



KASBIT

RESEARCH CONFERENCE

2018



Timeline

***Theme: Socio-Economic Trends in the Business Environment:
Challenges & Opportunities***

In collaboration With

Benazir Bhutto Shaheed University Lyari

&

Institute of Health & Business Management and Social Sciences

CONFERENCE TIMELINE

| Time | Inauguration |
|---------------|---|
| 08:30-09:45 | Registration Desk Open |
| 10:00 - 10:05 | Recitation from the Holy Quran |
| 10:05 - 10:10 | Naat of Rasool S.A.W |
| 10:10 - 10:15 | National Anthem |
| 10:15 - 10:30 | Welcome Address & Conference Overview by Prof. Dr. Ahsanullah Director ORIC& Conference Secretary |
| 10:30-10:40 | Address by Dr. Abdul Kabeer Kazi Dean, KASBIT |
| 10:40- 10:50 | Address by Prof. (Meritorious) Dr. Abuzar Wajidi, Director, Institute of Health & Business Management and Social Sciences, Jinnah Sindh Medical University |
| 10:50-11:05 | Address by Prof. Dr. Akhtar Baloch Vice Chancellor, Benazir Bhutto Shaheed University Lyari. Karachi |
| 11:05 -11:20 | Inaugural Address by the Chief Guest Mr. Arif Ali Shah Bukhari Chancellor Khadim Ali Shah Bukhari Institute of Technology |
| 11:20 - 11:30 | Address by Prof. Syed Karamatullah Hussainy Director Khadim Ali Shah Bukhari Institute of Technology |

The Program will be hosted by Ms. Nimra Sani

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| 11:30-12:00 | Tea Break |
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DAY 01 BREAKUP (4th December, 2018)

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|-------------|---------------------|------------------|------------------------------|
| 12:00-12:20 | Thematic Session 01 | Dr. Irfan Hameed | Contemporary Research Styles |
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Parallel Sessions 01 **12:30-1:45**

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|---|--|-------------|--------|---|
| KRC-18001 Ammar Akhter Khan | Perspective Of Digital Currencies In Islamic Banking. | 12:30-12:40 | Room 1 | Chair: Dr. Asif Mansure Co-Chair: Mr. Rais Ahmed |
| KRC-18002 Syeda Ayesha Maryam Ashraf Shehroze Malik | The Impacts of informal mentoring on the effectiveness of protégé in Academic sector. | 12:40-12:50 | | |
| KRC-18003 Samra Fatimi Shariqa shakeel Aqib Zaman | Effective contents of strategic planning on creating effectiveness in the Banking Sector. | 12:50-01:00 | | |
| KRC-18004 Sarim Malik Osama Ahad Osama jameel | The impact of work discrimination (with the moderation effect) on employee performance in organizational sector in Karachi Pakistan. | 01:00-01:10 | | |
