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

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## CONTEMPORARY EDUCATIONAL INSTITUTIONS: CHALLENGES AND OPPORTUNITIES FOR MADARIS GRADUATES

By  
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### ABSTRACT

This article is based upon the need and significance of Qur'aanic and Islamic Studies in conventional educational institutions such as Schools, Colleges, and Universities. It urges qualified and learned Islamic scholars, especially the graduates of Islamic universities and Madaris, to come forward, accept their responsibility, and play their vital role in mentoring the youth of the nation through education and spiritual guidance.

The article also highlights the various challenges, misconceptions, and resistance faced by these scholars which often discourage them from entering the teaching profession in modern institutions. It addresses concerns related to the working environment, student-teacher dynamics, and the importance of building a healthy mentor-student relationship within such settings.

Furthermore, the article emphasizes the need for a moderate, tolerant, and unbiased approach by Islamic scholars when engaging in educational institutions. It strongly encourages them to develop essential skills such as proficiency in the English language, modern teaching methods, IT literacy, effective communication, subject command, and professional grooming. These attributes are necessary to not only gain acceptance but to thrive within conventional academic frameworks.

This piece serves as a thought-provoking open letter to religious scholars, shedding light on the dire need for professionally trained and experienced Islamic mentors in conventional institutions. It stresses the importance of non-violent, peace-promoting, and balanced religious guidance in educational spaces to help shape an informed and morally upright young generation through the subjects of Qur'aanic and Islamic Studies.

Importantly, this article aligns with the United Nations Sustainable Development Goal (SDG) 4: Quality Education, which advocates for inclusive, equitable, and quality education and promotes lifelong learning opportunities for all. By integrating competent and moderate religious scholars into the mainstream education system, the goal of inclusive and contextually relevant education can be more effectively achieved, especially in regions where religion plays a significant social role.

Lastly, the article suggests alternative means of livelihood for these scholars to ensure a respectable standard of living, encouraging a balanced life while contributing meaningfully to society through the teaching profession.

**Keywords:** *Madaris, Teaching Profession, Curriculum, Islamic Studies, Qur'aanic Studies, Moderate and Unbiased Scholars, HEC Equivalence, IT Literacy, SDG Goal 4 – Quality Education*

**AN EXTENSION TO THE TECHNOLOGY ACCEPTANCE MODEL: EXAMINING  
AI ADOPTION INTENTIONS IN HIGHER EDUCATION**

**By**

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**ABSTRACT:**

The last decade has seen massive changes in the lifestyles of humans, particularly due to the advent of technologies like artificial intelligence (AI). This study explores the adoption of AI among higher education students by applying the core and extended concepts of the technology acceptance model (TAM). For the purpose, we discussed perceived usefulness, perceived ease of use, AI relevance, AI literacy, subjective norms, and attitudes towards AI adoption to predict the students' AI adoption intentions. We collected data from 386 private higher education institutions in Pakistan using a convenience sample. We noted that the perceptual and behavioral factors are key in determining the intentions of students in higher education. The policymakers, including the higher education commission(s) and the universities, are advised according to the findings we received after applying the partial least squares-structural equation modeling (PLS-SEM).

**Keywords:** *Artificial intelligence, AI literacy, Attitude towards AI adoption, students' AI adoption intentions*

**IMPACT OF BRAND AWARENESS, BRAND IMAGE, PRODUCT QUALITY AND  
PRICE ON CONSUMER PURCHASE INTENTIONS**

**By**

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**ABSTRACT:**

Skin care products are mostly use product in Pakistan and almost available in every super market which has increased consumer choices. In addition, competition between different brand in skin care industry has also increased. The consumer decisions strongly influenced by brand awareness, brand image, product quality and price. Thus, the aim of the study is to measure the effect of brand awareness, brand image, product quality and price on consumer purchase intentions. Consumers of skin care products in Karachi belonging to the age group of 18-50 years were surveyed through a questionnaire adapted from earlier studies. The sample size for the study was 213 comprising a response rate of 97.3%. Preliminary statistical investigation consisted of normality, reliability and validity analyses. The hypotheses were empirically tested through normality, reliability, and multiple linear regression analyses. The results although not supported the hypotheses but past studies support the hypotheses and suggested that brand awareness, brand image, product quality and price has statistically significant and positive impact on consumer purchase intentions. Future studies may investigate how consumer purchase intentions are influenced by behavior, attitude and knowledge of the brand.

**Keywords:** *Brand awareness, brand image, product quality, price, consumer purchase intentions*

## MEASURING SUPPLY CHAIN DISRUPTION IN PANDEMIC AND ITS MANAGEMENT THROUGH E-COMMERCE

By

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### ABSTRACT:

The outbreak of the COVID-19 pandemic has led to a severe global recession, impacting the supply chains of manufacturers worldwide. This study examines the consequences of the pandemic on supply chains and emphasizes the challenges faced by organizations in managing unpredictable demand and supply issues. It also explores strategies and methods that manufacturing companies can adopt to develop more flexible and resilient supply chains. Additionally, the research highlights the projected growth of the supply chain and logistics sectors in India, with experts predicting a 29.3% increase over the next five years.

