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DETERMINANTS OF THE TEACHERS' JOB SATISFACTION IN THE PRE-SCHOOLS OF KARACHI: MODERATING EFFECT OF ROLE AMBIGUITY AND DISCOMFORT

By

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Abstract

This study investigates the determinants of job satisfaction among pre-school teachers in Karachi, Pakistan. The primary factors analyzed include self-efficacy, mentoring/supervision, growth opportunities, working conditions, and relationships with colleagues. These elements are crucial in shaping the job satisfaction levels of educators, which in turn impact their performance and retention. Additionally, the study examines the moderating effects of role ambiguity and discomfort on the relationship between these determinants and job satisfaction. Role ambiguity and discomfort are considered significant stressors that can negatively influence the work environment and overall job satisfaction of teachers.

A quantitative research design is employed, utilizing a structured questionnaire to gather data from a stratified random sample of pre-school teachers in Karachi. The questionnaire includes validated scales to measure self-efficacy, mentoring/supervision, growth opportunities, working conditions, relationships with colleagues, role ambiguity, discomfort, and job satisfaction. Data analysis will be performed using SPSS for descriptive and inferential statistics, and AMOS for structural equation modeling to test the proposed hypotheses and conceptual model.

The study aims to provide comprehensive insights into the factors that enhance job satisfaction among pre-school teachers, offering practical recommendations for school administrators and policymakers. By identifying and addressing the key determinants and moderating variables, the research seeks to improve the working conditions and professional development opportunities for preschool teachers. This, in turn, is expected to contribute to better educational outcomes and the overall well-being of teachers and students in pre-school settings in Karachi.

Halal Tourism and Its Effects on Place Attachment

By

Syed Hassan Ahmed

Abstract

a. **Background:** Halal tourism, rooted in Islamic principles, has emerged as a niche market catering to the needs of Muslim travellers seeking destinations and services that comply with Islamic laws and values. With the Muslim population projected to grow significantly, halal tourism presents a lucrative opportunity for the tourism industry.

b. **Purpose/Topic:** This paper aims to explore the phenomenon of halal tourism, examining its growth trajectory, motivations, challenges, and potential impacts on the tourism industry.

c. **Methodology:** The study adopts a mono quantitative approach, incorporating quantitative techniques. A sample size of prospective travellers from diverse demographics and geographic locations is surveyed to understand their preferences, behaviours, and satisfaction levels with existing halal tourism offerings.

d. **Findings:** The findings reveal a growing demand for halal tourism experiences, driven by factors such as religious obligations, dietary restrictions, and the desire for culturally immersive travel. However, challenges related to infrastructure, communication, and authenticity hinder the full realization of the potential of halal tourism.

e. **Theoretical Recommendations/Implications:** The study underscores the importance of incorporating Islamic principles and cultural sensitivities into tourism offerings to effectively tap into the halal tourism market. It also highlights the need for further research to address gaps in understanding consumer preferences and industry best practices.

f. **Managerial Recommendations/Implications:** Tourism stakeholders are advised invest in halal-friendly infrastructure, services, and marketing strategies to attract and retain Muslim travellers. Collaboration with local communities and religious authorities can enhance authenticity and credibility in catering to halal tourism needs.

Keywords: Halal tourism, Islamic tourism, Muslim travellers, market demand, cultural sensitivity, infrastructure, industry challenges.

IMPACT OF E TRUST ON CUSTOMER REPURCHASE INTENTIONS IN ECOMMERCE: A STUDY WITH GENDER AS A CONTROL VARIABLE

By

Zoha

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ABSTRACT

Technology is driving corporate expansion, and the internet is a key tool for connecting and improving companies throughout the world. Virtual business networks are growing rapidly since online platforms are more and more preferred due to their accessibility and ease of use. This study investigates the link between e-trust and consumer repurchase intentions in e-commerce, with a particular focus on differences in gender. Based on T unified theory of acceptance and use of technology (UTAUT), The study uses self-administered online questionnaires with a sample size of 383 university students in Pakistan who are between the ages of 20 and 35. Structural equation modelling is used to test hypotheses using AMOS 20.0 and SPSS 20.0. This study investigates the link between e-trust and client repurchase intentions in e-commerce. This study emphasises the crucial role of e-trust in fostering consumer loyalty, as well as the need of considering gender dynamics when building e-commerce strategies. The outcomes of this study imply that creating e-trust is critical for raising repurchase intentions, as is the need for customised marketing approaches that account for gender differences.

