

10th KICMR 2026

KASBIT International Conference on Multidisciplinary Research

Minute-to-Minute Program

DAY 01 — Monday, 29th June 2026

9:00 AM Registration Desk Open

InAugural & Keynote Speeches & Distribution Ceremony

Monday, 29th June 2026 at 9:30 AM - 11:30 AM | Venue: Auditorium

- 09:45 AM** Welcome and Seating of Guests.
- 10:00 AM** Recitation of the Holy Quran.
- 10:05 AM** National Anthem.
- 10:10 AM** Welcome address by *Prof. Dr. Fahim Qazi, Director KASBIT.*
- 10:15 AM** **Address by Chief Guest**
Prof. Dr. Mujeebuddin Sahrai Memon, Vice Chancellor, SMIU
- Address by Guest of Honours / KeyNote Speech**
- 10:25 AM** *Prof. Dr. Farooq Cheema — Provost KSBL, Vice Chair, NBEAC - HEC.*
- 10:35 AM** *Prof. Dr. Tariq Rahim Soomro, Rector, IoBM*
- 10:45 AM** *Prof. Dr. Wali Uddin, Vice Chancellor, Usman Institute of Technology*
- 10:55 AM** *Prof. Dr. Zubair Ahmed Shaikh, President MAJU.*
- 11:05 AM** *Prof. Dr. Muhammad Aurangzeb Khan, Vice Chancellor, SBB Dewan University.*
- 11:15 AM** **Vote of Thanks** — *Mr. Nasir Ali Shah Bukhari — Chairman KASB Group.*
- 11:25 AM – 11:45** Distribution Ceremony (Shields / Certificates to Keynote Speakers)

Tea Break

11:45 AM – 12:00 AM Tea Break

Panel Discussion

12:00 PM – 1:00 PM | Venue: Auditorium

Topic: *Talent for a Fragmented World: Reimagining Academia's Role in Shaping Tomorrow's Corporate Leaders*

Moderator: — *Mr. Usama Iqbal, Director QEC, KASBIT*

Panelists:

- *Prof. Dr. Adnan Butt, Dean FMIS, KASBIT*
- *Mr. Haris Hussain, General Manager, HR & Admin, Puma Energy*
- *Mr. Yaqoob, Director, SPAR*
- *Mr. Muhammad Owais Siddiqui, Marketing Manager, Flow HCM*

1:00 PM – 2:30 PM Namaz & Lunch Break

Day 1 — Parallel Sessions

2:30 PM – 4:30 PM

4:30 PM Distribution Ceremony (Shields to Session Chairs)

DAY 02 BREAKUP — Tuesday, 30th June 2026

Day 2 Welcome

9:45 AM – 10:00 AM Day 2 Welcome Note

Plenary Sessions

10:00 AM – 11:00 AM | Venue: Auditorium

10:00 AM-10:20 AM Plenary Speech — *Dr. Waqar Akbar, Senior Lecturer & Editor in Chief, Journal of Human Capital Development, University Teknologi Malaysia, Melaka, Malaysia:*

Topic: Rare Earths, Geopolitics, and the New Global Order: Strategic Resources and Emerging Economies in a Fragmented World

10:20 AM-10:40 AM Plenary Speech — *Dr. Irfan Shakri, Senior Lecturer, RMIT University, Vietnam Campus of Australian University*

Topic: AI, Geopolitics, and Sustainable Transformation: Emerging Research Frontiers in a Fragmented Global Economy

10:40 AM-11:00 AM Plenary Speech — *Prof. Dr. Ahmed Saeed Minhas, Vice Chancellor, DHA Suffah University, Karachi*

Topic: AI Literacy as a Core Institutional Responsibility

11:00 AM-11:05 AM Plenary Speech — *Mr. Suleman Ahmed, Director and Regional – Incharge HEC – Pakistan (Karachi Region)*

Topic: HEC Perspective on AI, Sustainable Transformation in Fragmented Global Economy

11:05 AM – 11:15 Distribution Ceremony (Shields / Certificates to Keynote Speakers)

Day 2 — Parallel Sessions - I

11:30 PM – 1:00 PM

1:00 PM Distribution Ceremony (Shields to Session Chairs)

Day 2 — Parallel Sessions - II

2:30 PM – 4:30 PM

4:30 PM Distribution Ceremony (Shields to Session Chairs)

