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LIST OF ABSTRACTS

***Effects of Supportive work environment and Training & Development
on Employee Retention, The mediating role of Organizational
Commitment:
A case study in Textile Industries of Pakistan***

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Abstract

HRM is an essential part of any business. It directly impacts the performance and functioning of the company. And if businesses are performing well then their country's economy will be growing. There are many causes that can affect the HRM function. So effectiveness of HRM department has a vital role in operating the successful business. Nowadays, businesses are facing lots of challenges. In order to cope up with them, organization needs retention of competent workforce. There are numerous HRM challenges that can have an impact on the operation of human resources, some of them are low retention rate of employees, change management, lack of educational advancement & training opportunities and inefficient performance management system. Organizational goals can be achieved through developing & sustaining committed and talented employees. Hence, organizations should design such strategies & policies that can increase employee retention and commitment. Implementing employee training and development plans and providing them a supportive work environment, both approaches are some techniques to accomplish this. Organizations can achieve long term success by keeping the talented staff. Employee retention is a big challenge for every organization. Employee retention (ER) tactics must be applied to shrink recruitment, selection and training & development (T&D) expenses. A supportive work environment (SWE) and organizational commitment (OC) increase employee retention. Committed and engaged personnel want to continue work for the corporation in the long run. If we improve work environment, then it will enhance the retention of the employees. Organizations can gain a competitive edge by investing in employee training, which is a crucial HRM function. Training & Development (T&D) enhances work satisfaction and employee involvement. Therefore, it enhances employee loyalty. Despite the fact that Pakistan has a lot of talented people, they aren't doing their works with maximum potential because there aren't enough T&D prospects for them. Therefore, this study is beneficial for training managers to design such training programs that can positively persuade organizational commitment among employees in textile industries of Pakistan. A study has shown that there are total 464 textile mills operated in Pakistan. We can't cover overall respondents because of huge population size so we have applied a sampling technique to test the hypothesis. In this quantitative research, we have used Convenience (Non-Probability) sampling technique for collecting the data. Primary data have collected from management employees (at all levels) of textile industries running in Pakistan. Sample size of the population is 325 for investigating this study. We have gathered our data through online questionnaire survey. The population's demographics, such as gender, age group,

and tenure, have been taken into consideration when analysing the data. The primary sector of Pakistan's economy, the textile industry, has a very serious problem with staff retention, according to the researcher. This study has demonstrated that, in order to keep employees, organizational commitment needs to be developed by adopting HRM strategies that can enhance a supportive work environment and cultivate a learning & development culture.

Key Words: *HRM, employee retention, organizational commitment, supportive work environment, training & development, textile industries in Pakistan*

Impact of Social Media Presence on Fast Food Retail Industry in Karachi during the Plague of COVID-19

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1.1 BACKGROUND

The advent of social media sites has been eye-catching and most popular among all. It targets human impulse to communicate, socialize and express ideas & thoughts towards the society by the support of advancement in digital technology. Social networking sites establish and nurture personal connections at masses. In accordance to, ([Merriam-Webster, 2020](#)) social media is defined as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).”

Social media platforms are the internet based mass personal communication driven sites which derives largely on user-generated content and access real time data. These sites are used as an effective tool to market different businesses in the 20th century. Facebook is one of the most popular social networking site but people are now very active on Instagram and Snapchat too. ([Saleem Alhabash & Mengyan Ma, 2017](#))

It has been lesser than a generation, the evolution of social media has reached to direct electronic information exchange, virtual gatherings and retail platforms which are of key importance as 21st-century marketing tool. Moreover, the internet's growth enabled us to connect and communicate from distance. ([History of Social Networking, 2020](#))

Online platforms which serve purposes like e-socialization, e-profiling, information sharing, e-commerce, B2C, B2B, C2C and other forms of conveniences, function as core tools for distribution management for nearly all forms of enterprise during worldwide business abnormalities like the COVID 19 pandemic. Facebook, Instagram, food panda and YouTube are major players worth mentioning among the various competitive e-platforms serving these purposes. ([Mason A.N, Narcum J & Mason K, 2021](#))

Furthermore, the fast food industries including large, established as well as small sized eateries has a fundamental competition which makes them curious and concentrated towards increasing competition. Also, as per the technological advancement the tool of social media has played its card to put the consumer's perspective in the foreground of this tough competition. ([Saqib Ali; Nadeem Khalid; Hafiz Muhammad Usman Javed & Dewan Md Zahurul Islam, 2020](#)), ([Lena-Christin Jaeger & Julia Hohler, 2021](#)). The consumer's point of view and their food satisfaction

is now electronic word of mouth that is explicitly used to measure customer's loyalty. (Lena-Christin Jaeger & Julia Hohler, 2021)

1.2 OVERVIEW

Social Media sites are deeply rooted in the lives of each and every individual in the current century. Most of us bank on to social media to meet our daily errands. From news update, socializing with friends and family or while making our valuable purchase decisions we are embedded with the unwavering need of social media and our explicit presence on it. These platforms lead to fulfilment of emotional needs, work place management and ensuring our pace with keeping up the latest fashion, recommendations or interesting food choices. (Kawaljeet Kaur Kapoor, Kuttimani Tamilmani, Nripendra P. Rana, Pushp Patil, Yogesh K. Dwivedi & Sridhar Nerur, 2018)

