

KASBIT RESEARCH SYMPOSIUM 2021

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Khadim Ali Shah Bukhari Institute of Technology

Held On

29th of December 2021

Symposium Theme

Managing Business Continuity in the New Normal – A Post Covid
Strategic Fit

Proceedings

Editor

Dr. Kamran Khan

Sub Editors

Mr. Syed M. Fauzan Ali

Mr. Muhammad Rehman Khattak

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URL: <https://kasbit.edu.pk/>

Email: conference@kasbit.edu.pk

T 111-KASBIT (527248)

M (021)-343 14970-73 (EXT-316)



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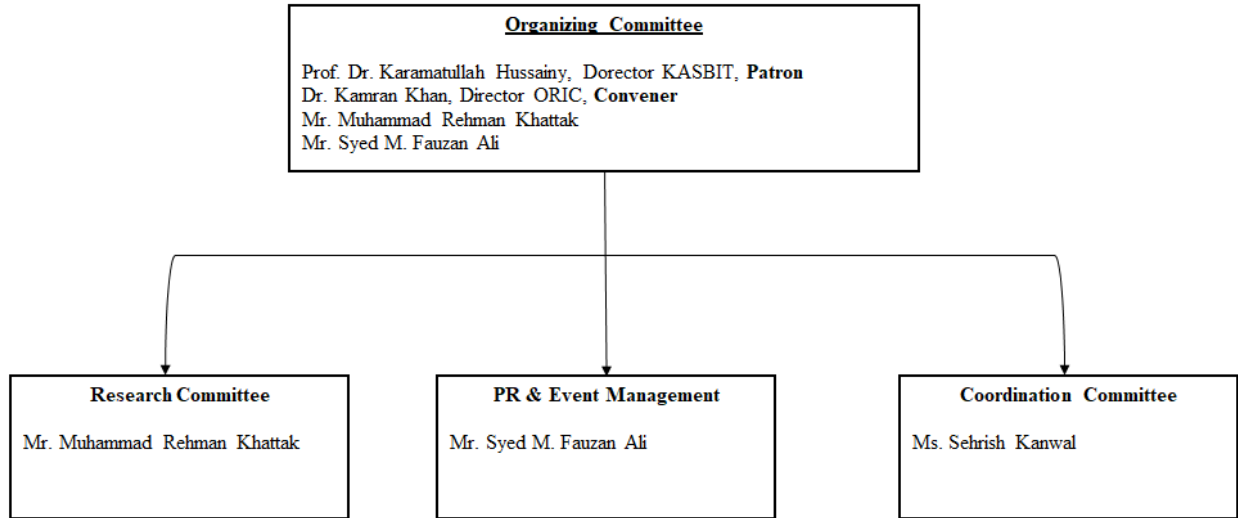


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KASBIT Introduction



THE HISTORY OF KASBIT

KASBIT Private Limited is the parent body of KASB Private Limited that was established in September 1999, through Registration with Securities & Exchange Commission of Pakistan, Government of Pakistan. It is the first Private Sector Institute of Higher Education that was registered as a corporate hot bride body. Since its inception, KASBIT has achieved many milestones that advocate its high standard, excellence, and quality recognition.



CHARTERED BY GOVERNMENT OF SINDH

KASBIT is Chartered by the Government of Sindh and recognized by the Higher Education Commission of Pakistan, which has also awarded the highest category W (4) rating to KASBIT in recognition of the high educational standards that it maintains.



KASB GROUP

The continuous success and growth of our Group Companies is a reflection of the innovative approach and commitment of over 50 years upon the tenet, “Tradition of Trust” that was envisaged by the founding father of the Group. The Group Companies play leading roles in Real Estate and Construction of Commercial and Residential Complexes, Land Development, Higher Education, Medical Services and Equipment, Commodity Trading, Import-Export, Media Network, Civil and Defense Purpose Technology, and even Philanthropy.



HEC RECOGNITION

KASBIT is recognized by the Higher Education Commission of Pakistan and has been awarded the highest ranking of W(A) under whom the standards of educational institutions are scrutinized and evaluated in Pakistan.



AACSB

(Association to Advance Collegiate Schools of Business) KASBIT became a member of the Association to Advance Collegiate Schools of Business (AACSB), which is based in the US to ensure the quality and continuous improvements in collegiate management education. AACSB International produces and publishes a wide range of knowledge service publications and special reports on the trends and issues within management education. AACSB also plans to conduct an extensive array of professional development programs for students and professionals and its membership ascertains the current standing of KASBIT.



ISO CERTIFIED

KASBIT was certified by ISO in January 2002 in recognition of the high-quality control system that it has in place. By this virtue, KASBIT became the first ISO-9001 Certified Degree Awarding Institute in the Private Sector of Pakistan. Since the inception of KASBIT, its management has remained highly conscious of attaining high standards and earning recognition through performance-based achievements based on which its Charter was granted by the Government of Sindh vide Ordinance No. XXII of 2001. KASBIT has grown into one of the most respected educational institutions that contribute towards the qualitative education of students in the field of Management Science.

Symposium Overview



The KASBIT Research Symposium was organized by the Office of Research, Innovation, and Commercialization, KASBIT on Wednesday, the 29th of December 2021. This was a hybrid event where the professors from the leading academic and research institutions virtually participated as Key-Note speakers while the faculty of KASBIT physically participated as Session and Co-Session chair members. Approximately, the symposium was graced by 22 research papers from the relevant areas of Business Administration which were presented by KASBIT Research Students.

The Symposium was inaugurated live on KASBIT ORIC's official Facebook page. The event was inaugurated by Mr. Syed M. Fauzan Ali Manager Business Incubation KASBIT. Mr. Syed Fauzan stated that although businesses have started to re-open it's not going to be as easy as fitting into an old work outfit. He emphasized the importance of research in developing strategies to counter the challenges in wake of the Pandemic to be instrumental in advancing progress and prosperity in the business world.

