



8th KASBIT INTERNATIONAL CONFERENCE

on

MULTIDISCIPLINARY RESEARCH (KICMR) 2024

3rd TO 5th JUNE

PROGRAM OUTLINE

Conference Venue: KASB – Institute of Technology, SMCHS, Karachi

Investigating the Effects of Green Intellectual Capital on Bank Performance: Mediating Role of Sustainable Banking

Saba Shaikh¹, Mazhar Wali¹, Nashrah Noor¹ & Munira Vallani¹

Department of Management Sciences,
Shaheed Zulfikar Ali Bhutto Institute of Science and
Technology University Hyderabad, Pakistan.

ABSTRACT

In the contemporary period characterized by globalization, rapid technical advancements, creating customer demands, and global economic instability has compelled organizations to actively pursue novel strategies to ensure their survival and success within a fiercely competitive market (Tran et al., 2023). Organizations are now focusing more on intangible assets rather than tangible assets to achieve better performance (Ali et al., 2022). The present study examines the impact of Green intellectual capital (GIC), measured through Green Intellectual Capital (GHC), Green Relational Capital (GRC), and Green Structural Capital (GSC), on bank performance (BP). Further, sustainable banking (SB) is modeled as a mediator between GIC and BP in the banking sector. Cross-sectional data was collected from 109 employees associated with banking sector of Pakistan. Smart PLS 4 was used to conduct statistical analysis and estimate the aforementioned relationships. The empirical results reveal that all the three dimensions of GIC has a significant and positive effect on BP. The study found only one significant mediating effect of SB on GSC and BP relationship. Therefore, the findings suggest that SB plays a crucial role in leveraging GSC to enhance BP. Banks should prioritize investing in green IT systems and sustainable infrastructure to enhance their performance. Moreover, the study recommends that banks should explore other strategies to leverage GHC and GRC to achieve better performance.

Keywords: Green Intellectual Capital, Green Human Capital, Green Relational Capital, Green Structural Capital, Sustainable Banking, Bank Performance, Banking Sector

Impact of Behavioral Biases on the Investment Decision making with moderating role of Investors type and Risk Perception and Mediating effect of Risk Tolerance.

By

Sheikh Aayesh Abdullah

KASB Institute of Technology

Nousheen Abbas Naqvi

KASB Institute of Technology

Abstract

Individual investors' decisions are heavily impacted by a number of biases that have been brought to light by the developing field of behavioral finance as a result, this study offers an attempt to evaluate how behavioral biases affect Pakistan Stock Exchange investors' decision-making when making investments. A survey instrument was adopted, and data was gathered through responses from 373 investors. Inferential and descriptive statistics has been utilized in this study. Four basic behavioral biases have been observed in this study: risk. aversion. bias, Availability. and Overconfidence. bias and loss. aversion. bias. The findings indicate significant prejudices on making investment decisions, and the impact of biases on decision-making varies based on like investor type. However, the presence of behavioral biases did not show a clear association with investment decision-making and tolerance of risk in mediation. Furthermore, it was discovered that risk perception had no effect on investing decision-making. In summary, results highlight that individual investors possess restricted knowledge and are more susceptible to committing psychological errors. This research could provide valuable insights for financial intermediaries when advising their clients. Moreover, there is potential for future research to delve into additional behavioral biases that impact investment decisions.

Comparative Analysis of The Three Versions of ChatGPT in Terms of Its Services

Azra

Department Of Computer Science
Shaheed Benazir Bhutto Women University, Peshawar
Email: axrakhattak118@gmail.com

Neelam Gohar

Department of Computer Science
Shaheed Benazir Women University, Peshawar
Email: neelam.gohar@sbbwu.edu.pk

Fouzia Jabeen

Department of Computer Science
Shaheed Benazir Bhutto Womens University, Peshawar
Email: fouzia.jabeen@sbbwu.edu.pk

Abstract

This paper presents a deep review of ChatGPT, an advanced development by OpenAI, that positions out in the constantly changing field of natural language processing and has attracted the interest of both researchers and enthusiasts. This paper delineates ChatGPT's evolution over three distinct versions as it carefully explores its complicated. The study examines the key elements that characterize ChatGPT's strength through a thorough analysis and contrasts its development over time. This study reveals the profound advantages of ChatGPT and explains how it can simulate human like conversations, revolutionizing the field of interactive AI systems. However, ChatGPT faces significant obstacles in its quest for excellence, calling for a critical analysis. The difficulties that prevent its easy integration into various applications are carefully examined in this paper. Additionally, the research explores a new area, Investigating the broad range of ChatGPT's possible applications. The flexibility and adaptability of ChatGPT are examined, revealing its transformative impact on various industries, from customer service to educational platforms. Despite its successes, this research fairly assesses the system's boundaries by acknowledging its shortcomings. An essential component of this investigation is a critical evaluation of ChatGPT's features, which identifies both its advantages and disadvantages. This paper offers an insightful analysis that paves the way for improvements and new ideas in the future.

