stakeholders perceive the effectiveness of HR departments, and what factors shape their perceptions and outcomes?

Umair Muhammad Khan
Bank Islami
fa23phms0001@maju.edu.pk

Shaharyar Sheikh
Hamdard University

Abstract

The changing nature of workplaces and today's dynamic global business environment need the creation of new human resources (HR) models. In the effectiveness of the HR department, the most important thing is the effectiveness of their policies and practices, which help in building a good reputation to achieve the organization's strategic goals and objectives (Kim et al., 2023).

Keywords:

Stakeholder; HR Models; Strategic Goals.

Knowledge Sharing and Innovation: The Mediating role of Transactional Leadership

Sadia Noor Awan

Mohammad Ali Jinnah University
fa21phms0014@maju.edu.pk

Dr. Ghulam Muhammad

Mohammad Ali Jinnah University

Dr. Muhammad Asif Qureshi

Mohammad Ali Jinnah University

Abstract

The persistence of the research work is to examine the association between knowledge sharing, transaction leadership and innovative employee behavior. The goal of the research is to investigate how employee knowledge sharing behavior affects a company's innovation performance. The focus of this study is on the business sector. Middle management is the target group. Over 1000 surveys were distributed to employees of various companies, of that's only 407 were deemed fit for practice. SEM using Amos software taken for analyzing data and checking hypothesis. The outcomes show, there is a significant direct association between knowledge sharing and innovation, but when these variables are in the middle, transactional leadership increases its importance and the relationship between them. Indicates to strengthen. The practical importance of this study is that greater innovation is a predictor of sustainable advancement and development of the organization and contributes to the sustainable progress of the organization to ensure its existence.

Keywords:

Sustainable Growth; Transactional leadership; Innovation; Knowledge Sharing

Connecting Sustainable Business Model of Innovation and Artificial Intelligence in HRM: Role of Green Culture

Sana Aziz

Mohammad Ali Jinnah University
sanaaziz1947@gmail.com

Dr. Ghulam Muhammad

Mohammad Ali Jinnah University, Karachi

Dr. Muhammad Asif Qureshi

Mohammad Ali Jinnah University Karachi Pakistan

Abstract

The main purpose of the proposed study is to investigate the effect of artificial intelligence and green human resource management on sustainable business model of innovation in Pakistan, as this model of innovation that makes the organization sustain through value proportion, value delivery and creation, and value captured into 360 dimensions, including environmental sustainability, social sustainability, and economic sustainability, as it is needed in Pakistan to survive in this competitive era of globalization. Green innovation is taken as mediator, as well as a serial mediation from artificial intelligence to human resource management to green innovation to sustainable business model of innovation supported by literature in this study. Green leadership is taken as a moderator variable that facilitates innovation adoption. Respondents will be taken from the Multinational corporations in Pakistan. Sample size is 139 selected with the help of G. Power with the aim of reducing error probability at 95% confidence interval at power of .80. The proposed study will use structural equation modelling through Smart PLS for path analysis.

Keywords:

Innovation; Artificial Intelligence; Green Human Resource Management; Green Innovation; Green Leadership.

Balancing different Tasks and Roles within a Company with HR contribution

Hooria Arshad

Jinnah University for Women
hooriaarshad2604@gmail.com

Sherbaz Khan

Jinnah University for Women

Abstract

Ambidexterity is a big topic in management research right now. We need more research on how human resources and organizational factors affect this balance because previous studies have been scattered and lacked a clear framework. By reviewing key findings in different areas, we can better understand how HR and organizational factors play a role in ambidexterity. This helps identify gaps in our knowledge and opens up new research opportunities. We also find connections between different areas that need further explanation. By creating a model, we can see how HR and organizational factors influence ambidexterity. The study aims to explore how businesses balance exploring new opportunities with exploiting current strengths to be successful. Businesses can choose to focus on exploring new ideas or improving existing processes to stay competitive. While being ambidextrous may not always lead to a competitive advantage, solely focusing on one method may not be the best approach either. This study analyzes the relationship between exploration and exploitation to understand how firms can be ambidextrous and excel in both areas.

Keywords:

Ambidexterity; Organizational Factors; Competitive Advantage

Effect of Training and Development Initiative of the Workforce within Pakistani Call Centre

Afifa Munir

Jinnah University for Women
muniraafifa4@gmail.com

Sherbaz Khan

Jinnah University for Women

Abstract

Training involves imparting knowledge, skills, and competencies to new recruits upon their entry into an organization, ensuring their ability to effectively execute assigned duties. However, development adopts a forward-looking stance, concentrating on readying employees for both present and future roles through continual learning, skill refinement, and engagement with more complex tasks. Development plans rely on data, matching the data-focused trend of today's businesses. This approach fosters effective dialogue with vital stakeholders such as sales managers, transforming training endeavors into measurable business achievements such as cutting costs, making things smoother, or earning more money, which makes sense to top-level decision-makers. Human resources professionals assume a crucial role in harmonizing organizational objectives with individual employee aspirations for career progression, nurturing an environment of ongoing enhancement and performance optimization. A research inquiry exploring the effects of training on call center personnel in Pakistan encompassed unskilled staff from the telecommunications and banking sectors. The results underscored the substantial impact of training on employee performance, underscoring the significance of investing in employee growth to drive organizational prosperity.

Keywords:

Training and Development; Employee Performance; Pakistani Call Centre.

Social Media will dominate Customer Relationship Management (CRM), overtaking traditional media.

Syeda Yamna

Jinnah University for Women
yumnasyed4417@gmail.com

Sobia Jamil

Jinnah University for Women

Abstract

In today's business landscape, CRM strategies are undergoing profound changes due to the increasing prominence of social media networking. Traditional customer service channels such as helplines are becoming obsolete as consumers turn to social media for recommendations and evaluations before purchasing. This shift has reshaped customer roles, emphasizing the importance of social relationships in CRM. Through the adoption and implementation of social customer relationship management (SCRM), businesses can develop and maintain positive long-term relationships with consumers. Social media is currently shaping the future of CRM, particularly in the business-to-customer (B2C) market. This research explores whether social media is indeed the future of CRM, highlighting the significance of deploying and integrating SCRM for sustained success. Utilizing a secondary qualitative research approach, this study examines various published articles to investigate the research issue. The study concludes by emphasizing the importance and future relevance of SCRM in CRM practices.

Keywords:

Customer Relationship Management (CRM); Social Media; Social Customer Relationship Management (SCRM)

Exploring the Impact of Emotional Intelligence and maintaining Work-Life Balance on Job Stress

Ariba Naseem

Jinnah University for Women
aribanaseem301@gmail.com

Abstract

The aim of this investigation is to examine the relationship between workplace stress, employee satisfaction, and happiness, with emotional intelligence acting as a moderating factor. A sample of 100 employees from various industries was surveyed using questionnaires distributed manually across educational, banking, and medical sectors. Data collection utilized the IBM SPSS software, version 28, for analysis. Three hypotheses were formulated, tested, and results recorded, with the null hypothesis evaluated. The study underscores the role of emotional intelligence in enhancing efficiency and effectiveness at work. It reveals that job stress impairs both professional and personal performance, while flexible schedules and relaxation opportunities can bolster employee efficiency. Additionally, findings highlight how workplace stress impacts employee performance, happiness, and overall job satisfaction.

Keywords:

Emotional Intelligence; Work-Life Balance; Job Stress

The Influence of Workload on Employees' Personal Lives

Fatima Razi

Jinnah University for women
hayasheikh850@gmail.com

Abstract

This research delves into the relationship between job workload and personal life, examining workplace environment, task-related stress, overtime work, and work-related stress as independent variables. Drawing from an extensive literature review, four hypotheses were formulated, suggesting a negligible impact of these variables on personal life. Data was gathered from 150 male and female employees across diverse organizations in Pakistan using a Likert scale instrument. Through regression analysis and factor analysis in SPSS, two independent variables were identified for removal. Results indicate that overtime work significantly and adversely affects personal life, while the influence of workplace environment is found to be insignificant. The study underscores the importance of a serene and supportive work environment in enhancing personal well-being and advocates for management efforts to improve motivation and workplace conditions to foster employee loyalty and productivity, potentially leading to increased sales and revenue.

Keywords:

Work stress; Personal life; Workplace environment; Motivation; Performance.

Supporting Women in their Careers and using Sustainable HR Techniques to Help with Development.

Fatima Ali

Jinnah University for Women
fatimakhuld2020@gmail.com

Sherbaz Khan

Jinnah University for Women

Abstract

This research report looks into the importance of using sustainable Human Resource Management practices to support the careers of women professionals. It examines various career issues faced by women throughout their lives, analyzes the role of HRM, and suggests practical HRM strategies to help women have successful and sustainable careers. The report argues that challenges in women's careers are unique and need specific attention. It aims to identify these challenges, explore the HR department's role in supporting women's careers, propose sustainable HRM approaches, and recommend evidence-based practices for women's career development. The report discusses career models, management research, and work-life balance concepts to suggest effective HRM practices for women's sustainable careers. This report uses theories about different career paths, evidence-based management, and balancing work and family life to suggest practical HR practices that can help women have successful and sustainable careers.

Keywords:

HR Practices; Women's Sustainable Careers; Sustainable HR.

Procrastination in the Workplace: A Detriment to Organizational Excellence

Muzayyan farid

Department of Business Administration
Jinnah University for Women, Karachi – Pakistan
muzayyanfarid658@gmail.com

Sobia Jamil

Department of Business Administration
Jinnah University for Women, Karachi – Pakistan
sobiajamil901@gmail.com

ABSTRACT

The study focused on examining how procrastination, which refers to delaying or putting off tasks, relates to employee behavior, organizational performance, work-related stress, time management, employee retention, and salary scale. The findings of the study revealed some interesting connections. Firstly, procrastination was found to have a negative impact on organizational performance. This means that when employees engage in procrastination, it can hinder the overall effectiveness and productivity of the organization. Secondly, procrastination was also linked to increased work-related stress. When employees consistently delay their tasks, it can create a sense of pressure and anxiety, leading to higher levels of stress in the workplace. Furthermore, the study found that procrastination is associated with poor time management. Employees who struggle with procrastination tend to have difficulties prioritizing tasks and managing their time effectively, which can further contribute to decreased productivity. In addition, procrastination was found to have a negative impact on employee retention. When employees regularly engage in procrastination, it can lead to dissatisfaction with their work and increased turnover rates within the organization. Lastly, the study revealed that procrastination is linked to lower salary scales and delayed promotions. This suggests that employees who struggle with procrastination may face financial consequence.

Keywords:

Procrastination; Employee Behavior; Organizational Performance; Work-Related Stress; Time Management.

Ethical Leadership in Government Sector Universities: A Serial Mediation Analysis

Muhammad Faisal Sultan

Khadim Ali Shah Bukhari Institute of Technology
mfaisalsultankasbit@gmail.com

Muhammad Raghif Zafar

Khadim Ali Shah Bukhari Institute of Technology

Abstract

Ethical Leadership is one of the types of transformational leadership that affects all the aspects associated with employees. Employees are also perceived as the main element behind the success and growth of any company. Therefore, several studies explored the impact of leadership on employees. Similar is the case for ethical leadership but studies from Pakistan are rare in this regard. Especially to the higher education sector, there is a need to conduct more research for improving understanding. Hence this study is conducted to understand the impact of ethical leadership in a more detailed manner. However, this is not the only purpose of this study as this study is based on multiple research gaps. Another purpose of this study is to address the knowledge gap by extending the model using the serial mediation effect to increase employee performance. Analysis indicated that there is a definite impact of ethical leadership on employee job satisfaction as well as employee performance.

Keywords:

Ethical Leadership; Employee Job Satisfaction; Employee Performance; Higher Education Sector; Government Sector Universities

Youth Employability Readiness for the 4IR Job Market: A Grounded Theory Approach

Muhammad Ridzuan Noorzelan

Universiti Teknikal Malaysia Melaka,
Jalan Hang Tuah Jaya, 71600 Durian Tunggal, Melaka
m062220001@student.utm.edu.my

Mohd Fauzi Kamarudin

Universiti Teknikal Malaysia Melaka,
Jalan Hang Tuah Jaya, 71600 Durian Tunggal, Melaka
mohdfauzi@utm.edu.my

Nor Ratna Masrom

Universiti Teknikal Malaysia Melaka,
Jalan Hang Tuah Jaya, 71600 Durian Tunggal, Melaka
norratna@utm.edu.my

Abstract

In the evolving landscape of Fourth Industrial Revolution (4IR), ensuring youth employability readiness becomes crucial for navigating the dynamic job market. This research investigates the requisite skills and competencies that empower the youth to thrive in the 4IR era. Utilizing the Constructivist Grounded Theory, in-depth semi-structured interviews, and Focus Group Discussions (FGDs) were conducted with a diverse sample of youth of higher learnings from various institutions, and industrial experts of 4IR. The study aims to identify and understand the essential skills needed to excel in a disruptive and rapidly changing job market influenced by artificial intelligence, big data analytics, and automation. The findings of the study underscore the importance of specific skills in adapting to and capitalizing on emerging technologies. This includes a growth mindset, endurance, perseverance, problem solving, agility, technical knowledge, and creativity. The research contributes to the literature by providing nuanced insights into the valued competencies crucial for youth employability in the context of 4IR, offering a comprehensive understanding of youth employability readiness in this evolving job market.

Keywords:

Constructivist Grounded Theory; Youth Employability Readiness; 4IR; Job Market; Focus Group

STAFF TRAINING AND ISLAMIC BANKS PERFORMANCE, EVIDENCE FROM PAKISTAN

Dr Zubair Ahmed

Effective-learning.online
Effective.learning12@gmail.com

Prof. Dr. Muhammad Azam

Mohammad Ali Jinnah University, Karachi
Muhammad.azam@jinnah.edu

Abstract

Islamic banking is experiencing an extraordinary growth rate. As the number of Islamic banks increases, there is a need for well-trained employees. This study was conducted to examine the effect of staff training on the performance of Islamic banks and determine which type of training influences performance the most. After conducting a literature review, a questionnaire was developed and filled out by employees of full-fledged Islamic Banks in Pakistan. A "one sample t-test" was applied due to the data being on the Likert scale. A test value of 4 was taken and conclusions were drawn based on the p-value. Out of ten statements, six were accepted, indicating that staff training has a positive influence on the performance of Islamic banks. Currently, Islamic finance is synonymous with Islamic banking, but more work is needed to expand Islamic finance beyond banking. Shariah compliance in Shariah-based banking may be a good topic for further research. This study can help Islamic banks improve their performance by increasing the effectiveness of their staff.

Keywords:

Training; Performance; Islamic Banks; Islamic Finance

Unleashing the Power of Workplace Spirituality: The Key to Boosting Job Commitment among Bank Employees of Nawabshah, Pakistan

Muhammad Bilal

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Shahzad Ali

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Muhammad Naeem

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Wasiq Ahmed

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Rehamtullah Brohi

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Muhammad Hafeez

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad, Pakistan

Abstract:

This study aimed to examine the relationship between workplace spirituality, job satisfaction, and job commitment among employees of banks in Nawabshah, Pakistan. The study utilised a cross-sectional design, and data were collected from 150 bank employees using a structured questionnaire. The data were analyzed using Smart PLS-SEM. The results indicated a significant positive relationship between workplace spirituality and job commitment, and job satisfaction was found to mediate this relationship. The findings suggest that fostering a culture of spirituality in the workplace can enhance job commitment among employees. The study's findings have practical implications for organizations seeking to improve their employees' job commitment. By creating a work environment that supports spirituality, organizations can increase employee satisfaction, which, in turn, can enhance job commitment. This study adds to the literature on workplace spirituality, job satisfaction, and job commitment by examining these constructs in the specific context of the banking sector in Nawabshah, Pakistan.

Keywords:

Workplace Spirituality; Job Commitment; Job Satisfaction; Banking Sector.

Unveiling the Nexus of E-Recruitment: Leveraging Cost Effectiveness to Enhance Talent Acquisition, Moderated by Data Privacy

Muhammad Ibrahim

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Ayan Noor

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Shaguffa Noor

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Ureeba Shiekh

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Faryal Rajper

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad, Pakistan

Muhammad Hafeez

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad, Pakistan

Abstract:

In the contemporary era, organizations are increasingly leveraging electronic recruitment (e-recruitment) methods to enhance talent acquisition processes. This study delves into the dynamics of e-recruitment and its influence on talent acquisition, with a focus on fresh graduate job seekers from the universities of rural Sindh. Employing a quantitative research design, data will be collected through simple random sampling to capture the perceptions and experiences of these job seekers. The primary objective of this research is to examine the mediating role of cost-effectiveness in the relationship between e-recruitment and talent acquisition. Additionally, the study will explore the moderating effect of data privacy, shedding light on how concerns regarding privacy impact the effectiveness of e-recruitment strategies in talent acquisition. Partial Least Squares Structural Equation Modeling (PLS-SEM) will be utilized for data analysis, allowing for a comprehensive examination of the proposed relationships. It is anticipated that the findings will provide valuable insights into the mechanisms through which e-recruitment practices influence talent acquisition outcomes in the context of rural Sindh. Expected findings suggest that e-recruitment positively impacts talent acquisition, with cost effectiveness playing a significant mediating role. Furthermore, the study anticipates that data privacy concerns will moderate the relationship between e-recruitment and talent acquisition, highlighting the importance of addressing privacy issues in the digital recruitment process. These findings hold implications for both academia and practitioners, offering actionable insights for optimizing e-recruitment strategies and enhancing talent acquisition practices in similar contexts.

Keywords:

E-recruitment; Talent acquisition; Cost effectiveness; Data privacy.

Understanding Organizational Commitment in the Banking Sector: Focusing on In-Role and Extra-Role Behaviors

Maryam Khan

Iqra University

maryam.19761@iqra.edu.pk

Maham Akram

Iqra University

Maha Nayyar

Iqra University

Mehak A.Wahab

Iqra University

Abstract

The purpose of this study is to explore the impact of components of high-commitment performance management practices (goal and participation, performance appraisal, performance feedback, performance rewards) on organizational commitment, and their subsequent effect on the performance outcomes (in-role, extra-role behaviours) of Generation Z in the banking sector of Pakistan. In addition, this research aims to understand the mediating role of perceived organizational support (POS) and job satisfaction (JS) in the above relationship. This paper employs social exchange theory and organizational support theory to develop the conceptual framework. The target population of this study is Generation Z employees working in the banking sector of Pakistan. The purposive sampling technique was employed to select participants for this study, and the model was tested on 200 bank employees. The anticipated results align with the previous studies, according to which HCPM has a positive and significant effect on organizational commitment, and in-role, and extra-role behaviours. Based on previous studies, it is also expected that POS and JS mediate the relationship between HCPM and performance outcomes (organizational commitment, in-role behavior, extra-role behavior). In this study, the model was tested only on bank employees, which limits the generalizability of findings to some extent. Future researchers can test the model in the context of various organizations to understand employee behaviour.

Keywords:

Organizational Commitment; In-Role Behavior; Extra-Role Behavior; Generation Z; Banking Sector.

The Impact of Organizational Support on Employee Turnover in the Education Sector of Karachi, Pakistan

Rida Taj

Department of Business Administration
Jinnah University for Women, Karachi - Pakistan
Email: rida.taj21@gmail.com

Sobia Jamil

Department of Business Administration
Jinnah University for Women, Karachi - Pakistan
Email: sobiajamil901@gmail.com

Abstract:

The study investigates organizational support's impact on diminishing employee turnover within Karachi's education sector in Pakistan. It examines the current organizational support practices in this sector and their effectiveness in reducing turnover. Additionally, the research explores the mechanisms through which organizational support mitigates turnover and identifies the most effective monetary and non-monetary incentives for motivating employees. Limitations of organizational support within Karachi's education sector are also assessed. The study encompasses all educational institutions across Karachi and targets a sample of 1000 respondents. Data analysis is conducted using SPSS software.

Keywords:

Organization Support; Employee turnover; Education Sector.

The Mediating Impact of on the Relationship between Social Capital and Students'

Ambidexterity

Syed Muntazir Mehdi

Visiting Faculty, Iqra University
muntazir.mehdi@iqra.edu.pk

Muhammad Umer Ahrar

Senior lecturer
Iqra University Karachi
umerahrar@iqra.edu.pk

Atif Aziz

Associate professor
Iqra University Karachi
Atif.aziz@iqra.edu.pk

Abstract

In recent times, social capital and psychological capital are considered to be one of the most resources which connect people all over the globe. The current study aims to examine the mediation impact of psychological on the relationship between social capital and students' ambidexterity. The advancement in social capital and psychological also made the source more familiar and popular that it is now treated as a necessity of life, hence its absence impact individuals' daily routine. The current study chose convenience-sampling technique to sample the university students of Karachi. By using time displacement theory as a theoretical lens, the study confirms the social capital and psychological capital effects on students' ambidexterity. The quantitative method is applied to prove research findings. Results also indicate that with social capital and psychological capital might be affected, as students are already isolated from their families due to the tough schedule and studies burden. This research may also provide evidence to encourage family members to focus on their kids and minimize the communication gap which has been lingering due lack of social capital and psychological capital. Thus, the study advances its knowledge by analysing the perception, attitude, and behaviour toward social capital and psychological capital with this assumption that it may hamper the quality of time with family.

Keywords:

Social Capital; Student's Ambidexterity; Psychological Capital.

The Mediating Effect of the Expatriate Adjustment on the Relationship between Compensation, Cultural Intelligence and Working Environment and Job Performance in the Education Sector of Malaysia

Doaa Salman Abdou, PhD

Professor of Economics
Head of Economics Department
Vice Dean for Community Services & Environmental Affairs
Modern Sciences & Arts University (MSA), Egypt
dsalman@msa.eun.eg

Urooj Laghari

Fast School of Management
Deputy Manager Quality Enhancement Cell
urooj.laghari@nu.edu.pk

Atif Aziz

Iqra University
Atif.aziz@iqra.edu.pk

Abstract

The world has transformed to a global village. Along with businesses expansion beyond their country boundaries, numerous people are residing outside their native countries. Educated professional and skilled labor are the most critical categories of the expatriate. This research article studies the mediating effect of the expatriate adjustment on the relationship between compensation, cultural intelligence and working environment and job performance in the education sector of Malaysia. Data was collected, using questionnaire, from all academic expatriates serving in four public universities (UUM, USM, UITM AND UNIMAP) in the Northern state of Malaysia. A pilot study was conducted in November 2019 at University Utara Malaysia (UUM). The final study finds that each individual independent variable (compensation, working environment & cultural intelligence) positively affects dependent variable (expatriate job performance). Further there is a direct relationship for each individual independent variable with mediating variable (expatriate adjustment). Finally, in the presence of mediating variables (expatriate adjustment), working environment, and cultural intelligence influences expatriate job performance. This research article is unique as it is the first large-scale quantitative survey of expatriate academics.