The Research Scholars who showed interest in the research symposium reached 22 quality papers. The topics were on a variety of relevant themes focusing on business challenges, strategies, and the new normal. The papers were presented in 04 sessions divided into 02 parallel sessions. The session and Co-Session chairs provided valuable guidance to the presenters which widened the presenter's understanding of research.

Two thematic sessions went live on the KASBIT ORIC's official Facebook page. The first session was centered around the theme "Managing Business Continuity in the New Normal" and was conducted by Prof. Dr. Amer Hamzah, Professor, and Dean at the City University Malaysia. He shared case studies of various Airlines with the audience and discussed strategies that leading businesses have undertaken to counter the threats posed by the Covid-19 pandemic and adapt to the new normal. The second thematic session was centered around the theme "Recovery Business Strategies" and was conducted by Prof. Dr. Rab Nawaz Lodhi, Associate Professor at University Central Punjab. He emphasized the importance of ERP systems, Organizational integration, and automation as a strategy to tackle the challenges as businesses prepare for the new normal.

Finally, the symposium was concluded with a Vote of Thanks presented by Mr. Syed M. Fauzan Ali on behalf of Director ORIC Dr. Kamran Khan. He thanked both the key-note speakers for taking the time out from their busy lives to share valuable insights with the audience and appreciated the efforts made by the research students and wished them the best of luck in their future endeavors.

Message from The Director KASBIT



***Prof. Dr. Karamatullah
Hussainy***
Director KASBIT

The intellectual pursuit for exploring new knowledge basis is the hallmark of scholars and researchers. The symposium organized by ORIC of KASBIT was a huge success. The discussion of the Key Note Speakers especially Prof. Dr. Amer Hamzah from City University Malaysia provided a deep insight into the new normal approaches globally. Prof. Dr. Rab Nawaz Lodhi from University Central Punjab also provided valuable knowledge about how the global society is transforming and adopting technology in the business for improved efficiency and effectiveness. I would like to extend my appreciation to all the organizers, speakers, and presenters of the symposium 2021.

Message from The Director ORIC, KASBIT



Dr. Kamran Khan
*Associate Professor
Director ORIC, KASBIT*

The KASBIT Research Symposium was indeed a success. I would like to appreciate the efforts of all the research scholars who took part in the event. Building on the success of the previous research events, the theme for 2021 was a Post Covid Strategic Fit, and valuable contributions were made by the research scholars through the topics that were presented in the symposium. Two key-note sessions were also delivered by the top academicians from the province of Punjab, Pakistan, and Malaysia. Prof. Dr. Amer Hamzah from City University Malaysia provided valuable insights on how companies have managed to struggle and survive in the post-Covid era and showed us the path to embracing the new normal. Prof. Dr. Rab Nawaz Lodhi from University Central Punjab also discussed the role of automation in helping the industries and the failing economies in the post-Corona recovery. Innovation is indeed the need of the hour and can help mitigate the rising costs and reduce the time needed for the global economy to recover after the crash.

I would again like to thank all the students who participated in the event and helped in preparing an outstanding program with quality papers. Thanks also go to our esteemed research faculty for their strong support. I congratulate the entire ORIC team for their efforts and hard work in organizing this event. Last but certainly not least, I give my special recognition to Prof. Dr. Karamatullah Hussainy the Director KASBIT for his cooperation. As an Institute, I believe knowledge created through research is instrumental for the country's development process. Hence, promoting a research culture by inculcating the research consciousness among the student bodies has always been our goal.

Key-Note Address



Prof. Dr. Amer Hamzah
Professor & Dean
City University, Malaysia

Managing Business Continuity in the New Normal

Prof. Dr. Amer Hamzah shared his scholarly insights with the audience on the various challenges faced by numerous companies in Asia. He explained how the Covid-19 virus took the world over and was spread like a wildfire. He further explained the new reality and the importance of adapting to the new normal. He shared various case studies with the audience including the case of Flybe – the British airline and Virgin Australia. Additionally, he discussed how the companies can avoid becoming fragile and through innovation can tackle the challenges and become resilient. He also discussed the strategies adopted by Air Asia and highlighted the significance of a quick response to uncertain situations. Finally, he discussed the various factors that should be considered when devising a strategic fit to continue operations in the new normal. These factors included people's safety, emotional care, adaptable performance, and innovation. The insights were really valuable for the audience and the session helped magnify our cause in the best possible way.



Prof. Dr. Rab Nawaz Lodhi
Associate Professor
University Central Punjab

Recovery Strategies in Business

Prof. Dr. Rab Nawaz Lodhi emphasized the significance of automation and ERP integrated systems for adapting to the new normal. He shared the example of the manufacturing industry and highlighted the importance of an integrated system to cope with the challenges of supply chain disruptions. He discussed the examples of various companies which have automated by implementing an ERP system and are reaping the benefits of integration. He emphasized that the Pandemic has taught us to adopt online systems to continue operating in the new normal. He suggested that the policymakers and managers in the industry should adopt the online systems because the Pandemic is here to stay and we all must prepare and adapt to this new reality. The only way to continue and move forward is automation.

