

Session 1 (Economics & Finance)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/zxt-hyqa-apc>

Session Chair: Dr. Ghulam Ghous, Associate Professor, BNU, Lahore

Co-Session Chair: Dr. Mahwish Zafar, Associate Professor, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|-----------------|----------------------------------|---|
| Syed Musa Ahmad | Muhammad Aarez Ali, Omar Mushtaq | Climate change and adapting traditional courtyard to modern living: mehar dwelling. A case study |
| Ali Munir | | Low carbon emissions construction materials |
| Bilal Mushtaq | | The Role of Artificial Intelligence in improving business operations in Pakistan. |
| Kamran Ashraf | | Impact of artificial intelligence in business |
| Abdullah Khan | | Fostering Entrepreneurship and Innovation: A Catalyst for Economic Growth and Sustainability |
| Shaheer Hassan | | Integrating Corporate Social Responsibility and Business Ethics: A Pathway to Sustainable Success |

Session 2 (Project Management)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/foi-dkjp-owx>

Session Chair: Dr. Rab Nawaz Lodhi, Associate Professor, Hailey College of Commerce, Lahore

Co-Session Chair: Miss Afsheen Hassan, Senior Lecturer, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|--------------------------|---|---|
| M Saad khan | Haseeb, Mudassir Naseer, Mudassir Nawaz, Faryal | Innovative electric handheld olive harvester, design and performance evaluation |
| Muhammad Mudassar Nawaz | | Innovative electric handheld olive harvester, design and performance evaluation |
| Fariat Fatima | | Innovative electric handheld olive harvester design and performance evaluation |
| Mubasher Hassan Siddiqui | Mubasher | BIM |
| Sheraz Riaz | | Material of construction and building |
| Beenish Mashkooor | | The Impact of Corporate Social Responsibility on Environmental Performance: The Mediating Role of Green Innovations and Renewable Energy, with the Moderating Effect of Government Incentives |

Session 3 (Economics & Finance)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/xnj-dih-rcg>

Session Chair: Dr. Awis ur Rehman, Assistant Professor, University of Central Punjab, Lahore

Co-Session Chair: Mr. Haris Mehmood, Lecturer, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|----------------------|-------------|---|
| Muhammad Osama Irfan | | Block Chain and Financial Fraud in Banks |
| Tahira Riaz | Shahzad Ali | Empowering Entrepreneurs Through Cutting Interest Rate: Globalization and Affordability of Microfinance |
| Muhammad Faheem | | The Role of Entrepreneurial Networks on The Success of Small and Medium Size Enterprises in Pakistan |
| Faheem Bhatti | | The Role of Entrepreneurial Networks on The Success of Small and Medium Size Enterprises in Pakistan |
| Tawassal Ali | | The Role of Green Human Resource Management Practices in Promoting Employee Green Behavior |
| Hashir Anees | | The Role of Artificial Intelligence in Human Resource Practices |

Session 4 (Management/ HR/ OB)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/kun-zhoa-tap>

Session Chair: Dr. Beenish Malik, Director (IMS), University of Balochistan

Co-Session Chair: Dr. Muhammad Zia Aslam, Assistant Professor, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|------------------------|--------------------------|--|
| Muhammad Zeeshan | | Analyzing the Impact of PUBG Game on Mental Health Among University Students in Lahore |
| Muhammad Waqas | Dr Sajid Hussain Zahid | The Exploration of the Effect of social media on Workplace Diversity and Organizational Citizenship Behavior in Corporate Sector of Metropolitan City of Lahore. |
| Fatima Mazhar | Fatima Mazhar, Aman Asim | Exploring the impact of Metaverse adoption on learning satisfaction the mediating role of Perceived Engagement and perceived learning and the moderating effects of Metacult |
| Muhammad Sohail Javaid | Nayyab Zulfiqar | Leveraging artificial intelligence for enhanced customer loyalty, exploring the role of personalized experience and brand trust in apple electronics market in Pakistan |
| Sardar Muhammad Basit | | The hospitality industry of Pakistan: The moderation of an organizational ethical climate on the relationship between green HRM practices and millennial employee retention. |
| Naubahar Shah | | Social media presence for companies |

Session 5 (Marketing/ Entrepreneurship/ Supply Chain Management)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/kqu-nymo-pfc>

