



# ***7<sup>th</sup> KASBIT INTERNATIONAL CONFERENCE***

***on***

## ***MULTIDISCIPLINARY RESEARCH (KICMR) 2023***

**13 - 15 FEBRUARY**

# **LIST OF ABSTRACTS**

# ROLE OF DIVIDEND POLICY IN HIGH & LOW GROWTH STOCKS OF PAKISTAN STOCK EXCHANGE

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## ABSTRACT

This research examines the role of dividend policy of high & low growth stocks on stock prices of the companies listed at Pakistan Stock Exchange (PSX). A sample of 200 listed firms have been taken and categorized into equally high and low growth stocks for the period of 2009 to 2018. Data have been extracted from the financial statements and Pakistan stock market data portal. Correlation and multiple regression analysis have been used to decide that the fixed effect model is suitable or random effect model to test the hypotheses. The results indicate a significant relationship between dividend payout ratio and stock prices which have been consistent with Bird in hand theory. Growth is also significant with stock prices of which results have been in accordance with the efficient market hypothesis theory. Market to book value ratios are also significant with stock prices and results remained in accordance with Asset pricing theory whereas the dividend yield remained insignificant. It is also observed that there is a significant difference in dividend payout across different industries. The results of this research will be beneficial for corporate managers & investors as it may assist them to make good financial decisions.

**Keywords:** *Dividends Payout, Dividend yield, Stock prices, Growth, Market to book value ratio*

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# **Impact of Leadership Styles on Talent Retention: Evidence from Pharmaceutical industry of Karachi Pakistan.**

**By**

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## **Abstract**

*The betterment of an organization depends on various factors among them most important and vital role is played by employees which are core factors of a firm. This study focuses on understanding the impact of leadership style on talent retention evidence form a pharmaceutical industry in Karachi, Pakistan. It provides indicators to retain your talented employees that are back bone of your firm. Another objective is to find out the cause that makes employee leave organization. Indicators leading are autocratic, democratic, laissez faire and cross culture on talent retention among pharmaceutical industry in Karachi Pakistan. The Sample of 125 is collected from pharmacy employees through a questionnaire process. Furthermore tested of regression Spss is analyzed for these factors. Results indicates that Democratic Leadership and Cross culture leadership are most essential to retain talent among pharmaceutical sector and this research tends to emphasize more on these factor so better retention of the talent can be prosper and firms can achieve their goals and objectives.*

**Key Words:** leadership style, Autocratic, Democratic, laissez Faire, Talent Retention

# **The Impact of Social Media based Two-Way Communication on Students' Intention to Continue for Next Academic Program**

**Manzoor Ahmed**

## **Abstract:**

This study investigates the impact of social media activity of youngsters and their interaction with educational institution along with that does such activity enhances the ambition to continue education further. For the purpose 350 students were sent google questioner link out of which 244 responded. The Instrument was constructed to evaluate their motivation for education continuation or intention to continue education. Trust of Customers/Students, Customer Engagement has impact on Brand Image (Institution Image) and their intention to continue education. Further this explanatory study was proceeded with SMART-PLS 4 analysis. Which result helped to evaluate the data.

# **Impact of Green Marketing Mix on Purchase Intention and Sales Volume - A Case of Beverage Industry in Pakistan**

**By  
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## **Chapter 1: Introduction**

### **1.1 Overview and Background**

The earth's resources are not inexhaustible, and the world's supply is expected to run out eventually. Population expansion, global warming, endangering future generations, and depletion of natural resources are all factors that have a significant impact on the depletion of earth's resources. Governments, civil society organizations, and consumers must respond to this scenario by establishing and unveiling the notion of "Green Marketing." (Khan et al., 2020)

The earth's resources are not infinite, and it is believed that the world's supply would run out at some point in the future. All of the variables that contribute to the depletion of the earth's resources, including population growth, global warming, harming future generations, and depletion of natural resources, have a substantial impact on this process. This scenario necessitates the establishment and public disclosure of the concept of "Green Marketing," which must be promoted by governments, civil society organizations, and consumers. (Agarwal, 2020)

The practice of green marketing is one of the sustainable strategies in which businesses attempt to include those methods into their products because they recognize that doing so can increase the attractiveness of their products to customers while also allowing the business to cut costs. Examples include packaging that has changed from plastic to paper due to the use of environmentally friendly materials, which can help reduce the cost of goods. Businesses would consume fewer water & energy, reuse additional resources, & generate less wastage. Through such efforts, the firm could cut costs while also preserving the atmosphere, which is beneficial for both parties. Importantly, consumers' brand loyalty can be increased by demonstrating a sense of social responsibility. (Arinatha, Kuntag & Khairin, 2020)

Customers in Asian nations are becoming increasingly aware of environmental issues, which is good news for the industry. Consumers will consider the greenness of a product to be one of its benefits and will base their purchasing decisions on this consideration.

In spite of the fact that green marketing has emerged as a critical issue around the world, there has been less research undertaken in Asian countries. It has become increasingly challenging for green companies and marketers to successfully grow their green product lines as a result of the lack of readily available information and the difficulties in obtaining market information. In this regard, this thesis is beneficial to industries, marketers, and management teams that wish to take advantage of this as a chance to launch and promote environmentally friendly products in Pakistan, according to the authors. Because beverages are regularly consumed by practically every Pakistani, the beverage business should be viewed as the major industry for investigating the green marketing's effect on consumer purchasing behavior. (Vilkaite-Vaitone & Skackauskiene, 2020)

The majority of these things are purchased from grocery stores. It is possible to consider food and beverage items to be the fastest expanding sector in Pakistan. (Chung, 2020)

# MEDIATION OF CSR WITH TRANSFORMATIONAL LEADERSHIP TO GAIN ORGANIZATIONAL COMMITMENT

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## Abstract

In this research, the purpose is to investigate the factors that assist the staff of the banking sector to convert the leaders in to transformational stage of leadership. Moreover, the study also examines the mediation effect of CSR with transformational leadership and affective organizational commitment for the staff in Islamic banking sector. The explanatory research design and Quantitative technique used in the research to identify the relationship among the dependent and independent variables. Around 442 respondent from the target population are become the part of this study in which officer and line managers form the Islamic banking who are becoming the next leaders in the banks. The result of this study computed that the factors (inspirational motivation, intellectual stimulation, charismatic behavior and individualized consideration) utilized as a part of this study to identify the acceptance of TL in the Islamic banking sector of Pakistan. Factors and TL are positively associated with each other and creating the transformational leaders from the traditional leaders. Thus, TL is also effect the CSR among the employee's behavior as well as the dependent variables organizational commitment is having the regressive behavior with the presence of CSR. This research adds the empirical support to recognize the association among the factors and transformational leadership with mediation of CSR to identify the presence of organizational commitment in banking staff. This study supports the tendency of transformational leadership that helps to promote the staff, the firm's and society that leads towards the stronger societal behavior. Further, these leaders think outside the traditional constraints for their assignments as business officers and to hold a prospect that use the authority of organizational resources and skill to create the better corporate society.

**Keywords:** inspirational motivation, intellectual stimulation, charismatic behavior and individualized consideration Transformational leadership, corporate social responsibility, Organizational commitment