Keywords:

Expatriate Adjustment; Compensation; Cultural Intelligence; Job Performance; Education Sector.

Factors that Impact Employee Retention (ER) in Sui Southern Gas Company Limited (SSGCL), Karachi

Jawad Hashmi

SSGC, Karachi

Dr. Khizar Hayat

Assistant Professor

Iqra University Karachi

khizar.hayat@iqra.edu.pk

Abdul Rahim Qureshi

SSGC, Regional Office Hyderabad

quraishyrahim@gmail.com

Dr. Atif Aziz

Professor

Iqra University Karachi

Atif.aziz@iqra.edu.pk

Abstract

The aim of this dissertation was to ascertain the factual position regarding Employee Retention (ER) in SSGCL in the light of Remuneration & Perks (R & P), Career & Growth opportunities (C & G), Work-Life Balance (WLB) and Learning & Development (L & D). A quantitative research method was employed by use of descriptive research in order to collect data. The participants selected for the dissertation were the current employees of Public Sector Company namely SSGCL, Karachi who performing their job on permanent cadre. The total sample size of this dissertation is 341 respondents. Among 400 circulated questionnaires, a total of 341 responses were collected on the basis of results of research obtained. Primary data were utilized in order to achieve the findings of research. The research data was interpreted by the software named Statistical Package for Social Sciences (SPSS). The outcomes of this research depict that the SSGCL, Karachi, is focusing on Employee Retention (ER) management and the organization has attractive policies for their employees to retain them. In light of findings of this study, it has been summarized that the management of SSGCL must focus on worker's needs that is competitive pay and perks, career growth & development opportunities, Work-Life Balance (WLB) and Learning & Development (L & D) in order to retain them and achieve desired targets.

Key words:

Public Sector Company; Employee Retention (ER); Remuneration & Perks (R&P); Learning & Development

The Impact of Employee's Participation in Decision Making on Job Performance - A Case-Study on Zeen

Shama Munawar

Karachi Institute of Economics and technology
munawarshama@yahoo.com

Dr Muhammad Salman

Assistant professor, Iqra University Karachi

Atif Aziz

Professor, Iqra University Karachi

Abstract

In the recent past, the business environment is changing rapidly all over the world and hence the companies are trying to empower their employees to maintain the competitiveness in the business world by involving their employees in the decision making. The recent studies on employee participation conclude that employee's participation in decision making helps the firms to sustain in dynamic environment. Some researches support the idea that employee's participation in decision making slows the decision-making process. Participation in decision making promotes a projected environment for managing the group-based work. The studies conducted on the employee participation show the inconsistent results and hence there is a need to conduct a study on this. Participative decision making (PDM) is the degree to which employees are allowed or encouraged to share or participate in organizational decision making. Through involving the employees in decision making the employees get encouraged among themselves while being at different hierarchical levels. It also helps in boosting the mental health of the employees. Companies are eager to understand the basic reasons behind the employee's lowered performance and for this a lot of researches have been done in the past regarding the involvement of employees in decision making. Some researches on participation in decision-making has been done overlapped with the topics like employee voice and employee involvement.

Keywords:

Participative Decision Making; Job Performance; Employee Participation

Impact of Green Transformation Leadership on Green Employee Transformation in Pakistani Islamic Banking: The Moderating Role of Digital Literacy

Junaid Ahmed

Putra Business School, University Putra Malaysia
junaid.amd7772@gmail.com

Prof. Emeritus Datuk Dr. Mad Nasir Shamsudin

Putra Business School, University Putra Malaysia

Prof. Dr. Sazali Abd Wahab

Putra Business School, University Putra Malaysia

Assoc. Prof. Dr. Muhammad Asif Qureshi

Mohammad Ali Jinnah University, Karachi Pakistan

Abstract:

This research explores the impact of Green Transformational Leadership (GTL) on Green Employee Transformation (GTE) within the Islamic banking industry of Pakistan. This study investigates the moderating role of digital literacy and the mediating role of Green Human Resource Management (GHRM) practices in this relationship. The aim of the research is to understand how digital literacy and Green human resource management moderates the link between green transformation leadership and green employee transformation. By focusing on the Islamic banking sector, the study explores how these factors interact within a specific ethical and financial context. A mixed-methods approach combining qualitative and quantitative methods will be used to gain a comprehensive understanding. This research seeks to develop effective strategies for promoting green transformation in Pakistani Islamic banks, ultimately contributing to a more sustainable future. While GTL prioritizes environmental sustainability and drives organizational change towards eco-friendly practices, a crucial gap exists between leadership vision and employee engagement.

Keywords:

Green Transformation Leadership (GTL); Green Employee Transformation (GTE); Digital Literacy; Green Human Resource Practices (GHRM); Islamic Banking Industry

Impact of the Moderating Role of Green Cultures over Green Environmental Effects.

Riyaz Abro

Newports Institute of Communications & Economics
rizabro@hotmail.com

Abdul Razzaque Bhutto

Assistant Professor & PhD Scholar - Sindh Madarsatul Islam University – Karachi

Kamal Bin Ab Hamid

International Islamic University Sultan Abdul Halim Muazam Shah, Kuala Ketil, Malaysia.

Abstract:

The study examined the impact of green practices of human resources, empowered interaction capability, and green innovation behavior over green environmental effects by moderating the role of green cultures. The research took the chemical industry as the population and obtained 220 respondents working in the 10 popular chemical factories of Karachi city as a sample. SPSS was used for statistical analysis and PLS4.0 was employed for SEM modeling. The results revealed that there is a positive relationship between green practices of human resources, empowered interaction capability, and green innovation behaviors of human resources over green environmental effects by moderating the effects of green cultures. This study aimed to provide theoretical and practical implications and insightfulness on how to promote green practices to ensure green environmental effects.

Keywords:

Green Human Resources; Empowered Interaction Capability; Green Innovation Behavior.

Theory of Planned Behaviors as Moderator on Employees' Green Innovative Behavior: A Study to assess Environmental Effects.

Riyaz Abro

Newports Institute of Communications & Economics
rizabro@hotmail.com

Sehrish Abro

Business Management Department, Sindh Madarsatul Islam University – Karachi

Masnawaty Sangkala

Accounting Department, Economic and Business Faculty, Makassar State University Indonesia.

Abstract:

This study examined the impact of perceived green human resource management practices, green supply chain management, and green inclusive leadership styles on green innovative behaviors of the employees. This study further studied the influence of the moderating role of the theory of planned behaviors. This study obtained 270 valid respondents from the manufacturing units of plastic industries working in Karachi city (Pakistan) as a sample. The SPSS was employed for statistical analysis and PLS4.0 for SEM modeling purposes. The findings of the study revealed that there is a positive effect of perceived green human resource management practices, green supply chain management, and green inclusive leadership on green innovative behaviors of the employees. This study also examined the impact of the moderating role of the theory of planned behavior and proved that the theory moderates well and works in terms of the employees' preconceived behaviors and performance attitudes towards the perceived green human resource management practices, green supply chain management, and green inclusive leadership styles. The study therefore provided a full insight into the green innovative behaviors of the employees which are beneficial for the organization in a broader sense and for the green environment at large. Hence, all the hypotheses supported the study.

Keywords:

Perceived Green HRM; Green Supply Chain Management; Green Inclusive Leadership; Green Innovative Behaviors; Theory of Planned Behaviors.

Organizational Culture: Perceptions of Green HRM Implementation in Pakistani Organizations

Dr. Abdul Samad Dahri

Shaheed Benazir Bhutto University, Pakistan.
drabdulsamad.dahri@sbbusba.edu.pk

Abdul Samad Shaikh

Services, General Administration, Coordination Department
Government of Sindh, Karachi
samadshaikh990@gmail.com

Abstract:

This research explores employee perceptions of Green Human Resource Management (HRM) practices within the context of Pakistani organizational culture. Green HRM integrates environmental sustainability practices into HR functions (recruitment, training, performance management) to promote environmental responsibility and corporate social responsibility. The study investigates organizations across diverse sectors in Pakistan. While Green HRM initiatives are gaining traction, little is known about employee attitudes and beliefs surrounding their effectiveness within the Pakistani context. Employing a mixed-methods approach, the study will utilize quantitative surveys and qualitative interviews with HR personnel and employees from various Pakistani organizations. Surveys will measure employee perceptions of Green HRM practices across HR functions. Interviews will delve deeper into employee experiences and perspectives, exploring how organizational culture shapes their perceptions of Green HRM implementation. A strong organizational culture that emphasizes environmental responsibility will likely strengthen the positive impact of Green HRM practices. By analyzing both quantitative and qualitative data, the study aims to identify patterns and themes related to employee perceptions, challenges faced, and the influence of organizational culture on Green HRM effectiveness. This research contributes to understanding how Pakistani organizations can foster a culture of environmental responsibility through Green HRM practices. The anticipated benefits include fostering employee engagement, promoting sustainable practices, and encouraging effective governance within Pakistani organizations.

Keywords:

Organizational Culture; Green HRM Implementation; Employee Perceptions; Pakistani Organizations; Environmental Sustainability.

Green HRM Strategies in the Age of AI: Challenges and Opportunities for Pakistani Businesses

Dr. Abdul Samad Dahri

Shaheed Benazir Bhutto University, Pakistan.
drabdulsamad.dahri@sbbusba.edu.pk

Hassan Raza

State Bank of Pakistan
hassan.raza5@sbp.org.pk

Abstract:

This research investigates the intersection of green HRM strategies and the integration of Artificial Intelligence (AI) technologies in Pakistani businesses, addressing the challenges and opportunities arising from this convergence. Green HRM strategies entail initiatives aimed at promoting environmental sustainability within human resource management practices, while AI technologies offer advanced automation and decision-making capabilities. The study encompasses businesses across various sectors in Pakistan. The study investigates to how Pakistani businesses navigate the challenges and leverage the opportunities presented by the adoption of green HRM strategies in the age of AI. While the adoption of green HRM strategies holds promise for promoting environmental sustainability and corporate social responsibility, the integration of AI technologies introduces complexities and uncertainties that businesses must address. Utilizing a mixed-methods approach, this study will employ surveys, interviews, and document analysis. Quantitative data will be analyzed using statistical techniques, while qualitative data will undergo thematic analysis. By examining the challenges and opportunities associated with green HRM strategies in the context of AI adoption, this research aims to provide insights into effective strategies for promoting environmental sustainability and organizational resilience in Pakistani businesses. The anticipated benefits include fostering a culture of environmental responsibility, enhancing operational efficiency, and promoting effective governance practices.

Keywords:

Green HRM Strategies; AI Integration; Pakistani Businesses; Mixed-Methods Approach; Environmental Sustainability; Governance Practices

The Impact of AI on Organizational Culture and Sustainability in the SMEs of Pakistan

Dr. Abdul Samad Dahri

Shaheed Benazir Bhutto University, Pakistan
Drabdulsamad.dahri@sbbusba.edu.pk

Altaf Mazhar Soomro

University of Technology Sydney
Altaf.M.Soomro@student.uts.edu.au

Abstract:

This research explores "The Impact of AI on Organizational Culture and Sustainability" within Pakistani Small and Medium Enterprises (SMEs). As Artificial Intelligence (AI) technologies continue to permeate various aspects of business operations, understanding their influence on organizational culture and sustainability practices becomes increasingly imperative. Organizational culture refers to the shared values, beliefs, and norms that shape behavior within an organization. At the same time, sustainability pertains to integrating environmentally responsible practices and social considerations into business strategies. The study focuses specifically on SMEs, which are crucial in Pakistan's economic landscape. The unique problem addressed is the limited understanding of how AI adoption affects organizational culture and sustainability practices in SMEs. While AI offers potential benefits such as increased efficiency and innovation, its implications for organizational culture dynamics and sustainability initiatives remain understudied, particularly in the context of SMEs in Pakistan. Utilizing a mixed-methods approach, this study will employ surveys, interviews, and document analysis. Quantitative data will be analyzed using statistical techniques, while qualitative data will undergo thematic analysis. By examining the impact of AI on organizational culture and sustainability practices in SMEs, this research aims to provide insights into effective strategies for leveraging AI technologies to foster a culture of innovation, collaboration, and environmental responsibility. The anticipated benefits include enhanced organizational performance, improved employee engagement, and strengthened sustainability governance practices.

Keywords:

AI; Organizational Culture; Sustainability; SMEs; Mixed-Methods Approach; Governance Practices

Impact of Green HRM Practices on Attaining Green Competitive Advantage: Mediating Role of Green Intellectual Capital

Zehra Murawat

Mohammad Ali Jinnah University
zehramurwat90@gmail.com

Mohammad Asadullah Mr. Soomro

HRAAFA (SMC-PRIVATE) LIMITED

Saima Ali

Muhammad Ali Jinnah University

Mujawar Ali

Shopzostore

Abstract

In the current high-tech era, companies must have a wide range of resources and competencies in order to establish and maintain a competitive position in the market. The goal of this study is aimed to apply the ability-motivation-opportunity theory (AMO theory) and the natural resource-based (NRBV theory) perspective to comprehend Green competitive advantage (GCA). Hence, we are in initial phase of our research, we will be analyzing how independent variables; Green Recruitment and Selection (GRS), Green Training and Development (GTD) and Green Compensation & Rewards (GRC) will be going to influence Green Competitive Advantage (GCA) with the mediating effect of Green Intellectual Capital (GIC) in the Hotel Industry of Karachi, Pakistan. For this we will be taking approximately 110 employees of Karachi 5-star Hotels as respondents for interview as well as we will be distributing 110 questionnaires among the employees and based on the response of those respondents, we will be conducting PLS (Partial Least square) technique for statistical study to analyze all variables and look at them at one time. Keeping futuristic approach, we are optimistic that hotels will be achieving Green Competitive Advantage (GCA) through these independent variables (GRS, GTD, GRC) with the mediating effect of Green Intellectual Capital (GIC).

Keywords:

Green Recruitment and Selection (GRS); Green Training and Development (GTD); Green Compensation & Rewards (GRC); Green Competitive Advantage (GCA); Green Intellectual Capital (GIC).

Effect of Leadership Styles on Sustainable Firm Performance in SMEs: The Mediating Role of Organizational Citizenship Behaviour

Dr. Junaid Rehman

Mohammad Ali Jinnah University, Karachi
junaid.rehman@jinnah.edu

Dr. Abdul Samad Dahri

Shaheed Benazir Bhutto University, Pakistan.
drabdulsamad.dahri@sbbusba.edu.pk

Abdul Samad Shaikh

Services, General Administration, Coordination Department
Government of Sindh, Karachi
samadshaikh990@gmail.com

Abstract

This research aims to explore widely used leadership styles for achieving firm sustainable performance in the SMEs of the developing countries. When it comes to the SMEs of the developing countries, there is a dearth of research governing the application and effectiveness of appropriate leadership styles for achieving firm sustainable performance. Data would be collected using a quantitative approach involving online surveys to be administered with the employees of various SMEs of Pakistan. Data would be subject to SEM analyses using smart PLS with a view to assessing the relationship between leadership styles and firm sustainability outcomes. Thus, by comparing leadership styles and their impact on sustainability, this research aims to offer valuable insights on leadership by identifying the most effective style(s) having a potential to foster sustainable performance for various stakeholders of the SMEs. In the wake of global sustainability challenges, the anticipated contribution of this research includes enhanced economic, social and environmental performance.

Keywords:

Leadership Styles; Developing Countries; Firm Sustainable Performance

Effect of Ambidextrous Leadership on Employee Innovative Behavior- The Mediating Role of Job Crafting (A Study of High Schools in Low-Income Country)

Sana Nawaz

Muhammad Ali Jinnah University
sana.nawaz@jinnah.edu

Muhammad Fahim

Institute of Business and Management

Malak Aoun

University college of Bahrain

Muhammad Haris

Karachi School of Business and leadership

Kehkashan Nizam

Iqra University

Abstract

This study aims to ascertain the effect of ambidextrous leadership and innovative behavior in the teaching staff of schools in Karachi, Pakistan. The study also looks at the mediation effect of job crafting and moderating effect of dialectical thinking in the link between ambidextrous leadership and innovative behavior. Purposive sampling was used, and 342 teaching staff from private high schools in Karachi contributed to the study. PLS-SEM statistical technique has been employed to test the structural relationships in the proposed model. The paper's findings reveal that ambidextrous leadership has a direct causal effect on employee innovative behavior.

Moreover, there is noteworthy significant mediation of Job crafting in the association between ambidextrous leadership and innovative behavior. This study provides insights into the importance of ambidextrous leadership in schools. The exhibit of ambidextrous leadership by school managers can influence job crafting to create innovative behavior in employees. This study is the first to explore the mediation effect of job crafting and moderation of dialectical thinking in the link between ambidextrous leadership and innovative behavior. The current study is the first empirical testing of the model of ambidextrous leadership in schools in Karachi, Pakistan.

Keywords:

Ambidextrous Leadership, Employee Innovative Behavior, Job Crafting, Dialectical Thinking.

Employee Adaptation to Green HRM Practices: A Study of Organizational Behavior Dynamics in Pakistani Context

Dr. Abdul Samad Dahri

Assistant Professor Shaheed Benazir Bhutto University, Pakistan.
abdulsamad.dahri@sbbusba.edu.pk

Asif Ali Bhatti

Mohammad Ali Jinnah University
asifaliewhw@gmail.com

Abstract:

This research investigates employee adaptation to green HRM practices within the Pakistani context, focusing on the dynamics of organizational behavior. Green HRM practices encompass strategies aimed at integrating environmental sustainability into human resource management processes, such as eco-friendly policies, training programs, and employee involvement in sustainability initiatives. The study is conducted in various organizations across different sectors in Pakistan. The gap addressed is the need to understand how employees adapt to and perceive green HRM practices within Pakistani organizations. Despite the increasing adoption of green HRM initiatives, little is known about how these practices influence employee behavior and attitudes in the Pakistani context. Utilizing a qualitative research methodology, this study will employ semi-structured interviews discussions with employees and managers in Pakistani organizations. Thematic analysis will be used to identify patterns and themes in the data, providing insights into the factors influencing employee adaptation to green HRM practices. By examining the dynamics of organizational behavior in the context of green HRM practices, this research aims to provide insights into the challenges and opportunities associated with implementing sustainable HRM strategies in Pakistani organizations. The anticipated benefits include enhancing employee engagement, fostering a culture of environmental responsibility, and promoting effective governance practices.

Keywords:

Green HRM Practices; Organizational Behavior Dynamics; Pakistani Organizations; Employee Adaptation; Qualitative Research; Sustainability Governance.

The Influence of Market Dynamics on Supply Chain of Construction Project

Afsheen

Mohammad Ali Jinnah University
sp23mspm0024@maju.edu.pk

Abstract

The construction industry is subject to various market dynamics that significantly influence its supply chain operations. The relevance of supply chain management (SCM) is increasingly recognized in the construction industry. However, its implementation has been limited and remains a challenge for researchers and practitioners (Cataldo et al., 2022). The construction sector includes a variety of tasks including building infrastructure, homes, decorating, and installing. It serves as a significant economic engine for the country. The need for supply chain risk management in construction emerged between the turn of the 20th and the beginning of the 21st centuries (Tang & Xu, 2023). This research aims to investigate the quantitative aspects of these market dynamics and their impact on the efficiency and effectiveness of the supply chain in construction projects. By identifying and analyzing these factors, this study seeks to provide insights that can inform strategic decision-making and enhance supply chain management practices in the construction sector,

Keywords:

Market Dynamics; Supply Chain; Construction Industry.

The Impact of Artificial Intelligence on Human Resources Practices in SMEs in Pakistan

Dr. Jalil Ahmed Thebo

Szabist University Larkana Campus
jalilthebo@szabist.edu.pk

Dr. Muhammad Asif Qureshi

Mohammad Ali Jinnah University, Karachi
qureshimuhammadasif@gmail.com

Haris Ahmed Memon

Mohammad Ali Jinnah University, Karachi
Engrharris.iu@gmail.com

Bilal Fazul

Mohammad Ali Jinnah University, Karachi
Sp22bscs0105@maju.edu.pk

Abstract

SMES are under pressure to reinvent and renew themselves as a result of social changes, environment turbulences and emerging information technologies. In this connection, the use of artificial intelligence technology is becoming more popular in Small, Medium and Large organizations. This study seeks to examine and investigate the impact of artificial intelligence (AI) on human resources (HR) practices in SMEs. Thus a mixed-method approach was applied for this study. The study questions were examined and tested using a mixed-method strategy. For each of the two study designs, semi-structured interviews and surveys were performed, respectively. Personnel in HR and AI were asked to participate in this study as sample participants. The software PLS-SEM was used to analyze the data and thematic analysis subsequently. The variables, the planned training process, tactical performance appraisal effective HR practices and Artificial intelligence integration were positive and had substantial effect. Further Ease of use had a negative and negligible moderating effect on the integration of AI and effective HR practices. In order to move HR operations into the digital age, artificial intelligence is crucial. There is the need of invest on training and development to implement the AI in SMEs.

Keywords:

Training; Performance Appraisal; HR Practices; Artificial Intelligence.

Greening the Sweet Spot: Unraveling the Nexus of Green Technology Adoption, Innovation, and Organizational Green Culture in Sindh's Sugar Industry

Chandni

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad
cmj41402@gmail.com

Faiza

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Dr. Muhammad Hafeez

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad, Pakistan

Tahreem Razzak

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Abstract

As sustainability becomes increasingly imperative in organizational practices, this study delves into the intricate dynamics within the sugar industry of Sindh, Pakistan, focusing on the interplay between green technology adoption, green innovation, sustainable leadership, and organizational green culture. Employing a simple random sampling technique, data were gathered from the sugar industry. The analysis, facilitated by Smart PLS Structural Equation Modeling (SEM), aimed to unravel the mediating role of green innovation and the moderating influence of sustainable leadership in shaping organizational green culture. The findings revealed a significant positive relationship between green technology adoption and organizational green culture. Moreover, green innovation emerged as a pivotal mediating variable, elucidating the pathway through which the adoption of green technologies influences organizational green culture. Sustainable leadership, acting as a moderator, was found to amplify the impact of green technology adoption on organizational green culture, indicating its crucial role in fostering sustainability initiatives within the sugar industry of Sindh. This study contributes to the burgeoning literature on sustainability by providing empirical insights into the mechanisms driving the development of organizational green culture in the context of the sugar industry in Sindh, Pakistan. The implications of these findings extend to policymakers, industry practitioners, and scholars, highlighting the importance of integrating green technologies, fostering innovation, and nurturing sustainable leadership to cultivate a culture of environmental responsibility and sustainability within organizations.

