



KASBIT



KASBIT

RESEARCH CONFERENCE

2019

TIMELINE

Theme: Challenges & Opportunities in Changing Business Environments
In collaboration With
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
10:30-10:45	Address by Dr. Abdul Kabeer Kazi Dean, KASBIT
10:45- 11:00	Address by Prof. (Meritorious) Dr. Abuzar Wajidi Director, Institute of Health & Business Management and Social Sciences, Jinnah Sindh Medical University
11:00-11:15	Address by Justice (R) Dr. Rana Muhammad Shamim Vice Chancellor SZABUL, Former Chief Judge of Supreme Appellate Court, Gilgit Batistan
11:15 - 11:30	Address by Prof. Dr. Syed Karamatullah Hussainy Director Khadim Ali Shah Bukahri Institute of Technology

The Program will be hosted by Syed Muhammad Fauzan Ali

11:30-12:00	Tea Break
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DAY 01 BREAKUP (10th December, 2019)

12:00-12:20	Thematic Session 01	Dr. Irfan Hameed	Sustainable Energy
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Parallel Sessions 01

12:30-1:45

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-19001	Effect of Online shopping on Consumer buying Behavior: A Study on Daraz in Pakistan.	12:30-12:40	Room 1	Chair: Dr. Riaz Soomro Co-Chair: Mr. Umer Farooq
Salman Ali				
Khuwaja Shabbar				
M. Misbah				
KRC-19002	Effect of Promotional Tools Used by Retailers on Buying Behavior of Housewives: Evidence from Customers of Supermarkets and Giant Retailers of Karachi.	12:40-12:50		
Sarah Baig				
Faaiza Imtiaz				
KRC-19003	Determining impact of Celebrity Endorsement on Customer's purchasing Intention: Study on Careem, Karachi	12:50-01:00		
Muhammad Arish Khan				
KRC-19004	Brand Communities' Relational Outcomes, Through Brand Love.	01:00-01:10		
Hamza shahid				
KRC-19005	Antecedents of Relationship between Customer and Organization Developed Through Social Networking Sites.	01:10-01:20		
Shazia Rehmat				
Kamran Mehmood				
KRC-19006	Trust, Commitment, Customer Intimacy and Customer Loyalty in Islamic Banking Relationships.	01:20-01:30		
Suhail Ahmed				
Shakeel Ahmed Laghari				
Faraz Qureshi				
	Concluding Remarks	1:30-1:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-19007	The Impact of Green Brand Advertising on Consumer Intention, Consumer Perception and Shift in Cognitive Mechanism.	12:30-12:40	Room 2	Chair: Dr. Asif Mansure Co-Chair: Mr. Usama Bin Iqbal
Aisha				
Minhal Khurshid				
KRC-19008	Effect of Subjective Norm and Attitude to select Islamic Insurance (Takaful) in Pakistan: The TRA model.	12:40-12:50		
S.M.Umair-ul-Haq				
Irfan Feroz				
KRC-19009	The Impact of Working Capital Management on Firms Performance of Textile Sector In Pakistan.	12:50-01:00		
Hafiz Faizan Hussain Qureshi				