This thesis aims to identify disruption in measuring supply chain management by examining multiple factors at different levels. This will help to clarify some genuine issues in companies due to poor supply chain processes. These studies much needed to come up with better strategies in the future. A board section of interview was conducted among 7 pharmacist to identify the supply and demand chain within the premises of warehouse, manufactures & store. To identify & to determine traditional and modern approach of sales and competence at the time of Covid- 19 (2020-2023)

The concept of supply chain management involves integrating various entities such as stores, warehouses, suppliers, and manufacturers to ensure efficient and effective distribution and production of goods. However, the traditional supply chain planning approaches have been disrupted by the global pandemic, making it difficult for risk managers and experts to accurately forecast the impacts on supply chain management.

In this challenging environment, the competition has shifted from between companies to the competition among supply chains. The implementation of efficient and responsive supply chain-management practices is vital for companies to align their supply with the fluctuating demand. Many businesses have turned to e-commerce platforms to establish connections and manage supply chain disruptions during the pandemic.

**Keywords:** *COVID-19, supply chain disruption, demand and supply management, flexibility, resilience, e-commerce, global pandemic, supply chain planning, supply chain management,*

**CROSS-CULTURAL LEADERSHIP STRATEGIES AND THEIR IMPACT ON  
INTERNATIONAL BUSINESS PERFORMANCE: A COMPARATIVE STUDY OF  
EMERGING AND DEVELOPED MARKETS**

**By**

**Sehrish Albert**

**Sharoon Daniel**

**ABSTRACT:**

In an increasingly interconnected global marketplace, international businesses face the challenge of adapting leadership styles to culturally diverse environments. This study explores how cross-cultural leadership strategies impact organizational performance in both emerging and developed markets. Using a qualitative, comparative case study methodology, this research aims to analyze leadership adaptation across varied cultural settings and provide a framework for flexible leadership that enhances global business success.

**Keywords:** *Cross-cultural leadership, emerging markets, developed markets, business performance, international management, leadership adaptation.*

**FACTORS INFLUENCING MOTIVATIONAL LEVEL OF DIFFERENTLY ABLE PERSONS AND EVALUATING SOCIETY IMPLICATIONS.**

**By**

**Muhammad Zain**

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**ABSTRACT:**

**Background:** Differently able people are often considered as burden and are generally not accepted much by society in Honorable manner. But some persons had made a remarkable difference in society.

**Objective:** The objective of this study is to explore the factors that motivate such persons to bring dynamic changes in life by making remarkable contribution in society.

**Results:** Interview of Six differently able people were conducted from versatile background by making use of thematic analyze and three main themes were identified. Which are societal implications, Factors motivating which include Family, Self-Dedication, and Survival approach and last were Message to society. It is obtained from following thematic analysis steps.

**Conclusion** None of the people were born disabled and later they become victim of such disability. They didn't give up in life and still living a good life by performing their life and some of them are also contributing to society in great manner.

**Keywords:** *Differently Able People, Motivating factors, Societal Support.*

**FROM CHAOS TO OPPORTUNITY: CAN INVESTORS MAKE ABNORMAL  
PROFIT DURING POLITICAL & ECONOMIC UNCERTAINTY? EVIDENCE  
FROM PAKISTAN STOCK EXCHANGE**

by

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**ABSTRACT:**

The objective of this study is to examine whether investors in the Pakistan Stock Exchange react rationally or emotionally during significant political and non-political events. The proxy for the market returns in the study is the daily returns of KSE-100 index and the study covers the period of 2014 to 2024. Using the mean-adjusted return model and event study methodology, this research explores the debate around market efficiency, particularly in the context of political and economic uncertainty, by analyzing the market's response to twelve major events including the Operation Zarb-e-Azb (2014), the Peshawar School Attack (2014), the Panama Papers Leak (2016), Nawaz Sharif's disqualification (2017), FATF Grey Listing (2018), General Elections (2018), Azadi March (2019), Covid-19 lockdown (2020), the Ouster of Imran Khan (2022), the Return of Nawaz Sharif (2023), the Imprisonment of Imran Khan (2023), and the General Elections (2024). Previous studies focus solely on political uncertainty but this study is unique as it simultaneously examines both political and non-political shocks, to provide a better understanding of investor behaviour in Pakistan. The results show that seven events had a statistically significant impact on Pakistan stock market returns, including the General Elections 2024, General Elections 2018, Nawaz Sharif's Disqualification, Azadi March, Imran Khan's Imprisonment, Nawaz Sharif's Return to Power, and the Covid-19 Lockdown leading to noticeable market reactions. In contrast, other events exhibited either temporary effects or no significant impact, suggesting that the stock market absorbs most political and economic shocks efficiently. These findings contribute to the capital market literature in Pakistan by offering empirical insights into how the PSX responds to uncertainty, reinforcing the notion that while the market normalizes over time, unexpected and critical events can disrupt investor sentiment in the short run.

**Keywords:** *Event study, Pakistan Stock Exchange, Mean-adjusted return model, Investor behaviour, Efficient Market Hypothesis.*