



# ***9<sup>th</sup> KASBIT INTERNATIONAL CONFERENCE***

***on***

## ***MULTIDISCIPLINARY RESEARCH (KICMR) 2025***

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### ***ABSTRACT BOOK DAY 2: SESSION 2A***

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

## IMPLICATION OF GREEN MARKETING STRATEGY AND ITS EFFECT ON CONSUMERS ENVIRONMENTAL BEHAVIOR

By

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### **ABSTRACT:**

In the current era of Marketing customers are very much conscious w.r.t environmental and they analyze all aspect in line with product usage and then they align it customer behavior change on daily basis. They can focus on green environment as they are concern for future

The main purpose of this research is to identify and then analyze the implication of green marketing strategies in align with environment from health care customer perspective. This will also guage their purchasing behavior patterns. available and present research also identify and explores the possibility of introducing the greener patterns of utilization and consumption into contemporary engagements of the customer's and as well as positive modification in the present scenario and achieve rising trend and enhanced accordingly.

It's a quantitative research with focus on ideology on green marketing which clearly recognize the importance clients and enhance their purchases intention. The results discoveries offer approximately identical and fascinating signs concerning consumer's and purchasers' assumption and opinions on ecological related anxieties and emerald goods.

More over outcomes advise that maximum clients have explain and spoken a inordinate intention with the attention in the shield of the own friendly atmosphere.

The conclusion favors the high p[rofile and general clinic hospital as commercial organization and the impact it will have on the organization which require rehabilitation of current marketing policies and green marketing strategies.

## **IMPACT OF GREEN PROCUREMENT PRACTICES ON SUPPLIER PERFORMANCE IN THE FMCG SECTOR**

**By**

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### **ABSTRACT:**

This study investigates the impact of Green Procurement Practices (GPP) on Supplier Performance (SP) within the Fast-Moving Consumer Goods (FMCG) sector of Pakistan. In the wake of global sustainability concerns, GPP has emerged as a strategic approach to integrating environmental considerations into procurement decisions—ranging from eco-friendly material selection to environmental compliance in supplier evaluation. However, empirical evidence on its effectiveness in developing economies, particularly at the supplier level, remains limited.

Adopting a quantitative methodology, data was collected from 136 professionals in procurement and supply chain roles across various FMCG firms in Pakistan. The research employed descriptive analysis, correlation, chi-square tests, and binary logistic regression to examine the relationship between GPP (independent variable) and SP (dependent variable), which was measured in terms of delivery reliability, quality compliance, cost efficiency, and innovation.

Findings reveal that GPP is significantly and positively associated with enhanced supplier performance. Specifically, firms that adopt green procurement policies and require environmental compliance from suppliers report improvements in both operational and strategic performance outcomes. Logistic regression results show that organizations practicing GPP are over 36 times more likely to experience high supplier performance. These results support the theoretical basis of Green Supply Chain Management and the Resource-Based View, emphasizing that environmentally responsible procurement can serve as a competitive advantage.

The study contributes to the limited empirical literature in the context of developing countries and offers practical implications for FMCG managers, suppliers, and policymakers. It highlights the need for stronger regulatory support, supplier training programs, and collaboration to achieve sustainability objectives without compromising performance. Future research is recommended to explore longitudinal effects and include qualitative insights from suppliers.

## THE RELATION AMONG EMPLOYEE ALIGNMENT, PERCEIVED ORGANIZATIONAL SUPPORT AND EMPLOYEE ENGAGEMENT-A REPLICATION STUDY

By  
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### **ABSTRACT:**

#### **Purpose:**

As organizations strive to maintain competitiveness in a volatile, uncertain, complex and ambiguous environment, the importance of employee engagement has emerged as a critical factor in achieving organizational goals and improving organizational performance. The purpose of this replication study was to examine the relationship among two critical organizational factors i.e., employee alignment and perceived organizational support and how the interaction of employee alignment and perceived organizational support contribute to achieving employee engagement among employees in Pakistan. This replication study is based on the study conducted by Meier III (2021) for his doctoral thesis based on Employee Engagement framework proposed by Shuck and Reio (2011).