| KRC-18005 Muhammad Arif Akhtar Esha Amir Yamsha Akbar | Factors influencing recruitment and selection in Banking sector. | 01:10-01:20 | | |
| KRC-18006 Sualeha Moin Anum Neak Ali | The Impact of Transactional and Transformational Leadership style on Innovation. | 01:20-01:30 | | |
| Concluding Remarks | | 1:30-1:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|---|--|-------------|--------|---|
| KRC-18007 Neha khan | Effects of corporate social responsibility and internal marketing with organizational commitment, turnover intentions& job satisfaction. | 12:30-12:40 | Room 2 | Chair: Dr. Shelina Bhamani Co-Chair: Mr. Raghbir Zafar |
| KRC-18008 Remsha Khan Faizan Shahid | Effects of performance appraisal on retaining talent and job satisfaction with in the Islamic banking sectors of Pakistan | 12:40-12:50 | | |
| KRC-18009 Kanwal Durrani Najam Us Saqib | Green Marketing: a strategic balancing act for creating value; a qualitative inquiry. | 12:50-01:00 | | |
| KRC-180010 Umair Atta Ullah | Effects of brand association, brand loyalty, brand awareness, corporate social responsibility and brand image on brand equity. | 01:00-01:10 | | |
| KRC-180011 Shazia rehmat Syed Faaiz Aiman Qureshi | The Role of Trust On Brand Loyalty and Brand Equity. | 01:10-01:20 | | |
| KRC-180012 Usman Abbasi Fahad Batavia | Customer involvement in product development. | 01:20-01:30 | | |
| Concluding Remarks | | 1:30-1:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------|---|-------------|-------|-----------|
| KRC-180013 | Does Work Engagement enhance general well-being and control at work? Mediating role of Psychological capital. | 12:30-12:40 | | |
| Aqeel Anwar | | | | |
| Muhammad Zeeshan | | | | |
| KRC-180014 | The mediating effect of work motivation on the influence of job design and organizational culture against HR performance. | 12:40-12:50 | | |
| Ayaz Khan | | | | |
| Arsalan Khan | | | | |
| Salman Sadruddin | | | | |
| KRC-180015 | Impact of succession planning in enhancing the psychology with mediating of talent management and knowledge management. | 12:50-01:00 | | |
| Aarzo Waseem | | | | |
| Syed Muhammad Hamza | | | | |
| KRC-180016 | The Effect of CSR as A Mediating Factor Between Green Human Resource Management and Jop Pursuit Intention Specifically in Manufacturing Sector of Karachi Pakistan. | 01:00-01:10 | | |
| Dua Siddiqui | | | | |
| Fiza Hayat | | | | |
| Ozair Israr | | | | |
| KRC-180017 | Effects of training and development on job satisfaction with mediation of transfer of training with moderator gender. | 01:10-01:20 | | |
| Suzaina Saeed | | | | |
| Fatima Laraib | | | | |
| | Concluding Remarks | 1:30-1:45 | | |

