



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

*on*

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

13 - 15 FEBRUARY

# **PROGRAM OUTLINE**

**Conference Venue:** KASB – Institute of Technology, SMCHS, Karachi

## **Minute to Minute Program**

9:00 AM Registration Desk Open

## **INAUGURAL SESSION**

**Monday, 13<sup>th</sup> February, 2023 at 10:00 AM**

Chief Guest: **Dr. Sarosh Hashmat Lodi**

Vice-Chancellor, NED University of Engineering & Technology

10:00 AM Welcome and Seating of Guest.

10:05 AM Recitation of Holy Quran.

10:10 AM Naat of Rasool (S.A.W).

10:15 AM National Anthem.

10:20 AM Welcome address by **Prof. Dr. Kashif Mehmood**, Director KASBIT.

10:35 AM Address by Chief Guest **Dr. Sarosh Hashmat Lodi**, Vice-Chancellor NED University of Engineering & Technology.

10:50 AM Address by Guest of Honour **AVM (Retd) Usaid Ur Rehman Usmani, SI(M), TI(M)** President, Karachi Institute of Economics & Technology (KIET).

11:05 AM Address by Guest of Honour **Prof. Dr. Tariq Rahim Soomro**, Rector, Institute of Business Management (IoBM).

11:20 AM Distribution of Shields

11:30 AM Tea

## DAY 01 BREAKUP (13<sup>th</sup> February, 2023)



Day 1 Session 1A

To download Abstracts, please scan the QR Code

**11:30 AM-1:00 PM**

**Session Chairs: Dr. Aamir Firoz Shamsi  
Dr. Syed Nadeem Ahmed**

Sr. No/ Participants	Particulars	Time	Venue
<b>KICMR-23-001</b>	Post-Covid Scenario of Container Market: Impact of The Scarcity of Empty Shipping Containers Over High Prices of Commodities in the Global Supply Chain Environment	11:30-11:45	Auditorium
Engr. H. Shahrukh Zohaib			
Dr. Asif Inam			
Atiya Silat			
Syed Shahid Zaheer Zaidi			
<b>KICMR-23-002</b>	Teachers' capacity and students' perception about technology: A case in modern Academia.	11:45-12:00	
Maqsood Hayat			
Asif Iqbal	Job Satisfaction and Moderating Role of Emotional Intelligence on Organizational Performance: Evidence from Banking Industry	12:00-12:15	
<b>KICMR-23-003</b>			
Jazeeba			
Sana Rehan	Intelligent Parking System Based on Optimal Resource Allocation and Reservations:	12:15-12:30	
<b>KICMR-23-004</b>			
Tayyaba Rafique			
Aleeza Hafeez	Impact of Environmental Consciousness and Recycling Policies of the Food Industry on Consumer Purchasing Behavior	12:30-12:45	
Sadia Tahir			
<b>KICMR-23-005</b>			
Muhammad Ramzan			
	<b>Concluding Remarks</b>	12:45-1:00	



Day 1 Session 1B

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11:30 AM-1:00 PM

Session Chairs: **Dr. Tariq Jalees**  
**Dr. Usman Ali Warraich**

Sr. No/ Participants	Particulars	Time	Venue
<b>KICMR-23-006</b>	Role of Dividend Policy in high & low growth stocks of Pakistan stock exchange	11:30-11:45	Room 11
Abdul Ghaffar			
Syed Ghazanfer Inam			
Afaq Ali Khan			
Asad Moti			
<b>KICMR-23-007</b>	Impact of Leadership Styles on Talent Retention: Evidence from Pharmaceutical industry of Karachi Pakistan.	11:45-12:00	
Muhammad Sameer Hussain			
Shamroze Sajid			
Muhammad Masood Mir			
Syeda Farina Musharaf			
<b>KICMR-23-008</b>	The Impact of Social Media based Two-Way Communication on Students' Intention to Continue for Next Academic Program	12:00-12:15	
Manzoor Ahmed			
<b>KICMR-23-009</b>	Impact of Green Marketing Mix on Purchase Intention and Sales Volume - A Case of Beverage Industry in Pakistan	12:15-12:30	
Hassan Ishtiaq Ahmed			
<b>KICMR-23-010</b>	Mediation of CSR With Transformational Leadership to Gain Organizational Commitment	12:30-12:45	
Shariq Ahmed			
Farhan Arshad			
	<b>Concluding Remarks</b>	12:45-1:00	