Key-Note Speakers

Key-Note Session 1	Prof. Dr. Amer Hamzah	Managing Business Continuity in the New Normal
Key-Note Session 2	Prof. Dr. Rab Nawaz Lodhi	Recovery Strategies in Business

Parallel Sessions

Parallel Session 01

Room1	Session Chair	Mr. Muhammad Masood Mir
	Co-Session Chair	Mr. Muhammad Furqan
Room 2	Session Chair	Mr. Muhammad Omer
	Co-Session Chair	Mr. Kamran Azeem

Parallel Session 02

Room 1	Session Chair	Ms. Hina Amin
	Co-Session Chair	Ms. Mahrukh Nadeem
Room 2	Session Chair	Mr. Usama Bin Iqbal
	Co-Session Chair	Mr. Saad Waqas

Symposium Timeline

Time	Inauguration
09:00-09:05	Inauguration Mr. Syed M. Fauzan Ali Program Host (Live on Facebook)
09:05 - 09:10	Recitation from the Holy Quran
09:10 - 09:15	National Anthem
09:15 - 09:35	Welcome Address & Conference Overview by Prof. Dr. Karamatullah Hussainy Director KASBIT (Live on Facebook)

Program will be hosted by Mr. Syed Muhammad Fauzan Ali

BREAKUP (29th December 2021)

09:35 – 10:00	Thematic Session 01	Prof. Dr. Amer Hamzah	Managing Business Continuity in the New Normal	Live on Facebook
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Parallel Sessions 01

10:00 - 11:30

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-21001	Factors Influence Employees Retention in the Hospitality Industry	10:00-10:15	Room 11	Chair: Mr. Masood Mir Co-Chair: Mr. Muhammad Furqan
KRC-21002		10:15-10:30		
KRC-21003		10:30-10:45		
KRC-21004		10:45-11:00		
KRC-21005		11:00-11:15		
	Concluding Remarks	11:15-11:30		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-21006				
Muhammad Saadat Zafar Kiran Asad Siddiqui	Talent acquisition trend in multinational firms	10:00-10:15	Room 14	Chair: Mr. Muhammad Omer Co-Chair: Mr. Kamran Azeem
KRC-21007				
Zarlisht Samra Aiman	Industry 4.0 a review and analysis of contingency and performance effects	10:15-10:30		
KRC-21008				
M Ahsan Suleman Haider Zaidi Ali Shan	Factors Affecting Job Performance and Organizational Performance.	10:30-10:45		
KRC-21009				
Ali Hasnain M Usman Khan Moiz Rehman Siddiqui	Green HRM impact on Employee performance	10:45-11:00		
KRC-21010				
Muhammad Idrees Rafique Jahangir Karim Moiz Qureshi	The role of affective commitment, future work self-salience, and work engagement in the abusive supervision–job performance relationship	11:00-11:15		
	Concluding Remarks		11:15-11:30	

11:30 – 12:00	Thematic Session 02	Prof. Dr. Rab Nawaz Lodhi	Recovery Strategies in Business	Live on Facebook
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12:00 – 01:45	Namaaz & Lunch Break
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Parallel Sessions 02 02:15 - 03:30

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-21011				
Syed Abdul Haseeb Sybel Malaika Sharmeen Sultana	Effects of Celebrity Endorsement on Purchase Intention (A Study on Q-Mobile View Max Pro)	02:15-02:25	Room 11	Chair: Ms. Hina Amin Co-Chair: Ms. Mahrukh Nadeem
KRC-21012				
Moiz Khan Manik Roy Astle David	The Impact of Marketing on Customer Brand Engagement	02:25-02:35		
KRC-21013				
Kainat Malik Moona Khurshid Mishal Adeel Shah	The antecedents to consumer’s dining out behavior in Karachi – A Post Covid Analysis	02:35-02:45		
KRC-21014				
Muhammad Ishtiaq Ahmed	Impact of the CSR strategies of technology companies on performance, competitiveness and diversity	02:45 – 02:55		
KRC-21015				
Rameesha Fatima Kahkashan Qaiser Muhammad Bilal	Creation, Innovation, Knowledge, And Performance of Start-Ups	02:55 – 03:05		
KRC-21016				
Ahsan Raza Munira Saleem Iqra Ali	The influence of social media marketing on consumer purchase Intention: investigating the effect of non-local brands.	03:05-03:15		
	Concluding Remarks		03:15-03:30	

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-21017	The Effectiveness of Integrated Marketing Communication for High Involvement Product Purchase Decision	02:15-02:25	Room 14	Chair: Mr. Usama Bin Iqbal Co-Chair: Mr. Saad Waqas
Sheik Bilal Sheik Muhammad Asif				
KRC-21018	Factors influencing Consumer Purchase Intentions towards Online Shopping through Social Networking Sites (Facebook, Instagram)	02:25-02:35		
Syeda Fatima Khalid Yusrah Tariq Ifra Shahbaz				
KRC-21019	Implementing Experiential Marketing in the Digital Age for a More Sustainable Customer Relationship	02:35-02:45		
Azaan Arshad Amish Alam Khan Umer Waseem				
KRC-21020	MOBILE BANKING AND CUSTOMER SATISFACTION FOR OPPORTUNITY	02:45 – 02:55		
Muhammad Bilal Muhammad Umar Rohaana Jawaid				
KRC-21021	The Effect of Corporate Social Responsibility Practices on Brand Equity	02:55 – 03:05		
Ghazi Azeemuddin Ali Abbas Ahmed Saleem				
KRC-21022	EFFECT OF COVID-19 ON CONSUMERS ATTITUDES IN RESTAURANTS	03:05-03:15		
SYED FAIZAN HUSSAIN ZAIDI				
	Concluding Remarks		03:15-03:30	

Time	Closing Ceremony
03:30-03:45	Vote of Thanks by Dr. Kamran Khan Director ORIC & Conference Secretary Live on Facebook

The Program will be hosted by Mr. Syed Muhammad Fauzan Ali

Gallery

Parallel Panel Sessions



Impact of the CSR strategies of technology companies on performance, competitiveness, and diversity

Muhammad Ishtiaq Ahmed

Scholar

Abstract

This study used structural statistics modeling to examine and investigate the technology industry's adoption of corporate social responsibility (CSR) policies. The findings reveal favorable, direct, and statistically significant links between CSR firm initiatives and competition within their industry, as well as performance and diversity. CSR research's typical focus has broadened to incorporate frameworks for effective economic crisis management. Addictive CSR management may assist a company in reducing the bad consequences of a tragedy and implementing positive changes in business management. Some businesses feel that CSR shields them from the repercussions of the economic downturn. CSR can include strict adherence to existing legal obligations as well as the voluntary implementation of management and administrative strategies, policies, and procedures. There is no clear consensus on the influence of CSR initiatives on economic success, but many academics believe there should be a beneficial link between the two processes. CSR has a significant impact on global competition and even the quality of life. If CSR is linked with business processes, it develops new practices and enhances competition. Firms must adopt formal CSR policies to increase product innovation and competition participation. This research is focused on a sample from the same industry or sector, and it can help with improved understanding and interpretation of results. Technology firms were chosen as a representative group to investigate the link between corporate social responsibility (CSR) and competitiveness. The survey included questions about CSR Strategies, competition, performance & diversity.

