

## **Minute-to-Minute Program**

8:45 AM Registration Desk Open

## **INAUGURAL SESSION**

**Friday, 27th June 2025 at 9:00 AM**

09:00 AM Welcome and Seating of Guest.

09:10 AM Recitation of the Holy Quran.

09:15 AM National Anthem.

09:20 AM Welcome address by **Prof. Dr. Fahim Qazi**, Rector KASBIT.

09:30 AM Address by Chief Guest **Prof. Dr. Khalid M. Iraqi**, Vice Chancellor, University of Karachi.

09:40 AM Address by Guest of Honor **Prof. Dr. Syed Irfan Hyder**, Vice Chancellor, Salim Habib University.

09:50 AM Address by Guest of Honor **Prof. Dr. Mujeeb Uddin Sehrai**, Vice Chancellor, Sindh Madressatul Islam University.

10:00 AM Address by Guest of Honor **Prof. Dr. Mansoor Uz Zafar Dawood**, Vice Chancellor, Ilma University.

10:10 AM Address by Guest of Honor **Prof. Dr. Zubair Sheikh**, President, Muhammad Ali Jinnah University.

10:20 AM Address by Guest of Honor **Prof. Dr. Abuzar Wajidi**, Vice Chancellor Hands Institute of Development Studies.

10:30 AM Address by Guest of Honor **Mufti Ehsan Waquar**, Vice Chancellor, Ghazali University.

10:40 AM Address by **Mr. Nasir Ali Shah Bukhari**, Chairman KASB Group.

10:50 AM Keynote by International Guest Speaker **Dr. Nadeem Qazi**, University of East London, United Kingdom.

11:05 AM Keynote by International Guest Speaker **Prof. Dr. Maurits Van Rooijen**, Chairman Supervisory Board IC University of Applied Sciences, Amsterdam, Netherlands

11:20 AM Distribution of Shields

11:30 AM Tea Break

## **Guest of Honors**

- Prof. Dr. Liaqat Ali, Guest of Honor, Principal, Bahria University
- Prof. Dr. Imam Uddin, Director Center for Islamic Business and Finance , Institute of Business Management (IoBM).
- Prof. Dr. Adnan Anwar, Guest of Honor, Hamdard University
- Syed Kashif Rafi, Guest of Honor, Registrar, ILMA University
- Prof. Dr. Yasmeen Sultana Farooqi, Guest of Honor, Dean Faculty of Media Sciences, ILMA University
- Prof. Dr. Hina Fatima, Guest of Honor, Dean Faculty of Business Administration, Muhammad Ali Jinnah University Karachi
- Prof. Dr. Tariq Jalees, Guest of Honor, Dean of College of Management Sciences, KIET
- Prof. Dr. Zahid Ali, Guest of Honor, Dean Faculty of Science & Technology, ILMA University, Karachi
- Mr. Faisal Sarwar, Guest of Honor, Deputy Director, State Bank of Pakistan
- Prof. Dr. Bashir Ahmed, Guest of Honor, Dean Faculty of Management & Social Sciences, Al-Kawthar University
- Dr. Muhammad Khalid, Guest of Honor, Director Computer Sciences Department, Greenwich University
- Prof. Dr. Asif Kamran, Guest of Honor, Dean Faculty of Business and Management Studies, Nazeer Hussain University.
- Dr. Naveed Ahmed Mughal, Guest of Honor, Provost, Greenwich University
- Dr. Syed Tehseen Jawaid, Guest of Honor, Department of Economics, University of Karachi

## **DAY 01 BREAKUP (27th June, 2025)**

### **DAY 1 SESSION 1A**

**11:30 AM-12:35 PM**

**Session Chair: Dr. Salman Sarwat**

**Session Co- Chair: Dr. Riffat Mughul**

**Session Co- Chair: Dr.Mahpara Ahmed**

Sr. No/ Participants	Particulars	Time	Venue
KICMR-25-01	The role of consumer animosity, ethnocentrism, and perceived efficacy on the willingness and unwillingness to purchase Israeli Products in Pakistan	11:30-11:45	Auditorium
Saqib Ghias			
Muhammad Shahzeb Khan			
Aroon Kumar			
KICMR-25-02	Does Human Capital Matter for the Performance of Islamic and Conventional Banks?	11:45-12:00	
Abdus Salam Shaikh	Investigating the Influence of Emotional Stability on Employee Engagement: Examining the Mediating Role of Leadership Styles	12:00-12:15	
KICMR-25-03			
Syeda Taram Abbas Naqvi			
Syed Asad Abbas Rizvi			
Syeda Jia Zehra Taqvi			
Tehreem Shafi	Integrating Omni-Channel and machine learning for Predicting Customer Loyalty in Retail	12:15-12:30	
KICMR-25-04			
Armeen			
Asra			
Anoosha			
Areesha	Concluding Remarks	12:30-12:35	