KRC-190010	Impact of Social Media on Online Impulse Buying Behavior (IBB).	01:00-01:10		
Naeem kazmi				
KRC-190011	Influencing Factor for Selection 3PL and Its Impact on Competitive Advantage of Textile Industry.	01:10-01:20		
Syed Mohammad Salman Zaidi				
Hira Khan				
Ayesha Asif				
	Brand Advocators Giving Benefits to Brands Internationally And Sustaining Skilled Workers And Customers.	01:20-01:30		
Asad Ali				
KRC-190012	Brand Advocators Giving Benefits to Brands Internationally And Sustaining Skilled Workers And Customers.	01:20-01:30		
Syeda Fizzah Naqvi				
Noor-us-Saba				
Mohammad Hassan				
	Concluding Remarks	1:30-1:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190013	The Impact of HR Practices on Organizational Performance: Moderating Role of Islamic work ethics.	12:30-12:40	Room 3	Chair: Dr. Shelina Bhamani Co-Chair: Ms. Sanam Iqbal
Unez Ali				
Shoaib Ali				
KRC-190014	The Strategic Human Resource Management Approaches in Organizational Performance: The Mediating Role of Creative Climate.	12:40-12:50		
Umaima Bilal				
Ayesha Nasir				
KRC-190015	Satisfaction with buddying, workplace fun and work engagement in the technological industry: The role of psychological capital.	12:50-01:00		
Muhammad Zeeshan				
M. Talib Khan	The Impact of Green Human Resource Management on the Job Satisfaction of Generation "Y"	01:00-01:10		
KRC-190016				
Rahima Ishaq				
Rana Faizan	Impact of Price Reduction and Promotion on Buying Behavior Of High Income Class Consumer.	01:10-01:20		
KRC-190017				
Shaban Ahmed				
Syed Ibtisam Ali				
Naseer Ur Rehman	Influencing factors enhancing purchase intention: a serial multiple mediation model of advertising value of attitude towards customer.	01:20-01:30		
KRC-190018				
Muhammad Omar Nayyar				
	Concluding Remarks	1:30-1:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190019	The impact of performance management practices, employee attitudes and intention to quit.	12:30-12:40	Room 4	Co-Chair: Mr. Abdullah Khan Co-Chair: Mr. Aamir Hussain
Muhammad Ahmed				
Rana Fahad	Effect of Organizational Politics on Employee Job Performance: The Mediating Role of Emotional Intelligence.	12:40-12:50		
KRC-190020				
Arsal Aijaz	Effect of Supervisor Support on Formation of Organizational Commitment in Employees: A Mediating Role of Job Satisfaction.	12:50-01:00		
Halar Ahmed				
KRC-190021				
Shariqa Shakeel	"The Impact of Service Quality on Customer Satisfaction: A Study on UFONE".	01:00-01:10		
Samra Fatimi				
KRC-190022	Determinant of Share price volatility in Cement Sector of Pakistan.	01:10-01:20		
Jareer-Ul-Hassan Qureshi				
KRC-190023				
Noman Ahmed	Effect of Brand Loyalty on Purchase Intention.	01:20-01:30		
KRC-190024				
Muneeb Ahmed				
Muhammad Jawad				
	Concluding Remarks	1:30-1:45		

