



8th KASBIT INTERNATIONAL CONFERENCE

on

MULTIDISCIPLINARY RESEARCH (KICMR) 2024

3rd TO 5th JUNE

PROGRAM OUTLINE

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

Minute-to-Minute Program

9:00 AM Registration Desk Open

INAUGURAL SESSION

Monday, 3rd June 2024 at 9:30 AM

- 09:30 AM Welcome and Seating of Guest.
- 09:35 AM Recitation of the Holy Quran.
- 09:40 AM National Anthem.
- 09:45 AM Welcome address by **Prof. Dr. Kashif Mehmood**, Rector KASBIT.
- 09:55 AM Address by **Mr. Nasir Ali Shah Bukhari**, Chairman KASB Group.
- 10:05 AM Address by Guest of Honor **Prof. Dr. Abuzar Wajidi**, Vice Chancellor Hands Institute of Development Studies.
- 10:15 AM Address by Guest of Honor **Prof. Dr. Zubair Sheikh**, President Muhammad Ali Jinnah University
- 10:25 AM Address by Guest of Honor **Prof. Dr. Irfan Hyder**, Vice Chancellor Salim Habib University
- 10:35 AM Address by Guest of Honor **Mr. Taimur Junaid Jamshed**, Director Jazza Global (Pvt.) Ltd.
- 10:45 AM Address by Chief Guest **Engr. Prof. Dr. Samreen Hussain**, Vice-Chancellor Dawood University of Engineering & Technology.
- 11:00 AM Keynote by International Guest Speaker **Prof. Dr. Wong Ling Shing**, Pro Vice-Chancellor INTI International University, Malaysia
- 11:15 AM Keynote by International Guest Speaker **Prof. Dr. Maurits Van Rooijen**, Chairman Supervisory Board IC University of Applied Sciences, Amsterdam, Netherlands
- 11:30 AM Distribution of Shields
- 11:40 AM Tea Break

DAY 01 BREAKUP (3rd June, 2024)

DAY 1 SESSION 1A



Day 1 Session 1A

11:50 AM-1:30 PM

**Session Chairs: Dr. Samina Qasim
Dr. Seema Waseem**

Sr. No/ Participants	Particulars	Time	Venue
KICMR-24-001 Saba Sheikh	Investigating the Effects of Green Intellectual Capital on Bank Performance: Mediating Role of Sustainable Banking	11:50-12:05	Auditorium
KICMR-24-002 Muhammad Huzaifa Ibad Rizwan Awais Mehmood	Investigating Job Stress: Exploring Distraction and Risky Driving Behaviors Among Food Delivery Riders	12:05-12:20	
KICMR-24-003 Azra	Comparative Analysis Of The Three Versions Of Chatgpt In Terms Of Its Services	12:20-12:35	
KICMR-24-004 Zahid Hussain	Investigating the influence of Supplier Reputation on Customer-Supplier Relationship Choices in Pakistan's FMCG Industry	12:35-12:50	
KICMR-24-005 Keshav Das M. Rashid Hasan Moiz Ul Ameen Rameesha	Mpact of social media marketing & brand engagement on brand love generating e-wom in fashion industry	12:50-1:05	
KICMR-24-006 Minhas Sheikh Raheel Arshad Madni Faisal M. Farhan Khan	Impact of sustainable marketing practices, brand loyalty, and consumer behavior	1:05-01:120	
	Concluding Remarks	01:20-01:30	