Keywords: CSR strategies, competition, performance & diversity

The influence of social media marketing on consumer purchase intention: investigating the effect of non-local brands

Ahsan Raza
Research Scholar

Munira Saleem
Research Scholar

Iqra Ali
Research Scholar

Abstract

A large number of people are using social media which gives advantages to marketers to keep connected with their customers and also keep updated about what customers want. In this research, we are discussing the effect of social media marketing from the perception of non-local brands. The problem that we identified in the previous research is the easy usage of non-local brands' websites and apps which could be a concern for the social media consumers' purchase intentions in Pakistan which are being investigated in this research along with other variables. The literature of the study includes a detailed discussion about the hypothesis which consists of the relationship between brand trust, brand community, brand awareness, emotional attachment, Interaction, and ease of use with purchase intention, and the relationship between purchase intention and brand loyalty. This research approach was quantitative. The Data were collected online from 351 social media users in Pakistan. The research model was empirically tested using a structural equation model. This research has seven hypotheses in which H1, H2, H3 are rejected and H4 to H7 are accepted. This research has identified that companies should increase interaction, emotional attachment, and ease of use through social media to influence the consumer's purchase intention to increase brand loyalty.

Keywords: Brand trust, brand community, emotional attachment, ease of use, purchase intention, brand loyalty.

Industry 4.0 a review and analysis of contingency and performance effects

Zarlisht
Samra
Aiman

Abstract

This paper is to review the literature and offer a more generalizable empirical investigation on the performance impact on implementing industry 4.0 and the ways that are important for contingency factors. The following research paper provides evidence that technologies enabling industry 4.0 have a positive impact on operational performance that include quality performance, delivery performance, cost performance, and flexibility performance. It covers the relationship between the main constructs of interest complemented with subgroup analysis to offer a more detailed understanding of the main effect. Based on an international database, this study investigates how major contingency factors like firm size, Multinational companies, and country competitiveness drive the implementation of 14.0 technologies, and the way these technologies influence operational performance. Specifically, we analyze the impact of three contextual variables, which have been suggested to influence the depth scope and type of 14.0 solution implemented. In terms of country competitiveness, the leapfrogging trend of Southeast Asian countries proposed in this paper should represent an example for managers working in other less competitive regions. Moreover, also add the implementation of lean manufacturing on these contingency factors by the support of 14.0 technologies to make great output and better manufacturing of firms.

Keywords: Technology implementation, performance effects, gap analysis, contingency factors, country competitiveness, lean manufacturing

The Effectiveness of Integrated Marketing Communication for High Involvement Product Purchase Decision

Shaikh Muhammad Asif
Scholar

Sheikh Bilal
Scholar

Abstract

Integrated Marketing Communication (IMC) is one of the most controversial areas of research, a concept that marks the continuous progression from the simple integration of marketing tools to a complex system. This study aims to evaluate the effectiveness of integrated marketing communication with high engagement decisions to purchase the product. To this end, the researcher hired a balanced approach to design descriptive research to provide the numerical results that make the measurement variable in the study as well and to test the research hypothesis for better prediction of outcome such as well. At the same time

random sampling techniques were used to determine the number of people in the research sample accordingly, I primary data was collected from 282 randomized sample subjects the type of formal survey closed the Liker format questionnaire whereas, the second data for this study was collected using important reviews of both published and published texts research problem. Thus, the data collected using both sources were analyzed with descriptive and non-descriptive statistics. The result showed that word of mouth, personal marketing, and advertising exist very effectively with the decision to purchase the product of the consumer. As a result, the researcher recommends the buyer focus on these important communication tools such as timely integration they decided to buy a product of high engagement.

Key Words: Integrated marketing communication, purchase decision, effectiveness, high – involvement, influence, model

Implementing Experiential Marketing in the Digital Age for a More Sustainable Customer Relationship

Azaan Arshad
Research Scholar

Amish Alam Khan
Research Scholar

Umer Waseem
Research Scholar

Abstract

This literature review seeks to shed light on experiential and digital marketing, studying and discussing the gaps in experiential aspects that are present during the session of online shopping found in the literature. Thus, the paper finds and examines the variables that indicate the optimal consumers' experience along with the challenges, benefits, and strategic advice that develops a more sustainable relationship between e-businesses and their customers. The literature supports a direct relationship between brand experience and brand loyalty. The paper addresses a theoretical framework of digital marketing that is relevant for both academics and practitioners, suggestions for future research directions, and key research implications being offered.

Keywords: Experiential marketing, sustainable customer relationship, consumer behavior, online shopping experience, customer choice.