Day 1 Session 1C

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11:30 AM-1:00 PM

Session Chairs: **Dr. Adnan Butt**  
**Mr. Israr Ahmed**

Sr. No/ Participants	Particulars	Time	Venue
<b>KICMR-23-011</b>	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	11:30-11:45	Room 12
Tajalli Shareef			
<b>KICMR-23-012</b>	Impact of Social Media Presence on Fast Food Retail Industry in Karachi during the Plague of COVID-19	11:45-12:00	
Wajid Hassan			
Tuba Sohail	Dependency of Exports Growth Over Low-Cost Government Financing Schemes “A case from Pakistan Based on Concept Replication	12:00-12:15	
<b>KICMR-23-013</b>			
Muhammad Awais	Perception of Bankers and Banking Customers towards Islamic Banks and Windows in Karachi, the business hub of Pakistan	12:15-12:30	
<b>KICMR-23-014</b>			
Abdul Samad			
Zehra Alam Siddiqui	Impact of Behavioral Factors on Investors Financial Decision with Mediating Role of Risk Compensation A Study on Financial Market of Pakistan	12:30-12:45	
<b>KICMR-23-015</b>			
Dr. Ather Akhlaq	<b>Concluding Remarks</b>	12:45-1:00	
Aisha Khan			

01:00 PM-02:00 PM | Namaz & Lunch Break

### Workshop 1

2:00 PM -3:30 PM	<b>Dr. Usman Ali Warraich</b>	<b>Topic:</b> Quantitative Data Analysis	<b>Venue:</b> Auditorium
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3:30 PM - 4:00 PM | Tea Break

### Workshop 2

4:00 PM-5:30 PM	<b>Dr. Asif Mansure</b>	<b>Topic:</b> Qualitative Data Analysis with NVIVO	<b>Venue:</b> Auditorium
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## DAY 02 BREAK UP (14<sup>th</sup> February, 2023)

9:00 AM - 9:30 AM

Registration Desk Open



Day 2 Session 1A

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**9:30 AM -11:00 AM**

**Session Chairs: Dr. Muhammad Adnan Bashir**

**Mr. Muhammad Raghیب Zafar**

Sr. No/ Participants	Particulars	Time	Venue
<b>KICMR-23-016</b>	Multi-Sectoral Decoupling Analysis of Economic Growth from Carbon Emissions: A Case of Pakistan	9:30 - 9:45	Auditorium
Ms. Aisha Gul			
Dr. Shaista Khan			
Dr. Ihtisham ul Haq			
<b>KICMR-23-017</b>	Effect of Oil Prices on Financial development; Asian Countries Analysis	9:45 - 10:00	
Rimsha Jabeen			
Umma Jabbar			
Laraib Shehzadi			
Maryam Irfan			
Muhammad Tahir			
<b>KICMR-23-018</b>	Analysis of Customer Service Design and Coordination with Service Firms	10:00 – 10:15	
Muhammad Zain Iqbal Abbasi			
<b>KICMR-23-019</b>	The Impact of Servant Leadership on Employee Engagement with The Moderating Role of Perception of Organizational Justice: Evidence from Banking Sector of Karachi	10:15 - 10:30	
Tajjali Shakil			
Muhammad Shakeel			
Samreen Zaman			
<b>KICMR-23-020</b>	The Key to Growth: An Analysis of the Effect of Human Resource Policies on Employee Retention in Private Organizations	10:30 - 10:45	
Sobia Anwar			
	<b>Concluding Remarks</b>	10:45 - 11:00	



