INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2025

(AI and Human Collaboration: Reshaping Future Business Landscape)

ABSTRACT BOOK

ORGANIZED BY

FACULTY OF BUSINESS ADMINISTRATION
MOHAMMAD ALI JINNAH UNIVERSITY, KARACHI

📅 29-30 MAY, 2025

icbm.maju.edu.pk

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ABOUT ICBM 2025

The Faculty of Business Administration, Mohammad Ali Jinnah University (MAJU), Karachi, Pakistan is organizing the International Conference on Business & Management (ICBM) 2025 on May 29-30, 2025, under the theme "AI and Human Collaboration: Reshaping Future Business Landscape". The ICBM 2025 offers a platform for academics, researchers and practitioners to share knowledge, exchange ideas and discuss the latest research and trends in business & management.

ICBM 2025 CHAIRS

PATRON
Prof. Dr. Zubair Ahmed Shaikh

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

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

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INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT
ICBM 2025

May 29-30, 2025
Karachi, Pakistan
www.icbm.maju.edu.pk

(AI and Human Collaboration: Reshaping Future Business Landscape)

CALL FOR PAPERS

The Faculty of Business Administration, Mohammad Ali Jinnah University (MAJU), Karachi, Pakistan is organizing the International Conference on Business & Management (ICBM) 2025 on May 29-30, 2025, under the theme "AI and Human Collaboration: Reshaping Future Business Landscape". The ICBM 2025 offers a platform for academics, researchers and practitioners to share knowledge, exchange ideas and discuss the latest research and trends in business & management.

STRATEGIC HRM, LEADERSHIP AND INNOVATION
1. Human-AI Collaboration for digitally networked societies
2. Sustainable HRM: Rethinking People, Processes & Technologies
3. Green Knowledge, Innovation and Leadership
4. Diversity, Inclusion and Wellbeing

FINANCE, ACCOUNTING AND ECONOMICS
1. Sustainable Finance: Cryptocurrencies, Blockchain, and AI
2. Digital Banking and Fintech
3. Agriculture, Food Security, and Climate Finance
4. Financial Markets and Corporate Governance

MARKETING AND ENTREPRENEURSHIP
1. The Future of Consumer Interaction
2. Emerging Technologies in Marketing
3. Digital Advertising Innovations
4. Data Analytics and Predictive Marketing

SUPPLY CHAIN AND OPERATIONS MANAGEMENT
1. Resilient and Adaptive Supply Chains: AI for Risk Management and Agility
2. Sustainable and Responsible Supply Chains: AI for a Greener Tomorrow
3. The Human-AI Partnership: Shaping the Future of Supply Chain Work
4. Digital Supply Chain Ecosystems: AI, IoT, and Blockchain in Action

HUMAN-AI SYNERGY IN SOCIAL SCIENCES: RETHINKING LEARNING, IDENTITY, AND PROFESSIONAL PRACTICE
1. AI and Pedagogical Shifts in Language and Education
2. Psychological Well-being and Human-AI Interaction
3. Reforming Teacher Education and Licensing for the Future
4. AI's Role in Shaping Curriculum, Literacy, and Identity

IMPORTANT INFORMATION

Conference Website	https://icbm.maju.edu.pk/icbm-2025/
Conference Email	icbm@maju.edu.pk
Paper Submission Template	Available at ICBM 2025 Website
ICBM 2025 Paper Submission Link	https://cmt3.research.microsoft.com/ICBM2025
ICBM 2025 Poster Submission	Please make submissions via conference registration link (google form)
Conference Registration Link	https://shorturl.at/4llpS

KEY DATES

Paper Submission Open	March 15, 2025
Paper Submission Deadline	April 30, 2025
Acceptance/Rejection Notification	May 05, 2025
Final Submission Deadline	May 10, 2025
Final Acceptance/Rejection Notification	May 12, 2025
Registration Deadline (Early Bird)	May 15, 2025
Registration Deadline (Standard)	May 20, 2025
Main Conference	May 29-30, 2025

ICBM 2025 CHAIRS

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Prof. Dr. Zubair A. Shaikh (President MAJU)

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The invited best 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:

- Jinnah Business & Economics Research Journal (JBERJ)
- Archives of Management and Social Science
- Journal of Law, Social and Management Sciences
- Habibia Islamicus
- NICE Research Journal of Management Sciences
- International Journal of Trends and Innovation in Business & Social Sciences (TIBSS)
- Sports Sciences and Physical Education Review (SSPER)
- International Journal of Contemporary Business and Economics (IJCBE)*
- Qualitative Research Review and Learning (QRR&L)
- Journal of Political Science and Administration (JPSA)
- Journal of Social Media and Society (JSMS)

ATTENDANCE MODE

PARTICIPANT CATEGORY	PHYSICAL	EARLY BIRD (PHYSICAL PARTICIPANTS)	ONLINE
Researcher and Academic (National)	Rs 7000	Rs 4000	Rs 3500
Researcher and Academic (International)	50 USD	35 USD	25 USD
MAJU Faculty and Staff	Rs 5000	Rs 3500	-
Student (National)	Rs 5000	Rs 3500	Rs 2500
Student (International)	40 USD	25 USD	20 USD
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

For further queries, please contact our Conference Managers:
Mr. Muhammad Anas Qadri (icbm@maju.edu.pk; anas.qadri@jinnah.edu; Ph: 021-111-87-87-87 - Ext: 313 (for sponsorships & external collaboration related queries)
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PATRON

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

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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
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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 Professor and 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)

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

Dr. Junaid is serving as Associate Professor and currently heading the MS (Project Management) Program of Mohammad Ali Jinnah University (MAJU), Karachi, Pakistan. He is also the CEO & Lead Trainer at Knowledge360. He has more than 16 years of national & international experience that spreads across multiple industries as Federal Government Officer, Academic, Project Manager, Researcher and Consultant. Dr. Junaid completed his PhD on a fully-funded Australian government RTP scholarship. While previously serving as Director at Office of Research, Innovation and Commercialization (ORIC) of MAJU, he conceived and introduced first of its kind concept called "ORICOMETER", a performance monitoring & showcasing tool/dashboard for the ORICs of Pakistani Universities.

He is a HEC & British Council Certified Research Grants Management Specialist and ORICs Trainer. Recently, he was also appointed as HEC Approved National Trainer/Resource Person for Capacity Building of the Faculty and Staff in the Universities of Pakistan and HEC. He has trained, Guided, Supervised and Mentored over 10,000 Individuals (Corporate Professionals, University Faculty Members, Researchers, Senior Government Officers and MS/PhD Students) during the past 10 years. Previously, he served at HEC-Pakistan in different departments, and also as the Head of Research Journals/SSHRCP where he facilitated scientific research through research journals & thematic 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 30 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 41 publications which include 2 books, 2 book chapters and 37 research papers in reputed journals and A-ranked conferences. During the past 5 years, he has attained a WoS Cumulative Impact Factor (CIF > 55), with one of his papers published in a high IF journal (International Journal of Information Management, WoS I.F: 27, QI). He is also a Reviewer in more than 1 dozen leading WoS 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

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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

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

Dr. M. Ibrahim Shamsi, is a renowned expert in Supply Chain Management, holding PhD 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.

CONFERENCE THEMES

S #	Tracks	Session Chairs
1	**STRATEGIC HRM, LEADERSHIP AND INNOVATION** • Human-AI Collaboration for digitally networked societies • Sustainable HRM: Rethinking People, Processes & Technologies • Green Knowledge, Innovation and Leadership • Diversity, Inclusion and Wellbeing	• Dr. Ghulam Muhammad • Dr. Aamir Feroz Shamsi • Dr. Muhammad Fareed • Dr. Amir Iqbal Umrani • Dr. Kamran Ahmed Soomro • Dr. Sahar Qabool • Dr. Noman Soomro • Dr. Usman Ghani • Dr. Saba Gulzar • Dr. Muhammad Asif • Dr. Junaid Rehman Shaikh
2	**FINANCE, ACCOUNTING AND ECONOMICS** • Sustainable Finance: Cryptocurrencies, Blockchain, and AI • Digital Banking and Fintech • Agriculture, Food Security, and Climate Finance • 4. Financial Markets and Corporate Governance	• Dr. Muhammad Azam • Dr. Muhammad Noman • Dr. Shahida Suleman • Dr. Abdur Rahman Aleemi • Dr. Abdullah • Dr. Raja Rehan • Dr. Abid Mehmood
3	**MARKETING AND ENTREPRENEURSHIP** • The Future of Consumer Interaction • Emerging Technologies in Marketing • Digital Advertising Innovations • Data Analytics and Predictive Marketing	• Dr. Muhammad Zahid • Dr. Muhammad Wamiq • Dr. Humera Shaikh • Dr. Rao Rashid • Dr. Arman Khan • Dr. Sadia Shaikh • Dr. Junaid Ansari • Dr. Raja Irfan Sabir • Dr. Shumaila Kashif
4	**SUPPLY CHAIN AND OPERATIONS MANAGEMENT** • Resilient and Adaptive Supply Chains: AI for Risk Management and Agility • Sustainable and Responsible Supply Chains: AI for a Greener Tomorrow • The Human-AI Partnership: Shaping the Future of Supply Chain Work • 4. Digital Supply Chain Ecosystems: AI, IoT, and Blockchain in Action	• Dr. Muhammad Ibrahim Shamsi • Dr. Sheheryar Mohsin Qureshi • Dr. Muhammad Hafeez • Dr. Sarah Wali Qazi • Dr. Bushra Tufail • Dr. Muhammad Wasif • Dr. Ida MD Yasin • Dr. Syed Mehmood Hasan
5	**HUMAN-AI SYNERGY IN SOCIAL SCIENCES: RETHINKING LEARNING, IDENTITY, AND PROFESSIONAL PRACTICE** • AI and Pedagogical Shifts in Language and Education • Psychological Well-being and Human-AI Interaction • Reforming Teacher Education and Licensing for the Future • AI's Role in Shaping Curriculum, Literacy, and Identity	• Dr. Naeem Akhtar

SESSION CHAIRS

STRATEGIC HRM, LEADERSHIP AND INNOVATION

Dr. Ghulam Muhammad

Affiliation: Mohammad Ali Jinnah University, Karachi
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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.

Dr. Sahar Qabool

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Areas of Expertise: Human Resource Management

Dr. Sahar Qabool is cluster Human Resource Management at Jinnah University for Women. Her academic credentials are enriched by curriculum development, MS/MPhil and PhD supervision, and oversee final year research projects and capstones in HRM, bridging theoretical knowledge with industry practices. Prior to current role, she served as an Assistant Professor at the Karachi Institute of Economics and Technology (KIET) where she was Head of the Department at the Shahrah-e-Faisal campus, managing curriculum implementation, faculty development, and student counseling. Dr. Qabool has authored research papers published in reputable national and international journals and supervised PhD and MS/MPhil research studies. She has served both in academia and industry at different positions for various projects and responsibilities.

Dr. Noman Soomro

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Areas of Expertise: Human Resource Manager

Dr. Noman Soomro is an accomplished academic and industry professional, currently serving as the Program Manager for the BABS and BS Entrepreneurship Programs at the Faculty of Management Sciences SZABIST University Karachi Campus. With 15 years of combined experience in both academia and industry administration, Dr. Soomro brings a wealth of expertise to his role.

His research contributions have been published in both national and international journals, and he was honored with the Peer Review Excellence Award by the South Asian Journal of Human Resource Management. This journal is indexed in prestigious databases including WOS, Scopus, ABDC, and ABS. Dr. Soomro has also successfully supervised over 50 research students, guiding them toward academic success.

Beyond his administrative and academic duties, Dr. Soomro has provided numerous consultancies to the industry, focusing on revising policy manuals and evaluating training programs. He is a full-time faculty member at SZABIST University Karachi. Additionally, he serves as a Board of Study and Faculty member, trainer, guest speaker, and PhD dissertation evaluator at various other universities.

Dr. Usman Ghani

Affiliation: Iqra University, Karachi.
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Area of Expertise: Organizational Behavior, Human Resource Management, and Knowledge Management.

Dr. Usman Ghani is an Associate Professor at Iqra University, Karachi, Pakistan. He earned his Ph.D. in Business Administration from the University of Science and Technology of China. His research specializes in organizational behavior, human resource management, and knowledge management. Dr. Ghani is also a postdoctoral fellow at Xiamen University, China, and currently contributes actively to academic research. He has published extensively in high-impact international journals such as Journal of Business Ethics, Current Psychology, Personnel Review, and Management Decision, and published over 40 peer-reviewed articles indexed in SSCI. He is a recognized HEC-Pakistan approved Ph.D. supervisor and frequently reviews for leading journals. Moreover, he is also editorial board member for different well-reputed journals like Journal of Innovation and Knowledge (SSCI, Q1, Impact Factor 15.6) and Journal of Management Sciences (ABS-1)
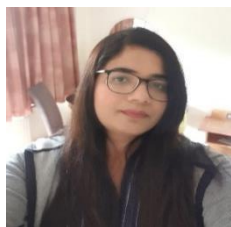
Dr. Saba Gulzar

Affiliation: IoBM, Karachi
Official Email: saba.gulzar@iobm.edu.pk
Areas of Expertise: Organizational Behaviour and Human Resource Management

Dr. Saba Gulzar is a dedicated academic and researcher affiliated with the Institute of Business Management (IoBM), where she has significantly contributed to the field of Human Resource Management and organizational behavior. With extensive experience in teaching and academic administration, she is actively engaged in curriculum design and quality assurance, particularly for doctoral-level programs. Dr. Gulzar is currently developing advanced courses such as Digitalization in HRM, aligning academic theory with the demands of the digital age. Dr. Gulzar has authored numerous research papers published in reputable national and international journals.

An emerging expert in leadership and motivation coaching, she is deeply passionate about empowering students and professionals through group coaching, leadership development programs, and future-of-work preparedness. Her work reflects a commitment to bridging academic learning with practical application in organizational settings. Ms. Gulzar has supervised numerous graduate research projects and regularly contributes to academic reviews, course development, and mentoring. She is also exploring content-based coaching through blogs, podcasts, and group workshops, with a vision to support young professionals and corporate teams in enhancing personal growth and workplace effectiveness. Her research interests include employee motivation, digital transformation in HR, organizational culture, leadership development, technology-enhanced workspaces, and future skills for sustainable careers. She is frequently invited as a reviewer, speaker, and academic panelist, contributing to educational excellence across institutions.

Prof. Dr. Muhammad Fareed

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Areas of Expertise: Strategic HRM, Organizational Culture, CSR and Firm Sustainability

Prof. Dr. Muhammad Fareed is currently serving as an academician and researcher at the School of Business – University of Economics and Human Sciences in Warsaw (Poland). He has obtained his Ph.D and MHRM from Universiti Utara Malaysia (AACSB accredited) where he served seven years as an Assistant Professor. His research is inclined towards but is not limited to; strategic human resource management, organizational behavior and development, human capital development, organizational culture, business innovation and management, firm sustainability, firm innovativeness, mixed-method research. Dr. Fareed has successfully completed various research grants from the industry and Ministry of Higher Education (MOHE) – Malaysia.

Dr. Aamir Iqbal Umrani, Associate Professor

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Areas of Expertise: Strategic Management, HRM, Organizational Behavior, Entrepreneurship, Innovation, and Small Businesses

Dr. Aamir Iqbal Umrani is currently serving as an Associate Professor in the Department of Business Administration, Sindh Madressatul Islam University (SMIU). Prior to joining the SMIU. Dr. Umrani earned his Ph.D. in Management from the Universiti Teknologi PETRONAS, Malaysia and MBA in Strategic Management from the Universiti Teknologi Malaysia. Dr. Umrani has twelve years of teaching experience in Pakistan and abroad. He has been teaching and participated as an active member of the statutory bodies for various curriculum development, academic policy making, research orientation, and student well-being. Dr. Umrani has an extensive experience of industry and academia and still actively collaborating with all stakeholders in assisting academic fraternity.

Prof. Aamir Firoz Shamsi, PhD

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Area of Expertise: Management & HR

Prof. Dr. Shamsi has experience of academic administration in multiple universities (Former Dean and HODs) along with teaching of business-related courses. He is a good team member and a leader who wants to develop teams and takes the teams along with him. He is engaged with Behavior and System Management (BSM) as consultant and Trainer. Besides this, he has been involved in research supervision at MBA, MS and PhD levels. So far, he has produced 09 PhDs and more than 15 MS/MPhil and 55 MBAs in research domain. He has 47 research based refereed publications on his credit. He is HEC Approved Supervisor, HEC Trained Teacher and referee of 5 local and international research journals. He is Editor in Chief of HEC approved, "Y" category journal of international status.

Dr. Kamran Ahmed Soomro
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Areas of Expertise: Management Sciences, Leadership, Sustainability

He is PhD in Management Sciences from Huazhong University of Science & Technology, HUST, Wuhan, China. He is currently working as the Associate Professor and HoD Graduate Programs in the Faculty of Management Sciences and Managing Editor of Journal of Independent Studies and Research (JISR-MSSE) at SZABIST University Karachi.

His research is published in local and international reputed journals, his area of research is management, leadership and sustainability. He teaches at graduate and postgraduate programs with creative teaching methodology. He is also a Sindh HEC certified Trainer for faculty development. Dr. Kamran has leadership skills and he has cofounded Thinkers Tribe, a volunteer-based platform to encourage youth engagement for achieving Sustainable Development Goals. Besides, he is expert at teaching and writing case studies.

DR. MUHAMMAD ASIF
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Area of Expertise: Management Sciences, Sustainability

Currently serving as an Associate Professor at Bahria University, Karachi Campus, with over 20 years of experience in teaching, research, and administrative roles. Previously held the position of Associate Professor with additional responsibilities as Acting Dean and Head of the Department of Management Sciences at City University of Science and Information Technology, Peshawar, Pakistan. Additionally, served as the Chief Editor of a Higher Education Commission (HEC)-recognized journal in Management Sciences.

He is actively engaged with various national and international research bodies, contributing as an editorial team member, keynote speaker, and session chair. Earned a Ph.D. in Management Sciences from Qurtuba University of Science and Information Technology, Peshawar, in July 2019, following an MS in Management and an MBA from Pakistan. Prior to academia, served as Vice Principal at a College of Commerce and Technology for ten years. Key achievements include obtaining NBEAC accreditation for BBA and MBA programs, accrediting and indexing research journals with national and international bodies, securing HEC recognition (Y Category) for two research journals.

FINANCE, ACCOUNTING AND ECONOMICS

Dr. Muhammad Noman

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Area of Expertise: Labour Economics, Public Finance, Economic Planning and Development, Health Economics.

Dr. Muhammad Noman is an accomplished academic and researcher with a PhD in Economics from the Applied Economics Research Centre, University of Karachi. Currently serving as an Assistant Professor at Mohammad Ali Jinnah University, he brings over a decade of teaching experience across several reputable institutions. Dr. Noman specializes in subjects such as microeconomics, macroeconomics, development economics, and statistical analysis. His research portfolio includes multiple HEC-recognized publications both nationally and internationally, with contributions in labour economics, occupational safety, gender disparity, and macroeconomic policy. He has also received the Best Teacher Award and consistently earns high student evaluations. Beyond academia, he has contributed to significant research projects on climate change and economic resilience in Pakistan.

Dr. Shahida Suleman

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Areas of Expertise: Financial Economics, Finance, Economics, Macroeconomics Labour Economics, Islamic Banking and Finance, International Trade

Dr. Shahida Suleman is academician and researcher with a PhD in Economics and Finance from Sunway University, Malaysia. She also completed her postdoctoral studies in Economics and Finance at the Kulliyyah of Economics and Management Sciences, International Islamic University Malaysia. Currently serving as an Assistant Professor at Mohammad Ali Jinnah University, Karachi, she brings a wealth of teaching and industry experience from various reputable institutions.

Her teaching and research expertise spans a wide range of subjects, including Corporate Finance, Islamic Banking and Finance, Financial Risk Management, Sustainable Economics, Microeconomics, Macroeconomics, Development Economics, and Statistical Analysis. Dr. Shahida has an extensive publication record with numerous HEC-recognized journals, both nationally and internationally. Her scholarly work contributes significantly to areas such as finance, trade Finance, labor economics, sustainable development, macroeconomic policy, and corporate governance. She has actively participated in international conferences, presenting her research on multiple platforms.