## DAY1 SESSION 1B

11:30 AM-12:35 PM

Session Chair: Dr. Muhammad Zahid

Session Co- Chair: Dr. Lata

Session Co- Chair: Ms. Nousheen Abbas Naqvi

Sr. No/ Participants	Particulars	Time	Venue
KICMR-25-05	AI-Driven Personalization vs. Privacy Concerns: Investigating Consumer Behavior in Pakistan’s E-Commerce Landscape	11:30-11:45	Room 11
Javed Ahmed			
Ume Rabab			
Dr. Altaf Hussain			
KICMR-25-06	Determinants of Financial Decision-making among Working versus Household Women	11:45-12:00	
Rabia Shahid			
Dr. Ashfaq Ahmad			
Huma Abu Bakar			
KICMR-25-07	Impact of Accuracy, Fairness, and Motivation on Employee Performance: Mediated by Engagement	10:00-12:15	
Bushra Khan			
Hammad Saeed Mansoori			
Syed M. Ali			
Bisma Zehra			
KICMR-25-08	Analyzing the Influence of Parasocial Relationships on Social Media Marketing Strategies and Consumer Engagement	12:15-12:30	
Manahil			
Zohra			
Sadia			
Muskan			
	Concluding Remarks	12:30-12:35	

12:35 PM-02:00 PM	<b>Namaz &amp; Lunch Break</b>
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2:00 PM -3:00 PM	<b>Workshop 1</b>	<b>Dr. Adnan Butt</b>	<b>Topic:</b> Resonsible AI for Sustainable Future: Aligning with the SDG's	<b>Venue:</b> Auditorium
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3:00 PM – 3:15 PM	Tea Break
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## DAY1 SESSION 2A

3:15 PM- 5:00 PM

Session Chair: Dr. Arman Khan

Session Co- Chair: Dr. Rana Salman

Session Co- Chair: Dr. Rana Zeeshan Mubarak

Sr. No/ Participants	Particulars	Time	Venue
<b>KICMR-25-09</b>	Unpacking the Digital Divide in Sustainable Fashion: A Behavioral Perspective from Pakistan	3:15-3:30	Auditorium
Farah Anwar			
<b>KICMR-25-10</b>	Impact of Idiosyncratic and macroeconomic factors on banks liquidity: Empirical evidence from Pakistan banking industry	3:30-3:45	
Kalimullah			
Dr. Salman Memon			
Dr. Muhammad Aqil			
<b>KICMR-25-11</b>	Illusions vs. reality in patient care: exploring the incentive dynamics between pharma, practitioners, and patients	3:45-4:00	
Khadija Ishfaq			
Dr. Ashfaq Ahmad			
Dr. Yusra Shehzadi			
<b>KICMR-25-12</b>	Optimizing Student Retention: The role of AI Powered Learning, Student Engagement, and Institutional Support in Business Education	4:00-4:15	
Nimra Lugman			
Faiza Mehmood			
Mir Bijjar			
Kubra Anwar			
Lamees Khan			
<b>KICMR-25-13</b>	Enhancing Academic Success: The Role of AI Adoptability and Self-Regulated Learning	4:15-4:30	
Zohair Ahmed			
Dua Nadeem			
Riffat Ali			
Sana Malik			
Sheikh Abdullah			
<b>KICMR-25-14</b>	Environmental Volunteering, Teamwork Skills and Leadership Development : A Study of Gen Z Students in Pakistani HEIs	4:30- 4:45	
Asiya Hazrat			
Naveen Farrukh			
Fizzah Mumtaz			
Rida Fatima			
Yusra Khan			
	Concluding Remarks	4:45-5:00	