Keywords

Green Technology Adoption; Green Innovation; Sustainable Leadership; Organizational Green Culture; Sugar Industry

Identifying and Analysis of Cultural Markers on Pakistan's different Web Interfaces Design

Tarique Ahmed

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad
Solangitarique097@gmail.com

Shahzad Ali

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Muhammad Awais

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Shahmir Ali

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Shehroze Ali

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Muhammad Hafeez

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Abstract

In previous research work. Researchers have done some studies at understanding the connection among websites design and the user's culture. Subsequently we have identified a few cultural markers that mark website usability, thoughtfulness and acceptance and complete on these outcomes. The main purpose of this research work is to be identifying and analysis of cultural markers on Pakistan's different web interfaces design. These cultural markers and sub cultural markers have been identified from literature. These identified cultural markers and sub cultural markers are analyzed into four categories websites under four provinces cultural background from users' group through usability test. Demographic questionnaire data has been done through selecting sample size of 60 candidates' students and faculty members of Quaid-e- Awam University of Engineering, Science & Technology Nawab shah Pakistan. Experimental tasks have been completed through participants on four categories websites such as (Educational websites, E-commerce websites, Government websites and News-Media websites). After completing the experimental tasks through candidates at four categories websites, then participants were asked to fill post-test questionnaire for cultural markers analysis. In which contains list of five main kinds of cultural markers and their sub cultural markers. According to post-test Questionnaires, the cultural markets results have been evaluated based on statistical analysis in chi square test. In all categories (Education, E-commerce, Govt, News - Media) the analysis result of cultural markers of News Media results are (low) as compared to other than three categories results.

Keywords:

Cultural Markers Identifications; Usability Test; Cultural Makers Analysis.

The Impact of Organizational Factors on Employee Performance

Erum Javeria

Bahria University Karachi Campus
erunjaveria12d@gmail.com

Syed Muhammad Zohaib

Bahria University Karachi Campus
smzohaibshah100@gmail.com

Osama Bin Nawab

Bahria University Karachi Campus
osamabinnawab1998@gmail.com

Abstract:

The purpose of this study is to contribute to the existing literature on organizational behavior by exploring the impact of organizational factors on employee performance in Pakistan. By understanding the mechanisms through which these factors influence performance, organizations can develop strategies to enhance employee well-being and productivity.

Keywords:

Employee performance; Organizational factors; Wellbeing-oriented HRM practices; Management support; Inclusive leadership.

Exploring Workplace Factors Impacting Employee Well-Being

Abdullah

Bahira University Karachi Campus
imranabdullah535@gmail.com

Arooba Yousuf

Bahira University Karachi Campus
aroobayousuf126@gmail.com

Kinza Qamar

Bahira University Karachi Campus
kinzaqamar7@gmail.com

Abstract

This study aims to investigate how work-related factors impact employees' well-being, focusing on workload, job security, and managerial practices. By exploring whether these factors contribute to employee stress or satisfaction, the study aims to provide insights for organizations to create supportive work environments conducive to enhanced employee well-being and productivity.

Keywords:

Employee well-being; Workplace Ostracism; Career Adaptability; Workplace Spirituality.

Creating Learning Organizational Culture through Training Need Analysis

Mushtaque Ali Channa (PhD Management Science) Scholar

Bahria University Karachi Campus
channamushtaque01@gmail.com

Dr. Rao Muhammad Rashid (Associate Professor)

Department of Management Science
Bahria University Karachi Campus

Abstract

This technical research is based on the conceptual application of industry regarding the role of Training Need Analysis (TNA) steps as a strategic goal for creating learning organizational culture. The Training Need Analysis (TNA) steps are covered Step-01 Conduct an external/internal and corporate scan, Step-02 Collect data to identify business needs, Step-03 Collect data to identify Performance, Learning and Learners Needs; step-04 Analyze data; step-05 Identify potential training solution, Step-06 Deliver data analysis feedback as input wherein transition step begin to create learning organization culture as output; these characteristic are systematic problem-solving thinking, shared vision, mental models, personal mastery and team mastery. The study was conducted with a Qualitative Phenomenological approach. The investigation started with an orientation session on Training Need Assessment (TNA) steps and further focused on essential characteristics of the learning organization culture. A total of 25 Divisional Heads were approached, and 21 participated in the interview after one month. The findings of the study support every step input for creating learning organizational culture. i.e., Organizational scan and understanding values promote effective systematic problem-solving mechanism; the businesses need analysis exercise contributed to the shared vision, Identification of performance, learning, and learner need to contribute to the personal and team mastery, overall data analysis developing insight, gap analysis and design training will contribute as develop a mindset and inclusive, participative learning culture and finally feedback support to design training solution and to transfer knowledge is the architect of a learning organization.

Keywords:

Learning Organizational Culture; Training Need Analysis; Strategic Alignment

Candy with Character: How Brand Anthropomorphism Drives Impulsive Buying and Brand Love in the Online Confectionery Market

Hajra Arif

Muhammad Ali Jinnah University

fa17phms0001@maju.edu.pk

Abstract:

In the burgeoning online confectionery market, brands are increasingly adopting anthropomorphic elements to enhance consumer engagement and drive sales. This study leverages Social presence Theory, which posits that people treat computers, media, and other technologies as if they were real people, to explore how brand anthropomorphism influences impulsive buying behavior and brand love among online confectionery shoppers. With the help of online surveys, this research investigates the psychological mechanisms underpinning consumer interactions with anthropomorphized confectionery brands. The findings reveal that when brands are imbued with human-like characteristics—such as mascots, personalized messages, and narrative personification—consumers exhibit heightened emotional responses similar to those experienced in human social interactions. These responses include increased trust, emotional attachment, and a sense of social presence, which collectively reduce cognitive resistance and enhance impulsive buying tendencies. Moreover, the study demonstrates that the emotional bonds formed through anthropomorphism significantly contribute to the development of brand love. Consumers perceive anthropomorphized brands as more relatable and endearing, fostering loyalty and advocacy. This deepened emotional connection encourages repeat purchases and positive word-of-mouth, crucial factors in the competitive online marketplace. These insights underscore the efficacy of anthropomorphic branding as a strategic tool in the online confectionery industry. By humanizing their brands, companies can create more engaging and enduring relationships with consumers. This research contributes to the broader understanding of consumer-brand interactions and offers practical implications for leveraging anthropomorphism to enhance brand equity.

Keywords:

Brand Anthropomorphism; Consumer Attachment; Social Media Presence; Brand Love; Impulsive Buying; Confectionery Industry.

Design and Implementation of Artificial Intelligence assisted HR Applications: Opportunities & Challenges

Dr. Muhammad Asif Qureshi

Mohammad Ali Jinnah University Karachi Pakistan
qureshimuhammadasif@gmail.com

Sarraj Ahmed

Mohammad Ali Jinnah University

Pervez Ahmed Memon

Mohammad Ali Jinnah University Karachi

Abstract:

The intersection of artificial intelligence (AI) and human resource management (HRM) presents a promising yet complex landscape marked by evolving opportunities and challenges. This research endeavors to systematically review existing literature to illuminate the discussions surrounding AI-assisted HR applications, delineate current opportunities for organizations, and identify the challenges they face in implementation. By employing a cross-sectional study design, data will be collected and analyzed at a specific moment to provide insights into this dynamic field. Through the lens of systematic literature review methodology, this study aims to gather and critically analyze relevant literature from the SCOPUS database, focusing on key search phrases such as "Human Resource Management" AND "Artificial Intelligence" and variations thereof. The review seeks to uncover insights into how AI technologies are being integrated into HRM functions, examining both the benefits and drawbacks they present. The research questions guiding this study are structured to delve into the existing discourse on AI-assisted HR applications, explore the current landscape of opportunities for organizations embracing these technologies, and elucidate the challenges encountered during implementation. By addressing these questions, this research aims to contribute to the advancement of knowledge and theory development in the field of AI-HRM integration. Key themes emerging from the selected studies will be identified and analyzed to provide a comprehensive understanding of the implications of AI in HRM. The significance of this research lies in its potential to inform organizations about the opportunities and challenges associated with AI adoption in HRM, thereby guiding strategic decision-making and fostering innovation in this critical business function.

Keywords:

Artificial Intelligence (AI); Human Resource Management (HRM); Automation; Opportunities.

Empowering Efficiency: How Robotic Process Automation (RPA) is Transforming Banking Operations

Dr. Muhammad Asif Qureshi

Mohammad Ali Jinnah University Karachi Pakistan
qureshimuhammadasif@gmail.com

Pervez Ahmed Memon

Mohammad Ali Jinnah University

Sarraj Ahmed

Mohammad Ali Jinnah University Karachi

Abstract:

In the rapidly evolving landscape of banking, efficiency stands as a paramount objective. As financial institutions strive to streamline their operations, reduce costs, and enhance customer experiences, the integration of innovative technologies becomes imperative. Among these technologies, Robotic Process Automation (RPA) emerges as a transformative force reshaping traditional banking operations. This research aims to delve into the profound impact of RPA on the efficiency paradigm within banking, exploring its implications, challenges, and opportunities.

Keywords:

Robotic Process Operation (RPO); Banking Operations; Customer Experiences.

Sustainable HRM Practices in Pakistani Organizations: An Exploration of Agile and Green Initiatives

Dr. Muhammad Asif Qureshi

Mohammad Ali Jinnah University Karachi Pakistan
qureshimuhammadasif@gmail.com

Dr. Abdul Samad Dahri

Shaheed Benazir Bhutto University, Benazirabad

Kamal bin Ab Hamid

International Islamic University Sultan Abdul Halim Muazam Shah, Kuala Ketil, Malaysia

Abstract:

This research delves into sustainable HRM practices within Pakistani organizations, specifically exploring agile and green initiatives. Sustainable HRM practices entail the integration of environmentally conscious and socially responsible approaches into human resource management processes, aimed at fostering organizational sustainability. The study focuses on organizations across various sectors in Pakistan. This study addresses the need to understand the adoption and effectiveness of agile and green HRM initiatives in Pakistani organizations. While agile HRM emphasizes flexibility, innovation, and responsiveness to change, green HRM focuses on promoting environmental sustainability and corporate social responsibility. However, the extent to which these practices are implemented and their impact on organizational sustainability in the Pakistani context remains underexplored. Utilizing a mixed-methods approach, this study will employ surveys, interviews, and document analysis. Quantitative data will be analyzed using statistical techniques, while qualitative data will undergo thematic analysis. By examining the adoption and outcomes of agile and green HRM practices, this research aims to provide insights into effective strategies for promoting organizational sustainability in Pakistani organizations. The anticipated benefits include fostering a culture of innovation, enhancing environmental stewardship, and promoting effective governance practices.

Keywords:

Sustainable HRM; Agile Initiatives; Green Initiatives; Mixed-Methods Approach; Organizational Sustainability

Green HRM Adoption and Organizational Resilience: An Exploratory Study in Developing Economies

Junaid Ahmed

Putra Business School
junaid.amd7772@gmail.com

Dr. Muhammad Asif Qureshi

Mohammad Ali Jinnah University Karachi Pakistan

Dr. Abdul Samad Dahri

Shaheed Benazir Bhutto University

Prof. Emeritus Datuk Dr. Mad Nasir Shamsudin

Universiti Putra Malaysia

Abstract:

This research investigates the relationship between green HRM adoption and organizational resilience" in developing economies. Green HRM refers to the integration of environmentally sustainable practices into human resource management processes, while organizational resilience encompasses an organization's ability to adapt and thrive in the face of challenges and uncertainties. The study focuses on developing economies worldwide. The study develops understanding of how the adoption of green HRM practices influences organizational resilience in developing economies. While there is growing recognition of the importance of sustainability initiatives in enhancing organizational resilience, the specific impact of green HRM adoption remains understudied, particularly in the context of developing economies. Utilizing an exploratory research design, this study will employ a combination of qualitative and quantitative methods. Surveys and interviews will be conducted with HR professionals and managers in organizations across various sectors in developing economies. Both descriptive and inferential statistical analyses will be employed to examine the relationship between green HRM adoption and organizational resilience. By exploring the relationship between green HRM adoption and organizational resilience, this research aims to provide insights into effective strategies for building sustainable and resilient organizations in developing economies. The anticipated benefits include enhancing organizational adaptability, promoting environmental sustainability, and fostering effective governance practices.

Keywords:

Green HRM Adoption; Organizational Resilience; Developing Economies; Exploratory Study; Sustainability Governance.

The Moderating Role of Education and Gender on Commitment to Service Quality in Public Hospitals

Dr. Muhammad Asif Qureshi

Mohammad Ali Jinnah University Karachi Pakistan
qureshimuhammadasif@gmail.com

Kamal bin Ab Hamid

International Islamic University Sultan Abdul Malim Muazam Shah (UniShams); Malaysia

Munwar Hussain Pahi

KIET; Karachi

Muhammad Baqir Bin Abdullah

International Islamic University Sultan Abdul Malim Muazam Shah (UniShams)

Abstract:

The service industry plays a major role in the progress of any country. In the background awareness about boundary-spanning personnel behavior in public hospitals service industry. This study explores the relationship between role clarity and commitment to service quality in the service organization. This study also examines moderating demographic variables such as male and female and the medical staff's education level in Pakistan's public hospitals. The study used the quantitative approach with collected data 381 from public hospitals. Data was analyzed through SmartPLS 3.M. The result of study confirmed that Role clarity has significant relationship with commitment to service quality. One of the surprising results of the demographical study female group of medical staff is moderating on the relationship of role clarity and commitment to service quality in contrast with male gender group as a moderator. The first-degree holder MBBS groups found to have moderating effect on the relationship of role clarity and commitment to service quality and whereas; high degree holder group does not moderate relationship.

Keywords:

Service Quality; Role Clarity; Commitment; Public Hospitals; Gender and Education.

The Impact of Transformational Leadership (TL) on Innovative Work Behavior (IWB), the mediating role of Employee Engagement (EE) and Psychological Capital (PsyCap) in hospitals of Karachi

Sagar Singh

Bahria University – Karachi Campus
rphsagarsingh@gmail.com

Essa Khan

essakhan.bukc@bahria.edu.pk
Bahria University – Karachi Campus

Asif Rehman

Bahria University – Karachi Campus

Abstract

This study investigates how TL processes affect IWB in healthcare systems, particularly hospitals, and how PsyCap and EE function as mediators. Based on the responses of 187 various hospital managers in Karachi, it was found that TL influences IWB indirectly via PsyCap and EE. We employed a quantitative research strategy for this study. Cross-sectional sampling, convenience sampling, and SEM-PLS analysis make up the methodology. The total number of participants was 187 of which 67 (35.8%) were females and 120 (64.2%) were males. The sample size of this study was small, and the results may not be generalizable, future studies may increase the sample size to improve the reliability of the results. This study only used hospitals in Karachi; future research may broaden its scope to include other areas. Future studies should include additional mediating variables such as Thrive at Work, Customer Engagement, and Mind Effect to deepen our understanding of the various leadership styles and their effects on healthcare.

Keywords:

Healthcare; Hospitals; Engagement; Karachi

TECHNOLOGICAL SYNERGIES IN FINANCE, ACCOUNTING AND ECONOMICS

The Impact of Sharia-Compliant Financing Instruments, Specifically Sukuk, on Renewable Energy

Samia Zia*

Muhammad Ali Jinnah University
fa22phms0004@maju.edu.pk

Muhammad Omer Rafique

Muhammad Ali Jinnah University
omer.rafiq@jinnah.edu

Abstract

This systematic literature review investigates the impact of Sharia-compliant financing instruments, specifically Sukuk, on global energy development over the last decade. It analyses the role of Sukuk in promoting renewable energy projects, improving energy efficiency initiatives, and advancing novel energy technologies. A systematic search strategy was employed, including databases such as Scopus and Google Scholar, using keywords of "Islamic Finance" OR "Sharia Finance" OR "Sukuk" AND "Energy". Studies were selected based on predefined inclusion criteria, and data extraction was performed to analyse key findings and themes. Quality assessment of studies was conducted to ensure robustness. The review synthesizes insights from 70 scholarly works spanning various document types and languages, highlighting the critical contributions of Sukuk to sustainable energy financing. Furthermore, it discusses the emerging landscape of Green Sukuk, addressing its promising potential and future challenges in financing diverse sustainable projects beyond renewable energy. The review identified significant scholarly activities in Malaysia, Indonesia, and Pakistan related to Sukuk, indicating strong collaborations in the field. While European countries like the UK, France, and Germany also contribute, their role is comparatively less dominant. International interest in Sukuk research was evident, highlighting the combined global efforts in this area. Finally, it introduces the concept of 'Circular Sukuk' for energy development within a circular economy framework, offering potential benefits and outlining key challenges and considerations for its implementation. However, challenges such as framework evaluation and market acceptance need to be addressed. The review recommends further research, pilot projects, and stakeholder collaboration to unlock the full potential of Circular Sukuk for energy development.

Keywords:

Islamic Finance; Sharia Finance; Sukuk; Energy

Analysis of sharia and non-sharia finance and herding behavior: an application to Pakistan stock market

Samia Zia*

Mohammad Ali Jinnah University
fa22phms0004@maju.edu.pk

Dr. Muhammad Azam

Mohammad Ali Jinnah University
muhammad.azam@jinnah.edu

Abstract:

Unique Financial Landscape of Pakistan:

Pakistan's financial structure, with the existence of Sharia and non-Sharia finance, offers a unique opportunity to understand how investors route two different financial systems.

Integration of Religious and Financial Factors:

Given the cultural and religious diversity in Pakistan, the study addresses the integration of religious elements, especially Sharia compliance, with financial decision-making.

Market Stability and Efficiency:

Investigating herding behavior in the stock market contributes to discussions on market stability and efficiency. Understanding how investors respond to market trends within the context of Sharia and non-Sharia finance is important for market regulation and development.

Policy Implications for Regulatory Bodies:

Regulatory bodies in Pakistan need nuanced and tailored regulations to ensure the fair and efficient functioning of the stock market.

Investor Protection and Education:

By finding the factors influencing investor decisions and behaviors in the stock market, to develop investor protection measures and educational initiatives. This is important for the development of a transparent and well-informed investor community.

Keywords:

Sharia; Non-Sharia Finance; Herding Behavior; Pakistan Stock Market

Impact of Gender Diversity and Critical Mass Theory on Earnings Management: A Prospective of Pakistan Stock Exchange

Shahnawaz Baloch Sangour*

Mohammad Ali Jinnah University
sp20phms0003@maju.edu.pk

Hina Fatima

Mohammad Ali Jinnah University
hina.fatima@jinnah.edu

Syed Alamdar Ali Shah

Muhammad Ali Jinnah University
alamdar.ali@jinnah.edu

Abstract

Purpose: To investigate the relationship between gender diversity and earnings management by examining the levels of female representation on the corporate boards of the Pakistan Stock Exchange.

Methodology: A sample of 100 non-financial listed firms in the PSX from 2008 to 2019 was used. Dynamic Panel GMM was used for the individual effects of indicators. Discretionary accrual was measured as a proxy for earnings management using the modified Jones model (1995) and Yoon and Miller model (2006). Chi Square (Wald test, χ^2) test was conducted to determine the joint significance of the slope coefficient.

Research findings: The findings document the expected negative relationship between the presence of female directors and earnings manipulation. Additionally, the study reveals that when a significant representation of three or more female directors is achieved (voice), in line with the critical mass theory, their input can positively contribute to the quality of earnings, resulting in reduced earnings manipulation.

Originality: This study supports the critical-mass argument and shows that having at least three women on boards is beneficial for strategic tasks and earnings quality.

Practical implications: This study's findings have implications for policymakers and regulators of SECP. Policymakers can use these findings to develop policies to encourage gender diversity on corporate boards. Regulators can use these findings to develop regulations discouraging earnings manipulation, particularly non-financial listed firms of PSX.

Keywords:

critical mass theory; discretionary accruals; earnings management; gender diversity

Public awareness and propensity to determine cash waqf in Pakistan

Shumaila Jabbar*

Putra Business School, Malaysia
Shumailajabbar@yahoo.com

Dr. Rosalan Bin Ali

Putra Business School, Malaysia)
rosalan@putrabs.edu.my

Ida Yasin

Putra Business School, Malaysia
ida@putrabs.edu.my

Abstract

The study aims to explore the impact of demographic characteristics on the likelihood and attention of the public to determine cash waqf (endowments) in Pakistan. The study employed regression analysis on 100 participants' data from a survey, which recruited participants' responses via a questionnaire. Research focuses on assessing age, income level, educational attainment, as well as religion to identify why people would want to get into cash waqf. Factors such as population have demonstrated significant influence on the ability to spend cash waqf, with age, income level, educational qualification, and religious factors playing a significant role in the decision. The research is part of the fields where charity culture is used within Islamic finance contexts, providing policymakers and other stakeholders with a comprehensive understanding to foster a more giving society and enhance welfare in Pakistan. More studies need to be undertaken to investigate further the makeup of different factors that have the same influence on the amount of cash waqf and to verify the conclusions on other populations, too.

Keywords:

Cash Waqf; Productive Waqf; Islamic philanthropy; Public Awareness

Islamic Fintech: Innovation and Regulatory Compliance

Nabila Rosidah*

STIE Mahardhika, Indonesia
nabilarosidah5@gmail.com

Nanik Kustiningsih

STIE Mahardhika, Indonesia
nanik@stiemahardhika.ac.id

Abstract

This study explores the intersection of Islamic finance and financial technology (fintech), focusing on innovation and regulatory compliance in Shariah-compliant fintech solutions. It examines the principles, practices, and challenges of developing and deploying fintech products and services that comply with Islamic law and ethical standards. Through case studies and regulatory analysis, the paper identifies best practices and emerging trends in Islamic fintech, including digital banking, peer-to-peer lending, and robo-advisory services. The findings offer insights for fintech entrepreneurs, regulators, and policymakers seeking to harness the potential of technology to advance Islamic finance while ensuring consumer protection, market integrity, and Shariah compliance.