Sustainable Digital Marketing on Competitive Advantage and Performance of Micro, Small and Medium Enterprises

By

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Abstract

This study explores the impact of sustainable digital marketing on the competitive advantage and performance of micro, small, and medium enterprises (MSMEs). In the digital age, MSMEs must implement marketing strategies that enhance their market presence while adhering to sustainable practices. Sustainable digital marketing includes eco-friendly digital platforms, ethical advertising, and responsible data usage. Using a mixed-methods approach, this research combines surveys and case studies to assess the influence of sustainable digital marketing on MSMEs. The surveys collect quantitative data on key performance indicators such as customer engagement, brand loyalty, and financial outcomes, while case studies provide qualitative insights.

Keyword: Sustainable digital marketing Competitive advantage, Performance, Micro, small, and medium enterprises (MSMEs), Eco-friendly digital platforms, Customer engagement, financial outcomes, Operational efficiency, Sustainable growth, green technologies, Transparency, Digital communications, Supply chain Sustainability.

Enhancing employee mental well-being: exploring the impact of temporal flexibility, job autonomy, employee resilience and high-performance work systems

By

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Abstract

Purpose: This research aims to explore factors that enhance employee mental well-being, specifically focusing on job autonomy, temporal flexibility, resilience, and high-performance work systems (HPWS) within the banking sector. The primary objective is to identify and validate the key determinants that contribute to improved mental well-being among employees, providing actionable insights for organizations to foster a healthier work environment.

Theory /LR: Guided by the Conservation of Resources (COR) theory, this study investigates how employees' efforts to conserve and acquire resources can mitigate stress and enhance wellbeing. The COR theory serves as the theoretical foundation, positing that individuals with greater access to valuable resources such as autonomy and flexibility are better equipped to maintain their mental health and overall job satisfaction.

Methodology/Approach: A structured questionnaire comprising validated scales adapted from existing literature will be employed for data collection. The questionnaire will target 200 employees from various banks in Karachi, Pakistan, using stratified random sampling to ensure a representative sample across different job roles and demographics. Data will be analyzed using SPSS, with descriptive statistics and regression analysis conducted to examine the relationships between the variables and their impact on mental well-being.

Originality: This study distinguishes itself by examining the combined effects of job autonomy, temporal flexibility, resilience, and HPWS on employee mental well-being within the banking sector, a context not extensively explored in previous research. By integrating these factors into a cohesive model grounded in COR theory, the research offers a novel perspective on how workplace resources impact mental well-being. This approach provides unique contributions to the existing literature and offers new insights for enhancing employee well-being in high stress

environments, addressing a gap where no prior studies have comprehensively investigated these specific variables together.

Research limitations/implications: The cross-sectional design of this study limits the ability to establish causal relationships between the variables. Future research should consider longitudinal studies to explore these relationships over time. Additionally, the data were self-reported, which may introduce biases such as social desirability or recall bias. The study's focus on the banking sector in Karachi, Pakistan, may affect the generalizability of the findings to other industries and regions. Despite these limitations, the study provides valuable insights into the factors influencing employee mental well-being and offers practical implications for organizational strategies to enhance employee health and productivity.

Exploring how organizational support and organizational learning culture influence turnover intention through job satisfaction

By

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Abstract

Employee turnover remains a costly challenge for organizations across industries. This study investigates the interplay between organizational learning culture (OLC), perceived organizational support (POS), job satisfaction, and turnover intentions. We explore how OLC and POS influence job satisfaction, and whether job satisfaction acts as a mediator in the relationship between these variables and employee turnover intentions. Social Exchange Theory underpins this research. Employees invest their skills and effort in exchange for rewards and support from the organization. A strong OLC, with opportunities for continuous learning and development, empowers and engages employees. This, in turn, fosters a perception of POS, leading to increased job satisfaction. To investigate these relationships, a quantitative survey will be administered to a representative sample of 215 employees. The survey will measure OLC, POS, job satisfaction, and turnover intentions using validated scales and a random sampling method will be used.

Data will be analyzed using SPSS software, specifically utilizing Smart PLS to examine the hypothesized relationships and test the mediating effect of job satisfaction.

The findings are expected to reveal that a strong OLC promotes both POS and job satisfaction, with job satisfaction ultimately acting as a buffer against employee turnover intentions. Additionally, job satisfaction is hypothesized to act as a mediator, mitigating employee turnover intentions. This study contributes to Social Exchange Theory by highlighting the critical role of OLC and POS in fostering a positive work environment and reducing turnover intentions. It emphasizes the importance of a learning-oriented culture that empowers and engages employees.

Keywords: Organizational learning culture, perceived organizational support, job satisfaction, turnover intentions, social exchange theory, employee retention mediator