#### **Design/Methodology/Approach:**

The research was conducted using non probability sampling approach, data were collected from 95 full time employees through three validated self-report instruments: the Employee Engagement Scale (Shuck, Adelson, et al., 2017), the Stringer Strategic Alignment Scale (Stringer, 2007), and the Survey of Perceived Organizational Support (Eisenberger et al., 1986). Bivariate correlation and multiple regression analyses were conducted using SPSS 30.0 to test seven hypotheses related to the proposed employee engagement model.

#### **Findings:**

There was substantial positive relationship among employee alignment, perceived organizational support, and employee engagement. However, perceived organizational support did not show a significant direct, moderating, or mediating effect on employee engagement.

#### **Practical Implications:**

Employee alignment is an important driver of engagement and should be focused on by organizations to improve engagement among their employees. While perceived organizational support remains pertinent, its influence on engagement is more indirect. Organizations must focus on strategies to enhance alignment to create environments contributing to engagement.

#### **Contribution:**

This replication study contributes to the empirical research examining the interaction between employee alignment and perceived organizational support within the employee engagement framework in the context of Pakistani organizations. It highlights employee alignment as an effective predictor of engagement, offering practical insights for HR leaders and organizational decision-makers in Pakistan. Since no previous study on the Alignment-Engagement relationship was conducted in the context of Pakistan. Hence the study make a contextual contribution.

**Keywords:** *Employee Engagement, Employee Alignment, Perceived Organizational Support, Job Engagement, Work Engagement*

**THE PROPHETIC BIOGRAPHY (SEERAH): A CRITICAL ANALYSIS OF  
SUSTAINABLE DEVELOPMENT GOAL 1 (SDG 1)**

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**ABSTRACT :**

Poverty remains one of the most pressing global challenges, particularly in developing nations. Recognizing its widespread impact, the United Nations adopted poverty eradication as the first Sustainable Development Goal (SDG 1), aiming to eliminate it in all forms by 2030.

This article presents an Islamic model for poverty alleviation derived from the Prophetic Biography (Seerah) of Prophet Muhammad ﷺ. It critically analyzes how the economic principles demonstrated in his life—including wealth redistribution, social solidarity, and institutional justice—can inform practical solutions in line with SDG 1.

The study examines multi-level strategies at the individual, community, and state levels and evaluates their relevance in modern contexts, particularly within Muslim-majority countries. The research concludes that implementing the Seerah-based Islamic economic model can significantly enhance poverty alleviation efforts globally.

**Keywords:** *Seerah, Poverty Alleviation, Islamic Economic Model, Sustainable Development Goal 1, Economic Justice, Prophetic Teachings*

## FROM TRADITIONAL TO DIGITAL: ENHANCING CUSTOMER VALUE THROUGH AI AND FINTECH IN BANKING

By

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### **ABSTRACT:**

This research investigates the elements affecting trust in technology and their resulting influence on the Improvement of Customer Value in the realm of digital financial service. Employing structural equation modeling, AI study investigates six proposed relationships concerning essential constructs including AI implementation, Fintech adoption, digital service quality and customer demographics. For the study; researcher has selected the quantitative research methods that allow to use the close ended questionnaire with the selected sample of 350 respondents from which adequate and useable questionnaire were 296 responses; for the analysis of the collected data researcher has used the SPSS (IBM Statistics 26) in order conduct the test of Anova, Correlation and data distribution. The results indicate that digital service quality ( $\beta = 0.56$ ,  $p < 0.05$ ) and AI implementation ( $\beta = 0.32$ ,  $p < 0.05$ ) have a significant and positive impact on trust in technology, highlighting the crucial role of smooth digital interactions and smart system integration in fostering user confidence. In contrast, fintech adoption ( $\beta = 0.06$ ,  $p > 0.05$ ) and customer demographics ( $\beta = 0.03$ ,  $p > 0.05$ ) exhibit no significant effect on trust, suggesting that adoption and customer traits by themselves do not significantly influence the development of trust. The research additionally confirms technology trust as an essential factor in customer value enhancement ( $\beta = 0.72$ ,  $p < 0.05$ ), showing that increased trust levels result in higher perceived value for users. Furthermore, demographics exhibit a slight yet statistically meaningful influence on value increase ( $\beta = 0.23$ ,  $p < 0.05$ ), indicating some differences in value perception among various customer groups. These results hold practical significance for financial service provider aiming to enhance customer connections in the digital era. The findings highlight the importance of focusing on service quality and AI-powered innovations rather than just adoption figures, while also taking into account customized value strategies for particular demographic segments. Ultimately, confidence in technology stands out as the key factor in enhancing customer value in fintech settings.