The antecedents to consumer's dining out behavior in Karachi – A Post Covid Analysis

Kainat Malik
Research Scholar

Moona Khurshid

Research Scholar

Mishal Adeel Shah
Research Scholar

Abstract

Covid-19 has hit the country hard, and the disruption caused by the pandemic has severely affected the hospitality industry especially the full-service restaurants operating in Pakistan. However, the pandemic is here to stay and businesses must strive to reconfigure their business strategies to adapt to this new normal. This study aims to examine the factors that best predict consumers' behavioral intention towards dining at full-service restaurants in the city of Karachi. Hence, the study has taken into account esthetic stimulation and restaurant's precautionary measures as the predictors of consumer's behavioral intention all the while assessing the mediating role of memorable experience and moderating role of Gender in the relationship amid esthetic stimulation and consumer's intention to dine at full-service restaurants. The data for this study were collected from 199 respondents living in the city of Karachi, and Smart PLS-SEM was used to analyze the data for results. The study presented some valuable findings for the managers which will help them in improving their business practices and plan for future uncertainties.

Keywords: Covid-19 pandemic, full-service restaurants, behavioral intentions, esthetic stimulation, restaurants precautionary measures, memorable experience.

The impact of human resource management practices on organizational performance with mediating effect of employee work engagement

Muhammad Imtiaz Pirzada
Scholar

Umer Muhammad
Scholar

Ali Muhammad Saleem
Scholar

Abstract

As we all know around the globe human resource Management becomes the backbone of any organization. The role of human resource management is basically to manage the main resources of the organization, also human resource management departments are liable to design practices that enhance the employee engagements within the organization show the performance of the overall organization would increase. In this study, different human resource practices such as job security, employee training, decentralization, selective hiring, and incentives are examined to identify their impact on employee work engagement and organizational performance. Employee work engagement is considered as the mediating variable and whereas organizational performance is the dependent variable. For conducting this study quantitative deductive approach is used the philosophy of positivism and an explanatory research strategy has been

applied. The sampling technique of non-probability convenience sampling is used to target the audience that are the employees of the manufacturing and textile sector, with the estimated sample size of 383, 208 filled questionnaires have been received on which structural equation modeling has been applied for analyzing the relationship and impact of the HR practices on employee work engagement and organizational performance. The results of the structural equation modeling SEZ the job security and employee training in the context of the manufacturing and textile sector of Pakistan are insignificant but independent variables like incentives, selective hiring, and decentralization are related to the employee work engagement and have an impact on the organizational performance which means in our context especially in the manufacturing and textile sector which are the backbone of our GDP and being the main contributor of a GDP must focus on the incentives, the rewards which they are designed for their employees, practice decentralization and be selective in hiring because these three main HR practices fetch employee work engagement and if employees are engaged within the organization then the overall performance of the organization will be increased. This study would help and support the manufacturing and textile sector companies to practice these HR practices and engage their employees for or better and enhanced output.

Keywords: Incentives, employee training, selective hiring, job security, decentralization

Creation, Innovation, Knowledge, And Performance of Start-Ups

Rameesha Fatima
Research Scholar

Kahkashan Qaiser
Research Scholar

Muhammad Bilal
Research Scholar

Abstract

This paper focused on the concept of team creativity, employee innovation, and entrepreneurial knowledge in the growth and success of new start-ups and studied the effects of entrepreneurs' characteristics on firm performance. In this, we examine the relationship of openness to experience with creative team environment (CTE), innovative work behavior (IWB), knowledge integration (KI), and firm performance. The data was collected through a questionnaire from 250 entrepreneurs in Pakistan. The quantitative research method has been used to evaluate the relationship between variables. The PLS-SEM approach was used to generate and analyze the result. The results reveal that innovative work behavior plays a true mediation role, which can enhance the performance of the venture. Besides, creative team environment and knowledge integration play no mediation role in the relationship between founder openness and firm performance. The findings have practical significance for improving the performance of startups in Pakistan. Finally, the result allows us to provide implications of results and paths for future research.

Keywords: Entrepreneurial knowledge, openness to experience, creative team environment, innovative work behavior, knowledge integration

Mobile banking and customer satisfaction for opportunity

Muhammad Bilal
Researcher

Muhammad Umar
Researcher

Rohaam Jawaid
Researcher

Abstract

Portable banking is one of the spaces versatile trade that has broad correspondences with different spaces of portable trade. On the one hand, portable banking is related to clients what's more than again, is fit for different firms that are dynamic in the field of electronic trade, offer viable monetary types of assistance. In this paper we portray the meaning of portable banking, Evolution lastly to portray several advantages for clients of these administrations, Portable banking has arisen as a remote correspondence channel for making esteem by clients in financial exchanges. Today, the primary center has been the field of present-day strategies for banking administrations, Supply of banking and monetary administrations utilizing cell

phones, it is a couple of years the utilization of cell phones for banking and monetary issues, however, in the short term, huge advancement has been made in this field. It very well may be a great deal of guarantee in this new method of banking future

Keywords: Mobile banking, customer, mobile technology, e-banking, customer satisfaction

The role of affective commitment, future work self-salience, and work engagement in the abusive supervision–job performance relationship

Muhammad Idrees Rafique

Scholar

Jahangir Karim

Scholar

Moiz Qureshi

Scholar

Abstract

Abusive Supervision (AS) is very common in organizations, and it has several impacts on employees Job Performance (JP). The main purpose of this study is to analyze the role of Affective Commitment (AC), Future work Self-Salience (FWSS), and Work Engagement (WE) in a relationship between AS and JP. Previous researches were based on identity-based theory and they considered AC as a mediator and FWSS as a moderator. We added a new variable WE and predicted that WE will mediate between AS and JP. There are five variables in this study, and three hypotheses, in which AC and WE are mediators between AS and JP relationship, whereas FWSS is a moderator between AS and WE. The data collection technique is based on a questionnaire which is filled by employees working in different organizations in Karachi and the sample size is 250. All the three hypotheses of this study are accepted except WE that is rejected. Findings show that if organizations want to improve their performance through employees then they have to work on controlling AS because it reduces the WE of employees. Workers facing AS have less WE.

Keywords: Abusive supervision, affective commitment, employees' job performance, future work self-salience, and work engagement.