Day 1 — Details of Parallel Sessions

2:30 PM – 4:30 PM

DAY 1 — SESSION A (Auditorium)

2:30 PM – 4:30 PM | Venue: Auditorium | Theme: Finance, Economics & Geopolitics

Session Chair: Dr. Aitzaz Alias Sarang (IBA Karachi)

Session Chair: Dr. Faisal Sultan Qadri, KASBIT

Session Co-Chair: Dr. Seema Waseem (Moderator), KASBIT

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-004 Nida (KASBIT)	Geopolitical Risks and Energy Market Dynamics: Comparative Evidence from Developed and Developing Countries	2:30 PM-2:43 PM	Auditorium
KICMR-26-006 Muhammad Sohail ur Rahman (KASBIT)	Synthetic Risk Premia: Multi-Factor Models (CAPM vs FF3 vs Carhart — PSX)	2:43 PM-2:56 PM	Auditorium
KICMR-26-018 Noor Muhammed Jalbani (SALU Ghotki)	Does Corporate Governance Matter for the Improved Financial Performance of Banks?	2:56 PM-3:09 PM	Auditorium
KICMR-26-046 Arslan (University of Karachi)	Impact of Herding Behavior in PSX with Relation to Foreign Investor Portfolio Investment	3:09 PM-3:22 PM	Auditorium
KICMR-26-015 Hanifan Shaikh (ILMA University)	Islamic Corporate Governance beyond IFIs: Conceptual Evolution, Challenges & Future Leaders' Endeavors	3:22 PM-3:35 PM	Auditorium
KICMR-26-068 Dr. Seema Waseem (KASBIT)	Role of Realized Skewness and Kurtosis in Predicting Volatility	3:35 PM-3:48 PM	Auditorium
KICMR-26-020 Faiza Qamar & Kiran Azeem (University of Karachi)	A Comparative Analysis of Family and Financial Support on Women Entrepreneurial Success in Pakistan	3:48 PM-4:01 PM	Auditorium
KICMR-26-069 Sanam Iqbal (KASBIT)	The Algorithmic Nudge: How AI Intersects with Behavioral Biases in Retail Investment via Digital Platforms in Pakistan	4:01 PM-4:14 PM	Auditorium
KICMR-26-050 Muhammad Hussain Khan (KASBIT)	Servitization on Repurchase Intention: A Study of Food Panda App	4:14 PM-4:27 PM	Auditorium
Concluding Remarks		4:30	



DAY 1 — SESSION B (Room 11)

KASBIT

2:30 PM – 4:30 PM | Venue: Room 11 | Theme: HR, Management & Organizational Behavior

Session Chair: Prof. Dr. Ume Sumaya (IUBS)

Session Chair: Dr. Ume Amen (Dow University)

Session Co-Chair: Dr. Mahpara Ahmed (Moderator), KASBIT

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-005 Muhammad Ayaz Iqbal (KASBIT)	Impact of Work-Life Conflict on Job Performance: Mediating Well-being and Moderating Role of Social Support and Toxic Leadership	2:30 PM-2:43 PM	Room 11
KICMR-26-010 Erum Ali (KASBIT)	The Impact of Transformational Leadership on Employee Engagement and Turnover Intention: Mediating Role of Work Stress	2:43 PM-2:56 PM	Room 11
KICMR-26-002 Nazia Abdul Aziz (IOBM)	Measuring the Impact of Financial Benefits on Well-Being and Turnover Intentions of Gen Z Employees Moderated by Leader Emotional Expression	2:56 PM-3:09 PM	Room 11
KICMR-26-066 Samreen Nasir (KASBIT)	Leadership, Communication Quality, and Learning Culture as Antecedents of Employee Brand Loyalty in HEIs	3:09 PM-3:22 PM	Room 11
KICMR-26-067 Dr. Mahpara Ahmed (KASBIT)	Climate Anxiety, Loss Aversion, and Sustainable Investment Intentions: A Neurofinance Approach	3:22 PM-3:35 PM	Room 11
KICMR-26-044 Sabra Fareed (KASBIT)	Labor & Creative Dispute: AI Integration at the Walt Disney Company	3:35 PM-3:48 PM	Room 11
KICMR-26-041 Viren Kumar (KASBIT)	The Ethics of Enterprise AI: When B2B Software Confronts Moral Uncertainty (Salesforce)	3:48 PM-4:01 PM	Room 11
KICMR-26-053 Ghufran Nadeem (KASBIT)	The Impact of Employee Demotivation on Organizational Performance at Mozack	4:01 PM-4:14 PM	Room 11
Concluding Remarks		4:30	