DAY1 SESSION 1B



Day 1 Session 1B

11:50 AM-1:30 PM

Session Chairs: **Dr. Adnan Basheer**
Mr. Raghieb Zafar

Sr. No/ Participants	Particulars	Time	Venue
KICMR-24-007 Ayesha Khan	Enhancing Innovative Performance: A Study on the Role of Leader-Human Capital and Absorptive Capacity in Karachi, Pakistan	11:50-12:05	AUD D
KICMR-24-008 Ponam Riaz	Climate variation activism and economic growth: time series indication of pakistan	12:05-12:20	
KICMR-24-009 Syed Hasan Ahmed Syed Asad Abbas Naqvi	Halal & Islamic Tourism And Its Impacts on Place Attachment	12:20-12:35	
KICMR-24-010 M. Talha Hanif Faiza Fayyaz M. Suffyan S. Talha Akhtar	Omnichannel Integration: The Key to Unlocking a Superior Customer Satisfaction & Citizenship Behavior	12:35-12:50	
KICMR-24-011 Maham Ali Mariam Hameed	Understanding the mediating effect of fomo between sns, desire thinking & travel intention	12:50-1:05	
KICMR -24-012 Adnan Zaman John Kallis	Green Human Resource Management Practices as a Means to Achieve Organizational Sustainability in Pakistan	1:05-1:20	
KICMR -24-012 Zainab Azam	Consumer decision behaviour towards unwillingness to purchase israeli products	1:20- 1:30	
	Concluding Remarks	1:30-1:40	

01:30 PM-02:00 PM	Namaz & Lunch Break			
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2:00 PM -3:30 PM	Workshop 1	Dr. Usman Ali Warraich	Topic: SPSS Basics: Efficient Data Handling and Analysis	Venue: Auditorium
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3:30 PM – 3:45 PM	Tea Break			
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3:45 PM-5:15 PM	Workshop 2	Mr. M. Faisal Sultan	Topic: The Art of Research story telling: Developing Engaging Articles	Venue: Auditorium
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DAY 02 BREAK UP (4th June, 2024)

9:00 AM - 9:30 AM

Registration Desk Open

DAY 2 Session 1A



Day 2 Session 1A

9:30 AM -11:10 AM

Session Chairs: Dr. Jameel Ahmed

Dr. Jahanzaib Alvi

Sr. No/ Participants	Particulars	Time	Venue
KICMR-24-013 M. Abdullah Idress	The Nexus between Financial Inclusion and Financial Development: Moderating Effect of Financial Literacy	9:30 - 9:45	Auditorium
KICMR-24-014 S. Muneeb Ali Aun Abbas Amir Sheikh Sheikh M. Talha	The importance of statistical data for the selection of right marketing channel and successful campaign	9:45 - 10:00	
KICMR-24-015 Maheen Iqbal Namra Hasan Mohani	Impact of online education on students performance	10:00 – 10:15	
KICMR-24-016 Syed Uzair Ul Huda	Educational rights of religious minorities and its review in the light of Seerat un Nabi صلى الله عليه وسلم	10:15 - 10:30	
KICMR-24-017 Dr. Asra Sheikh	Assessing the Volatility and Liquidity Risk in Assessing the Volatility and Liquidity Risk in Cryptocurrencies	10:30 - 10:45	
KICMR-24-018 Sehrish Qasim	Impact of Digital Marketing on Consumer Purchase Intention of Apparel Items	10:45 - 11:00	
	Concluding Remarks	11:00 - 11:10	

DAY 2 SESSION 1B



Day 2 Session 1B

9:30 AM -11:10 AM

Session Chairs: **Dr. Asif Kamran**
Dr. Israr Ahmed

Sr. No/ Participants	Particulars	Time	Venue
KICMR-24-019	Health policy of gilgit baltistan, a critical reflection	9:30 - 9:45	AUD D
Dr. Sadia Yousuf			
KICMR-24-020	Marketing Mix Elements for understanding prescription behavior of physicians for specialized medicine of dermatology	9:45 - 10:00	
Zeeshan Azeem			
KICMR-24-021	The Shari'ah rulings for restricted and unrestricted Mudarabah	10:00 – 10:15	
Saima Amanullah			
KICMR-24-022	Impact of Behavioral Biases on the Investment Decision making with moderating role of Investors type and Risk Perception and Mediating effect of Risk Tolerance.	10:15 - 10:30	
Sheikh Ayesh Abdullah			
Nousheen Abbas Naqvi			
KICMR-24-023	What are the influencing factors of be green and buy green in pakistan	10:30 - 10:45	
Uzma Hasan			
KICMR-24-024	Effect of Supplier Development and Strategic Purchasing on Purchaser Performance through Supply Chain Transparency in Pakistan.	10:45 - 11:00	
Muhammad Ali			
	Concluding Remarks	11:00 - 11:10	