Key Words:

Islamic Fintech; Regulatory Compliance

Islamic Banking Efficiency and Stability: Evidence from Global Markets

Afif Maulana*

STIE Mahardika, Indonesia
afifmaulana2561@gmail.com

Purwanto

STIE Mahardika, Indonesia
evawany@uwks.ac.id

Abstract

This study examines the efficiency and stability of Islamic banks compared to conventional banks in global markets. It employs data envelopment analysis (DEA) and stochastic frontier analysis (SFA) to measure the technical efficiency and risk-adjusted performance of Islamic banks relative to their conventional counterparts. Through empirical research and comparative analysis, the paper identifies factors influencing the efficiency and stability of Islamic banking operations, including regulatory frameworks, market structure, and governance practices. The findings offer insights for policymakers, regulators, and bank managers seeking to enhance the resilience and competitiveness of Islamic banking in an increasingly complex and interconnected financial landscape.

Keywords:

Global Markets; DEA; Islamic Bank Stability

Islamic Finance Education: Curriculum Development and Professional Training

Lanny Regina Susanti*

STIE Mahardika, Indonesia
lannyrs20@gmail.com

Vidia Gati

STIE Mahardika, Indonesia
vidia.gati@stiemahardhika.ac.id

Abstract

This research explores the current landscape of Islamic finance education and professional training programs, focusing on curriculum development, pedagogical approaches, and industry partnerships. It examines the challenges and opportunities in preparing a skilled workforce equipped with the knowledge and expertise to meet the evolving needs of the Islamic finance industry. Through case studies and stakeholder interviews, the paper identifies best practices and innovative strategies in Islamic finance education, including experiential learning, industry certifications, and online platforms. The findings provide insights for educators, policymakers, and industry stakeholders seeking to strengthen human capital development initiatives and bridge the skills gap in Islamic finance.

Keywords:

Islamic Finance Education; Experiential Learning; Human Capital Development

Islamic Finance and Economic Development: Empirical Evidence from OIC Countries

Aditya Yoga Pratama*

STIE Mahardika, Indonesia
adityayogap895@gmail.com

Wulandari Harjanti

STIE Mahardika, Indonesia
dra.wulandari@gmail.com

Abstract

This study investigates the relationship between Islamic finance and economic development in member countries of the Organization of Islamic Cooperation (OIC). It employs empirical methods to analyze the impact of Islamic banking, Takaful, and Sukuk markets on key macroeconomic indicators, such as GDP growth, employment, and poverty reduction. Through panel data analysis and econometric modeling, the paper examines the channels through which Islamic finance contributes to inclusive and sustainable economic development. The findings provide valuable insights for policymakers, regulators, and stakeholders seeking to leverage Islamic finance as a catalyst for poverty alleviation, financial inclusion, and socio-economic progress in OIC countries.

Keywords:

Islamic Finance; Economic Development; OIC Countries

Islamic Finance and Financial Inclusion: Empowering Women Entrepreneurs

Karunia Tripuspa*

STIE Mahardhika, Indonesia
tripuspakarunia@gmail.com

Rifda Fitriyanti

STIE Mahardhika, Indonesia
rifda@stiemahardhika.ac.id

Abstract

This study examines the role of Islamic finance in promoting financial inclusion and empowering women entrepreneurs in Muslim-majority countries and Islamic communities worldwide. It investigates the challenges faced by women in accessing financial services and participating in economic activities, and the potential of Islamic microfinance, Takaful, and other Shariah-compliant instruments to address these barriers. Through case studies and surveys, the paper identifies best practices and innovative approaches in supporting women-owned businesses and enhancing their access to capital and resources. The findings contribute to the discourse on gender-responsive finance and inclusive development strategies that leverage the principles of Islamic finance to empower women as agents of economic change and social progress.

Keywords:

Financial Inclusion; Islamic Finance; Women Entrepreneurs

Islamic Financial Inclusion: The Role of Waqf-Based Microfinance

Nanda Abelia Safitri*

STIE Mahardhika, Indonesia
nandaabeliasafitri@gmail.com

Moh Aries

STIE Mahardhika, Indonesia
moharis0907@gmail.com

Iwang Suwangsih

STIE Mahardhika, Indonesia
iwang.suwangsih@stiemahardhika.ic.ad

Noneng R.Sukatmadirejo

STIE Mahardhika, Indonesia
noneng.sukatmadiredja@stiemahardhika.ac.id

Abstract

This study investigates the potential of Waqf-based microfinance models in promoting financial inclusion and poverty alleviation in Muslim-majority countries and Islamic communities worldwide. It examines the principles, practices, and challenges of Waqf-based microfinance institutions (WMFIs), focusing on their role in providing accessible and affordable financial services to low-income households and small businesses. Through case studies and field research, the paper assesses the impact of Waqf-based microfinance on socio-economic development outcomes, including income generation, asset accumulation, and social welfare. The findings contribute to the discourse on innovative approaches to Islamic finance that leverage traditional Islamic endowments to address contemporary development challenges and empower marginalized populations.

Keywords:

Waqaf; Islamic Financial Inclusion

Islamic Finance and Sustainable Development: A Comparative Analysis of OIC Countries

Ira Dewi Anggraini Anggraini*

STIE Mahardhika, Indonesia
iraa.dewia@gmail.com

Yesika Ismawati Ismawati

STIE Mahardhika, Indonesia
yesikaisma2511@gmail.com

Mochamad Fathur Rohman

STIE Mahardhika, Indonesia
frohman@stiemahardhika.ac.id

Pompong Budi Setiadi

STIE Mahardhika, Indonesia
pompong@stiemahardhika.ac.id

Abstract

This research compares the performance and impact of Islamic finance on sustainable development outcomes across member countries of the Organization of Islamic Cooperation (OIC). It employs quantitative methods to assess the contribution of Islamic banking, Takaful, and Sukuk markets to key socio-economic indicators, such as poverty reduction, environmental sustainability, and social equity. Through econometric modeling and cross-country analysis, the paper identifies factors driving the effectiveness of Islamic finance in promoting inclusive and sustainable development in diverse contexts. The findings provide valuable insights for policymakers, development practitioners, and stakeholders seeking to leverage Islamic finance as a tool for achieving the Sustainable Development Goals (SDGs) and addressing pressing global challenges.

Keywords:

Islamic Finance; Sustainability

Artificial Intelligence & Sustainable Financial Literacy, Behavioral Biases and Cultural Environment: A Study on Women Entrepreneurs' Decision Making

Sumera Mehmood*

Iqra University Karachi ,Pakistan
sumera.mashhood@iqra.edu.pk

Dr. Muhammad Azam

Mohammad Ali Jinnah University
muhammad.azam@jinnah.edu

Abstract

Purpose: This research investigates the intricate dynamics of decision-making among women entrepreneurs, focusing on the influences of cultural environment, behavioral biases, and access to sustainable financial literacy, mediated by artificial intelligence (AI).

Design: Using a quantitative research approach grounded in interpretivism, a structured questionnaire was administered to 250 randomly selected young women entrepreneurs in Pakistan. The study employed a stratified sampling technique to ensure representation across various age groups.

Methodology: Data collection involved primary sources through the structured questionnaire and secondary sources from renowned journals and researchers. The research model followed the theory of planned behaviour, prospect theory, entrepreneur theory, and behaviour finance theory. Analysis included regression modelling to examine associations and interactions between variables.

Findings: Significant associations were found between cultural environment and decision-making, as well as behavioural biases and sustainable financial literacy. Additionally, the moderating role of risk in these relationships was highlighted.

Implications & Originality: This study contributes original insights into the nuanced interactions between cultural factors, behavioural biases, and financial literacy in the entrepreneurial landscape, particularly within the Pakistani context. The findings offer valuable implications for policy makers, educators, and practitioners aiming to support women entrepreneurs in overcoming challenges and achieving sustainable success.

Keywords:

AI & Sustainable Financial Literacy; behaviour biases; Cultural environment; Risk; entrepreneur decision making

Empirical Analysis of Determinants Influencing Credit Risk in Commercial Banks of Pakistan

Abid Mehmood*

Bahria University Karachi Campus, Karachi
mehmood8research@gmail.com

Nadia Saleem

NCBA&E

nadiasm25@gmail.com

Abstract

Purpose: This study aims to assess and analyze credit risk dynamics in the Pakistani banking sector by exploring external and internal factors influencing non-performing loans (NPLs), which serve as a barometer for evaluating the financial performance and stability of commercial banks. Utilizing a 15-year balanced panel data set (2006-2020), the research explores NPLs as predictors of credit risk in Pakistani commercial banks.

Design/methodology/approach: Using a balanced panel data comprising 18 Pakistani commercial banks over 15 years (2006-2020) and totaling 270 observations, the study employed the feasible generalized least square (FGLS) method to address panel data issues. Estimations were conducted using multiple linear regression analysis with random and fixed effects, employing the statistical software STATA 17.

Findings: The analysis revealed that all identified factors, except for 'the unemployment rate' were found to have a significant influence on NPLs. Notably, inflation and management efficiency were identified as new factors influencing the variability in NPLs.

Research limitations/implications: This study is constrained to particular set of selected variables for a specified duration in Pakistani banking industry. The results imply to strike a balance between fostering loan growth and mitigating the associated credit risk cautiously.

Originality/Value: This research endeavors to explore factors influencing non-performing loans (NPLs) in developing economies like Pakistan. In this investigation, inflation and management efficiency are novel contributors to NPL variability assessment.

Keywords:

Credit Risk; Commercial Banks; Management Efficiency

Driving Sustainable Growth: Implementation of Green Financing Initiatives at Faysal Bank Ltd through Payments and Budgeting Department Innovation

Mariam Zakaria*

Mohammad Ali Jinnah University Karachi Pakistan
fa22mba0006@maju.edu.pk

Muhammad Faisal Majid

Mohammad Ali Jinnah University Karachi Pakistan
faisal.majid@jinnah.edu

Abstract

In looking into Faysal Bank's green finance initiatives, this study reveals a remarkable transformation within the payments and budgeting department, overcoming previous paradigms to embrace a paperless mentality. The transition to a paperless environment meant not only environmental benefits, but also operational improvements, resulting in significant cost reductions in paper, printing, and storage charges. This decision demonstrates Faysal Bank's commitment to environmental stewardship and raises its corporate responsibility profile in the banking sector. Furthermore, the transformation accelerated the implementation of green financing projects, using cost savings to integrate sustainability into the bank's core financial products and services. This strategic initiative corresponds with worldwide trends and promotes Faysal Bank as a forward-thinking industry player, establishing a standard for sustainable banking practices. The paperless shift has proven economic viability, improved customer perception, and built a sustainable culture within the firm. To strengthen these efforts, proposals include increasing paperless operations, investing in sustainable technologies, and working with stakeholders to increase the impact of green funding. The goal of this study is to change Faysal Bank's journey toward sustainability, beginning with a paperless transition in the payments and budgeting department, which demonstrates a pioneering approach in the financial sector. This transformation not only demonstrates the bank's commitment to sustainable practices but also places it as a pioneer in establishing a more conscientious banking environment, preparing it to face the challenges of an increasingly sustainability-driven global financial landscape.

Keywords:

Green financing; sustainability; paperless transition; operational efficiencies; cost savings; green initiatives; corporate responsibility

Trustworthiness and commitment to Islamic finance in job applicants: an AI Assessment Model

Muhammad Omer Rafique*

Mohammad Ali Jinnah University Karachi Pakistan
omer.rafiq@jinnah.edu

Muzafar Hussain Shah

Department of Business administration and Commerce Newports Institute of communications and economics
Karachi)
syedmuzafar110@gmail.com

Abdul Muhaimin

Sindh Revenue Board Govt of Sindh, Pakistan
ab.muhaimin@hotmail.com

Abstract

Human connections depend on trust, which is a fundamental building component. Someone who is trustworthy is frequently seen as being extremely precious and will typically get furious support and protection from those around him. Trust is the reliance by one person upon a voluntarily accepted duty on the part of another person to act in a manner that is ethically justifiable. This is a must-skill for an employee, as per heavenly manuscripts. The authors used a content analysis approach to conceptualize the need for trustworthiness at the workplace and draw a conceptual model of how AI technology can help recruiters in gauging this must-have skill in applicants. The research is helpful for computer scientists to develop AI tools on the discussed framework to assist recruitment agencies and Human resource managers.

Keywords:

Trustworthiness; Commitment to Islamic finance; AI Assessment Model

Analyzing Murabaha Financing at Meezan Bank: A Case Study of Meezan Bank Ltd.

Asif Saeed Naji*

Mohammad Ali Jinnah University
naji@jinnah.edu

Abstract

This case study report delves into the operational intricacies of Murabaha financing at Meezan Bank, a leading Islamic banking institution. Through a detailed analysis of Murabaha transactions and related assets, the report highlights strategic initiatives aimed at maximizing operational efficiency, ensuring Sharia compliance, and fostering sustainable growth. Key findings indicate a dynamic landscape characterized by shifts in financing modalities and a growing focus on diversification. The report emphasizes the importance of refining documentation processes, implementing robust training initiatives, and integrating fintech solutions to streamline operations and mitigate risks. Furthermore, it proposes strategic partnerships and social responsibility initiatives to enhance financial literacy and promote Islamic finance education within society. Despite inherent limitations and challenges in Islamic banking, the report underscores the significance of proactive strategies in navigating the evolving terrain of Murabaha financing and reinforcing Meezan Bank's position as a leader in the Islamic banking sector.

Keywords:

Murabaha financing; Islamic banking; operational efficiency; Sharia compliance; sustainability

Can people's need of getting shariah compliant solution for insurance (takaful) be fulfilled with Meezan kafalah?

Syed Ghazanfer Inam*

Mohammad Ali Jinnah University
ghazanfer@jinnah.edu

Sara Hussain

Meezan Bank/ Mohammad Ali Jinnah University
fa22mba0060@maju.edu.pk

Abstract

The purpose of the study is to understand the mechanism of Meezan Kafalah and how it can fulfill the customers' needs for Takaful and investment solutions both altogether, as there are many people who are looking for such a product or already are users of other conventional products but want to switch for a better solution for their wants which lies under the rulings of Shariah guidelines. As an alternative to traditional insurance, Takaful is a Shariah-compliant insurance system in which all members pool their money and divide any potential risks in accordance with contribution, understanding, and cooperation guidelines. Meezan Bank is the first and largest Islamic bank in Pakistan and the finest bank overall. Meezan Kafalah is a saving, investment and protection plan of Meezan Bank which offers an unrivalled, Shariah-compliant method of safeguarding the financial future of its customers. It offers excellent returns for child education, the hajj, retirement planning, and child marriage, all while offering Takaful coverage that enables the participant's loved ones to meet their financial obligations in case of death or permanent disability of the participant. Takaful can offer financial support without having any of the prohibited components found in insurance policies. Meezan Kafalah is a business product rather than a religious one. Anybody can use it, regardless of their religious beliefs. The study represents the required features for Meezan Kafalah that can attract the customers for the acceptance of the product and to make an investment in it. Meezan Kafalah is one of the best options for anyone looking to secure their finances from future misfortunes because it offers greater value than insurance and is a Shariah-compliant investment.

Keywords:

Shariah compliant solution; Insurance (Takaful); Meezan Kafalah.

Does Intellectual Capital Improve Sustainability Performance in Pakistan?

Asim Mehboob

Mohammad Ali Jinnah University
Asim.mehboob@jinnah.edu

Abstract

Many businesses adopt business sustainability to meet environmental, social, and financial requirements, ensuring responsible and long-term success. In order to accomplish this, businesses must completely and optimally utilize their resources. Intellectual capital is one of their most essential resources for generating market value and maintaining long-term competitive advantages. The paper's main purpose is to identify which aspects of non-financial enterprises' intellectual capital have the biggest influence on sustainability performance in Pakistan. The study included 88 non-financial firms listed at Pakistan Stock Exchange from 2015 to 2023. Data are gathered from the annual reports of firms. The research uses a panel data approach to investigate the impact of intellectual capital and its components on sustainability performance. The study indicated that intellectual capital has a considerable impact on sustainability performance. The research findings have significant significance for policymakers and stakeholders. The study is innovative in the context of Pakistani non-financial enterprises.

Keywords:

Intellectual Capital; Sustainability Performance; Panel Data; Pakistan

The influence of social media usage on quality time spent with family members

Atif Aziz*

Iqra university
atifraj2001@gmail.com

Abstract

In recent times, the internet is considered to be one of the most powerful resources which connect people all over the globe. The advancement in social network sites also made the source more familiar and popular that it is now treated as a basic necessity of life, hence its absence impact individuals' daily routine. However, the emerging trend of SNs usage in the context of connecting people is creating a gap in their family lives as well. This major impact on families not only shrinks the healthy family time but also shrinks socialization and face-to-face interaction among siblings and parents. Thus, the study advances its knowledge by analyzing the perception, attitude, and behavior toward social media with this assumption that it may hamper the quality of time with family. The current study chose convenience sampling technique to sample the university students of Karachi. By using time displacement theory as a theoretical lens, the study confirms the excessive usage of social media decrease family socialization. Results also indicate that with excessive social media usage, the relationship with families might be affected as students are already isolated from their families due to the tough schedule and studies burden. This research may also provide evidence to encourage family members to focus on their kids and minimize the communication gap which has been lingering due to excessive use of social media.

Keywords:

Social media; Quality time; Family members

Cash Waqf Linked Deposit (CWLD): Proposed Model, Constraint, and Strategies

Diaz Tulus Anandri*

Universitas Airlangga
diaz.tulus.anandri-2021@feb.unair.ac.id

Muhammad Fahmi Faturrahman

Universitas Airlangga
muhammad.fahmi.faturrahman-2021@feb.unair.ac.id

Albar Muhammad Aziz

Universitas Airlangga
albar.muhammad.azis-2021@feb.unair.ac.id

Cakrawala Ilmi

Universitas Airlangga
cakrawala.ilmi-2021@feb.unair.ac.id

Abstract

This study examined the constraints associated with the issuance of Cash Waqf Linked Deposit (CWLD) in Indonesia and proposed potential solutions and strategies to support its implementation. The Analytic Network Process (ANP) method was used, with two groups of relevant respondents consisting of representatives from academia and practitioners (experts). This research addressed a gap in the analysis of CWLD, the latest innovation in Islamic finance in Indonesia, comprehensively exploring implications and recommendations for strengthening the program. Factors influencing CWLD were identified, focusing on the issuer (bank), donors, and regulators. An identified problem regarding the bank as the issuer is that the regulations are not yet ready for CWLD, despite good alignment. Initial findings revealed a lack of government support, prompting recommendations for specific regulations to supervise and strengthen CWLD issuance. Financial literacy among donors emerged as a significant barrier, highlighting the need for improved regulations and streamlined CWLD issuance processes. This study contributes to the literature by analyzing constraints, proposing solutions, and outlining strategies for the implementation of CWLD, thus providing a broader understanding of CWLD in Indonesia.

Keywords:

Cash Waqf; Deposits; Analytic Network Process (ANP)

Islamic Real Estate Finance: Trends, Innovations, and Market Dynamics

Putri R Dayanti*

STIE Mahardhika, Indonesia
putri.dayanti@stiemahardhika.ac.id

Feby Setyamardani

STIE Mahardhika, Indonesia
danigita99@gmail.com

Christina Wulansari

STIE Mahardhika, Indonesia
christina.wulansari@stiemahardhika.ac.id

Abstract

This research analyzes the trends, innovations, and market dynamics shaping the Islamic real estate finance sector globally. It examines the principles, structures, and regulatory frameworks governing Shariah-compliant real estate transactions, including Ijara, Musharaka, and Murabaha contracts. Through case studies and market surveys, the paper assesses the performance and growth prospects of Islamic real estate investment trusts (REITs), crowdfunding platforms, and property development projects. The findings offer insights for investors, developers, and policymakers seeking to capitalize on opportunities in the Islamic real estate market while addressing challenges related to regulatory compliance, market transparency, and risk management.

Keywords:

Islamic Real Estate; Regulatory Compliance

Green Finance: Fostering Sustainability through collaborative eco-friendly initiatives and energy efficient operations in banking sector of Pakistan

Javeria Zia*

Shaheed Benazir Bhutto University
jiyazia.sba@gmail.com

Dr. Muhammad Hafeez

Shaheed Benazir Bhutto university Shaheed Benazirabad
mhafeez@sbbusba.edu.pk

Ifrah Zia

Shaheed Benazir Bhutto University Shaheed Benazirabad
ifrahzia10@gmail.com

Abstract

In today's world the climatic changes are major concern for banks as well as almost every stockholder, who are doing their businesses while increasing their profitability but also think about environment friendly products to promote sustainability. These initiatives promote green loans increasing the profitability of banks. The green financing is an efficient tool for banks to do their businesses while promoting sustainable development but the availability of these type of green loans are an important question that's why the aim of this research is to know how this financing gap can mitigate. A data was collected which consist of green financing data for the period 2015-2024 from 24 banks operating in Pakistan. We applied two stage least square regression analysis for data analysis. The result tell us that green financing is a less risky investment. The independent variable (IV) could be implementation of eco-friendly initiatives and energy efficient operations within the banking sector. The dependent variable (DV) might be green finance, and the mediating variable could be the level of environmental awareness among banking sectors. Many banks in Pakistan such as MCB, NBP, HBL and Allied bank are offering green loans to finance environmentally sustainable projects in order to customize the needs of individuals and businesses that are ardent to sustainable development and environmental safeguard measures. A cooperative initiative between banks, non-government organizations, and government organizations is crucial in confronting environmental challenges through using resource consolidating and collaborative experience. These alliances aid the adoption of sustainable banking practices like green loans and investment portfolios.