Dr. Abdullah
Affiliation: Universiti Utara Malaysia
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Areas of Expertise: Corporate Finance, Financial Management

Dr. Abdullah is serving as an International Senior Lecturer in the School of Economics, Finance and Banking at the Universiti Utara Malaysia. He is also pursuing a Post-Doctorate at Jiangsu University, China. He served the Karachi Institute of Economics & Technology for 10 years, starting in 2014, and was designated as an Associate Professor. He has a PhD degree with a major in financial management from Southwest Jiaotong University, China, Masters in Business Administration, and Bachelors in Business Administration with a major in finance from Karachi Institute of Economics & Technology. He has published several research papers in esteemed research journals indexed by SSCI, Scopus, ABDC, and ESCI. He has published in notable research journals such as Corporate Social Responsibility & Environmental Management, Journal of the Knowledge Economy, Environment Development & Sustainability, Research in International Business & Finance, and Emerging Markets, Finance & Trade. Dr. Abdullah has also presented research papers at several international conferences held in Malaysia, China, Singapore, Turkey, and Pakistan. Moreover, he serves as a reviewer for several international research journals. His research interests include ESG, sustainable development, capital budgeting, corporate governance, political connections, earnings quality, Islamic finance, and stock market development.

Dr. Abid Mehmood
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Area of expertise: Bank Risk, Credit Risk, Risk Management, Corporate Finance, Investment & Fintech.

Dr. Abid Mehmood is Senior Assistant Professor at the department of business studies, Bahria Business School, Bahria University Karachi. He has experience of teaching several varied courses in the Finance domain. Currently, he is teaching BBA, BS(A&F), MBA and MS courses. He supervises undergraduate and graduate level students in their research projects and supervises PhD research theses.

Dr. Abid Mehmood possesses more than 25 Years of diverse experience of industry and academia. He has served both in academia and industry at different positions for various projects and responsibilities. He also served internationally in gulf, southeast Asia and US firms.

Dr. Abdur Rahman Aleemi

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Cell: 0311-3222133
Area of Expertise: Corporate Finance, Financial Economics, Digital Finance & Fintech, Financial Inclusion and Market Structure.

Dr. Abdur Rahman Aleemi is Associate Professor and Founding Chairperson of the IBHM Research and Development Cell at the Institute of Business & Health Management, Dow University. Dr. Aleemi is also a Certified Fintech Professional (CFF-Pro). He possesses more than 15 Years of diverse experience at 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 such as ICAP.

Dr. Raja Rehan

Affiliation: Khadim Ali Shah Bukhari Institute of Technology
Official Email: dr.rajarehan@kasbit.edu.pk
Area of Expertise: Finance, Capital Structure, Energy Economics, Sustainability, Financial Technologies

Dr. Raja Rehan is a Post-Doctoral Fellow at the Institute of Islamic Banking and Finance (IiBF), International Islamic University Malaysia (IIUM). He holds a Ph.D. in Finance from the University Kuala Lumpur (UniKL), Malaysia. In addition to his post-doctoral research, Dr. Rehan serves as a Professor and Dean of the Faculty of Management Sciences at Khadim Ali Shah Bukhari Institute of Technology (KASBIT), Karachi, Pakistan. Previously, he held the position of Dean, Faculty of Management Sciences, at ILMA University, Karachi. He has also contributed as a research assistant on a funded project at UniKL, where he began integrating his academic insights into practical research applications. Before transitioning fully into academia, Dr. Rehan amassed nearly 12 years of industry experience as a Finance and Accounts Executive. His corporate work encompassed key areas such as fund management, portfolio management, financial reporting, and the analysis of financial statements. As an active researcher, Dr. Rehan has published numerous scholarly articles in both international and local journals of repute. His primary research interests lie in Capital Structure, Capital Markets, Energy Economics, Financial Crises, Sustainability, Islamic Finance, and Financial Technologies

MARKETING AND ENTREPRENEURSHIP

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 UNFCC (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.
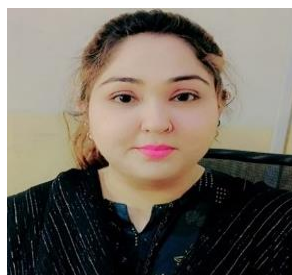
Dr. Humera Shaikh
Affiliation: Mohammad Ali Jinnah University, Karachi, Pakistan
Official Email: humera.shaikh@jinnah.edu
Area of Expertise: Human Resource Management, E-HRM, Educational Performance Analytics, Strategic HR Planning

Dr. Humera Shaikh is a committed academic and researcher currently serving at Mohammad Ali Jinnah University, Karachi. She earned her Ph.D. in management, with a specialized focus on managerial performance of Higher Education Institutions in Sindh Province. Her research offers valuable insights into how digital HR systems can transform educational institutions by streamlining planning, training, monitoring, and evaluation processes.

Dr. Shaikh is deeply passionate about the intersection of technology and education. Her work reflects a strong commitment to improving institutional effectiveness and teacher performance through evidence-based HR practices. She brings a disciplined work ethic, emotional intelligence, and a strategic mindset to every role she undertakes, whether it is research supervision, classroom teaching, or departmental service.

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.

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. Arman Khan

Affiliation: Shaheed Benazir Bhutto University, Shaheed Benazirbad, 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. Junaid Ansari

Designation: Associate Professor
Affiliation: Institute of Business Management, Karachi
Official Email: Junaid.ansari@iobm.edu.pk
Email: junaid.ansari2007@gmail.com
Phone: +92 345 336 4754
Areas of Expertise: Business Analytics, Technology/Innovation, Marketing, and Mixed Methods

Dr. Junaid Ansari is a multifaceted professional with a robust background in software engineering, entrepreneurship, and academia. He holds a Ph.D. in Business Management from the Institute of Business Management (IoBM), where he also completed his MBA with a focus on Advertising and Media Management. His foundational education includes a Bachelor's degree in Computer Science and IT from NED University, Karachi.

Dr. Ansari currently working as an Associate Professor in the Management & HRM Department at IoBM. He has been imparting knowledge in IT and business-related courses since 2014 at different institutions. With over a decade of experience in the IT sector, Dr. Ansari has led numerous projects across both public and private sectors. As the Project Manager at CATCOS Pvt Ltd since 2010, he has overseen the development of significant systems, including research survey platform for the State Bank of Pakistan and service desk solutions for the Securities & Exchange Commission of Pakistan. His entrepreneurial ventures, such as PTNEST, have garnered recognition, including the prestigious P@SHA ICT Award.

Dr. Ansari's research contributions are notable, with publications in esteemed journals such as the Journal of Islamic Marketing, Sage Open, Cogent Business & Management. He has been a reviewer of several WoS and Scopus Indexed journals. Also, he has been working on research grants and was awarded with HEC NRPU research project. He has organized the different academic events such as Eureka Fair, Workshops, and different seminars. He was the convener of International Conference on Business Management and Sustainability ICBMS 2023 held in IoBM. His work often explores the intersection of technology, management, and marketing, reflecting his diverse expertise.

Prof. Dr Raja Irfan Sabir

Affiliation: University of Central Punjab
Official Email: irfan.sabir@ucp.edu.pk
Area of Expertise: Innovation & Marketing

Having Teaching, Research, Administrative and Professional experience of Twenty-Five Years at local and international institutes, Dr. Sabir is currently working as Full Professor at the Faculty of Management Sciences, University of Central Punjab (UCP), Lahore, Pakistan. Along with Academic & Research responsibilities, he is/has also served in different administrative positions, including Head of Department; Head, Strategic Pillar; Team lead for Industry-Academia Linkages.

His teaching and research interests include Social and Techno Entrepreneurship, Innovation and Technology Management, New Product Development, Marketing Research, and Consumer Behaviour. Dr Sabir has published 50 research papers, has successfully supervised 40 Research Graduates and 50+ Undergraduate Students. Also, for the last 10 years, he has been actively mentoring Startup projects / businesses. Dr. Sabir is also an active member of Product Development and Management Association (PDMA), USA since 2007. He is also the nominated President of PDMA-Pakistan Chapter since Oct, 2020 with the objective of developing the culture of Innovation in Academia and Industry through the Hexa-Helix Model. Dr Sabir is also an EU Certified Entrepreneurial Coach as well as a Certified Trainer for Design Thinking.

Dr. Shumaila Kashif

Affiliation: College of Business Management, Institute of Business Management
Official e-mail: Shumaila.kashif@iobm.edu.pk
Area of Expertise: Marketing, Retail, Branding, Advertising and Consumer Behavior

Dr. Shumaila Kashif serves as Assistant Professor at the Department of Marketing, Institute of Business Management. She is an experienced academic with over 13 years dedicated to sharing Marketing knowledge, curriculum development and promoting research. Dr. Kashif utilizes learning exchange at undergraduate, MBA and MS/PhD, core and elective marketing courses.

In her corporate experience, she was a B2B strategist with 9+ years of driving successful national and international business development in textile, food and retail sectors. She believes the power of community driven change marketing can offer through conscious consumption, ethical advertising and responsible brand communication for meaningful social impact.

SUPPLY CHAIN AND OPERATIONS MANAGEMENT

Dr. Muhammad Hafeez
Affiliation: Shaheed Benazir Bhutto University, Pakistan
Official Email: mhafeez@sbbusba.edu.pk
Areas of Expertise: Corporate Sustainability, Leadership, E-Recruitment, Workplace Spirituality, Employee Performance, Organizational Citizenship Behavior (OCB), Workplace Politics, Conflict Management.

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 University 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. Sarah Wali Qazi
Affiliation: College of Business Management, IoBM
Official Email: sarah.wali@iobm.edu.pk
Areas of Expertise: General Management and Research

Dr. Sarah Wali Qazi is the Acting Associate Dean (Graduate & Postgraduate Programs), Head of Graduate Programs, and Associate Professor at the College of Business Management, IoBM. With over a decade of academic and research experience, she specializes in qualitative research and has supervised 100+ postgraduate theses. Dr. Qazi has published widely in HEC-recognized and international journals and serves as a reviewer for several peer-reviewed publications. Her expertise extends to strategic planning, faculty development, and women empowerment consulting with microfinance institutions. Her research interests include CSR, sustainability, women entrepreneurship, and gender equality. She is also a guest speaker, trainer, and evaluator at national and international academic forums.

Dr. Bushra Tufail

Affiliation: IoBM, Karachi
Official Email: Bushra.tufail@iobm.edu.pk
Areas of Expertise: Supply Chain and Logistics Management, Sustainable and Green Supply Chain

Dr. Bushra Tufail is a dedicated researcher and academic currently serving as an Assistant Professor at the Institute of Business Management (IoBM), with a strong focus on green supply chain management, environmental sustainability, and logistics innovation. She has an impressive publication record in prestigious international journals such as *Environmental Development & Sustainability*, *Economic Research*, and *Engineering Economics*, covering topics like eco-innovation, sustainable finance, and CSR integration in operations. As a research advisor at several institutions and supervisor of numerous capstone projects, Dr. Tufail has contributed significantly to advancing applied research in the supply chain field. Her academic insights are grounded in more than a decade of corporate experience in senior supply chain roles at Bonanza Satrangi and Prestige Apparel, where she led initiatives in lean operations, sustainable packaging, and value chain optimization. Her dual background allows her to blend theoretical rigor with real-world application in both her research and teaching.

Dr. Muhammad Wasif

Affiliation: NED University of Engineering and Technology, Karachi
Official Email: mwasif80@gmail.com
Areas of Expertise: Smart Manufacturing, Project Management, Supply Chain Management, Industry 4.0, Artificial Intelligence in Manufacturing, Operations Management

Dr. Muhammad Wasif is an Associate Professor in the Department of Industrial and Manufacturing Engineering at NED University of Engineering and Technology (NEDUET), Karachi. He also serves as the Director of the Quality Enhancement Cell (QEC), where he oversees institutional compliance with ISO 9001:2015, the Higher Education Commission (HEC), and the Pakistan Engineering Council (PEC) standards. In addition to his academic role at NEDUET, Dr. Wasif teaches in the MBA and Postgraduate Diploma programs at the Institute of Business Administration (IBA), offering courses in Smart Manufacturing, Project Management, Supply Chain Management, and Statistical Quality Control.

His research interests include Industry 4.0, Artificial Intelligence, and Data Analytics, through which he has published over 50 research articles, including 30 in peer-reviewed journals, secured 2 patents, and supervised 8 PhD scholars (3 graduated). Dr. Wasif has obtained over Rs. 880 million in research funding from national and international agencies, including the European Union and the Finance Commission of Pakistan. He is an experienced trainer, having conducted professional development programs for organizations such as OGDCL, PARCO, K-Electric, and Hinopak. His consultancy work spans various industrial sectors, with a focus on quality enhancement, supply chain integration, and process optimization

Dr. Ida Md Yasin

Affiliation: Associate Professor in Putra Business School (PBS), Malaysia
Official Email: ida@putrabs.edu.my
Areas of Expertise: Corporate Sustainability, Leadership, E-Recruitment, Workplace Spirituality, Employee Performance, Organizational Citizenship Behavior (OCB), Workplace Politics, Conflict Management.

Dr. Ida Md Yasin is a distinguished academic and researcher at Putra Business School (PBS), Malaysia. She holds a Bachelor of Economics (Honors) from the International Islamic University Malaysia, a Master of Economics, and a Ph.D. in Quality and Productivity Improvement from the National University of Malaysia (UKM).

Dr. Ida has extensive experience in teaching and research, particularly in the areas of business and management. At PBS, she plays a vital role in supervising PhD and Master's students and contributes to the delivery of MBA programs. Her academic and professional pursuits are complemented by her certifications, including the Certified Sustainable Supply Chain Professional (CSSCP) and Certified Professional Marketer (CPM – Asia).

She is a life member of the Case Writers' Association of Malaysia, actively involved in developing teaching case studies for applied business education. As a recognized country expert on Knowledge Management for the Asian Productivity Organization (APO), Japan, Dr. Ida regularly engages in research, training, and consultancy initiatives aimed at enhancing organizational performance and knowledge-driven development.

Dr. Sheheryar Mohsin Qureshi

Affiliation: University of the West of Scotland, Paisley, Scotland, UK.
Official Email: sheheryar.qureshi@uws.ac.uk
Area of Expertise: Project Management, Quality Management, Operations Management, Human Resources: Quality C Management, Statistical modelling, Sustainability issues, Supply chains, Blockchain applications.

With more than 18 years of experience in academia, 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 C Technology, specializing in the area of Quality Management in 2009. In 2015, he earned his Ph.D. from Hanyang University, 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; Blockchain 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 C 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. In recognition of his invaluable contributions and expertise in higher education, he has been awarded the 'Fellowship – Higher Education Academy' (Advance HE, UK) – the FHEA title. He also holds the title of 'Professional Engineer' (PE) from the Pakistan Engineering Council (PEC).

Dr. Syed Mehmood Hasan

Affiliation: Royal Holloway University of London, - United Kingdom
Official Email: msyed.hasan@rhul.ac.uk
Area of Expertise: Supply Chain, Operations Management, Industrial Engineering, Strategic Management

Dr. Syed Mehmood Hasan holds a position of Lecturer (Senior) of Digital Engineering Management in London Graduate School – EE – EPMS at Royal Holloway University of London. He holds a status of Fellow of Higher Education (FHEA) in UK. He is a Course Director of Project Management. Module leader for MSc Dissertations for 4 courses in Engineering and Operations Management Unit. Working as a Chair – Departmental Research Ethics Committee too. He is also working as a Visiting Tutor in University of Manchester, Leeds Business School and Middlesex University London for supervision in post-graduate dissertation.

Prior to this, he was an Assistant Professor in Department of Industrial and Manufacturing Engineering in NED University of Engineering and Technology, Karachi-Pakistan. He was a Director in Office of Research Innovation & Commercialization (ORIC) in N.E.D University for 7 years. He got a PhD in Strategic Supply Chain Management from School of Engineering and Sciences at University of Greenwich (London - UK) working in the development of collaborative framework in extended enterprises within manufacturing sectors.

He holds an honors degree in engineering from N.E.D University of Engineering & Technology, Pakistan, and master's in engineering management from University of Greenwich, UK. His research interests are strategic management, supply chain management, operations management and collaborative frameworks within manufacturing and supply chain environments. Dr. Syed Mehmood Hasan can be contacted at: syed.hasan@rhul.ac.uk; syed.m.hasan@hotmail.co.uk

HUMAN-AI SYNERGY IN SOCIAL SCIENCES

Dr. Naeem Akhtar

Affiliation: Muhammad Ali Jinnah University, Karachi
Official Email: naeem.akhtar@jinnah.edu
Areas of Expertise: Educational Leadership, Experiential Learning, Teacher Licensing & Policy, Research Methodology, Communication & Curriculum Design, English Linguistics & Literature

Dr. Naeem Akhtar is currently serving as Assistant Professor at Muhammad Ali Jinnah University, Karachi. With over 15 years of experience in higher education, he has held academic and leadership positions at prestigious institutions including SZABIST University, IoBM, UoK, Bahria and Newports Institute.

He holds a PhD in Education with a specialization in Experiential Learning and a Postdoctoral Fellowship focused on Educational Policies and Teacher Licensing in Sindh. Dr. Akhtar has over 45 research publications in national and international journals, with focus areas including experiential learning, communication skills, teacher licensing, and educational leadership. He has supervised more than 40 MS and PhD theses and actively contributes as Editor-in-Chief and reviewer for several academic journals. His leadership in organizing international conferences and his contributions to research and educational reform highlight his commitment to advancing quality education and academic excellence.

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Dr. Ida Md. Yasin

Affiliation: Putra Business School , Malaysia
Email: ida@putrabs.edu.my
Area of Expertise: Management and Business Economics

Dr. Ida Md. Yasin is an Associate Professor at Putra Business School, Malaysia, where she has been serving since February 2016. She earned her Ph.D. from Universiti Kebangsaan Malaysia (UKM), with her dissertation focused on "Knowledge Management Capabilities of the Manufacturing Sector in Malaysia."

Dr. Ida brings a wealth of experience from both academia and government. Prior to joining Putra Business School, she held key leadership positions including Senior Manager at the Malaysia Productivity Corporation (MPC)—an agency under the Ministry of International Trade and Industry (MITI)—and Chief Deputy Director at MITI itself. She has also served as a Knowledge Management Expert with the Asian Productivity Organization and has been an Expert Panelist for the Research and Development Fund under the Ministry of Science, Technology and Innovation (MOSTI).

A prolific researcher, Dr. Ida has authored 62 research publications and actively contributes to the academic community as a reviewer for journals such as the Asian Journal of Case Research, Jurnal Pengurusan, and the Journal of Commerce, Economics, and Social Sciences. She has delivered numerous speeches, undertaken consultancy projects, and made media appearances. Dr. Ida has participated in 23 seminars and holds membership in five professional institutes. Outside of her academic and professional endeavors, she is an avid sports enthusiast. Her favorite games include table tennis, volleyball, badminton, netball, and darts. She has represented the MPC team in the MITI & Agencies Tournament, as well as competed at the university and school levels.

Mr. Ghazanfar Ali Khan

Affiliation: Mehran Commercial Enterprises
Email: Ghazanfar.khan73@gmail.com
Area of Expertise: Management, Economic Policy

Mr. Ghazanfar Ali Khan serves as the Executive Director of Mehran Commercial Enterprises (MCE), a Karachi-based company established in 1987 that specializes in the automotive sector. Under his leadership, MCE has expanded its international collaborations, notably signing a technical agreement with an Indonesian auto parts manufacturer to enhance technology and skills development within the MCE team.

Mr. Khan has been recognized for his contributions to bilateral trade between Indonesia and Pakistan. He also holds a prominent position as Chairman of the Pakistan-Vietnam Business Council of the Federation of Pakistan Chambers of Commerce & Industry (FPCCI) for the 2024–2025 term. In addition to his role at MCE, Mr. Khan has been involved in industry associations, having served as Chairman of the Auto Committee of the Korangi Association of Trade and Industry.

