



MOHAMMAD ALI JINNAH UNIVERSITY

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INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM) 2023

(Creating End User Value Through Sustainable Business and Analytics)

May 19-20, Karachi, Pakistan (icbm.maju.edu.pk)



ICBM 2023 CONFERENCE PROGRAM

DAY-1 (FRIDAY, MAY 19, 2023)

INAUGURAL SESSION: 9:30AM – 11.30AM (VENUE: AUDI-III, BLOCK-C)

| | |
|--|-------------------|
| REGISTRATION (WELCOME DESK OUTSIDE AUDI-III, BLOCK-C) | 08:30AM - 09:30AM |
| RECITATION OF HOLY QURAN | 09:30AM - 09:35AM |
| NATIONAL ANTHEM | 09:35AM - 09:40AM |
| WELCOME ADDRESS BY THE CHAIR (ICBM 2023) DR. HINA FATIMA (DEAN, FACULTY OF BUSINESS ADMINISTRATION, MOHAMMAD ALI JINNAH UNIVERSITY, KARACHI) | 09:40AM - 09:50AM |
| ADDRESS BY THE CHIEF GUEST-1 PROF. DR. TARIQ RAFI (CHAIRMAN, SINDH HIGHER EDUCATION COMMISSION, GOVERNMENT OF SINDH, KARACHI) | 09:50AM - 10:00AM |
| ADDRESS BY THE CHIEF GUEST-2 HONOURABLE MUHAMMAD ISMAIL RAHU (MINISTER FOR UNIVERSITIES AND BOARDS, CLIMATE CHANGE AND COASTAL DEVELOPMENT DEPARTMENT) | 10:00AM - 10:10AM |
| ADDRESS BY THE PATRON (ICBM 2023) PROF. DR. ZUBAIR AHMED SHAIKH (PRESIDENT, MOHAMMAD ALI JINNAH UNIVERSITY, KARACHI) | 10:10AM - 10:20AM |
| KEYNOTE SPEECH-1 (INTERNATIONAL) DR. LAL KHAN ALMAS (PROFESSOR, WEST TEXAS A&M UNIVERSITY, UNITED STATES) | 10:20AM - 10:35AM |
| KEYNOTE SPEECH-2 (INTERNATIONAL) DR. GUL ERKOL BAYRAM (ASSOCIATE PROFESSOR & HEAD OF TOUR GUIDING DEPARTMENT, SINOP UNIVERSITY, TURKEY) | 10:35AM - 10:50AM |
| KEYNOTE SPEECH-3 (INTERNATIONAL) DR. ENKELEDA LULAJ (COUNTRY DIRECTOR, WORLD VOICE INTERNATIONAL & ASSISTANT PROF, HAXHI ZEKA UNIVERSITY, KOSOVO) | 10:50AM - 11:05AM |
| TEA BREAK: 11:05AM – 11:30AM (VENUE: OUTSIDE AUDI-III, BLOCK-C) | |
| PANEL DISCUSSION "CREATING SUSTAINABLE BUSINESS VALUE THROUGH INTERNATIONAL TRADE AND COOPERATION: A TECHNOLOGY & INNOVATION PERSPECTIVE" | 11:30AM - 1PM |
| LUNCH & FRIDAY PRAYER BREAK: 1:00PM – 2.30PM | |
| PAPER & POSTER PRESENTATIONS (schedule of paper presentations and venue details are in the attachment) | 2:30PM - 6PM |
| FREE TIME: 6PM – 7:30PM | |
| NETWORKING DINNER: 7:30PM – 9:30PM (By Invitation Only) (VENUE: BASEMENT/FOUNTAIN AREA, BLOCK-D) | |

ALL TIMES ARE PAKISTAN STANDARD TIME (PST)

| | | | | | | | | | | | | |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| MALAYSIA | USA | TURKEY | KOSOVO | ENGLAND | AUSTRIA | OMAN | AUSTRALIA | ITALY | GERMANY | UAE | BAHRAIN | RUSSIA |
| (PST + 3) | (PST - 9) | (PST - 2) | (PST - 3) | (PST - 4) | (PST - 3) | (PST - 1) | (PST + 5) | (PST - 3) | (PST - 3) | (PST - 1) | (PST - 2) | (PST - 2) |



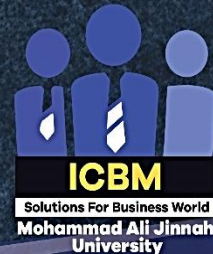
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ICBM 2023 CONFERENCE PROGRAM

| DAY-2 (SATURDAY, MAY 20, 2023) | |
|---|-------------------|
| REGISTRATION (WELCOME DESK OUTSIDE AUDI-III, BLOCK-C) | 09:00AM - 10:00AM |
| RECITATION OF HOLY QURAN | 10:00AM - 10:05AM |
| NATIONAL ANTHEM | 10:05AM - 10:10AM |
| KEYNOTE SPEECH-4 (INTERNATIONAL) DR UMMI NAIEMAH BINTI SARAIH (ASSOCIATE PROFESSOR, UNIVERSITI MALAYSIA PERLIS ARAU, MALAYSIA) | 10:10AM - 10:25AM |
| KEYNOTE SPEECH-5 (INTERNATIONAL) DR. ARSHIAN SHARIF (ASSOCIATE PROFESSOR, SUNWAY UNIVERSITI, MALAYSIA) | 10:25AM - 10:40AM |
| KEYNOTE SPEECH-6 (INTERNATIONAL) DR. WAHEED ALI UMRANI (ASSISTANT PROFESSOR, SULTAN QABOOS UNIVERSITY, OMAN) | 10:40AM - 10:55AM |
| KEYNOTE SPEECH-7 (NATIONAL) DR. JAVED AHMED QURESHI (PROFESSOR, SZABIST, KARACHI & DIRECTOR, NEWTON HEALTH CARE PVT LTD) | 10:55AM - 11:10AM |
| KEYNOTE SPEECH-8 (NATIONAL) DR. ALTAF HUSSAIN SAMO (PROFESSOR, SUKKUR IBA UNIVERSITY, SUKKUR) | 11:10AM - 11:25AM |
| TEA BREAK: 11:25AM – 11.45AM (VENUE: OUTSIDE AUDI-III, BLOCK-C) | |
| ADDRESS BY THE CHIEF GUEST-3 MR. SYED SARDAR ALI SHAH (MINISTER FOR CULTURE, TOURISM, ANTIQUITIES & ARCHIVE DEPARTMENT, GOVT OF SINDH, KARACHI) | 11:45AM – 12:15PM |
| ADDRESS BY THE DISTINGUISHED GUEST DR. MIFTAH ISMAIL (FORMER FINANCE MINISTER OF PAKISTAN) | 12:15PM-1PM |
| LUNCH AND PRAYER BREAK: 1:00PM – 2PM | |
| PAPER & POSTER PRESENTATIONS (schedule of paper presentations and venue details are in the attachment) | 2PM - 5PM |
| CLOSING SESSION: 5:00PM – 5.30PM (VENUE: AUDI-III, BLOCK-C) | |
| ADDRESS BY THE CHIEF GUEST-4 ENGR. NAJEEB HAROON (CHAIRMAN, PAKISTAN ENGINEERING COUNCIL, ISLAMABAD) | 5:00PM – 5:15PM |
| VOTE OF THANKS | 5:15PM – 5:20PM |
| DISTRIBUTION OF CERTIFICATES & SHIELDS | 5:20PM – 5:30PM |