Keywords:

Green finances; Eco-friendly initiatives; Energy efficient operations; sustainable development

Dynamic linkages between gold, oil, exchange rate and stock market: evidence from Indonesia

Maria Memon*

Institute of Business Administration (IBA), University of Sindh, Jamshoro
memonmaria83@gmail.com

Karim Bux Shah Bux Shah Syed

Institute of Business Administration (IBA), University of Sindh, Jamshoro
kbsayed@usindh.edu.pk

Fiza Qureshi

RMIT University Vietnam, Saigon South Campus, Ho Chi Minh City, Vietnam
fiza.qureshi@rmit.edu.vn

Abstract

This study examines the interdependence and linkages among international gold price, international crude oil price, exchange rate, and stock market index in the Indonesian context employing the Nonlinear Autoregressive Distributed Lag (NARDL) approach on monthly data from January 2000 to December 2022. The finding of the study provides empirical evidence for the presence of both short- and long-term asymmetries among these selected asset classes. Results suggest that co-integration exists among all the variables. The exchange rate impacts oil prices, gold price, and the stock market in the long run, and also shows a symmetric effect on the stock market and international crude oil in the short run. However, its influence on gold was not evident in the short run. Gold prices affect the exchange rate in the long run as well as in the short-run. Fluctuations in stock market prices influence gold prices and exchange rates. However, stock market shocks influence oil prices in the short run. This is the preliminary study in the Indonesian context, representing the dynamic simultaneous nexus among these selected asset markets. The findings provide valuable insights into fiscal and economic policies. Therefore, the study has significant implications for regulators, academicians, and investors in making effective financial decisions.

Keywords:

Crude Oil Prices; Gold Prices; Jakarta Stock market index; NARDL co-integration test

Macroeconomic Determinants of Market Capitalization of PSE 100 Index: An Application of VAR Approach

Nadia Naz*

Muhammad Ali Jinnah University

Nadianaz837@gmail.com

Abstract

The Macroeconomic determinants are crucial to any modification in the economy for a country's development. Any rapid variation surrounded by these variables has an impact on the economy in numerous methods. In the case of the Pakistan scenario, it can be said that market capitalization acts as the true forecaster of economic activities. In this paper, we have studied those macroeconomic determinants of the market capitalization of the PSE 100 index. Market capitalization is one of the best means to measure a company's size and it can determine the company's worth. While there are different issues in the stock market, we are deliberating on market capitalization in Pakistan. Market capitalization is the dependent variable, and independent variables are Exchange rate, GDP, Inflation, and Interest rate. VAR approach has been used to investigate these variables; time series data taken from 2004 to 2018. Granger Causality results reveal that almost all the variables affect or explain each other. Hypotheses have been tested to find out that there exists a significant relation between interest rate and inflation, while there is an insignificant relationship between exchange rate and GDP on market capitalization. The rise and fall in the market capitalization prices will move economic development. It is concluded that except for the exchange rate and GDP, all variables have shown significance in market capitalization. This study recommended that State Bank of Pakistan should apply strict policy in order to increase market capitalization.

Keywords:

Macroeconomic determinants; Vector Autoregressive Regression; Market capitalization; Granger Causality

The Role of microfinance in women's empowerment: The mediating role of social status

Arif Ali*

Shaheed Benazir Bhutto University, Shaheed Benazirabad
arifubedmahar222@gmail.com

Anwar Hussain

Shaheed Benazir Bhutto University, Shaheed Benazirabad
anwarhussainbrohi87@gmail.com

Najaf Ali

Shaheed Benazir Bhutto University, Shaheed Benazirabad
22bridgebba02@student.sbbusba.edu.pk

Muhammad Ashahad

Shaheed Benazir Bhutto University, Shaheed Benazirabad
22bridgebba08@student.sbbusba.edu.pk

Dr. Muhammad Hafeez

Shaheed Benazir Bhutto University Shaheed Benazirabad
mhafeez@sbbusba.edu.pk

Abstract

This research investigates the role of microfinance in women's empowerment in Pakistan, a sample of 200 women is selected using a simple random sampling technique using a quantitative approach. The questionnaires are designed based on previous studies. The study aims to assess how microfinance loans and programs contribute to improving the social status of women, and how rituals are affecting their behavior. The finding reveals the significant positive correlations between access to microfinance and various indicators of women's empowerment, including economic independence, decision-making power, and social mobility. The results underscore the crucial role of microfinance in enhancing the status and agency of women in Pakistan.

Keywords:

Microfinance loans; women empowerment; social status; decision-making power; economic independence; and rituals

Islamic Financial Literacy: Moderating UTAUT-2 Effects on Behavioural Intention to Use Islamic Fintech

Sayed Ifikhar Hussain*
National Bank of Pakistan
fa23msmg0014@maju.edu.pk

Muhammad MS Shams
Mohammad Ali Jinnah University
m.shams@jinnah.edu

Abstract

Islamic Fintech, described by the integration of Islamic beliefs into financial technology, offers a favorable opportunity for financial inclusion and economic development in Pakistan. The widespread use of Islamic Fintech among Islamic banking customers is a challenging phenomenon impacted by a variety of factors. Understanding banking customers' behavioral intentions to use Islamic Fintech is critical for its successful implementation and widespread utilization in Pakistan's banking sector. This study aims to investigate the factors that influence the intentions to utilize Islamic Fintech in Pakistan by evaluating Venkatesh's UTAUT 2 theory with Islamic Financial Literacy as a moderating variable. For this research, the data was acquired using an online questionnaire adapted from earlier research. Responses from 314 Islamic banking users are collected. Partial Least Square Structural Equation Modeling (PLS-SEM) is used as an analytical tool to determine the complex relationship among variables. Additionally, the PLS Measurement Model was implemented to effectively assess latent constructs enhancing the precision and reliability of the research. The test results reveal that Effort Expectancy (EE), Facilitating Conditions (FC), Price Value (PV), Social Influence (SI), and Hedonic Motivation (HM) have a positive and significant effect on Behavioral Intention (BI). Similarly, Islamic Financial Literacy moderates the relationship between SI, HM, and BI. Furthermore, Performance Expectancy (PE) has a negative and insignificant effect on Behavioral Intention (BI). This study is beneficial in understanding how improving Islamic financial literacy may either boost or diminish the effects on customers' behavioral intention to utilize Islamic fintech services in Pakistan and has significant implications for Pakistan's Islamic banking sector, Fintech innovators, and policymakers.

Keywords:

Islamic Financial Literacy; UTAUT-2; Behavioural Intention; Islamic Fintech

Decoding the Investor Mind: AI-Enhanced Neurofinance Insights

Anum Khan*
vf.anumasif@maju.edu.pk
Muhammad Ali Jinnah University

Abstract

In today's rapidly evolving financial landscape, comprehending investor behavior and decision-making processes is paramount for achieving success. Building upon a series of preliminary studies, this research endeavors to elucidate these critical aspects. Initially, a scale was developed to measure neurotransmitter levels pertinent to the management science field. Subsequently, utilizing this scale within the research model, eight primary neurotransmitters implicated in investment decision-making were identified. In the subsequent phase, findings from the previous study were validated by employing neuroimaging techniques, specifically EEG, to investigate neurotransmitter activity during real-time investment decisions. Based on these insights, a proposition was made to develop an AI-based equipment model for practitioners, recognizing its potential to mitigate limitations identified in existing EEG headsets. This study further explores various EEG-based headsets utilized across different contexts, examining their limitations and the potential for AI-based equipment to address these constraints effectively. Additionally, a model for AI-based equipment is presented, elucidating its functionality. This model offers practitioners and researchers invaluable tools for designing disclosures and Key Performance Indicators (KPIs) tailored to investors' preferences, including optimal color usage and strategic placement of information to enhance investor attraction and decision-making. Beyond the financial sector, this equipment holds promise for other industries, particularly advertising and IT companies, facilitating more effective communication and decision-making processes. By embracing the integration of neuroscience and AI technology, practitioners across industries can harness powerful insights to drive informed decision-making and achieve sustainable success.

Keywords:

Decoding; Investor Mind; AI; Neurofinance

The Role of International Trade and Foreign Capital Inflows in Productive Capacity Development in an Emerging Economy: The Moderating Role of Institutional Quality

Muhammad Amin Hasan*

maminhasan@kiet.edu.pk

Karachi Institute of Economics and Technology

Abstract

This paper examines the impact of critical macroeconomic factors- namely international trade, foreign direct investment, international remittances, exchange rate volatility, capital stock, and urbanization- on the productive capacity of Pakistan's economy. Furthermore, the study estimates the moderating effects of institutional quality on the relationship between these macroeconomic factors and productive capacity. The study used time series data of Pakistan spanning the period from 1990 to 2022. Furthermore, the study used Autoregressive Distributive Lag Model (ARDL) to estimate the short-run and long-run relationships. The findings indicate a significant positive impact of international trade and international remittances on productive capacity both in the short run and the long run. However, there is no evidence suggesting that foreign direct investment affects productive capacity. Interestingly, political stability appears to positively moderate the relationship between international remittances and productive capacity in the short run, but insignificant in the long run. Moreover, the results do not show any moderating effect of political stability on international trade and productive capacity or between international remittances and productive capacity. The findings suggest that international trade and remittances play a pivotal role in determining productive capacity, especially given the significance of the political landscape in the country. The conclusions of this study are beneficial for investors, financial analysts, and policymakers when making investment decisions, managing portfolios, or formulating public policies aimed at achieving sustainable economic growth.

Keywords:

Autoregressive Distributive Lag Model (ARDL); International Trade, Foreign Capital Inflows; Productive Capacity Development; Emerging Economy; Institutional Quality

MARKETING AND ENTREPRENEURSHIP

The Conceptual Model of Urban Female Entrepreneurship: The study of urban female entrepreneurs in Pakistan

Marvi Soomro

Begam Nusrat Bhutto Women University – Sukkur
marvisoomro201@yahoo.com

Rahim Bux Soomro

Rb.soomro@salu.edu.pk
Shah Abdul Latif University – Khairpur

Asif Rehman

fomrofarooq@gmail.com
Shaikh Ayaz University – Shikarpur

Abstract

Despite half of the population of Pakistan, Pakistani females are still facing problems in urban areas in the spectrum of personal, motivational, Access to financial resources, Access to formal networks, and other state regulatory issues. Although, urban females should be given a proper conceptual framework so that they can utilize their talent in the current economic crises. This study empirically analyzes the relationship between personality traits, push, and pull motivations, institutional environment, perceived Access to finance, Professional network, Government, N.G.O. assistance, and female entrepreneurial activity (F.E.A.). This study used a questionnaire for the survey through personal visits. We used simple random sampling with a sample of 400 urban female entrepreneurs. In this study, we used (PLS-SEM) to analyze the data and S.P.S.S. for preliminary analysis. All determinants positively impact F.E.A. except Access to the formal network, opportunity motivation, and Propensity to take the risk. This paper helps the government articulate urban policies to better utilize the urban female potential. Most studies focus on rural female entrepreneurship issues, challenges, and barriers. This paper tries to fill the gap in previous literature by contributing to understanding urban female entrepreneurship in Pakistan.

Keywords:

Personality traits; Push V/S Pull-based entrepreneurship; Perceived Access to finance; Institutional Environment; Access to a formal or professional network; Government and Non-government organization support; and Female Entrepreneurial Activity (F.E.A.)

Measuring the Perceived Risk on Customer Purchase Intention in Online Shopping Environment

Muhammad Suhail Iqbal

Ilma University – Karachi main Campus
rmuhammad_sohail_iqbal@live.com

Naseem Ahmed

nasim.ahmed01@gmail.com
University of Sindh – Jamshoro

Babar Ali Qalbani

babarqalbani32@gmail.com
Mohammad Ali Jinnah University – Karachi

Muhammad Ali

send2alishaikh1993@gmail.com
Mohammad Ali Jinnah University – Karachi

Raza Hassan Qureshi

razahassan44@hotmail.com
University of Sindh – Jamshoro

Saadullah Qureshi

saadullah331987@gmail.com
College Education Department – Sindh

Abstract

The purpose of this study is to know the influence of perceived risk on online customers purchase intention towards online shopping environment. This research examined the four dimensions of perceived risk that are of concern to the online shoppers and browsers (social risk, financial risk, physical risk and performance risk). This research is quantitative in nature with a survey design approach. Researcher has used closed ended questionnaire to collect the data using five-point Likert scale. The data was collected from universities of Sindh and was further analyzed using Statistical package for social Science- SPSS-v- 21. This paper empirically found the relationship between perceived risk and purchase intention. It is further found that social risk and physical risk have negative impact on customer purchase intention. On the other hand performance risk and financial risk have a positive impact on purchase intention.

Keywords:

Perceived risk; Purchase intention; online shopping; Social risk; financial risk Physical risk and Performance risk

Unveiling Role of Sustainable Food Safety and Sensory Appeal in Predicting Customer Purchase Intention

Neelam Jugwani

Shaikh Ayaz University – Shikarpur
neelam.jugwani@gmail.com

Sana-ur Rehman

sana.rehman@gmail.com
NFC institute of Engineering and Technology – Multan

Mahammad Zahid

muhammad.zahid@jinnah.edu.pk
Mohammad Ali Jinnah University – Karachi

Abstract

Eating out has become the culture of urban culinary to shape consumer preferences towards street food. Review revealed that it is crucial for street food vendors to fill the required need of the consumers. The purpose of this paper is to explore the predictors of consumer purchase intention further this research concluded that food safety and sensory appeal are center of attractions and considered as the strong predictors to determine consumer purchase intention. This research used non-probability purposive sampling method to collect the data because this research was targeting specific group of respondents i.e., students teaching and non-teaching staff as they are the key consumers of street food items. Sample size for this research based on $n=360$ of IBA University Sukkur with 95% confidence interval. Results of this research highlight the strong influence using structural equation model. Food safety with $p=0.002$, sensory appeal with $p=0.000$ however model fitness of this research was $R^2=58.7\%$. Strategically, factor loadings, reliability and validity show internal consistency among the predictors. However, structural equation model indicates a significant and positive influence of food safety and sensory appeal on consumer purchase intention. This research provides additional in-depth knowledge in literature as street food vendors raise the food standards sustainably to influence consumers preference towards street food.

Keywords:

Food safety; Sensory appeal; Purchase intention and Sukkur Street food

Unveiling Role of Sustainable Food Safety and Sensory Appeal in Predicting Customer Purchase Intention

Neelam Jugwani

Shaikh Ayaz University – Shikarpur
neelam.jugwani@gmail.com

Sana-ur Rehman

sana.rehman@gmail.com
NFC institute of Engineering and Technology – Multan

Mahammad Zahid

muhammad.zahid@jinnah.edu.pk
Mohammad Ali Jinnah University – Karachi

Abstract

Eating out has become the culture of urban culinary to shape consumer preferences towards street food. Review revealed that it is crucial for street food vendors to full the required need of the consumers. The purpose of this paper is to explore the predicators of consumer purchase intention further this research concluded that food safety and sensory appeal are center of attractions and considered as the strong predicators to determine consumer purchase intention. This research used non-probability purposive sampling method to collect the data because this research was targeting specific group of respondents i.e., students teaching and non-teaching staff as they are the key consumers of street food items. Sample size for this research based on $n=360$ of IBA University Sukkur with 95% confidence interval. Results of this research highlight the strong influence using structural equation model. Food safety with $p=0.002$, sensory appeal with $p=0.000$ however model fitness of this research was $R^2=58.7\%$. Strategically, factor loadings, reliability and validity show internal consistency among the predicators. However, structural equation model indicates a significant and positive influence of food safety and sensory appeal on consumer purchase intention. This research provides additional in-depth knowledge in literature as street food vendors raise the food standards sustainably to influence consumers preference towards street food.

Keywords:

Food safety; Sensory appeal; Purchase intention and Sukkur Street food

The Dominance of Digital Media in Contemporary Society

Tasbiha Imran

Jinnah University for Women
tasbihaimran0@gmail.com

Sherbaz Khan

analyzeus@gmail.com
Jinnah University for Women – Karachi

Abstract

Digital media refers to content stored in machine-readable formats, encompassing software, digital films, photos, web pages, databases, digital music, and e-books, which can be accessed, edited, shared, and stored on digital devices. In contrast, traditional print and analogue media stand apart from digital forms. This research aims to explore the diverse impacts of digital media on society. Social networking platforms exhibit dual effects: they serve as valuable tools for professionals, facilitating skill marketing and business opportunity seeking among young professionals, yet also harbor risks such as cyberbullying within online communities. This study comprehensively addresses both the positive and negative aspects of social media, with a focus on specific domains like health, business, education, society, and youth. Throughout this investigation, we delve into the extensive societal implications of these media forms.

Keywords:

Digital media; Machine-readable formats; Skill marketing, Business opportunities; Cyberbullying; Online communities; Positive impacts; Negative impacts; Societal implications

The Impact of Perks on the Performance of Private School Teachers in Pakistan

Zahila shahid

Jinnah University for Women - Karachi

Zahila.shahid26@gmail.com

Sobia Jamil

sobiajamil901@gmail.com

Jinnah University for Women -Karachi

ABSTRACT

This study looked at how much money teachers get affects how happy they are with their job in Karachi, Pakistan. They asked 150 teachers from different parts of Karachi about their pay and how satisfied they are with their work. Most schools pay teachers a fixed amount, but some have a system where pay can change. They found that how much teachers get paid doesn't directly affect how well they do their job, but it does affect whether they want to stay at their school. Teachers are happier when they feel recognized, have a say in decisions, get clear tasks, contribute to their school, and receive helpful guidance from their boss. Pay and job satisfaction are closely linked, with pay practices having a big impact on how satisfied teachers are. Gender and whether they work in public or private schools didn't make a big difference in job satisfaction, but teaching experience did.

KEYWORDS:

Salary structure; Teacher satisfaction; Secondary school educators

Sustainability of small business across Pandemic

Muhammad Nawaz Tunio

University of Sufism and Modern Sciences – Bhatt Shah
mntunio@gmail.com

Abstract

Every business sector is adversely affected by the COVID-19 with different intensity, whereby bars have been hit very strongly. This status of the bar enterprises calls for the thought process and concerns for the new behavior to deal with and manage during the unexpected crises. By reflecting on the vulnerable conditions of the bar enterprises, this study presents a debate on how the bars can adopt entrepreneurial approaches in order to cope up with and combat the unexpected crises and thereby find new opportunities and avenues to survive and carry on their business. This is a conceptual paper based on the analysis of extant and relevant literature on the topic. The relevant articles were searched through Web of Science, Elsevier, and Google scholar search engines. The articles were searched using the keywords "Entrepreneurship", "Bar Entrepreneurship", "Bar and nightclubs", "Covid-19 and Entrepreneurship", and "Covid-19 and Bar". The search for articles on theoretical concepts was based on the keywords without any time constraint, however, search for articles related to the COVID-19 crises was restricted with a time limit of one year. Furthermore, a research theory is used herein to develop a conceptual framework on how bars can possibly manage their business during COVID-19 crisis. Almost every bar, restaurant, pub, and nightclub could follow alternative solutions as proposed based on the resilience theory, further, it needs to develop an entrepreneurial mindset for the sake of bringing innovation and novel approaches to their business. Such behavior could enable them to deal with uncertainties and unexpected events and thereby survive in the marketplace during the crisis. In this study, the significance and alternative solutions are discussed and proposed through a conceptual model, for the possible survival of the bar through uncertain crisis. As a result, the study contributes the new practical approaches for the bars to survive in the tough times of the COVID-19 and keep pace with changing business environment.

Keywords:

Bars; Entrepreneurship; Pandemic crises; Bar entrepreneurship

Factors affecting sustainable entrepreneurship: Case of female entrepreneurs in Pakistan

Muhammad Nawaz Tunio

University of Sufism and Modern Sciences – Bhatt Shah
mntunio@gmail.com

Abstract

The aim of this study is to find out the factors affecting female entrepreneurship in case of the sustainable entrepreneurship. In this study, semi-structured interviews are conducted to reach the final findings of the study. Findings entail different six factors that severely affect sustainable entrepreneurship in Pakistan. These six factors are the educational system and skills gap, Cultural Mindset and Risk Aversion, Limited Access to Finance, Regulatory and Bureaucratic Hurdles, Political Instability and Security Concerns, and Inadequate Infrastructure. Every factor has its intensity and influence on the entrepreneurial process. This study can be useful for international and local NGOs, academic institutions, financial institutions, government agencies, and entrepreneurs.

Keywords:

Sustainable entrepreneurship; female entrepreneur; barriers; entrepreneurial ecosystem

Significance of AI for Small Scale Businesses from Karachi: Implication and Scope for Cattle Farming

Muhammad Sultan

Khadim Ali Shah Bukhari Institute of Technology - Karachi
mfaisalsultankasbit@gmail.com

ABSTRACT

Artificial Intelligence (AI) impacted every business function and business sector. Therefore, also attracted researchers to conduct several studies to check and test its significance for different types of businesses. However, there is a lack of focus on research about Pakistan and small-scale industries and startups. Moreover, there is a severe lack of studies about the cattle farming business conducted on a small scale. Therefore, this study has been conducted specifically concerning small-scale cattle farming businesses from entrepreneurs of Karachi city. Hence, the purpose of this study has multiple folds as it is conducted to understand the importance of AI for cattle farming as well as uses of AI for small-scale businesses from meg city Karachi. This study has significance and implications for researchers, academicians, and entrepreneurs as the findings provide a thorough understanding for further research, filling of industrial gaps, and better policymaking. Findings indicated that the use of AI is effective for cattle farming as well as entrepreneurial startups and businesses from Karachi city. However, there is a need to understand more about the uses of AI for the cattle farming business, especially in urban areas of Pakistan.

Key Words:

Artificial Intelligence; Small Scale Businesses; Startups; Cattle arming and Karachi

Islamic Finance and Management for SMEs

Zubair Ahmed

Effective-Learning– Karachi
rni4bl@gmail.com

Muhammad Azam

muhammad.azam@jinnah.edu
Mohammad Ali Jinnah University – Karachi

Syed Irfan Ahmed

kamyaby.org@yahoo.com
Kamyaby Solutions – Karachi

Abstract

Small Medium Enterprises (SMEs) are the important part of any economy and can grow the country. The entrepreneurs of SMEs are doing business but most of them do not have proper business education. On the other hand, the students of business education mostly prefer employment seeking so the Gap between business education and business implementation is a big challenge for the growth of the country and the people, in the formal manner.