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| 01:45-03:00 | Namaz & Lunch Break |
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| 03:00-03:20 | Thematic Session 02 | Dr. Zaki Rashdi | Climate change and environmental Challenges |
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Parallel Sessions02

03:30-04:45

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|-----------------------|--|-------------|--------|--|
| KRC-180018 | Need for Touch a two-way communication in E-e-commerce. | 03:30-03:40 | Room 1 | Chair: Dr. Abdul Kabeer Kazi Co-Chair: Mr. Faisal Sultan Chair: Dr. Aamir Adam Co-Chair: Mr. Eesar Khan |
| Hassaan Jawed | | | | |
| Saad Alam Naseer | | | | |
| KRC-180019 | A Study of the Impact of Social Media on Consumer. | 03:40-03:50 | | |
| Muhammad Rehan | | | | |
| Moazzam Khan | | | | |
| KRC-180020 | Exploring the effects of celebrity endorsement in electronic media advertisements on purchasing behavior of Karachi. | 03:50-04:00 | | |
| Muhammad Wajahat | | | | |
| Muhammad Ashir Sheikh | | | | |
| KRC-180021 | The impact of unethical selling on consumer loyalty to purchase intention of Electronics. | 04:00-04:10 | | |
| Bilal Ansari | | | | |
| Sharooz Ilyaz | | | | |
| KRC-180022 | Effects of Data Mining & Data Theft on Social Media User Privacy, Security & Social Media Marketing In Pakistan. | 04:10-04:20 | | |
| Ashraf Ali | | | | |
| Hassaan Ahmed | | | | |
| KRC-180023 | Impact of investigating the prevention measures to counter counterfeit Products. | 04:20-04:30 | | |
| Syed Hussain Adil | | | | |
| Danish Ali | | | | |
| | Concluding Remarks | 04:30-04:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------|---|-------------|--------|---|
| KRC-180024 | Examining the impact of on the job training on talent retention with the mediation of transfer of training” with in the HEC Business private sectors of Pakistan. | 03:30-03:40 | Room 2 | Chair: Dr. Nawaz Ahmed Co-Chair: Mr. Firasat Hussain |
| Syed Shahrukh Shah | | | | |
| Asif Ahmed | | | | |
| KRC-180025 | Influence of organizational rewards on organizational commitment and turnover intentions. | 03:40-03:50 | | |
| Kamran Mehmood | | | | |
| Muhammad Talib Khan | | | | |
| KRC-180026 | Brand trust and image: effects on customer satisfaction. | 03:50-04:00 | | |
| Syeda Jaazba Zehra | | | | |
| Uroosa Arshad | | | | |
| KRC-180027 | Dimensions of brand communication, brand image and brand trust as antecedents of brand loyalty. | 04:00-04:10 | | |
| Osama Bin Ahsan | | | | |
| KRC-180028 | | | | |
| Muhammad Waqas Sabir | Functional and Risk Factor Affecting On Purchase Intension. | 04:10-04:20 | | |
| KRC-180029 | Impact of brand image on consumer buying behavior on (Smart Phone’s) and Cellular companies. | 04:20-04:30 | | |
| Hiba Siraj | | | | |
| Syed Abdul Rauf | | | | |
| Yasir Shah | | | | |
| | Concluding Remarks | 04:30-04:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|-------------------------|---|-------------|--------|--|
| KRC-180030 | Impact of Networking on Faculty Performances: Survey of Karachi Based Degree Awarding Business Management Institutes | 03:30-03:40 | Room 3 | Chair: Dr. Riaz Hussain Soomro Co-Chair: Mr. Israr Ahmed |
| Faryal Fahim | | | | |
| Dr. Faraz Ahmed Wajidi | | | | |
| Eruj Rehan | | | | |
| KRC-180031 | Impact of Key Economic Indicators interest rate, exchange rate, inflation, and Money supply on Stock Returns Evidence from Karachi Stock Exchange (KSE) 100 Index. | 03:40-03:50 | | |
| Sanam Iqbal | | | | |
| Muhammad Raghib Zafar | | | | |
| Rais Ahmed | | | | |
| KRC-180032 | The Impact of Nepotism On Job Satisfaction by The Mediating Role of Job Stress. | 03:50-04:00 | | |
| Sarah Asif | | | | |
| Adnan Ahmed | | | | |
| KRC-180033 | Effectiveness of Technological Advancement On Employees Performance with Moderation of Gender and Mediation of Employees Commitment in Tech. Oriented Organizations of Karachi, Pakistan. | 04:00-04:10 | | |
| Wajeeha Saleem | | | | |
| Batool Fatima Qazalbash | | | | |
| Shahbaz Khan | | | | |
| KRC-180034 | Impact of GSCM practices on the firm green performance, a case of ATLAS Battery. | 04:10-04:20 | | |
| Arshad Khan | | | | |
| Hafiz Muhammaed Sharif | | | | |
| KRC-180035 | Impact of ethical leadership on employee performance with organizational citizenship behavior. | 04:20-04:30 | | |
| Faiza Mehtab | | | | |
| Muhammad Abdul Rehan | | | | |
| | Concluding Remarks | 04:30-04:45 | | |