Mr. Ahmed Ali Siddiqui

Affiliation: IBA, Karachi
Email: aasiddiqui@iba.edu.pk
Area of Expertise:
Islamic Capital Markets, Islamic Finance, MIS, Finance

Ahmed Ali Siddiqui is a prominent figure in Pakistan's Islamic finance sector, known for his extensive experience and leadership in both academia and the banking industry. Since August 2015, Mr. Siddiqui has led IBA-CEIF, a center dedicated to advancing Islamic finance through research, education, and industry collaboration. At Meezan Bank, Pakistan's leading Islamic bank, he oversees Shariah compliance and serves as Secretary to the Shariah Supervisory Board. Mr. Siddiqui has advised the government on structuring and issuing Sukuk (Islamic bonds) and Islamic financing transactions.

He holds both BBA (Hons) and MBA degrees in Management Information Systems and Finance from the Institute of Business Administration (IBA), Karachi. Mr. Siddiqui has been instrumental in developing Shariah-compliant financial products and policies, contributing to Pakistan's Islamic finance infrastructure. As a visiting faculty member at IBA Karachi, he teaches courses in Islamic banking, capital markets, and risk management. He has been recognized the most influential personalities in the Islamic economy by Islamica.

Mr. Imran Ali Khan

Affiliation: Deputy Chief Information Officer, Meezan Bank
Email: Ali.imran@meezanbank.com
Area of Expertise: IT Governance and Strategy, Project Management

Mr. Imran Ali Khan is an accomplished IT Strategist with a distinguished track record in Pakistan's Financial Sector and Capital Markets. He has held key leadership roles in some of the country's most prominent organizations, consistently driving innovation and stakeholder value through emerging technologies. Currently, he serves as the Deputy Chief Information Officer at Meezan Bank Ltd., Pakistan's largest bank by market capitalization. Meezan Bank is not only the most profitable financial institution in the country but also boasts unprecedented year-on-year growth. In his role, Mr. Khan leads the digital transformation across all layers of the organization—encompassing Customer Experience, Front Office, Middle Office, and Back Office functions. He has played a pivotal role in enhancing operational efficiency through the optimization of existing IT services and the implementation of transformative new capabilities. From developing compelling business cases to overseeing benefit realization, Mr. Khan has successfully led numerous large-scale projects while representing IT at all organizational levels.

With a comprehensive command over both IT and business domains, Mr. Khan possesses expertise across IT Governance, Project Management, Business-IT Alignment, Automation (Business and Back Office), Quality Assurance, IT Service Management, Information Security, Business Continuity Planning, and Disaster Recovery. Beyond technology, he has made significant contributions to strengthening the organization's control environment by actively collaborating with Cybersecurity, Risk Management, Audit, and Compliance departments. His leadership in managing internal, external, and regulatory audits—from review through to compliance assurance—has further reinforced Meezan Bank's reputation for operational excellence and integrity.

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT ICBM 2025

(AI and Human Collaboration: Reshaping Future Business Landscape)

Panel Discussion -1

"Reimagining Islamic Finance: Conversion, Climate Finance, Sustainability and SDGs"

Moderator

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

Panelists

Mr. Jawad H. Hashmi
General Manager & Chief
Market Operations Officer
Pakistan Stock Exchange
Limited

Mufti Muhammad Imran
Resident Shariah Board Member
NBP Aitemaad Islamic Banking

Mr. Muhammad Faisal Shaikh
Head of Shariah
Compliance and
Advisory, Faysal Bank

Mufti Khawaja Noor ul Hassan
Executive Vice Presentient
Resident Shaiah Board Member
HABIBMETRO Bank

Thursday, May 29, 2025 | CS-Auditorium, Block-C, MAJU | 11:00 AM - 12:15 PM

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT ICBM 2025

(AI and Human Collaboration: Reshaping Future Business Landscape)

Panel Discussion 2
"MAJU Impact: Alumni CEOs Transforming Industries"

Moderator

Mr. Talha Zubair
CEO MATZ Solution

Panelists

Osama Abid
CEO
Al-Hamd International
Group

Hamza Sheikh
CEO and Director Operations
Green Power International

Abdul Kareem Adhia
CEO Olympic Group

Faraz Damani
Director at Astera Software Pakistan
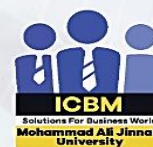and Director at Martechsol Pvt Ltd.

📅 Thursday, May 29, 2025

📍 CS-Auditorium, Block-C, MAJU

🕐 12:15 PM 1:15 PM

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT
ICBM 2025

(AI and Human Collaboration: Reshaping Future Business Landscape)

Panel Discussion -3

"Cooperation in the ERA of Trade Wars: Building International Partnerships for Sustainable Business Development"

Moderator

Syed Hassan Aftab
Public Speaker & Assistant Professor
Mohammad Ali Jinnah University, Karachi

Panelists

Barrister Shahida Jamil
Lawyer and Former Federal Minister for Law and Justice of Pakistan

Prof. Dr. Huma Baqai
Rector, Millenium Institute of Technology & Entrepreneurshp, Karachi, Pakistan

Mr. Junaid ur Rehman
CEO, Artistic Towel Mills Senior Vice Chairman Towel Manufacturing Association of Pakistan SC

Mr. Ali Jillani
Advisor, Asia Pacific Regional CSO Engagement Mechanism, Karachi, Pakistan

Ms. Zil-e-Huma
Deputy Secretary (Universities) Governor/Chancellors Secretariat, Lahore, Pakistan

Mr. Ibrahim Tawab
Director, Agrarian Technologies Karachi, Pakistan

Thursday, May 29, 2025 | CS-Auditorium, Block-C, MAJU | 2:00 PM – 3:30 PM

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INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT ICBM 2025

(AI and Human Collaboration: Reshaping Future Business Landscape)

Panel Discussion 4

"The Future of University-Level English Studies in the Age of AI: Rethinking Curriculum, Pedagogy, and the Role of Educators"

Moderator

Ishtiaq Ahmed Kolachi

Head - Social Sciences Department. MAJU

Panelists

Dr. Muhammad Iftikhar Shafi

Chairperson
English Department
University of Karachi

Dr. Fajer Muhmmad Danish

Royal University
of Bahrain

Minlin Zou

ESL Exeter
University of Exeter
United Kingdom

Dr. Ajab Ali Lashari

Department of
Education SMIU

Thursday, May 29, 2025

AF-Auditorium, Block-B, MAJU

2:30 PM
3:30 PM

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT
ICBM 2025

(AI and Human Collaboration: Reshaping Future Business Landscape)

Panel Discussion -5

"From Cash to Code: Navigating Pakistan's Leap into Islamic Fintech, Crypto, Blockchain & Open Banking"

Moderator

Mr. Adil Mohammed Sami
Executive Vice President and Head of Marketing, Meezan Bank Limited

Panelists

Mr. Haris Inam
Head of Innovation and Enterprise Transformation

Mr. Adnan Nasir
SEVP & Group Chief/Chief Digital Officer, Digital Banking Group

Mr. Saleem Sajjad Ropani
Founder & CRO at GreenSign

Mr. Junaid Zafar
Account Director BPC Pakistan

Mr. Fahad Kamr
Founder & CEO Udhaar Book

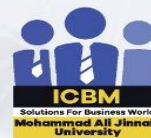Friday, May 30, 2025 | CS-Auditorium, Block-C, MAJU | 10:00 AM – 11:00 AM

Meezan Bank — The Premier Islamic Bank

NBP

VIATZ SOLUTIONS PVT LTD

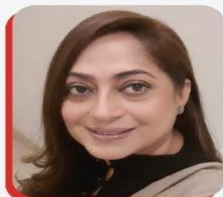# INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT ICBM 2025

(AI and Human Collaboration: Reshaping Future Business Landscape)

Panel Discussion 6

"Teaching the Future: Rethinking Teaching Practices in the Age of AI"

Moderator

Miss Naheed Wasi

Director - Institute of Early Childhood Education and Development

Panelists

Dr. Faird Panjwani

Dean of the Institute for Educational Development, Aga Khan University

Dr. Irfan Ahmed Rind

Dean of the Faculty of Language Studies at Sohar University, Oman

Dr. Syed Irfan Hyder

Vice Chancellor Salim Habib University

Dr. Naeem Akhtar

Associate Professor Mohammad Ali Jinnah University

Friday, May 30, 2025

CS-Auditorium, Block-C, MAJU

12:00 PM 1:00 PM

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT ICBM 2025

(AI and Human Collaboration: Reshaping Future Business Landscape)

Panel Discussion -7

"From Crisis to Opportunity: Rethinking Economic Strategy in Pakistan"

Panelists

Mr. Hanif Gohar
CEO
Gohar Group of Companies

Mr. Mian Zahid Hussain
CEO
KenLubes International

Mr. Zubair Tufail
CEO
Tufail Group of Companies

Mr. Saqib Fayyaz Maghoon
Senior Vice President
FPCCI

Mr. Zia Ul Arfeen
Senior Vice President Karachi
Chamber of Commerce

Moderator
Mr. Mustafa Habib Siddiqui
Sr. Journalist
Director MFM Production

Friday, May 30, 2025 | CS-Auditorium, Block-C, MAJU | 2:00 PM – 3:30 PM

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INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT ICBM 2025

(AI and Human Collaboration: Reshaping Future Business Landscape)

"Islamic Banking & Fintech Pitch Deck"

Our Esteemed Panel of Judges

Mr. Nasir Razak
Head of Shariah Advisory & Products Structuring, Raqami Islamic Digital Bank

Mr. Muhammad Jawad Raza
Head - Data Analytics
Meezan Bank Limited
Karachi, Pakistan

Mr. Hashim Javed
Head of Conversion
UBL Islamic
Karachi, Pakistan

Mr. Fahad Kamr
Founder & CEO
Udhaar Book

Friday, May 30, 2025 | CS-Auditorium, Block-C, MAJU | 12:00 PM – 1:00 PM

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ICBM 2025 AFFILIATED JOURNALS

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.

1. **Jinnah Business & Economics Research Journal (JBERJ)**
    (https://jinnah.edu/jberj/)

2. **Archives of Management and Social Science**
    (https://amss.alliednexuspublisher.com/index.php/1)

3. **Journal of Law, Social and Management Sciences**
    (https://jlsms.org/index.php/jlsms)

4. **Habibia Islamicus**
    (https://habibiaislamicus.com/index.php/hirj)

5. **NICE Research Journal of Management Sciences**
    (https://www.nicerjss.com/index.php/JFME/about)

6. **International Journal of Trends and Innovation in Business & Social Sciences (TIBSS)**
    (https://journals.irapa.org/index.php/TIBS/index)

7. **Sports Sciences and Physical Education Review (SSPER)**
    (https://saturnpublications.com/index.php/ssper/about)

8. **International Journal of Contemporary Business and Economics (IJCBE)**
    (https://www.ijcbe.com/index.php/IJCBE)

9. **Qualitative Research Review and Learning (QRR&L)**
    (https://qrrl.net/index.php/Journal/about)

10. **Journal of Political Science and Administration (JPSA**
    (https://journalpsa.com.pk/index.php/JPSA/about)

11. **Journal of Social Media and Society (JSMS)**
    (https://journalofsocialmediasociety.online/index.php/Journal/1)

INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT
ICBM 2025

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Karachi, Pakistan
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(AI and Human Collaboration: Reshaping Future Business Landscape)

ICBM 2025 CONFERENCE PROGRAM

DAY-1 (THURSDAY, MAY 29, 2025)	
Inaugural Session: 9:30AM – 11.00AM (Venue: Audi-III, Block-C)	
Registration (Welcome Desk, Block-C, Ground Floor)	08:30AM - 09:30AM
Recitation from the Holy Quran	09:30AM - 09:35AM
National Anthem	09:35AM - 09:40AM
Welcome Address by the Patron (ICBM 2025) Prof. Dr. Zubair Ahmed Shaikh (President, MAJU)	09:40AM - 09:50AM
Address by the Chief Guest Prof. Dr. Mukhtar Ahmed (Chairman, Higher Education Commission, Pakistan)	09:50AM - 10:00AM
Keynote Speech-1 Mr. Ghazanfar Ali Khan (Executive Director, Mehran Commercial Enterprises, Karachi)	10:00AM - 10:10AM
Keynote Speech-2 Mr. Ahmed Ali Siddiqui (Senior Executive Vice President, Meezan Bank, Pakistan)	10:10AM - 10:20AM
Keynote Speech-3 Mr. Saquib Fayyaz Magoon (Senior Vice President, FPCCI, Pakistan)	10:20AM - 10:30AM
Tea Break: 10:30 AM – 11:00 AM (Venue: Block-C)	
Panel Discussion-I Reimagining Islamic Finance: Conversion, Climate Finance, Sustainability and SDGs	11:00AM – 12:15PM
Panel Discussion-II MAJU Impact: Alumni CEOs Transforming Industries	12:15PM – 01:15PM
Lunch & Prayer Break: 01:15PM – 2:00PM	

Panel Discussion-III	Panel Discussion-IV	
Panel Discussion-III Cooperation in the ERA of Trade Wars: Building International Partnerships for Sustainable Business Development **Venue: Audi-III (Block-C)**	**Panel Discussion-IV** The Future of University-Level English Studies in the Age of AI: Rethinking Curriculum, Pedagogy and the Role of Educators **Venue: Audi-I (Block-A)**	02:00PM – 03:30PM

Paper Presentations (Parallel Sessions) *(Exact Schedule of Paper Presentations and Venue Details are in the Attachment)*					03:30PM – 07:00PM
Track 1 (Islamic Banking & Finance)	Track 2 (Strategic HRM, Leadership and Innovation)	Track 3 (Marketing and Entrepreneurship)	Track 4 (Supply Chain & Operations Management)	Track 5 (Human-AI Synergy in Social Sciences)	

Free Time: 07:00PM – 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)	Poland (PST -3)

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ICBM 2025 CONFERENCE PROGRAM

DAY-2 (FRIDAY, MAY 30, 2025)	
Registration (Welcome Desk, Ground Floor, Block-C)	08:30AM – 09:30AM
Recitation from the Holy Quran	09:30AM – 09:35AM
National Anthem	09:35AM – 09:40AM
Keynote Speech-4 Mr. Imran Ali Khan (Deputy Chief Information Officer, Meezan Bank of Pakistan)	09:40AM – 09:50AM
Keynote Speech-5 Dr. Ida Md Yasin (Associate Professor, Putra Business School (UPM), Malaysia	09:50AM – 10:00AM
Panel Discussion-V From Cash to Code: Navigating Pakistan's Leap into Islamic Fintech, Crypto, Blockchain & Open Banking	10:00AM - 11:30AM
Tea Break: 11:30AM – 12:00PM (Venue: Block-C)	
Panel Discussion-VI Teaching the Future: Rethinking Teaching Practices in the Age of AI **Venue: Audi-III (Block-C)** / **Islamic Banking & Fintech Deck Pitches** • Building the Islamic Fintech Ecosystem • The Future of Islamic Financial Assets • Halal Crowdfunding Financing • Smart Contracts and Blockchain for Shariah Compliance **Venue: Block D Library**	12:00PM – 1:00PM
Lunch & Prayer Break: 1:00PM – 2:00PM	
Panel Discussion-VII (From Crisis to Opportunity: Rethinking Economic Strategy in Pakistan)	02:00PM – 3:30 PM
Closing Session (03:30PM – 04:30PM) (Venue: Audi-III, Block-C)	
Address By the Chief Guest Prof. Dr. Sarosh Hashmat Lodi (Chairman, CIEC, Sindh HEC) / VC, NED University, Karachi	03:30PM – 03:40PM
Address By the Guest of Honour Mr. Khalid Tawab (Chairman, Tawab Group of Companies, Pakistan)	03:40PM – 03:50PM
Vote of Thanks By President (MAJU)	03:50PM – 4:00PM
Distribution of Certificates & Shields	4:00PM – 4:30PM

------------------------------End of Conference------------------------------

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)	Poland (PST -3)

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ICBM 2025 CONFERENCE PROGRAM

Panel Discussion-I

Reimagining Islamic Finance: Conversion, Climate Finance, Sustainability and SDGs

Participants

- Mr. Ahmed Ali Siddiqui SEVP & Head of Shariah Compliance, Meezan Bank
- Mr. Jawad H. Hashmi (General Manager & Chief Market Operations Officer, PSX, Pakistan)
- Mr. Fouad Farrukh (Group Chief, Aitemaad Islamic Banking, National Bank of Pakistan)
- Mr. Muhammad Faisal Shaikh (Head of Shariah Compliance and Advisory, Faysal Bank, Pakistan)
- Mufti Khawaja Noor ul Hassan (Executive Vice President, HabibMetro Bank, Pakistan)

Panel Discussion-II

MAJU Impact: Alumni CEOs Transforming Industries

Participants

- Mr. Talha Zubair, (CEO MATZ Solutions Pvt Ltd, Pakistan)
- Osama Abid (CEO, Al-Hamd International Group, Pakistan)
- Hamza Sheikh (CEO and Director Operations, Green Power International)
- Abdul Kareem Adhia (CEO Olympic Group, Pakistan)
- Faraz Damani (Director, Astera Software/Director at Martechsol Pvt Ltd, Pakistan)

Panel Discussion-III

Cooperation in the ERA of Trade Wars: Building International Partnerships for Sustainable Business Development

Participants

- Prof. Dr. Huma Baqai, Rector (Millenium Institute of Technology and Entrepreneurship, Karachi, Pakistan
- Mr. Ali Gillani (Advocacy Group Lead, Asia Pacific Regional CSO Engagement Mechanism (APRCEM), Karachi, Pakistan
- Barrister Shahida Jamil, Lawyer and Former Federal Minister for Law and Justice of Pakistan
- Ms. Zil-e-Huma (Deputy Secretary - Universities, Governor/Chancellors Secretariat, Lahore, Pakistan
- Mr. Junaid ur Rehman (CEO, Artistic Mills and Senior Economic Analyst, Karachi, Pakistan)
- Mr. Ibrahim Tawab, Director, Agrarian Technologies Pvt Ltd

Panel Discussion-IV

The Future of University-Level English Studies in the Age of AI: Rethinking Curriculum, Pedagogy and the Role of Educators

Participants

- Dr. Muhammad Iftikhar Shafi (Chairperson, English Department, University of Karachi, Karachi)
- Dr. Fajer Muhammad Danish (Royal University of Bahrain, Bahrain)
- Ms. Minlin Zou (ESL Expert, University of Extere, United Kingdom)
- Dr. Ajab Ali Lashari (Associate Professor, Sindh Madrasatul Islam University, Karachi)

Panel Discussion-V

From Cash to Code: Navigating Pakistan's Leap into Islamic Fintech, Crypto, Blockchain & Open Banking

Participants

- Mr. Adil Mohammed Sami (Executive Vice President and Head of Marketing, Meezan Bank Ltd)
- Mr. Haris Inam (Head of Innovation and Enterprise Transformation)
- Mr. Adnan Nasir (SEVP & Group Chief/Chief Digital Officer, Digital Banking Group, NBP, Pakistan)
- Mr. Saleem Sajjad Ropani (Founder and CRO, GreenSign, Karachi, Pakistan)
- Mr. Junaid Zafar (Account Director, BPC Pakistan)
- Mr. Fahad Kamr (Founder and CEO, Udhaar Book)

Panel Discussion-VI

Teaching the Future: Rethinking Teaching Practices in the Age of AI

Participants
- Dr. Naeem Akhtar (Associate Professor, Mohammad Ali Jinnah University, Karachi)
- Dr. Faird Panjawani (Dean, Institute for Educational Development, Agha Khan University, Karachi)
- Dr. Irfan Ahmed Rind (Dean, Faculty of Language Studies, Sohar University, Oman)
- Dr. Syed Irfan Hyder (Vice Chancellor, Salim Habib University, Karachi)
- Ms. Naheed Wasi (Director, Institute of Early Childhood Education and Development, Karachi, Pakistan)

Panel Discussion-VII

From Crisis to Opportunity: Rethinking Economic Strategy in Pakistan

Participants
- Mr. Hanif Gohar (CEO, Gohar Group of Companies, Karachi, Pakistan)
- Mr. Mian Zahid Hussain (CEO, KenLubes International, Karachi, Pakistan)
- Mr. Zubair Tufail (CEO, Tufail Group of Companies, Karachi, Pakistan)
- Mr. Saqib Fayyaz Maghoon (Senior Vice President, FPCCI, Karachi)
- Mr. Zia Ul Arfeen (Senior Vice President, Karachi Chamber of Commerce, Karachi)