01:45-03:00	Namaz & Lunch Break
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03:00-03:20	Thematic Session 02	Prof. Dr. Asanullah & Prof. Dr. Jawed Iqbal	CPEC
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Parallel Sessions02

03:30-04:45

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190025	Impact of personal factors on consumer buying behavior with the moderation of gender in purchasing the electronic products.	03:30-03:40	Room 1	Chair: Dr. Imam Uddin Co-Chair: Mr. Saad Waqas
Sadia Saeed				
Sabahat Moin				
Tehreem Younus				
KRC-190026	The Impact of Product Positioning on Brand Image: Moderation Model of Generation X & Y.	03:40-03:50		
Rabia Raza				
Salomi Karamat				
Brian Benjamin				
KRC-190027	Effects of Macroeconomic Variables on the Performance of Stock Market Volatility: The Pakistan Experience.	03:50-04:00		
Syed Faizan Zafar				
Sarah Shiraz				
KRC-190028	Measure the effect of primary dimensions of workforce diversity on employee performance: Evidence from Leading Commercial Banks of Pakistan.	04:00-04:10		
Shazil Khan				
Sheikh Muhammad Saad Aftab				
KRC-190029	Does Servant Leadership prevail in the media industry in Pakistan?	04:10-04:20		
Ali Umair Jaffery				
Nabil Sajid				
KRC-190030	How Macro-Economic Elements Influence Stock Price.	04:20-04:30		
Fahad Aziz				
Kashif Saleem				
	Concluding Remarks	04:30-04:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190031	The Impact of Organizational Citizenship Behavior on Job Performance with The Mediation of Job Satisfaction.	03:30-03:40	Room 2	Chair: Dr. Aamir Adam Co-Chair: Ms. Nousheen Abbas Naqvi
Aqsa Abid				
Humera Kanwal				
KRC-190032	Organizational Politics Impacts Organizational Productivity in Banking Sector: A mediation, moderation Model of Employee performance and Gender.	03:40-03:50		
Muneeb Shahid				
Misha Zia				
KRC-190033	Effects of energy cost in Pak Sugar Industry	03:50-04:00		
Salma				
Alamgir				
KRC-190034	Effect of flexible working hours on employee performance with the mediation of psychological ownership influences and why?	04:00-04:10		
Syed Aqib Raza Jawed				
Muhammad Hassam Rizvi				
KRC-190035	Gauging the effect of job enrichment on employee performance with the mediation role of employee motivation in Karachi banking sector.	04:10-04:20		
Ayesha Haroon				
Tajjali Khan				
KRC-190036	The Factors Affecting on Employee's Turnover. A Case Study of Private Schools Teachers	04:20-04:30		
Shaheryar Ansari				
	Concluding Remarks	04:30-04:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190037	Aspect of customer satisfaction and Islamic banking in Pakistan.	03:30-03:40	Room 3	Chair: Dr. Asif Uddin Co-Chair: Mr. Israr Ahmed
Muhammad Nabeel				
KRC-190038	Strategic Human Resource Management Practices and Its Impact on Employee Retention. Moderation of Professional Characteristics in Higher Education Sector of Pakistan	03:40-03:50		
Syed Muhammad Abdullah				
Mildred Saleem				
Ajay Kumar	The impact of vertical dyad linkage theory on employee retention and turnover in finance sector of Pakistan.	03:50-04:00		
KRC-190039				
Abdullah Shamsi	Impact of Implementation of HRIS on HR Department Performance with the Moderator role of Organization Learning Capacity.	04:00-04:10		
Usama Hameed				
KRC-190040				
Sualeha Moin	Analyzing the Effects of Job Stress on Employee Job Performance with Moderating Role of Perceived Organizational Support.	04:10-04:20		
Tehreem Abdul Hafeez Munshi				
KRC-190045				
Noor-e-Hira	Defining the Barriers created by Family Orientation, Size of firm and characteristics of CEO on succession planning of Small and Medium Size Enterprises (SMEs) of Karachi.	04:20-04:30		
Abdullah Aslam				
KRC-190046				
Hafiza Tuba Hassan				
Arbish Atif				
	Concluding Remarks	04:30-04:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190047	Factors Influencing Consumers Switching Behavior in Cellular Industry in Pakistan.	03:30-03:40	Room 4	Co-Chair: Ms. Sahar Khan Co-Chair: Mr. Umair Ahmed Jalali
Muhammad Yasir Khan				
Muhammad Muneeb	Impact of E-Procurement Implementation On Supply Chain Performance.	03:40-03:50		
KRC-190048				
FAIZA HINA ZAIDI	Effect of Green Supply Chain Management on Environmental Performance and Export Performance of Textile Industry Of Pakistan.	03:50-04:00		
KRC-190049				
Syed Akber Kamal				
Bilal Shafi	Consumers' Role Performance and Brand Identification: Evidence from a Survey and a Longitudinal Field Experiment.	04:00-04:10		
KRC-190050				
Hassaan Jawed	Impact of Financial Risk, Privacy Risk and Consumer Purchase Intention Effect on Online Shopping Behavior with the Moderating Role of Attitude.	04:10-04:20		
Abdul Basit Hasan				
KRC-190051	The Influence of Culture on Impulsive Buying; A cross-cultural study on impulse buying.	04:20-04:30		
Adeena Irfan				
KRC-190052				
Aqeel Anwar				
	Concluding Remarks	04:30-04:45		

4:45-05:00	Tea Break
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DAY 02 BREAK UP (11th December, 2019)

08:30-9:30	Registration Desk Open
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9:30-9:50	Thematic Session 03	Dr. Nawaz Ahmad	Tourism & Hospitality
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Parallel Sessions 01 10:00-11:30