Day 2 Session 1B

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**9:30 AM -11:00 AM**

**Session Chairs: Dr. Muhammad Irfan Khan  
Dr. Seema Waseem**

<b>Sr. No/ Participants</b>	<b>Particulars</b>	<b>Time</b>	<b>Venue</b>
<b>KICMR-23-021</b>	The Impact of Marketing on Customer Brand Engagement	9:30 - 9:45	Room 11
Iqra Ali			
Manik Roy			
<b>KICMR-23-022</b>	Determinants to gain Organizational Performance: Mediation Model with Talent Attraction	9:45 - 10:00	
Syeda Farina			
Musharraf			
Muhammad Sameer Hussain	Impact of EI on Leadership Performance of Managers in Healthcare Setting	10:00 – 10:15	
<b>KICMR-23-023</b>			
Tabinda Hanif			
Sagar Singh	Women Entrepreneurs in Pakistan - Motivations and Challenges	10:15 - 10:30	
<b>KICMR-23-024</b>			
Essa Khan			
Muhammad Sameer Hussain	Media really affects partisanship behavior among viewers in Pakistan?	10:30 - 10:45	
<b>KICMR-23-025</b>			
Areej Ahmed			
Muhammad Shakeel	<b>Concluding Remarks</b>	10:45 - 11:00	
Rukhsar Ahmed			



Day 2 Session 1C

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**9:30 AM -11:00 AM**

**Online Session**

**Session Chairs: Dr. Rao Muhammad Rashid**

**Dr. Shakil Ahmed**

Sr. No/ Participants	Particulars online	Time	Venue
<b>KICMR-23-026</b>	Determinants of investing in Islamic banks' deposits	9:30 - 9:45	Room 12
Zoya Awan			
Dr. Muhammad Imran Nazir			
<b>KICMR-23-027</b>	Effect of Green Technology Innovation and Institutional Quality on Co2; does economic freedom matter for Co2?	9:45 – 10:00	
Maryam Irfan			
Fatima Mukhtar Tarar			
Osama Zaheer Abbasi			
Umair Butt	Effect of Globalization on Gross Domestic Product in Pakistan	10:00 – 10:15	
<b>KICMR-23-028</b>			
Asad Farooq			
Sohaib Javed	On the Relationship Between Renewable Energy, Economic Growth and Environmental Degradation in China and Pakistan; An N Shape Relation	10:15 – 10:30	
<b>KICMR-23-029</b>			
Sohaib Javed			
Muhammad Asaad Farooq	Creation as a component of management for innovation and to overcome the scarcity of resources	10:30 – 10:45	
Assam Ahmed Dar			
<b>KICMR-23-030</b>	Phubbing & Cyber-loafing at Workplace: An International Perspective	10:45 – 11:00	
Sahreen Zulfiqar			
Afaq Ahmad			
Manahil Malik	<b>Concluding Remarks</b>	11:00 AM	
Uroosa Akhtar			

11:00 AM-11:30 AM	Tea Break
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**Workshop 3**

11:30 AM-1:30 PM	<b>Dr. Tehseen Jawaid</b>	<b>Topic:</b> How to develop Literature Review for Impact Factor Journal	<b>Venue:</b> Auditorium
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1:30 PM - 2:30 PM	Namaz & Lunch
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Day 2 Session 2A

To download Abstracts, please scan the QR Code

2:30 PM- 3:45 PM

Session Chairs: Dr. Tehseen Jawaid

Mr. Muhammad Faisal Sultan

Sr. No/ Participants	Particulars	Time	Venue
<b>KICMR-23-032</b>	To study the impact of Perceived Knowledge Sharing on productivity	2:30 - 2:45	Auditorium
Waseem Ahmed			
<b>KICMR-23-033</b>	An Empirical Testing of CAPM on Pakistan Stock Exchange	2:45 - 3:00	
Muhammad Shahbaz			
Usman Tariq			
Kainat Sial			
Momina Kiran			
Nooran Mushtaq			
<b>KICMR-23-034</b>	The Impact of Leadership Styles on Job Performance with the Mediating Effect of Work Engagement	3:00 - 3:15	
Syeda Anusha Gilani			
Syeda Laiba Gilani			
<b>KICMR-23-035</b>	Challenges and Opportunities for Women entrepreneurs in Pakistan	3:15 - 3:30	
Sehar Malik			
	<b>Concluding Remarks</b>	3:30 – 3:45	