## DAY1 SESSION 2B

**3:15 PM- 5:00 PM**

**Session Chair: Dr. Ammad Zafar**

**Session Co- Chair: Dr. Adnan Anwar**

**Session Co- Chair: Dr. Nadeem Syed**

Sr. No/ Participants	Particulars	Time	Venue
KICMR-25-15	An extension to the Technology	3:15-3:30	Room 11
Sabeen Sheeraz	Acceptance Model: Examining AI		
Imtiaz Arif	Adoption Intentions in Higher Education		
KICMR-25-16	Effects of Influencer Credibility on	3:30-3:45	
Muhammad Taha	Brand Trust among Young Consumers		
KICMR-25-17	The Impact of Green Packaging and Pricing on Consumer Willingness to Pay: Integrating Environmental Awareness and the Theory of Planned Behavior	3:45-4:00	
Muhammad Talal Umer			
Muhammad Hassaan Mamda			
Alvia Amir			
Amaan Riaz			
KICMR-25-18	The influence of Fintech adoption on Financial Literacy and Financial Inclusion.	4:00-4:15	
Marecha Shahid			
Zoya Irfan			
Maliha Khalid			
Maham Irfan			
KICMR-25-19	Implication of Green Washing Behavior of Employee of Pharmaceuticals Industry	4:15-4:30	
Syed Dilawar Mehdi			
KICMR-25-20	Implication of e-commerce and predicting underlying Impact upon insurance sector	4:30- 4:45	
Hussain Asghar Ali			
	Concluding Remarks	4:45-5:00	

## **DAY 02 BREAK UP (28<sup>th</sup> June, 2025)**

9:30 AM-9:45 AM	Keynote by International Guest Speaker Dr. Muhammad Ali, Taylor University, Malaysia.
9:45 AM-10:00 AM	Keynote by International Guest Speaker Dr. Hafezali Iqbal Hussain, School of Business and Economics, Universiti Brunei Darrussalam.

### **DAY 2 Session 1A**

**10:00 AM -11:45 AM**

**Session Chair: Dr. Ubedullah Amjad Ali**

**Session Co- Chair: Dr. Asif Quershi**

**Session Co- Chair: Ms. Mahrukh Nadeem**

Sr. No/ Participants	Particulars	Time	Venue
KICMR-25-21(online)	Employability Among Malaysian	10:00-10:15	Auditorium
Reynold Wong	Technical University Network (MTUN)		
Ummi Naiemah Saraih	Students: The Role of Self-Efficacy, Soft Skills, Personality, and Emotional Intelligence as A Moderator		
KICMR-25-22(online)	Students Perspectives on the ODL	10:15-10:30	
Masoomi Hifazat Ali Shah	Adoption in Pakistan Higher Education: Development of Conceptual Framework		
Asadullah Shah,			
Faryal Shamsi			
Ikhtiar Ahmed Khoso			
KICMR-25-23	Factors Influencing Startup	10:30-10:45	
Sarah Fredrick	Performance: A Study on the Roles of Value-Based Locating and Entrepreneurial Branding		
Meerab			
Jay Dave			
KICMR-25-24	Evaluating Green Technology Strategies for Sustainable Performance of Solar Power Projects	10:45-11:00	
Arman Aslam			
Zain ul Abideen			
Inaam			
Sameer Hussain Bhatti			
KICMR-25-25	Impact of Brand Anthropomorphism, Brand Identity, and Brand Image on Brand Love and Defense: A Quantitative Study on Food Industry	11:00- 11:15	
Muhammad Ramzan			
KICMR-25-26(online)	The use of language learning application in autonomous speaking Practices among select grade 12 students: A case study	11:15-11:30	
Claries Margaret Canindo			
Jessa Hernandez			
Weldylyn Mayo			
Marcgel Tambagan			
	Concluding Remarks	11:30 - 11:45	

## DAY 2 Session 1B

**10:00 AM -11:45 AM**

**Session Chair: Dr. Muzammil Ghayas**

**Session Co- Chair: Dr. Jhanzaib Alvi**

**Session Co- Chair: Mr. Usama Iqbal**

Sr. No/ Participants	Particulars	Time	Venue	
KICMR-25-27	Valuing People: A Study of Human Resource Accounting in Organizational Settings	10:00-10:15	Room 11	
Dr. Sana Arz Bhutto				
Dr. Muhammad Hassan				
Dr. Altantuya Dashnyam				
KICMR-25-28	Exploring Customer Intentions to Adopt Islamic Personal Financing in Pakistan	10:15-10:30		
Sumera Mehmood				
Mohib Farooqui				
KICMR-25-29	The Impact of Emotional Intelligence on Leadership Effectiveness and Job Satisfaction: The Moderating Role of Leadership Effectiveness	10:30-10:45		
Zohra Abbas,				
Ateeq Ur Rehman				
Taha Babar				
Mahum yasmin				
KICMR-25-30	Exploring the Influence of Teleology, Product Knowledge, Demographics, and Holistic Analysis on Customer Satisfaction: Moderated by Artificial Intelligenc	10:45-11:00		
Mohammad Yousaf				
Abaz Niazi				
Rehmatullah				
Shahbaz Waheed				
KICMR-25-31	Exploring the Impact of Social Media Marketing on Sustainability in Fashion: The Roles of Value Co-Creation, and Co-Recovery, with Consideration of Age.	11:00- 11:15		
Saad Bashir				
Muhammad Anas				
Aiman Jawed				
Alisha Asif				
KICMR-25-32	Leveraging Artificial Intelligence (AI) to Foster Customer Loyalty in Online Banking	11:15-11:30		
Rao Aqib Gohar				
Dr. Minhaj Ikram				
Rabila Rizwan				
	Concluding Remarks	11:30 - 11:45		