Islamic Banking & Fintech Pitch Deck
- Mr. Nasir Razak, Head of Shariah Advisory & Products Structuring, Raqami Islamic Digital Bank, Karachi, Pakistan
- Mr. Hashim Javed, Head of Conversion, UBL Islamic, Karachi, Pakistan
- Mr. Muhammad Jawad Raza, Head - Data Analytics, Meezan Bank Limited, Karachi, Pakistan
- Mr. Fahad Kamr, Founder & CEO, Udhaar Book

SCHEDULE OF PAPER PRESENTATIONS
(29 May 2025)

		1. Strategic HRM, Leadership and Innovation				
S#	Paper ID	Paper Title	Author(s)	Presentation Time	Mode of Presentation	Room Location (in Block D)
1	2	Exploring Dimensions of AI-Augmented Human Resource Management; Systematic Literature Review study	Ambreen Muzammil* (Bahria University)	29-05-2025, 3:30 pm – 3:45 pm	Physical	DG-C5
2	6	From HRDT to Environmental Performance: Green Talent Management and Green Competency as Drivers of Green Competitive Advantage	Saima Ali* (Muhammad Ali Jinnah University)	29-05-2025, 3:45 pm – 4:00 pm	Physical	DG-C5
3	7	Strategic Adoption of HR Analytics in the Banking Sector: Challenges Theoretical Insights, Roadmap to Pakistan	Farah Pervaiz* (Education & literacy Department Sindh)	29-05-2025, 4:00 pm – 4:15 pm	Physical	DG-C5
4	8	Evaluating Operational Insights from the Big Catch-Up Round 2 Campaign in Sindh: A Mixed-Methods Study on Immunization Recovery Post COVID-19	Shahroz Ahmed* (Sohail Inc)	29-05-2025, 4:15 pm – 4:30 pm	Physical	DG-C5
5	9	Addressing Resistance to HR Analytics Adoption in Manufacturing Sector; a Proposed Strategic Implementation Framework for Emerging Economies	Muhammad Saeed* (Urban Brands)	29-05-2025, 4:30 pm – 4:45 pm	Physical	DG-C5
6	10	Competency Mapping in the Era of Artificial Intelligence: A Tool for achieving High Performance in the Software Development, IT Sector of Pakistan.	Farrell John Menezes* (Shipco Transport Pakistan Pvt Ltd)	29-05-2025, 4:45 pm – 5:00 pm	Physical	DG-C5
7	12	A Semi-Systematic Approach: To Review Green Innovation	Sana Aziz* (Mohammad Ali Jinnah University)	29-05-2025, 5:00 pm – 5:15 pm	Physical	DG-C5

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8	14	Examining The Impact of Instructional Leadership on Teachers' Organizational Commitment: Mediating Role of Teacher Trust in Principal and Teacher Motivation	Quratulain Imran* (Iqra University)	29-05-2025, 3:30 pm – 3:45 pm	Physical	DG-C4
9	18	Primary Health Sector Reforms for Improved Public Health Outcomes in Sindh Province	Dr. Amber Mir Sahito* (Social Protection Department, Government of Sindh); Dr. Junaid Rehman (Mohammad Ali Jinnah University, Karachi)	29-05-2025, 3:45 pm – 4:00 pm	Physical	DG-C4
10	20	Shared Mental Models: A Thematic Literature Review and Research Agenda	Sadia Noor Awan* (Muhammad Ali Jinnah University)	29-05-2025, 4:00 pm – 4:15 pm	Physical	DG-C4
11	21	Navigating challenges: Role of supervisor support and employee ownership in enabling nursing helping behaviors	Muhammad Usman* (Curtin University, Malaysia)	29-05-2025, 4:15 pm – 4:30 pm	Online	DG-C4
12	24	Exploitative Leadership and Employee Negligence: The Role of Job Frustration and Conscientiousness in Healthcare Settings	Dr. Muhammad Asim* (University of Science and Technology of China)	29-05-2025, 4:30 pm – 4:45 pm	Online	DG-C4
13	27	Identifying the Factors Affecting the Nurses' Shortage in Pakistan: A Qualitative Study	Maleeha Jawed* (Agha khan university hospital); Dr. Junaid Rehman (Muhammad Ali Jinnah University)	29-05-2025, 4:45 pm – 5:00 pm	Physical	DG-C4
14	66	The Relationship of Configuration, Internal Communication, and Strategy Formulation with Performance of Allied Health Professionals: A Case of School of Environmental Health at Uganda Allied Health	Maria Clara Mutesi* (Twój Startup); Dr. Muhammad Fareed (University of Economics and Human Sciences in Warsaw)	29-05-2025, 5:00 pm – 5:15 pm	Online	DG-C4
15	62	Sales Promotion and its Effects on Organizational Effectiveness in Nigerian Manufacturing Industry with Reference to Hara Foams and Chemicals Limited of Nigeria	Dr. Muhammad Fareed (University of Economics and Human Sciences in Warsaw) Eno Cynthia Uko* (University of Economics and Human Sciences in Warsaw);	29-05-2025, 5:15 pm – 5:30 pm	Online	DG-C4

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16	52	Strategic Human Resource Practices and Ambidexterity: Evaluating the Role of Organizational Politics in the HPWS–Performance Nexus	Shahjehan Manthar* (Higher Education Commission)	29-05-2025, 3:30 pm – 3:45 pm	Physical	DG-C1
17	54	A Model of Leadership Characteristics for Generation Z of Pakistan	Aamir Zaman* (Muhammad Ali Jinnah University)	29-05-2025, 3:45 pm – 4:00 pm	Physical	DG-C1
18	57	HR Analytics Implementation: Challenges, Determinants, and Future Directions in Organizational Settings	Aziz Ahmed* (Ishrat Husain Pakistan Institute of Living and Learning)	29-05-2025, 4:00 pm – 4:15 pm	Physical	DG-C1
19	59	Artificial Intelligence Adoption in Performance Management Systems: An Integration of UTAUT and Vroom's Expectancy Theory in Pakistani Software Houses	Sana Farooqui* (MAJU)	29-05-2025, 4:15 pm – 4:30 pm	Physical	DG-C1
20	60	Human Resource Audit: A Comprehensive Review of Concepts, Practices, and Future Directions	Shaharyar Sheikh* (Ziauddin University); Aziz Ahmed (Pakistan Institute of Living and Learning)	29-05-2025, 4:15 pm – 4:30 pm	Physical	DG-C1
21	63	Leveraging Green Human Resource Management Practices to Attain Sustainability: Exploring the Moderating Role of Top Management Support	Waheed Zafar* (Mohammad Ali Jinnah University, Karachi) ; Dr. Humera Shaikh (Mohammad Ali Jinnah University, Karachi)	29-05-2025, 4:45 pm – 5:00 pm	Physical	DG-C1
22	82	The role of organizational justice and organizational politics on perceived employee performance	Avinash Advani* (Shahid Afridi Foundation)	29-05-2025, 5:15 pm – 5:30 pm	Physical	DG-C1

2. Islamic Banking and Finance

S#	Paper ID	Paper Title	Author(s)	Presentation Time	Mode of Presentation	Room Location (in Block D)
23	4	Exploring Decision-Making in Investments: The Influence of Heuristics and Financial Literacy at Crossroads	Samia Zia* (Mohammad Ali Jinnah University, Karachi) ; Dr. Muhammad Azam (Mohammad Ali Jinnah University, Karachi)	29-05-2025, 3:30 pm – 3:45 pm	Physical	DF-C1
24	5	Revolutionizing Zakat Monitoring: Leveraging The Potential of Fintech and Blockchain Technology	Samia Zia* (Mohammad Ali Jinnah University, Karachi) ; Dr. Muhammad Azam (Mohammad Ali Jinnah University, Karachi)	29-05-2025, 3:45 pm – 4:00 pm	Physical	DF-C1
25	13	The Impact of CEO Duality, Board Size, and Stakeholder Power on Corporate Carbon Emission: A Three-Way Interaction Approach	Muhammad Adnan* (Jiangsu University)	29-05-2025, 4:00 pm – 4:15 pm	Online	DF-C1
26	16	Assessing the Impact of Climate Change on the Blue Economy and the Well- Being of Coastal Communities in Balochistan	Shah Dost Nasir* (Shaoo)	29-05-2025, 4:15 pm – 4:30 pm	Physical	DF-C1
27	19	The Nexus between CEO Power, Digital Empowerment, CEO Shortsightedness, and Green Innovation: Evidence from a Moderated Median Perspective	Abdullah* (Universiti Utara Malaysia); Muhammad Adnan (Jiangsu University)	29-05-2025, 4:30 pm – 4:45 pm	Online	DF-C1
28	25	Do Foreign Direct Investment and Stock Market Influence Carbon Emissions in Sub-Saharan Africa? Panel Vecm Approach	Kamaldeen Nageri* (Universiti Utara Malaysia); Mariam Woleola (Al-Hikmah University, Ilorin Nigeria)	29-05-2025, 4:45 pm – 5:00 pm	Online	DF-C1
29	31	Nexus Between Fintech Adoption and Bank Performance: Moderating Role of Corporate Governance In Pakistan	Tayaba Saleem* (Bahria University); Aqsa Bhutto (Bahria University); Ashiqa Sultan (Bahria University); Abid Mehmood (Bahria university)	29-05-2025, 5:00 pm – 5:15 pm	Physical	DF-C1
30	51	Navigating Earnings	Shahnawaz Baloch*	29-05-2025,	Physical	DF-C1

		Management: Examining the Influence of Corruption Perception and Institutional Quality: new Evidence From Pakistan	(Muhammad Ali Jinnah University Karachi, Pakistan); Hina Fatima (Muhammad Ali Jinnah University Karachi, Pakistan); Shahida Suleman (Muhammad Ali Jinnah University Karachi, Pakistan)	5:15 pm – 5:30 pm		
31	73	Hytium Blockchain and Smart Contracts for Awqaf: A Sustainable Governance Model for Not-for-Profit Human Development Institutes (NPHDIs)	Muhammad Faisal* (Mohammad Ali Jinnah University); Dr Hina Fatima (Mohammad Ali Jinnah University)	29-05-2025, 5:30 pm – 5:45 pm	Physical	DF-C1
32	75	Exploring the Socio Economic Ramifications of Current Tax Policies in Pakistan	Alvin Faraz* (Mohammad Ali Jinnah University); Mohammad Noman (Mohammad Ali Jinnah University)	29-05-2025, 5:45 pm – 6:00 pm	Physical	DF-C1
33	76	Macroeconomic Determinants of Tourism in ASEAN Countries: An Analysis of Exchange Rates, Foreign Exchange, and Inflation	Riffat Rasool* (Mohammed Ali Jinnah university)	29-05-2025, 6:00 pm – 6:15 pm	Physical	DF-C1
34	79	Evaluating the Influence of Macroconomic Indicators on the Financial Performance of Banking Sector in Pakistan	Abdul Jabar* (Muhammad Ali Jinnah University)	29-05-2025, 6:15 pm – 6:30 pm	Physical	DF-C1
35	80	An Evaluation of Climate Change Factors and their impact on the Credit Risk management in the Banking Sector of Pakistan	Ms. Shumaila Khan* (Mohammad Ali Jinnah University)	29-05-2025, 6:30 pm – 6:45 pm	Physical	DF-C1
36	81	Creating Value through Embedded Finance: Strategic Insights for SMEs	Muddassir Sayeed Siddiqui (Muhammad Ali Jinnah University); Dr. Junaid Rehman (Muhammad Ali Jinnah University); Dr. Shahida Suleman (Muhammad Ali Jinnah University)	29-05-2025, 6:45 pm – 7:00 pm	Physical	DF-C1
37	70	Cross-Country Study of Herding Behavior in South Asian Frontier Stock Exchanges	Mahrukh Riaz* (Muhammad Ali Jinnah University)	29-05-2025, 7:00 pm – 7:15 pm	Physical	DF-C1

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		3. Marketing and Entrepreneurship				
S#	Paper ID	Paper Title	Author(s)	Presentation Time	Mode of Presentation	Room Location (in Block D)
38	1	CureBot: An AI-Powered Health Assistant for Risk Assessment and Medical Guidance	Mayank Gupta* (Lovely Professional University)	29-05-2025, 3:30 pm – 3:45 pm	Physical	DF-C2
39	15	Ecotourism and Community Transformation in Baluchistan: Unveiling the Socioeconomic Shifts Along the Coastal Belt.	Mehboob Adil* (Mohammed Ali Jinnah university)	29-05-2025, 3:45 pm – 4:00 pm	Physical	DF-C2
40	17	Designing a conceptual model for e-waste recycling management in Malaysian SME's	Hafiz Waqas Ahmed Ansari* (Universiti Utara Malaysia)	29-05-2025, 4:00 pm – 4:15 pm	Online	DF-C2
41	22	Exploring the influence of Corporate Social Responsibility on Consumer Purchase Intentions for FMCG Category in Emerging Markets: Systematic literature review using PRISMA	Aisha Anwar Ali* (MSBM) Shumaila Kashif (Institute of Business Administration)	29-05-2025, 4:15 pm – 4:30 pm	Physical	DF-C2
42	26	AI in Digital Marketing: A Framework for Sustainable Competitive Advantage	Sarah Shahid* (Muhammad Ali Jinnah University); Dr. Junaid Rehman (Muhammad Ali Jinnah University)	29-05-2025, 4:30 pm – 4:45 pm	Physical	DF-C2
43	29	Green Innovation and Consumer Resistance: Exploring the Role of Cognitive Factors and Environmental Advocacy	Mazhar Abbas* (UUM, MALAYSIA)	29-05-2025, 4:45 pm – 5:00 pm	Online	DF-C2
44	33	Neuro-Luxury: Immersive Tech Meets Split Brain Theory in the Metaverse	Salman Ashraf Qureshi* (University of Central Punjab)	29-05-2025, 5:00 pm – 5:15 pm	Physical	DF-C2
45	61	Navigating Ethical Dilemmas in Multilingual Marketing: Analyzing the Barriers and Solutions for Global Brands in Pakistan	Sabeen Yaqoob* (National University FAST)	29-05-2025, 5:45 pm – 6:00 pm	Physical	DF-C2
46	74	Driving Sustainable Choices: Examining The Effect of the Green	Nabi Buksh Lakhan*	29-05-2025, 6:00 pm –	Physical	DF-C2

		Marketing Strategies on Green Consumer Behavior of FMCG Products	(Muhammad Ali jinnah University)	6:15 pm		
47	78	Effect of Augmented Reality on Consumer Purchase Intention	Syedah Fatima Hira* (Mohammad Ali Jinnah University); Mirza Naveed Baig (Mohammad Ali Jinnah University)	29-05-2025, 6:15 pm – 6:30 pm	Physical	DF-C2
48	41	Exploring the neural impact of AI-Personalized Advertising: A Cross-Cultural EEG Study	Umair Khan* (Bank Islami)	29-05-2025, 6:30 pm – 6:45 pm	Physical	DF-C2
49	50	Bringing Brands to Life: The Mediating Role of Brand Attachment in the Relationship between Brand Anthropomorphism, Brand Love, and Electronic Word of Mouth	Hajra Arif* (Ziauddin University)	29-05-2025, 6:45 pm – 7:00 pm	Physical	DF-C2

4. Supply Chain and Operations Management

S#	Paper ID	Paper Title	Author(s)	Presentation Time	Mode of Presentation	Room Location (in Block D)
50	55	Driving Strategic Success: The Use of Project-Based Work Methods in the West African Construction Industry.	John Afriyie Owusu* (University of the West of Scotland); Sheheryar Qureshi (University of the West of Scotland); Sadia Majeed (NED University of Engineering & Technology)	29-05-2025, 3:30 pm – 3:45 pm	Online	DF-C3
51	64	Key Drivers of Project Failure in the Construction Industry Across Developing Countries	Walid Fandi* (University of the West of Scotland); Sheheryar Qureshi (University of the West of Scotland); Sadia Majeed (NED University of Engineering & Technology)	29-05-2025, 3:45 pm – 4:00 pm	Online	DF-C3
52	65	Exploring the Impact of Agile Methodologies on Event Management in Nepal	Satabdeeca Giri* (University of west of scotland); Sheheryar Qureshi (university of west of scotland); Sadia Majeed (NED University of Engineering & Technology)	29-05-2025, 4:00 pm – 4:15 pm	Online	DF-C3
53	11	High Performance Work System and Subjective Career Success The role of Ambidextrous Leadership and Job Crafting in the Banking Industry.	Shahid Ali* (Jubilee Life Insurance Limited); Dr. Muhammad Ibrahim (Muhammad Ali Jinnah University)	29-05-2025, 4:15 pm – 4:30 pm	Physical	DF-C3
54	37	Effect of Reverse Logistics on Customer Retention and Profitability	Zarmeena Khan* (Bahria University Karachi Campus); Laamia Saqib Khan (Bahria University Karachi Campus); Inshal Abdul Rehman (Bahria University Karachi Campus)	29-05-2025, 4:30 pm – 4:45 pm	Physical	DF-C3
55	56	Warehouse Inefficiencies, Shortages And Excess Inventory	Sakeena Shaikh* (Bahria University); Amna Munir (Bahria University); Azan Akram (Bahria University)	29-05-2025, 4:45 pm – 5:00 pm	Physical	DF-C3

56	77	Impact of Sustainable Manufacturing Practices on Sustainability Performance: Moderating Role of Digital Transformation in Pakistan's Textile Sector	Muhammad Anas Qadri* (Muhammad Ali Jinnah University); Dr. Ibrahim Shamsi (Muhammad Ali Jinnah University)	29-05-2025, 5:00 pm – 5:15 pm	Physical	DF-C3
57	67	Blockchain Integration in Pakistan's Textile Industry: Enhancing Transparency and Sustainability	Musawir Soomro* (IoBM); Saheer Ali (IoBM); Muhammad Zuhair (IoBM); Syed Obaidullah Shah (IoBM)	29-05-2025, 5:15 pm – 5:30 pm	Physical	DF-C3
58	68	Blockchain Integration in Pakistan's Textile Industry: Enhancing Transparency and Sustainability	Saheer Ali* (IOBM)	29-05-2025, 5:30 pm – 5:45 pm	Physical	DF-C3
59	28	Triple Bottom Line: Need For Recall of the Concept	Asif Ali Bhatti* (Muhammad Ali Jinnah University); Dr. Junaid Rehman (Muhammad Ali Jinnah University); Muhammad Ibrahim (Muhammad Ali Jinnah University)	29-05-2025, 5:45 pm – 6:00 pm	Physical	DF-C3

5. Human-AI Synergy in Social Sciences: Rethinking Learning, Identity and Professional Practice

S#	Paper ID	Paper Title	Author(s)	Presentation Time	Mode of Presentation	Room Location (in Block D)
60	32	Ethical Perceptions of Artificial Intelligence: Insights from English Language Teachers in Pakistani Universities	Insha Khalid Hussain* (Muhammad Ali Jinnah University Karachi)	29-05-2025, 3:45 pm – 4:00 pm	Physical	Block D Library
61	35	Navigating the Complexities of Academic Writing: A Case Study of Business Students	Syeda Sana Atique* (Muhammad Ali Jinnah University Karachi)	29-05-2025, 4:00 pm – 4:15 pm	Physical	Block D Library
62	36	Exploring the World of English Language Students; A Journey Through Learning and Growth	Hafiz Muhammad Saleem* (FUUAST); Muzzamil Ali (FUUAST)	29-05-2025, 4:15 pm – 4:30 pm	Physical	Block D Library
63	40	Exploring the Perceptions of Secondary School Teachers on Teaching Licenses in Sindh: A Qualitative Study	Rabia Ansari* (SZABIST Karachi)	29-05-2025, 4:30 pm – 4:45 pm	Physical	Block D Library
64	44	Analyzing Effectiveness of Digital Technology Tools for Teaching Phonology: A Mixed-Method Research	Ufaq Jamal* (Muhammad Ali Jinnah University)	29-05-2025, 4:45 pm – 5:00 pm	Physical	Block D Library
65	45	Understanding the exact nature of the "War of Nerves" guiding through the lessons concealed in the Battle of the Confederates	Muhammad Khan* (Muhammad Ali Jinnah University)	29-05-2025, 5:00 pm – 5:15 pm	Physical	Block D Library
66	46	Effective Ethical Leadership Practices of Primary School Heads and its Impact on Teachers' Psychological Safety and Performance	Muhammad Imran* (SZABIST); Dr. Naeem Akhtar (Edutech)	29-05-2025, 5:45 pm – 6:00 pm	Physical	Block D Library
67	47	The Impact of Excessive Internet Usage on the Emotional Maturity of Adolescents: A Case Study in Pakistan	Syeda Zaidi* (IECD); Fariha rehan (IECD)	29-05-2025, 6:00 pm – 6:15 pm	Physical	Block D Library
68	48	Challenges Faced by English Teachers in Pakistan	Sonam Alnas* (BBSUL); Lubna Nagpal (BBSUL)	29-05-2025, 6:15 pm –	Physical	Block D Library

				6:30 pm		
69	49	The Role of English Language Teaching in Promoting Intercultural Understanding in Pakistani Classrooms	Shazia Naz* (FUUAST)	29-05-2025, 6:30 pm – 6:45 pm	Physical	Block D Library
70	30	Impact of AI in Enhancing the Writing Performance and Motivational Level of Pakistani ESL Undergraduates	Aiman Qamar* (Bahria University); Khirad Rizwan (Bahria University); Suniya Shakeel (Bahria University); Shagufta Yasmeen (Bahria University)	29-05-2025, 6:30 pm – 6:45 pm	Online	Block D Library

* **Presenting Author**

ABSTRACTS OF THE PRESENTED PAPERS

Strategic HRM, Leadership and Innovation

Exploring Dimensions of AI-Augmented Human Resource Management; Systematic Literature Review study

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Abstract

This literature review provides substantial evidence that the incorporation of Artificial intelligence in Human resource management functions and practices impacts significantly not only on AI based HR processes but on Departmental performance, Employee performance, HR Function(s) performance, Job performance, Managerial performance, Operational performance, Financial performance, Organizational performance, Organizational system performance. The objective of this research is to explore dimensions of AI Augmented human resource management through literature review of 50 articles that were published between 2020 and 2024. A method of content analysis was employed to categorized the articles on AI and Human Resource Management and SPSS analysis results shows frequency that includes dimensions, publications by year, publications by database, publications by journal, publications by region or country, publication by research approach, industry or sector, methodology, theory, independent variables, mediating and moderating variables and type of performance improved. The analysis results highlighted forty dimensions and highly implemented dimensions discussed by researchers in numerous articles that play a dominant role to enhance organizational performance. The literature reviewed on AI Augmented Human Resource management practices sourced from Emerald & Elsevier databases from 34 journals. The empirical method is extensively utilized in literature reviews highlighted that data collected form HR executive, HR directors, HR mangers, HR consultants, HR experts, HR employees mostly in multiple sectors worldwide. Structure equation modelling (SEM) was the most widely adopted approach in various scholarly articles. The literature indicates that AI Augmented Human resource management continues to be a rich area for future research.

