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ABSTRACT BOOK DAY 2: SESSION 1A

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**EMPLOYABILITY AMONG MALAYSIAN TECHNICAL UNIVERSITY
NETWORK (MTUN) STUDENTS: THE ROLE OF SELF-EFFICACY, SOFT
SKILLS, PERSONALITY, AND EMOTIONAL INTELLIGENCE AS A
MODERATOR**

by

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ABSTRACT:

This study investigates the factors influencing graduate employability within the Malaysian Technical University Network (MTUN), focusing on self-efficacy, soft skills, and personality traits, with emotional intelligence (EI) as a moderating factor. A quantitative approach was used to survey 370 final-year students from MTUN institutions, and data was analyzed using SmartPLS for structural equation modeling. The results reveal that self-efficacy, soft skills, and personality significantly contribute to graduate employability, with soft skills emerging as the most influential predictor. EI was found to positively moderate the effects of self-efficacy and soft skills on employability, highlighting its critical role in professional adaptability and performance. These findings underscore the need for MTUN institutions to incorporate emotional intelligence and skill development into their curricula, thus better preparing students for the job market. The study also provides actionable insights for policymakers and employers to emphasize these competencies in both educational programs and hiring processes.

Keywords: *Graduate Employability, Self-Efficacy, Soft Skills, Personality Traits, Emotional Intelligence, Malaysian Technical University Network (MTUN).*

STUDENTS PERSPECTIVES ON THE ODL ADOPTION IN PAKISTAN'S HIGHER EDUCATION: DEVELOPMENT OF CONCEPTUAL FRAMEWORK

by

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ABSTRACT:

The ODL system is aligned with higher education by complementing the goals of accessibility, flexibility, and inclusivity while addressing challenges to traditional, on-campus learning. According to the researchers, inconsistent course quality and poorly designed learning objectives can undermine the credibility of ODL programs in higher education. Nevertheless, limited access to reliable internet and technological infrastructure can hinder students' ability to participate in ODL programs fully. This study addresses the issues and explores the factors influencing the adoption of ODL platforms in Pakistan's higher education. The findings highlight the importance of UTAUT variables such as PE, EE, SI, and FC in molding students' behavioral intentions and actual use of the ODL system. The quantitative study indicated that these dimensions contribute substantially to understanding students' perceptions and preparedness to accept online learning. This study contributes to the body of knowledge for understanding technology acceptance in education by addressing gaps in the literature on ODL adoption in Pakistan.

Keywords: *Students perspectives, UTAUT model, ODL adoption, Pakistan's higher education.*

**FACTORS INFLUENCING STARTUP PERFORMANCE: A STUDY ON THE
ROLES OF VALUE-BASED LOCATING AND ENTREPRENEURIAL BRANDING**

by

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ABSTRACT:

This conceptual framework explores the strategic decision-making process within organizations, focusing on the allocation of complimentary services to enhance customer value. It examines the relationship between organizational performance and customer engagement strategies, proposing a model that links these elements to customer satisfaction and business success.

Keywords: *Startup Performance, Value-Based Locating, Entrepreneurial Branding, Causal Factors, Background Factors, Startup Success, Branding Strategies, Location Strategy, Business Growth.*

**EVALUATING GREEN TECHNOLOGY STRATEGIES FOR SUSTAINABLE
PERFORMANCE OF SOLAR POWER PROJECTS**

by:

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ABSTRACT:

This study investigates how green technology strategies can improve the sustainability and financial performance of solar power projects in Pakistan. It highlights the importance of considering PV lifecycle (manufacturing, operation, disposal) alongside cost and risk factors when selecting capital budgeting techniques for these projects. The research suggests that green technologies positively impact both sustainability and profitability. However, project costs and risks moderate the effectiveness of capital budgeting on financial performance. This information can guide policymakers and regulators in choosing suitable green technologies for cleaner and more sustainable solar power development in Pakistan.

KEYWORDS: *Green technology strategies, solar power projects, sustainable financial performance, life cycle, capital budgeting Techniques, NPV, PI, IRR, photovoltaic, affordable and clean energy.*

IMPACT OF BRAND ANTHROPOMORPHISM, BRAND IDENTITY, AND BRAND IMAGE ON BRAND LOVE AND DEFENSE: A QUANTITATIVE STUDY ON FOOD INDUSTRY

by

Muhammad Ramzan

ABSTRACT:

Different restaurant brands have placed signboards to strengthen the significance of social distancing (SD) so that the danger of viruses can be reduced. As SD has become a polarizing topic, as a result, this research intends to assess the attitudes of consumers towards SD and their response towards the brands of restaurants. In this research, the impact of Brand anthropomorphism (BA), brand identity, and BI is examined on brand love (BL) and defence considering SD as moderating variable. This research is quantitative and data is collected from 388 respondents through purposive sampling techniques and respondents were the customers of different food restaurants of Karachi. The data was collected through online surveys and it was analyzed through statistical techniques through AMOS. The results of the study showed that BA has a positive impact on BL, but an insignificant impact on Brand Defence (BD). The brand image (BI) has an insignificant impact on BL but has a positive impact on BD. The brand identification (BID) has a positive impact on BL but has an insignificant impact on BD. SD has a positive moderating impact on BL but has no impact on BD. This research contributes to the branding of the restaurant industry by examining relatively understudied constructs of brands in an unparalleled circumstance and gives insights to the branding and marketing managers of restaurants of Karachi, particularly during COVID-19.

Keywords: *Brand Anthropomorphism; Brand Identity; Brand Image; Brand Love; Brand Defence; Social Distancing*

**THE USE OF LANGUAGE LEARNING APPLICATION IN AUTONOMOUS
SPEAKING PRACTICES AMONG SELECT GRADE 12 STUDENTS: A CASE
STUDY**

by

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ABSTRACT:

The study, “The Use of Language Learning Application in Autonomous Speaking Practices Among Select Grade 12 Students: A Case Study,” is qualitative research that employed a case study approach focusing on the perceptions of Grade 12 Humanities and Social Sciences (HUMSS) students from San Pedro Relocation Center National High School regarding the use of the English Language Speech Assistant (ELSA Speak) as an autonomous language learning tool to improve speaking skills. Five cases were examined, offering in-depth insights into student experiences. Guided by the Technology Acceptance Model and Self-Determination Theory, the study explored perceptions based on usefulness, ease of use, and behavioral intention.

Data were gathered through semi-structured interviews, observation sheets, and a focus group discussion, allowing a comprehensive understanding of the students’ perceptions. Results showed that students found ELSA Speak convenient for improving pronunciation, fluency, and building confidence. The application’s intuitive interface contributed to its ease of use, though hardware limitations such as smartphones and microphones presented challenges. Behavioral intentions to use such applications were linked to language development, academic preparation, job readiness, and casual conversation. However, concerns were raised about data privacy and emotional disconnect due to the use of artificial intelligence over human interaction.

The study concluded that language learning applications are effective tools for improving speaking skills and can serve as valuable autonomous learning companions and supplementary materials in classrooms, especially where resources are limited. Despite their benefits, barriers like financial constraints and lack of equipment must be addressed. Language teachers are encouraged to maximize their use.

KEYWORDS: *Artificial Intelligence, Autonomous Learning, Language Learning, Language Learning Application.*