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190053	The impact of (SHRM) over organizational performance through; The Mediation and two-way moderation model.	10:00-10:10	Room 1	Chair: Dr. Abdul Rehman Zaki Co-Chair: Mr. Raghbir Zafar
Adil Paracha				
Arham Khan				
Ahmed Arif				
KRC-190054	Effective outsourced practices of HR to create productivity through employee commitment: A study on MNC's.	10:10-10:20		
M. Faraz Raza				
Saqlain Ellahi				
Unaiz Shahid				
KRC-190055	The mediator role of risk taken orientation and atmosphere on employee creativity (The influences of domain expertise in creative personality).	10:20-10:30		
Parveena Baloch				
Alvina Mahmood				
Salima Shah				
KRC-190056	Impact of Performance Management on Employee Efficiency in Internal and External Uncertain Environment.	10:30-10:40		
Ramsha Aslam khan				
Syed Saad Hussain				
KRC-190057	How Transformational Leadership Facilitates E-Business Adoption.	10:40-10:50		
Kashif Raz				
Samiullah				
KRC-190058	The Impact of Non-Financial Incentives on Employee Performance.	10:50-11:00		
Ajuba Hurmat Amin				
Arisha Anwar				
Suleman Ali				
	Concluding Remarks	11:00-11:30		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190059	The mediating role of innovative behavior and relationship between decentralization and organization innovation performance.	10:00-10:10	Room 2	Chair: Dr. Abdul Kabeer Kazi Co-Chair: Mr. Rais Ahmed
Muhammad Yasir				
KRC-190060	Impact Of Positioning Strategies Of Products In A Supermarket On Consumers' Buying Behavior.	10:10-10:20		
AREEB UDDIN				
KRC-190061	Problem of Government School System in Pakistan.	10:20-10:30		
Kanwal Amjad				
KRC-190062	The negative impact of Autocratic Leadership Style (evidence pharmaceutical Industry) With the Moderator of Stress.	10:30-10:40		
M.Ussama Asad				
Salman Pyarali				
KRC-190063	Measuring the impact of human resource development (HRD) practices on employee performance with mediation of employee competence in small and medium scale enterprises.	10:40-10:50		
Muhammad Junaid Khan				
Fahad Batavia				
Usman Abbasi				
KRC-190064	How Humble Leadership Fosters Employee Innovation Behavior and Job Satisfaction.	10:50-11:00		
Hafiz Kamran Ahmed				
Tanveen Nadeem				
Muhammad Osama				
	Concluding Remarks	11:00-11:30		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190065	The Relationship of High-Performance Work System, Authentic Leadership and Organizational Performance Mediating role of Knowledge Management.	10:00-10:10	Room 3	Chair: Dr. Akram Shrif Co-Chair: Mr. Abdullah Khan
Alina Ansari				
Munira Ikhlas				
Madeeha Yousuf				
KRC-190066	Impact Of HR Practices On Organizational Performance.	10:10-10:20		
FARYAL KHAN				
KRC-190067	Effect Of Account Receivable Management On Financial Performance.	10:20-10:30		
MUHAMMAD IBRAHIM				
KRC-190068	"Modeling Wholesale Distribution Operations An Artificial Intelligence Framework".	10:30-10:40		
Moiz Chapsi				
KRC-190069	Effect of packaging on consumer impulsive buying behavior.	10:40-10:50		
Muhammad imran dost				
KRC-190070	Impact of Celebrity Endorsement of Fair & Lovely on Consumer's Buying Behavior: A Study of Pakistani Consumer.	10:50-11:00		
Hafsa Ejaz				
Adeeba Kazmi				
Sakina Khan				
	Concluding Remarks	11:00-11:30		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190071	Six Sigma practices on the perceived betterment of company's performance.	10:00-10:10	Room 4	Co-Chair: Mr. Saad Waqas Co-Chair: Mr. Israr Ahmed
Taimoor Ahmed Siddiqui				
Muhammad Ali Iqbal				
KRC-190072	Impact of Leadership Style on Staff Turnover Within the Organization in Soorty Textile.	10:10-10:20		
Fahad Afzal				
Muzaffar Jamal				
KRC-190073	Total Quality Management practices and work-related outcomes: A case study of higher education institutions in Pakistan.	10:20-10:30		
Rushna Ishaque				
KRC-190074	Intention to adopt green products (Environmentally Friendly Polythene Bags) of FMCG offered by Lucky One Mall.	10:30-10:40		
Muhammad Yawar Yasin				
KRC-190075	Effect of country of origin on customers purchase intention with mediating role of customers' attitude and moderating role of brand equity.	10:40-10:50		
Aamir Kasani				
Rehan Moin				
KRC-190076	Impact of Working Environment on Employee Performance in Banking Sector Karachi, Pakistan.	10:50-11:00		
Saba Rafiq				
Sana Farooq				
	Concluding Remarks	11:00-11:30		

11:30-12:00	Tea Break
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12:00-12:20	Thematic Session 04	Dr. Shaukat Hayat	Environmental, Sustainable & Blue Economy
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Parallel Sessions02
12:30-02:00