Keywords:
Artificial intelligence; Human Resource Management; augmentation

From HRDT to Environmental Performance: Green Talent Management and Green Competency as Drivers of Green Competitive Advantage

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Abstract

The research meticulously explores the integrated conceptual framework of Human Resource Digital Transformation (HRDT) and Green Competitive Advantage (GCA) and the intricate mediating role of green talent management (GTM). It also examines the moderation of green competency (GC) within the context of banking sector of Pakistan, aim to augment the conceptual and practical comprehension of Human Resource Digital Transformation. Data will be collected through quantitative analysis using PLS-SEM and from HR professionals of banking sector in Pakistan. Meanwhile 250 participants shall complete the questionnaires. To validated the suggested model will be tested to find out the relationship between Human Resource Digital Transformation, green talent management and Green Competitive Advantage as well as, the moderation of green competency between the intervening and predictor. This research is the first empirical analysis that incorporates green competitive advantage, green competency and green talent management into the context of human resource digital transformation in the banking sector. Implementation issues as well as the theoretical, managerial and policy implications of effective Human resource digital transformation in green talent management for gaining green competitive advantage in organizations are considered.

Keywords:

Human Resource Digital Transformation (HRDT), Green Talent Management (GTM), Green Competency (GC) and Green Competitive Advantage (GCA).

Strategic Adoption of HR Analytics in the Banking Sector: Challenges Theoretical Insights, Roadmap to Pakistan

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Abstract
The integration of Human Resource (HR) analytics into banking sector has emerged as a transformative force, enabling data-driven decisions in workforce management. This study investigates the adoption challenges and strategic potential of HR analytics in banks, with particular focus on Pakistan. Drawing from established theories such as resourced based view and information processing theory, the research highlights key implementation barriers including fragmented data systems, skill shortages, and resistance to change. Through analysis of industry practices and global case studies, the study proposes a strategic framework to guide banks in effectively deploying HR analytics. The finding offers practical insights to help banking institutions overcome current limitations and harness analytics for competitive advantage and long-term performance.

Keywords:
HR Analytics, Banking Sector, Strategic HRM, Workforce Optimization, Human Capital.

Evaluating Operational Insights from the Big Catch-Up Round 2 Campaign in Sindh: A Mixed-Methods Study on Immunization Recovery Post COVID-19

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Abstract

The pandemic of COVID-19 caused major disruptions in the routine vaccination services globally leading to significant and major immunization gaps among children. To close these gaps, Pakistan implemented the Big Catch-up in 2025 targeting and focusing on vaccinating children under the age bracket of five years within the Sindh province. While strategic frameworks directed the campaign, a comprehensive assessment for the field-level implementation and operational mechanisms remains crucial. This study aims to evaluate the immunization coverage achieved during BCU-Phase 2, identifying key operational strengths and challenges within the district, explore frontline worker experiences and recommend advancements for future campaigns. The study was conducted through mixed-methods design. The quantitative analysis was performed on the secondary data from the Sindh EPI Immunization Registry (SEIR-ZM) and EPI monitoring reports focusing on targeted versus achieved coverage indicators. The qualitative observations were made through semi-structured interviews with District Focal Persons, Union Council Supervisors, and Vaccinators across three purposively selected low-performing districts. The quantitative trends were summarized through descriptive analysis while the qualitative data was analyzed through thematic analysis. The results indicated high overall coverage but also consistent challenges in tracking the defaulters, cold chain management and community support. The field observations are expected to highlight the systemic and adaptive preferences that advanced campaign execution. The integrated findings will provide implementable strategies for strengthening operational efficiency in future immunization campaigns. By analytically examining the BCU-Phase 2 implementation, this study promotes the enhanced catch-up immunization approach in limited resource settings and contributes advancements towards SGD targets for child health and universal immunization coverage.

Keywords:

Immunization Recovery; Zero-Dose Children; Big Catch-Up; Mixed-Methods Study; COVID-19 Impact; Operational Insights

Addressing Resistance to HR Analytics Adoption in Manufacturing Sector; a Proposed Strategic Implementation Framework for Emerging Economies

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Abstract

This study investigates organizational resistance to HR analytics adoption in manufacturing sector of Pakistan, an emerging economy where digital transformation in human resource functions in manufacturing sector remains limited. This study used a qualitative research design. Data were collected through semi structure interviews from 15 experienced HR professionals in manufacturing industry of Pakistan to capture in-depth insights to existing HR analytics practices along with associated significance. The research also explores perceived barriers, cultural and structural constraints and the readiness of organizations to embrace data driven HR practices. A comprehensive literature review provided understanding of previous studies in view of people analytics adoption practices in both developed and developing countries. The data analysis is performed using NVivo-14 software by employing Braun and Clark (2006) thematic analysis whereas research findings highlighted the critical process and common challenges in implementing people analytics. Thematic analysis revealed key factors contributing to resistance including cultural rigidity, limited analytical capabilities, lack of top management support and concerns over data transparency. The results found that manufacturing sector being labor intensive segment and a prominent figure in economic growth lags behind adopting digital practices like people analytics in developing countries. The study's findings also support the pivotal aspects of strategic HR analytics practices besides the challenges associated with their adoption in manufacturing sector. The findings have significant theoretical and practical implications for HR professionals as it serves as a roadmap for effectively integrating data driven HR practices. Overall, this research adds value to the body of knowledge by proposing a comprehensive framework as a strategic tool to enhance data driven decision making and organizational performance.

Keywords:
HR analytics; People analytics; HR analytics framework, Human capital analytics.

Competency Mapping in the Era of Artificial Intelligence: A Tool for achieving High Performance in the Software Development, IT Sector of Pakistan

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Abstract
Competency Mapping is a process that create Employees to move towards the Vision of an Organization while Competency Mapping in the Era of Artificial Intelligence is challenging and needs to be addressed. This research focuses on Competency Mapping and its challenges in the era of Artificial Intelligence and to design a Competency Mapping Model for Managers to achieve High Performance in Pakistan's IT Sector. The rapid advancement of Artificial Intelligence has drastically transformed the IT sector globally, necessitating a shift in competency requirements for professionals. In Pakistan, where there is a growth in the IT Sector organizations must strategically align workforce competencies with evolving technological demands to achieve high performance. This research employs a qualitative approach working on a grounded Theory and inductive approach using NVIVO by conducting 15 semi structured interviews from 5 HR & 10 It Managers and coded them recognizing similarities and differences among the categories. The findings reveal that Competency mapping benefits significantly from combining all these elements. AI-powered tools can link competencies with Skills to identify the skill gaps, performance data to identify areas for development while Training programs can then be designed to address these gaps, foster continuous learning and aligning individual growth with organizational needs. Integrating skills, competencies, performance, technology transformation, AI Driven Skills Transformation and training on a continuous basis ensures a dynamic and forward-thinking approach to workforce management and strategic planning. Previous research aim at a static model, here we designed a model which will be monitored continuously to adapt to the Technology & AI Driven Skills Transformation and adopting to continuous learning and training to achieve performance.

Keywords:
Competency; Technology; Skills; Performance; Artificial Intelligence; Training; Learning.

A Semi-Systematic Approach: To Review Green Innovation

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Abstract

Purpose: The study is dedicated to providing a comprehensive understanding of green innovation (GI) in terms of individual level variables and organizational level variables. To better understand green innovation in businesses, the study conducted a systematic literature review (SLR) after evaluating 52 papers collected from Scopus and Web of Science. This study offers a comprehensive framework for comprehending the significance of green innovation in determining how the company might improve performance through sustainable competitive advantage and attain environmental sustainability.

Keywords:

Green innovation, eco-innovation, environmental innovation.

Examining The Impact of Instructional Leadership on Teachers' Organizational Commitment: Mediating Role of Teacher trust in principal and Teacher Motivation

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Abstract

The present study explores the effect of school principals' instructional leadership practices on teacher organizational commitment employing a mediating effect model. The model suggests that there is a mediating role between teachers' motivation for work and their trust in the principal in the relationship between teachers' organizational commitment and the instructional style of principals' leadership at schools. This study adopted a quantitative research strategy and for this purpose, data was collected from 634 teachers working in private and government secondary schools in Karachi. Results of the study confirm that teacher organizational commitment is significantly affected by the principal's instructional leadership practices, and this relationship is mediated by the teachers' trust in the school principal and teacher work motivation. This study adds to the educational leadership literature by supporting a convincing link in the relationship between teachers' organizational commitment and principals' instructional leadership practices with the mediating role of trust in principals and work motivation

Primary Health Sector Reforms for Improved Public Health Outcomes in Sindh Province

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Abstract
The World Health Organization (WHO) has promoted primary healthcare as a core component of health systems. The policy paper explores the landscape of maternal and neonatal health outcomes in the context of primary healthcare in Sindh, focusing on proactive and preventive initiatives. It delves into the correlation between primary health sector reforms and their impact on Sindh's maternal and newborn health outcomes. Through extensive interviews and discussions with healthcare professionals, policymakers and senior bureaucrats, this research suggests that the government must focus on improving maternal and neonatal health outcomes according to the UN SDG3. The findings reveal that the majority of causes contributing to maternal and neonatal morbidities are preventable through health education, awareness and low-cost initiatives. This research provides valuable insights and recommendations for policymakers and stakeholders to enhance maternal and neonatal healthcare in the region. Policymakers are advised to track funding for Primary Health Care in Sindh to ensure sustainable utilization of resources. It is also suggested to invest in skill enhancement and the utilization of lady health workers and midwives to fill the shortfall of qualified doctors. Moreover, the issue of access to quality healthcare can be resolved through the utilization of telemedicine platforms and mobile health units. Capacity-building initiatives such as training programs for healthcare professionals, continuous medical education and community health worker training are equally critical components in strengthening the primary healthcare system. In short, the government must prioritize primary health care with reference of maternal and neonatal health indicators. This prioritization will not only reduce the burden on the secondary and tertiary healthcare systems but will also improve the overall health indicators of Pakistan.

Keywords:
Primary Healthcare, Neonatal Health, WHO, Public Health Projects, Community Health

Shared Mental Models: A Thematic Literature Review and Research Agenda

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Abstract

Shared Mental Models (SMMs) have gained increasing attention across disciplines due to their pivotal role in enhancing team coordination and performance in dynamic and interdependent settings. This systematic literature review consolidates insights from existing researches to identify definitional aspects, methodological advancements, and research gaps related to SMMs. It provides a comprehensive synthesis of theoretical frameworks, empirical findings, and practical applications while proposing a future research agenda to address unresolved questions.

Keywords:

Shared mental model, team coordination.

Navigating challenges: Role of supervisor support and employee ownership in enabling nursing helping behaviors

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Abstract
The role of supervisory support is critical for mitigating stress outcomes and fostering positive behaviors in the workplace, particularly within high-pressure environments. Therefore, this research seeks to explore how work-related support—specifically from supervisors—interacts with individual traits, such as future orientation, to influence employees' job-related psychological ownership and helping behaviors. Based on a time-lagged approach to data collection, the results indicate that supervisor support during critical situations significantly enhances helping behaviors among nurses, through job-based psychological ownership. Furthermore, the findings demonstrate that an employee's future orientation moderates the connection between supervisory support and psychological ownership, showing more favorable outcomes for individuals with a strong future focus. This study provides practical insights into social exchange theory, elucidating the dynamics of supervisory support that foster psychological ownership and encourage employees to assist their colleagues. The implications of this research guide supervisors on how to effectively demonstrate care through support initiatives, promoting a culture of collaboration and mutual assistance among staff.

Keywords:
Supervisor support, psychological ownership, future focus, helping behaviors.

Exploitative Leadership and Employee Negligence: The Role of Job Frustration and Conscientiousness in Healthcare Settings

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Abstract
Based on COR theory, this study investigates the impact of exploitative leadership (EL) on employee negligence behavior, focusing on nurses in public hospitals in Pakistan. It delves into the mediating role of job frustration and the moderating influence of conscientiousness in this relationship. Drawing on data from 225 nurses, the findings highlight that EL significantly increases negligence behavior, with job frustration acting as a key mediator. Additionally, conscientiousness plays a critical moderating role: higher levels of conscientiousness buffer the negative effects of EL, while lower levels intensify them. These results suggest that hospital administrators can mitigate negligence behavior by addressing exploitative leadership practices and fostering a culture of conscientiousness among staff. This study offers fresh perspectives on leadership dynamics and provides actionable insights for enhancing nursing practices and organizational health in healthcare settings.

Identifying the Factors Affecting the Nurses' Shortage in Pakistan:
A Qualitative Study

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Abstract

The shortage of nurses in Pakistan has become a serious problem that affects the quality of healthcare services provided throughout the nation. With a detail focus on the lived experiences and viewpoints of important stakeholders such as nurses, nursing administrators and policymakers, this study proposal seeks to investigate the root causes of shortage of nurses in Pakistan through a qualitative study design. Key challenges identified from the prior literature includes limited opportunities for career advancement, unfavorable working conditions, poor societal perceptions of the profession and institutional neglect in policy and planning. The literature also reveals those global and regional trends such as burnout, inadequate nursing education infrastructure and governance failures that highlights the important issues in Pakistan. A purposive sampling strategy will be used to select 8–10 participants with direct experience of the nursing shortage, ensuring diversity in institutional backgrounds and geographic settings. Data will be collected through in-depth, semi-structured interviews and will be analyzed thematically. The findings of this research are expected to provide critical insights into the root causes of nursing shortages and will be used to develop evidence-based policy recommendations. Ultimately, this study seeks to inform national healthcare policy by addressing gaps in recruitment process of nurses, retention and their professional development while also contributing to academic discourse on workforce sustainability in developing countries. By engaging deeply with stakeholders and existing literature, the study intends to advance practical and strategic approaches that support and valued nursing profession in Pakistan.

Keywords:

Nursing, Working conditions, Healthcare system, Qualitative study.

The Relationship of Configuration, Internal Communication, and Strategy Formulation with Performance of Allied Health Professionals: A Case of School of Environmental Health at Uganda Allied Health Management Sciences

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Abstract
This research intends to investigate the impact of strategic planning and on the performance of Allied Health Professionals at School of Environmental Health at Uganda Allied Health Management Sciences. A cross-sectional study design was conducted at UIAHMS in Kampala district. A sample of 84 Allied Health Professionals were selected using Krejice and Morgan (1970). Purposive sampling technique was used to distribute the survey questionnaires. The correlations between configuration and internal communication with performance were positive and significant, while the relationship between strategy implementation and performance was insignificant. The findings reveal that configuration affects performance of Allied Health Professionals, given a calm and certain environment, while internal communication positively affects performance if management controls the direction of the communication. Strategy implementation is not significant, perhaps due to the strategies that are not well informed with the Allied health professionals. The implication of the study is that staff tenure should be more certain in order to create a conducive working environment, besides there is need to employ a communications expert to guide the direction of communication, and all staff are to be trained in the institution strategic planning and execution.

Sales Promotion and Its Effects on Organizational Effectiveness in Nigerian Manufacturing Industry With Reference to Hara Foams and Chemicals Limited of Nigeria

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Abstract
The study aims to examine the effect of sales promotion strategies on organizational effectiveness in Nigerian manufacturing industry. The sample of the study comprises of 138 respondents from Hara Foam and Chemicals Nigeria Limited. The purposive sampling method was adopted for the study because the researcher needed to get data from respondents who were willing to respond to the questions. The survey questionnaires were analyzed using simple percent aging. The findings of the study revealed that sales promotion has effects on organizational effectiveness in Nigerian manufacturing industry. Therefore, due attention should be given to the sales promotion strategies by the industry players and by the government authorities in order to augment organizational effectiveness.

Keywords:
Sales Promotion, Nigerian Manufacturing Industry, Organizational Effectiveness

Strategic Human Resource Practices and Ambidexterity: Evaluating the Role of Organizational Politics in the HPWS-Performance Nexus

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Abstract
Organizations are facing issues of employee performance and organizational ambidexterity. The recent studies indicate that perception of organizational politics has caused a negative effect on employee performance and organizational processes. High-performance work systems are a set of coherent practices that increase employee performance and support organizational flexibility, exploration, and exploitation activities. This study investigates the relationship of high-performance work systems with both employee performance and organizational ambidexterity. The study also uses organizational politics as a moderator to determine the change in relationship between the variables when organizational politics moderates. We collected the data from 156 employees in the insurance sector, specifically from companies based in Karachi. We analyzed the data using SEM and Smart-PLS. Results indicate that high-performance work systems significantly contribute to employee performance and organizational ambidexterity. The perception of organizational politics could not significantly influence the relationship of high-performance work systems with employee performance and organizational ambidexterity. The results of the study draw positive inferences for managers to invest in HPWS, as it does not only help in improving employee performance and organizational ambidexterity, but it also restricts the perception of organizational politics.

Keywords:
High performance work systems, HR practices, ambidexterity, organizational politics, employee performance, employee outcomes.