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| 05:00-05:15 | Tea Break |
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DAY 02 BREAK UP (5th December, 2018)

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| 08:30-9:30 | Registration Desk Open |
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| 9:30-9:50 | Thematic Session 03 | Dr. Zubair Ali Shahid | Global Business |
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Parallel Sessions 01

10:00-11:30

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|---|---|-------------|--------|--|
| KRC-170036 Hassan Raza | "Impact of technology on Banking Sector service delivery A case study of banking sector of Pakistan by using Importance/performance grid" | 10:00-10:10 | Room 1 | Chair: Dr. Agha Amad Nabi Co-Chair: Mr. Usama Iqbal |
| KRC-170037 Hadiqa Riaz Hassaan Ahmed Mudassir Hussain | Influence of Pester Power On Parents Buying Decision (For FMCG Products in Pakistan) | 10:10-10:20 | | |
| KRC-170038 Hassaan Ahmed Hadiqa Riaz | "Impact of Store Environment on Impulse Buying (A case of International Modern Trade Retailers in Karachi)." | 10:20-10:30 | | |
| KRC-170039 Ansiya Samad | The impact of employee wellbeing, CSR and enhance HR practices on organization performance. | 10:30-10:40 | | |
| KRC-170040 Filza Asif | Authentic leadership, employees' turnover and employee work engagement. | 10:40-10:50 | | |
| KRC-170041 Saeed Ur Rehman | Relationship between perceived organizational support, organizational career management, organization commitment to job satisfaction; role of trust as moderator. | 10:50-11:00 | | |
| | Concluding Remarks | 11:00-11:30 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|---|---|-------------|--------|---|
| KRC-170042 Rehanna Channa Dr. Cheng Qian Sajida Channa Sarfaraz Channa | Imperatives of Gwadar Sea Port and Kashgar Economic Zone for Pakistan and China. | 10:00-10:10 | Room 2 | Chair: Dr. Asif Uddin Co-Chair: Ms. Nousheen Abbas Naqvi |
| KRC-170043 Rimsha Khan M.Abdullah Aslam | Impact of social marketing on consumer buying behavior. | 10:10-10:20 | | |
| KRC-170044 Neha Nadeem Ramsha Idrees Patel Noor-Ul-Ain Usman | Brand Innovativeness Affect Brand Loyalty. | 10:20-10:30 | | |
| KRC-170045 Hamza Shahid Arqam Iqbal | Customer Brand Engagement Behavior in Online Brand Communities. | 10:30-10:40 | | |
| KRC-170046 Rushna Ishaq Khadija Sajjad | Influences on Free Sample Usage within the Luxury Cosmetic Market. | 10:40-10:50 | | |
| KRC-170047 Kashif Rehman Asif Ali Shah Khalil Ahmed | E-Government Identification To Accomplish Sustainable Development Goals (UN 2030 Agenda). A Case Study of Pakistan. | 10:50-11:00 | | |
| | Concluding Remarks | 11:00-11:30 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|--------------------------|---|-------------|--------|---|
| KRC-170048 | Entrepreneurship: An Opportunity for Human Capital Development in Pakistan. | 10:00-10:10 | Room 3 | Chair: Dr. Sayma Zia Co-Chair: Mr. Abdullah Khan |
| Mahwesh Jabeen | | | | |
| Ali Raza Qureshi | | | | |
| Dr.Saima Akhtar | | | | |
| KRC-170049 | Hr Practices and Job Performance; Special focus on Psychological Well Being as mediator. | 10:10-10:20 | | |
| Hamna Azhari | | | | |
| KRC-170050 | Workforce diversity and organization performance; moderation of team size. | 10:20-10:30 | | |
| Ali Rizwan | | | | |
| Hyder Ali | | | | |
| KRC-170051 | Conflict in work relations; the role of conflict management style. | 10:30-10:40 | | |
| Umar Tanveer Khan | | | | |
| Mursaleen Ahmed | | | | |
| Hamza Khalid | | | | |
| KRC-170052 | Impact of Human Resource Practices on Employee Engagement: With The Mediating Role of Co-Worker Relation at Work. | 10:40-10:50 | | |
| Jonathan. Simon. Francis | | | | |
| Donald Davies | | | | |
| KRC-170053 | Attributes of on the job training impacting the employee commitment with the mediation effect of job satisfaction and transfer of training in conventional banking sectors of Pakistan. | 10:50-11:00 | | |
| Zainab Akram | | | | |
| Areeb Ilyas | | | | |
| | Concluding Remarks | 11:00-11:30 | | |

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| 11:30-12:00 | Tea Break |
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| 12:00-12:20 | Thematic Session 04 | Mr. Tariq Khan Javed | Microfinancing |
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Parallel Sessions02