ALL TIMES ARE PAKISTAN STANDARD TIME (PST)

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| MALAYSIA | USA | TURKEY | KOSOVO | ENGLAND | AUSTRIA | OMAN | AUSTRALIA | ITALY | GERMANY | UAE | BAHRAIN | RUSSIA |
| (PST + 3) | (PST -9) | (PST -2) | (PST -3) | (PST -4) | (PST -3) | (PST -1) | (PST +5) | (PST -3) | (PST -3) | (PST -1) | (PST -2) | (PST -2) |



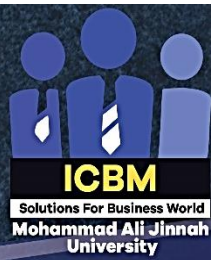
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SCHEDULE OF PAPER PRESENTATIONS (19-20 May 2023)

1. Strategic HRM, Leadership and Organizational Psychology

| S# | Paper ID | Paper Title | Author(s) | Presentation Date & Time | Room Location in Block C&D |
|--------------|----------|--|---|---------------------------------|----------------------------|
| Day 1 | | | | | |
| 1 | 10 | The impact of Transformational Leadership (TL) on Innovative Work Behavior (IWB), the mediating role of Employee Engagement (EE) and Psychological Capital (PsyCap) in Hospitals of Karachi. | Sagar Singh* (Department of Business Studies, Bahria University – Karachi Campus); Essa Khan (Bahria University Karachi Campus); Asif Rehman (Department of Business Studies, Bahria University – Karachi Campus) (rphsagarsingh@gmail.com) | 19-05-2023, 02:30 pm - 02:45 pm | Block-D Library |
| 2 | 16 | Decrease employee turnover with social capital dimensions with mediation of tacit knowledge | Sania Muhammad Ilyas* (Jinnah University for women) (palwashakhan1998@gmail.com) | 19-05-2023, 02:45 pm - 03:00 pm | Block-D Library |
| 3 | 32 | The impact of self-disclosure on personal and professional life. | Ishtiaq Ahmed Kolachi* (Mohammad Ali Jinnah University) (ishtiaq.ahmed@jinnah.edu) | 19-05-2023, 03:00 pm - 03:15 pm | Block-D Library |
| 4 | 45 | Green Human Resource Management (GHRM): A Comprehensive Analysis of the Literature | Sana Aziz* (Mohammad Ali Jinnah University) (sanaaziz1947@gmail.com) | 19-05-2023, 03:15 pm - 03:30 pm | Block-D Library |
| 5 | 48 | Subjective Well-being and Retirement: An Exploratory Analysis. | Kainaat E Ali* (Muhammad Ali Jinnah University) (sp20bsph0039@maju.edu.pk) | 19-05-2023, 03:30 pm - 03:45 pm | Block-D Library |
| 6 | 55 | The Impact of Job Security Elements on Work Alienation at Public Sector Universities in Sindh (A Study from Employees' perspective) | Irfan Zeb Khaskhelly* (Shaheed Benazir Bhutto University, Shaheed Benazirabad) | 19-05-2023, 03:45 pm - 04:00 pm | Block-D Library |
| 7 | 78 | The Role of Servant leadership in Fostering Employee Retention: Exploring the Mediating Effect of Job Embeddedness and Moderating Effect of Employee Proactivity in Hospital Sector | Sadaf Abdul Qadir* (NIBD) (sadafqadir03@gmail.com) | 19-05-2023, 04:00 pm - 04:15 pm | Block-D Library |
| 8 | 83 | Islamic Entrepreneurship: A Solution for Economic Growth and Ethical Business Practices in Pakistan | Abdul Samad* (Shaheed Benazir Bhutto University); Kamal Ab Haid (International Islamic University Sultan Abdul Halim Muazam Shah); Ummi Naeimah Saraih | 19-05-2023, 04:15 pm - 04:30 pm | Block-D Library |



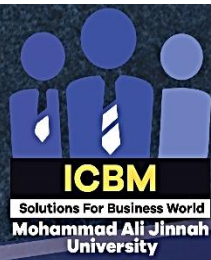
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|----|-----|--|---|---------------------------------|-----------------|
| | | | (Universiti Malaysia Perlis) (dahriabdulsamad@gmail.com) | | |
| 9 | 90 | Hybrid Work Model for Pakistani Universities: A Performance Review | Muhammad Usama Qadri* (Habib Metropolitan Bank); Kanwal (MAJU); Dr. Junaid Rehman (Mohammad Ali Jinnah University, Karachi) | 19-05-2023, 04:30 pm - 04:45 pm | Block-D Library |
| 10 | 93 | Motivational Factors and Emotional Exhaustion Among Academicians In Malaysia | Abdul Samad (Shaheed Benazir Bhutto University); Azlini Hassan* (Universiti Malaysia Perlis); Ummi Naeimah Saraih (Universiti Malaysia Perlis) (dahriabdulsamad@gmail.com) | 19-05-2023, 04:45 pm - 05:00 pm | Block-D Library |
| 11 | 94 | Academic Burnout in Malaysia: A Neuroticism, Extraversion, And Agreeableness Analysis | Abdul Samad (Shaheed Benazir Bhutto University); Ummi Naeimah Saraih* (Universiti Malaysia Perlis); Azlini Hassan (Universiti Malaysia Perlis) (dahriabdulsamad@gmail.com) | 19-05-2023, 05:00 pm - 05:15 pm | Block-D Library |
| 12 | 96 | Unlocking the Potential of Creative Work Behavior through Authentic Leadership in the Telecommunication Sector of Pakistan | Noman Rafique* (Begum Nusrat Bhutto Women University Sukkur); Noor Ahmed (The Begum Nusrat Bhutto Women University Sukkur); Shahzad Naseem (Begum Nusrat Bhutto Women University Sukkur); Dr Muhammad Asif Qureshi (Mohammad Ali Jinnah University) | 19-05-2023, 05:15 pm - 05:30 pm | Block-D Library |
| 13 | 103 | The Impact of Human Resource Factors on Organizational Success | Muqtadir Altaf* (Superior University Lahore) (muqtadiraltaf@hotmail.com) | 19-05-2023, 05:30 pm - 05:45 pm | Block-D Library |
| 14 | 127 | Women Empowerment in HRM In Tourism Sector | Dr. Muhammad Nawaz Tunio * (University of Sufism and Modern Sciences, Bhitshah); Muhammad Zubair (Alpen Adria University, Klagenfurt) (mntunio@gmail.com) | 19-05-2023, 05:45 pm - 06:00 pm | Block-D Library |

