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LIST OF ABSTRACTS

The Impact of Marketing on Customer Brand Engagement

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Abstract

Marketing has played vital role in engaging customer with the brand. This research is designed to determine the impact of marketing on customer brand engagement (CBE) through CBE brand can achieve long term buying journey of customer, customer to consumer and maximization of sales. In today's current contemporary business conditions, labels or brands has been essential to build strong marketing to make new and retain old customers and also to attain an exquisite achievement of the businesses. It is become important to the brands to give value with products and services in order to engage their targeted customers for more effectively. The marketing played vital role in the engagement of customers with the brand and it leads towards the high sales which is the ultimate goal for any brand. This research shows the relationship between dependent variables which are Digital Marketing & Outdoor Marketing and independent variable which is Customer Brand Engagement (CBE). CBE also have some dimensions which are Cognitive Processing, Affection and Activation. The method we used to collect data for our research study is questionnaire approach in which we have distributed the series of questions consisting on demographics and variables questions to the general public (respondents) who are customers of any brand to acquired responses. This method helped us to know about how marketing influenced customers to engage with the brand. With the help of this research study companies can determine how effectively marketing can help in making engagement between customer and the brand. This study also helps companies that how they should do marketing according to today's business environment where influence customer to continue their buying journey is getting complex day by day.

Keywords: Customer Brand Engagement, Customer to Consumer, Buying Journey of Customer. Maximization of Sales and Cognitive Processing, Affection and Activation.

“Determinants to gain Organizational Performance: Mediation Model with Talent Attraction”

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Abstract

As in today's workplace firms are thriving to achieve their stability and cope up with the performance to remain competitive as for that appropriate talent is required to meet up the needs and fulfilled the challenges, concerning certain factors work environment and other compensation factors show positive association attract talent and maintain their organizational performance. This research tends to find out the mediation effect of talent attraction while gaining organizational performance with the help of compensation and work environment factors among pharmaceutical of Karachi Pakistan with the sample of 220 extracted of the HR professionals, survey method with likerd questionnaire approach is used to find the consistency and accuracy of the data related to the respondents with the help of Smart pls and SEM technique relationship among various variables are find out. Although findings reveal that work environment certain factors such supervisor support, work-life balance, the physical working condition shows a positive association with the attraction of the talent and maintain organizational performance similar goes with direct and indirect compensation as they found relatable well secured and comforted environment talent is attracted apart from that they also looked to gain certain skills, development opportunities, and professional growth. This research is limited to the pharmaceutical sector of Karachi Pakistan and the results are also restricted to the boundaries, moreover, generalizability is low as we cannot implement the results overall.

Keywords: Work environment, physical working conditions, work-life Balance, Supervisor Support, Perceived organizational support, direct and indirect compensation, talent attraction, organizational performance.

Impact of Emotional Intelligence on Leadership Performance of Managers in Healthcare Setting.

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Abstract:

Purpose:

IQ was once thought to be the most important predictor of success. The purpose of this research is to examine the link between emotional intelligence and management effectiveness.

Design/methodology/approach:

From 2020 to 2021, a cross-sectional study was conducted to examine EI in Pakistani healthcare managers. The target group consisted of healthcare managers from hospitals, NGOs, and other healthcare sectors in Karachi with more than 6 months of managerial experience. A sample size of 100 people has been determined. For this investigation, EI features were assessed using TEIQue-SF, which corresponded to 30 specifics.

Findings:

According to the study's findings, 34% of managers from various healthcare organizations are between the ages of 30 and 39. 31% are medical physicians and other fitness professionals. The gender representation within the pattern is balanced, with 43 females and 57 males. 23% have at least four years of administrative experience, while 17% have less than a year. The suggested price for the emotional intelligence attribute is 3.45, with a well-known variance of 0.68. The lowest and highest values are 1.00 and 5.00, respectively. In addition, the proposed price for Managerial Effectiveness is 3.03, with a well-known variation of 0.60. The lowest and highest values are 1.14 and 4.86, respectively. A significant relationship was discovered between EI Traits and control effectiveness ($R=0.596$, p -value 0.01), showing that trait EI explains 35.5% of the variation in management performance. The F price is 54.040, indicating that the version is massive. The t price of 7.35 indicates that the predictor, trait EI, contributes significantly to the version. Therefore, hypothesis H1 is fully supported since the regression version is totally supported, and trait EI does predict managerial effectiveness.

Originality/value:

This study emphasizes the necessity of human resource departments in the healthcare business developing and identifying EI traits in managers and employees, allowing companies to select and designate personality-job match personnel for long-term organizational performance.

Keywords:

Emotional Intelligence, Managerial Effectiveness, Well-Being, Self-Control, Sociability, Emotionality, Managers, Healthcare Professionals

Women Entrepreneurs in Pakistan - Motivations and Challenges

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Abstract

Entrepreneurship can have a great impact on monetary improvement, activity creation, and social exchange in growing countries like Pakistan. Entrepreneurship education offers statistics that aids within the ability to discover possibilities in life. Also, the capability to explore those opportunities by developing new thoughts, it helps coping with important resources, and the ability to start and run a new enterprise to build the capability to understand in a creative manner. Promoting women's entrepreneurial activities can have a significant effect on women's empowerment and improving Pakistan's overall economic situation. This research investigates the key motivations and barriers in creating a new business venture and running a new business venture among women entrepreneurs in Pakistan. This study used a qualitative approach focused on semi-structured interviews with women entrepreneurs, allowing them to express their unique experiences. Motivations found in this research were family support and self-independency. The most common and the most important factor for motivation was self-independency. Cultural barriers were the most common and important barrier found in this research. The interviewees mostly responded they are into businesses to prove them self as their culture does not support them and hang them between the life balance roles. The females in the interview revealed that they are satisfied by achievements but dissatisfaction in form of support they deserved. There is a need to form a platform where opportunities and awareness are available for the female entrepreneurs. The study's unique addition is that it uses qualitative data collected from in-depth interviews to provide evidence on the start-up motivations and problems faced by young women entrepreneurs in Pakistan's largest city, Karachi. Given the growing significance of women entrepreneurs, research should look into the factors that will affect this group's decision to start a new business. That is why this research investigates the key motivations and barriers in creating a new business venture and running a new business venture among young women entrepreneurs in Pakistan.

Key Words: Women entrepreneurship, Motivations, Challenges, Women Empowerment

Media really affects partisanship behavior among viewers in Pakistan?

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Abstract

Media atmosphere and political knowledge have a close relationship. Although media help the consumers to become informatively rich citizens but from the last few decades, political knowledge of citizens is linked with decreasing and incomplete supply of political awareness. Media has great influence on viewer's behavior. As we live in a democratic society, it needs to be research whether media plays role in political partisanship behavior and to what extent it affects people behavior regarding political party. News consumption, political efficacy, content credibility and nature of medium polarization are the factors which were used to determine the viewer's partisanship behavior.

This study also determines the direct and moderating effect of political efficacy within the framework. The results demonstrate that the news consumption, nature of medium polarization are positively related to viewer's partisanship behavior. In addition to this, political efficacy also strengthens the relationship between news consumption and content credibility with the viewer's partisanship behavior. Furthermore, while content credibility and political efficacy doesn't have direct relation with the viewer's partisanship behavior. Same as, political efficacy doesn't influence the relation between nature of medium polarization and viewer's partisanship behavior. This study leads to the role played by media in political partisanship behavior in Pakistan.

Key Words: Viewers' Partisanship Behavior, Political efficacy, Media Polarization, Content Credibility, News Media.