DAY 1 — SESSION C (Room 12)

KASBIT

2:30 PM – 4:30 PM | Venue: Room 12 | Theme: Marketing, Consumer Behavior & Digital Economy

Session Chair: Dr. Adnan Bashir (IoBM)

Session Chair: Dr. Waqas Rana (IUBS)

Session Co-Chair: Ms. Huma Abubakar (Moderator), KASBIT

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-011 Muhammad Abdullah (KASBIT)	Boycott Vulnerability: How Social Media-Fueled Boycotts Driven by Geopolitical Events Directly Impact Global Consumption	2:30 PM-2:43 PM	Room 12
KICMR-26-009 Munazza Noor (KASBIT)	AI for Sustainable E-Commerce: Bridging the Trust Gap	2:43 PM-2:56 PM	Room 12
KICMR-26-023 Muhammad Talha (KASBIT)	The Attention Economy's Reckoning: AI, Misinformation, and the Looming Regulatory Storm	2:56 PM-3:09 PM	Room 12
KICMR-26-013 Rashid Ahmed Ghoti (SALU Ghotki)	Employee Turnover in the Hospitality Industry: A Sustainable Quantitative Correlation Study	3:09 PM-3:22 PM	Room 12
KICMR-26-016 Kifayat Ali Larik (University of Mirpur Khas)	How Supplier Selection Effects Procurement Efficiency: Pharmaceutical and FMCG Industry	3:22 PM-3:35 PM	Room 12
KICMR-26-021 Arisha Shakeel (Jinnah University for Women)	Impact of AI Job Replacement Anxiety on Employee Performance: Pakistan Digital Transformation Era	3:35 PM-3:48 PM	Room 12
KICMR-26-022 Anamta Mumtaz (Jinnah University for Women)	The Future of Education in Pakistan: Investigating the Demand for Skill-Based Learning	3:48 PM-4:01 PM	Room 12
KICMR-26-080 Faizan et al. (KASBIT — Capstone)	Lack of Financial Reporting & KPIs — Rahmat Shipping (Pvt) Limited	4:01 PM-4:14 PM	Room 12
Concluding Remarks		4:30	



DAY 1 — SESSION D (Room 21)

KASBIT
2:30 PM – 4:30 PM |

Venue: Room 21 | Theme: Supply Chain, Operations; Sustainability
Session Chair: *Prof. Dr. Amir Feroz Shamsi (Bahria University)*
Session Chair: *Dr. Mirza Amin ul Haq (Ziauddin University)*
Session Co-Chair: *Mr. Eesar Khan (Moderator), KASBIT*

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-073 <i>Syed Mujahid Hussain Shah (KASBIT)</i>	Sino-US AI Split: Implications for Contemporary Geopolitics	2:30 PM-2:43 PM	Room 21
KICMR-26-014 <i>Shoaib Ahmed (SALU Ghotki)</i>	A Systematic Review of Administrative Factors that Induce Manager Activities in the Banking Sector	2:43 PM-2:56 PM	Room 21
KICMR-26-072 <i>Eesar Khan (KASBIT)</i>	Assessing the Effectiveness of Green Marketing Communication at ATMs in Influencing Customers' Receipt Printing Decisions	2:56 PM-3:09 PM	Room 21
KICMR-26-017 <i>Muhammed Nawaz Seelor (SALU Ghotki)</i>	The Key Competences of Students Tackling the SDGs in a HEI Program	3:09 PM-3:22 PM	Room 21
KICMR-26-008 <i>Ahsan Amin Rajwani (KASBIT)</i>	Procurement's Impact on Global Supply Chain Performance and Resilience	3:22 PM-3:35 PM	Room 21
KICMR-26-030 <i>Waqas Ahmed (KASBIT)</i>	Evaluating Sustainable Supply Chain Management, Operational Efficiency at Tyson Foods	3:35 PM-3:48 PM	Room 21
KICMR-26-070 <i>Muhammad Bilal Raees (KASBIT)</i>	Selection of Supplier Under Emergency: Focused Analysis of Factors Related with Delivery	3:48 PM-4:01 PM	Room 21
KICMR-26-074 <i>Noor us Sabah et al. (KASBIT — Capstone)</i>	Strait of Hormuz: Impact on Hemani Herbals Supply Chain	4:01 PM-4:14 PM	Room 21
KICMR-26-025 <i>Hafsa Nasir (KASBIT)</i>	ExxonMobil Climate Change Deception: Decades of Lawsuits	4:14 PM-4:27 PM	Room 21
	Concluding Remarks	4:30	