Day 2

| | | | | | |
|----|-----|---|---|---------------------------------|-------|
| 15 | 128 | Interest Of Women in Tourism Sector And How To Empower Them | Dr. Muhammad Nawaz Tunio * (University of Sufism and Modern Sciences, Bhitshah); Wali Muhammad Khoso (Nanjing University of Aeronautics and Astronautics, Nanjing) (mntunio@gmail.com) | 20-05-2023, 02:00 pm - 02:15 pm | CF-C1 |
| 16 | 133 | Customer Satisfaction in The Family Takaful Industry: Do Word of Mouth And Service Quality Matters? | Dr Muhammad Asif Qureshi (Mohammad Ali Jinnah University); Ummi Naeimah Saraih* (Universiti Malaysia Perlis); Nur Hafifa Iswati Ishak (Universiti Malaysia Perlis) | 20-05-2023, 02:15 pm - 02:30 pm | CF-C1 |



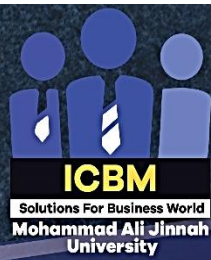
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|----|-----|--|---|---------------------------------|-------|
| | | | (drasifqureshi@jinnah.edu) | | |
| 17 | 134 | Hrm Practices and Innovative Work Behaviour in The Malaysian Manufacturing Company | Dr Muhammad Asif Qureshi (Mohammad Ali Jinnah University); Ummi Naeimah Saraih* (Universiti Malaysia Perlis); Nur Hafifa Iswati Ishak (Universiti Malaysia Perlis) (drasifqureshi@jinnah.edu) | 20-05-2023, 02:30 pm - 02:45 pm | CF-C1 |

2. Digital marketing, Social media and Entrepreneurship

| S# | Paper ID | Paper Title | Author(s) | Presentation Date & Time | Room Location in Block C&D |
|----|----------|-------------|-----------|--------------------------|----------------------------|
|----|----------|-------------|-----------|--------------------------|----------------------------|

Day 1

| | | | | | |
|---|----|--|--|---------------------------------|-------|
| 1 | 21 | Determining the Factors that Affect Social Media Consumer's Attitude Towards the Social Media Influencers | Zainab Musleha* (Jinnah University for Women), zainabmuslehawork16@gmail.com | 19-05-2023, 02:30 pm - 02:45 pm | DG-C1 |
| 2 | 68 | The Role of Digital Marketing for Supporting E-Commerce Businesses during Covid-19 – A Semi-systematic Review and Research Framework | Dr. Jawaid Ahmed Qureshi* (SZABIST) jawedkhanqureshi@gmail.com | 19-05-2023, 02:45 pm - 03:00 pm | DG-C1 |
| 3 | 37 | Impact of Corporate Social Responsibility, Perceived Service Quality, and Perceived Value on Customer Citizenship Behaviour | Jalal R. M. Hanaysha* (Skyline University College) jalal.hanayshi@yahoo.com | 19-05-2023, 03:00 pm - 03:15 pm | DG-C1 |
| 4 | 49 | Factors Affecting Social Entrepreneurial Intention Among University Students | Ikram Uddin Junejo*, Muhammad Javed, Ummi Naeimah Saraih, Deapash Kumar, ikramuddin8022@yahoo.com | 19-05-2023, 03:15 pm - 03:30 pm | DG-C1 |
| 5 | 50 | Factors Affecting Behavioural Intention to Visit Tourist Attractions in Pakistan | Ikram Uddin Junejo* (SZABIST Hyderabad Campus); Sadaqat Ahsan (SZABIST Hyderabad Campus); Ansharah Ashraf (SZABIST Hyderabad Campus); Ummi Naeimah Saraih (Universiti Malaysia Perlis); Namrah Tehreem (SZABIST Hyderabad Campus) ikramuddin8022@yahoo.com | 19-05-2023, 03:30 pm - 03:45 pm | DG-C1 |
| 6 | 69 | Consumer Brand Engagement during Service Lockdowns – A Semi-systematic Review and Conceptual Framework | Dr. Jawaid Ahmed Qureshi* (SZABIST) jawedkhanqureshi@gmail.com | 19-05-2023, 03:45 pm - 04:00 pm | DG-C1 |



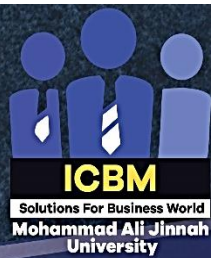
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|--------------|-----|--|---|---------------------------------|-------|
| 7 | 73 | An Empirical Analysis of After Sales Services Influence on Customer Retention with Mediating Effect of Customer Satisfaction and Moderating Role of Customer Loyalty | Asif Ali* (Famous brands Pvt Ltd) tigerasif78@gmail.com | 19-05-2023, 04:00 pm - 04:15 pm | DG-C1 |
| 8 | 109 | Brand Strengthening Model for The Banking Industry: A Case of Pakistan | Abdul Subhan Shaikh* (Muhammad Ali Jinnah University); Sheheryar Khan (Muhammad Ali Jinnah University), fa21msmg0020@maju.edu.pk | 19-05-2023, 04:15 pm - 04:30 pm | DG-C1 |
| Day 2 | | | | | |
| 9 | 75 | CRM and customer retention in food industries | Saba Muhammad Akhter* (Global Technologies & Services) stsiddiqui9@gmail.com | 20-05-2023, 02:00 pm - 02:15 pm | CF-C2 |
| 10 | 95 | The identification of gender identity on consumer perception and buying decisions to develop brand equity | Syeda Q Kazmi* (Institute of Business and Health Management -DUHS) syedakazmi44@gmail.com | 20-05-2023, 02:15 pm - 02:30 pm | CF-C2 |
| 11 | 40 | Building Back Better: Leveraging Territorial Marketing for Sustainable Post-Quake Disaster Recovery | Zahid Hussain* (Shaheed Benazir Bhutto University, Nawabshah); Arman Khan (Shaheed Benazir Bhutto University, Nawabshah) | 20-05-2023, 02:30 pm - 02:45 pm | CF-C2 |
| 12 | 125 | Ambitious women stepping into entrepreneurial path: Resistance in accessing economic support | Dr. Muhammad Nawaz Tunio* (University of Sufism and Modern Sciences, Bhitshah); Erum Shaikh (Shaheed Benazir Bhutto University, Sanghar Campus, Pakistan) mntunio@gmail.com | 20-05-2023, 02:45 pm - 03:00 pm | CF-C2 |
| 13 | 131 | Importance of banks in promoting female entrepreneurial activities in developing countries | Sidra Aijaz Soomro* (IBA, University of Sindh Jamshoro), sidrasoomro94@hotmail.com Dr. Muhammad Nawaz Tunio* (University of Sufism and Modern Sciences, Bhitshah) | 20-05-2023, 03:00 pm - 03:15 pm | CF-C2 |
| 14 | 132 | Customer Relationship Management System in Banking Sector | Dr. Muhammad Nawaz Tunio* (University of Sufism and Modern Sciences, Bhitshah); Paras Rani (University of Sindh, Jamshoro) mntunio@gmail.com | 20-05-2023, 03:15 pm - 03:30 pm | CF-C2 |
| 15 | 51 | Impact of Green Advertising motive, message, and brand equity on Green Buying Behavior. Empirical evidence of Consumer Electronics in Pakistan. | Iqrar Hussain Mari* (Shaheed Benazir Bhutto University Shaheed Benazirabad Sindh Pakistan) iqrarmari@gmail.com | 20-05-2023, 03:30 pm - 03:45 pm | CF-C2 |