Session Chair: Dr. Hamid Mahmood, Times Institute Multan

Co-Session Chair: Dr. Mubashar Ali, Assistant Professor, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|------------------------|-------------------|--|
| Muhammad Sohail Javaid | Nayyab Zulfiqar | Role of AI in Supply Chain Abstract |
| Farwa Zafar | | The Role of Tv Drama Industry addressing the stigma of postpartum depression and policy needs in Pakistan |
| Saba Muneer | | Exploring the Antecedents and Methodologies of Compulsive Buying Behavior: A Systematic Literature Review |
| Ayesha Imtiaz | | The Emerging Technology Ai (ChatGPT) and Its Influence on Student Learning Performance Across Different Age Groups at Punjab University |
| Muhammad Rehan Akram | | Impact of Servant Leadership on Organizational Performance: A Mediated Moderation Analysis |
| Ramish Zafar Bhatti | Dr. Beenish Malik | Leadership Paradox in Health Care: Exploring the destruction of Abusive Supervision and Emotion Exhaustion on Job Performance. Moderating the effect of Servant leadership within the scope of SDG 3 |

Session 6 (Marketing/ Entrepreneurship/ Supply Chain Management)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/deo-rhhn-dqv>

Session Chair: Dr. Irfan Sabir, Associate Professor, University of Central Punjab, Lahore

Co-Session Chair: Dr. Muhammad Bilal Majid, Assistant Professor, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|---------------|--|---|
| Abdul Ghani | | Exploring the Relationship between Brand Loyalty and Customer Retention |
| Naveed Farooq | Zafar Iqbal, Hamza Tahir, Sohail Ahmad | Effect of Digital Marketing on Profitability of Businesses |
| Sharoon Ansar | Zeeshan Saleem | Using Gaming Features in Digital Media to Teach and Encourage Involvement in Environmental Issues |
| Ali Ashraf | | The Impact of AI-generated Advertising Content on Consumer Buying Behavior with Mediating role of Consumer Engagement |
| Iqra Rafiq | | Impact of Online Movies on the Character Development of Teenagers in Digital Age |
| Farwa Zafar | | The Role of Tv Drama Industry Addressing the Stigma of Postpartum Depression and Policy Needs in Pakistan |

Session 7 (Project Management)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/gsc-cita-bvk>

Session Chair: Dr. Muhammad Sajid, Associate Professor, Bahria University, Lahore

Co-Session Chair: Dr. Uzma Kashif, Assistant Professor, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|------------------------|-----------------|---|
| Mohammad Arshad | Dr. M. Shehbaz | Smart Materials and Structures |
| Rubab Fatima Chishti | | From Planning to Preservation: The Impact of Project Management and Historic Building Documentation |
| Ashar Afrooz Asghar | Salah-ud-Din | Role of Supply Chain Management in Project Success |
| Aamir Sultan | | Green building |
| Farwa Nisar | Khalid Hafeez | Pathway Virtual Reality Towards Visit Intention Under the Lens of SOR Model |
| Khalid Hafeez Shahryar | Dr. Farwa Nisar | Pathway Virtual Reality Towards Visit Intention Under the Lens of SOR Model |

Session 8 (Marketing/ Entrepreneurship/ Supply Chain Management)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link <https://meet.google.com/gqz-jymk-uqm>

Session Chair: Dr. Qamaruddin Maitlo, Assistant Professor, Sukkur IBA University

Co-Session Chair: Mr. Mohsin Raza, Lecturer, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|----------------|---|---|
| Hamza Tahir | Zafar Iqbal, Naveed Farooq, Hamza Tahir, Sohail Ahmad | Effect Of Digital Marketing on Profitability of Business |
| Rumesa Manzoor | | Organic marketing technique |
| Sadia Alam | | Investigating How Employer Branding Affects Talent Retention Through the Mediating Influence of Organizational Commitment |
| Humaira Sarwar | | the role of artificial intelligence in customer relationship management in healthcare. |
| Maham gul | | The Impact of Sensory Marketing on Customer Satisfaction: A Case Study on the Canteens of University of Balochistan. |
| Hadia Sehar | | The role of social media addiction among university Students in Pakistan. |

Session 9 (Marketing/ Entrepreneurship/ Supply Chain Management)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/whs-uasn-jzc>

Session Chair: Dr. Rizwan Ali, Associate Professor, University of Lahore

Co-Session Chair: Mr. Adeel Younis, Lecturer, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|------------------|-----------------------------|--|
| Sohail Ahmad | | Effect of Digital Marketing on profitable of business |
| Zeeshan Saleem | Sharoon Ansar | Using Gaming Features in Digital Media to Teach and Encourage Involvement in Environmental Issues |
| Farheen Mubashir | Dr. Beenish Malik | Assessing the level of customer satisfaction provided by the cellular companies in Quetta |
| Warsha Rana | Dr. Rafiq | Evolution of Advance Digital Solutions |
| Abdulqadir Hamid | Abdulqadir, Muhammad Rafeeq | Samsung strategic transformation in the digital age |
| Zil e Huma | | The Impact of Employee motivation on overall performance, productivity, and sustainability of organizations. |

Session 10 (Economics & Finance)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/qty-fmyn-xwr>

Session Chair: Dr. Saeed Ahmad Sabir, Assistant Professor, Hailley College of Commerce, Lahore