DAY 02 BREAKUP — Tuesday, 30th June 2026

Day 2 Welcome

9:45 AM – 10:00 AM Day 2 Welcome Note

Plenary Sessions

10:00 AM – 11:00 AM | Venue: Auditorium

10:00 AM-10:20 AM Plenary Speech — *Dr. Waqar Akbar, Senior Lecturer & Editor in Chief, Journal of Human Capital Development, University Teknologi Malaysia, Melaka, Malaysia:*

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Topic: AI Literacy as a Core Institutional Responsibility

11:00 AM-11:05 AM Plenary Speech — *Mr. Suleman Ahmed, Director and Regional – Incharge HEC – Pakistan (Karachi Region)*

Topic: HEC Perspective on AI, Sustainable Transformation in Fragmented Global Economy

11:05 AM – 11:15 Distribution Ceremony (Shields / Certificates to Keynote Speakers)

11:00 AM – 11:15 AM Short Break / Transition to Parallel Sessions

Day 2 — Parallel Sessions (Block 1)

11:15 AM – 1:00 PM

DAY 2 — SESSION A — Block 1 (Auditorium)

11:15 AM – 1:00 PM |

Venue: Auditorium | Theme: AI, Technology & Computer Science

Session Chair: Dr. Asif Mansure (NUST)

Session Chair: Prof. Dr. Shafiq-ur-Rehman Massan (KASBIT)

Session Co-Chair: Mr. Basheerullah (Moderator), KASBIT

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-029 Khurram Hashmi (KASBIT)	The Junk Science Dilemma: Processed Foods, Public Health Litigation (PepsiCo)	11:30 AM-11:43 AM	Auditorium
KICMR-26-045 Muhammad Akbar Ali (Army Welfare Trust)	The Ethanol Paradox: Biofuels, Food Prices, and the Unintended Consequences of the Renewable Fuel Standard (Valero)	11:43 AM-11:56 AM	Auditorium
KICMR-26-003 Aashir Waleed (UET Lahore) [ONLINE] [ONLINE]	Design, Evaluation, and Performance Analysis of an Automatic Tea Maker	11:56 AM-12:09 PM	Auditorium
KICMR-26-019 Haris Zulfiqar (NUTECH) [ONLINE] [ONLINE]	Artificial Intelligence in Higher Education: Opportunities and Ethical Challenges in Pakistani Context	12:09 PM-12:22 PM	Auditorium
KICMR-26-024 Farwa Nawaz (Riphah International University) [ONLINE] [ONLINE]	Optimized Machine Learning for Solar Energy Generation Forecasting	12:22 PM-12:35 PM	Auditorium
KICMR-26-048 Prof. Dr. Shafiq-ur-Rehman Massan (KASBIT)	The Method of Propagation of the Dynastic Optimization Algorithm — Wind Turbine Optimization	12:35 PM-12:48 PM	Auditorium
KICMR-26-064 Humayun Khan (NEDUET)	NED-EIoT: A Low-Cost Non-Intrusive IoT-Enabled Device for Real-Time Industrial Energy Monitoring	12:48 PM-1:01 PM	Auditorium
Concluding Remarks		1:00	

**KASBIT****DAY 2 — SESSION B — Block 1 (Room 11)****11:15 AM – 1:00 PM** | Venue: Room 11 |

Theme: Corporate Governance, ESG & Sustainability

Session Chair: Prof. Dr. Imam Uddin (IoBM)**Session Chair:** Dr. Saifullah (Ziauddin University)**Session Co-Chair:** Ms. Nousheen Abbas Naqvi (Moderator), KASBIT