If talk about social media platforms like Facebook, WhatsApp, YouTube or Instagram etc. usually cross our mind. These applications are by far the most trending and excessively used ones. User-generated content drives these applications. Thus the content generated is highly influential in numerous ways such as entrepreneurial aspect, consumer buying behavior, selling and marketing intent. (Kawaljeet Kaur Kapoor et al., 2018)

As we are well aware about the current pandemic caused due to the advent of COVID-19 which has begun in the year 2019 and still carries to continue. Along with the complete shutdown to all social activities including food industry which is comprised of large, medium and small sized startups. The change in sales has been one of the cliché as restaurant industry has reached towards their saturation point but with the outbreak of COVID-19 another wave of innovation, creativity and vast expansion of ideas to keep things going into new arena. (Nadeem Khalid et al., 2020)

Eateries all over the globe has a potential to make social media presence to ensure sales during pandemic scenario. Facebook seems to be one of the favorable option as has exalted position to be the most used social application and claims to be the market leader of social media world, with explicit 1.97 billion monthly users. Moreover, social media sites are bombarded with millions of photos as well as video uploads. Snapchat records around 400 million snaps in a day along with 9000 snaps being shared per second. Similarly, to walk with current pace and reach to the optimum point, records express that up to 50 million businesses are currently active on Facebook business pages, and roughly 2 million business are actively using Facebook advertising. Researches further, tells us that around 88% businesses are also effectively using Twitter for marketing purposes. Hence with such prominent highlights we can see social media marketing blooming which definitely leaves an enormous impact on eateries as well and the

causal change in sales too. (Kawaljeet Kaur Kapoor et al.,2018)

As for the perspective of eateries, we have local food gaining popularity with a rapid pace. However, if the product is commercialized and marketed using social media sites it gathers consumers purchase intention and positive post consumption. The visuals over the social sites stimulate the taste buds to grab the food item as soon as possible. This phenomenon works great for marketing food on social media during the epidemic of Covid-19. (Sushant Kumar, Mikko Murphy, Shalini Talwar, Puneet Kaur & Amandeep Dhir, 2021)

**Dependency of Exports Growth
Over Low Cost Government Financing
Schemes “A case from Pakistan Based on
Concept Replication”**

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Perception of Bankers and Banking Customers towards Islamic Banks and Windows in Karachi, the business hub of Pakistan

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Abstract

Islamic Banking is now becoming a global trend and has captured attention of banking industries and customers around the world. However, despite a decent growth of Islamic Banking in many Islamic countries, it has not been able to capture significant market share of the banking industry in Pakistan. This paper aims to understand the growing prospects of Islamic Banking in Pakistan taking in view the perceptions of the bankers and consumers towards Islamic Banks and windows. Semi-structured interviews were conducted using the purposive sampling.

Interview data were analyzed using thematic analysis. Profit & Loss sharing concept, asset-based financing, Shariah compliance, Fatwa and strong reliance on Sharia audit were identified as unique selling features of Islamic banking. However, negative perception, doubts and lack of awareness of general public towards Islamic Banking and windows along with perceived similarities between conventional banks and Islamic banks, inadequacy of promotional & marketing strategies and inability of Islamic Banking staff to convince potential customers about Islamic Banking were identified as hurdles in capturing market share. Deeply rooted and long existing Conventional banking system, product variety, unattractive rates, below par services, convenience and facilitations are challenges facing Islamic banks. Moreover, loss & risk intolerance, prevalence of interest in the economy, lack of consensus among Islamic scholars, too many requirements to fulfill, lack of system's policies for Islamic Banking are issues that are faced by the Islamic banks. However, a few growth opportunities such as the ability to increase the outreach of Islamic banking through Islamic windows, faith-driven population, organization tie-ups for employee accounts, word of mouth & referrals as a source of customer-base, government involvement in policy making & promotion at national level. Current accounts have been identified as a threat to growth.

Thus, strong evaluation of current scenario, lacking in current policies & practices needs to be undertaken and drastic steps are required by the Islamic banks, regulatory authorities and the government as the industry has observed an incremental growth rate in the past few years. However, if the products, services and rates are not improved and customer-base is not strengthened, the growth rate will decline and become stagnant in coming years and substitution of conventional banking system will become impossible. Therefore, the concerned authorities should take relevant actions to educate & create awareness among general public, put adequate promotional & marketing strategies in place to attract customers and refine policies & practices by adopting models from developed economies where Islamic banks have captured an attractive percent of market share. Moreover, the authorities concerned need to make room for policies

related to Islamic banking in legal, taxation & financial systems and promote practices to diminish interest from the economy.

Keywords:

Islamic Banking, Conventional Banking, SBP, Riba

IMPACT OF BEHAVIORAL FACTORS ON INVESTERS FINANCIAL
DECISION WITH MEDIATING ROLE OF RISK COMPENSATION A STUDY
ON FINANCIAL MARKET OF PAKISTAN

WORKING BY

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