Factors influencing Consumer Purchase Intentions towards Online Shopping through Social Networking Sites (Facebook, Instagram)

Syeda Fatima Khalid
Research Scholar

Yusrah Tariq
Research Scholar

Ifra Shahbaz
Research Scholar

Abstract

With the advent of E-commerce, social media sites have also been in limelight seen as a hub of online shopping and have been influencing in gauging consumers in their grappling of purchase-related intentions and decisions. In this study, we focus online purchase behavior of consumers on Facebook and Instagram. We endeavored to throw light on aspects of the online purchase behavior of consumers, like that consumers attitudes, subjective norms, and perceived behavioral control consumers undergo while shopping online through Facebook and(or) Instagram, positing hedonic and utilitarian values as research mediating variables. To analyze the buying behavior of consumers on Instagram and Facebook as a growing medium and at the extent to which users show engagement in it, we use Structural Equation Modeling (SEM) to validate and test our hypothesis. We surveyed Google Docs. questionnaire from 260 users where were Facebook and Instagram users. We disseminated our survey questionnaire through WhatsApp messenger, Facebook, and Instagram inbox. A few of them we collected through paper. We executed the test on SmartPLS research software. We came to find I) Consumer attitudes and perceived behavioral control showed a significant and positive influence over utilitarian and hedonic value. II) We also found that Subjective norms have a negative influence over utilitarian value. III) We also found that purchase behavior also shares a positive and significant relationship with utilitarian and hedonic value. We can conclude based on our studies and founded results that the product selling or brand pages have a great scope and a large potential to exploit the impacts and influences of main drivers such as the attitude of consumers, perceived behavioral control, and subjective norms that come in play while consumer endeavors to intend to buy or make a purchase. The marketers should study deeply on the consumer reviews and patterns by which they buy or make intentions to buy online through Instagram and Facebook and formulate the strategies that would facilitate them in creating new opportunities since one is unable to control the aforementioned factors but can exploit and influence them to facilitate online marketing strategies and creating opportunities.

Keywords: Consumer attitude, subjective norms, perceived behavior control, utilitarian value, hedonic value

Business impact in Multinational Pharmaceutical Companies of Pakistan (A comparative Analysis of Multinational & National Pharmaceutical Companies in Pakistan)

Ahmed Arif
Research Scholar

Manal Hussain
Research Scholar

Tooba Abid
Research Scholar

Abstract

This study aims to empirically evaluate the factors leading towards the declining/quitting of multinational companies from the country in context to the Pakistan pharmaceutical market based on primary data collected through self-administered questionnaire by field visits to the defined sample of health care professionals, Govt. officials, pharmaceutical consultants, and pharmaceutical top management employees. Results of the explanatory sequential method indicate that there are various (but not limited to) factors that form the basis for the declining/quitting of multinational pharmaceutical operations from Pakistan. These factors include consideration of national brand than multinational brands by the HCPs (Health Care Professionals), MNCs not keeping pace with local developments affecting their businesses, government regulations regarding prices like ‘Price Freeze Policy’, lack of Intellectual Property Rights enforcement, and tough competition from the local firms, devaluation of Pakistani currency in the world, limited approval of new chemical entities (NCEs), increased generic competition by local firms, un-ethical drug promotion practices in Pakistan and at last regulatory changes and political impact on the pharmaceutical industry.

Keywords: Evaluate factors, pharmaceutical market, explanatory sequential, HCP health care professionals

Effect of covid-19 on consumers attitudes in restaurants

Syed Faizan Hussain Zaidi
Research Scholar

Abstract

This research determined the impact of the Covid-19 infection threat on consumer attitudes and behaviors in restaurants. The study explained one aim that affects consumer behavior which is the Covid-19 infection threat. To gauge consumer behavior, contact limitation, keeping distance, personal security, and dietary health were taken as endogenous variables. The data was gathered from students, staff, restaurant owners, and those who used social media. A quantitative research approach was carried out through Ahorsu, D. K. et al, Szymkowiak et al & Prasetyo et al’s questionnaire which has close-ended questions. This virus wreaked havoc on the hospitality industry, including hotels & restaurants. Consumers are scared to visit restaurants in the service environment. The measurement and structural models were applied to measure

reliability, validity, and hypotheses, and SmartPLS was used to test the data. According to the results, the restaurant owners and government are suggested to make their strategies and accordingly take measures.

Keywords: Infection threat, consumer attitudes, contact limitation, keeping distance, personal security, dietary health

Effects of Celebrity Endorsement on Purchase Intention (A Study on Q-Mobile View Max Pro)

Syed Abdul Haseeb
Research Scholar

Sybel Malaika
Research Scholar

Sharmeen Sultana
Research Scholar

Abstract

The main purpose of this paper is to understand the impact of celebrity endorsement on consumer purchase intention. In the marketing world, a celebrity is constantly used as a manipulation tool to make the advertisements attractive and convince the watcher to buy the product. This research paper studies the effect of celebrity endorsement on the purchase intention of university students and fresh working-class people. A conceptual framework was constructed celebrity attractiveness, expertise, trustworthiness, gender of the celebrity, and purchase intention. A sample size of 250 university-going and blue-collar workers were approached to complete a questionnaire designed from the literature as part of a descriptive and cross-sectional survey. The data used in the paper is primary data and by using the Structural Equation Modeling (SEM) through Smart-PLS the research determines the effect of celebrity endorsements variable on purchase intention. Statistical reasoning was used to test the hypothesis for correlations and regression. The results supported the notion that celebrity endorsement has a positive impact on the purchase intention of the consumer. However, in the comparison with similar researches in the field the notions that celebrity expertise and gender regarding the product were not supported. Whereas, attractiveness and trustworthiness had a positive impact. The companies could use this result to make their marketing campaign more effective when involving a celebrity in it so that they can avoid the factors which were rejected after collecting and running the data.