A Model of Leadership Characteristics for Generation Z of Pakistan

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Abstract

In recent years researchers are showing great interest in the fundamental nature of leadership and various models of leadership. Leadership is an old phenomena as old as human society, so it has been a focus and center of many studies and research works. Leadership is the ability or specialty of an individual or group to inspire and empower others to engage in society and guide and lead the followers towards success. This study investigates the distinguished and prominent leadership characteristics perceived as effective and productive by Generation Z individuals within the distinctive socio-cultural context of Pakistan. Generation Z is the latest entry in workforce of current era. Generation Z is the well-educated, technologically competent, and a multi-racial and multi-ethnic generation. In future a big bulge of Generation Z will be the part of work force all around the world. In Pakistan as a future work force, understanding or realizing the leadership expectations of this generation is crucial and critical for organizational development, educational frameworks, economic productivity and national progress. This research will be qualitative research to explore the leadership ideals and values held by Pakistani Generation Z. Leadership characteristics, styles and challenges are the key factors which will be analyzed in this study to develop a context-specific model of leadership characteristics relevant to Generation Z in Pakistan. This research aims to provide valuable insights or information for leaders, politicians, entrepreneurs, educators, employers, and policymakers seeking to understand, engage, and cultivate the leadership potential of this influential and dominant generation within the Pakistani landscape. This study will contribute to a refined understanding of leadership and offer practical implications and suggestions for fostering or developing an effective leadership for Pakistan's Generation Z.

Keywords:

Leadership Effectiveness, Generation Z, Organizational Development, Pakistan

HR Analytics Implementation: Challenges, Determinants, and Future Directions in Organizational Settings

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Abstract

This research examines the evolving field of HR analytics, focusing on implementation challenges and critical success factors within organizational contexts. Human resources analytics (HRA) has emerged as a powerful approach that leverages data analysis and statistical techniques to inform evidence-based decision-making in workforce management. Despite its potential benefits, many organizations struggle with effective implementation and adoption. This study employs a mixed-methods approach, combining a systematic literature review with qualitative interviews of HR professionals from diverse industries. The research identifies five key barriers to HR analytics implementation: data quality and accessibility issues, lack of analytical expertise among HR professionals, insufficient management buy-in, organizational resistance to change, and ethical concerns surrounding data privacy. Results indicate that successful implementation requires what we term the "5C Framework" Commitment from leadership, Change management strategies, Collaboration across departments, Cleanliness of data, and Confirmation through validation processes. The study further reveals that organizations employing structured implementation frameworks demonstrate 37% higher success rates in analytics initiatives compared to those using ad hoc approaches. Theoretically, this research contributes to the literature by integrating Adaptive Structuration Theory with stakeholder perspectives to create a comprehensive implementation model. Practically, our findings provide HR professionals with actionable strategies to overcome adoption barriers and maximize analytics effectiveness. As HR analytics continues to evolve alongside technological advancements such as artificial intelligence and machine learning, future research should investigate the ethical implications of algorithmic decision-making and explore industry-specific implementation frameworks.

Keywords:

HR Analytics, 5C Framework, Adaptive Structuration Theory, Stakeholder Theory, Human Resource Development, HR Professionals.

Artificial Intelligence Adoption in Performance Management Systems: An Integration of UTAUT and Vroom's Expectancy Theory in Pakistani Software Houses

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Abstract
The main objective of this research is to check the mediating role of adoption of AI in Performance Management between UTAUT factors and Motivation to use AI. The data was collected from 337 employees from software house of Karachi. The survey was designed by using 5 points Likert scale and data was analysed by using SmartPLS V.4.1 software. The result found positive relationship between Unified Theory of Acceptance and Use of Technology (UTAUT) Factors (Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Condition (FC)) and Artificial Intelligence (AI) in Performance Management (PM). Similarly, a positive relationship exists between Adoption of Artificial Intelligence (AI) in Performance Management (PM) and Motivation (M) to use Artificial Intelligence (AI). The result also shows mediating role of Adoption of AI in Performance Management (PM) between Unified Theory of Acceptance and Use of Technology (UTAUT) factors (Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Condition (FC)) and Motivation to use Artificial Intelligence (AI) in Performance Management (PM). The result has shown no relationship between Age (A), Gender (G) and Experience (E) and Motivation (M) to use Artificial Intelligence (AI) in Performance Management (PM). This research contributes by adding the mediation role of adoption of AI in PM between UTAUT and Motivation to use AI as limited studies are presently available on this area of research.

Keywords:

Artificial Intelligence, Performance Management, UTAUT, Vroom's Expectancy Theory, Pakistani Software Houses

Human Resource Audit: A Comprehensive Review of Concepts, Practices, and Future Directions

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Abstract
Human Resource Audit (HRA) has become an essential strategic tool for assessing and enhancing the effectiveness of HR practices in alignment with organizational goals. This study presents an integrated literature review that examines the evolution, scope, and practical application of HRA across diverse sectors and regions. Using systematic searches of Scopus, 53 articles were initially identified; following rigorous screening, 25 peer-reviewed articles were selected for in-depth analysis. The review highlights how HRA contributes to performance optimization, compliance, and employee retention, while also identifying key challenges such as resistance to change and inconsistent implementation. Despite growing academic interest, the literature remains limited in empirical depth, with a notable gap in quantitative and longitudinal research. This review not only consolidates current knowledge but also outlines future research directions, particularly in the context of digital transformation and diversity-focused audits. The findings offer valuable insights for both scholars and practitioners aiming to leverage HRA for sustainable organizational development.

Keywords:
Human Resource Audit (HRA), HR Strategies, Organizational Performance, Employee Retention, HRM Practices.

Leveraging Green Human Resource Management Practices to Attain Sustainability: Exploring the Moderating Role of Top Management Support

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Abstract
This research proposal explores the impact of Green Human Resource Management (GHRM) practices on achieving organizational sustainability in Islamic banks in Pakistan, with a focus on the moderating role of top management support. As sustainability gains momentum globally, financial institutions face growing pressure to integrate environmentally responsible practices. Islamic banking, guided by Shariah principles emphasizing ethics, social responsibility, and environmental stewardship, is uniquely positioned to lead sustainable transformations. GHRM, which incorporates environmental concerns into HR functions such as recruitment, training, and performance management, offers a strategic approach to fostering a green organizational culture. In Pakistan, the government's directive to transition conventional banks to Islamic banks by 2028 presents both a challenge and an opportunity to align operations with sustainability and Shariah compliance. Despite the relevance, limited empirical research exists on the implementation and effectiveness of GHRM in Islamic banks, especially in developing countries. This study aims to fill this gap by examining how specific GHRM practices contribute to sustainability and how top management support influences this relationship. Using a quantitative cross-sectional design, the study will collect data from employees and HR managers in Islamic banks through a structured questionnaire. Variables include GHRM practices (independent), organizational sustainability (dependent), and top management support (moderator). Data will be analyzed using SPSS and SmartPLS 4.0 for Structural Equation Modeling. The study is expected to offer actionable insights for aligning HR practices with sustainability goals, contributing to the literature on GHRM in Islamic finance.

Keywords:
Green HRM, Top Management Support, Islamic Finance, Banking Industry, Organizational Sustainability

The role of organizational justice and organizational politics on perceived employee performance

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Abstract

This study intends to focus the role of organization justice and politics on employee's performance. Employees Performance is very important for an organization to make productivity within the organization. In today's environment it is more importance for organization to heir different people in order to cope with changing trends. Diversity in the workplace means bringing together differences in workforce. Diversity creates teams, special work groups and social networking groups within the company which influence organization politics. A way to manage politics is organization justice/fairness. The objective of the given study is to explain and show the role of organization politics and organization justice on employee's perceived performance in organizations where there are differences in their employees on the basis of gender age education and ethnicity. This study is applied and explanatory in nature. The research is based on a quantitative collection and analysis of the data for this study i.e. questionnaire. The study is cross sectional study. The unit of analysis of this study is the employees working in an environment where there the workforce is from diversity. The sample of 150 employees was selected randomly for asking their responses. The result shows strong impact of organization politics and justice on employee's performance in diverse workforce as per my findings. This study add efforts to the present knowledge about organizational politics and give facilitation to a more valid and accurate understanding of the effect of given variables on performance of employees from a theoretical viewpoint. Equal Employment Opportunity is very supportive tool for an organization whereas equally treat with employees and they will work efficiently and effectively.

Keywords:
Organizational Justice, Organizational Politics, Employee Performance, Equal Employment Opportunity

Islamic Banking and Finance

Revolutionizing Zakat Monitoring: Leveraging The Potential of Fintech and Blockchain Technology

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Abstract
This study examines the potential of Fintech and blockchain technology to enhance the transparency and efficiency of Zakat systems, addressing challenges like inefficiency, mismanagement, and lack of trust in traditional methods. As a pillar of Islam, Zakat is vital for socio-economic justice, but conventional approaches often struggle with accountability and operational hurdles. Using a qualitative methodology, the research analyzes literature and empirical studies to assess blockchain's role in Zakat management, focusing on transparency, cost efficiency, and user adoption through the Technology Acceptance Model (TAM). Findings reveal that blockchain's decentralized ledger and smart contracts can improve traceability and trust, while Fintech solutions like digital payments streamline collection and distribution. However, scalability, regulatory gaps, and cultural resistance pose implementation challenges. The study concludes that blockchain and Fintech hold transformative potential for Zakat systems but require stronger regulations, stakeholder collaboration, and public awareness for successful adoption. These innovations could optimize Zakat's impact, ensuring equitable wealth distribution and poverty alleviation in Muslim communities.

Keywords:
Leadership, Hospital Industry, Organizational Justice, Fintech, Blockchain Technology

The Impact of CEO Duality, Board Size, and Stakeholder Power on Corporate Carbon Emission: A Three-Way Interaction Approach

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Abstract
The growing focus on sustainability has emphasized the importance of reducing carbon emissions, but the role of CEO duality (DualCEO) in shaping corporate environmental outcomes remains underexplored. This study addresses this gap by examining these relationships in Chinese non-financial listed firms. The study further explores how DualCEO influences carbon emissions and aims to investigate the moderating effects of board size (Boardsz) and shareholder power (SP) on this relationship by utilizing a robust econometric technique such as fixed effect regression, quantile regression, and system GMM. A three-way interaction approach is applied to test the hypothesis. The results indicate that DualCEO negatively affects carbon emissions (CO2Em), with Boardsz and SP significantly moderating the relationship. Further, the study included subsample analysis for high and low-profitability firms based on ROA. Overall, the research contributes to the literature by informing policy and aligning managerial strategies with corporate leadership and climate sustainability.

Assessing the Impact of Climate Change on the Blue Economy and the Well-being of Coastal Communities in Balochistan

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Abstract

This study investigates the impact of climate change on the coastal belt of Balochistan, focusing on environmental degradation, socio-economic challenges, and the vulnerability of marine ecosystems. Spanning over 760 kilometers, the Balochistan coastline faces severe threats including sea erosion, pollution, loss of biodiversity, and the absence of safe drinking water. These challenges directly affect the livelihoods and well-being of coastal communities, predominantly dependent on fishing. The research aims to assess climate change's influence on the blue economy and propose sustainable development strategies. A mixed-methods approach—combining satellite data, stakeholder interviews, and structured questionnaires—will evaluate perceptions, economic impacts, and adaptation strategies. The findings are expected to support policy recommendations that strengthen resilience, promote sustainable livelihoods, and ensure environmental protection along Pakistan's southwestern coast.

Keywords:

Climate Change, Coastal Degradation, Blue Economy, Livelihood Vulnerability, Sustainable Development

The Nexus between CEO Power, Digital Empowerment, CEO Shortsightedness, and Green Innovation: Evidence from a Moderated Median Perspective

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Abstract
Sustainable development, which focuses on environmental protection and societal well-being, continues to be a key priority for businesses, regulators, and policymakers. It has been argued that green innovation (GI) is crucial in achieving sustainable development. Given its importance, this study explores whether CEO power, measured by ownership, expert, and structural powers dimensions, influences GI. Further, it investigates whether digital empowerment mediates the relationship between CEO power and GI. Also, we examine whether CEO shortsightedness moderates the impact of CEO power on GI. To empirically validate our contentions, we performed a moderated mediation analysis using fixed-effects with Driscoll and Kraay standard errors. In addition to fixed-effects, we employ two-stage least squares regression to address possible endogeneity issues. The results suggest that all dimensions of CEO power enhance GI, and digital empowerment mediates the association between CEO power and GI. Our results are robust to several measurements of variables and multiple statistical techniques. The further analysis reveals that CEO power has an inverted U-shaped relationship with GI. The study has several implications for managers, policymakers, and investors.

Keywords:
CEO power, digital empowerment, CEO short-sightedness, green innovation, moderated mediation analysis.

Do Foreign Direct Investment and Stock Market Influence Carbon Emissions In Sub-Saharan Africa? Panel Vecm Approach

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Abstract
Purpose: Environmental implications of FDI inflows in Sub-Saharan Africa need serious attention. This study examines the interaction impact of FDI and stock market on CO_2 in Sub-Saharan Africa.
Methodology: The study employed Panel Vector Error Correction Model (PVECM).
Findings: Result of the Error Correction Term (ECT) indicates that there exists long-run causality running from the independent variables to CO_2. Speed of adjustment is 13.22% meaning that the system reverts to equilibrium at the speed of 13.22%. In the short run, there exists causality running from FDI and energy consumption to CO_2. Conversely, there is no short-run causality from stock market, interaction of FDI and stock market, IND and GDP growth to CO_2. The existence of long-run causality running from the interaction of FDI and stock market to CO_2 implies that FDI inflow should be encouraged through the stock markets in Sub-Saharan Africa to mitigate the short-run effects of FDI on CO_2.
Originality: There exists no study on the interaction effect of FDI and stock market on CO_2 in Sub-Saharan Africa. Therefore, the need for this study is to contribute to existing literature.

Keywords:
Foreign Direct Investment, Stock Market, Carbon emission, PVECM, Sub-Saharan Africa

Nexus Between Fintech Adoption and Bank Performance: Moderating Role of Corporate Governance in Pakistan

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Abstract
This study investigates the impact of FinTech adoption on bank performance in Pakistan, with a focus on the moderating role of corporate governance. Utilizing a comprehensive panel dataset spanning ten years, the research assesses how digital financial technologies influence key performance indicators such as Return on Assets (ROA) and Tobin's Q. The analysis incorporates control variables including bank size, leverage ratio, and macroeconomic conditions, while emphasizing governance factors like the number of female directors on bank boards. Panel regression models, complemented by robust diagnostic tests, reveal a positive relationship between FinTech adoption and bank performance, which is significantly enhanced by strong corporate governance structures. The findings suggest that effective governance, particularly gender-diverse boards, plays a crucial role in maximizing the benefits of digital transformation in the banking sector. The study offers valuable insights for policymakers, regulators, and banking institutions aiming to foster sustainable innovation and enhance financial stability within Pakistan's evolving economic landscape.

Navigating Earnings Management: Examining the Influence of Corruption Perception and Institutional Quality: New Evidence from Pakistan

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Abstract

Purpose – This study aims to investigate the influence of corruption and institutional quality on earnings management, drawing insights from institutional theory and social capital theory within the context of Pakistan.

Design/methodology/approach – The analysis employs a dynamic panel approach using the Generalized Method of Moments (GMM) for the period 2010 to 2022, focusing on 85 non-financial firms listed on the Pakistan Stock Exchange (PSX). Institutional quality is assessed using a composite measure derived from the first principal component of governance indicators, including voice and accountability, political stability, rule of law, regulatory quality, government effectiveness, and control of corruption.

Findings – The findings reveal that corruption perception exhibits a significant positive relationship with earnings management (EM) across all model specifications. Conversely, institutional quality indicators—such as political stability, rule of law, regulatory quality, and voice and accountability—demonstrate a significant negative association with EM. However, government effectiveness presents a notable exception, showing a significant positive relationship with EM.

Originality/ value – This study is the first in Pakistan, a developing economy, to integrate social capital theory with a comprehensive set of governance indices, offering a deeper understanding of the complexities of governance within the country's economic context.

Keywords:
Corruption Perception, Institutional Quality, Social Capital Theory, Earnings Management

Hytium Blockchain and Smart Contracts for Awqaf: A Sustainable Governance Model for Not-for-Profit Human Development Institutes (NPHDIs)

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Abstract
Can a world be envisioned with a Global Holistic Welfare Environment by achieving all Sustainable Development Goals (SDGs) for peace and prosperity of the people and the planet, now and in the future? Bringing peace and prosperity to the people and the earth requires urgent action by all nations - a global partnership of developed and developing nations, and gigantic investments for at least a decade, which public expenditure cannot support in a developing country. So, NPHDIs' support can remove this financial public expenditure crunch. However, issues related to sustainability for NPHDIs exist, along with transparency and efficiency issues related to the acquisition and spending of funds. So, there is a dearth of an instantaneous monitoring system that can ensure real-time transparency and efficiency, while making these NPHDIs sustainable. The amalgamated framework of Hytium Blockchain, Smart Contracts, and Professional Endowment Management Company (PEMC) presents a convincing path for NPHDIs working toward long-term sustainability, the confidence of donors, and operational efficiency. By incorporating trustworthy fund management with Hytium Blockchain, this model presents an adaptable, transparent, efficient, and sustainable solution for the developmental sector.

Keywords:
Sustainable Development Goals (SDGs), Global Partnership, NPHDIs (Non-Profit Human Development Institutions), Blockchain Transparency, Sustainable Fund Management

Exploring the Socio-Economic Ramifications of Current Tax Policies in Pakistan

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Abstract

Can a world be envisioned with a Global Holistic Welfare Environment by achieving all Sustainable Development Goals (SDGs) for peace and prosperity of the people and the planet, now and in the future? Bringing peace and prosperity to the people and the earth requires urgent action by all nations - a global partnership of developed and developing nations, and gigantic investments for at least a decade, which public expenditure cannot support in a developing country. So, NPHDIs' support can remove this financial public expenditure crunch. However, issues related to sustainability for NPHDIs exist, along with transparency and efficiency issues related to the acquisition and spending of funds. So, there is a dearth of an instantaneous monitoring system that can ensure real-time transparency and efficiency, while making these NPHDIs sustainable. The amalgamated framework of Hytium Blockchain, Smart Contracts, and Professional Endowment Management Company (PEMC) presents a convincing path for NPHDIs working toward long-term sustainability, the confidence of donors, and operational efficiency. By incorporating trustworthy fund management with Hytium Blockchain, this model presents an adaptable, transparent, efficient, and sustainable solution for the developmental sector.

Keywords:

Sustainable Development Goals (SDGs), Global Partnership, NPHDIs (Non-Profit Human Development Institutions), Blockchain Transparency, Sustainable Fund Management

Exploring the Socio-Economic Ramifications of Current Tax Policies in Pakistan

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Abstract

This study critically examines the socio-economic ramifications of the current tax policies in Pakistan, with a focus on their impact on income distribution, business development, public welfare, and economic growth. Taxation remains a central tool for revenue generation and fiscal management; however, Pakistan's tax regime is often characterized by structural inefficiencies, limited compliance, and a disproportionate burden on certain income groups. Drawing on both qualitative and quantitative methods, this research analyzes key tax instruments—including direct and indirect taxes—and evaluates their effects on different socioeconomic strata. Primary data was collected through a structured survey targeting taxpayers, small business owners, and financial professionals, supplemented by statistical data, government reports, and stakeholder interviews. The study identifies significant issues such as regressive tax structures, under-taxation of the elite, informal sector loopholes, and administrative weaknesses. The findings suggest that current tax policies exacerbate income inequality, discourage formal business activity, and hinder equitable economic development. The study also highlights the lack of progressive reforms and limited public trust in tax institutions as critical barriers to effective policy implementation. By aligning its policy recommendations with the objectives of the United Nations Sustainable Development Goals (particularly SDG 1: No Poverty, SDG 8: Decent Work and Economic Growth, and SDG 10: Reduced Inequalities), this research advocates for a more inclusive and sustainable fiscal framework that promotes equity, transparency, and long-term national development in Pakistan.

Keywords:

Tax policy, socio-economic impact, income inequality, tax reform, fiscal policy, Pakistan, public finance, economic development, Sustainable Development Goals, SDGs, survey research.

Macroeconomic Determinants of Tourism in ASEAN Countries: An Analysis of Exchange Rates, Foreign Exchange, and Inflation

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Abstract

This study investigates the macroeconomic determinants of tourism in ASEAN countries, focusing on exchange rates, foreign exchange reserves, inflation, trade openness, and key control variables including GDP, saving rates, and population. Tourism, a vital sector for regional development and economic diversification, is significantly influenced by macroeconomic stability and policy frameworks. Employing panel data analysis across ten ASEAN member states, this research provides empirical insights into how fluctuations in economic indicators impact tourism inflows and sustainability. The findings reveal that favorable exchange rates, greater trade openness, and stable inflation positively influence tourism demand, while adverse economic shocks and declining foreign reserves present challenges. Furthermore, control variables such as GDP growth and population trends play supportive roles in shaping tourism dynamics. This study contributes to policy discussions by offering evidence-based recommendations for improving macroeconomic management to bolster tourism growth. The paper also identifies research gaps, provides theoretical grounding, and outlines practical implications for ASEAN policymakers and tourism stakeholders, underlining the need for integrated economic strategies to sustain tourism-led development (Nor et al., 2022; Haryani et al., 2021; Kisswani et al., 2022).