## DAY 2 SESSION 1C

**10:00 AM -11:45 AM**

**Session Chair: Dr. Muhammad Mubeen**

**Session Co- Chair: Dr. Zain ul Abedin Janjua**

**Session Co- Chair: Mr. Faisal Sultan**

Sr. No/ Participants	Particulars	Time	Venue
KICMR-25-33			Room 12
Muhammad Saim Tariq	Impact of AI-Based Inventory Optimization and Demand Forecasting on Cost Efficiency in Supply Chains of Pakistan	10:00-10:15	
KICMR-25-34			
Dr. Reema Frooghi	Impact of Green Marketing and Corporate Social Responsibility on Green Brand Image and Green Purchase Intention in Herbal Beauty Products Industry	10:15-10:30	
Sumaira Ilyas Essani			
KICMR-25-35			
Novish Israfeel	The Role of AI in Business Decision Making	10:30-10:45	
KICMR-25-36			
Manzoor Ahmed	Mediating role of social media Influencers evidence from fashion industry of Karachi	10:45-11:00	
Dr. Muhammad Zahid			
Hakim Ali Jatoi			
KICMR-25-37			
Rida Kath	Exploring the Nexus Between Generative AI in Education, Intercultural Communication, and Group Collaboration in Multicultural University Settings in Pakistan	11:00- 11:15	
Hasnain Zaheer			
Farina Khalid			
Alisha Zainab			
Muntaha Shakeel			
KICMR-25-38			
Rasia Arif Malik	The Impact of AI-Enhanced Teaching on Cognitive Development Among Business Students: The Moderating Role of Teaching Method Adaptability	11:15-11:30	
Umaina Nasar			
Zainab			
Murad Ali			
M. Shahmeer			
	Concluding Remarks	11:30 - 11:45	

11:45 AM-12:00 PM	<b>Tea Break</b>
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12:00 PM - 1:00 PM	<b>Panel Discussion</b>	Mr. M. Yaqoob Sultan (COO AKD Investments) Mr. Furqan Ali Khan (CMO Vital Group) M. Raihaan Siddeeque (CSO Chase Up) Ranjeet Kumar (HSC Pakistan & East Africa Burque Corporation)	<b>Topic:</b> The Future of Consumer Insights: Is AI Replacing Traditional Marketing Research?	<b>Venue:</b> Auditorium
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1:00 PM-2:00 PM	<b>Lunch and Prayer Break</b>
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## DAY 2 SESSION 2A

2:00 PM- 4:00 PM

Session Chair: Dr. Kashif Imran

Session Co- Chair: Dr Mustansar Hayat

Session Co- Chair: Mr. Ragib Zafar

Sr. No/ Participants	Particulars	Time	Venue
KICMR-25-39	Implication of Green Marketing Strategy and its effect on Consumers Environmental Behavior	2:00- 2:15	Auditorium
Asif Sattar			
KICMR-25-40	Impact of Green Procurement Practices on Supplier Performance in the FMCG Sector	2:15- 2:30	
Syed Ammar Ahmed			
KICMR-25-41	The Relation among Employee Alignment, Perceived Organizational Support and Employee Engagement-A Replication Study	2:30- 2:45	
Abdus Samad			
Dr. Syed Irfan Hyder			
KICMR-25-42	An Islamic Model for Poverty Alleviation in Light of the Prophetic Biography (Seerah): A Critical Analysis of Sustainable Development Goal 1 (SDG 1)	2:45- 3:00	
Amin Ul Haq			
KICMR-25-43	From traditional to digital: enhancing customer value Through ai and fintech in banking	3:00- 3:15	
Abeer Zahid			
Zaryab Sabir			
Mohsin Ullah khan			
KICMR-25-44	Analyzing the mediating impact of consumer cynicism on Consumer’s purchase Intention	3:15- 3:30	
Areeba Nasir,			
Qandeel Shaikh			
Aneeba Saeed			
Bushra Ali			
KICMR-25-45	Exploring the impact of digital maturity on fintech adoption: the moderating role of perceived ease of use	3:30-3:45	
Saad siddiqui			
Basil Qureshi			
Syeda Omama			
Fazeen Khan			
	Concluding Remarks	3:45 – 4:00	