Keywords: ChatGPT, Versions of ChatGPT, Features, OpenAI, NLP, ChatGPT 1, ChatGPT 2, ChatGPT 3

Investigating the influence of Supplier Reputation on Customer-Supplier Relationship Choices in Pakistan's FMCG Industry

Zahid Hussain

¹Post-Graduate student, Department of Business Administration, KASBIT, Karachi

armankhan@sbusba.com

Dr Arman Khan

²Senior Lecturer, Department of Business Administration, Shaheed Benazir Bhutto University, Nawabshah

Email: Zahidhussain9341@gmail.com

Abstract

This research explores the impact of supplier reputation on customer-supplier relationship choices within the Fast-Moving Consumer Goods (FMCG) sector in Pakistan. By employing a predictive-correlational design and quantitative analysis, the study investigates the mediating role of supplier reputation. Data collected from FMCG product customers in Pakistan was analyzed using SmartPLS path modelling. The findings reveal that supplier reputation significantly affects customer-supplier relationship choices. Furthermore, supplier reputation acts as a mediator, partially explaining how other factors influence these choices. The study underscores the critical role of managing and maintaining a positive supplier reputation in shaping customer preferences and decisions. Businesses in Pakistan's FMCG industry can leverage these insights to enhance customer satisfaction and loyalty through effective supplier selection and relationship management strategies.

Keywords: Supplier reputation, Customer-Supplier relationship choices, FMCG industry, Pakistan, Mediating role

IMPACT OF SOCIAL MEDIA MARKETING & BRAND ENGAGEMENT ON BRAND LOVE GENERATING E-WOM IN FASHION INDUSTRY

BY

Keshav Das, Rameesha Anis, Muiz Ul Amin, M. Rashid Hassan

Department of Business Administration
KASB INSTITUTE OF TECHNOLOGY

Abstract

Social Media Marketing: In the modern corporate world, social media is a significant tool for communicating with customers. These platforms serve as platforms for companies to communicate with their customers, build awareness of their brands, and establish a global connection. Popular social media platforms like Instagram, Facebook, Twitter, and TikTok offer businesses the ability to share their social media marketing stories to promote their brands and offer a variety of engaging experiences to customers all over the world. **Brand Engagement:** Active participation, likes, shares, and comments, are examples of brand engagement. Supporters who spend time and money on the brands offerings build a bond between them. Love and positive internet interactions. **Brand Love:** In addition to economic transactions, brand love promotes engagement and recommendation and shows consumers deep connections with emotions, trust, and dedication to a brand. **Digital Word-of-Mouth (e-WOM):** The electronic transmission of user feedback on websites like blogs, forums, social media, and review sites is known as electronic word-of-mouth (e-WOM). It influences ideas, influences purchasing decisions, and either strengthens or weakens brand credibility in today's marketing environment. **Purpose/topic:** This study investigates the role of social media marketing encourages brand engagement which fosters brand love and generates e-wom in fashion industry. **Methodology:** Target Sample: Fashion-interested individuals aged 18-35 on Instagram. Sampling: Online surveys via convenience sampling. Sample Size: Aiming for 383 participants. Industry Focus: Fast-fashion segment due to high social media engagement. **Theoretical and Managerial recommendations/implications:** This study helps in discussing contributions to theories on social media marketing's role in fashion brand affection and e-WOM. Providing actionable insights for fast-fashion brands to leverage social media for fostering brand affection and positive online conversations.

Keywords: Social media marketing, fashion marketing, brand love, e-WOM, customer engagement

SUSTAINABLE MARKETING PRACTICES, BRAND LOYALTY, AND CONSUMER BEHAVIOR

Minhas Shaikh, Raheel Arshad, Madni Faisal, Farhan Khan

Department of Business Administration

KASB INSTITUTE OF TECHNOLOGY

Abstract

This abstract explores sustainable marketing in traditional fashion markets, examining the nexus between sustainable practices and brand loyalty. Employing qualitative and quantitative methods, two research papers analyze the influence of sustainable initiatives on brand loyalty through surveys, interviews, and case studies. Findings indicate a substantial impact, revealing a shift in consumer preferences towards ethically produced products. Theoretical frameworks, including the Theory of Planned Behavior and Triple Bottom Line, elucidate cognitive and affective aspects of consumer decision-making, emphasizing the pivotal role of environmental consciousness in shaping brand loyalty in the traditional fashion industry. Keywords: Sustainable marketing, traditional fashion markets, brand loyalty, environmental consciousness, Theory of Planned Behavior, Triple Bottom Line, consumer behavior, eco-friendly.