Keywords:

Macroeconomic Indicators, Tourism Demand, ASEAN Countries, Trade Openness, Economic Sustainability

Evaluating the Influence of Macroeconomic Indicators on the Financial Performance of Banking Sector in Pakistan

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Abstract

This study investigates the impact of macroeconomic indicators on the financial performance of the banking sector in Pakistan, with a particular focus on Return on Assets (ROA) and Return on Equity (ROE) during the period 2015–2024. The research aims to assess how variables such as GDP growth, inflation (CPI), interest rates, exchange rate fluctuations, money supply (M2), unemployment rate, and crisis periods influence bank profitability. There exists an intertwined relationship between the banking sector and the broader economy. Banking sector supports economy; similarly, macroeconomic variables impact performance of banking sector in Pakistan. Using panel data regression models with fixed effects, the study applies multivariate regression analysis to evaluate the relationship between selected macroeconomic variables and the profitability of commercial banks in Pakistan. The findings aim to provide strategic insights for policymakers, financial institutions, and investors, enhancing the understanding of macroeconomic–banking sector linkages in emerging economies. This study contributes to academic literature by integrating crisis-period effects into a decade-long performance analysis, emphasizing the context-dependent nature of macroeconomic impacts on bank profitability.

Keywords:

Macroeconomic Indicators, Bank Profitability, Return on Assets (ROA), Return on Equity (ROE), Panel Data Analysis

An Evaluation of Climate Change Factors and their impact on Credit Risk Management in the Banking Sector of Pakistan

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Abstract

The purpose of this study is to analyze the climate change factors leading to natural disasters and their impact on the credit risk management in the banking sector of Pakistan. The study used panel data as an underlying mechanism to determine the link among climate change factors and credit risk indicators, and subsequently with the profitability determinants. The data of 32 banks, consisting of 05 public, 20 private,04 foreign and 03 specialized banks for the period 2010-2024, have been collected from the quarterly compendium banking statistics of the State Bank of Pakistan (SBP). The study mainly relies on the climate change factors, CO_2 emission, change in temperature, change in sea level and precipitation and subsequently their impact as natural disasters such as Flood, Drought, storm and earthquake. In this study, we have chosen natural disaster, particularly flood, due to its high frequency impact on different regions of Pakistan to measure the economic losses and non-economic losses from the collected data from World Bank Climate Change Knowledge portal(CCKP) and Food & and Agriculture Organization of the United Nations (FAO). The independent variables in the study are Infection Ratio, Loan Loss Provision Ratio, Leverage Ratio, capital adequacy ratio and liquidity ratio. The other variables ROA and ROE are used as dependent variables to measure the impact of climate variables on the financial performance of the banking sector. Panel data analysis is used to examine variations across climate change factors and banking indicators over time. The Hausman test helps to select the appropriate model, with significant results supporting the Fixed Effects model or Random Effect model for controlling time-invariant differences across banks. The study provides guidance for policymakers and banks to better prepare for climate change by highlighting the need to integrate climate risk assessments into strategic planning and risk management to improve performance.

Keywords:

Climate Change, Flood, Damages & Loss, Credit Risk, Non-Performing Loans, Profitability.

Creating Value through Embedded Finance: Strategic Insights for SMEs

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Abstract
As digital transformation accelerates across industries, Embedded Finance (EF), the seamless integration of financial services into non-financial digital platforms, has emerged as a disruptive innovation with significant implications for small and medium enterprises (SMEs). By embedding financial products such as payments, credit, investment and insurance directly into operational workflows, EF is reshaping how SMEs access capital, manage resources, and interact with customers. While EF adoption is expanding globally, its strategic relevance within SMEs remains theoretically underdeveloped. This conceptual paper addresses this gap by examining EF through the lens of the Resource-Based View (RBV). We conceptualize EF not merely as a technological innovation, but as a strategic resource that can be valuable, rare, difficult to imitate, and non-substitutable. The proposed conceptual model argues that EF has the potential to enhance firm capabilities in customer engagement, operational agility, and revenue generation. Drawing from interdisciplinary literature, we propose a framework that highlights how EF, when integrated with internal firm resources, can serve as a source of sustainable competitive advantage. In addition, the framework outlines EF's role in improving financial access, reducing transaction inefficiencies, and promoting broader financial inclusion. This study offers a novel theoretical foundation for understanding the strategic potential of Embedded Finance in the SME sector and sets the stage for future empirical exploration.

Marketing and Entrepreneurship

Ecotourism and Community Transformation in Baluchistan: Unveiling the Socioeconomic Shifts Along the Coastal Belt

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Abstract

This study explores the transformative role of ecotourism in the socioeconomic development of coastal communities in Baluchistan, Pakistan. Drawing from a qualitative analysis and community-based surveys, it examines how ecotourism initiatives have affected livelihoods, gender inclusion, environmental awareness, and local entrepreneurship. Findings reveal both promising developments and critical gaps in sustainability, equity, and governance. The paper offers strategic recommendations for inclusive, environmentally responsible tourism models aligned with SDGs, especially in underrepresented regions.

Designing a Conceptual Model for E-waste Recycling Management in Malaysian SME's

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Abstract
The usage of electric and electronic devices has increased worldwide due to the rapid digitalization and technological advancement. Subsequently, a rise in generation of electronic equipment trash (e-waste) has observed with this rapid use of electronic gadgets. This e-waste has been a reason for degenerating the natural environment and serious health concerns. By using the technologies of IR 4.0 in Malaysian small and medium-sized enterprises (SMEs), the purpose of this study is to conceptualize a research model for the management of electronic waste recycling. Artificial intelligence, blockchain technology, cloud computing, and the internet of things are some of the smart technologies that are included in IR4.0. moreover, the conceptual model has introduced the mediating role of technology life-cycle management among IR 4.0 factors and the DV. The conceptualization of this study model was accomplished by the researchers through the utilization of the theoretical underpinning of dynamic capability theory (DCT). Considering that dynamic capability theory (DCT) places an emphasis on an organization's capacity to integrate, construct, and reconfigure both internal and external competences in order to adapt to an environment that is characterized by fast change. As a result, this study framework offers a conceptual basis for the businesses to create an electronic waste recycling management system by utilizing technologies that are relevant to the fourth industrial revolution. In addition, academics can create and carry out research to empirically attest the validity of the given conceptual model. Furthermore, the conceptual framework that has been provided has the potential to be an important contribution that will be of use to the various stakeholders of the natural environment.

Keywords:
E-waste recycling management, IR 4.0, technology lifecycle management, dynamic capability theory.

Exploring the influence of Corporate Social Responsibility on Consumer Purchase Intentions for FMCG Category in Emerging Markets: Systematic literature review using PRISMA

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Abstract

Consumers increasingly value companies that demonstrate the use of Corporate Social Responsibility (CSR). In emerging markets, CSR initiatives are more noticeable due to less competitive saturation. This study aims to develop a systematic review to explore the CSR focusing on marketing strategies and its impact on consumer purchase intentions (CPI) in the fast-moving consumer goods (FMCG) industry. It includes both local as well as global FMCGs. The aim is to find out impactful CSR initiatives which drive the CPI. The Preferred Reporting Items for Systematic Literature Reviews and Meta-Analyzes (PRISMA) was used as a guideline for systematic literature review to collect data. The articles for analysis were gathered from academic databases of Dimensions AI and Google Scholar ranging 2022-2024, focus on emerging markets recent studies. Through the PRISMA statement, 176 records were initially identified. 99 were sourced from data whereas 76 were sourced from manual search. Preliminary screening removed articles other than English, not related to marketing subject or before 2020 resulting in 45 retained studies. After reading the complete articles, another 15 articles were excluded as they were not of the relevant area theory or commentary papers. 30 articles for quality synthesis and were considered and data was extracted accordingly. MMAT was applied as quality assessment tool to check risk of bias. Analysis linked the CSR dimensions – economic, legal, ethical, and philanthropic with consumer behavior and brand equity. Ethical responsibility has the strongest positive impact on consumer purchase decisions, followed by legal and economic responsibility. Environmentally conscious and educated consumers are keener towards green and sustainable FMCS products. Multiple quantitative studies established that CSR can enhance brand credibility and poster positive consumer attitudes.

Keywords:

Corporate Social Responsibility (CSR), Consumer Purchase Intentions (CPI), Emerging markets, Fast Moving Consumer Goods (FMCG), Marketing Strategies, sustainable marketing for social change.

Neuro-Luxury: Immersive Tech Meets Split Brain Theory in the Metaverse

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Abstract

In an era of swift technological progression and growing consumer prospects, luxury brands are ever more leveraging immersive technologies such as Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR) to form engaging digital experiences. These technologies gave rise to the advancement of the metaverse—a continuing, interactive, and immersive virtual environment. This concept paper explores the intersection of immersive tech, the metaverse, and consumer psychology through the lens of split-brain theory, which put forward that the left and right hemispheres of the brain process information differently. By integrating this neurological perspective, the study aims to understand how immersive experiences influence consumer behavior, particularly in the context of luxury branding. A systematic literature review (SLR) will be employed to develop a conceptual framework that examines behavioral outcomes such as emotional engagement, loyalty, conspicuous consumption and compulsive buying. This interdisciplinary approach will offer valuable insights for both academic research and strategic brand development in the digital age.

Navigating Ethical Dilemmas in Multilingual Marketing: Analyzing the Barriers and Solutions for Global Brands in Pakistan

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Abstract
As the world becomes more globalized, multinational companies need to look for ways to cope with the cultural and linguistic barriers embedded in their marketing efforts across the globe. What are the ethical issues that international marketers face when selling their goods in Pakistan, a nation of many languages and cultures? The investigation seeks to develop an understanding of how such ethical dilemmas shape trust in and perception of the brands and the barriers the brands face and how they can be overcome. Adopting a mixed-method approach, the study combines quantitative findings of surveys with qualitative results from marketers and therefore recommends ethical marketing practices appropriate in multilingual context. The findings suggest that incorporating ethical marketing practices enhances customer loyalty to and trust in the brand, which facilitate effective entry to the target market.

Keywords:
Multilingual Marketing, Ethical Dilemmas, Global Brands, Pakistan, Consumer Trust, Cultural Sensitivity, Localization

Driving Sustainable Choices: Examining the Effect of the Green Marketing Strategies on Green Consumer Behavior of FMCG Products

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Abstract

This research study aims to identify how green marketing strategies impacts green consumer behavior specifically on the green products that are fast moving consumer goods. Following the United Nations sustainable goals (SDG-12) which aims to signifies that "To Assure sustainable consumptions". It signifies that the individuals must consume healthier and safer diet by consuming those products that have no or lesser impact on the environment. The use of organic food is very critical as the consumer are very curious about day by day increase in pollution level and wanted to conserve the environment. In order to achieve sustainable consumptions and employee satisfaction businesses are working on strategies to attain sustainability. Therefore, it is important to know how green marketing strategies impact consumer behavior. The factors that we incorporated in our study as our independent variable are green advertisement, Green Word of mouth and Eco-labelling and the dependent variable is green consumer behavior supported by theory of planned behavior. As the study correlates with consumer behavior so this theory is best fit in our model as this theory has three main constraints that are attitude, Subjective norms and thirdly perceived behavioral control. According to our independent variable green advertisements shape consumer attitudes toward eco-friendly behavior while green word of mouth reflects social influence or subjective norms and lastly the Eco-labeling improves perceived behavioral control by making green choices easier. Many of the studies have already been conducted on green marketing to know the consumers attitude and their purchase behavior towards green products. The nature of the study is explanatory while deductive approach has been adopted. Data was collected via questionnaire through convenient sampling approach. The questions were answered by using Likert scale with points ranging from strongly agree to strongly disagree. The data was collected from different areas of Karachi. The information sought from the inhabitants of Karachi to peer their views and belief about the green products. We adopted non-probability sampling technique in our study, the reason for using this research is because of time and cost limitations. The sample size we have taken is 230. The responses were collected by social media and through physical mode. For the sake of data analysis, we have used SPSS regression analysis while Confirmatory Factor Analysis (CFA) was run through AMOS 24.0 to examine the convergent validity of study .The study found that green advertisement strongly correlates with green word of mouth while green word of mouth also shows high correlation with Eco-labelling. The variable of Eco-labelling exhibits highest correlation, implying potential conceptual overlap. These all findings confirms the inter-variable relationship. The adjusted R^2 shows that the model is statistically strong while the F-statistic is significant which confirms that the overall model is statistically significant. Moreover, the set of predictors (GA, GWOM, and ECOL) explains a significant amount of variance in the outcome variable.

Keywords: Green Consumer Behavior (GCB), Green word of Mouth (GWOM), Fast Moving Consumer Goods (FMCG), Eco-labelling, Green Advertisement.

Effect of Augmented Reality on Consumer Purchase Intention

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Abstract

This research explores how Augmented Reality (AR) shapes and sculpts consumer purchase intentions, benefitting from the Stimulus-Organism-Response (S-O-R) context/framework as a ground work or footing. The study focuses on user interaction with AR applications in the beauty and footwear sectors in Pakistan. Specifically, it examines how perceived usefulness, interactivity, and authenticity affect purchase behavior, with experience quality acting as a key mediator. Data was gathered from 405 online consumers through a structured questionnaire after engaging with two AR website platforms interfaces. The results, scrutinized by means of utilization of SmartPLS4. It bring to light that AR to be precise positively influences or have some bearing on purchase intentions, and that a quality AR experience plays a full mediating role. This work adds to the growing conversation on tech-driven consumer behavior and offers practical insight for businesses operating in emerging/ evolving markets.

Keywords:
Augmented Reality, Perceived Usefulness, Perceived Interactivity, Perceived Authenticity, Experience Quality, Purchase Intention

AI in Digital Marketing: A Framework for Sustainable Competitive Advantage

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Abstract

This research aims to determine the application of Artificial Intelligence (AI) into digital marketing practices with the objective of creating a responsible, effective and ethical AI-driven marketing framework that results in sustainable competitive advantage. Digital marketing landscape is being completely revolutionized through a number of AI technologies, including machine learning, natural language processing and predictive analytics that allow real-time personalization, behavioral targeting, customer segmentation and data-driven campaign optimization. These advancements, even with significant operational advantages and increased customer interaction, also pose difficult ethical governance, privacy of data, transparency of algorithms and readiness of organization issues. The research would employ a qualitative, explorative research design. About 6-8 interviews would be conducted from the digital marketing professionals with an aim to explore their opinions about the importance and the challenges governing the implementation of AI in digital marketing. The thematic analysis will be carried out to draw critical insights from the collected data and develop an AI-based marketing framework. The research aims to explore a need for hybrid human-AI model to help bridge the gap between technological efficiency and human judgmental abilities. In addition, it is expected that the study will uncover how organizational culture, leadership commitment and cross-functional collaborations serve as key enablers towards successful adoption of AI in digital marketing especially from an ethical, strategic and sustainability perspective.

Keywords:

Artificial Intelligence, Digital Marketing Framework, Realtime Personalization, Behavioral Targeting, Data-drive Campaigns, Sustainable Competitive Advantage,

Green Innovation and Consumer Resistance: Exploring the Role of Cognitive Factors and Environmental Advocacy

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Abstract

This study investigates factors influencing consumer resistance to green innovations in Pakistan, focusing on the moderating role of environmental advocacy. It aims to explore how perceived complexity, perceived risks, relative advantages, and consumer innovativeness influence consumer attitudes towards adopting green technologies. Additionally, the study examines the impact of environmental advocacy in shaping consumer perceptions and behaviors regarding sustainability. Method: Using a cross-sectional research design, data were collected from 320 public university students in Pakistan through a self-administered questionnaire. Measures adapted from existing literature were employed, and data were analyzed using structural equation modeling (SEM) in Mplus. Findings: The findings highlight that perceived complexity and perceived risks negatively impact consumer acceptance of green innovations, while relative advantages and consumer innovativeness positively influence adoption behaviors. Environmental advocacy moderates these relationships, demonstrating its significant role in mitigating consumer resistance and fostering pro-environmental attitudes. Originality/Significance: This study contributes to theoretical advancements by integrating insights from innovation adoption theory and environmental psychology. It provides practical implications for businesses, policymakers, and advocacy groups seeking to promote sustainable innovation adoption in emerging markets like Pakistan, thereby advancing global sustainability agendas.

Supply Chain and Operations Management

Driving Strategic Success: The Use of Project-Based Work Methods in the West African Construction Industry

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Abstract

This study systematically explores the role of project-based work methodologies in strategy implementation within the construction industry in West Africa. The study aimed at identifying commonly used methodologies, evaluating their impact on project outcomes, and examining implementation challenges. Using a systematic literature review approach, thirty peer-reviewed studies published between 2012 and 2024 were selected based on inclusion criteria and assessed for quality using the CASP checklist and PRISMA framework. Thematic analysis was employed to synthesise findings. The result of the study reveals that methodologies such as Building Information Modelling (BIM), lean construction, Earned Value Management (EVM), Critical Path Method (CPM), systems thinking, and green building practices are increasingly utilised in the region. These methodologies enhance project delivery through improved scheduling, cost control, collaboration, and sustainability. Their adoption has led to measurable outcomes including enhanced resource management, improved stakeholder engagement, and project flexibility. However, the study also highlights persistent barriers: limited technical expertise, low awareness of digital tools, inadequate infrastructure, and regulatory bottlenecks. Notably, while Nigeria and Ghana lead in adopting digital and lean methods, other countries in the sub-region lag due to financial and institutional constraints. The review further identifies gaps in the integration of systems thinking and green construction practices due to high costs and weak policy enforcement. The study concludes that successful strategy execution in West African construction projects hinges on tailored adoption of project-based methodologies, underpinned by robust training, stakeholder alignment, and government support. It was recommended that policymakers and industry stakeholders invest in capacity building and digital transformation to enhance strategy implementation outcomes. This research contributes to bridging the contextual knowledge gap on project methodology adoption in sub-Saharan Africa and offers insights for more effective construction project governance.

Key Drivers of Project Failure in the Construction Industry Across Developing Countries

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Abstract
Construction projects in developing countries frequently encounter delays, budget overruns, and unfulfilled objectives, contributing to elevated failure rates. This study explores the primary factors underpinning these failures through a Systematic Literature Review (SLR) of 26 peer-reviewed empirical articles published between 2015 and 2024. The review process adhered to the PRISMA framework and employed the CASP checklist to ensure methodological quality. Data sources included ResearchGate, Google Scholar, ScienceDirect, and Semantic Scholar. Thematic analysis identified three core categories of failure: managerial shortcomings, resource and technical limitations, and external contextual factors. Managerial issues encompassed ineffective leadership, ambiguous project goals, insufficient planning, and inadequate oversight. Resource-related barriers included limited financial capacity, poor allocation of funds, delayed payments, and material unavailability. External challenges were linked to policy volatility, bureaucratic inefficiencies, inflationary pressures, and community opposition. Findings were analyzed through the lens of established project management frameworks such as the PMBOK Guide, the Triple Constraint Model, ISO 31000, and Stakeholder Theory. The study advocates for enhanced governance structures, financially prudent planning strategies, and robust stakeholder involvement as critical measures for improving project success in developing regions. This research contributes a theoretically grounded synthesis of the factors leading to construction project failure and offers actionable guidance for project professionals and policymakers in resource-constrained and high-risk environments.

Keywords:
Construction Project Failure; Developing Countries; Challenges; Financial Constraints; Risk Factors.