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-038 <i>Mariam Abdul Ghafoor</i> (KASBIT)	EOG Resources Inc — Economic Resilience and Long-Term Liabilities in the US Shale Industry	11:30 AM- 11:43 AM	Room 11
KICMR-26-039 <i>Syed Ali Haider Raza Shah</i> (KASBIT)	The Debanking Accused: Political Neutrality Claims vs Conservative Allegations (Bank of America)	11:43 AM- 11:56 AM	Room 11
KICMR-26-042 <i>Maham Shakoor</i> (KASBIT)	Cuts Hurting Profit Margins: A Comprehensive Financial Analysis of Tesla Inc (2022–2026)	11:56 AM- 12:09 PM	Room 11
KICMR-26-043 <i>Muhammad Zuhaib Hussain</i> (KASBIT)	A Cross-Sectional Analysis of Labor Practices at Amazon	12:09 PM- 12:22 PM	Room 11
KICMR-26-047 <i>Muhammad Ashar Hussain</i> (KASBIT)	The ESG Investment Paradox: A Study of Chevron Corporation	12:22 PM- 12:35 PM	Room 11
KICMR-26-069 <i>Sanam Iqbal</i> (KASBIT)	The Algorithmic Nudge: How AI Intersects with Behavioral Biases in Retail Investment via Digital Platforms in Pakistan	12:35 PM- 12:48 PM	Room 11
KICMR-26-049 <i>Quratulain Abbasi</i> (KASBIT) – (Online)	Financial Sustainability of Microfinance Banks in Pakistan	12:48 PM-1:01 PM	Room 11
	Concluding Remarks	1:00	

DAY 2 — SESSION C — Block 1 (Room 12)

11:15 AM – 1:00 PM | Venue: Room 12 | Theme: AI & Business Ethics (Corporate Cases)

Session Chair: Prof. Dr. Shahzad Nasim (BNBWU)

Session Co-Chair: Dr. Imran Ahmed Shah (SALU Khairpur)

Session Co-Chair: Mr. Muhammad Bilal Raees (Moderator), KASBIT

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-027 <i>Abdur Rahman Bin Wasif (KASBIT)</i>	McDonaldization and Corporate Responsibility: ESG Assessment at McDonald's	11:30 AM-11:43 AM	Room 12
KICMR-26-028 <i>Hasan Ansari (KASBIT)</i>	Impact of Brand Loyalty on Consumer Buying Behavior: Lifebuoy Soap Karachi	11:43 AM-11:56 AM	Room 12
KICMR-26-031 <i>Kelvan Ghouri (KASBIT)</i>	The Pod Paradox: Single-Use Plastic, Consumer Backlash, Keurig Dr Pepper	11:56 AM-12:09 PM	Room 12
KICMR-26-007 <i>Jaweria Jawed (KASBIT)</i>	Motorola Solution Inc: Public Safety's AI Gamble	12:09 PM-12:22 PM	Room 12
KICMR-26-071 <i>Huma Abu Bakar (KASBIT)</i>	Exploring the Impact of Digital Marketing on Consumer Purchase Behavior: A Qualitative Study	12:22 PM-12:35 PM	Room 12
KICMR-26-026 <i>Hussain Shabbir (KASBIT)</i>	Forced Labor Benchmark Failure and Supply Chain Transparency (Mondelez)	12:35 PM-12:48 PM	Room 12
KICMR-26-012 <i>Dr. Imran Ahmed Shah (SALU Khairpur)</i>	Intrinsic, Implicit or Imagined Student Learning Resilience: SDGs in a HEI Program	12:48 PM-1:01 PM	Room 12
Concluding Remarks		1:00	

DAY 2 — SESSION D — Block 1 (Room 21)

11:15 AM – 1:00 PM | Venue: Room 21 | Theme: Corporate Case Studies — Tech & FMCG