11:10 AM-11:30 AM	Tea Break
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11:30 AM-1:00 PM	Workshop 3	Dr. Adnan Butt	Topic: Sustainability and Global Challenges	Venue: Auditorium
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1:00 PM-2:00 PM	Lunch and Prayer Break
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DAY 2 SESSION 2A



Day 2 Session 2A

2:00 PM- 3:40 PM

**Session Chairs: Prof. Dr. Raza Ali Khan
Dr. Ammad Zafar**

Sr. No/ Participants	Particulars	Time	Venue
KICMR-24-025 Maheen Iqbal	Determinants of the teachers' job satisfaction in the pre-schools of karachi: moderating effect of role ambiguity and discomfort	2:00- 2:15	Auditorium
KICMR-24-026 Ariba Azam	Coronavirus: A Pandemic A Way Forward to Understand Employee Behavior	2:15- 2:30	
KICMR-24-027 Zoha Sheeraz Khan Hunaiza Simra	Impact of e trust on customer repurchase intentions in ecommerce: a study with gender as a control variable	2:30- 2:45	
KICMR-24-028 Nazeer Ahmed	Sustainable Digital Marketing on Competitive Advantage and Performance	2:45- 3:00	
KICMR-24-029 Mehwish Zaidi	Enhancing employee mental well-being: exploring the impact of temporal flexibility, job autonomy, employee resilience and high-performance work systems	3:00- 3:15	
KICMR-24-030 Saad Faisal Syed Qamar Shiza Pearl Minhas	Exploring how organizational support and organizational learning culture influence turnover intention through job satisfaction	3:15- 3:30	
	Concluding Remarks	3:30 – 3:40	

DAY 2 SESSION 2B



Day 2 Session 2B

2:00 PM- 3:40 PM

**Session Chairs: Dr. Junaid Ansari
Prof. Dr. Nadeem Syed**

Sr. No/ Participants	Particulars	Time	Venue
KICMR-24-031	Fomo, attitude towards the social media, subject norms and mobile viewing habit	2:00- 2:15	AUD D
Iqra Zaheer			
KICMR-24-032	Sustainability and consumption	2:15- 2:30	
Munazza Saleem			
KICMR-24-033	Sharia Rulings on Loans: An Analytical Study	2:30-2:45	
Esaar Ullah			
KICMR-24-034	The Nexus of Technological Innovation, Financial Literacy, and Inclusive Finance: A Literature Survey and Conceptual Framework	2:45-3:00	
Sumera Mehmood			
KICMR-24-035	Identifying the Obstacles and Motivations of Female Entrepreneurship in Pakistan's Service Sector Businesses to Promote Gender Equality and Social Inclusion.	3:00-3:15	
Syed Amir Alam Rizvi			
KICMR-24-036	Assessing Shariah Compliance in Financial Transactions: A Comparative Analysis of Riba, Qimar, and Gharar with Ijarah, Musharakah, and Murabaha	3:15-3:30	
Shawala Ahmed			
KICMR-24-037A	Willingness to buy, usage attitude and augmented reality: The mediation of perceived value in the Female Retail Apparel Industry	3:30- 3:45	
Tuba Sohail			
	Concluding Remarks	3:45 – 3:55	

3:55 PM-4:15 PM	Tea Break
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DAY 03 BREAK UP (5th June, 2024)