12:30-02:00

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|-----------------------|---|-------------|--------|---|
| KRC-180054 | Job Stress, Job Performance and turnover intention among hospital nurses of Karachi | 12:30-12:40 | Room 1 | Chair: Dr. Usman Aleem Co-Chair: Ms. Sanam Iqbal |
| Dr. Tasneem | | | | |
| KRC-180055 | Relationship between employee skills and job performance mediation with emotional intelligence. | 12:40-12:50 | | |
| Zuhair uddin hashmami | | | | |
| Ashfaq arbani | | | | |
| KRC-180056 | The Impact Of Workforce Diversity On Employee Performance With The Mediation Of On Job Training In Banking Sector Of Pakistan. | 12:50-01:00 | | |
| Anum Rukhsar | | | | |
| Tooba Khan | | | | |
| KRC-180057 | The Impact Of Emotional Culture And Psychological Capital On Employee Relationship Management. | 01:00-1:10 | | |
| Sarosh khatri | | | | |
| Imran rind | | | | |
| KRC-180058 | The Impact of Talent Management on Organizational Performance with the Mediation of Competitive Advantage through HR Practices. | 01:10-01:20 | | |
| Rida Jahangir | | | | |
| KRC-180059 | Agricultural Startup influences the economic growth of Pakistan. | 01:20-01:30 | | |
| Muhammad Waqas Nazir | | | | |
| Farwa Naqvi | | | | |
| Syed Ali Raza Zaidi | | | | |
| | Concluding Remarks | 01:30-02:00 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|--------------------------------|---|-------------|--------|--|
| KRC-180060 | Influence of Leadership Behavior on the Organizational Commitment and Job Satisfaction among Public Sector Managers of Pakistan: An Empirical Approach. | 12:30-12:40 | Room 2 | Chair: Dr. Adnan Bashir Co-Chair: Mr. Shahid Khan |
| Dr. Bahadur Ali | | | | |
| Professor Dr. Naimatullah Shah | | | | |
| Manzoor Ahmed | | | | |
| Shahnawaz Mangi | The effect of knowledge management practices on organizational performance, a case study on Pakistani FMCGs industry. | 12:40-12:50 | | |
| KRC-180061 | | | | |
| Ali Raza Zaidi | | | | |
| Muhammad Waqas Nazir | Analysis of extrinsic and intrinsic compensation as factor of attraction for graduating students in business administration. | 12:50-01:00 | | |
| KRC-180062 | | | | |
| Fatima Wajiha | | | | |
| Asif Aslam Gill | Factors affecting employee empowerment and satisfying the job. | 01:00-1:10 | | |
| KRC-180063 | | | | |
| Muhammad Hasan | | | | |
| Fahad Hassan Khan | | | | |
| Sherry Butt | General Well Being among Graduate and Undergraduate Students of Business Institute, Karachi; Retrospective Cross Sectional Study | 01:10-01:20 | | |
| KRC-180064 | | | | |
| Maryam Moula Bakhsh | | | | |
| Tasmia Abeer | The Effects of corporate social responsibility & transformational leadership on purchase intention with a mediating effects of corporate image. | 01:20-01:30 | | |
| KRC-180065 | | | | |
| Bina Tariq | | | | |
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| | Concluding Remarks | 01:30-02:00 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|-------------------------------|--|-------------|--------|---|
| KRC-180066 | Fake-love: brand love for counterfeits. | 12:30-12:40 | Room 3 | Chair: Dr. Munawar Pahi Co-Chair: Mr. Umair Ahmed Jalali |
| Waqar Ali Soomro | | | | |
| Abdullah Saleem | | | | |
| Waqar Younus | | | | |
| KRC-180067 | Growing Debt Activism: Profitability of Cement Companies listed in PSX. | 12:40-12:50 | | |
| Muhammad Faizan Rafiq Pardesi | | | | |
| Umair Baig | | | | |
| Javed Hussain | | | | |
| KRC-180068 | How does word of mouth Affect customer satisfaction? | 12:50-01:00 | | |
| Adeena Irfan | | | | |
| Muhammad Sirboulnd Khan | | | | |
| Salman Baloch | | | | |
| KRC-180069 | Impact of smart packaging and evaluating its understanding effect upon selling analysis with the mediation of consumer motivation in the fresh food items. | 01:00-01:10 | | |
| Fouzia Shafiq | | | | |
| KRC-180070 | Diversity Concerns between China and Pakistan and Its Impact on CPEC Success and Sustainability. | 01:10-01:20 | | |
| Faiza Siddiqui | | | | |
| KRC-180071 | The Effect of Celebrity Endorsement and Price Promotion on Purchase Intention of Consumers with the mediation of Brand Loyalty. A study on KASBIT | 01:20-01:30 | | |
| Amna Taimuri | | | | |
| | Concluding Remarks | 01:30-02:00 | | |

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| 02:00-3:00 | Namaz & Lunch Break |
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| 3:00-3:20 | Thematic Session 05 | Ms Talea Zafar | Human Capital Development |
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Parallel Sessions 03