## ANALYZING THE MEDIATING IMPACT OF CONSUMER CYNICISM ON CONSUMER'S PURCHASE INTENTION

By

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### ABSTRACT:

This research investigates the mediating role of consumer cynicism in the relationship between influencer credibility, professionalism, live streaming sales, and consumer purchase intention. The study is theoretically grounded in the Theory of Planned Behavior (TPB) and Social Learning Theory (SLT). TPB posits that three core components-attitude, subjective norms, and perceived behavioral control-shape an individual's behavioral intentions, which are the most proximal determinants of human social behavior. Meanwhile, SLT suggests that individuals learn by observing the behavior of others and the consequences of such behavior. The research methodology employs an individual online survey to collect data from active social media users aged 18-35 who have made online purchases within the past year. A convenience sample of 500 participants will be recruited through social media and online platforms. Data analysis will utilize various software tools including Google Forms, SPSS, AMOS, Tableau, and Power BI. The study reveals a significant positive relationship that exists between trust in influencers and purchase intentions, indicating that higher trust leads to increased likelihood of purchasing influenced products. It also highlights that consumer cynicism mediates the relationship between trust and purchase intention, emphasizing the importance of customer perceptions in influencer marketing effectiveness. The research offers valuable theoretical implications by expanding the Theory of Planned Behavior through the incorporation of consumer cynicism in the influencer marketing-purchase behavior relationship. It also supports Social Learning Theory by demonstrating how influencer marketing significantly shapes consumer behavior through trust mechanisms. From a managerial perspective, the study suggests that businesses should prioritize building trust with influencers to enhance the effectiveness of their marketing campaigns. Marketers should carefully consider customer preferences when selecting influencers and designing marketing strategies. Partnering with influencers who resonate with the target audience ensures that messaging and content align with consumer values and interests, ultimately driving stronger brand connections and loyalty.

**Keywords:** *Influencer marketing, Credibility, Customer involvement, Consumer cynicism, Purchase decision.*

**EXPLORING THE IMPACT OF DIGITAL MATURITY ON FINTECH ADOPTION:  
THE MODERATING ROLE OF PERCEIVED EASE OF USE  
BUSINESS RESEARCH METHODS**

**By**

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**ABSTRACT:**

Digital maturity has recently become an important factor in influencing how firms adopt fintech or their intention to use it. This study aims to explore how digital maturity impacts fintech adoption or the intention to use, with perceived ease of use playing a moderating role. By understanding these relationships, firms can learn how to improve their digital maturity and use user perceptions to encourage greater adoption of fintech solutions.

The research uses the Resource-Based View (RBV) theory to examine the effect of digital maturity on fintech adoption or the intention to use. A survey was conducted to measure digital maturity, fintech adoption or intention to use, and perceived ease of use. The data were analyzed using Structural Equation Modelling (SEM) with software like AMOS and SPSS to understand the direct and moderated effects of these variables.

This study adds to the theoretical understanding of how digital maturity and perceived ease of use work together to influence fintech adoption or intention to use. For managers, the findings underline the need to invest in digital maturity and create user-friendly systems to boost the adoption of fintech.

**Keywords:** *Digital maturity, fintech adoption, intention to use, perceived ease of use, structural equation modelling.*