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190077	Green Supply Chain Management Practices and Organization Performance: Evidence from Expert of Green Supply Chain Management.	12:30-12:40	Room 1	Chair: Dr. Irfan Khan Co-Chair: Mr. Faisal Sultan
Muhammad Asif Dost				
Muhammad Sohail Dost				
KRC-190078	Role of Warehousing in performance in Supply Chain.	12:40-12:50		
Muhammad Ahmed				
KRC-190079	Evaluating impact of entrepreneurship education programs.	12:50-01:00		
Waqar Ali Soomro				
M. Arsalan Yousuf				
M. Rehan Bava				
KRC-190080	Impact of entrepreneurial education on the behavior of university students with mediating effect of intentions.	01:00-1:10		
Maheen				
Khair un nisa				
KRC-190081	Impact of oil price, gold price, Stock Index on Exchange rate: Case Study from Pakistan.	01:10-01:20		
Rahamdil Peer Bakhsh				
Mohammad Ragib Zafar				
Bushra Khan				
KRC-190082	Study on the Impact of CSR, Celebrity Endorsement, Trust, Relationship and Quality on Online Purchases Intention. The Brand Image as A Part of Mediation.	01:20-01:30		
Fatima Shaikh				
Syed Syeda Bina Tariq				
	Concluding Remarks	01:30-02:00		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190083	Factors affecting online repurchase intention in Pakistan.	12:30-12:40	Room 2	Chair: Dr. Usman Aleem Co-Chair: Mr. Aamir Hussain
Falak Iqbal				
H.M Yasir Saleem				
Syeda Abiha				
KRC-190084	The Impact of HR Practices on Knowledge Management in Organizations.	12:40-12:50		
Anum Neak Ali				
KRC-190085	Gauging the effect of print advertisement on customer buying behavior: Perceptual Views of Marketing Managers from FMCG Industry of Pakistan.	12:50-01:00		
Yamsha Akbar				
Nabeel Ahmed				
KRC-190086	Online repurchase behavior of youth by mediating role of customer satisfaction.	01:00-1:10		
Rimsha Khan				
Sarah Asif				
KRC-190087	Effect Of Online Shopping On Consumer Buying Behavior A Study On Daraz In Pakistan.	01:10-01:20		
Syed Abdul Rehman Shah				
Hafsa Kulsoom				
Neha Adnan				
Shehreyar Qadri				
KRC-190088	The Relationship of Third-Party Logistic Service Provider and Textile Manufacturing Industry of Pakistan And Its Impact on Performance.	01:30-02:00		
Ali Muzaffar Rizvi				
	Concluding Remarks			

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190089	The impact of employee performance on job satisfaction with moderator of supervisor support.	12:30-12:40	Room 3	Chair: Dr. Intikhab Ulfat Co-Chair: Mr. Umair Ahmed Jalali
Syed Muhammad Hamza Muhammad Arif Akhter				
KRC-190090	Measuring contribution towards brand love and effect of brand love on WOM: evidence of SMCG.	12:40-12:50		
Aarzo Waseem Fatima Laraib				
KRC-190091	The Impact of Behavioral Biases in Making Investment Decisions.	12:50-01:00		
Musarrat Qasim Muhammad Asghar				
KRC-190092	Elements Affecting Consumer's Online Grocery Shopping Intention (A Case Study For Karachi – Pakistan).	01:00-01:10		
Irfan Shahid Asim Saeed				
KRC-190093	Impact of Packaging on Consumer Buying Behavior.	01:10-01:20		
Agha Faraz Haider Falak Naz Moiz				
KRC-190094	Motives behind the transfer of customer to Islamic banking in Pakistan.	01:20-01:30		
Nayyar Azam Syed Kamran Ahmed				
	Concluding Remarks	01:30-02:00		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-190095	The Impact Of Human Resource Management Practices On Teachers' Job Performance In Primary & Secondary Educational Institutions Of Karachi.	12:30-12:40	Room 4	Co-Chair: Mr. Muhammad Omar Co-Chair: Mr. Hafiz Muhammad Sharif
Charlotte Dominica Vincent Fatima Aslam				
KRC-190096				
Mehreen Shamim Hina				
KRC-190097	Impact of organizational justice on employee performance with moderating effect on job satisfaction.	12:50-01:00		
Nida Mahboob Shaikh Madiha Anwer				
KRC-190098	Effectiveness of Recreational Activities on Employees Performance with mediation Effect of Involvement and Voluntariness of employees in the activities.	01:00-01:10		
Tahera Murtaza Ali Saba Hameed Khan				
KRC-190099	Effects of Salary on Job Satisfaction.	01:10-01:20		
Sarah Fatima Ahmed Mahwish Hussain				
KRC-1900100	The Impact of Technological Advancement Training on Employee's Performance.	01:20-01:30		
Amjed Ali Muhammad Anas Ahmed Syed Muhammad Maaz				
	Concluding Remarks	01:30-02:00		

