Linking Business with People and Planet in Developing Economies

China-Pakistan Economic Corridor (CPEC): Opportunities and Challenges Ahead
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Assalamualaikum w.b.t and warm greetings,

On behalf of the Center for Sustainability Research and Consultancy, it is my great pleasure to welcome you to this galaxy gathering at 2nd International Research Conference on Economics Business and Social Sciences - 2nd IRS 2017.

In line with the conference themes: “Linking Business with People and Planet in Developing Economies” and “China-Pakistan Economic Corridor: Opportunities and Challenges Ahead”, this conference will serve as an ideal platform to the academicians, researchers, practitioners and students to accomplish and further advance in research and practice which are relevant to issues faced by economy, businesses and society. One of the core objectives of CSRC is to bring credible opportunities for sharing knowledge, exchanging ideas and fostering collaboration among practitioners, academicians and research scholars in developing and emerging economies. The focus of 2nd IRC 2017 is in areas of economics theory and policy, management, human resource, organizational behavior, marketing, entrepreneurship, finance, accounting, and various sub-disciplines of social sciences and humanities.

I am very grateful to our conference patrons, collaborating institutions, keynote speakers, scientific committee, paper presenters and dedicated organizing committee members as well as to those who have contributed directly or indirectly to the success of 2nd IRC 2017.

Thank you.

PROF. DR. HAYAT MUHAMMAD AWAN
President
Center for Sustainability Research and Consultancy
Message from the Vice Chancellor
Bahauddin Zakariya University Multan Pakistan

Assalamualaikum w.b.t and warm greetings,

I take pleasure and honor to welcome the delegates from Universiti Utara Malaysia, distinguished keynote speakers, eminent faculty, research scholars and participants to Bahauddin Zakariya University Multan Pakistan for 2nd International Research Conference on Economics Business and Social Sciences. The conference is being co-hosted by School of Economics and Institute of Management Sciences, Bahauddin Zakariya University Pakistan and Center for Sustainability Research and Consultancy (CSRC) with the collaboration of School of Economics Finance and Banking, Universiti Utara Malaysia, Universitas Muslim Indonesia, UN Principles of Responsible Management Education (UN PRME) - ASEAN chapter and Emerald Group Publishing UK. The conference program is in line with the internationalization aspirations and efforts of BZU Pakistan.

The conference themes ‘Linking Business with People and Planet in Developing Economies’ and “China-Pakistan Economic Corridor (CPEC): Opportunities and Challenges Ahead” is in line with the vision of the University to integrate academic and research pursuits of the University with issues faced by the economy, businesses and society in Pakistan. The themes of 2nd IRC 2017 signify coherence of knowledge exploration process with the human welfare and societal issues through basic and applied research.

I especially appreciate the efforts of Prof. Dr. Imran Sharif Chaudhry, Director, School of Economics and his team for initiating and materializing the vision of International Conference. I also commend the role and efforts of CSRC, the conference organizing committees, keynote speakers and members of scientific committee for bridging the academic institutions of brotherly countries for mutual academic excellence.

I urge and hope that attendees will contribute scholarly insights through variety of conference sessions to discuss issues being faced by business and society and take advantage of powerful learning and networking opportunities.

PROF DR TAHIR AMIN
Vice-Chancellor
BZU Multan Pakistan
On behalf of the organizing and scientific committee, I am honored and delighted to welcome you to the 2nd International Research Conference on Economics Business and Social Sciences. The title and themes of the conference reflect the common vision of CSRC and collaborating institutions to encourage and align research and policy discussion with issues of sustainability and relevance in emerging economies. I am grateful to the leadership of co-host institutions, learned scientific committee, committed organizing committee and valued participants for making this conference a success and keeping the cost to the participants low. On the technical side, the conference program includes 4 keynote addresses, one panel discussion and 70 research papers split into parallel sessions. There are also special parallel sessions on key themes of the conference in which relevant papers will be presented. I hope the guests and participants will enjoy the hospitality of BZU Multan and brainstorm ideas for business and society.

Welcome to the 2nd edition of International Research Conference on Economics Business and Social Sciences at School of Economics and Institute of Management Sciences, Bahauddin Zakariya University Multan. The Conference symbolizes the ongoing commitment between Universiti Utara Malaysia, Bahauddin Zakariya University Multan Pakistan and Center for Sustainability Research and Consultancy. I am thankful to the learned Conference Chair and keynote speakers from LUMS Pakistan, IBA Karachi and Universiti Utara Malaysia for gracing the occasion and enlightening participants. The Conference is built on the commitment of leadership and faculty of School of Economics and Institute of Management Sciences to make it a credible forum for issues-driven and policy relevant research in social and behavioral sciences in emerging economies in line with global best practices. I am thankful to the participants for choosing this forum for their academic networking and excellence.

