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Emerging Challenges of Human Resource Management Impact on Organizational Effectiveness

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Abstract

In an era marked by dynamic changes in technology, globalization, and societal structures, employability has risen as a central goal for organizations. This study investigates the transformative impact of human resource development (HRD) practices on employee performance and organizational effectiveness within the context of public universities in Iraq. Employing a descriptive-analytical approach with a regression model, the research establishes a significant correlation between HRD practices and both employee performance and organizational effectiveness. As organizations grapple with the evolving employment landscape, the quality of human resources emerges as a cornerstone of organizational effectiveness. The findings underscore the critical role of strategic HRD practices in enhancing employee competencies, thus influencing the overall effectiveness of the organization. The study advocates for proactive measures by university decision-makers to formulate and implement HRD strategies that foster improved employee competency, thereby empowering employees to meet organizational goals. This research contributes to the broader literature on human resource development, employee performance, and organizational effectiveness. It provides theoretical and practical insights into the emerging challenges faced by human resource management in a rapidly changing global and multicultural environment. The study encourages a strategic alignment between human resource management and organizational objectives to navigate the complexities of the modern marketplace effectively.

Keywords:

Employee performance, Organizational Effectiveness, Organizational Performance, Human resource development, Effective management.

The instant gratification game: Social Media and the rise of e-impulse buying

By

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Abstract

The purpose of this study is to investigate the impact of Social Media Marketing Activities on consumers' Purchase Intentions and their Electronic Impulse Buying behavior, as well as the mediating effect of Purchase Intention between Social Media Marketing Activities and E-Impulse Buying in the context of Pakistan. This research not only contributes to the existing body of knowledge on social media marketing but also provides practical insights for businesses operating in Pakistan's market.

This research employed Correlation and Regression analysis to investigate the impact of Social Media Marketing Activities on consumer Purchase Intentions and E-Impulse Buying, the impact of Purchase Intention on E-Impulse Buying, and the impact of Social Media Marketing Activities on E-impulse Buying through the mediation of Purchase Intention. The study involved 145 respondents, and data collection was conducted through an online survey using Google Forms.

The research unveiled a notable positive correlation between Social Media Marketing Activities (SMMA) and Purchase Intentions (PI) ($r = 0.454$, $p < 0.01$). However, no noteworthy correlation was found between SMMA and E-Impulse Buying (E-IB) ($r = -0.008$, $p = 0.920$) and between PI and E-IB ($r = 0.137$, $p = 0.154$). The regression analyses provided additional insights, indicating that only 0.8% of the variability in E-IB is accounted for by SMMA. In contrast, 20.6% of the variability in PI is clarified by SMMA, and merely 1.9% of the variability in E-IB is explained by PI. The mediation analysis identified a significant impact of SMMA on E-IB through PI (point estimate = 0.0946, 95% Bootstrapped CI: 0.0234 to 0.2399).

This research significantly contributes to the field by offering a geographical-specific examination of the impact of Social Media Marketing Activities on E-Impulse Buying in Pakistan. This research also examines the mediating role of Purchase Intentions in how social media indirectly influences E-impulse Buying.

A Measuring the relationship of E-Recruitment Practices with Organizational Sustainability during COVID-19

By

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Abstract

This research aims to examine the effect of E- Recruitment on the Organizational Sustainability with the serial mediating role of time and cost saving, well-being of the organization and fulfillment of the job-vacancies that leads towards organizational sustainability in the pandemic phase (COVID-19) of the Pakistan. This paper shows that if the companies use E-tools in a strategic manner it would lead them towards the competitive edge in this pandemic time. E-HRM shows the vertical and horizontal extension. It is not only providing easiness in the functions but also can be use to enhance the value of the brand (company name). This research paper presents the factor of Organizational Sustainability in the COVID-19 time frame. This study supports the links of E-Recruitment with the mediation of (time saving, cost saving, well-being, job vacancies fill) by using the E-tools in the favor of surviving the SMEs, as I targeted the Managers, Supervisors to investigate their thoughts and behavior related to recruitment process and the data is being collected through different researchers. I used SEM to find out the Regression and Coefficient of Co-relation to find out the relationship between my proposed variables. This is most benefited for the companies and especially SMEs that lead towards them to the better ways of operation that will be benefited after the pandemic as well.

Key Words: - COVID-19, E- Recruitment, Organizational Sustainability.

