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LIST OF ABSTRACTS

The Impact of Emotional Intelligence on Job Performance with the Mediating Role of Job Satisfaction

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ABSTRACT

Present study has been aimed at investigating and explaining the impact of emotional intelligence on job performance of the employees of an organization. Although, the association among different types of emotional intelligence with different types of workplace constructs is already explored, but somehow there are limited studies focused on emotional intelligence and employee job performance. Additionally, in line with the findings of the past studies, job satisfaction has been hypothesized to have a mediating role between emotional intelligence and job performance, hence all of these variables can be seen as making a somewhat unique study model. This has been a quantitative explanatory research. Survey has been conducted at employees' level in a population of small medium enterprises (SMEs) in Karachi. Primary data has been collected from 382 SME employees. Questionnaire has been used to collect the data and statistical analyses such as correlation and hierarchical regression have been applied to measure the impact of emotional intelligence on job performance, which has been mediated by job satisfaction, using the SmartPLS v.3 software. Based on past researches, results of current study has been found to support the hypotheses. Theoretical & practical implications along-with limitations of this study have also been discussed.

Keywords: *Emotional Intelligence (EI), Job Satisfaction (JS), Job Performance (JP), Small Medium Enterprises (SMEs), Karachi, Pakistan*

Does Perceived Authenticity of Social Media Influencers Have Significant Effect on Consumer Behavior?

A Pakistani Perspective

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Abstract

In recent years Social Media Influencers (SMIs) have shown unprecedented growth throughout the world. They tend to build strong relationships with their followers. Brand managers can take advantage of this relationship by having their products endorsed through them. Like developed countries, also in Pakistan, SMIs are growing with every passing day, and companies are diverting their mass media advertisement budget to focus their marketing efforts through SMIs. In the literature, it is stated that the success of SMI in engaging consumers and inducing purchase intentions rests upon their perception of authenticity. However, no published research in emerging markets like Pakistan explains whether consumer perception of the authenticity of SMIs leads to purchase intentions. For the purpose of the study, the scale of perceived authenticity was adopted, having five dimensions: sincerity, transparent endorsement, visibility, expertise, and uniqueness. Data was collected using purposive sampling from 406 respondents aged 18-29 living in Karachi, Pakistan. First, the validity and reliability of the questionnaire were ascertained using CFA through AMOS 26. Then hierarchical regression was conducted with five dimensions of perceived authenticity as an independent variable and marketing outcome variable of purchase intentions. Results of the study suggested that sincerity, transparent endorsement, and visibility positively affect purchase intentions. Hence brand managers should focus on these dimensions while selecting SMIs to endorse their brands.

Keywords: *Sincerity; transparent endorsement; visibility and purchase intentions.*

JEL Classification: C12, M31

Impact of Over Confidence and Past Investment Experiences on Investor Behavior with the effect of Moderator Financial Literacy and Mediator Herding Behavior

By

Sumera Mehmood

This study mainly focused to evaluate this influence of overconfidence and past investment experience on investor behavior with the effect of moderator financial literacy and mediator herding Behavior. Theories related to behavioral finance also considered to check the behavior of individual investor whether it is rational or irrational. As the investor will make all the decisions on the basis of information available to him so the investor can maximize his profit and multiple his investment. On the other behavioral finance theory will give best result when merge psychological influence towards his Investment plans and decisions. A simple survey questionnaire was designed to collect the data from 200 investors relate different financial sector, researcher used quantitative research method. The evaluated result shows that overconfidence have positive impact on investor behavior , past investment experience have in significant impact on investor behavior , past investment have significant influence on herding behavior whereas financial literacy as moderating effect is in significant influence on overconfidence and past investment experience of investor whereas herding behavior will have significant impact on investors behavior. The results show that investor will have more impact of overconfidence and herding behavior in investment decisions. This study will be very much helpful for other financial analyst and Advisors. The way to improve by conducting training seminar for investors.

Keywords: Investment Behavior, Overconfidence Bias, Herding Behavior, Financial

IMPACT OF MERGER AND ACQUISITION ON BANKS' EFFICIENCY IN PAKISTAN DURING THE YEAR

2008 till 2018

Sana Farooq Khan

Muhammad Raghif Zafar

Abstract

There are twenty-three scheduled banks, six Public Sector Scheduled banks, one Non Public Scheduled bank, four specialized scheduled banks, fifteen private banks, seventeen "Islamic Banks, four foreign banks, thirteen microfinance banks, eight development Finance Institutions in Pakistan. National and international Merger and Acquisition is one of the business development approaches to become Market Leader. Pakistani banking zones has shown a number of union and acquirement cases to achieve different objectives. In this investigation a illustration of four banks HBL,Summit ,Faysal and Askari were selected and examined with the aid of SPSS using Paired Sample t-test with due course of Pre-Merger and Acquisition performance with the Marker-merger" and acquisition period. the year 2006 till 2011 were considered as pre-merger and acquisition period and from 2012 till 2018 were considered as Post Merger and acquisition Period. for the purpose of data analysis five variables were selected i.e; CAMEL ratios. CAMEL framework is used by SBP for the evaluation of banking performance. This study revealed a significant variance among Capital adequacy and Asset Quality while insignificant change in Liquidity, Efficiency and Management Soundness of Banks.