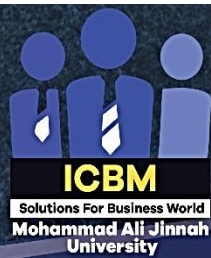
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3. Emerging Trends in Banking and Finance

| S# | Paper ID | Paper Title | Author(s) | Presentation Date & Time | Room Location in Block C&D |
|--------------|----------|--|--|---------------------------------|----------------------------|
| Day 1 | | | | | |
| 1 | 58 | Do the Experience and Tenure of the CEO Matter? A Case of Financial Report Readability | Muhammad Junaid* (Iqra University, Karachi); Muhammad.56492@iqra.edu.pk | 19-05-2023, 02:30 pm - 02:45 pm | DG-C4 |
| 2 | 13 | Portfolio Management During Recessions. Can Artificial Intelligence Help? | Muddassir Sayeed Siddiqui* (ILMA University), muddassirs@gmail.com; Dr. Syed Muhammad Noaman Ahmed Shah [MAJU]; | 19-05-2023, 02:45 pm - 03:00 pm | DG-C4 |
| 3 | 15 | Do Family and Non-Family Firms Perform Differently under Political Influence? Evidence from Pakistan | Dr. Muhammad Arsalan Hashmi* (Dow University Health Sciences), arsalan_hashmi@hotmail.com | 19-05-2023, 03:00 pm - 03:15 pm | DG-C4 |
| 4 | 17 | Demographic Characteristics of Board of Directors and Tax Avoidance: Evidence from Pakistan | Dr. Abid Mehmood* (KIET), abid.mehmood@kiet.edu.pk; Owais Shariq (Habib Metropolitan Bank Ltd.) | 19-05-2023, 03:15 pm - 03:30 pm | DG-C4 |
| 5 | 29 | Low Tax Morale in Pakistan | Munir Hussain* (Auditor General of Pakistan), munirhussain75@hotmail.com | 19-05-2023, 03:30 pm - 03:45 pm | DG-C4 |
| 6 | 11 | Board Structure, Firm Performance, and the Interaction Role of Shariah Compliance | Kamran Mohy-Ud-Din* (Iqra University), kamran.mohyuddin@iqra.edu.pk; Dr. Muhammad Azam (MAJU) | 19-05-2023, 03:45 pm - 04:00 pm | DG-C4 |
| 7 | 22 | Determinants of Adoption of Islamic Banking and their Impact on Financial Satisfaction among Non-Muslims: A Case of Pakistan | Memoona Ansar* [PMAS Arid Agriculture University], memoona_leo@yahoo.com; Waqas Gul (Allied Bank Ltd.) | 19-05-2023, 04:00 pm - 04:15 pm | DG-C4 |
| 8 | 31 | Impact of SBP's Liquidity Regulations on Commercial Banks Performance | Samia Zia* (MAJU), samiamansoorahmed@gmail.com | 19-05-2023, 04:15 pm - 04:30 pm | DG-C4 |
| 9 | 34 | Determinants and Usage of Financial Derivatives in Pakistan | Aijaz Ali* (Export Processing Zones Authority), aijaz.ali1711@gmail.com | 19-05-2023, 04:30 pm - 04:45 pm | DG-C4 |
| 10 | 39 | Cryptocurrency Adoption in Pakistan: A Consumer Behavior Perspective | Naeem Zahoor* [Allied Bank Ltd.], Chnaeem4815@gmail.com; Dr. Junaid Rehman (MAJU); | 19-05-2023, 04:45 pm - 05:00 pm | DG-C4 |
| 11 | 43 | Country-Level Institutional Quality and Earnings Management: The Moderate Role of Risk Management Committee in the Perspective of Pakistan | Shahnawaz Baloch Sangour* (Gawadar Port Authority), sp20phms0003@maju.edu.pk; Dr. Syed Muhammad Noaman Ahmed Shah | 19-05-2023, 05:00 pm - 05:15 pm | DG-C4 |