Day 2 Session 2B

To download Abstracts, please scan the QR Code

**2:30 PM- 3:45 PM**

**Session Chairs: Dr. Saif Ullah  
Dr. Fauzia Nasir**

<b>Sr. No/ Participants</b>	<b>Particulars</b>	<b>Time</b>	<b>Venue</b>
<b>KICMR-23-036</b>	The Effects of Work-Family Conflict on Employee Performance with Mediating Factor of Emotional Exhaustion and Moderating role of Perceived Supervisor Support	2:30 - 2:45	Room 11
Shanzay Ali Khan			
<b>KICMR-23-037</b>	Impact of knowledge sharing behavior on job satisfaction and innovative behavior; intrinsic motivation as a moderator	2:45 - 3:00	
Fariha Zaki			
<b>KICMR-23-038</b>	The Impact of Remittances on Financial Development in South Asia	3:00 - 3:15	
Fasiha Nizam			
<b>KICMR-23-039</b>	Mediating Impact of Transformational Leadership with Moderating Effects of Employees' Psychological Well-Being and Cognitive Trust in Leadership on The Relation of Emotional Intelligence and Job Performance	3:15 - 3:30	
Noshaba Kanwal			
	<b>Concluding Remarks</b>	3:30 – 3:45	



Day 2 Session 2C

To download Abstracts, please scan the QR Code

**2:30 PM- 3:45 PM**

**Session Chairs: Dr. Shafiq ur Rehman Massan  
Dr. Junaid Ansari**

Sr. No/ Participants	Particulars	Time	Venue
<b>KICMR-23-040</b>	The Impact of Emotional Intelligence on Job Performance with the Mediating Role of Job Satisfaction	2:30 - 2:45	Room 12
Syeda Tarum Abbas Naqvi			
Syeda Anusha Gilani			
<b>KICMR-23-041</b>	Does Perceived Authenticity of Social Media Influencers have Significant Effect on Consumer Behavior? A Pakistani Perspective	2:45 - 3:00	
Arif Ashraf			
Prof. Dr. Irfan Hyder Dr. Azeem Qursehi			
<b>KICMR-23-042</b>	Impact of Over Confidence and Past Investment Experiences on Investor Behavior with the effect of Moderator Financial Literacy and Mediator Herding Behavior	3:00 – 3:15	
Sumera Mehmood			
<b>KICMR-23-043</b>	Impact of Merger and Acquisition on Banks' Efficiency in Pakistan	3:15 - 3:30	
Sana Farooq Khan			
Muhammad Raghob Zafar			
	<b>Concluding Remarks</b>	3:30 – 3:45	

3:45 PM

Tea

## DAY 03 BREAK UP (15<sup>th</sup> February, 2023)

9:00 AM - 9:30 AM

Registration Desk Open



Day 3 Session 1A

To download Abstracts, please scan the QR Code

**09:30 AM - 11:00 AM**

**Session Chairs: Dr. Waqar Akbar**

**Mr. Usama Bin Iqbal**

Sr. No/ Participants	Particulars	Time	Venue
<b>KICMR-23-044</b> Bazla Mukhtar	Market Segmentation in Pakistan: A Mon Lisa Smile or a Big Fat Plastic Smile?	9:30 - 9:45	Auditorium
<b>KICMR-23-045</b> Tayyaba Rafique Aleeza Hafeez Sadiah Tahir	How Transportation Cost Effect Supply Chain Performance on SAYA	9:45 - 10:00	
<b>KICMR-23-046</b> Ahsan Benish Fayyaz	An Investigation of Financial Leverage Influences on the Financial Performance of Chemical Sector Listed Companies in Pakistan	10:00 - 10:15	
<b>KICMR-23-047</b> Abdul Fatah	Role of Electronic Marketing in Academia: A study of Private Sector universities in Karachi.	10:15 - 10:30	
<b>KICMR-23-048</b> Dr. Yushi Jiang Sherbaz Khan Dr. Syed Imran Zaman Tayyaba Rafique	Constructing a Path Model to test Customer engagement, Brand trust and Social media marketing: It's a SEM based study to identify the factors effecting Brand Loyalty	10:30 - 10:45	
	<b>Concluding Remarks</b>	10:45 - 11:00	



Day 3 Session 1B

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**09:30 AM - 11:00 AM**

**Session Chairs: Dr. Hina Fatima**

**Dr. Syeda Nazneen**

<b>Sr. No/ Participants</b>	<b>Particulars</b>	<b>Time</b>	<b>Venue</b>
<b>KICMR-23-049</b> Maha Noor	Factor Influencing of Behavioral Intention A Study of Fintech In Islamic Banks: Evidence from UTAUT2 Mode	9:30 - 9:45	Room 11
<b>KICMR-23-050</b> Asif Sattar	The Influence of Green Marketing Strategy to Consumers Environmental Behavior	9:45 - 10:00	
<b>KICMR-23-051</b> Shahroze Malick	Assessing the Impact of Influencer Marketing and Measuring its Underlying Effect on Consumer Purchase Behavior	10:00 – 10 :15	
<b>KICMR-23-052</b> Syed Dilawer Mehdi	The Impact of Green washing Behavior of Employee of Pharmaceuticals Industry	10:15 – 10 :30	
<b>KICMR-23-053</b> Hussain Asghar Ali	Implication of E-Commerce and Predicting Underlying Impact Upon Insurance Sector	10:30 - 10:45	
	<b>Concluding Remarks</b>	10:45 - 11:00	



Day 3 Session 1C

To download Abstracts, please scan the QR Code

**09:30 AM - 11:00 AM**

**Session Chairs: Dr. Muhammad Mutasim Billah Tufail  
Dr. Sania Usmani**

<b>Sr. No/ Participants</b>	<b>Particulars</b>	<b>Time</b>	<b>Venue</b>
<b>KICMR-23-054</b> Rabia Noor	Impact of Transformational and Transactional Leadership on Work Engagement with the Mediating Impact of Job Satisfaction and Emotional Regulation as a Moderator	9:30 - 9:45	Room 12
<b>KICMR-23-055</b> Saad Sultan Muhammad Azam	Exploring Factors of Unsafe Behaviors in an FMCG Company: A Perspectives of Workers and Supervisors	9:45 - 10:00	
<b>KICMR-23-056</b> Syed Muhammad Salman Jawed	Factors Influencing the Profitability of Islamic Banks of Pakistan. Meezan Bank, Dubai Islamic Bank, Bank Islamic & Al Baraka Bank Pakistan Ltd	10:00 – 10 :15	
<b>KICMR-23-057</b> Rehan Waheed	A Comparative Analysis of Financial Performance of Conventional Banks and Islamic Banks – A Perspective from Pakistan Banking Industry	10:15 – 10:30	
<b>KICMR-23-058</b> Ahmed Siddiquee	The Covid 19 Pandemic and Its Impact on Financial Assets “Bitcoin, Crude Oil, Gold And S&P500”	10:30 – 10:45	
	<b>Concluding Remarks</b>	10:45 - 11:00	



## **CONCLUDING SESSION**

**Wednesday, 15<sup>th</sup> February, 2023 at 11:00 AM**

Chief Guest: **Prof. Dr. Huma Baqai**, Rector of Millennium Institute of Technology and Entrepreneurship.

11:00 AM Welcome and Seating of Guest.

11:05 AM Recitation of Holy Quran.

11:10 AM Address by **Mr. Nasir Ali Shah Bukhari**, Chairman KASB Group.

11:25 AM Address by Chief Guest **Prof. Dr. Huma Baqai**, Rector of Millennium Institute of Technology and Entrepreneurship.

11:40 AM Address by Guest of Honour **Prof. Dr. Mansoor uz Zafar Dawood**, Vice Chancellor, ILMA University.

11:55 AM Vote of thanks by **Prof. Dr. Kashif Mehmood**, Director KASBIT.

12:10 PM Distribution of Shields

12:30 PM Tea

**KICMR-2023**