Keywords:

Small Medium Enterprises (SMEs); Entrepreneurship

UNRAVELING THE IMPACT OF ONLINE INFLUENCER MARKETING, HEDONIC VALUE, ONLINE TRUST, AND ELECTRONIC WORD OF MOUTH ON CONSUMER ONLINE PURCHASE INTENTION: EXPLORING THE MEDIATING ROLE OF BRAND ANTHROPOMORPHISM

Javed Ahmed

Putra Business School, Putra Malaysia University - Malaysia
pbs20204324@grad.putrabs.edu.my

Prof. Dr. Huam Hon Tat

huam@putrabs.edu.my
Putra Business School, Putra Malaysia University – Malaysia

Dr. Norizan Bin Mat Saad

needham@putrabs.edu.my
Putra Business School, Putra Malaysia University – Malaysia

Abstract

The rapid expansion of e-commerce has brought about a significant shift in consumer behavior, particularly in the fashion retail industry. This study examines brand anthropomorphism as a mediating variable in order to gain a better understanding of the factors influencing Pakistani university students' propensity to make online purchases. It highlights the crucial roles that electronic word-of-mouth (eWOM), hedonic value, online trust, and online influencer marketing (OIM) play. This study is based on two theories: the parasocial interactions theory (Horton, Buck, Waterson, & Clegg, 2001) and the planned behavior theory (Ajzen and Fishbein, 1980; Ajzen, 1985, 1991). The study provides valuable insights on Pakistan's online retailing market's consumer propensity to make purchases online. As recent research indicates that a sample size of 360 is appropriate for proving representativeness, the current study intends to collect data from 360 samples. Finally, partial least structural equation modeling (PLS-SEM) and SPSS will be used in this study. This study will advance the field of online purchase intention by providing fresh insights into the interrelationships of many variables. E-WOM and Brand Anthropomorphism are the most well-liked and effective means of exchanging opinions and assessments regarding various products and services available on the market. They are seeing the impact it has on customers' inclination to shop online.

Keywords:

Online Purchase Intention; Online Influencer Marketing; Hedonic Value; Online Trust; Electronic Word of Mouth and Brand Anthropomorphism

Islamic Venture Capital: Financing Innovation and Entrepreneurship

Zahra Embun Kusumaningtiyas
zeknembun@gmail.com

Roy Sumaryono
roy.sumaryono@stiemahardhika.ac.id

Abstract

This research explores the role of Islamic venture capital (VC) in financing innovation and entrepreneurship within the framework of Shariah-compliant finance. It examines the principles, practices, and challenges of Islamic VC investments, including profit-sharing agreements, risk-sharing mechanisms, and ethical considerations. Through case studies and industry surveys, the paper assesses the impact of Islamic VC on startup ecosystems and economic development in Muslim-majority countries and global markets. The findings offer insights for entrepreneurs, investors, and policymakers seeking to promote Islamic finance as a vehicle for fostering innovation, job creation, and sustainable growth in emerging industries.

Keywords:

Shariah-compliant finance; Islamic finance

Islamic Capital Markets: Regulatory Frameworks and Market Integration

Wella Putri Dea Rahmadani

STIE Mahardhika - Indonesia
deawella3@gmail.com

Sri Rahayu

Sri.rahayu@stiemahardhika.ac.id
STIE Mahardhika - Indonesia

Riska Septya Rahayu

riska021@gmail.com
STIE Mahardhika – Indonesia

Anita Kartika Sari

anitakartikasari2019@gmail.com
STIE Mahardhika – Indonesia

Abstract

This research examines the regulatory frameworks and market integration challenges facing Islamic capital markets in the context of globalization and financial liberalization. It analyzes the legal and regulatory frameworks governing Shariah-compliant financial instruments, including Sukuk, Islamic equities, and Islamic derivatives, in different jurisdictions. Through comparative analysis and case studies, the paper identifies regulatory gaps, inconsistencies, and barriers to cross-border market integration. The findings offer insights for regulators, policymakers, and market participants seeking to harmonize regulatory standards, enhance market transparency, and facilitate cross-border investment flows in Islamic capital markets

Keywords:

Islamic Capital; Shariah-compliant; Financial liberalization

Exploring the Influential Aspects of Environmental Values towards the Adoption of Green Products examining the Mediation role of Attitude towards Green Products and Moderation role of Government Interventions

Mansoor Waqas Askaree

Putra Business School - Malaysia
pbs20204236@grad.putrabs.edu.my

Huam Hon Tat

huam@putra.edu.my
Putra Business School, Malaysia

Abstract

In today's era of heightened environmental consciousness, the adoption of green products has emerged as a pivotal behavior shaping sustainable consumption patterns. This study aims to explore the relationships among environmental values, attitude towards green products, government interventions, and the adoption of green products. Drawing upon the theories, the theory of planned behavior and institutional theory, a conceptual model is proposed wherein environmental values serve as the independent variable, attitude towards green production as the mediating variable, government interventions as the moderating variable, and adoption of green products as the dependent variable. The mediating role of attitude towards green production is hypothesized to explain the mechanism through which individuals' environmental values translate into actual behavior. Additionally, the moderating effect of government interventions is proposed to influence the strength of the relationship between attitude towards green production and the adoption of green products, reflecting the contextual influence of regulatory frameworks and policy incentives. To empirically investigate these relationships, the study incorporates a quantitative survey that is based on the adapted questionnaire. 200 diverse consumers were recruited to provide insights into their environmental values, attitudes towards green production, perceptions of government interventions, and actual adoption behavior of green products. SPSS was used to run tests and results showed a positive correlation between environmental values and the adoption of green products, the mediation of attitude towards green products and moderation of government interventions were explored, and more than 78% of individuals with stronger environmental values develop positive attitudes towards green products, thus enhancing their propensity to adopt such products meanwhile governmental policies and initiatives can either amplify or mitigate the influence of environmental values on the adoption of green products. Findings from this study contributed to both theoretical advancements and practical implications in the domain of sustainable consumption. By elucidating the mechanisms driving the adoption of green products, policymakers and marketers can devise more effective strategies to promote environmentally responsible behavior, thereby fostering a more sustainable society.

Keywords:

Environmental Values, Attitude towards Green Products, Government Interventions, Adoption of Green Products

Exploring the Relationship Between Customer Trust, Customer Loyalty, and Online Purchase Intention Among Gen Z Consumers in the Apparel Industry

Muhammad Talib

Shaheed Benazir Bhutto University - Shaheed Benazirabad
muhammادتalib443@gmail.com

Esha Riaz

eshapanhwar05@gmail.com
Shaheed Benazir Bhutto University - Shaheed Benazirabad

Aleeza

aleezapanhwar@gmail.com
Shaheed Benazir Bhutto University - Shaheed Benazirabad

Marvi

marvibhatti44@gmail.com
Shaheed Benazir Bhutto University - Shaheed Benazirabad

Altaf Hussain

altafhussain@sbbusba.edu.pk
Shaheed Benazir Bhutto University - Shaheed Benazirabad

Abstract

In the rapidly evolving landscape of e-commerce, understanding the intricate dynamics of customer behavior is paramount for businesses seeking to thrive in competitive markets. This study endeavors to investigate the interplay between customer trust, customer loyalty, and online purchase intention, with a specific focus on Generation Z consumers in the apparel industry. The primary objective of this research is to examine the mediating role of customer loyalty in the relationship between customer trust and online purchase intention. To achieve this objective, data will be collected from Gen Z consumers of the apparel industry utilizing a convenience sampling technique. This demographic holds significant importance due to its digital nativism and substantial influence on contemporary consumer trends. The methodology employed in this study involves the application of Smart Partial Least Squares Structural Equation Modeling (Smart PLS-SEM), a robust statistical technique suitable for complex path modeling and mediation analysis. By leveraging this methodology, the research aims to provide a comprehensive understanding of the underlying mechanisms driving online purchase intention among Gen Z consumers. Anticipated findings suggest that customer trust positively influences online purchase intention, with customer loyalty serving as a significant mediator in this relationship. Furthermore, the study expects to uncover insights into the specific dimensions of customer trust and loyalty that exert the most substantial impact on online purchase behavior among Gen Z consumers in the apparel industry. These findings hold implications for apparel businesses and marketers, offering actionable insights to enhance customer engagement strategies, foster loyalty, and optimize online purchasing experiences for Gen Z consumers. Additionally, the research contributes to the broader understanding of consumer behavior in the digital age, particularly within the context of e-commerce and generational dynamics.

Key Words:

Customer trust, Online purchase intention, Customer loyalty, Generation Z (Gen Z), Apparel industry

Understanding the Factors Prompting Green Clothing Purchase Intention Among Generation Z in Pakistan

Syeda Yumna Fatima

Iqra University
Yumna.g20605@iqra.edu.pk

Hibba Rehman

Iqra University
Hibba.19031@iqra.edu.pk

Muhammad Anas Ahmed Khan

Iqra University
Anas.g20622@iqra.edu.pk

Umme Birha

Iqra University
Umme.g20610@iqra.edu.pk

Abstract

The study aims to understand the linkage between the green purchase intention of Generation Z and the independent variables (green practices, green brand attachment, green brand value, and the areas of green customer-based brand equity), and the interrelationship of four proportions of green customer-based brand equity. The study follows a quantitative approach and employs the hierarchy of effects theory. The data was collected by distributing online surveys using a five-point Likert scale from 200 respondents in Karachi via a nonprobability convenience sampling technique, and SPSS and PLS-SEM were utilized to analyze the data. The anticipated findings align with the past results, which indicate that green practices, green brand attachment, and green brand value positively affect the four areas of green customer-based brand equity. The interrelation among these areas was also supported and they significantly influenced Generation Z's green purchase intention. To set this towards operations, this study encourages organizing workshops in educational institutes and workplaces regarding incorporating sustainable products into daily life. To obtain competitive and economic advantages, firms should develop a healthier green brand image, satisfaction, trust, and loyalty. Moreover, health centers should be utilizing green technologies and providing administrations and patients with eco-friendly clothes. The study's findings simplify the association between the four proportions of green customer-based brand equity and green brand attachment, green practices, and green brand value for establishing and managing green purchase intention among Generation Z in Pakistan. The findings demonstrate how numerous variables impact each other to encourage green purchase intention.

Keywords:

Green clothing; Green Purchase intention; Generation Z; and Pakistan

Navigating Sustainable Bus Traveling Experience in Pakistan

Mohammad Asadullah Soomro

HRAAFA SMC-PRIVATE- Karachi
asadullahsoomro41@gmail.com

Sana-ur Rehman

dr.sana.ur.rehman@gmail.com
NFC Institute of Engineering & Technology – Multan

Naseem Ahmed

nasim.ahmed01@gmail.com
University of Sindh - Jamshoro

Sadaf Batool

saddafshah786@icloud.com
Muhammad Ali Jinnah University

Zehra Murawat

zehramurwat90@gmail.com
Mohammad Ali Jinnah University

Saima

sp24msmg0009@maju.edu.pk
Ali Muhammad Ali Jinnah University

Abstract

Research on traveling experience provider organizations has been finished in the last past decades rapidly, unwavering quality and exactness for the clients however less consideration has been paid on experiences created from postulations in brains of the customers which are private in nature and by and large called as brand experiences. This study offers an empirically investigation the of travel experience on customer repurchase intention in leading bus traveling experience providers in Pakistan. The study has adopted convenience sampling techniques in which information will be gathered through poll from the example Of 430 respondents of leading bus service bus traveling experience providers operating services in Pakistan. The data will be analyzed using SPSS and Smart PLS to test the proposed model. In this study, the significance is proposed through a conceptual model, for the customer experience that leads to repurchase intention. As a result, the study contributes the new practical approaches for the repurchase intention inn bus traveling service providers in Pakistan.

Keywords:

Customer Traveling Experience; repurchase intention; Tripple Bottom- Line Approach

Exploring The Pathway of Premium Pricing in Luxury Tourism of Pakistan's Northern Areas

Zaki Hasan

Ziauddin University - Karachi
zaki.hassan@zu.edu.pk

Muhammad Asif Qureshi

qureshimuhammadasif@gmail.com
Mohammad Ali Jinnah University - Karachi

Muhammad Ibrahim

ibrahim.shamsi@jinnah.edu
Mohammad Ali Jinnah University - Karachi

Abstract

This study aimed to investigate the dynamics of Luxury Tourism in the Northern Areas of Pakistan. The selected tourist destinations were PC Bhurban, Luxus Hunza, and PC Malam Jabba. A questionnaire adapted from the previous studies was administered to the on-site tourists to reveal their perceptions, preferences, and behaviors concerning luxury tourism experiences. A sample size of 375 tourists was drawn via simple random sampling. Each participant was asked to complete a 25-item questionnaire. The researcher used SMART PLS 4.0 software to analyze the data using SEM with Partial Least Squares analysis. This research was conducted to find the relationship between self-congruity, destination brand quality, brand identification and factors associated with tourist satisfaction, and willingness to pay a premium price. By considering elements of previous studies and using sophisticated statistical tools, the current research contributed to the improvement of marketing policies and destination management policies of luxury tourism in Pakistan.

Keywords:

Self Congruity; Destination Brand Identification; Destination Brand Attachment; Destination Brand Quality; Tourist Satisfaction; Tourist Expectations, Willingness to Pay Premium Price

EXPLORING FACTORS AFFECTING ONLINE PURCHASE INTENSION

Hira Sajjad

Bahria university - Karachi
hirasajjad07@gmail.com

Samina Qasim

saminaqasim.bukc@bahria.edu.pk
Bahria university - Karachi

Waleed Faisal

faisalwaleed770@gmail.com
Bahria university - Karachi

M. Uzair Ameer

uzairameer0715@gmail.com
Bahria university - Karachi

Abstract

The main purpose of this study is to investigate relationship between consumers' social motivation, remuneration motivation, empowerment motivation on online purchase intentions in the context of social media marketing in the fashion industry of Pakistan. The sample selection was done using a convenience sampling strategy. An online survey was conducted, and data gathered from university students in Karachi Pakistan. The results illustrated that social motivation, remuneration motivation and empowerment motivation have a significant positive impact on online purchase intentions. The study was focused on the Pakistan fashion industry. Consumer behavior relating to other industries may differ. Therefore, this model can be further developed to encompass other industries in future studies. In the context of social media marketing, the study offers useful ideas for the evolution of customer behavior. The research's recommendations, such as how online purchase intension of consumers affects in social media marketing to draw in and keep clients, might be taken into account by stakeholders in the fashion sector when making decisions in the future. This study is the first study in the Pakistani context to assess the relationship between consumers' social motivation, remuneration, empowerment motivation on online purchase intentions in the context of social media marketing in the fashion industry of Pakistan. Overall, the results offer implications that align with existing theories and contribute to practical solutions in the development of consumer behavior (in the context of social media marketing).

Keywords:

Social media marketing; Social motivation; Remuneration motivation; Empowerment motivation; Online purchase intentions; Fashion industry Pakistan

Examining the Impact of Microfinancing on Women Empowerment: The Mediating Role of Women Entrepreneurship in Rural Sindh

Farhana Gorar

Shaheed Benazir Bhutto University - Shaheed Benazirabad
farhanagorar@gmail.co

Fatima sharifa

Shaheed Benazir Bhutto University - Shaheed Benazirabad

Mehwish Bano

Shaheed Benazir Bhutto University - Shaheed Benazirabad

Muhammad Hafeez

Shaheed Benazir Bhutto University - Shaheed Benazirabad

Abstract

This study aims to investigate the relationship between microfinancing, women entrepreneurship, and women empowerment in Rural Sindh, Pakistan, with a specific focus on beneficiaries of the National Poverty Graduation Programme (NPGP). Microfinancing serves as the independent variable (IV), women empowerment as the dependent variable (DV), and women entrepreneurship as the mediating variable (MV). Utilizing a convenience sampling technique, data will be collected from women participants enrolled in the NPGP. The collected data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the direct and mediated effects. This research seeks to contribute to the existing literature by providing empirical evidence on the effectiveness of microfinancing in fostering women empowerment through the pathway of women entrepreneurship in rural settings. The findings of this study could inform policymakers and practitioners in designing more targeted interventions to promote women's economic empowerment and alleviate poverty in rural communities.

Keywords:

Microfinancing; women's entrepreneurship; Women empowerment; rural Sindh

Unveiling Brand Loyalty in Second-Hand Automobile Markets: A Comprehensive Automobile Analysis

Azadar Hussain

Shaheed Benazir Bhutto University Shaheed - Benazirabad
21bba22@student.sbbusba.edu.pk

Hamza Jalal

Shaheed Benazir Bhutto University Shaheed - Benazirabad
hamzajalalarain@gmail.com

Jalal Nabi

Shaheed Benazir Bhutto University Shaheed - Benazirabad
jalalnabi313@gmail.com

Jahanzaib Khokhar

Shaheed Benazir Bhutto University Shaheed - Benazirabad
jahanzaibkhokhar640@gmail.com

Zareen Zehra

Shaheed Benazir Bhutto University Shaheed - Benazirabad
zareenzahra663@gmail.com

Muhammad Hafeez

Shaheed Benazir Bhutto University Shaheed - Benazirabad
mhafeez@sbbusba.edu.pk

Abstract

The second-hand automobile market represents a complex ecosystem where consumers navigate various factors before committing to a brand. This research endeavors to dissect the intricate dynamics of brand loyalty within this context, focusing on the interplay between brand reputation, perceived quality, pricing, and consumer trust. Drawing upon established theories in marketing and consumer behavior, this study formulates a conceptual framework that positions brand reputation, perceived quality, and pricing as the independent variables influencing brand loyalty in the second-hand automobile market. Furthermore, consumer trust is proposed as a mediating variable that moderates the relationship between these independent variables and brand loyalty. To empirically investigate these relationships, a mixed-methods approach is adopted, combining quantitative surveys. The quantitative phase involves surveying a diverse sample of second-hand automobile consumers to gather data on their perceptions of brand reputation, perceived quality, pricing, consumer trust, and brand loyalty. Statistical analyses, including regression modeling and mediation analysis, will be employed to test the hypothesized relationships and ascertain the role of consumer trust as a mediator. The anticipated outcomes of this research include a nuanced understanding of the factors driving brand loyalty in the second-hand automobile market, as well as insights into the mediating role of consumer trust. Practical implications will be derived for marketers and industry practitioners, offering actionable strategies to bolster brand loyalty and foster consumer trust in this dynamic marketplace. Additionally, theoretical contributions will be made by advancing knowledge in the fields of brand loyalty, consumer behavior, and trust in the context of second-hand goods markets.

Keywords:

Brand reputation, perceived quality, pricing, brand loyalty, automobiles and consumer trust.

Exploring the influence of social media marketing on customer satisfaction: The mediating role of perceived value

Ghulam Rasool

Shaheed Benazir Bhutto University Shaheed – Benazirabad
ghulamrasoolkorai668@gmail.com

Ahsan Shaikh

ahsan7026526@gmail.com
Shaheed Benazir Bhutto University Shaheed - Benazirabad

Ameer Ahmed

Shaheed Benazir Bhutto University Shaheed – Benazirabad
21bba17@student.sbbusba.edu.pk

Daud Brohi

Shaheed Benazir Bhutto University Shaheed – Benazirabad
21bba25@student.sbbusba.edu.pk

Meehan Khan

Shaheed Benazir Bhutto University Shaheed – Benazirabad
21bba54@student.sbbusba.edu.pk

Muhammad Hafeez

Shaheed Benazir Bhutto University Shaheed - Benazirabad
mhafeez@sbbusba.edu.pk

Abstract

This study aims to examine the relationship between social media marketing (SMM), customer satisfaction and perceived value in the context of contemporary digital marketing with the exponential growth of social media platforms, within the shoe industry, this research employs a quantitative approach utilizing surveys distributed through targeted social media advertisement campaigns by collecting data directly from customers who have engaged with shoe brands through social media platforms. This study seeks to clarify the mechanisms through which SMM influence customer satisfaction with perceived value acting as mediating the findings are anticipated to provide valuable insights for shoe retailers, enabling them to refine their social media marketing (SMM) tactics and enhance customer satisfaction in competitive market landscape.

Keywords:

social media marketing, perceived value, customer satisfaction, digital marketing, shoe industry

Examining the Impact of Social Proof Nudge, Digital Nudge and Trust on Brand Loyalty in the Clothing Brand Industry: A Nudge Theory Perspective

Sara khan

Mohammad Ali Jinnah University - Karachi
sara.kkhan010@gmail.com

Abstract

The purpose of conducting this research is to check the impact of nudges constructs, whether they create an encouragement factor with consumer brand loyalty, and whether relating word-of-mouth power has some kind of effect with all independent variables. This study adopted the four constructs (i.e., Digital Nudge, Social Proof Nudge, Trust, and the mediator Word of Mouth) and explored its effect and connection with Brand Loyalty. A total of 390 respondents were selected for the self-administered questionnaire to obtain the findings of the research. The impact and cause between the constructs were done through structural equation modeling. The findings show a positive impact of social proof nudge and word of mouth whereas, digital nudge and trust have a weaker influence on the consumer choices when talking about brand loyalty. implication for research and its marketing strategies in the field of clothing industry creating brand loyalty with customers.

Keywords:

Nudge; digital nudge; social proof; online buying; brand loyalty; trust; word of mouth

Impact of Advertisement, Brand image and Celebrity endorsement on Consumer Buying Behavior: Empirical evidence of FMCG products.

Iqrar Hussain Mari

Shifa Tameer-e-Millat University - Islamabad
iqrarhussain6545@gmail.com

Haris Bin Khalid

Namal University - Mianwali
haris.khalid@namal.edu.pk

Irfan Iqbal

Shifa Tameer-e-Millat University Islamabad
irfan_iqbal.dms@stmu.edu.pk

Imran Nabi

NUML - Rawalpindi
imran.nabi88@gmail.com

Muhammad Zeeshan Yaqub

Shifa Tameer-e-Millat University – Islamabad
zeeshanyaqub2010@gmail.com

Abstract

Consumer Buying Behavior is one of the major challenges for marketers when it comes to targeting young consumers in this emerging era among various brands. The objective of this study was to investigate the impact of Advertisement, Brand Image and Celebrity Endorsement on Consumer Buying Behavior. This research study mainly focused on young consumers, i.e, University going students of five different universities from Rawalpindi and Islamabad. The data for this research was taken through distributing questionnaires, these questionnaires consisted of 30 questions adopted from different research studies which were already made and tested. A non-Probability method was used among which convenience sampling technique was used for collection of data; SPSS (Statistical Package for Social Sciences) version 18 was used for analyzing the data. The results of this study at hand indicated that Advertisement, Brand Image and Celebrity Endorsement are significantly affecting Consumer Buying Behavior.