02:00-3:00	Namaz & Lunch Break
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3:00-3:20	Thematic Session 05	Dr. Kashif Riaz	Human Capital Development
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Parallel Sessions 03

03:30-04:45

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-1900101	Impact Of Job Stress On Employee's Development And Performance.	03:30-03:40	Room 1	Chair: Dr. Adnan Bashir Co-Chair: Ms. Sahar Khan
MUHAMMAD HASSAN KHAN ADIL ALI				
KRC-1900102	Impact of Job Rotation on Employees Performance.	03:40-03:50		
Abul Marij Ansari Arsalan Baig				
KRC-1900103	Impact of Working Capital Management on Company Profitability.	03:50-04:00		
Adnan Hussain Rana Muhammad Irfan				
Kashif Ahmed				
KRC-1900104	Impact of fear advertising appeal on customer purchase intention on eatery of Pak.	04:00-04:10		
Hira Abid				
KRC-1900105	Money Laundering Impact on Pakistan's Economy.	04:10-04:20		
Ibrahim Aijaz Hamail Ahmed				
KRC-1900106				
Muhammad Sarfaraz				
	Concluding Remarks	04:30-04:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-1900107	Impact of Behavioral Factor on Financial Decision Making.	03:30-03:40	Room 2	Chair: Dr. Kiran Jameel Co-Chair: Mr. Ali Raza
M. Shehroz Naeem Hussain Barkat Ali				
KRC-1900108	The Impact of Financial Ratio Analysis on Company: A Study on Kamran Traders.	03:40-03:50		
Muhammad Mohsin Irshad Muhammad Huzaifa Tahir Muhammad Ali				
KRC-1900109				
Fasiha Nizam Afsheen Taj Hafiz Imtiaz Ali				
KRC-1900110	The Impact of Sports Celebrity Endorsement on Consumer Buying Behavior: A Case of Sports Industry.	04:00-04:10		
Syed Asghar Mehdi Syed Obaidullah				
KRC-1900111	Contributors to Brand Loyalty evidence from territories of Pakistan with the mediating role of satisfaction.	04:10-04:20		
Tooba irfan Misha siddiqui				
KRC-1900112				
Arzoo Afroz Asma Shakir				
	Concluding Remarks	04:30-04:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-1900113 Sumaira Saleem	The impact of transactional leadership style on talent retention on pharmaceutical Karahi (Pakistan).	03:30-03:40	Room 3	Chair: Dr. Faraz Wajidi Co-Chair: Mr. Muhammad Masood Mir
KRC-1900114 Muhammad Saeed Muhammad Faizan	Developing the effective reverse logistic system to reduce e-waste.	03:40-03:50		
KRC-1900115 Faizan Riaz Hussain Qurashi Ammad Hasan Sumair Ejaz Agha	The Profitability Determinants of Commercial Banks in Pakistan.	03:50-04:00		
KRC-1900116 Syeda Qurat –ul-Ain Fatima Noman Waseem	Effect of Firm Size on the Firm’s Financial Performance: Evidence from Banking Sector of Pakistan.	04:00-04:10		
KRC-1900117 Asiya Zahid Khan Beenish Mansoor Ali Urooj Sheikh	“Transformational Leadership’s impact on Employee Motivation at a private hospital in Karachi, Pakistan”.	04:10-04:20		
KRC-1900118 Shehzad Ali Raza Syed Imran Ali Shazrah Rashid	Evaluating factors that are affecting the work-life balance & job satisfaction of Bank employees.	04:20-04:30		
	Concluding Remarks	04:30-04:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-1900119 Anzeela Aziz	Impact Of 3rd Party Logistics in Productivity and Cost of Manufacturing Industries.	03:30-03:40	Room 4	Co-Chair: Mr. Usama Bin Iqbal Co-Chair: Mr. Umer Farooq
KRC-190083 Syeda Ume Itrat Masood	Relationship between Leadership Styles on Talent Retention with mediating effect of Job satisfaction. Evidence from the banking Sector Karachi Pakistan.	03:40-03:50		
KRC-1900120 Jamil Akhtar Adnan Zaheer	Case Study of HBFC.	03:50-04:00		
KRC-1900121 Nissa Khalid	Impact of entrepreneurship education on entrepreneurial behavior of students with mediating role of entrepreneurial intention.	04:00-04:10		
KRC-1900122 ZEESHAN AHMED SIDDIQUI MUHAMMAD JAHENZEB	Perceiving the Effect of Quality on Satisfaction of Telecom Customers: Evidence from Customers Of PTCL.	04:10-04:20		
KRC-1900123 Aiman Qureshi	Do Service Firm Employee and customer relations matter for customer forgiveness in service recovery.	04:20-04:30		
	Concluding Remarks	04:30-04:45		