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| | | | (MAJU) | | |
| 12 | 14 | Peer Effects, Industry Concentration and Capital Structure: Evidence from Emerging Market Economies | Dr. Ameenullah Aman* [SZABIST], ameenullahaman.s@gmail.com | 19-05-2023, 05:15 pm - 05:30 pm | DG-C4 |
| 13 | 59 | Nexus Between WCM and Financial Performance of Listed Non-Financial Firms at PSX: A Revisit for Non-Linear Relationship | Syed Ghazanfer Inam* (MAJU), ghazanfer@jinnah.edu; Fouzia Kausar (MAJU), sp21msmg0019@maju.edu.pk; | 19-05-2023, 05:30 pm - 05:45 pm | DG-C4 |
| 14 | 60 | Board of Directors and Cash Holding | Mehrab Ali* (Iqra University), Msbaloch1996@gmail.com | 19-05-2023, 05:45 pm - 06:00 pm | DG-C4 |
| Day 2 | | | | | |
| 15 | 61 | Co-Opted Directors and Trade Credit | Muhammad Anas* (Iqra University), muhammad.47643@iqra.edu.pk | 20-05-2023, 02:00 pm - 02:15 pm | CF-C3 |
| 16 | 71 | The Impact of Financial Literacy on Investment Decision: A Case Study of Balochistan Province | Ubaid Ali* (University of Gwadar), ubaid.ali@ug.edu.pk | 20-05-2023, 02:15 pm - 02:30 pm | CF-C3 |
| 17 | 82 | The Impact of CEO Tenure on Firm Financial Distress Risk | Maryam Iqbal* (Iqra University), maryam.60258@iqra.edu.pk | 20-05-2023, 02:30 pm - 02:45 pm | CF-C3 |
| 18 | 92 | Factors Affecting the Financial Literacy of Pakistani Entrepreneur: Mediating Role of Financial Attitude | Syed Ghazanfer Inam (MAJU), ghazanfer@jinnah.edu; Kahaf Fatima* [MAJU], kahaf.fatima95@gmail.com | 20-05-2023, 02:45 pm - 03:00 pm | CF-C3 |
| 19 | 97 | Transformative Services Research Using Mobile Financial Services: A Mobile Banking Experience Perspective | Muhammad Ali Shaikh* (MAJU); Dr. Ziaullah Khan [FAST]; Dr. Junaid Rehman (MAJU), junaid.rehman@jinnah.edu | 20-05-2023, 03:00 pm - 03:15 pm | CF-C3 |
| 20 | 99 | A Study on the Impact of Corporate Governance on the Effectiveness of Internal Control in Chinese-Listed Financial Companies | Jiayao Zhou* (Taylor's University, Malaysia), zjzzhoujiayao@163.com | 20-05-2023, 03:15 pm - 03:30 pm | CF-C3 |
| 21 | 101 | Theories Supporting Corporate ESG Disclosure: A Systematic Accounting Research Overview | Carla Del Gesso* (University of Molise, Italy), carla.delgesso@unimol.it; Dr. Rab Nawaz Lodhi (University of Punjab) | 20-05-2023, 03:30 pm - 03:45 pm | CF-C3 |
| 22 | 107 | Moped Bicycle Business – Startup in Pakistan | Javed Hussain Baloch* (MAJU), javed.hussain@jinnah.edu | 20-05-2023, 03:45 pm - 04:00 pm | CF-C3 |
| 23 | 108 | Risk Sharing Perspective in Bank Al Habib Limited Islamic Banking Division | Javed Hussain Baloch* (MAJU), javed.hussain@jinnah.edu | 20-05-2023, 04:00 pm - 04:15 pm | CF-C3 |
| 24 | 112 | Analysis of Implementation of SAP in Zaman Textile Mills (Pvt) Ltd. | Muhammad Shams* (MAJU), m.shams@jinnah.edu | 20-05-2023, 04:15 pm - 04:30 pm | CF-C3 |



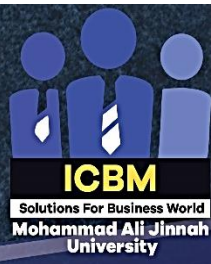
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May 19-20, Karachi, Pakistan (icbm.maju.edu.pk)



| | | | | | |
|----|----|--|--|---------------------------------|-------|
| 25 | 19 | Impact of Capital Structure on Firms Profitability of Chemical and Fertilizer Sector | Poonam Riaz* (SZABIST), poonam.riaz@szabist.pk; Ahsan (SZABIST) | 20-05-2023, 04:30 pm - 04:45 pm | CF-C3 |
|----|----|--|--|---------------------------------|-------|

4. Supply Chain and Operations Management

| S# | Paper ID | Paper Title | Author(s) | Presentation Date & Time | Room Location in Block C&D |
|----|----------|-------------|-----------|--------------------------|----------------------------|
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Day 1

| | | | | | |
|---|-----|--|--|--------------------------------------|-------------|
| 1 | 46 | Driving Business Success Through Sustainable Practices: A Conceptual Paper | Mustafa R Khan* (SZABIST) mustafa.r.khan03@gmail.com; Agam Kumar (SZABIST); Areeb Mirza (SZABIST); Alizain Akber (SZABIST) | 19-05-2023 2:30 p.m. to 2:45 p.m. | DG-C3 (Lab) |
| 2 | 47 | Role of Courier and Logistics Companies in Effective Reverse Logistics Management for an E-Commerce Business in Pakistan – A Case of Goto.com.pk | Syed Obaidullah Shah* (Iqra University) | 19-05-2023 2:45 p.m. to 3:00 p.m. | DG-C3 (Lab) |
| 3 | 89 | Factors of Supplier Development Influencing the Buyer-Supplier Performance in FMCG Sector of Karachi | Hunain H Haroon* (MAJU) | 19-05-2023 3:00 p.m. to 3:15 p.m. | DG-C3 (Lab) |
| 4 | 102 | Dissemination of logistics innovations | Muqtadir Altaf* (Superior University Lahore); Muhammad Rafiq (Superior University Lahore); Muhammad Zaheer Alam (Superior University Lahore) | 19-05-2023 3:15 p.m. to 3:30 p.m. | DG-C3 (Lab) |
| 5 | 123 | Impact of supply chain dynamic capabilities on supply chain resilience: Mediating role of Industry 4.0 | Gulam Qader* (Pakistan Air Force) qadirghulam12@gmail.com | 19-05-2023 3:30 p.m. to 3:45 p.m. | DG-C3 (Lab) |
| 6 | 129 | Factors Driving Implementation of Circular Business Model and Impact on Firm's Sustainable Performance – A Case of Manufacturing Firms in Pakistan | Jahangir Moosa* (Gatron Industries Limited/Novatex Limited) jahangirmusa@gmail.com | 19-05-2023 3:45 p.m. to 4:00 p.m. | DG-C3 (Lab) |
| 7 | 25 | Traceability in Food Supply Chain: Systematic Literature Review | Asif Ali Bhatti* (Muhammad Ali Jinnah University) asifaliewhw@mail.com; Dr. Ghulam Muhammad (Mohammad Ali Jinnah University, Karachi); Shuaib Ahmed (Institute of Business Management) | 19-05-2023 4:15 p.m. to 4:30 p.m. | DG-C3 (Lab) |



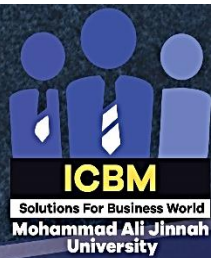
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May 19-20, Karachi, Pakistan (icbm.maju.edu.pk)



| | | | | | |
|---|-----|--|---|--------------------------------------|-------------|
| 8 | 137 | Significance of supply chain dimensions & drivers in organizations of Pakistan | Hamza Asad* (IoBM) hamzatahaasad@gmail.com | 19-05-2023 4:30 p.m. to 4:45 p.m. | DG-C3 (Lab) |
|---|-----|--|---|--------------------------------------|-------------|