Session Chair: *Prof. Dr. Samina Riaz (Bahria)*

Session Chair: *Dr. Kashif Arif (IoBM)*

Session Co-Chair: *Ms. Arhama Moten (Moderator), KASBIT*

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-033 <i>Usama Siddiqui (KASBIT)</i>	The Innovator's Dilemma: Balancing AI Supremacy with Financial Sustainability (Alphabet Inc)	11:30 AM- 11:43 AM	Room 21
KICMR-26-038 <i>Mariam Abdul Ghafoor (KASBIT)</i>	EOG Resources Inc — Economic Resilience and Long-Term Liabilities in the US Shale Industry	11:43 AM- 11:56 AM	Room 21
KICMR-26-023 <i>Muhammad Talha (KASBIT)</i>	The Attention Economy's Reckoning: AI, Misinformation, and the Looming Regulatory Storm	11:56 AM- 12:09 PM	Room 21
KICMR-26-011 <i>Muhammad Abdullah (KASBIT)</i>	Boycott Vulnerability: How Social Media-Fueled Boycotts Driven by Geopolitical Events Directly Impact Global Consumption	12:09 PM- 12:22 PM	Room 21
KICMR-26-001 <i>Dr. Muhammad Nadeem Sadiq (Punjab University)</i> [ONLINE] [ONLINE]	Mapping the Evolution, Productivity, and Intellectual Structure of Islamic Finance Research: A Scopus-Based Bibliometric Analysis (1997–2025)	12:22 PM- 12:35 PM	Room 21
KICMR-26-065 <i>Dr. Poonam Riaz (Iqra University)</i>	Greens or Grey Growth? Cross-Country Analysis of FDI, Foreign Remittances, and CO ₂ Emissions in South Asia	12:35 PM- 12:48 PM	Room 21
KICMR-26-032 <i>Sara Faisal (KASBIT)</i>	Walmart Corporate Governance and Sustainability	12:48 PM-1:01 PM	Room 21
	Concluding Remarks	1:00	

1:00 PM – 2:00 PM **Lunch Break**

Day 2 — Parallel Sessions (Block 2) / Workshop

2:15 PM – 4:15 PM

DAY 2 — SESSION A — Block 2 (Auditorium)

2:15 PM – 4:15 PM | Venue: Auditorium | Theme: Capstone Projects — HR & Management

Session Chair: Dr. Muzammil Ghayas (IQRA University)

Session Co-Chair: Ms Huma AbuBakar (KASBIT)

Session Co-Chair: Mr. Sohail Iqbal (Moderator), KASBIT

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-056 <i>Muhammad Maroof Khan</i> (KASBIT)	ACT Polyols Pvt Ltd — Employee Retention Study	2:15 PM- 2:35 PM	Auditorium
KICMR-26-054 <i>Zohair Ahmed</i> (KASBIT)	The Impact of Campaign Awareness and Staff Perceptions on Participation in Staff-Engagement Campaigns: Dawlance Pakistan	2:35 PM- 2:55 PM	Auditorium
KICMR-26-075 <i>Farhan et al.</i> (KASBIT)	Digitalize HR Recruitment System by Introducing Modern Technology	2:55 PM- 3:15 PM	Auditorium
KICMR-26-076 <i>Jahanzaib et al.</i> (KASBIT)	HR Software Designing — HRMS for Sind Madrasatul Islam University	3:15 PM- 3:35 PM	Auditorium
KICMR-26-078 <i>Inshal Hassan et al.</i> (KASBIT)	To Reduce Managerial Dependency — Spectrum Developers HR Restructuring	3:35 PM- 3:55 PM	Auditorium
KICMR-26-083 <i>Muhammad Ahsan et al.</i> (KASBIT)	Improving HR Processes — PharmEvo (Talent Attraction & Retention)	3:55 PM- 4:15 PM	Auditorium
Concluding Remarks		4:15	

DAY 2 — SESSION B — Block 2 (Room 11)

2:15 PM – 4:15 PM | Venue: Room 11 |

Theme: Capstone Projects — Marketing & Consumer

Session Chair: Dr. Asad Ali (SZABIST)