04:45-05:00	Tea Break
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DAY 03 BREAK UP (12th December, 2019)

08:30-9:00	Registration Desk Open
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9:00-9:20	Thematic Session 06	Dr. Mira Amin Ul Haq	Research & Development
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Parallel Sessions 09:30-10:45

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-1900124 Mahjabeen Khan	Impact of Working Environment on Employees Turnover of Dubai Islamic bank Pakistan.	09:30-09:40	Room 1	Chair: Dr. Syed Hasnain Alam Kazmi Co-Chair: Mr. Hyder Ali
KRC-180088 Muhammad Shoaib Khan Noor Zehra Syeda Afreen Warsi	Impact of Training & Development on Employees Performance A Case Study on Bank Al-Habib.	09:40-09:50		
KRC-1900125 Junaid Ahmed Shakeel Ahmed	Prominent Financial Factors causing profitability of the banking sector: Evidence from top banks of commercial banking sector.	09:50-10:00		
KRC-1900126 SAMIA IQBAL	Television Advertisement And Its Impact On Consumer Behavior.	10:00-10:10		
KRC-1900127 Ahmed Ali Naqvi	Determinants of Tax Evasion & Avoidance in Pakistan.	10:10-10:20		
KRC-1900128 Muhammad Bilal Khan Naseer Ahmed	Impact of Work Environment on Employees Performance.	10:20-10:30		
	Concluding Remarks	10:30-10:40		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-1900129 Iftikhar Ahmed	Level of job satisfaction of school's teachers in private sectors in Karachi (Pakistan).	09:30-09:40	Room 2	Chair: Dr. Syed Manzoor Ahmed Co-Chair: Mr. Muhammad Omer
KRC-1900130 Christina Francis Lorraine Knowles	Effect of performance base bonus on employee's Job performance.	09:40-09:50		
KRC-1900131 Syed Adil Ahmed	Cross Market Discounts.	09:50-10:00		
KRC-1900132 Hiba Siraj Abdul Rauf	SMS Advertising and Its Impact on Consumer Purchase Intention; A Comparative Study of Youth and Adults in Karachi, Pakistan.	10:00-10:10		
KRC-1900133 Khadija Haroon Esha Amir Khan	Impact of external outsourcing of recruitment on cost reduction and time saving.	10:10-10:20		
KRC-1900134 Batool Fatima Qazalbash Fiza Hayat	Gauging the Effects of Conflict Management Strategies on Organizational Performance with the Mediation of Employee's Job Satisfaction in Manufacturing Industries of Karachi, Pakistan.	10:20-10:30		
	Concluding Remarks	10:30-10:40		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-1900135	Impact of Gross Domestic Product on Small and Medium Enterprises Performance. Evidence from the Banking sectors of Karachi Pakistan.	09:30-09:40	Room 3	Chair: Dr. Agha Ahmed Nabi Co-Chair: MR. Hafiz Muhammad Sharif
Hafiz Mohammad Rizwan Rashid Karim Noordin Arbani				
KRC-1900136	Impact of Hedonic motivation on online purchase behavior moderating Role of perceived.	09:40-09:50		
Farheen Akhter Syed Muhammad Hamza				
KRC-1900137	Factors Influencing Impulsive Buying Behavior with the Moderating Role of Income.	09:50-10:00		
Faiza Mehtab Adnan Ahmed				
KRC-1900138	Effect of Web Design on Online Buying Behavior with Mediation Role of Purchase Intension, The Moderating Role of Perceive Risk.	10:00-10:10		
Ayesha irfan Ahsan Ali				
KRC-1900139	Impact of work environment on Employees performance.	10:10-10:20		
M. Bilal khan Naseer Ahmed				
KRC-1800140	Online Shopping Trends and Its Effects on Consumer Buying Behavior: A Case Study Of Young Generation Of Pakistan.	10:20-10:20		
Syed Mubashir Ali				
Hafiz Muhammad Naveed Javed				
Yasir				
	Concluding Remarks	10:30-10:40		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-1900141	Factors and Determinants of Green Supply Chain Management Pakistan.	09:30-09:40	Room 4	Co-Chair: Mr. Ragib Zafar Co-Chair: Mr. Rais Ahmed
Mohsin Hassan Qazi Murad khan				
KRC-180098	Total quality management and its effect, a case study of higher education institution in Pakistan.	09:40-09:50		
Shaker Shafique				
KRC-1900142	Total Quality Management and its effects: A case study of higher education institutions in Pakistan.	09:50-10:00		
Khadija Sajjad				
KRC-1900143	Two-Fold Models of Rewards.	10:00-10:10		
Duaa Siddiqui Wajeeha Saleem				
KRC-1900144	Impact of non-financial rewards on job satisfaction with mediation of employee attitude	10:10-10:20		
Suzaina Saeed Arsalan Rabbani				
KRC-1900145	The Effect of Knowledge Management and Entrepreneurial Orientation on Organization Performance.			
Liaquat Ali Rahoo Muhammad Waqas Nazeer Arain				
Muhammad Ali Khan Nagar				
Syed Muhammad Hamza Muhamad Arif Akhter	Impact of Sensory Branding On Consumer Buying Behavior. Evidence From Fast Food Franchises In Karachi, Pakistan.			
	Concluding Remarks	10:30-10:40		