Keywords:

Advertisement; Brand Image; Celebrity Endorsement and Consumer Buying Behavior

Evaluation of Factors affecting Customer Satisfaction in the Hotel Industry

Asif Iqbal

BACKSTAGE- Karachi

asif@xaviyeh.com

Abstract

Recently, the tourism industry experienced tremendous growth worldwide. In the context of tourism sector, Pakistan is regarded as the most promising one contradictory to other nations across the globe. Hotel is one of the significant aspects of the hospitality industry that assist in the provision of accommodation and feeding facilities to the foreign tourists whenever they visit. Customer satisfaction is deemed to be the cardinal barometer for the evaluation of hotel performance. Satisfied customers are more inclined to visit the same hotel or recommend it to others. However, discontented customers are more predisposed to disseminate unfavorable word of mouth which eventually damage the hotel image at the same time reduce the hotel revenue by preventing potential customers to visit that hotel. Therefore, it is necessary for the hotels to give due considerations on the factors that enhance the satisfaction level of these tourists in order to make them repeated customers. The primitive aim of this study is to evaluate the influence level of factors like service quality, customer brand identification, price as well as customer experiences on the satisfaction level exhibited by the customers in the context of hotel industry. The study has implemented cross sectional design. Deductive approach has been chosen for the study and the research technique is quantitative. The target population of the study is 7 good reputable hotels operating in Karachi. The responses have been collected from the targeted hotels of Karachi with the help of convenience sampling. It is found that the role service quality as well as customer experienced is critical in creating customer satisfaction. Moreover, the moderating role of price is found only significant between customer brand identification and customer satisfaction level of Karachi hotels. The study would help the hoteliers of Karachi in devising strategic or competitive tourism service strategies.

Keywords:

Service Quality, Customer Brand Identification, Customer Experience, Price, Customer Satisfaction

Investigating the Sustainable Consumption Behavior of Generation Z in Pakistan: The Role of Environmental Concern, Religiosity, and Consumption Intention in the FMCG Sector

Khurram Nasrullah Khan
KASBIT, Karachi, Pakistan
khurram.khan@kasbit.edu.pk

Hajra Arif
Muhammad Ali Jinnah University, Karachi, Pakistan
fa17phms0001@maju.edu.pk

Abstract

This study will dive into the sustainable consumption habits of Generation Z in Pakistan, particularly focusing on fast-moving consumer goods (FMCG). Using the Theory of Planned Behavior (TPB) as our foundation, we will explore how concern about the environment influences sustainable consumption. We will also look at how the intention to make sustainable choices acts as a bridge between environmental concern and actual behavior, with religiosity playing a moderating role in strengthening this connection. We will collect data from around 384 Generation Z individuals in Pakistan through online surveys. The surveys will include questions about their environmental concerns, their intentions to consume sustainably, their level of religiosity, and their actual consumption behaviors, all rated on a scale from 1 to 5 using a Likert scale. Our findings will show if there is a strong link between being concerned about the environment and making sustainable consumption choices, with intentions to be sustainable serving as an important mediator and religiosity boosts the impact of these intentions on behavior. We will find out if more religious individuals are likely to act on their sustainable intentions by making sustainable consumption choices. The insights we gain from this study will be incredibly valuable for marketers and policymakers who are looking to promote sustainability in the FMCG sector. By understanding these unique factors that drive sustainable behaviors in a developing country like Pakistan, we will better target and encourage sustainable practices. This study will add to existing knowledge by highlighting the significant role of religious values and environmental concern in shaping the consumption behaviors of young people and contributing to broader environmental sustainability goals.

Keywords:

Generation Z; Pakistan; Sustainable Consumption Behavior; Environmental Concern; Religiosity; Fast-Moving Consumer Goods (FMCG); Theory of Planned Behavior

SUPPLY CHAIN AND OPERATIONS MANAGEMENT

Capturing Untapped Value in Supply Chain Management: An Added Value Perspective in Triple Bottom Line

Asif Ali Bhatti

Muhammad Ali Jinnah University – Karachi

Junaid Rehman

Muhammad Ali Jinnah University – Karachi

Muhammad Ibrahim Shamsi

Muhammad Ali Jinnah University – Karachi

Abstract

The customers are not just purchasing the product, they are also taking the supply chain with them. Therefore, business firms must take into account smart perspectives to enhance the performance of their supply chain processes. Traditionally, supply chain performance was measured in diversified ways. An ever-increasing issue of environmental sustainability coupled with an increased competitiveness in a global business landscape, triggered the need to introduce a sustainable performance perspective in conventional supply chain management. In this regard, the triple bottom line concept was introduced which involves three dimensions of a sustainable supply chain i.e. economic, environmental, and social. However, these dimensions couldn't offer value for all the key stakeholders of the supply chain. To address this gap, this research considers the current notion of a 'sustainable supply chain' from the added-value perspective by identifying untapped value for additional stakeholders of the supply chain. The methodology to be employed would be a review and synthesis of the literature. The secondary data to be gathered (involving prior literature studies and support theories) would help theoretically establish this concept. It is expected that the research would assist the firms in capturing untapped value for additional stakeholders to further augment their performance on the economic, environmental, and social front.

Keywords:

Sustainable Supply Chain; Triple Value Bottom Line; Economic Value; Social Front

Assessing the Factors for the Firms' Involvement in Green Procurement and its Impact on Firm Performance

Touqeer Ahmed Shaikh
Jinnah Sindh Medical University Karachi

Abstract

The purpose of this study is to identify the elements that influence firms to implement green procurement (GP) practices; and second, to investigate the impact of green practices on various parameters of firm performance. An online field survey questionnaire was developed based on the extant literature on green supply chain management practices. The primary intent of the survey was to identify and examine the factors behind the adoption of GP initiatives and also to study the impact of its adoption on firm performance. The web survey was sent to supply chain managers of manufacturing firms. The data were analyzed on PLS-SEM. The results indicate that internal environmental concern, supplier collaboration, customer pressure, competitive pressure, and management support had a positive influence on GP. The second finding was that GP adoption had positive relationships with all selected parameters of firm performance. The limitation of this research study was aimed at the manufacturing sector and not at the non-manufacturing sector, and therefore, some valuable insights may have been lost. This study examines the relationship between the drivers of GP practices and the degree of GP, a relatively unexplored area in the developing economy. It further investigates the impact of GP implementation on various dimensions of firm performance, which has also received limited attention in extant literature.

Keywords:

Green Procurement, Green manufacturing, Green operations, Supply chain management

The Influences of Technological Dimension and Organisation Culture in Sustaining Business Management Through Adoption of Business Analytics

Mislina Atan

Universiti Teknikal Malaysia Melaka

Abstract

Data-driven decision-making using business analytics can give organizations a competitive advantage. However, this can only happen if organizations successfully adopt and use business analytics effectively. The adoption of new emerging technology, particularly among SMEs in developing countries, is unappealing. As a result, business analytics adoption in SMEs should be thoroughly researched. Previous research has revealed that relative advantage and compatibility are the most prominent factors in the technology dimension when adopting innovative technologies. However, the literature yielded inconclusive results regarding the importance of relative advantage and compatibility in adopting various technologies. Furthermore, organizational culture contributes different points of view to the technological dimension. As a result, this study conducted a quantitative survey to investigate the relationship between relative advantage and compatibility in business analytics adoption in SMEs, as well as the significance of organizational culture as a moderator in the relationship between the technology dimension and adoption of business analytics. The online survey, which was sent via email, received 241 responses. The model was tested using partial least squares structural equation modeling (PLS-SEM), which revealed that relative advantage was significantly related to business analytics adoption, but compatibility did not affect adoption. However, the organizational culture significantly has an effect as a moderator on the compatibility. These findings can help managers, owners, vendors, and policy-makers encourage and facilitate the adoption of business analytics among SMEs in developing countries.

Keywords:

Business Analytics; Innovative Technologies; Organizational Culture; Compatibility

Supply Chain Traceability and Blockchain Adoption Towards Sustainable Competitive Advantage in Pakistan's Agriculture Sector

Uradha Imran

IQRA University – Karachi

Muhammad Ibrahim Shamsi

Muhammad Ali Jinnah University – Karachi

Abstract

The agriculture sector plays an important role in the economic development of Pakistan and its quality and safety highly influence human health. Food quality and safety is a major concern of today's generation. In Agriculture supply chain management, traceability is an important aspect of ensuring food quality and safety to increase customer loyalty and satisfaction. Blockchain has the potential to reshape the structure of the Agricultural supply chain. Many Agricultural firms are getting interested in embracing blockchain technology to gain a sustainable competitive advantage. In this study, we seek to examine the influence of supply chain Traceability towards Sustainable Competitive Advantage by considering the mediating role of Blockchain Technology Adoption. Drawing upon the natural resource-based view theory and technology acceptance model, we empirically tested our model using agricultural firms in Pakistan, and a quantitative approach was used. The results revealed that Blockchain technology adoption mediates the relationship between Traceability and Sustainable competitive advantage. Also, Blockchain technology adoption has a positive impact on Sustainable competitive advantage. The findings of this research hold significant implications for both theory and practice, it provides insights for organizations seeking to improve their competitive positioning by adopting blockchain technology.

Keywords:

Sustainable Competitive Advantage; Blockchain Technology Adoption; Supply Chain Traceability; Agricultural Supply Chain

Unveiling the Synergy between Government Policies, Sustainable Infrastructure, and Public Awareness in Achieving a Green Economy: A Comparative Study of India and Pakistan

Deepika Thakwani Thakwani

Shaheed Benazir Bhutto University – Shaheed Benazirabad

Muhammad Hafeez

Shaheed Benazir Bhutto University – Shaheed Benazirabad

Darshana Thakwani

Shaheed Benazir Bhutto University – Shaheed Benazirabad

Awais Ali

Shaheed Benazir Bhutto University – Shaheed Benazirabad

Muhammad Arif

Shaheed Benazir Bhutto University – Shaheed Benazirabad

Abstract

This study aims to investigate the relationships between government policies, sustainable infrastructure, public awareness, economic incentives, and technological capabilities in the transition to a green economy in India and Pakistan, using secondary quantitative data. This study will utilize secondary quantitative data from reputable sources such as the World Bank, OECD, and national statistical agencies. The data will be analyzed using regression analysis to examine the relationships between the variables. A multiple linear regression model will be employed to examine the relationships between the independent variables (government policies, sustainable infrastructure, public awareness, economic incentives, and technological capabilities) and the dependent variable (green economy performance). The study expects to find significant relationships between the independent variables and green economy performance, with technological capabilities moderating the relationships. This study will contribute to the existing literature by providing insights into the crucial role of public awareness, economic incentives, and technological capabilities in achieving a green economy. The findings will inform policymakers and stakeholders in India and Pakistan about the effective strategies and interventions required to promote sustainable development and mitigate environmental degradation.

Keywords:

Green economy, Government policies, Sustainable infrastructure, Public awareness, Economic incentives, Technological capabilities.

Adapting Islamic Finances to Examine Profitability During COVID-19 in Malaysia

Shahzad Ali

Shaheed Benazir Bhutto University – Shaheed Benazirabad

Wasiq Ahmed

Shaheed Benazir Bhutto University – Shaheed Benazirabad

Muhammad Bilal

Shaheed Benazir Bhutto University – Shaheed Benazirabad

Muhammad Naeem

Shaheed Benazir Bhutto University – Shaheed Benazirabad

Rehmatullah Brohi

Shaheed Benazir Bhutto University – Shaheed Benazirabad

Muhammad Arif

Shaheed Benazir Bhutto University – Shaheed Benazirabad

Abstract

The potential impact of COVID-19 on Malaysian Islamic banks' profitability can be dissected into several foreseeable risks. Through an analysis spanning from 2018 to 2022, employing a fixed effects regression model, this study aims to forecast the repercussions of the crisis on bank profitability. Anticipated findings suggest a potential decrease in both net income and return on equity for Malaysian Islamic banks as a consequence of the pandemic. Furthermore, it is expected that smaller banks and those heavily involved in affected industries may bear a more substantial blow to profitability. These projections are instrumental in guiding policymakers and regulators to preemptively devise strategies to tackle potential challenges encountered by Islamic banks during periods of crisis, thereby fortifying resilience within the banking sector. By elucidating these projected dynamics, this research endeavors to enhance comprehension of the implications of the COVID-19 crisis on the profitability of Malaysian Islamic banks

Keywords:

Islamic banks, profitability, COVID-19 financial crisis, Malaysia, panel data analysis

Impact of Lean Practices on Organizational Performance in the Manufacturing Sector of Pakistan: The Mediating Role of Empowering Leadership

Ferhan Syed

Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology - Karachi

Muhammad Ibrahim Shamsi

Muhammad Ali Jinnah University – Karachi

Abstract

This study aims to investigate the relationship between Lean Management Practices (LP), Empowering Leadership (EL), and Firm Performance (OP) in the manufacturing sector of Pakistan. Drawing a sample of 212 respondents from senior executives, managers, and supervisors in the manufacturing sector carrying out production operations in Karachi, this research employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the data. Drawing upon an extensive review of the literature, a theoretical model is constructed to explore the relationships among LP, EL, and OP. Our findings indicate significant direct effects of LP and EL on OP. Moreover, LP acts as a full mediator in the relationship between EL and OP. This study contributes to the existing body of knowledge by introducing LP as a mediator in understanding the impact of EL on OP within the manufacturing sector of Pakistan. The results emphasize the importance of integrating LP and EL practices to enhance the firm's performance. Specifically, our findings suggest that fostering a culture of empowerment alongside the implementation of lean practices can lead to improved firm performance. Practically, this research accentuates the significance for organizations to prioritize both LP and EL initiatives. By investing in lean practices and promoting empowering leadership behaviors, firms can leverage synergies to achieve superior performance outcomes. Generally, this study advances our understanding of the dynamics between LP, EL, and OP, offering valuable insights for practitioners seeking to optimize performance within the manufacturing sector of Pakistan.

Keywords:

Lean Management Practices; Empowering Leadership; Firm Performance; Manufacturing SMEs

Supply Chain Dynamic Capabilities and Resilience: Role of Supply Chain Visibility

Ghulam Qader

Muhammad Ali Jinnah University – Karachi

Muhammad Asif Qureshi

Muhammad Ali Jinnah University – Karachi

Junaid Rehman

Muhammad Ali Jinnah University – Karachi

Abstract

Based on the dynamic capability view and information processing theory, this study explores the dynamic capabilities to enable organizations to respond well to the changing environment with their ability to adapt and innovate. Dynamic capabilities can leverage technology and data analytics to improve supply chain visibility. This enhancement can lead to better risk management, and decision-making and enhance the resilience capability of the firms. Despite its enormous importance in supply chain management, this area has seldom been covered in the scholarly literature. Cross-sectional data was gathered from pharmaceutical firms (Karachi). The SmartPLS was employed to test the hypotheses while using (PLS-SEM). At the back end, an IPMA test was also carried out to check the area of concern for academia and practitioners for further development and exploration. This study resulted in a positive relationship between dynamic capabilities, supply chain visibility, and resilience. The essence of the study strongly suggested that firms should adopt dynamic capabilities to improve supply chain visibility and resilience. Findings also suggested that there is a dire need to maintain closer ties with key suppliers to increase SC visibility to prepare firms to become more resilient. This study also assisted academia and practitioners in exploring the dynamic capabilities of the firms to improve their resilience capability with the mediating role of supply chain visibility. The conceptual framework of this study also provided underlying mechanisms and variables that would surely enhance the desired objectives. In the resilience perspective, the integration of dynamic capability view and information processing theory, this study provided a strong basis for surviving in a dynamic environment. This theoretical contribution would enhance the firm's information capabilities needs and requirements to get the optimum performance in a disruptive environment.

Keywords

Dynamic Capabilities; Supply Chain Visibility; Resilience; SmartPLS; IPMA test

Achieving the Corporate Sustainability Performance through Supply Chain Ethical Leadership in Textile sectors of Pakistan: The role of Circular Supply Chain Practices and knowledge Sharing

Muhammad Tahir Amir

Sui Southern Gas Company Limited – SSGC Karachi

Syed Ghazanfer Inam

Muhammad Ali Jinnah University – Karachi

Abstract

Corporate sustainability has become a critical concern for businesses globally, particularly in industries like textiles, due to their environmental and social impact. The study aims to explore through a comprehensive literature review the relationship between supply chain ethical leadership, circular supply chain practices, and corporate sustainability performance and to investigate the moderating effect of knowledge sharing within Pakistan's textile sector. This study uses a quantitative research approach where structural equation modeling (PLS-SEM) is used to analyze the survey data gathered from Karachi-based textile firms. A sample size of 450 respondents has been considered for this study. The findings of this study are expected to contribute to both theoretical and practical insights into corporate sustainability performance, particularly in the context of emerging economies like Pakistan. By elucidating the importance of ethical leadership and circular supply chain practices in achieving corporate sustainability performance, this research is expected to provide valuable guidance for policymakers, industry practitioners, and academia on the encouragement of a circular economy in Pakistan's textile sector. This study comes with some limitations. First, this study explores the direct effect of SCEL on CSP, without exploring any contingent factors that may affect this relation. This study employs the systematic literature review; future studies may adopt a cross-sectional approach to data gathering. This study briefly describes the influence of ethical supply chain leadership on corporate sustainability performance by applying the mediating role of circular supply chain practices. The study also uses a systematic literature review to explore the relationships between circular supply chain practices and corporate sustainability performance by applying the moderating effect of knowledge sharing.

Keywords:

Corporate sustainability; Supply Chain Ethical Leadership; Circular Supply Chain Practices

The Role of Digital Transformation and Blockchain Adoption on Sustainable Supply Chain Performance in the Manufacturing Sector of Pakistan

Muhammad Annan
Pakistan Navy

Hina Fatima
Muhammad Ali Jinnah University – Karachi

Abstract

This research examines the relationship between digital transformation (DT), blockchain adoption (BT), and Sustainable supply chain performance (SSCP), within Pakistan's manufacturing sector. The prior literature has explored Digital transformation (DT) and blockchain adoption concerning Sustainable supply chain performance (SSCP), empirical evidence on the direct impact of DT and BT on SSCP and the direct relation between digital transformation and blockchain remain scarce. To address this gap, data will be collected through a survey-based approach from at least 125 professionals from different manufacturing companies operating in Pakistan. The finding reveals a significant association, which will indicate that DT and blockchain have a positive influence on SSCP. Furthermore, the result will also indicate a positive correlation between DT and Blockchain adoption. In addition to evaluating the perceived impact on several aspects of sustainable supply chain performance, respondents will be asked to rate the degree of DT and BT adoption within their respective industries. Results will be expected to show a strong positive correlation between BT and DT adoption and SSCP. Organizations that use blockchain technology and digital transformation are expected to see improvements in sustainability performance in the areas of the economy, the environment, and society. Furthermore, the companies leading the way in digital transformation are more likely to use blockchain solutions for supply chain management. This study will provide industry practitioners looking to use technology for sustainable supply chain management with useful insights by examining the relationship between digital transformation and blockchain adoption. Moreover, the prospective design of the study permits strategic planning and anticipating possible research outcomes, enabling better-informed decision-making and resource allocation for additional studies.

Keywords:

Digital Transformation; Blockchain Adoption; Sustainable Supply Chain Performance; Manufacturing Sector

Reducing Production Wastages Through Lean Management

Kamran Khan

Muhammad Ali Jinnah University – Karachi

Muhammad Anas Qadri

Muhammad Ali Jinnah University – Karachi

Abstract

This project is to reduce wastages in the Oral Solid Dosage Form department in S., J. G. Fazul Ellahie (Pvt) Ltd at S.I.T.E., Karachi, Pakistan. Particularly, the work is done in the packaging section. The Oral Solid Dosage Form department is an area of production where medicines/drugs are manufactured that are solid and are consumed by mouth, namely tablets, capsules, and dry powder suspensions. Lean Project in facility/factory is implemented in every department to achieve efficiency, efficacy, and continuous improvement. During this period, the task of implementing lean in the packaging department is given to me by our Production Head. Removal of leaflets from the packaging of different Physician Samples is the task I have selected. Secondly, implementing 5 S in Packaging department documentation. The third is to decrease 3 labor of cutting rejection blisters and replacing them with a blister shredder machine in the production department. Leaflets are paper inserts that are given inside a unit pack of medicinal products. It contains information such as the name of the product, formulation, dosage, precaution, indication, adverse effects, storage conditions, company address and specifications, etc. Physician Samples are free samples given to doctors for promotional purposes. 5S is a methodology that aims to create a clean, organized, and productive workplace. It's particularly useful for reducing waste and optimizing productivity. The name "5S" comes from five Japanese terms, each starting with the letter "S," which are used to create an efficient work environment.

Keywords:

Production Wastages; 5 S; Lean Management

Blockchain-Enabled Demand Planning and Forecasting for Sustainable Business Growth

Muhammad Saad Naseem

Muhammad Ali Jinnah University – Karachi

Muhammad Anas Qadri

Muhammad Ali Jinnah University – Karachi

Abstract

The demand-supply chain industry is undergoing a transformative shift towards digitalization, spurred by the advent of blockchain technology. This consultancy study explores the integration of blockchain-enabled demand planning and forecasting techniques within the global supply chain landscape to enhance sustainability and operational efficiency. With a focus on addressing core challenges in demand management, this research delves into the opportunities presented by digitalization for industry relationships and collaboration. Technology offers a decentralized and immutable ledger system, revolutionizing the way data is recorded, shared, and verified across supply chain networks. By leveraging blockchain, organizations can achieve greater transparency, traceability, and trust in demand forecasting processes. Through the utilization of smart contracts and consensus mechanisms, stakeholders can collaborate seamlessly, mitigating the risk of data manipulation and enhancing decision-making capabilities. Emphasizes the importance of sustainability within demand planning and forecasting, recognizing the interconnectedness between supply chain operations and environmental impact. Blockchain-enabled solutions facilitate the tracking of product provenance, enabling organizations to adapt to dynamic market conditions and geopolitical challenges. The research also underscores the significance of digitalization in fostering closer relationships within the industry. Through blockchain-enabled platforms, stakeholders can engage in real-time data exchange, enabling proactive decision-making and rapid response to market fluctuations. Furthermore, by streamlining communication and collaboration processes, digitalization strengthens partnerships along the supply chain, driving innovation and resilience.

