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ABSTRACT BOOK DAY 2: SESSION 2C

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EFFECTS OF SUPPLIER FLEXIBILITY AND PERFORMANCE ON BUYER COMPETITIVE EDGE IN PAKISTAN FMCG SECTORS

By

Hina suleman

ABSTRACT:

The literature review conduct for this study was to determine factors affecting supplier flexibility, the impact of supplier flexibility on supplier performance, and the impact of supplier performance on buyer competitive advantage are conspicuously absent, the main purpose of the study to fill this gap in the literature. The causal research design was adopted. Data were collected from 288 employees who working with the fast-moving consumer goods companies operating in Pakistan, Karachi. In this research study, we selected purposive sampling technique. A 5-point Likert scale was utilized to quantify the respondents' reactions. Data was analyzed by using smart PLS, and for the check the reliability of the data we adopted Cronbach's Alpha values. The findings of the study revealed that environmental uncertainty, and supplier flexibility had a significant impact on buyer competitive advantage, also supplier relationship, and supplier performance had a positive influence on buyer competitive advantage of fast-moving consumer goods (FMCG) companies operating in Pakistan, Karachi, but on the other hand the information sharing, and information quality had an insignificant relationship with buyer competitive advantages. The findings of this research proved that supplier flexibility not only impact on supplier performance, it is also significantly impact on buyer competitive advantage. This study helps to the managers of the FMCG Companies to improve their performance and achieve competitive advantage of the organization. This research also supportable to FMCG sectors that how they can stable their position along with uncertainty changes in market now a day's.

Keywords: *Supplier flexibility, Supplier performance, buyer competitive advantage.*

THE BENEFITS OF COMPUTERIZED ACCOUNTING AND FINANCIAL REPORTING IN BANKS

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INTRODUCTION:

These days, technology is key to business operations, and banks must adapt to these changes. Moving from the manual approach to using digital systems is a major development for the history of financial institutions. Before the 1980s, it was common for banks to control their customers' accounts with hand-written information and physical paperwork. At the time, handling finances was slow, things often went wrong, and photograph was not seen as necessary. The incorporation of computers into banks in the late 20th century changed the way bank's function. Initially, the technology was used just for data entry and simple tasks behind the scenes, but with time it advanced to manage real-time transactions, online banking, and producing financial reports. Currently, banks experience greater demands from customers, stricter financial rules, and increased opposition from regular and online-only competitors. Because the environment is moving quickly, banks depend on up-to-date technology to support their work and contend. Computerized accounting systems have replaced older methods of accounting in many places (Rao et al., 2023). As a result, banks can handle their money-related work faster and with minimal risk of mistakes. They help banks keep track of how they are doing financially, create reports quickly, and make choices with good and up-to-date information.

SUSTAINABLE SUPPLY CHAIN PRACTICES IMPACT ON BUSINESS GROWTH IN KARACHI

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ABSTRACT:

This research investigates the role of sustainable development practices in driving business growth, with a particular focus on environmental, social, and economic dimensions of sustainability. As global concerns such as climate change, natural resource depletion, and social inequality continue to escalate, organizations are increasingly integrating sustainability into their long-term strategies. The study explores how practices such as resource efficiency, green innovation, waste reduction, and ethical labor contribute not only to environmental protection but also to enhanced operational performance, cost savings, and stakeholder engagement. Through a combination of literature review and data analysis, the research highlights the positive impact of sustainability on brand reputation, customer satisfaction, and competitive advantage. It also examines the challenges faced by companies, especially in emerging economies, including financial constraints, lack of regulatory support, and limited awareness. By identifying both the benefits and barriers of implementing sustainable practices, the study provides actionable insights for businesses aiming to align their growth objectives with sustainable development goals.

The findings emphasize that sustainability is not merely a compliance requirement but a strategic imperative that supports long-term profitability, innovation, and resilience. This research contributes valuable knowledge to the field of sustainable supply chain management and offers guidance for future business strategies.

Keyword: *Sustainable Development, Business Growth, Corporate Sustainability, Triple Bottom Line, Environmental Sustainability, Social Responsibility, Economic Performance, Competitive Advantage, Innovation, Corporate Strategy.*

**REENGINEERING PRACTICES AND ORGANIZATIONAL TRANSFORMATION:
A PARADIGM SHIFT OF IMAGE – A CASE STUDY OF NICVD**

By

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ABSTRACT:

This study explores the impact of reengineering practices on the transformation of public healthcare institutions, focusing specifically on the National Institute of Cardiovascular Diseases (NICVD). It evaluates the challenges faced, outcomes achieved, and changes in organizational behavior and image. The research draws upon qualitative data collected from healthcare professionals and provides insights into the mechanisms of successful change implementation in the public sector.