Session Co-Chair: Ms Nousheen Abbas Naqvi, KASBIT

Session Co-Chair: Mr. Zain ul Abedeyin (Moderators), KASBIT

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-055 <i>Alisha Hussain (KASBIT)</i>	An Analysis of Marketing, Distribution, and Competitive Strategies for La Española Olive Oil in Pakistan	2:15 PM- 2:35 PM	Room 11
KICMR-26-058 <i>Sumayya Talha</i> <i>(Foundation Public School)</i>	Customer Retention Drivers in the Service Sector: An Empirical Study of NetSol Connect	2:35 PM- 2:55 PM	Room 11
KICMR-26-051 <i>Syeda Laiba Zaidi</i> <i>(KASBIT)</i>	Customer Retention	2:55 PM- 3:15 PM	Room 11
KICMR-26-079 <i>Ali Osaf Khan et al.</i> <i>(KASBIT)</i>	Mera Pakistan Mera Ghar — Affordable Housing Scheme Analysis	3:15 PM- 3:35 PM	Room 11
KICMR-26-081 <i>Aqsa Asghar et al.</i> <i>(KASBIT)</i>	Customer Retention and Marketing Strategy Analysis — Gorey International	3:35 PM- 3:55 PM	Room 11
KICMR-26-084 <i>Sania Hanif et al. (KASBIT)</i>	Managing Employee Absenteeism for Better Retention — Ibex Pakistan	3:55 PM- 4:15 PM	Room 11
	Concluding Remarks	4:15	



KASBIT

DAY 2 — SESSION C — Block 2 (Room 12)

2:15 PM – 4:15 PM | Venue: Room 12 | Theme: Capstone Projects — Operations & SCM

Session Chair: Prof. Dr. Nadeem Syed (KASBIT)

Session Chair: Dr. Faisal Sultan (KASBIT)

Session Co-Chair: Mr. Abdul Basit (Moderator), KASBIT

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-059 <i>Minhaj Abbas Jafri (KASBIT)</i>	Navigating Global Logistics Disruptions: The Impact on Habitt Fulfillment & Agility	2:15 PM- 2:35 PM	Room 12
KICMR-26-060 <i>Rooshan Waheed (KASBIT)</i>	A Strategic Supply Chain and Operations Diagnostic of Merit Packaging Limited	2:35 PM- 2:55 PM	Room 12
KICMR-26-062 <i>Hassan Ali Anwer (KASBIT)</i>	Analysis and Improvement of Financial Control Process — Venture Force Global	2:55 PM- 3:15 PM	Room 12
KICMR-26-063 <i>Hamid Mahmood (KASBIT)</i>	Packaging Default Risk and Working Capital Management — Unity Foods Limited	3:15 PM- 3:35 PM	Room 12
KICMR-26-082 <i>Manaish Kumar & Sameer Raza (KASBIT)</i>	Rice Bran and Polishing Waste Utilization System Using Modern Processing Machines	3:35 PM- 3:55 PM	Room 12
KICMR-26-077 <i>Syed Muhammad Ali Shah et al. (KASBIT)</i>	Resource & Vendor Management — Fabritex Limited Procurement System	3:55 PM- 4:15 PM	Room 12
	Concluding Remarks	4:15	

DAY 2 — SESSION D — Block 2 (Room 21)

2:15 PM – 4:15 PM | Venue: Room 21 | Theme: Capstone Projects — Digital & HR Tech

Session Chair: *Dr. Adnan Pitafi, MUEST, Jamshoro / Dr. Mahpara Ahmed, KASBIT*

Session Co-Chair: *Ms Sanam Iqbal (KASBIT)*

Session Co-Chair: *Ms. Samreen Nasir (Moderator), KASBIT*

Sr. No / Participants	Particulars (Paper Title)	Time	Venue
KICMR-26-085 <i>Muskan et al.</i> (KASBIT)	Digital Transformation, Green HR & Sustainable HR Practices at Al Rahim Textile	2:15 PM-2:35 PM	Room 21
KICMR-26-086 <i>Muhammad Saad Khan et al.</i> (KASBIT)	Admissions Management — Alpha Education Network (School Enrollment & Fee Management)	2:35 PM-2:55 PM	Room 21
KICMR-26-087 <i>Sunny Ali et al.</i> (KASBIT)	Challenges in Maintaining Turnaround Time in Teleradiology Workflow — Mars Healthcare	2:55 PM-3:15 PM	Room 21
KICMR-26-088 <i>Muhammad Usama et al.</i> (KASBIT)	Challenges Faced by Payroll Department During Employee Full & Final Settlement — Sybrid	3:15 PM-3:35 PM	Room 21
KICMR-26-061 <i>Saima Naz</i> (KASBIT)	Employee Issues & HR Policies (E-commerce Sector) — Highfy	3:35 PM-3:55 PM	Room 21
	Concluding Remarks	4:15	

CONCLUDING SESSION

Tuesday, 30th June 2026

4:15 PM Vote of Thanks by *Prof. Dr. Adnan Butt, Dean - KASBIT*

4:25 PM Distribution of Shields / Certificates