5. Contemporary Project Management

| S# | Paper ID | Paper Title | Author(s) | Presentation Date & Time | Room Location in Block C&D |
|----|----------|-------------|-----------|--------------------------|----------------------------|
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Day 1

| | | | | | |
|---|-----|--|---|--------------------------------------|-------|
| 1 | 121 | NFT Game | Muhammad Tayyeb* (MAJU); sp21msmg0011@maju.edu.pk; Irfan Khalil, Arif Ali Jalbani | 19-05-2023 2:30 p.m. to 2:45 p.m. | DG-C5 |
| 2 | 124 | Fake Product Review Monitoring System | Arif Ali Jalbani* (MAJU), arif.ali@jinnah.edu; Syeda Iqra Rehmat | 19-05-2023 2:45 p.m. to 3:00 p.m. | DG-C5 |
| 3 | 114 | Digital Recruitment Software | Arif Ali Jalbani* (MAJU), arif.ali@jinnah.edu; Shumaila Mughal, Sana Siddiqui, Shahnawaz Qamar | 19-05-2023 3:00 p.m. to 3:15 p.m. | DG-C5 |
| 4 | 64 | Risk Analysis In Designing And Installation Of Grid Windmill Projects | Rizwan Khanzada* (Bahria University Karachi), mr_engineer82@yahoo.com; Dr Mutasim Billah | 19-05-2023 3:15 p.m. to 3:30 p.m. | DG-C5 |
| 5 | 66 | Strategies and Best Practices for Managing Cost Overruns in the Construction Industry Projects | Sharjeel Ahmad* (Bahria University Karachi); Motan Das, Motandas@gmail.com; Arif Ali Jalbani (MAJU) | 19-05-2023 3:30 p.m. to 3:45 p.m. | DG-C5 |
| 6 | 117 | The impact of workload on employee Health of CDFP | Zeeshan Ali* (CDFP); sp23mspm0016@maju.edu.pk; Wasique Ali & Jawahir Hussain (MAJU) | 19-05-2023 3:45 p.m. to 4:00 p.m. | DG-C5 |
| 7 | 120 | Project Management (Project Initiation To Project Closer | Muhammad Ikhlauq Khan* (FWO), ikhlaq494fwo@yahoo.com; Saleem Hussain Bhayo (FWO); Arif Ali Jalbani (MAJU) | 19-05-2023 4:15 p.m. to 4:30 p.m. | DG-C5 |

Day 2

| | | | | | |
|---|-----|---|--|---------------------------------|-------|
| 8 | 116 | KPC Outfall Sheet Piling Rehabilitation | Mahera Khurram* (MAJU); sp23mspm0011@maju.edu.pk; Syeda Urooj Fatima Rizvi, Arif Ali Jalbani | 20-05-2023, 02:00 pm - 02:15 pm | CF-C4 |
| 9 | 106 | Impact of Sustainable Project | Mudassar Ahmed* (Bahria University), | 20-05-2023, 02:15 | CF-C4 |



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| | | | | | |
|----|-----|---|---|------------------------------------|-------|
| | | Management on Roles & Responsibilities of Project Management Office | mudassar_chemical@outlook.com; Sumaiya Osman, Usman Ali, Dr Fazeelat Masood | pm - 02:30 pm | |
| 10 | 115 | School Screening project | Sadia Khalique* (MAJU); sp23mspm0005@maju.edu.pk ; Arif Ali Jalbani, | 20-05-2023, 02:30 pm - 02:45 pm | CF-C4 |
| 11 | 118 | 7MW Solar Green Project | Sajid Mahmood* (Orient Energy System); sp23mspm0040@maju.edu.pk; Usama Arshad (Zahir Khan & Brothers); Faraz Riaz (Binary Engineering); Zain ul Abdin Akbar (Mobil Power Solutions); Arif Ali Jalbani (MAJU) | 20-05-2023, 02:45 pm - 03:00 pm | CF-C4 |
| 12 | 33 | Evaluating the Effectiveness of Health Projects in Pakistani NGOs: Challenges and Prospects for Improvement | Atiq Ur Rehman* (ZVMG Rangoonwala Trust Karachi), sp22msmg0006@maju.edu.pk; Dr Junaid Rehman (MAJU) | 20-05-2023, 03:00 pm - 03:15 pm | CF-C4 |
| 13 | 135 | Implementation of Controlling Project Management Office (PMO): Case Study of E-Commerce Organization in Pakistan | Faras Dosani* (Bahria University), Faras.dossani@gmail.com; Sumaiya Osman, Dr Fazeelat Masood | 20-05-2023, 03:15 pm - 03:30 pm | CF-C4 |
| 14 | 136 | Need Of PMO For Sustainable Project Management Practices In Projectized Organization: Case study in Construction Industry | Sumaiya Osman* (Bahria University), sumaiyaosman.bukc@bahria.edu.pk, Dr Fazeelat Masood | 20-05-2023, 03:30 pm - 03:45 pm | CF-C4 |
| 15 | 65 | Application of multi criteria decision making in enhancing hospital performance: A project of tertiary care hospitals of Sindh. | Faheem Sheikh* (Bahria University Karachi), faheemshaikh40@gmail.com; Dr Mutasim Billah; | 20-05-2023, 03:45 pm - 04:00 pm | CF-C4 |
| 16 | 53 | E-Procurement Practices for Efficient Public Service Delivery in Sindh Government Departments | Zubair Hussain* (Industries & Commerce Department, Government of Sindh), zubairh863@gmail.com; Dr Junaid Rehman (MAJU) | 20-05-2023, 04:00 pm - 04:15 pm | CF-C4 |
| 17 | 98 | Exploring The Influence Of Digitalized Project Management Practices In Power Sector | Immad M Khan*, Bahria University Islamabad (Virtual Online Presentation), imkhan11778@gmail.com; Dr Maira Anis (Bahria University, Karachi) | 20-05-2023, 04:15 pm - 04:30 pm | CF-C4 |

6. Technology and Innovation Management

| S# | Paper ID | Paper Title | Author(s) | Presentation Date & Time | Room Location in Block C&D |
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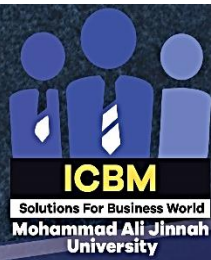
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Day 1