Exploring the Impact of Agile Methodologies on Event Management in Nepal

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Abstract
The primary aim of the study is to examine the adoption of Agile methodologies in the event management industry in Nepal. It specifically evaluates its benefits and the challenges that have been there for adoption. It also explores how Agile frameworks like Scrum, Kanban and Agile practices such as iterative planning, flexibility, and stakeholder collaboration help to address some of the common industry challenges such as resource constraints, logistical complexities, and the changing demands among customers. The study adopted a systematic literature review (SLR) approach to analyse the existing secondary sources on Agile methodologies and their application in event management, with the context being Nepal. Relevant studies were reviewed to synthesise insights on Agile adoption, benefits, and barriers to help answer the research questions. The study has found that Agile methodologies have the potential to improve the adaptability of a project, mitigate risks, improve innovation, and encourage team members to be productive. Its adoption in the event industry in Nepal, however, remains limited because of the hierarchical organisational structures, resistance to change, and lack of awareness. It is highlighted that the firms should be encouraged to adopt them to help them streamline the execution of their events and improve the level of engagement that they have with all the stakeholders. It is recommended that the event management firms in Nepal should gradually integrate Agile principles into their workflows, encourage collaboration across teams, and invest in training programmes to facilitate the adoption of agile methodologies. It is also suggested that firms should leverage digital tools for project management to further improve efficiency and communication among all the stakeholders.

Keywords:
Agile project Management; Event Management; Nepal; Iterative planning; Kanban; Scrum.

Effect of Reverse Logistics on Customer Retention and Profitability

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Abstract

Reverse logistics management is now considered a key driver of customer satisfaction and profit in the organization as a result of competitive business opportunities. The focus of this study is on the influence of effective reverse logistics system on retention as well as overall profit. It assesses the impact of return process effectiveness and customer satisfaction as mitigating variables with regard to product type as moderating variable. This study aims to analyze how companies implement reverse logistics strategies through industry case studies using qualitative research methods. The case studies showed that effective return processes create customer loyalty, which enhances profit, although the effectiveness of reverse logistics differs across product types. This study is valuable for companies wanting to improve customer retention and reverse logistics practices for sustained financial performance over time.

Keywords:

Reverse Logistics, Customer Retention, Business Profitability, Competitive Growth

Warehouse Inefficiencies, Shortages and Excess Inventory

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Abstract
This study examines the underlying causes of warehouse inefficiency, inventory shortages, and overstocking in the context of rapidly evolving supply chains in Pakistan. Using Krave Mart as a representative example, qualitative data gathered through interviews with warehouse managers, supervisors, and staff reveals critical operational challenges such as complex picking lists, software limitations, inadequate vendor handling, internal security risks, and insufficient employee training. Grounded in the Resource-Based View (RBV) framework, the research underscores the importance of warehouse efficiency as a strategic capability that directly impacts service quality and cost management. The findings highlight the need for improved inventory control systems, streamlined picking operations, enhanced Warehouse Management System (WMS) functionality, stronger security protocols, and continuous workforce development. These insights offer practical guidance for organizations aiming to reduce inefficiencies and balance inventory levels in order to strengthen overall supply chain performance.

Keywords:
Warehouse Inefficiencies, Inventory Management, Warehouse Management System (WMS)

High Performance Work System and Subjective Career Success The role of Ambidextrous Leadership and Job Crafting in the Banking Industry

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Abstract
This study attempted to examine the relationship between high performance work systems and subjective career success specifically the role of job crafting and ambidextrous leadership in the banking industry. Job crafting in the research model played the role of mediator while ambidextrous leadership was operated as moderator. Three research questions were constructed, thereby it assisted us to derive the research objectives and research hypothesis correspondingly. This study was grounded on cross sectional design. In this study structured questionnaire was adopted as the key source for data collection using five-point Likert scale from existing validated question items. Previous studies were referred to determine the sample size and convenience sampling technique was used to collect data. The data analysis was performed on SMART PLS-4. Descriptive statistics, reliability and validation, outer loadings, and direct and indirect effects testing were undertaken for result generation. The findings revealed that High performance work system has both direct and indirect impact (through mediation - Job crafting) on subjective career success. Besides, the findings discovered that ambidextrous leadership does not significantly impact the relationship between high performance work systems and subjective career success. This advocates that the presence of ambidextrous leadership does not inherently enable the attainment of subjective career success. It is possible that this absence of impact could be attributed to situational factors or the size of the sample; however, the impact of leadership should not be overlooked. Alternatively, it may be that the characteristics inherent in high performance work systems are the primary drivers of subjective career success. Study recommends that academicians and practitioners to incorporate high performance work systems and encourage job crafting initiatives to keep their employees contented which will ultimately keep them competitive.

Keywords:
High Performance Work System, Subjective Career Success, Ambidextrous Leadership, Job Crafting, Banking Sector

Triple Bottom Line: Does It Need a Renewal?

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Abstract
Triple Bottom Line (TBL) is initially coined by John Elkington in 1994, having three pillars of performance including economic bottom line, social bottom line and environmental bottom line. The concept got huge attention from industries and academics as well. However, due to advancements in the corporate sector, a more balanced sustainability perspective is required to be explored. In this context, multiple gaps in TBL concept are identified. Elkington also proposed to recall TBL concept to address these gaps. This study reviews these gaps along with solutions as described from literature. Data is collected from Scopus database by using Boolean keywords. This study identified seven critiques which are required to be addressed to enjoy sustainability benefits. The review concludes by discussing the evolving concepts of sustainability reporting and future direction of TBL in current era.

Keywords:
Triple Bottom Line, Sustainability, Critical Review, Sustainable Development, Stakeholder Value Enhancement

Blockchain Integration in Pakistan's Textile Industry: Enhancing Transparency and Sustainability

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Abstract
The textile industry is one of the largest growing industries globally. In the context of Pakistan, it plays a pivotal role in contributing to the GDP while ensuring to stabilize the economy. Despite being a money minting industry, in a developing economy, it faces numerous challenges, including a lack of transparency within the supply chain, leading to exploitation of resources, thus resulting in increasing carbon footprints, compromising sustainability. The blockchain technology, over the past few years, has significantly evolved, thus improving efficiency and transparency within many systems with industrial practices. This paper uses a systematic literature review to study the challenges faced by the textile industry and how the adoption and integration of blockchain technology within this textile industry have helped eradicate the lack of transparency while ensuring sustaining the environment. This study will help develop a framework tailored to the textile industry, focusing on increasing sustainability and transparency. The data collection is done through open-ended interviews, which led to identifying the barriers and challenges associated with adoption. The insights from the interview led to the development of a questionnaire to carefully analyze the key areas required for improvement. Based on the literature review, managerial implications, empirical implications, and theoretical implications have been discussed concerning the integration of blockchain and enhancing it to address the sustainability challenge.

Keywords:
Blockchain Integration. Transparency, Firm Sustainability, Textile Industry of Pakistan

Impact of Sustainable Manufacturing Practices on Sustainability Performance: Moderating Role of Digital Transformation in Pakistan's Textile Sector

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Abstract

This study explores how sustainable manufacturing practices affect sustainability performance in Pakistan's textile industry, and how digital transformation can strengthen this relationship. The research focuses on three key areas of sustainable manufacturing: sustainable product design, environmentally friendly production processes, and responsible end-of-life management. Using a qualitative, survey-based approach, data was collected from textile industry experts to understand current practices and trends. The expected findings suggest that most textile companies in Pakistan are still in the early stages of adopting sustainable practices. However, when such practices are implemented—particularly in product design and manufacturing processes—they tend to positively impact a company's overall sustainability performance. The study also anticipates that digital transformation plays a supportive role by helping companies monitor and manage their sustainability efforts more effectively. However, this effect may vary depending on the company's digital maturity. The implications of the research are meaningful for various stakeholders. For manufacturers, the study highlights the business value of adopting sustainable practices with the help of digital tools. For policymakers, it emphasizes the need to promote both sustainability and digitalization through supportive regulations and incentives. Academics and future researchers may also use this study as a foundation to further investigate the topic in other developing countries or industries. Ultimately, the study contributes to a better understanding of how sustainable practices and digital technologies together can drive positive change in the textile supply chain of Pakistan.

Human-AI Synergy in Social Sciences: Rethinking Learning, Identity, and Professional Practice

Impact of AI in Enhancing the Writing Performance and Motivational Level of Pakistani ESL Undergraduates

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Abstract

This paper serves to examine how the use of AI can enhance the writing performance and motivation level of ESL undergraduates. English is a critical language for academic and professional success and plays an important role in Pakistan's education system. The current study has a quasi-experimental design and is divided into a treatment group and a control group of 40 participants enrolled in an undergraduate program at a private university in Pakistan. Students are assigned to experimental (AI-integrated learning through ChatGPT and control (traditional learning) groups through purposive sampling. Based on the recent trends it is noticed that the use of AI has far reached student's writing performance and motivation levels. The experimental group demonstrated increased proficiency in many aspects of writing, including organization, coherence, grammar, and vocabulary. Participants also reflected on the long-term impact and sustainability of AI-assisted learning and highlighted the need for continuous development and adaptation of AI tools. This quantitative study focused solely on writing skills and motivational level within an ESL context. Since the study is quantitative, it relies on numerical data gathered from tests and surveys aiming to measure and analyse specific aspects of writing proficiency and motivation level. Therefore, exclusive focus on writing skills allows for a deeper exploration of the challenges and progress ESL learners experience, making it a vital area for investigation in language acquisition research. These results are practically significant for researchers who emphasize the advantages and difficulties of using artificial intelligence in language teaching. This study will immaculately open a debate on how AI is essential for learner performance enhancement.

Keywords:

Artificial Intelligence, Writing Performance, ChatGPT, ESL Undergraduates, Pakistan

Ethical Perceptions of Artificial Intelligence: Insights from English Language Teachers in Pakistani Universities

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Abstract
In the twenty-first century, university educators must be well-prepared to address the challenges and harness the opportunities presented by Artificial Intelligence (AI), particularly through its ethical application in teaching and learning. AI has rapidly transformed various sectors, including education, influencing practices at both individual and systemic levels. As instructors navigate the evolving digital landscape, English language teaching is no exception. This qualitative study, grounded in a socio-technical perspective, investigates the ethical perceptions of AI among English language teachers working in Pakistani universities. Through semi-structured interviews with 20 university-level English language instructors, the research explores their views on the role of AI in language education, ethical concerns, and the preparedness of higher education institutions for AI integration. The findings contribute to ongoing discussions on responsible AI use in academia and offer insights for shaping teacher development programs and institutional policies.

Keywords:
Artificial Intelligence, English Language Teachers, Ethical Perceptions, Pakistani Universities

Navigating the Complexities of Academic Writing: A Case Study of Business Students

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Abstract

Academic writing is a critical skill for undergraduate business students, yet many of them face significant difficulties due to linguistic and structural challenges. This study examines the needs, frequency, and challenges associated with academic writing in business programs, focusing on students' struggles with vocabulary, sentence structure, organization of ideas, clarity, and subject-verb agreement. Given that English is taught as a foreign language in this context, these challenges were anticipated. The study employed a survey research methodology, collecting data from undergraduate business students through structured questionnaires. Responses were analyzed using descriptive statistics to identify trends in students' writing experiences and the frequency of assigned academic writing tasks. The research aimed to pinpoint specific areas of difficulty, assess students' perceptions of their writing preparedness, and explore necessary interventions for improvement. Findings indicate that students lack essential lexical and grammatical proficiency, which affects their ability to construct coherent academic texts. The most prominent issues include weak vocabulary, structural inconsistencies, and difficulty maintaining clarity in writing. Given these challenges, the study emphasizes the need for enhanced academic writing support, including targeted workshops, curriculum adjustments, and tailored instructional methods to improve students' proficiency. Addressing these concerns is crucial for equipping business students with effective communication skills.

Keywords:
Academic Writing, Business Students, Curriculum Adjustments, Learning Challenges

Exploring the World of English Language Students; A Journey Through Learning and Growth

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Abstract
English language learning is a multifaceted journey marked by various challenges faced by students worldwide. This study delves into the experiences of English language students to uncover the obstacles they encounter and explore potential avenues for improvement. Employing qualitative research methods, including surveys, interviews, and focus group discussions, this study gathers data from a diverse cohort of English language learners. Thematic analysis is utilized to identify recurring themes and patterns in the participants' experiences and perceptions. The findings reveal a range of challenges encountered by English language students, including language proficiency barriers, cultural differences, and social integration issues. Additionally, the study highlights the importance of supportive learning environments and effective teaching strategies in addressing these challenges. Building upon these findings, future research could delve deeper into specific intervention strategies aimed at mitigating the identified challenges. Additionally, exploring the role of technology in language learning and investigating the impact of sociocultural factors on student experiences warrant further examination.

Keywords:
English language learning, challenges, qualitative research, student experiences, intervention strategies.

Exploring the Perceptions of Secondary School Teachers on Teaching Licenses in Sindh: A Qualitative Study

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Abstract

The teaching license plays an imperative role in the professional development of teachers. Teaching licenses are vital in upholding the quality of education by ensuring that teachers meet established standards of competence and professionalism. It aims to assess teachers' knowledge, skills, and abilities required for effective teaching. Several researchers have concluded that teaching with a license is the only way to enhance teaching quality. Those developed nations having quality education and robust educational systems have strict criteria for teaching licenses before entering the teaching profession. The objective of this study was to explore the perception of secondary school teachers at public schools in Karachi on the first time the teaching license policy in Sindh was introduced. This research used a qualitative approach, and the data was collected from teachers through semi-structured interviews. The research design was phenomenology. The study used purposive sampling, and the sample size was based on 15 secondary school teachers from three public schools in Karachi. The data gathered through the interviews was thematically analyzed. The themes represent positive perceptions of teachers on teaching licenses. This research showed that teachers perceived teaching licenses as a positive initiative to empower teachers and the teaching profession, which are expected to improve teachers' competencies, skills, and practices in the classroom that will ultimately contribute to quality education and achieving student learning outcomes.

Keywords:

Secondary School Teachers, Perceptions, Teaching Licenses, Qualitative Study, Sindh Province

Analyzing Effectiveness of Digital Technology Tools for Teaching Phonology:
A Mixed-Method Research

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Abstract

Teaching phonology and phonetics has not always been challenging for teachers but is equally considered tedious and complex for its learners. This experimental study aims to explore the impact of technology on twenty-six students learning phonetics and phonology to BS English students. Two experts validated the assessment instruments, pre- and post-test, and the data were analyzed quantitatively using SPSS, applying a T-test to establish correlations between pre- and post-test results. The study's findings present positive significance for teachers, educators, and academia in incorporating ICT to teach phonetics and phonology to ESL learners in undergraduate degree programs. The students' reflective feedback was collected to have an in-depth analysis of the findings. However, several students expressed a lack of consensus regarding the results or outcomes in their reflections. Specifically, six students reported experiencing difficulties and inconveniences while self-studying using the designated applications.

Keywords:
Digital Technology Tools, Phonology, Teaching Effectiveness, Mixed-Methods

Understanding the Exact Nature of the "War of Nerves" Guiding Through the Lessons Concealed in the Battle of the Confederates

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Abstract

The battle of the Confederates (AL-AHZAB) is a battle fought by Prophet Muhammadﷺ and his brave companions in the year A.H 5. In that year, a network of intrigues and alliances besieged Madinah, with a brute force of 10000 men to crush the truth. This military blockade lasted over three to four weeks, and it caused much suffering from hunger, extreme cold, an unceasing shower of arrows, and constant general or concentrated assaults. The conditions tested the nerves and patience of the beleaguered Muslims. Ghazwa Ahzab is an ideal example of a modern warfare which is known as "War of Nerves". It's a form of warfare that focuses on disrupting the enemy's morale and will to fight rather than direct military action. It also involves psychological pressure like propaganda, threats and rumors to demoralize or intimidate the opponent. Chapter 33 of the glorious Quran covers the main lessons of the Ghazwa and guides the Muslims how to deal with such a warfare. I have summarized those lessons and modern guidelines in my article employing qualitative research methodology. Therefore, keeping in view all that, this paper is being presented to understand the Sixth-generation warfare (6GW), its tactics, intricacies and defence mechanism inspired by the military strategies of the Messenger of Allah.

Effective Ethical Leadership Practices of Primary School Heads and its Impact on Teachers' Psychological Safety and Performance

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Abstract

Effective ethical leadership practices in primary schools involve promoting a culture of honesty, transparency, and respect for ethical principles. Ethical leaders exhibit strong moral principles, set an ethical tone for the school, and lead by example. They demonstrate fairness, consistency, and impartiality in decision-making and are proactive in identifying and addressing ethical issues in the school community. When primary school heads practice effective ethical leadership, they create a positive work environment that fosters teachers' psychological safety and performance. This study investigates the level of ethical leadership practices of primary school heads from the teachers' perspective in Karachi. For this study quantitative research method used and data was collected through Ethical Leadership Questionnaire (ELQ) from primary school teachers of Karachi. This research study result shows that Effective EL practices in primary schools of rural areas are crucial for creating a positive work environment that promotes psychological safety and enhances teacher performance. This research study recommends that increase and developing the standards of head teachers' ethical leadership to influence teachers positively.

The Impact of Excessive Internet Usage on the Emotional Maturity of Adolescents: A Case Study in Pakistan

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Abstract

Excessive internet usage has become a significant issue among adolescents and young adults, affecting their physical, mental, social, and emotional well-being. In the Pakistani context, this trend is particularly concerning due to limited digital literacy and awareness of the negative effects of internet overuse. This study aims to explore the impact of excessive internet usage on the emotional maturity of adolescents in Pakistan, analyzing how limitless internet access contributes to physical, mental, and social challenges among this age group. The research adopts a qualitative approach, reviewing existing literature on internet abuse and its repercussions on the physical, mental, and emotional health of Pakistani adolescents. The study analyzes key factors contributing to the decline in emotional maturity due to excessive internet use. The findings indicate that high levels of internet usage are closely associated with reduced emotional maturity among adolescents. This reduction is manifested through various issues, including increased mental stress, decreased physical activity, and deteriorated social relationships. The study concludes that excessive internet usage can significantly impact the emotional development and maturity of adolescents, leading to a range of mental, physical, and social problems. It underscores the need for interventions that promote balanced internet use and enhance emotional resilience among Pakistani youth.

Examining the Challenges Faced by English Teachers in Pakistan

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Abstract
This study explores the multifaceted challenges faced by English language teachers in Pakistan, focusing on pedagogical, institutional, socio-economic, policy-related, technological, and cultural barriers. Understanding these challenges is essential for improving English language education across the country. The research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews with English teachers from various regions in Pakistan. Data were analyzed using statistical tools and thematic analysis to identify key patterns and insights. The study found that outdated teaching materials, lack of professional development, inadequate administrative support, socio-economic disparities, and insufficient technological infrastructure are major impediments. Additionally, cultural resistance and policy inconsistencies further complicate the teaching landscape. Urban-rural disparities in resource allocation exacerbate these issues. To address these challenges, the study recommends curriculum updates, enhanced teacher training, policy reforms, increased infrastructure investment, socio-economic support, and cultural sensitization programs. These measures aim to create a more conducive environment for English language teaching and learning in Pakistan.

The Role of English Language Teaching in Promoting Intercultural Understanding in Pakistani Classrooms

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Abstract

English language teaching (ELT) is essential for linguistic growth and building cross-cultural understanding in Pakistani classrooms. Given the multicultural makeup of Pakistan and the importance of English worldwide, it is critical to consider how ELT might advance intercultural understanding. This study emphasizes the value of this method in the Pakistani context by examining how Pakistani EFL teachers see "interculturality" as a pedagogical strategy in teaching English as a foreign language through descriptive and inferential analysis. According to the findings, English language instruction plays various roles in Pakistani classrooms that support intercultural understanding. Examining various cultures, dispelling myths, and encouraging tolerance and empathy in students are all made possible by language training. Furthermore, teachers utilize various instructional approaches, including literature exploration and cultural exchange activities, to improve students' intercultural competency. English language instruction fosters empathy and meaningful connections between students from different cultural origins, essential for advancing intercultural understanding in Pakistani classrooms. Unfortunately, obstacles to successful implementation include language imperialism and scarce resources. To maximize the potential of ELT for fostering intercultural understanding in Pakistan, educators, policymakers, and curriculum developers must work together. Given the results, educational stakeholders are urged to prioritize intercultural integration while creating English language courses. This can be accomplished with teacher education programs, culturally aware lesson planning, and the inclusion of diverse opinions in class discussions.

Keywords:

English Language Teaching (ELT), Educators, Policymakers, Stakeholders, English Language, Intercultural awareness, Intercultural Communicative Competence (ICC).