Keywords:

Communication; Collaboration Processes; Digitalization; Supply Chain Drivers; Innovation; Resilience

The Impacts of Green Supply Chain Management Practices on Sustainability Performance Moderating Role of Institutional Pressure on the Textile Industries in Karachi

Talha Rehman
EFU Company Ltd

Abstract

This study addresses the pressing need for environmental preservation amidst rapid globalization and industrialization, focusing on the textile industry in Karachi, Pakistan. It investigates the impact of Green Supply Chain Management (GSCM) practices on sustainability performance, considering the moderating role of institutional pressure. Partial least squares (PLS) and SPSS analysis were used to examine data from 400 completed questionnaires, the study finds significant positive relationships between GSCM practices, institutional pressure, and sustainability performance. Specifically, green purchasing, cooperation with customers, and investment recovery are identified as key practices influencing sustainability performance. The findings highlight the crucial role of GSCM in enhancing the environmental and economic sustainability of the textile industry, emphasizing the importance of proactive approaches and innovative strategies in mitigating environmental impacts. The study offers practical recommendations for industry stakeholders and identifies avenues for future research to further explore and advance sustainable practices in the textile sector.

Keywords:

Green Supply Chain Management Practices; Sustainability Performance; Institutional Pressure; Textile Industries

Leveraging Digital Technologies for Improved Visibility and Traceability in Shell Pakistan's Supply Chain

Nimra Ghor

Muhammad Ali Jinnah University – Karachi

Zunair Siddiqui

Shell Pakistan

Muhammad Ibrahim Shamsi

Muhammad Ali Jinnah University – Karachi

Abstract

Shell Pakistan, a dominant player in the downstream sector for over a century, has historically faced challenges like fuel theft and counterfeiting. However, this case study takes a unique approach, examining these issues not as roadblocks, but as opportunities that spurred Shell to develop robust anti-counterfeiting strategies and fuel traceability practices. By evaluating these successful measures, the study aims to highlight Shell Pakistan's innovative approach to supply chain security. The case study aims to provide valuable insights for other companies grappling with similar challenges in securing their products. It will showcase how Shell Pakistan transformed potential vulnerabilities into opportunities for innovation and a more secure supply chain.

Keywords:

Supply Chain Ethical Practices; Fuel Theft; Counterfeiting; Shell Pakistan

Sustainable SCM Impact on Pakistan's Social, Environmental & Economic Factors

Yasir Imam

Sir Syed University of Science and Technology

Muhammad Wamiq

Sir Syed University of Science and Technology

Abstract

This research emphasizes the importance of sustainable supply chain (SSCM) Technology adaption (TA) theory in Manufacturing industries to promote a sustainable environment in Pakistan. In achieving a positive impact on Environmental, social; and economic sustainability within the context of Pakistan. It highlights the importance of technology adoption (TA) and performance measurement in enhancing supply chain performance. The developed countries are already very advanced in the adoption of technologies and sustainable practices. The analysis identified a significant gap from Pakistan's perspective in the current research paper particularly the lack of concentration to adopt sustainable supply chain management (SSCM) in Pakistan. There is a lack of technology usage in Pakistan manufacturing industries usually prefer manual work which increases product costs. Due to manual work system machines carbons, wastages cause direct indirect to the nature and nature response in terms of global warming, heavy rain, and floods this will cause damage to agricultural infrastructure. By integrating sustainable practices and leveraging digital technologies, Pakistani organization can improve their overall performance and contribute to a more sustainable future this will cause improvement in the air quality index, a clean environment, and reduce risk resulting in the economy will boost-up.

Keywords:

Sustainable Supply Chain Practices; Technology Adoption; Digital Technologies

Digital Innovation and Environmental Performance

Waryam Hussain

Sir Syed University of Science and Technology

Muhammad Wamiq

Sir Syed University of Science and Technology

Abstract

In undoubtedly so much scope, digitalization is considered an integral strategy rather than being a competitive or environmental advantage in the industry of Pakistan. Although there are some drawbacks concerning a firm's digital innovation and environmental performance, the future outlook in this area remains optimistic. The focus of this research is on an association between the technological storm and decoding thinking of a world where such storms play a role in ethical decision-making. Through a panel of each 515 companies that represent the Standard and Poor's 500, it usually has more than 2800 observations within the period of 2009 to 2019 that they will be analyzing. It is a technical branch that is setting the trends in implementing new technologies. This result implies that digital strategies are the cornerstone of Pakistani companies' managers' effectiveness, allowing them to shape the environmental footprint while creating competitive capacity. By using natural resources-based rural resources-based view studies, and green and digital quips as a strategy, it ensures that the environments are protected. At the same, innovative and digital solutions are provided for the integration of green and digital approaches in Pakistan.

Keywords:

Digital Innovation; Environmental Performance; Digital Technologies

Sustainable Supply Chain Practices and their Impact on Organizational Culture

Syed Hassan Ali

Sir Syed University of Science and Technology

Abstract

This research is about the development of organizational culture through supply chain sustainable implementation for many industries in Pakistan such as agriculture and textile sectors for increasing sustainable supply chain performance in these industries which play a crucial role in Pakistan's economy. In this research, there are several types of organizational culture development, hierarchy, and group culture. A mixed method was used by the quantitative questionnaire survey from organizations of 187 managers who represent different industries in Pakistan. However, to improve this supply chain sustainable procedure the ensures of external third-party suppliers means close external integration among suppliers and manufacturers or organizations because all types of positive influence will improve the organizational culture and supply chain sustainable performance for this purpose of using hierarchical, developmental culture practices will improve the supply chain performance for an organization.

Keywords:

Supply Chain Sustainability; Organizational Culture; Group Culture

Sustainable Supply Chain Management and SDGs

Umaima Bint-e- Hashmi

Sir Syed University of Science and Technology

Muhammad Wamiq

Sir Syed University of Science and Technology

Abstract

As global worries about resource depletion become deeper, it becomes more urgent for businesses to consider which resources they consume and whether they use them responsibly. This research this topic with the circular supply chains (CSCs) within the context of manufacturing organizations in Pakistan, with a focus on supporting the target of the SDG responsible production and consumption. Making use of the resource-based view (RBV) theories and TOE theories, we study the interrelationship between SSD, EI, DT, ST, and SSCP. Employing the straightforward procedure of random sampling, the data from 375 professionals who are from the manufacturing sector. Analyzing the correlation, we uncover that there are strong, positive bonds between SDS, EI, DT, ST, and SSCP. Especially, the result is that SDS and EI form a fundamental base although the implementation of DT and ST is crucial if the organizations are to achieve sustainable operations in the long term. Complete integration of digital transformation and smart technologies is essential to fully use the advantages of sustainable development strategy and eco-innovation approaches.

Keywords:

Sustainable Supply Chain Management; SDGs; Digital Transformation

CONTEMPORARY PROJECT MANAGEMENT

Evaluating the Causes of Extension of Time Requests in the Construction Projects

Usama Arshad

Zahir Khan & Brothers (ZKB) Engineers & Constructors
Sp23mspm0013@maju.edu.pk

Dr. Junaid Rehman

Mohammad Ali Jinnah University, Karachi
junaid.rehman@jinnah.edu

Abstract

These days, the interruptions and delays in the construction projects have become the common phenomena. These interruptions lead to schedule over-runs and eventually affect the time, cost and quality of the construction projects. The main objective of this research is to identify the key factors that result in the Extension of Time (EOT) requests from the clients. In order to evaluate this, a quantitative research methodology involving a survey questionnaire would be followed by collecting data from the project teams of various construction firms. The sample population would involve project managers, architects, consultants, resident engineers, client representatives of any construction project within the chosen firms. The findings would potentially assist the construction industry in identifying the underlying factors that lead to time extension requests by the construction firms.

Keywords

Extension of Time (EOT); Construction Projects; Schedule Delays

Trends and Challenges in Integration of Sustainability with Project Management

Suleman Afridi

Muhammad Ali Jinnah University
SP23MSPM0001@MAJU.EDU.PK

Muhammad Anas Qadri

Muhammad Ali Jinnah University
anas.qadri@jinnah.edu

Abstract

The rising pressure for sustainable business practices necessitates integrating sustainability into project management. This research explores the trends and challenges associated with achieving this integration. The primary objective was to identify the obstacles faced by organizations when merging sustainability principles into project management processes. A comprehensive systematic literature review provided a foundation by examining key concepts, theories, and approaches within both sustainability and project management. For details, the study employed a survey methodology, utilizing project manager interviews to gather qualitative data. The data analyzed for the key challenges obstructing successful sustainability integration in project management. The research findings will offer valuable insights for organizations seeking to bridge the gap between traditional project management and sustainable project management practices. Understanding these challenges allows organizations to develop solutions and cultivate a culture of sustainability within their project teams. This research significantly contributes to the existing knowledge on integrating sustainability into project management. It not only explores trends and challenges, but also provides valuable insights that can inform future research in this crucial and evolving field.

Keywords

Sustainability, Project Management, Challenges, integration, Organizational Culture, Engineering Industry, Systematic Literature Review

How Inflation Affects the Construction Industry Projects: A Critical Enquiry on the Underlying Factors

Usama Arshad

Zahir Khan & Brothers (ZKB) Engineers & Constructors
Sp23mspm0013@maju.edu.pk

Dr. Junaid Rehman

Mohammad Ali Jinnah University, Karachi
junaid.rehman@jinnah.edu

Abstract

High inflation rate is a globally faced problem, especially in the developing countries. Pakistan is a developing country; it has seen unprecedented inflation during the past five years. The inflation rate in 2021 was 8.9%, in 2022 was 12.15% and in 2023, it rose to 29.18%, thus witnessing an increase of 20.28% just during the past 2 years. This phenomenon led to increased prices of the raw materials (such as steel & cement.), thereby affecting the quality and progress of the projects due to cost and schedule overruns and thus posing negative impacts on the overall growth of the construction industry in Pakistan. To ascertain the factors responsible for the tremendous inflation encountered during the past few years, a quantitative research methodology was adopted. Accordingly, the data were collected using an online survey questionnaire from the team members who worked on various construction projects in 9 construction firms of Pakistan. Out of 30 common factors of inflation identified and evaluated via survey method, the most common factors according to the data collected from the key stakeholders included: increased energy and utility prices, heavy reliance on foreign loans, depreciation of rupees against the dollar, increased energy import bill and subsequent loss of foreign exchange etc. The careful consideration of the above factors and subsequent review in government policy on construction industry coupled with some tax reductions and incentives introduced would help promote the growth of this industry, giving a boost to the national economy.

Keywords

Construction Industry Projects, Rising Inflation, Raw Material Cost

Still waiting for our next client: Upsell Now

Syed Mohammad Aun Razi

Institute of Business Management (IoBM)
std_27257@iobm.edu.pk

Manahil Fatima

Institute of Business Management (IoBM)

Aaqiba Fahim

Institute of Business Management (IoBM)

Hafsa Arif

Institute of Business Management (IoBM)

Abstract

This case study covers core details about client acquisition techniques used by ecommerce marketing agencies. In December 2019, Ashraf, a graduate of Mehran University with a degree in engineering, found himself disillusioned with his career path during a frigid night in Sukkur. After grappling with job dissatisfaction and delayed salaries, he resigned and embarked on an entrepreneurial journey, founding Upsell Now, a digital marketing agency specializing in e-commerce, on February 5, 2020. This case study explores Ashraf's journey from the agency's challenging inception through its operational strategies to achieve a sustainable business model, highlighting the crucial roles of perseverance and strategic flexibility. Initially faced with no portfolio or market recognition, Ashraf utilized YouTube tutorials to learn the ropes of digital marketing. The agency's strategy revolved around leveraging social media for client engagement, utilizing targeted digital advertising, and providing personalized services to small businesses. The study further examines the impact of strategic adjustments and the importance of continuous learning and adaptation in the business. Despite initial struggles with client acquisition and retention, strategic shifts focusing on niche markets, leveraging personal networks, and optimizing digital platforms gradually stabilized the business. By 2022, Upsell Now had established a consistent client base, reduced churn rates, and steady revenue growth. The case of Upsell Now illustrates that with the right strategies and resilience, new ventures can overcome initial obstacles, with a focus on niche markets, personalized service, and effective digital marketing tools being key to long-term sustainability and growth in the competitive landscape of digital marketing.

Keywords

Digital Marketing Agencies, Freelancing, Client Acquisition Systems, Remote Working, Self Employed, Client Hunting.

The Role of Digital Technology in Project Management: A Systematic Literature Review Focusing on the Sub-Saharan Africa

Douglas Owusu Boakye

B01037276@studentmail.uws.ac.uk

School of Computing, Engineering & Physical Sciences
University of the West of Scotland, Paisley, Scotland, UK.

Dr. Sheheryar Mohsin Qureshi

sheheryar.qureshi@uws.ac.uk

School of Computing, Engineering & Physical Sciences
University of the West of Scotland, Paisley, Scotland, UK.

Abstract

This study explored digital technology's role in project management in Sub-Saharan Africa through a systematic literature review (SLR) of 15 studies. Selected from databases like ResearchGate, Semantic Scholar and Google Scholar. Adopting the Critical Appraisal Skills Programme (CASP) to ensure that high-quality studies were selected. Microsoft Excel facilitated data collection and analysis using thematic analysis. The study results reveal that interactive voice response (IVR), SMS, Internet of Things (IoT), drones, AI, etc. are forms of digital technology. Offering benefits like improved quality, speed of work, cost efficiency, and optimization in complex environments were the effects of digital technology on project management in the Sub-Saharan region. Finally, challenges encountered include stakeholder resistance, lack of expertise, funding, high cost of digital technology, and inadequate power supply. Recommendations include investment in digital infrastructure, like project management software, cloud computing services, and high-speed internet to facilitate technology adoption in the Sub-Saharan region.

Keywords

Project Management, Systematic Literature Review (SLR), Digital Technology, Socioeconomic environment, Sub-Saharan Africa, Internet of Things (IoT), Artificial intelligence (AI)

Integrating Project Management in Ongoing Pharmaceutical Drug Development

Danish Anmol

Muhammad Ali Jinnah University
Sp23mspm0007@maju.edu.pk

Atique Ur Rehman

Muhammad Ali Jinnah University
vf.atiqueurrehman@maju.edu.pk

Abstract

This paper presents a comprehensive exploration of the integration of project management skills, methods, practices, and procedures in an ongoing drug development project within the pharmaceutical industry. Focused on the collaborative efforts of a multidisciplinary team, the study delves into the application of project management principles to streamline the complex process of drug discovery and development. Drawing from a real-world project currently in progress, the paper elucidates how project management frameworks facilitate effective planning, resource allocation, and risk management throughout the drug development lifecycle. It highlights the pivotal role of project managers in orchestrating cross-functional teams, ensuring adherence to timelines, and navigating regulatory requirements. Utilizing a case study approach, the paper navigates through key stages of drug development, from initial research and formulation to preclinical studies, clinical trials, and eventual regulatory approval. It showcases the implementation of project management tools and techniques tailored to the pharmaceutical context, such as milestone tracking, risk assessment, and stakeholder engagement. Moreover, the paper underscores the significance of integrating project management methodologies in enhancing project efficiency, reducing time-to-market, and maximizing the likelihood of successful drug commercialization. It discusses the challenges encountered and lessons learned in applying project management practices within the dynamic and highly regulated pharmaceutical landscape. By providing insights into the ongoing development of a pharmaceutical product, this paper contributes to the growing body of literature on the intersection of project management and drug development. It emphasizes the importance of adopting a structured approach to project management in driving innovation and improving patient outcomes within the pharmaceutical industry.

Keywords

Project management, Drug development, Systematic incorporation, Commercialization, Milestone planning & Economic constraints.

An Exploratory Analysis of the Impact of Leadership on Project Outcomes in the Real Estate Development Industry: The Case of the African Sub-Region

Ransford Boadi

B00485193@studentmail.uws.ac.uk
School of Computing, Engineering & Physical Sciences
University of the West of Scotland, Paisley, Scotland, UK.

Dr Sheheryar Mohsin Qureshi

sheheryar.qureshi@uws.ac.uk
School of Computing, Engineering & Physical Sciences
University of the West of Scotland, Paisley, Scotland, UK.

Abstract

This research investigates leadership styles within the African real estate development sector—specifically transformational, transactional, laissez-faire, democratic, and selling—and their impact on project outcomes and challenges. Utilising Saunders' Onion model, the study adopts an interpretivist philosophy and a qualitative approach, systematically reviewing literature and applying a six-step thematic analysis to rigorously selected studies. The findings indicate that these leadership styles notably influence team cohesion, customer satisfaction, problem resolution, and the timely completion of projects within budget constraints. Significant challenges include regulatory issues, gender bias, resource shortages, technological and training gaps, and adherence to quality standards. The study emphasises the need for leaders to engage with policymakers to drive reforms that enhance leadership effectiveness in the sector. It also underscores the necessity for robust leadership frameworks to navigate these challenges, offering sector-specific insights to inform policy and practice reforms in the African real estate landscape.

Keywords

Project management; Systematic Literature Review (SLR); Leadership; Real Estate Development; African Sub-region; Systematic Literature Review; Project Outcomes

Exploring the Impact of Green HRM Practices on Corporate Sustainability: A Mediating Role of Green performance

Komal Hassan

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Kashaf Sabir

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Fariha Younus

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Misbah Asad

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Dr. Muhammad Hafeez

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad, Pakistan

Abstract

This study investigates the relationship between green recruitment and selection, green training and development, and corporate sustainability in the context of the leather industry in Pakistan. Green recruitment and selection and green training and development serve as the independent variables (IVs), corporate sustainability as the dependent variable (DV), and green performance as the mediating variable (MV). Data will be collected from employees working in various roles within the leather industry using a simple random sampling technique. The collected data will be analyzed using Smart PLS Structural Equation Modeling (SEM) to examine the direct and mediated effects. This research aims to contribute to the understanding of how green HRM practices influence corporate sustainability outcomes in the specific context of the leather industry in Pakistan. The findings could provide valuable insights for practitioners and policymakers seeking to promote sustainability in the industry through strategic HRM interventions.

Keywords

Green HRM, corporate sustainability, green recruitment, green training, green performance

The Role of Tourist's Attitude and Norms in Promoting Sustainable Travel: A Mediating Role of Green Behavioural Intention

Usha Kumari

ushakumari67578@gmail.com

Department of Business Administration,
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Zara Mahesar

Department of Business Administration,
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Savera Hussain

Department of Business Administration,
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Sawaira Mushtaq

Department of Business Administration,
Shaheed Benazir Bhutto University, Shaheed Benazirabad

Abstract

In the pursuit of fostering sustainable tourism practices, understanding the role of individual attitudes and societal norms towards environmental conservation is paramount. This study delves into the relationship between green attitude, sustainable norms, and sustainable tourism among local tourists in Pakistan. Utilizing convenience sampling techniques, data was collected from a sample of local tourists. Structural Equation Modeling (SEM), specifically Partial Least Squares (PLS), was employed to analyze the data. The findings reveal significant positive relationships between green attitude, sustainable norms, and green behavioral intention, with the latter acting as a mediating variable between the former two constructs and sustainable tourism. This study contributes to the burgeoning literature on sustainable tourism by elucidating the mechanisms through which individual attitudes and societal norms influence sustainable behavioral intentions, thereby impacting sustainable tourism practices.

Keywords

Green attitude, Sustainable norms, Sustainable tourism, Green behavioral intention, Pakistan

Assessing the Efficacy of Behavioural Influencing Strategies in Energy Efficiency Projects for Commercial & Educational Buildings

Altaf Mazhar Soomro

altaf.m.soomro@student.uts.edu.au

University of Technology Sydney

Dr. Junaid Rehman

Mohammad Ali Jinnah University, Karachi

junaid.rehman@jinnah.edu

Abstract

Building energy efficiency projects are highly influenced by a variety of factors; among the ones that can enhance building efficiency are occupants' energy behaviours. Energy interventions, especially nudging tools, have proven significant in influencing human behaviour to use building energy resources efficiently. This paper develops an agent-based model (ABM), considering a novel socio-technical framework that draws upon energy interventions. The model aims to predict the effectiveness of nudges in the form of interventions for energy conservation in educational buildings. The project is being conducted at a modern, open façade and interconnected building of an Australian University. The investigations show that various energy efficiency strategies and interventions can be influenced to optimise energy in university buildings, thereby reducing global greenhouse emissions. Those include eco-feedback systems, interactive IoT systems and human-centred recommendation systems. It has been demonstrated that the combination of behavioural influencing techniques is more effective, and because of this, the simulation results of ABM models predict more accurate outcomes.

Keywords

Energy Efficiency, Behavioural Influence, Agent-Based Modelling

Bridging Household Needs: A Seamless tech Solution (KADOM)

Muhammad Zain Khan

SP23MSPM0043@maju.edu.pk

Inciter Technologies

Dr. Junaid Rehman

Mohammad Ali Jinnah University, Karachi

junaid.rehman@jinnah.edu

Abstract

In today's fast-paced world, convenience is paramount, especially when it comes to managing household tasks and maintenance. This paper introduces Kadom, a revolutionary mobile application project designed to streamline and simplify home maintenance services. Kadom offers users a one-stop solution for all their household needs, providing easy access to a diverse range of services including general mounting, furniture assembly, plumbing, beautician services, interior design, remodeling, and more. Built on the React Native framework, Kadom ensures a seamless user experience across both iOS and Android platforms. The web panel interface, powered by PHP technology and backed by a MySQL database, facilitates efficient management of service providers and bookings. Additionally, static content management ensures that users have access to up to-date information and offers. Project management principles and methodologies are integral to Kadom's development process, ensuring timely delivery and adherence to quality standards. Agile methodologies are employed to iteratively refine features based on user feedback, while regular communication channels facilitate collaboration among team members and stakeholders. With Kadom, users can effortlessly book services by simply entering their location and selecting from a pool of experienced service providers, rated and reviewed by fellow users. Daily updates and exclusive offers further enhance the user experience, while secure and convenient payment options guarantee a hassle-free transaction process. Kadom not only addresses the everyday household problems faced by customers but also serves as a platform for service providers to showcase their skills and connect with potential clients. By bridging the gap between users and service providers, Kadom aims to revolutionize the way household services are accessed and delivered, ultimately enriching the lives of both parties involved. Initial user testing and feedback indicate a high level of satisfaction with Kadom's user interface and functionality. Kadom represents a significant advancement in the realm of household service applications, offering a comprehensive solution that caters to the needs of both users and service providers. By leveraging modern technology and user centric design.

Keywords

Agile project methodology, Design, communication, Bookings, Technology, Customers, Household, Service.