03:30-04:45

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------|--|-------------|--------|--|
| KRC-180072 | Promoting CSR Activities for Brands Propagation & Advertisements. | 03:30-03:40 | Room 1 | Chair:Prof. Dr. Sajida Parveen Co-Chair: Ms. Sahar Khan |
| Kamran Jawaid | | | | |
| Umair Baig | | | | |
| KRC-180073 | Impact of Emotional Ads, Online Ads and Repetition Ads on Consumer buying behavior on z generation – A study on Tapal tea brand. | 03:40-03:50 | | |
| Ahsan khan | | | | |
| Komal Abbasi | | | | |
| KRC-180074 | Relative effects of perceived internal and external pay equity on employee productivity with the mediation of organizational commitment. | 03:50-04:00 | | |
| Yumnah Younas | | | | |
| KRC-180075 | The impact of digital media marketing on the growth of textile industry of Pakistan. | 04:00-04:10 | | |
| Tooba Tanveer | | | | |
| Fareena Latif | | | | |
| Amnah Hassan | | | | |
| KRC-180076 | The impact of advertising strategies on cognitive and behavioral component with the moderation of gender. | 04:10-04:20 | | |
| Ghulam Sarwar Baloch | | | | |
| Sheraz Ahmed Shaikh | | | | |
| | Concluding Remarks | 04:20-04:40 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------|--|-------------|--------|--|
| KRC-180077 | Determinants of Financial Leverage and Its Influences On Chemical Sector in Pakistan. | 03:30-03:40 | Room 2 | Chair: Dr. Rizwan Raheem Ahmed Co-Chair: Mr. Ali Raza |
| Ahsan Adhia | | | | |
| Umair Baig | | | | |
| Faisal Majid | | | | |
| KRC-180078 | The impact of granting conviction on employee creativity. | 03:40-03:50 | | |
| Taha Ahmad | Empowering leadership, career self-efficacy and career satisfaction. | 03:50-04:00 | | |
| KRC-180079 | | | | |
| Taha Jawed | Relationship between goals, conflicts and satisfaction. | 04:00-04:10 | | |
| KRC-180080 | | | | |
| Abdul Samad Asif | | | | |
| Anas Hafeez | The Impact of job satisfaction, self-efficacy and retention on transfer of training: the mediating role of motivation to transfer. | 04:10-04:20 | | |
| KRC-180081 | | | | |
| Uzma Rizvi | Concluding Remarks | 04:20-04:40 | | |
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| Sr. No /Participants | Particulars | Time | Venue | Officials |
|-----------------------|--|-------------|--------|--|
| KRC-180082 | Exploring antecedents and outcomes of job crafting, Indication from Pakistan International Airline. | 03:30-03:40 | Room 3 | Chair: Dr. Faraz Ahmed Wajidi Co-Chair: Mr. Muhammad Masood Mir |
| Maryam Mallick | | | | |
| KRC-180083 | Components of compensation impacting the talented applicants of higher education Sectors of Karachi Pakistan. | 03:40-03:50 | | |
| Tooba irfan | | | | |
| Misha siddiqui | | | | |
| Ayesha Irfan | | | | |
| KRC-180084 | Effective ways of evaluating, selecting for acquiring talent. | 03:50-04:00 | | |
| Tehreem Munshi | | | | |
| Hafiza Tuba Hassan | | | | |
| KRC-180085 | Reasons of Employee Absenteeism and Their Influence On Employee Performance with the Mediation of Psychological Ownership. | 04:00-04:10 | | |
| Salman Pyarali | | | | |
| Muhammad Hassam Rizvi | | | | |
| KRC-180086 | Effects of supportive work environment and career development on employee retention. | 04:10-04:20 | | |
| Khadija Haroon | | | | |
| Nabeel Ahmed | | | | |
| Omer Asif | | | | |
| | Concluding Remarks | 04:20-04:40 | | |

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| 04:40-05:00 | Tea Break |
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DAY 03 BREAK UP (6th December, 2018)

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| 08:30-9:00 | Registration Desk Open |
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| 9:00-9:20 | Thematic Session 06 | Dr. Tariq Jalees | d |
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Parallel Sessions