9:00 AM - 9:15 AM

Registration Desk Open

DAY 3 SESSION 1A



Day 3 Session 1A

09:15 AM - 10:55 AM

**Session Chairs: Prof. Dr. Asim Rafique
Mr. M. Fasial Sultan**

Sr. No/ Participants	Particulars	Time	Venue
KICMR-24-037	Islamic and Conventional Banking	9:15 - 9:30	Auditorium
Abid Waseem			
KICMR-24-038	Unlocking firm performance: the role of ethical leadership and corporate social responsibility	9:30 - 9:45	
Samreen Tunio			
KICMR-24-039	Sustainable Digital Marketing under Big Data: An AI Random Forest Model Approach	9:45 – 10 :00	
Nazeer Ahmed			
KICMR-24-040	Moderating role of Social Media Influencers between Brand Image and Compulsive Buying in Fashion Industry of Karachi	10:00 - 10:15	
Manzoor Ahmed Qureshi			
KICMR-24-041	Rapid Development of E-Services: Emerging Trends in Pakistan's Economy	10:15 - 10:30	
Imrana Bano			
Mahrukh Askari			
KICMR-24-042	Factors affecting the intention to use digital banking in pakistan.	10:30 - 10:45	
Maheen Iqbal			
	Concluding Remarks	10:45 - 10:55	

DAY 3 SESSION 1B



Day 3 Session 1B

09:15 AM – 10:55 AM

Session Chairs: Prof. Dr. ImamUddin
Dr. Rao Muhammad Rashid

Sr. No/ Participants	Particulars	Time	Venue
KICMR-24-043 Maheen Iqbal	Emerging challenges of human resource management impact on organizational effectiveness	9:15 - 9:30	AUD D
KICMR-24-044 Haider Iqbal	The instant gratification game: social media and the rise of e-impulse buying	9:30 - 9:45	
KICMR-24-045 Ariba Rao	A Measuring the relationship of E-Recruitment Practices with Organizational Sustainability during COVID-19	9:45 – 10 :00	
KICMR-24-046 Sumera Masood	The Nexus of Technological Innovation, Financial Literacy, and Inclusive Finance: A Literature Survey and Conceptual Framework	10:00 – 10 :15	
KICMR-24-047 Mishkat Jafri Intikhab Ulfat	Radiation Safety in the Workplace and Environment: A Hallmark of Proactive Leadership in Managing Choices	10:15 - 10:30	
KICMR-24-048 Abid Waseem	Islamic and Conventional Banking	10:30-10:45	
	Concluding Remarks	10:45 - 10:55	

CONCLUDING SESSION

Wednesday, 5th June 2024 at 11:00 AM

- 11:00 AM Welcome and Seating of Guest.
- 11:05 AM Recitation of Holy Quran.
- 11:10 AM Address by Guest of Honour **Prof. Dr. Sarosh Hashmat Lodi**, Vice-Chancellor NED University of Engineering & Technology.
- 11:20 AM Address by Guest of Honour **AVM (Retd) Usaid Ur Rehman Usmani, SI(M), TI(M)** President, Karachi Institute of Economics & Technology (KIET)
- 11:30 AM Address by Guest of Honour **Prof. Dr. Tariq Rahim Soomro**, Rector Institute of Business Management (IoBM).
- 11:40 AM Address by Guest of Honour **Mr. Muhammad Yaqoob Sultan** , COO AKD Investment Management Ltd.
- 11:50 AM Address by Guest of Honour **Prof. Dr. Mansoor Uz Zafar Dawood**, Vice-Chancellor Ilma University
- 12:00 AM Address by Guest of Honour **Prof. Dr. MujeebUddin Sehrai**, Vice-Chancellor Sindh Madressatul Islam University
- 12:10 PM Address by Chief Guest **Madam Mahwish Faraz**, Vice Chairperson ILMA University and Member HEC Pakistan
- 12:25 PM Vote of thanks by **Prof. Dr. Kashif Mehmood**, Rector KASBIT.
- 12:35 PM Distribution of Shields
- 12:40 PM Tea Break