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LIST OF ABSTRACTS

To study the impact of Perceived Knowledge Sharing on productivity

Waseem Ahmed

Abstract.

In this research quantitative research method, positivist research paradigm was used which is aligned with hypothetico-deductive model of science. A survey instrument was designed, respondents are requested to specify the productivity of their firm based on knowledge sharing system, to see this association purposive nonprobability sampling was selected to tag specific respondents of employees of pharmaceutical industry. Primary data were collected during October to December 2021 by means of a self-administered internet-based survey from list of known companies' each respondent is selected on the basis of job function. Out of 208 responses 202 were successfully qualified and their responses were considered for the data analysis. The theories were tested using SPSS 22 and partial least square structural equation modeling. Respondents' responses were recorded by using five-point Likert scale. Result supported the main effect of knowledge sharing system on firm productivity. This study revealed that there is positive and direct relation of HR practices and Job Satisfaction and Perceived knowledge sharing on productivity, mediating factors of knowledge sharing like HR practices, Job Satisfaction, Coworkers relations, Culture of knowledge sharing are directly and significantly effecting perceived knowledge sharing and indirectly effecting organization productivity.

Key Words. Culture, Information Technology, HR Practices, Coworker relations, Job Satisfaction, Productivity.

An Empirical Testing of CAPM on Pakistan Stock Exchange

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Kainat Sial, Momina Kiran

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Abstract:

The study is conducted to check the predictability power of Capital Asset Pricing Model in estimating the stock returns on Pakistan Stock Exchange. This study used the monthly data of 60 non-financial companies listed on Pakistan stock exchange from 2017 to 2021. Data was entered into Stata software and different statistical techniques were used to analyze the data which are descriptive statistics, regression, and correlation analysis. The results show that cash to price ratio could also be used for portfolio construction and produce significant results. The findings show that Capital Asset Pricing model can be used by the investor for predicting stock returns for investment purpose (CAPM).

Keywords: Risk premium; CAPM; Cash to price ratio; Stock returns

The Impact of Leadership Styles on Job Performance with the Mediating Effect of Work Engagement

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Abstract

This study aims to explore the relationship between leadership styles (Transformational, transactional, and Lazes- faire) on job performance with the governing role of work engagement by employees. Data was collected using a quantitative technique and a cross-sectional survey method for hypothesis testing. The data was gathered from 307 individuals from the various service sectors of Karachi. Smart Pls 3 was used to analyze the data in this investigation. The findings from the structural analysis show that the laizez-Faire leadership style demonstrates less influence on job performance as compared to green transformational and transactional leadership styles. Furthermore, work engagement plays a mediating role between transformational and transactional leadership and Job Performance. However, laizez-faire leadership has no impact on mediation with work engagement. Organizations should efficiently use this transformational and transactional leadership in order to achieve sustainable job performance. Moreover, employee engagement can be used as a mediator to boost the performance of an employee in the organization.

Keywords: *Leadership Styles, transformational leadership, transactional leadership, laizez-faire leadership, Job Performance, Work Engagement*

Challenges and Opportunities for Women entrepreneurs in Pakistan

Sehar Malik

Abstract

The purpose of this paper is to look into the challenges women business owners in Pakistan confront, the opportunities available to them, and how social media can improve their knowledge and business skills while also promoting women's empowerment. Qualitative methodology was used for this exploratory research using phenomenological approach. Result of this study have been broadly categorized into eight major themes that contribute to women entrepreneurs success including Socio-Economic Factor, Family support, Entrepreneur's skills, Well-being & Work life balance, Dynamic Environment, Utility of social media, Entrepreneurial support & education and E-Commerce. The present study shows the challenges and opportunities for women entrepreneurship is multi-dimensional and they are related all these factors. Since this study is one of early ones to consider exploring the challenges and opportunities of women entrepreneurs in Pakistan and provides a deeper understanding on the subject so, it has practical implications for dealing with the social issue especially in the local context of Pakistan. The results of this study can be used by numerous organizations to create learning & growth materials, improving the lives of female entrepreneurs. The study has also suggested the need for further research on the subject, as in addition to qualitative, quantitative studies can be conducted. By using the research study as a foundation and building it in quantitative research, there are many opportunities for expanding the research.

Keywords: Women Entrepreneurs, Social Media, Empowermen