## DAY 2 SESSION 2B

2:00 PM- 4:00 PM

Session Chair: Dr Syeda Nazneen Waseem

Session Co- Chair: Dr. Junaid Ansari

Session Co- Chair: Ms. Sahar Khan

Sr. No/ Participants	Particulars	Time	Venue
KICMR-25-46	The Inclusion of Islamic and Qur’anic Studies in Contemporary Educational Institutions: Challenges and Opportunities for Madaris Graduates	2:00- 2:15	Room 11
Syed Uzair Ul Huda			
KICMR-25-47	An extension to the Technology Acceptance Model: Examining AI Adoption Intentions in Higher Education	2:15- 2:30	
Sabeen Sheeraz			
Imtiaz Arif			
KICMR-25-48	Impact of brand awareness, brand image, product quality and price on consumer purchase intentions	2:30-2:45	
Sadaf Raheem			
Lalit K.			
Shahrukh M. Naeem			
KICMR-25-49	Measuring Supply Chain Disruption in Pandemic and Its Management through E-Commerce	2:45-3:00	
Fizza Israr			
KICMR-25-50	Cross-Cultural Leadership Strategies and Their Impact on International Business Performance: A Comparative Study of Emerging and Developed Markets	3:00-3:15	
Sehrish Albert			
Sharoon Daniel			
KICMR-25-51	Factors Influencing Motivational Level of Differently Able Persons and Evaluating Society Implications.	3:15-3:30	
Muhammad Zain			
KICMR-25-52	From Chaos to Opportunity: Can Investors Make Abnormal Profit During Political & Economic Uncertainty? Evidence From Pakistan Stock Exchange	3:30-3:45	
Anum Muhammad Nasir,			
Muhammad Asad Ali			
Hasan Raza			
	Concluding Remarks	3:45 – 4:00	

## DAY 2 SESSION 2C

**2:00 PM- 4:00 PM**

**Session Chair: Dr. Muhammad Rehan**  
**Session Co- Chair: Dr. Arsalan Malik**  
**Session Co- Chair: Mr. Sohail Iqbal**

Sr. No/ Participants	Particulars	Time	Venue
KICMR-25-53	Effects of supplier flexibility and performance on buyer competitive edge in Pakistan FMCG sectors	2:00- 2:15	Room 12
Hina Suleman			
KICMR-25-54	The Benefits of Computerized Accounting and Financial Reporting in Banks	2:15- 2:30	
Dr. Hasan Raza			
Mirza Adnan Baig			
KICMR-25-55	Sustainable Supply Chain Practices Impact on Business Growth in Karachi	2:30-2:45	
Sadaf Israfeel			
KICMR-25-56	Reengineering Practices and Organizational Transformation: A Paradigm Shift of Image – A Case Study of NICVD	2:45-3:00	
Syed Jarrar Hussain Rizvi			
KICMR-25-57	Impact of Green Marketing Mix on Purchase Intention and Sales Volume - A Case of Beverage Industry in Pakistan	3:00-3:15	
Hassaan Ishtiaq Ahmed			
KICMR-25-58	Servant Leadership & Employee job satisfaction: A Quantitative Study Based on Parallel Mediation Analysis	3:15-3:25	
Aqsa Hasan			
Sidra Ali			
KICMR-25-59	Assessing Celebrity Endorsements on Customers Intention to Purchase: A Parallel Mediation Model Based on the Theory of Planned Behavior	3:25-3:35	
Syeda Namra Hassan Mohani			
Muhammad Faisal Sultan			
KICMR-25-60	Assessing the Impact of Ad Repetition on Consumer Behavioural Intention: Linking the theory of planned behaviour with YouTube Advertisements	3:35- 3:45	
Syed Gahzanfar Ali			
	Concluding Remarks	3:45 – 4:00	

## **CONCLUDING SESSION**

- 04:00 PM     Vote of thanks by **Prof. Dr. Raja Rehan**, Dean KASBIT.
- 04:10 PM     Distribution of Shields
- 04:30 PM     Tea Break