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ABSTRACT BOOK DAY 2: SESSION 1C

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**IMPACT OF AI-BASED INVENTORY OPTIMIZATION AND DEMAND
FORECASTING ON COST EFFICIENCY IN SUPPLY CHAINS OF PAKISTAN**

By

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INTRODUCTION:

In today's fast-paced business world, supply chain management plays a vital role in the success and survival of companies. As markets become more competitive and customer demands continue to shift rapidly, businesses must look for smart and effective solutions to manage their operations. In developing countries like Pakistan, where supply chain systems often face challenges such as poor forecasting, high inventory costs, and inefficient resource use, the need for technological advancement has become more important than ever.

This research focuses on how Artificial Intelligence (AI) can improve cost efficiency in supply chains through two important functions: inventory optimization and demand forecasting. Traditional methods often rely on manual work, guess-based planning, and outdated historical data, which can lead to overstocking, stockouts, and increased operational expenses. On the other hand, AI-powered systems use real-time data, machine learning algorithms, and predictive analytics to make faster and more accurate decisions. This allows businesses to reduce unnecessary inventory, better match supply with demand, and lower their overall costs. Although many global companies have started using AI in their supply chains, the adoption level in Pakistan remains limited. By studying the local context, this paper aims to understand how Pakistani companies can benefit from AI-based tools and what challenges they might face during this transition. The goal is to provide clear insights on how AI can support a more cost-effective and reliable supply chain structure in Pakistan.

**IMPACT OF GREEN MARKETING AND CORPORATE SOCIAL
RESPONSIBILITY ON GREEN BRAND IMAGE AND GREEN PURCHASE
INTENTION IN HERBAL BEAUTY PRODUCTS INDUSTRY**

by

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ABSTRACT:

Impact of Green Marketing and Corporate Social Responsibility on Green Brand Image and Green Purchase Intention in Herbal Beauty Products Industry” Abstract: This study explores the influence of Green Marketing (GM) and Corporate Social Responsibility (CSR) on Green Brand Image (GBI) and Green Purchase Intention (GPI) in the herbal beauty products industry. With the growing environmental consciousness among consumers, the research investigates how ecofriendly practices and ethica branding enhance brand perceptions and consumer behavior and can influence the aspects. Data were collected from 150 respondents through structured surveys through questionnaire. The analysis was conducted using Partial Least Squares (PLS) for testing hypothesized relationships and SPSS for descriptive statistics and reliability analysis. Findings reveal that CSR and GM have a strong positive and statistically significant effect on GBI, similarly GM strongly influences GPI, reflecting its effectiveness in driving consumer purchase intentions, while CSR does not directly influence GPI. GBI significantly impacts GPI, reinforcing the mediating role of brand image in translating green initiatives into purchase intentions. This study provides practical implications for marketers, emphasizing the need for vigorous green marketing strategies and genuine CSR initiatives to foster a positive brand image and drive purchase intentions in the herbal beauty segment. It contributes to the growing literature on sustainable marketing practices and offers a roadmap for companies aiming to align business strategies with environmental and social goals.

Keywords: *Corporate Social Responsibility, Green Marketing, Green Brand Image, Green Purchase Intention, Institutional Review Board, Variation Inflation Factor , Independent Variable Dependent Variable, Pakistan Environmental Protection Agency, Factor Loading, Heterotrait - Monotrait, Institutional Review Board, Variance Inflation Factor, Fronell-Larcker criterion.*

THE ROLE OF AI IN BUSINESS DECISION MAKING

By:

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ABSTRACT:

Artificial Intelligence (AI) is increasingly transforming how businesses operate, particularly in decision-making processes. This study investigates the awareness, adoption, and impact of AI on business decision-making among professionals in various industries. Using a structured questionnaire, data was collected from 132 respondents and analyzed using descriptive statistics, correlation, regression, and Chi-square tests. The results reveal a strong positive correlation between AI awareness and its perceived impact on business performance. The findings underscore the need for greater training and education to bridge the gap between AI understanding and organizational implementation. This study contributes to the growing body of knowledge on AI integration in business strategies and offers practical insights for managers and policy-makers.

**MEDIATING ROLE OF SOCIAL MEDIA INFLUENCERS EVIDENCE FROM
FASHION INDUSTRY OF KARACHI**

by

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INTRODUCTION:

Increasing globalization and rapid change in the buying behavior of consumers' marketers have to change their approaches to get optimum results from their marketing efforts. In current time every one is moving to smart phones not only in Pakistan but throughout the globe. Social media users are increasing rapidly which means that most of the people spend their time on cell phones. Where it is being considered as opportunity for marketers to reach their potential customers, along with that it is a challenge to influence their buying behavior to make them profitable consumer

**EXPLORING THE NEXUS BETWEEN GENERATIVE AI IN EDUCATION,
INTERCULTURAL COMMUNICATION, AND GROUP COLLABORATION IN
MULTICULTURAL UNIVERSITY SETTINGS IN PAKISTAN**

by

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ABSTRACT:

With the rise of generative AI, the educational practices are undergoing another layer of transformation. AI tools are now widely utilized by students for tasks like content creation, brainstorming, and translation. Such tools have the potential either to facilitate or to hinder the collaborative construction of knowledge, depending on how they are integrated into the learning environment. Although these technologies portend clear advantages, their impact on collaborative work is still understudied, particularly, in multicultural university settings where intercultural communication is a fundamental element for successful collaboration. This study addresses this gap and contributes to existing literature in educational technology and collaborative learning by examining the mediating role of intercultural communication in the relationship between Generative AI in education and collaborative learning among students in multicultural university settings. The findings may pave the way toward the inclusive and effective collaborative learning practices that need to be in place before AI-enhanced classrooms become a widespread reality.

**THE IMPACT OF AI-ENHANCED TEACHING ON COGNITIVE DEVELOPMENT
AMONG BUSINESS STUDENTS: THE MODERATING ROLE OF TEACHING
METHOD ADAPTABILITY**

by

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ABSTRACT:

Integration of Artificial Intelligence (AI) in corporate world has reshaped the future of work with intensified demand for business graduates with advanced cognitive skills. Current literature lacks a comprehensive exploration of how AI-enhanced methods foster sustained cognitive growth, especially in real-world classroom contexts where learner diversity and technological limitations persist. While studies acknowledge AI's role in boosting student motivation, how AI supports cognitive development remains underexplored. In particular far less is explained on role of teaching method adaptability in this context. Founded on constructivist learning theory, this study aims to investigate the effect of AI-enhanced teaching on students' cognitive development with moderating role of teaching method adaptability. It contributes new insights into designing AI-integrated business education pedagogy that is both adaptive and developmentally effective in evolving paradigms of business education. The study will employ a quantitative approach towards data collection and analysis. A survey of students in business schools across Pakistan will be conducted through a structured self-administered questionnaire. Findings will support educators and policymakers in making evidence-based decisions to promote higher order cognitive skills among business students that aligns with their employability in modern workplaces.