Co-Session Chair: Dr. Ali Sajjad, Assistant Professor, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|----------------------|-----------------------|--|
| Muhammad Jawad Karim | Dr Zubair Mehmood | The role of digital platforms in scaling startups: opportunities and operational challenges |
| Rumesa Manzoor | Osma Irfan | Financial fraud or Block chain |
| Abdul Hanan | | Sustainable practices in business operations |
| Syeda Umul Baneen | | Transforming Financial Management: A Case Study on Jalal Sons |
| Wai Yi Chan, | Corrinne Mei Jyin Lee | Factors Affecting Malaysian Companies Usage Intention of Artificial Intelligence Advertising |

Session 11 (Management/ HR/ OB)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/yvv-jois-bpy>

Session Chair: Dr. Samia Butt, Assistant Professor, Lahore College for Women University, Lahore

Co-Session Chair: Dr. Sajjad Hussain, Assistant Professor, Superior University, Sargodha Campus

| Name | Co-Authors | Research Paper Title |
|-----------------------|---|--|
| Muhammad Noufil Nazir | Muhammad Umer Mirza, Hafiz Muhammad Abid, Nasra Ahmad Nur | Factors affecting Employee Job Satisfaction in Pharmaceutical Sector of Pakistan |
| Raisa Jabbar | | Exploring the Impact of Flexible Working Hours on Job Satisfaction: The Mediating Role of Work-Life Balance |
| Faizan Ali | | The negative consequences of paradoxical leader behavior |
| Shamshad Shahid | Muhammad Rafiq | Revival Employee Engagement at DevNode: A Strategic Transformation |
| Aman Asim | | Exploring the impact of Metaverse adoption on learning satisfaction the mediating role of perceived engagement and perceived learning and the moderating effect of Metaculture " |

Session 12 (Marketing/ Entrepreneurship/ Supply Chain Management)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/gof-wkaz-agv>

Session Chair: Dr. Shahjahan Masud, Assistant Professor, University of Central Punjab, Lahore

Co-Session Chair: Mr. Saad Salman, Lecturer, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|--------------------|-------------------|---|
| Saira Hassan | Dr. Sajid Hussain | The role of media in amplifying the impact of women entrepreneurship programs: Enhancing economic empowerment and promoting gender equality in Pakistan |
| Attia Khalid | | Empowering Entrepreneurs through cutting interest Rate: Globalization and Affordability of Microfinance |
| Khadija Faiz Ahmad | | Promoting Entrepreneurship in Pakistan: A Comparative Study of Skin Care Startups' Strategies on Facebook and Instagram |
| Urooj Fatima | Attia and Urooj | Empowering Entrepreneurs through cutting interest Rate: Globalization and Affordability of Microfinance |
| Abdul Hanan | | Sustainable practices in business operations" with theoretical framework and references |

Session 13 (Economics/ Finance)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/ftm-ypro-xpu>

Session Chair: Dr. Shazia Kousar, Assistant Professor, Lahore College for Women University

Co-Session Chair: Dr. Uzma Batool, Assistant Professor, Superior University, Sargodha Campus

| Name | Co-Authors | Research Paper Title |
|---------------------------|----------------------------------|--|
| Laiba Arshad | | A Structural Analysis of Green Advertising, Environmental Attitudes, Awareness, and Purchase Behavior |
| Muhammad Mudassar Mushtaq | | Low Carbon Emission Contraction Material |
| Muhammad Aareez Ali | Omar Mushtaq, Syed Musa Ahmad | Climate Change and Adapting Traditional Courtyard to Modern Living: Mehar Dwelling, A Case Study |
| Nimra Khalid | | The influence of lack of guidance, consultant behaviour, lack of location and economic condition on property scam. |
| Muhammad Basit Ali Rizvi | Muhammad Rafiq | Navigating Inflation with Strategic Innovation at OPA |

Session 14 (Management/ HR/ OB)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/voh-eusp-ynt>

Session Chair: Dr. Shazia Nauman, Professor, Riphah International University, Lahore

Co-Session Chair: Dr. Nadia Nasir, Professor, Superior University, Lahore

| Name | Co-Authors | Research Paper Title |
|-------------|-----------------------------------|--|
| Saman Akram | Ali Umair Talha Waqar Saman | A case of servant leadership in agile software development industry of Pakistan |
| Aisha Munir | | Impact of leadership style on employee well-being in NGO Sector in Pakistan |
| Zoya Tahir | | Mapping Motivations and Barriers: A Delphi Study of Pakistan's Digital Participation in Transnational Climate and Pro-Palestinian Movements through Actor-Network Theory |
| Zaka Ullah | Muhammad Bilal | Green Transformational Leadership and Green Creative Behavior! A Moderation Mediation Analysis |
| Usman Maken | | The Impact of Academic Pressure, Extracurricular Activities, Institutional Environment, and Financial Problems on Student Satisfaction in Private Colleges |