Keywords: Celebrity endorsement, purchase intention, the effect of gender, attractiveness, expertise, trustworthiness

Factors Affecting Job Performance and Organizational Performance

M Ahsan Suleman
Research Scholar

Haider Zaidi
Research Scholar

Ali Shan
Research Scholar

Abstract

The primary goal of an institute is to manage their staffs and motivate them by hopeful positive attitudes. The main purpose of this research is to establish information about the factors which affect job performance and organizational performance. The research will recognize the benefits of employee empowerment in improving the overall performance of the business. The concepts explaining the perception of employee empowerment will be reviewed, and the strategies of enhancing employee empowerment and employee satisfaction will also be identified. The information will be composed of a sample of 200 through questionnaire, subsequently, the information will be considered for testing the influence of the variables' regression, ANOVA and SEM approach will be used. For the analysis purpose, SPSS and Amos will be used as a tool. This study is carried out through exploratory and descriptive study, which will prove significant for obtaining a good understanding of the interest and advancing knowledge of the subject, which is the relationship between factors affecting job performance and organizational performance through subsequent theory building. Successful implementation of forces or factors which motivate the employees, afterward empowering and satisfying them, in turn, help increase organizational performance and boost the overall performance of an organization. Employee satisfaction in complex processes was not thoroughly investigated. The research could be enriched further by making a proper distinction between job types, which underlines the factors that affect employee satisfaction and job performance. It is suggested that organizations should focus more on the factors which are likely to motivate their employees, empower them, and satisfy them, which increases the career performance of the workers, and then the overall performance of the organization, helping them to achieve their goals and objectives. The present study may lead to the conclusion that if organizations focus on the factors of empowerment and satisfy their employees, it will enhance the employees' job performance and the overall organizational performance in the long term.

Keywords: Human resource management, employee empowerment, employee satisfaction, job performance, career performance, psychological empowerment, organizational performance

The impact of workplace discrimination on employee performance

Samra Khan
Research Scholar

Laiba Asim
Research Scholar

Neha Rizwan
Research Scholar

Abstract

Discrimination is an act of biasness and at the workplace, it has an impact on employee performance. There are various sorts of discrimination, and an examination of age discrimination, gender discrimination, religious discrimination, and racial discrimination was undertaken to determine their presence and influence on employee performance. Quantitative data analysis was conducted in this research, and an online questionnaire was provided to employees of different companies. The findings demonstrate age discrimination and gender discrimination impact employee performance. SmartPLS was used to test the data, and models were used to assess the validity, reliability, and hypotheses. Suggestions are provided accordingly to the results.

Key-words: Workplace discrimination, employees' performance, age discrimination, gender discrimination, religious discrimination, and racial discrimination

Factors Influence Employees Retention in the Hospitality Industry

Khan Muhammad
Research Scholar

Muhammad Ali
Research Scholar
Syed Murtaza Hasan Zaidi
Research Scholar

Abstract

The hospitality industry (HI) is the only industry that requires very hard training, because the customer is expecting to be received with a humble and kind gesture, in the hospitality industry (HI) learning never stops, we learn every single day (Norman Shabbir). In this study, we surveyed to grasp people's perceptions of their work and their intentions to remain (ITR) within the hospitality business. The study aimed to look at what factors affect the people to stay with their jobs; a theoretically proposed model was tested using structural equation modeling. "Work environment" (WE) significantly influence the workers "job satisfaction" (M), followed by "empowerment" (E), "pay" (P), "relationship with managers" (RWM), and "job stress" (JS), which successively, influence "employee commitment" (EC) and "intention to stay in hospitality business". The survey we conducted is based on 33 questions based on their "Work environment," (WE) "Empowerment," (E) "Relationship with their managers," (RWM) "Pay," (P) and "Job stress" (JS) which are Independent variables (IV); questionnaire also includes question from mediators "Job

Satisfaction,” (M) and “Employee Commitment” (EC). The survey we conducted is online we made it on Google forms; the form is filled by 319 people. All of them are related to the hospitality industry (HI), such as hotels and restaurants.

Keywords: Intention to remain (ITR), Job satisfaction (M), Work environment (WE), Job stress (JS), Relationship with managers (RWM), Employee commitment (EC), Pay (P), Hospitality industry (HI), Generation Y (Gen Y), Empowerment (E)

Green HRM impact on Employee performance

Ali Hasnain
Research Scholar

M Usman Khan
Research Scholar

Moiz Rehman Siddiqui
Research Scholar

Abstract

It wasn't so long ago when businesses across the globe came to witness some very turbulent and challenging times. As a result, the environmental measures for sustainability have drastically changed and the organizations now seem quite concerned with creating workspaces that support employees' wellbeing in terms of a healthy lifestyle. This paper seeks to examine how Green Human Resource Management (GHRM) contributes to the Environmental Performance (EP) for employees. Through a comprehensive literature review on Green HRM and EP methodology, a theoretical model was proposed for investigation in which effects of GHRM on EP were tested from a survey data collected from over 320 workers of companies and the test was run on Smart PLS, results were evidence of a significant mediation of a couple of factors via GHRM to Employee performance (EP). The paper also showcases the findings for the researchers and their direction towards future GHRM practices.

Keywords: Green human resources management, environmental performance, GHRM, EP, job satisfaction, green human capital

The impact of training and development on organizational performance

Taimoor Shafqat
Research Scholar

Sanja Kumar
Research Scholar

Abdul Rehman
Research Scholar

Abstract

Training and development are that the field that thinks about structure-activity geared toward bettering the performance of people and teams in a structured setting. it's a combined role usually known as human resources development (HRD) that means the event of “Human” resources to stay competitive within the marketplace. coaching focuses on doing activities nowadays to develop workers for his or their current jobs and development is getting ready workers for future roles and responsibilities. It does associate degree analysis that the target of coaching and development is to artistic learning organizations that make sure that workers through worth addition will effectively perform their jobs, gain competitive advantage, and request self-growth: this measurable performance ensuing from sensible coaching and development, shall enhance organization development. it's a method of transferring data and data to employers. it's militarization employers to translate that data and data into apply with a read to enhancing organization effectiveness and productivity, and therefore the quality of management.

