

KASBIT RESEARCH SYMPOSIUM

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

Wednesday, the 29th of December 2021

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) |

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

BREAKUP (29th December 2021)

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|------------------|------------------------|----------------------------------|---|-------------------------|
| 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 |
| Khan Muhammad Muhammad Ali Syed Murtaza Hasan Zaidi | | | | |
| KRC-21002 | THE IMPACT OF TRAINING AND DEVELOPMENT ON ORGANIZATIONAL PERFORMANCE: | 10:15-10:30 | | |
| Taimoor Shafqat Abdul Rehman Sanjay Kumar | | | | |
| KRC-21003 | Business Impact in Multinational Pharmaceutical Companies of Pakistan. | 10:30-10:45 | | |
| AHMED ARIF MANAL HUSSAIN TOOBA ABID | | | | |
| KRC-21004 | THE IMPACT OF WORKPLACE DISCRIMINATION ON EMPLOYEE PERFORMANCE | 10:45-11:00 | | |
| Samra Khan Laiba Asim Neha Rizwan | | | | |
| KRC-21005 | The impact of Human resource management practices on organizational performance with mediating effect of employee work engagement | 11:00-11:15 | | |
| Muhammad Imtiaz Pirzada Umer Muhammad Ali Muhammad Saleem | | | | |
| | Concluding Remarks | | 11:15-11:30 | |

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

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|---------------|---------------------|----------------------------------|--|-------------------------|
| 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 Sheik Bilal Sheik Muhammad Asif | 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 | |
| KRC-21018 Syeda Fatima Khalid Yusrah Tariq Ifra Shahbaz | Factors influencing Consumer Purchase Intentions towards Online Shopping through Social Networking Sites (Facebook, Instagram) | 02:25-02:35 | | | |
| KRC-21019 Azaan Arshad Amish Alam Khan Umer Waseem | Implementing Experiential Marketing in the Digital Age for a More Sustainable Customer Relationship | 02:35-02:45 | | | |
| KRC-21020 Muhammad Bilal Muhammad Umar Rohaam Jawaaid | MOBILE BANKING AND CUSTOMER SATISFACTION FOR OPPORTUNITY | 02:45 – 02:55 | | | |
| KRC-21021 Ghazi Azeemuddin Ali Abbas Ahmed Saleem | The Effect of Corporate Social Responsibility Practices on Brand Equity | 02:55 – 03:05 | | | |
| KRC-21022 SYED FAIZAN HUSSAIN ZAIDI | EFFECT OF COVID-19 ON CONSUMERS ATTITUDES IN RESTAURANTS | 03:05-03:15 | | | |
| | 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