Session 15 (Management/ HR/ OB)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/bfw-vxmi-hcn>

Session Chair: Dr. Waseem ul Rehman, Assistant Professor, IBA, PU, Gujranwala Campus

Co-Session Chair: Dr. Faisal Mahmood, Assistant Professor, Superior University, Faisalabad Campus

| Name | Co-Authors | Research Paper Title |
|---------------------|---|--|
| Mohsin Raza Baig | Syed Asad Hussain Shah Bukhari, Ahmed Afzal | Impact of Job Satisfaction on Organization |
| Muhammad Umer Mirza | | Factors affecting Employee Job Satisfaction in Pharmaceutical Sector of Pakistan |
| Wasi Qasim Shah | | Paradoxical leader behavior and follower's well-being. Role of goal clarity |
| Muhammad Ehtisham | | Emotional Intelligence in Effective Leadership |
| Azeem Asghar | | The effect of ethical leadership in career success of university administrative staff: with mediation emotional intelligence and moderation work environment |

Session 16 (Management/ HR/ OB)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/xbg-ekmk-ybq>

Session Chair: Dr. Ali Raza, Assistant Professor, University of Central Punjab, Lahore

Co-Session Chair: Dr. Maria Saleem, Assistant Professor, Superior University, Faisalabad Campus

| Name | Co-Authors | Research Paper Title |
|--------------------------------|---|---|
| Arooj Syed | Binish | The Impact of Corporate Social Responsibility on Environmental Performance: The Mediating Role of Green Innovations and Renewable Energy, with the Moderating Effect of Government Incentives |
| Muhammad Yazan Ali | | The Theory of Planned Behavior: Understanding Human Behavior through Attitudes, Norms, and Control. |
| Syed Asad Hussain Shah Bukhari | Mohsin Raza Baig, Muhammad Ahmad Afzal | Impact of Job Satisfaction on Organizational Commitment |
| Muhammad Umair Amin Asi | Talha Khan Niazi, Saman Akram Ali Haider, Waqar Ul Hassan | Challenges in Organizational Agility; A Case of Servant Leadership in the Agile Software Development Industry of Pakistan |
| Rana Haris Amjad | Irfan Ahmad, Fahad | The Pillars of Intellectual Capital: Analysing the Effects of HCE, SCE, and RCE |

Session 17 (Marketing/ Entrepreneurship/ Supply Chain Management)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/bww-zpgv-pdx>

Session Chair: Dr. Inayat ul Haq Subhani, Assistant Professor, Lahore Garrison University

Co-Session Chair: Dr. Hira Irshad, Assistant Professor, Superior University, Sargodha Campus

| Name | Co-Authors | Research Paper Title |
|------------------------|------------------------|--|
| Shazia Rafique | | The Influence of Digital Organizational Culture on Knowledge Sharing: The Role of Digital Literacy and Psychological Safety |
| Amima Anwar | | Factors Influencing Customers' Purchase Intention: Exploring the Impact of Cognitive Innovativeness, Consumer Preferences, Personal Norms, Consumer Attitudes, and Brand Image |
| Nayyab Zulfiqar | Muhammad Sohail Javaid | The role of AI in optimizing supply chain logistics for e-commerce |
| Muhammad Sohail Javaid | Nayyab Zulfiqar | Leveraging artificial intelligence for enhanced customer loyalty exploring the role of personalized experience and brand trust in apple electronics market in Pakistan |
| Abdullah Nisar | | Determinants of consumer behavior |

Session 18 (Case Study)

Date: November 3, 2024

Time: 12:00PM-2:00PM

Online Link: <https://meet.google.com/pnp-phmq-pwx>

Session Chair: Dr. Mansoor Ahmed, Assistant Professor, Sukkur IBA University

Co-Session Chair: Mr. Amir Illyas, Lecturer, Superior University, Lahore

| Name | Co-authors | Title of Case Study |
|-------------------|-------------|---|
| Warsha Rana | | Overcoming Marketing Challenges in the Automotive Sector |
| Syeda Umul Baneen | | Transforming Financial Management: A Case Study on Jalal Sons |
| Hamza Imtiaz | | How Haier's Marketing Director Reshaped Perceptions and Boosted Sales of Chinese Products in Pakistan |
| Shamshad shahid | | Revival Employee Engagement at DevNode: A Strategic Transformation |
| Uzair Malik | Komal Zahra | Haier: A Hammer Turned a Company into Billion Dollars and company emerging in Pakistan |
| Adeel Akram | | The Impact of The Global Situation on Gourmet |
| Basit Ali Rizvi | | Navigating Inflation with Strategic Innovation at OPA |
| Abdul Qadir | | Samsung strategic transformation in the digital age |