Keywords: Training, development, organization performance, and productivity

Talent acquisition trend in multinational firms

Kiran Asad Siddiqui
Research Scholar

M Saadat Zafar
Research Scholar

Abstract

This new age economy, with its specialist outlook, changes according to the human resources, as far as its securing, use, advancement, and maintenance, has put a weighty interest on the present HR experts. Today HR is relied upon to distinguish possible ability and grasp, conceptualize and carry out pertinent systems to contribute adequately to accomplish authoritative goals. Henceforth a genuine worry of each HR administrator to endure this 'Battle for Talent', is to battle against a restricted and reducing pool of qualified accessible contenders to supplant important workers when they leave, significantly highlighting the trouble to draw in, propel and hold the best representatives in an association. In an association, there isn't anything more urgent than fitting the right worker in the right position. Or there will be consequences you would be attempting to fit an anomaly. At the point when individuals take care of responsibilities that simply

sometimes fall short for their enjoying, tendency, or demeanor, the outcomes, or rather the absence of them will be sadly self-evident.

Keywords: Talent acquisition, retention, sourcing, assessing, multinational firms

The Effect of Corporate Social Responsibility - Practices on Brand Equity

Ghazi Azeemuddin
Research Scholar

Ali Abbas
Research Scholar

Ahmed Saleem
Research Scholar

Abstract

Ethical, economic, social, legal, and environmental and marketplace responsibilities are the various elements of CSR. It is an automatic instrument whereby organizations assess the social standards and social laws of the nation. The center goal of CSR is building the obligation of the firm towards the environment, well-being and security, labor, consumer, and networks. CSR has various methodologies that one organization can follow. One of the methodologies is giving flair to some specific division or any open government assistance association. It turns out to be a piece of their worthy creation system. Organizations have a social responsibility and are answerable for their interior just as outside actions. They cannot do any demonstrations which are against the nearby standards, laws or oppose the environment. Corporate responsibility is a genuine promise to carry on morally and participate in the advancement of monetary development and developing personal satisfaction. Brand equity and CSR have a strong association. Being socially capable by utilizing some methodology makes support among brand equity and CSR. When can CSR upgrade the brand equity and make it a right picture in the brains of a considerable number of partners? It spreads on various levels and organizations try hard to reliably assemble brand equity. The dominant traditional component of brand equity is brand connections. Affiliations represent the connection between brand dedication and buying decisions. We have taken a survey of 250 people and its results have been calculated on SmartPLS. Brand value is viewed as the client devotion, the brand's potential value premium asserted brand initiative, high similar quality, vary from different brands, consumers' saw trust, esteem, and dependability of the brand, brand mindfulness, the supposed worth of the brand, its piece of the overall industry, its character just as its utilitarian favorable circumstances.

Keywords: Ethical, economic, social, legal, environmental, marketplace responsibilities

The Impact of Marketing on Customer Brand Engagement

Moiz Khan
Research Scholar

Manik Roy
Research Scholar

Astle David
Research Scholar

Abstract

Marketing has played a vital role in engaging customers with the brand. This research is designed to determine the impact of marketing on customer brand engagement (CBE) through CBE brand can achieve long term buying journey of the customer, customer to consumer and maximization of sales. In today's current contemporary business conditions, labels or brands have been essential to building strong marketing to make new and retain old customers and also to attain an exquisite achievement of the businesses. It is becoming important for brands to give value to products and services to engage their targeted customers more effectively. Marketing played a vital role in the engagement of customers with the brand and it leads towards high sales which is the ultimate goal for any brand. This research shows the relationship between the dependent variables which are Digital Marketing & Outdoor Marketing and the independent variable which is Customer Brand Engagement (CBE). CBE also has some dimensions which are Cognitive Processing, Affection, and Activation. The method we used to collect data for our research study is the questionnaire approach in which we have distributed the series of questions consisting of demographics and variables questions to the general public (respondents) who are customers of any brand to acquire responses. This method helped us to know how marketing influenced customers to engage with the brand. With the help of this research, study companies can determine how effective marketing can help in making engagement between customers and the brand. This study also helps companies that how they should do marketing according to today's business environment where influencing customers to continue their buying journey is getting complex day by day.

Keywords: Customer brand engagement, customer to the consumer, buying journey of the customer. maximization of sales and cognitive processing, affection, and activation

Research Scholars

- ✓ Mr. Khan Muhammad
- ✓ Mr. Muhammad Ali
- ✓ Mr. Syed Murtaza Hasan Zaidi
- ✓ Mr. Taimoor Shafqat
- ✓ Mr. Abdul Rehman
- ✓ Mr. Sanjay Kumar
- ✓ Mr. AHMED ARIF
- ✓ Mr. MANAL HUSSAIN
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- ✓ Mr. Ali Hasnain
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- ✓ Mr. Umer Waseem
- ✓ Mr. Muhammad Bilal
- ✓ Mr. Muhammad Umar
- ✓ Mr. Rohaan Jawaid
- ✓ Mr. Ghazi Azeemuddin
- ✓ Mr. Ali Abbas
- ✓ Mr. Ahmed Saleem
- ✓ Mr. SYED FAIZAN HUSSAIN ZAIDI

Office of Research, Innovation, and Commercialization
KASB Institute of Technology
84-B, S.M.C.H.S, Off Shahrah-e-Faisal,
Karachi-74400, Pakistan
URL: <https://kasbit.edu.pk>
Email: conference@kasbit.edu.pk