The leadership and faculty of Institute of Management Sciences welcome distinguished guests from academia, worthy faculty and aspiring research scholars to 2nd IRC 2017 at their venue. The executive hall of IMS & SOE is all set to facilitate the plenary session for keynote address and enable academic networking focused on the ideas and innovations for a green and inclusive future in developing and emerging economies. The tag line of 2nd edition of the conference ‘Responsible Solutions’ manifests the commitment of collaborating institutions towards encouraging and enabling ideas and innovations relevant to businesses and society. Co-hosting 2nd IRC 2017 with School of Economics and other collaborating institutions is part of longstanding commitment of IMS towards academic excellence with impact on businesses and society. Let’s utilize the warm hospitality and galaxy gathering of scholars at lush green campus of BZU Multan Pakistan to ignite your hearts and minds for a better future for generations.
Welcome and greetings to the distinguished guests, faculty and research scholars from across universities in Pakistan to the 2nd International Research Conference on Economics Business and Social Sciences (2nd IRC 2017). Being an alumni of Universiti Utara Malaysia and faculty member at Bahauddin Zakariya University Multan Pakistan, it has been indeed an honor and worthy experience for me to bridge between both institutions as Conference Secretary. I commend the efforts of leadership of UUM, BZU Pakistan and Center for Sustainability Research and Consultancy for initiating this truly international forum backed by prestigious institutions of higher learning. I want to appreciate the organizing and scientific team under the leadership of Prof. Dr. Imran Sharif Chaudhry who accorded all desired cooperation to make this conference a worthy experience for the participants. I encourage all participants to utilize this conference venue for the global academic networking and enjoy mind soothing sessions of research and policy discourse.

Being part of the core organizing team of 2nd IRC 2017 has been a reason of personal accomplishment and contribution to my University and the academic community in Pakistan and other emerging economies. Department of Commerce at BZU Pakistan has been at the frontier for all endeavors aimed at academic excellence and internationalization. The Conference themes are of greater relevance due to the transformation wave Pakistan and neighboring regions are going through under China-Pakistan Economic Corridor and rising need of environment preservation and community engagement in markets. I foresee and look forward to greater academic collaboration between Universities of South Asian and South East Asian countries through this esteemed forum. I hope the experienced faculty and young scholars would utilize this forum to network with new colleagues and bring their research endeavors closer to real life issues faced by developing and emerging economies to benefit economy, business and society.
Keynote Speakers

PROF. DR. YUSNIDAH IBRAHIM is a Professor of Finance in the Department of Finance, School of Economics, Finance and Banking (SEFB), College of Business, Universiti Utara Malaysia (UUM). She obtained her BA in Actuarial Science and MSc Actuarial Science from University of Iowa, US, and PhD from De Montfort University, UK. Her research and publications are in the area of capital structure, dividend policy, Islamic bonds (Sukuk), small business finance and higher education finance. She has also undertaken consultation work on Private Financial Initiative (PFI) models, small business financial planning and higher education funding. In terms of professional involvement, she possesses the Registered Financial Planner (RFP) designation and Certificate in Risk Management (CFM). She also serves as the editorial board member of the International Journal of Banking and Finance (IJBF) and International Journal of Management Studies (IJMS). Apart from her academic accolades, she is currently serving as the Assistant Vice Chancellor of College of Business and Dean of the School of Economics, Finance and Banking (SEFB), at UUM.

PROF. DR. EHSAN UL HAQUE is Professor of Marketing at Suleman Dawood School of Business, LUMS, Pakistan. He received his undergraduate degree in electrical engineering from the University of Engineering and Technology, Lahore. He earned his MBA from the Wharton School, University of Pennsylvania and his PhD in marketing from the University of Texas at Arlington. He has contributed several cases and articles to regional and international books and journals. In 2010, Dr. Haque co-authored Principles of Marketing: A South Asian Perspective with Philip Kotler, Gary Armstrong and Prafulla Agnihotri which is a standard undergraduate marketing text in the South Asian countries. Dr. Haque’s current area of interest is in the Effective Management of Universities. Dr. