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Enhancing Innovative Performance: A Study on the Role of Leader-Human Capital and Absorptive Capacity in Karachi, Pakistan

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Abstract

In today's competitive business landscape, innovation is key to sustaining organizational success, particularly in industries like textile manufacturing. This study explores the interplay between Leader-Human Capital (LHC), Absorptive Capacity (AC), and Innovative Performance (IP) within the context of Karachi's textile manufacturing sector. The primary objective of this research is to investigate how LHC influences AC, and subsequently, how AC impacts IP in textile manufacturing firms. Additionally, the study aims to identify the mediating role of AC in the relationship between LHC and IP. A descriptive research design was employed, utilizing a sample size of 352 managerial-level employees from various textile manufacturing firms in Karachi, Pakistan. Data collection was conducted through self-administered questionnaires, utilizing Likert scales to measure constructs. Structural equation modeling, specifically Smart PLS4, was used to analyze the data and test hypotheses. The findings reveal a significant positive association between LHC and AC, indicating that effective leadership contributes to the organization's capacity to absorb and utilize external knowledge. Furthermore, AC was found to play a crucial mediating role in the relationship between LHC and IP, highlighting the importance of knowledge acquisition and utilization in driving innovative performance. This study underscores the importance of nurturing leadership capabilities and fostering absorptive capacity within textile manufacturing firms to enhance innovative performance. The insights gained from this research can inform organizational strategies aimed at improving competitiveness and sustainability in the dynamic textile industry of Karachi, Pakistan.

CLIMATE VARIATION ACTIVISM AND ECONOMIC GROWTH: TIME SERIES INDICATION OF PAKISTAN

MUHAMMAD FAIZAN RAFIQ PARDESI

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Abstract

While climate change seems an obvious phenomenon. Climate change may – or may not – be an essential issue for the world economy. Yet considering the climate change on economic growth faces a major challenge of complication. The factors of climate change which may be impact on economic growth like its outcomes, effect positively or negatively, is exceptionally huge and problematic to examine systematically. Pakistan is one of the most important victims of environmental change resulting in water scarcity, variation in seasons and low agriculture productivity across the country The principal objective of a government regarding economic policy is to finding of factors which is helpful for economic growth and oppositely, the government has to find out the factors which is impacting on growth of economics and climate change is one of the major factors from it. Therefore, this study is a contribution to empirics of climate change and economic growth in Pakistan. The study considers 25 years' annual data from 1994 to 2018. Using GDP in current US Dollars as a dependent variable which is indicating the economic growth while the Gross Fixed Capital Formation (GFCF), Labor Force (LF), Trade, Temperature and Rain, using as independent variable. The Data will examine by using Eviews10 software because this is appropriate for secondary data. The research methodology will be included descriptive analysis, data stationary, correlation and regression. The unit root test will be used for data stationary, correlation test for association between variables and according to the results of data stationary the study will employ the appropriate test that is regression, co-integration, ARDL or VAR.

Halal & Islamic Tourism and Its impacts On Place Attachment

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Application of business research

Miss Marukh Nadeem

April 14, 2024

Abstract:

a) **Background:** Travelers who identify as Muslims and seek out sites and services that adhere to Islamic laws and values have given rise to a niche industry for halal tourism, which is based on Islamic principles. The tourism industry can benefit greatly from halal tourism as the Muslim population is expected to expand dramatically.

b) **Goal/Topic:** The purpose of this article is to investigate the phenomena of halal tourism, looking at its growth trajectory, driving forces, obstacles, and possible effects on the travel and tourism sector.

c) **Methodology:** Using quantitative tools, the study takes a mono-quantitative approach. A survey is conducted with 383 Muslim tourists from various regions and demographics to find out about their travel preferences, habits, and degree of satisfaction with the halal tourism options already available.

d) **Findings:** Due to considerations including dietary restrictions, religious duties, and the desire for travel that immerses oneself in the local culture, there is an increasing demand for halal tourist experiences. Nonetheless, obstacles concerning communication, authenticity, and infrastructure impede the complete achievement of halal tourism's potential.

e) **Theoretical Recommendations/Implications:** To effectively tap into the halal tourist sector, the study emphasizes how important it is to incorporate Islamic values and cultural sensitivity into tourism products. It also emphasizes the need for additional study to fill in knowledge gaps in consumer preferences and industry best practices.

f) **Managerial Recommendations/Implications:** To draw and keep Muslim tourists, tourism stakeholders are encouraged to make investments in halal-friendly services, infrastructure, and marketing tactics. When it comes to meeting the needs of halal tourists, cooperation with regional communities and religious leaders can improve authenticity and trust.

g) **Keywords:** infrastructure, industry problems, market demand, cultural sensitivity, Halal tourism, Islamic tourism, Muslim travelers.

Omnichannel Integration: The Key to Unlocking a Superior Customer Satisfaction & Citizenship Behavior

Zach et al., 2019

Riaz et al., 2021

Natarajan et al., 2023

Ibrahim Abdelsalam Ismail, N., & Kortam, W. 2023

Abstract

Background/Purpose: The retail landscape has undergone a dramatic transformation, with e-commerce and mobile shopping significantly impacting consumer behaviour. This study investigates how well-integrated channels (physical stores, websites, and mobile apps) influence customer behaviour in developing economies. Understanding these trends is particularly relevant as internet penetration and smartphone usage rise in these markets.

Methodology: Drawing on omnichannel retailing theory, three independent studies utilize surveys to gather customer data from developing economies. Sample sizes and specific software used would be detailed in the full paper. All studies focus on the relationship between channel integration quality and customer outcomes.

Findings: All three studies highlight the importance of seamless channel integration for a positive customer experience and loyalty. The first study demonstrates that a well-configured omnichannel experience fosters trust and commitment, ultimately leading to customer loyalty. Interestingly, customers who use more channels and females exhibit stronger effects of specific factors within the omnichannel experience. The second study identifies seamlessness as the strongest driver of a positive customer experience within omnichannel retailing, followed by integration and usability. The third study reveals that channel integration quality positively influences customer engagement, leading to positive word-of-mouth recommendations and repurchase intentions. These effects hold true for both high- and low-involvement products, that emphasizes the potential for omnichannel approaches to different customer preferences, potentially leading to stronger outcomes.

Theoretical and Managerial Implications: These findings provide valuable insights for retailers in developing economies. By prioritizing seamless integration across channels, retailers can cultivate stronger relationships with customers, leading to increased customer loyalty and positive behaviors that benefit the business. Additionally, these studies offer a foundation for further research on omnichannel retailing within the unique context of developing economies, including exploring the role of factors like mobile technology, cultural influences, and trust in the retailer.

Keywords: Omnichannel retailing, Channel integration, Customer experience, Customer engagement, developing economies.

UNDERSTANDING THE MEDIATING EFFECT OF FOMO BETWEEN SNS, DESIRE THINKING & TRAVEL INTENTION

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Abstract

FOMO, a pervasive feeling driven by the fear of missing rewarding experiences on platforms like Facebook, TikTok, and Instagram, can lead individuals to make impulsive travel decisions and heighten their travel intentions. The study delves into the intricate relationship between Social Networking Sites (SNS), particularly the phenomenon of "Fear of Missing Out" (FOMO), and its impact on travel behavior. According to the Elaborated Intrusion Theory of Desire (EIT), the emergence of yearning is mostly caused by desire thinking and the deficit that goes along with it. By investigating how FOMO, exacerbated by excessive social media use, interacts with desire thinking (DT) and influences travel intention (TI), the research aims to uncover the underlying mechanisms shaping individuals' travel choices. The study used a quantitative approach to explanatory research techniques. Through the use of surveys and questionnaires targeting participants across various age groups, the study seeks to provide insights into the complex dynamics guiding people's travel decisions, especially in the context of the pandemic's disruption of travel experiences. Ultimately, the findings are poised to offer valuable implications for marketers and policymakers in the travel industry, enabling them to better understand and cater to the evolving needs and behaviors of travelers in a digitally connected world.

KEYWORDS: Fear of missing out, FOMO, Destination image, Travel Intention, Social Networking sites, SNS, Risk-taking travel behavior, cognitive image, Desire thinking

Green Human Resource Management Practices as a Means to Achieve Organizational Sustainability in Pakistan

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Abstract:

In recent years, sustainability has gained significant attention globally, with organizations increasingly recognizing the importance of integrating environmental concerns into their operations. Within this context, Green Human Resource Management (GHRM) has emerged as a strategic approach that aligns HRM practices with environmental sustainability goals. This paper aims to explore the role of GHRM practices in fostering organizational sustainability in the context of Pakistan.

Drawing on existing literature, this study examines various dimensions of GHRM, including recruitment and selection, training and development, performance management, compensation and rewards, and employee engagement, and their implications for organizational sustainability. By adopting a qualitative research approach, data will be collected through interviews and focus group discussions with HR managers and employees from various organizations in Pakistan.

The findings of this study are expected to shed light on the extent to which organizations in Pakistan are integrating GHRM practices into their operations and the challenges they encounter in doing so. Additionally, the study will explore the perceived impact of GHRM practices on organizational sustainability outcomes such as reduced environmental footprint, enhanced corporate reputation, improved employee morale, and increased competitiveness.

Ultimately, this research seeks to contribute to the growing body of knowledge on GHRM and organizational sustainability, particularly in the context of developing countries like Pakistan. The findings will have practical implications for policymakers, HR practitioners, and organizational leaders seeking to promote sustainability through effective HRM strategies. Additionally, the study will identify areas for future research and potential avenues for enhancing the adoption of GHRM practices in Pakistani organizations.