| | | | | | |
|---|----|--|--|---------------------------------|-------|
| 1 | 12 | Inclusive organizational behavior and organization innovation in Pakistan: A role of innovative employee behavior. | Shumaila Naz* (Mohammad Ali Jinnah University, Karachi) fa20msmg0038@maju.edu.pk ; Dr. Ghulam Muhammad (Mohammad Ali Jinnah University, Karachi) | 19-05-2023, 02:30 pm - 02:45 pm | DF-C1 |
| 2 | 23 | Wheat Disease Detection using EfficientNet Model: A Deep Learning Approach | Nimra Mughal* (Sukkur IBA University) nimra.mscsf19@iba-suk.edu.pk ; Ghulam Mujtaba Sheikh (SIBAU); Tahir Abbas Shaikh (Sukkur IBA University); Manesha Kumari (Sukkur IBA University) | 19-05-2023, 02:45 pm - 03:00 pm | DF-C1 |
| 3 | 24 | Doctors in Home. Use of Block chain in health sector | Shehnaz Khattak* (PIDE) shehnaz.21@pide.edu.pk | 19-05-2023, 03:00 pm - 03:15 pm | DF-C1 |
| 4 | 28 | Audio Classification of Urban Sound 8k dataset using deep learning and MFCC features. | Bilal Ahmed Arain* (Sukkur IBA University) bilal.mscsf21@iba-suk.edu.pk; Nimra Mughal (Sukkur IBA University); Misbah Rajput (Sukkur IBA University); Iqra Naz (Sukkur IBA University) | 19-05-2023, 03:15 pm - 03:30 pm | DF-C1 |
| 5 | 41 | House Price Prediction using Machine Learning - Case of Karachi, Pakistan | Hyder Ali Khan* (Zones LLC)hyderkaimkhani@gmail.com ; Dr. Junaid Rehman (Mohammad Ali Jinnah University, Karachi) | 19-05-2023, 03:30 pm - 03:45 pm | DF-C1 |
| 6 | 54 | Smart retail technology in new digital era in retailing business | Amna Aslam* (Muhammad Ali Jinnah University) amnaaslam471@gmail.com | 19-05-2023, 03:45 pm - 04:00 pm | DF-C1 |
| 7 | 57 | Factors of Knowledge Sharing among Faculty Members in Higher Educational Institutions: An Empirical Study of the Public Sector | Liaquat Ali Rahoo* (Mehran University of Engineering & Technology, Jamshoro) liaquat.raho@admin.muet.edu.pk ; Prof. Dr. Sirajul Haque Kandhro (Department of Public Administration, University of Sindh, Jamshoro, Sindh); Dr. Muhammad Memon (Institute of Business Administration, University of Sindh, Jamshoro, Sindh) | 19-05-2023, 04:00 pm - 04:15 pm | DF-C1 |
| 8 | 62 | ChatGPT: Is it a bane or a blessing for university teachers? | Dr. Shafiq-ur-Rehman Massan* (KASB Institute of Technology) srmassan@hotmail.com ; Dr. Muhammad Mujtaba Shaikh (Mehran University of Engineering and Technology); Dr. Liaquat Ali Thebo (Mehran University of Engineering and Technology, SZAB campus, Khairpur Mirs); Imran Ahmed Qureshi (Kulliyah of | 19-05-2023, 04:15 pm - 04:30 pm | DF-C1 |



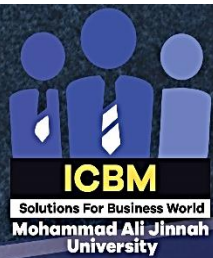
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|--------------|----|--|--|---------------------------------|-------|
| | | | Information and Communication Technology, IIUM Malaysia); Dr Muhammad Asif Qureshi (Mohammad Ali Jinnah University) | | |
| 9 | 63 | Two Sides of the Same Coin, But Not the Same: How Digitalization Affects Employee Productivity and How It Affects the Well-Being of Employees | Sobia Jamil* (Jinnah University for Women) sobiajamil901@gmail.com ; Mustafa Hyder (UoK) | 19-05-2023, 04:30 pm - 04:45 pm | DF-C1 |
| 10 | 72 | Exploring the impact of the efficiency of internet banking services on customer loyalty; The Mediating Role of Customer Satisfaction and Moderating Effect of Customer Trust." | Humaira Anwer Ali* (National Bank of Pakistan) humairavasaya@gmail.com | 19-05-2023, 04:45 pm - 05:00 pm | DF-C1 |
| 11 | 74 | Innovation in Digital Banking inevitable for Customer Retention- a case of reliance on Digital Banking Adoption & Service Quality | Muhammad Ahsan Rana* (National Bank of Pakistan) ahsan_idrees@hotmail.com | 19-05-2023, 05:00 pm - 05:15 pm | DF-C1 |
| 12 | 76 | Factors which impact on investor's behavioral intention to use cryptocurrency in Pakistan: An empirical study | Mehwish Ilyas* (ICMAP) mehwish-ilyas@hotmail.com | 19-05-2023, 05:15 pm - 05:30 pm | DF-C1 |
| Day 2 | | | | | |
| 13 | 77 | Internal Control Effectiveness on Small and Medium Enterprises in Pakistan | Syed Hassan Al-Ahdal* (FINTECH Consulting) Al-Ahdal@hotmail.com | 20-05-2023, 02:00 pm - 02:15 pm | CF-C7 |
| 14 | 79 | Artificial Intelligence: A Disruptive Innovation for Businesses in Pakistan | Abdul Subhan Shaikh* (Muhammad Ali Jinnah University) fa21msmg0020@maju.edu.pk | 20-05-2023, 02:15 pm - 02:30 pm | CF-C7 |
| 15 | 84 | Challenges to implement Technology in Logistic Sector of Karachi (A case study of IBRAHIM SERVICES) | Asif Naji* (Muhammad Ali Jinnah University) naji@jinnah.edu Sheraz Khan | 20-05-2023, 02:30 pm - 02:45 pm | CF-C7 |
| 16 | 86 | Click and Satisfied: Exploring Customer Delight in Online Banking Services. A Proposal for Investigating the Factors that Influence Customer Satisfaction in Online Banking Services | Shaista Shah Hayat* (United bank)Shaistahayat21@gmail.com | 20-05-2023, 02:45 pm - 03:00 pm | CF-C7 |
| 17 | 88 | Navigating the Burnout Epidemic: A Case Study of Lifeline Hospital's Ongoing Battle for Employee Wellbeing | Syeda Omeima* (Mohammad Ali Jinnah University) syedaomeima@gmail.com Dr. Ghulam Muhammad (Mohammad Ali Jinnah University) | 20-05-2023, 03:00 pm - 03:15 pm | CF-C7 |



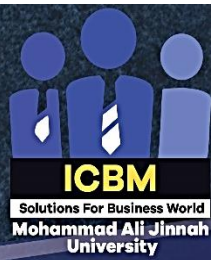
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|----|-----|---|--|---------------------------------|-------|
| 18 | 100 | Building Organizational Resilience with IoT Technologies in the Hospitality Industry | Asli Ersoy* (Alanya University) asliersoy75@gmail.com ; Muhammad Asif (UE Business School, University of Education); Rab Nawaz Lodhi (Hailey College of Commerce, University of the Punjab) | 20-05-2023, 03:15 pm - 03:30 pm | CF-C7 |
| 19 | 110 | Transformation of cold storage facilities in Pakistan fruit import and export syndicate (Pvt) ltd | Muhammad Shams* (Mohammad Ali Jinnah University), m.shams@jinnah.edu | 20-05-2023, 03:30 pm - 03:45 pm | CF-C7 |
| 20 | 113 | Implementation of SAP SuccessFactors Employee Central Implementation for ABC Company | Muhammad Bilal* (Muhammad Ali Jinnah) sp23mspm0015@maju.edu.pk ; Syed Abu Hamza (Muhammad Ali Jinnah); Usama Mustafa (Muhammad Ali Jinnah); Faheem Ahmed Sheikh (Muhammad Ali Jinnah); Arif Jalbani (Muhammad Ali) | 20-05-2023, 03:45 pm - 04:00 pm | CF-C7 |
| 21 | 119 | Febenue Event Management System | Zain Khan* (Muhammad Ali Jinnah)sp23mspm0043@maju.edu.pk ; Muhammad Hamza Khan (Muhammad Ali Jinnah) | 20-05-2023, 04:00 pm - 04:15 pm | CF-C7 |
| 22 | 122 | Solar Powered Water Purification System | Suleman* (Muhammad Ali Jinnah)sp23mspm0001@maju.edu.pk ; Arif Ali (Muhammad Ali Jinnah); Danish Anmol (Muhammad Ali Jinnah); Suleman (Muhammad Ali Jinnah); Shahzada Sheraz (Muhammad Ali Jinnah); Gul Bahar Shah (Muhammad Ali Jinnah) | 20-05-2023, 04:15 pm - 04:30 pm | CF-C7 |
| 23 | 130 | Project Planning for Residential Construction project | Komal Hamayun* (Mohammad Ali Jinnah University) sp21msmg0023@maju.edu.pk | 20-05-2023, 04:30 pm - 04:45 pm | CF-C7 |