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	Address by the Chief Guest Syed Shakeel Ahmed Commissioner-IRS/Approving Authority, Anti-Benami Initiative, Sindh and Balochistan.
11:00-11:10	Concluding Remarks by Prof. Dr. Syed Karamatullah Hussainy Director Khadim Ali Shah Bukahri Institute of Technology
11:10-11:20	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 Syed Muhammad Fauzan Ali

12:20 pm	Tea Break
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CASE STUDIES

11-December-2019

Room-5 (Timing 10:00am-5:00pm)

Sr. No	Participants	Topic and Organization	Officials
KRC-19001C	Sohail and Shams Mawani	A study of Impact of Length of stay on Patient Satisfaction: A Case Study of Aga Khan Hospital Karachi.	Mr. Faisal Sultan Miss Hina Ameen
KRC-19002C	Jamil Akhtar Adnan Zaheer	Determinants of Low Cost Housing in Pakistan: A Case Study of HBDC.	
KRC-19003C	Syed Fasih Uddin and Haider Ali	Marketing strategies in the era of sports tourism: A Case Study of UBL.	
KRC-19004C	Safia Muhammad Ali	Combating on terrorism and Money Laundering Through its Digital Channel: A Caser Study of UBL.	
KRC-19005C	Farooq Ejaz, Rizwan Afridi and Mamon	Analyzing the Marketing Performance of Samba Bank in Pakistan.	
KRC-19006C	M. Asad Aslam, Karim Qadir Ali and Yumna Dilshad	Role of Personal Knowledge in Optimization of Marketing Activities in Branch Banking - A Study of SAMBA Bank.	
KRC-19007C	Ahsen Jawed and Atif Siddiqui	Sales Impact Through the Change in Pack-size of a Brand: A Case Study of Wintogeno.	
KRC-19008C	Syed Abdullah Farooq	The challenges faced by mobile phone sellers in recent time.	
KRC-19009C	M Usman Ali Mir, Muhammad Imran and Ibrahim.	Transformation towards new era of E-Banking Through Digital Marketing Strategies: A Case Study of Allied Bank Ltd.	
KRC-190010C	Danish Ahmed, Danial Raza and Abdul Haseeb	The Role of Relationship Marketing in the success of the company: Kansai Paint Pakistan (Alesco).	
KRC-190011C	Rehan Ali and Mubeen Ahmed	Studying the after sales services as the success factor in textile industry, evidence from Pakistan	
KRC-190012C	Rana Khizar Hiyat and Abrar-ul- Haq	Significance of Large grocery Channel with in FMCG Company: A Case Study of Nestle.	
KRC-190013C	Neha, Ali Azghar and Shehzab	A Case Study of Careem.	
KRC-190014C	Michelle Shamaun and Muneeb Ahmed	Quality assurance practices in contracting business for Oil & Gas company: A Case Study of Interglobe Commerce Pakistan (PVT) Limited.	



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Email: conference@kasbit.edu.pk
URL: conference.kasbit.edu.pk