Keywords: *Business Process Reengineering, Change Management, Organizational Transformation, NICVD, Public Sector, Patient Satisfaction.*

IMPACT OF GREEN MARKETING MIX ON PURCHASE INTENTION AND SALES VOLUME - A CASE OF BEVERAGE INDUSTRY IN PAKISTAN

By

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ABSTRACT:

The world's supply of natural resources will inevitably run out; they are not infinite. One sustainable strategy, known as "green marketing," involves a company's efforts to incorporate environmentally friendly practices into its products in order to both appeal to consumers and save operational expenses. The absence of easily accessible information and the limitations in getting market information have made it more difficult for green enterprises & marketing to effectively expand their green product lines (Ayandibu & Akbar, 2021). This thesis, the authors argue, might be useful for businesses, marketing departments, and executive boards in Pakistan who are interested in seizing this moment to introduce and advocate for eco-friendly products. Beverages are used on a daily basis by nearly every Pakistani; as such, the beverage industry should be considered the primary sector in which the impact of green marketing on consumer purchasing behavior may be studied. This factor has prompted a shift in consumer awareness of their social duty, as well as a shift in the competitive landscape for western businesses. However, the ramifications of this are not readily apparent from a Pakistani viewpoint. Therefore, it is important to evaluate the potential results of raising consumers' awareness of this idea. Brand and ecosystem collapse could occur if this factor is ignored. The work has real-world relevance since it will advance environmental marketing & customer behavior ideas. This research has important managerial implications since it provides vital insights for domestic and international businesses who want to promote green products by putting the spotlight on consumer behavior in regard to the environment. In the initial chapter, the study's context is laid out. In Chapter 2, we will present a literature review on green marketing and its relevance to the research objectives. Methods for evaluating the success of the research project are outlined in Chapter 3. In chapter 4, will provide a conclusion and recommendations.

**SERVANT LEADERSHIP & EMPLOYEE JOB SATISFACTION: A
QUANTITATIVE STUDY BASED ON PARALLEL MEDIATION ANALYSIS**

By

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ABSTRACT:

The servant leadership has emerged as a revolutionary approach that prioritizes the needs of employees through empathy, development, well-being, etc. This leadership style tends enhance the job satisfaction of employees as reported in various studies of European and Asian countries. However, this relationship still remains underexplored in the context of Pakistan. Therefore, this study has been conducted purposively to investigate the effect of servant leadership on job satisfaction of employees with a core focus on the mediating role of employee's health and commitment to the supervisor. Roots of this study are grounded social exchange theory, conservation of resources theory and affective events theory in order to understand the phenomenon in holistic manner. Analysis of this study has been made through collecting primary data from middle and top-level employees of non-profit social welfare organizations and analysis has been made through using SPSS and SMART-PLS. Hence, the significance of this study has multiple folds as this study offers valuable insights about how the servant leadership attributes affect the psychological well-being and emotional protection of employees. Moreover, this study also opens multiple corridors to conduct academic and pragmatic research on the topic of servant leadership and employees.

Key Words: *Leadership, Servant Leadership, Job Satisfaction, Employee's Commitment to Supervisor and Physical Health*

ASSESSING CELEBRITY ENDORSEMENTS ON CUSTOMERS' INTENTION TO PURCHASE: A PARALLEL MEDIATION MODEL BASED ON THE THEORY OF PLANNED BEHAVIOR

By

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ABSTRACT:

In the age of social media and digital influence, celebrity endorsements have emerged as a dominant strategy for shaping consumer behavior, particularly among younger audiences. This study investigates how celebrity characteristics attractiveness, credibility, and congruence influence purchase intention, using a parallel mediation model grounded in the Theory of Planned Behavior. Hence, a quantitative, cross-sectional design was adopted to collect data from a sample of 200 Generation Z respondents. Analysis of the study has been made through using SPSS for descriptive statistics and SMART-PLS for effective assessment of structural equation modeling the findings reveal that celebrity attractiveness and credibility significantly influence both advertisement recall and consumer attitude, whereas congruence enhances recall but does not significantly affect attitude. Hence, the findings of this study also provided a way to conduct focused and rigorous studies on use of celebrities in social media advertisement and campaigns that will ultimately provide holistic benefits to academia and industry.

Key Words: *Celebrity Endorsement, Advertisement, Social-Media, Theory of Planned Behavior and Generation-Z*

**ASSESSING THE IMPACT OF AD REPETITION ON CONSUMER
BEHAVIOURAL INTENTION: LINKING THE THEORY OF PLANNED
BEHAVIOUR WITH YOUTUBE ADVERTISEMENTS**

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ABSTRACT:

This study examines the impact of repeated YouTube advertising on consumer behavioural intentions, employing the Theory of Planned Behaviour (TPB). The main purpose of this research is to highlight the key challenges related with ad repetition and its impact over the consumer buying behaviour. Hence, in order to improve the research and its impact over the society, industry and academia this study is also supplemented with brand trust that mediates the association between ad repetition and purchase intention. The study uses generation-Z as the major respondent of this study and analysis has been made through using structural equation modelling through SMART-PLS. Findings of the study indicates affirmative results for the impact of ad repetition and brand trust over the customer's intention to purchase and consumer buying behaviour.

Key Words: *Advertisement, Ad-Repetition, Brand Trust and Consumer Buying Behaviour.*