7. Sustainable Development Goals (SDGs) and Socio-economic Development

| S# | Paper ID | Paper Title | Author(s) | Presentation Date & Time | Room Location in Block C&D |
|--------------|----------|--|---|---------------------------------|----------------------------|
| Day 1 | | | | | |
| 1 | 9 | FinTech-enabled-Endowment: A Proposed Financial Sustainability Model for Not-for-Profit Human Development Institutes | Muhammad Faisal* (Mohammad Ali Jinnah University) mfza69@gmail.com Muhammad Meraj (Mohammad Ali Jinnah University/Bahria University, Karachi Campus) m.meraj@jinnah.edu | 19-05-2023, 02:30 pm - 02:45 pm | DF-C2 |



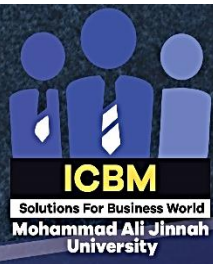
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|---|----|---|---|---------------------------------|-------|
| | | | Muhammad Shujaat Mubarik (Institute of Business Management) shujaat.mubarik@iobm.edu.pk Muhammad Wasie Fasih Butt (Hamdard University) wasiefasih@hotmail.com | | |
| 2 | 30 | A 'Shared-Value Creation' Sustainable Business Model for Social Entrepreneur: An Agroforestry Perspective | Zaleha Othman* (Universiti Utara Malaysia) zaleha@uum.edu.my Subramaniam Sri Ramalu (Universiti Utara Malaysia) subra@uum.edu.my Arfan Shazad (Universiti Utara Malaysia) arfan@uum.edu.my | 19-05-2023, 02:45 pm - 03:00 pm | DF-C2 |
| 3 | 44 | Analyzing factors that create vaccine hesitancy towards acceptance of covid-19 vaccine | Mirza Ahmed Baig* (Mehran university of engineering and technology) asimbaig321@gmail.com | 19-05-2023, 03:00 pm - 03:15 pm | DF-C2 |
| 4 | 52 | Foreign Capital Inflows and Stock Market development in South Asia: The moderating role of political stability | Muhammad Amin Hasan* (Karachi Institute of Economics and Technology) maminhasan@kiet.edu.pk | 19-05-2023, 03:15 pm - 03:30 pm | DF-C2 |
| 5 | 56 | The Effects of Climate Change on Global Health Security: A Case of Developing Countries | Abdul Samad* (Shaheed Benazir Bhutto University) drabdulsamad.dahri@sbbusba.edu.pk Dr. Junaid Rehman (Mohammad Ali Jinnah University, Karachi), junaid.rehman@jinnah.edu Ummi Naeimah Saraih (Universiti Malaysia Perlis), ummi@unimap.edu.my Kamal Bin Ab Hamid (International Islamic University, Sultan Abdul Halim Muazam Shah) abkamal@unishams.edu.my | 19-05-2023, 03:30 pm - 03:45 pm | DF-C2 |
| 6 | 67 | The Impact of Waiting Time and Front-Line Employees' Behavior on Patient Behavior in Out-Patient Department in Tertiary Care Hospitals in Karachi | Syeda Fatima* (Institute of Business & Health Management), syedabaseerat28@gmail.com | 19-05-2023, 03:45 pm - 04:00 pm | DF-C2 |
| 7 | 80 | Electricity production and consumption, economic growth, and environmental degradation in Pakistan: An empirical approach to get causal connections | Khushboo shaikh* (Mohammad Ali Jinnah University) fragranceshaikh16@gmail.com Faheem Shaikh (nicvd hospital) faheemshaikh40@gmail.com Muhammad Sadiq (Taylor's university Malaysia), muhammad.sadiq@taylors.edu.my | 19-05-2023, 04:00 pm - 04:15 pm | DF-C2 |
| 8 | 85 | The challenges and solutions to | Asif Naji* (Mohammad Ali Jinnah | 19-05-2023, 04:15 | DF-C2 |



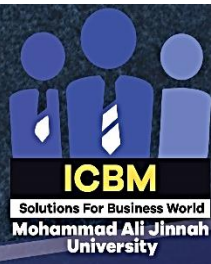
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| | | overcome the weak background of rural area students in Sindh Pakistan. A case study of Sindh Education Foundation. | University) naji@jinnah.edu | pm - 04:30 pm | |
| 9 | 91 | Impact of macroeconomic instability on income inequality in south Asian countries | Muhammad Khalid* (Muhammad Ali Jinnah University) sp21msef0012@maju.edu.pk Afaq Khan (Mohammad Ali Jinnah University, Karachi), afaq@jinnah.edu Muhammad Kazim (Mohammad Ali Jinnah University, Karachi) m.kazim.jafri@hotmail.com | 19-05-2023, 04:30 pm - 04:45 pm | DF-C2 |
| 10 | 104 | Impact of Aircraft Noise on Society and Environment in Pakistan | Rida Akbar* (University of Lahore) ridamughal040@gmail.com Muhammad Ahmad (BS -Aviation Management) Scholar, The University of Lahore), m.ahmedzia98@gmail.com Hibba Saeed (Lecturer, The University of Lahore), hibbasaeed786@gmail.com Dr. Rab Nawaz Lodhi (Associate Professor, University of the Punjab Lahore Pakistan) rabnawazlodhi@yahoo.com Muhammad Ashfaq (IU University of Applied Sciences, Germany) muhammad.ashfaq@iu.org | 19-05-2023, 04:45 pm - 05:00 pm | DF-C2 |
| 11 | 105 | Sustainable Progress: Assessing Economic, Social, and Technological Factors Impacting CO2 Emissions. Evidence from OBOR Economies. | Bushra Ramzan* (Iqra university) bushrarazan123@gmail.com | 19-05-2023, 05:00 pm - 05:15 pm | DF-C2 |

* Presenting Author