09:30-10:45

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------|---|-------------|--------|---|
| KRC-180087 | The Impact of Employee Career Development on Organizational Performance with the mediation of Employee Attraction” with in the Banking Sectors of Karachi Pakistan. | 09:30-09:40 | Room 1 | Chair: Dr. Syed Hasnain Alam Kazmi Co-Chair: Mr. Hyder Ali |
| Umer Aziz | | | | |
| Asad Abdy | | | | |
| KRC-180088 | Impact of diversity on innovation and creativity at workplace. | 09:40-09:50 | | |
| Maheen | | | | |
| Khair Un Nisa | | | | |
| KRC-180089 | Effectiveness of on job training on having talent management with mediation of motivation (research based on education sector and organization). | 09:50-10:00 | | |
| Sehar Razzaq | | | | |
| Babar jaan | | | | |
| KRC-180090 | Transformational leadership style impacting talent retention through psychological ownership and job satisfaction. | 10:00-10:10 | | |
| Aamir Kasani | | | | |
| Noor-e-Hira | | | | |
| KRC-180091 | How Proactive Employees Influence Their Well Being. | 10:10-10:20 | | |
| Umaima Bilal | | | | |
| Ayesha Nasir | | | | |
| Shahrez Shad | | | | |
| | Concluding Remarks | 10:20-10:40 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|-------------------------------|---|-------------|--------|---|
| KRC-180092 | "Energy Crises Management: PESTLE Barriers in Nuclear based Electricity Generation in Pakistan." | 09:30-09:40 | Room 2 | Chair: Dr. Samiuddin Dr. Sanobar Salman Co-Chair: Mr. Muhammad Omer |
| Nayeem ul Hassan Ansari | | | | |
| Prof. Dr. Anwer Irshad Burney | | | | |
| H.M.Aamir Anis | | | | |
| KRC-180093 | Hijab Fashion Consumption and Fashion Consciousness. | 09:40-09:50 | | |
| Tayyaib Munir | | | | |
| Mehrullah Jamali | | | | |
| KRC-180094 | Compensation Impact On Employee Performance With Mediation Of Motivation And Moderator Of Gender. | 09:50-10:00 | | |
| Karim Arbani | | | | |
| Muhammad Owais Samad | | | | |
| KRC-180095 | Factor of organization support and employee performance with the mediation of positive attitude and motivation. | 10:00-10:10 | | |
| Aqib Raza | | | | |
| Arsalan Rabbani | | | | |
| KRC-180096 | Into the drivers of innovation adoption. | 10:10-10:20 | | |
| Wajiha Shaikh | | | | |
| Muhammad Hamza | | | | |
| | Concluding Remarks | 10:20-10:40 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|------------------------|--|-------------|--------|--|
| KRC-180097 | Need Of Designing Specialized Service Oriented Architecture (SSOA) That Will Align The Complex Business Processes By Using Multi-Agent Systems In E-Banking. | 09:30-09:40 | Room 3 | Chair: Prof. Dr. Syed Manzoor Ahmed Co-Chair: Mr. Hafiz Muhammad Sharif |
| Muhammad Naeem Thebo | | | | |
| Manoj Kumar | | | | |
| KRC-180098 | Consequences of Relationship Conflicts and Job Burnout as Mediator. | 09:40-09:50 | | |
| Madeeha Yousuf | | | | |
| Alina Ansari | | | | |
| KRC-180099 | Impact of Behavioral and Personality Factors on Investment Intentions. | 09:50-10:00 | | |
| Daniyal Iftikhar | | | | |
| KRC-1800100 | Effects of compliance on logistics with mediation of innovation in the logistic industries of Pakistan. | 10:00-10:10 | | |
| Tajammal Hussain | | | | |
| Rimsha Syed | | | | |
| KRC-1800101 | Impact of leadership style on employee engagement with the mediation effect of motivation. Evidence from the pharmaceutical industry Karachi Pakistan. | 10:10-10:20 | | |
| Ussama Asad | | | | |
| Muhammad Rizwan Rashid | | | | |
| | Concluding Remarks | 10:20-10:40 | | |

| Time | Closing Ceremony at Auditorium |
|---------------|--|
| 10:40 – 10:50 | Address by Prof. (Meritorious) Dr. Abuzar Wajidi, Director, Institute of Health & Business Management and Social Sciences, Jinnah Sindh Medical University,Karachi. |
| 10:50-11:00 | Conference Co-Chairman Address Prof. Dr. Akhtar Baloch Vice Chancellor, Benazir Bhutto Shaheed University LyariKarachi. |
| 11:00-11:10 | Address by the Chief Guest Prof. Dr. Tariq Rafi Vice Chancellor (Jinnah Sindh Medical University) |
| 11:10-11:15 | Concluding Remarks by Prof. Syed Karamatullah Hussainy Director Khadim Ali Shah Bukahri Institute of Technology |
| 11:15-11:20 | Vote of Thanks by Prof. Dr. Ahsanullah Director ORIC & Conference Secretary |
| 11:20-12:00 | Shields to the Guest of Honor & the Chief Guest |
| | Shields to Organizing Committee Members |

The Program will be hosted by Ms. Nimra Sani

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| 12:20 pm | Tea Break |
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