The Nexus of Technological Innovation, Financial Literacy, and Inclusive Finance: A Literature Survey and Conceptual Framework

By

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Abstract

Purpose

The following literature survey will examine the part of technical capital in building a literature inclusive financial system with financial literacy as a control variable. By reviewing contemporary academic sources, the survey analyzes focus topics, drivers and illustrations of the effects of technological improvements on the increasing arrival of financial services. The objective of this research is to delve further into the function of technology in acceleration of financial inclusion and financial literacy as a mediation variable. This investigations objective is to explore through the use of latest peer-reviewed studies how the application of technological techniques is one of the causes of the expansion in the availability and the level of financial services and the promotion of financial inclusion.

Design

This study is adopted a quantitative research design which aims at looking into the impact of technological innovation on financial literacy and inclusive financial participation. The quantitative part is administered by collection of structured data in mass and the preparedness of sample with multiple demographic group and geographic location representation. The surveys gather data on users financial inclusion needs which involves amongst many other: the frequency of use of fintech services. Furthermore, the participants financial literacy level and experiences with inclusive finance are also collected.

Methodology

The research methodology utilized in this study features the empirical process identifying and relating to both quantitative The process of data collection happens in two ways: quantitative data is gathered through a carefully planned survey administered to a gender-mixed group of individuals, while qualitative data is gained through the semi-structured interviews with the key stakeholders. Analyzed data is performed through using statistical techniques such as PLS SEM analysis. The study uses PLS-SEM modeling to investigate the impact of the drivers of IF, financial literacy, and financial initiatives on sustainable growth. The results highlight that usage, digitalization, and FinTech emerged as significant drivers of IF. The financial inclusion in regards to technological innovation and the mediating role of financial literacy.

Findings

The study conducted also renders a number of important revelations on the effects of technological advancement, spread of financial literacy as well as the growth of financial inclusion. Through quantitative research it has been established that technological innovations like mobile banking and digital payments have in fact a decisive role in reducing the “financial service gap” of low-income markets. On the other hand, financial literacy becomes a mediating factor in improving the outcome of inclusive finance program by enabling user finance to make

The Nexus of Technological Innovation, Financial Literacy, and Inclusive Finance: A Literature Survey and the optimum use of financial technology and to gain access to the wide including financial service products.

Implications

The findings of the present study carry implications, the significance of which can be recognized by policymakers, practitioners, and researchers in the field of inclusive finance. Policymakers may use this information to shape targeted interventions, as well as inclusive policies, which tackle those factors that hinder from being the part of finance technology (Fintech) family. By blending the study factors, practitioners can use them across their techniques of the delivery courses of financial education and inclusive finance services, so that they are available, relevant, and effective to all. In the long run, these types of studies provide the scientific foundation for sequence development methods of economies with due consideration of measures for providing financial inclusion and poverty reduction.

Keywords: Technological Innovation, Financial Literacy, Inclusive Finance, Financial Inclusion, Fintech, Digital Payments

Radiation Safety in the Workplace and Environment: A Hallmark of Proactive Leadership in Managing Choices

By

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Abstract

Radiation permeates various facets of daily life, from its indispensable role in medicine to its applications in industries and academia. Pakistan, like many other nations, utilizes radiation extensively in medical practices such as radiology, nuclear medicine, and radiotherapy, as well as in various industrial sectors including security scanning at buildings, seaports, airports, and in plastic, paper, fertilizer, chemical industries, and non-destructive testing. Despite its beneficial applications, radiation inherently poses hazards to human life and the environment. To mitigate these risks, the International Atomic Energy Agency (IAEA) and the Pakistan Nuclear Regulatory Authority (PNRA) have established stringent standards and regulations to safeguard radiation workers, the public, the environment, and patients from its harmful effects. This paper aims to underscore the significance and prevalence of radiation applications in medicine and industry in Pakistan, while also addressing the associated challenges and solutions. In addition to technical considerations of radiation protection, both global and national perspectives are increasingly emphasizing the importance of leadership and safety culture in radiation protection regimes. Various facets of safety culture and leadership for safety in radiation applications have been discussed in the paper.

The Shariah Rulings for Restricted and Unrestricted Mudarabah

By

Saima AmanUllah

Abstract

Mudarabah is an Islamic profit-sharing and loss-bearing partnership contract. In a mudarabah contract, one party (the rabb al-mal) provides capital to another party (the mudarib), who manages the capital and invests it in a business venture. The profits are shared between the rabb al-mal and the mudarib according to a pre-agreed ratio, while the losses are borne by the rabb al-mal. Mudarabah is based on the Islamic principles of risk-sharing, fairness, and transparency. It is a viable alternative to conventional interest-based financing and can play a significant role in the development of an Islamic economy.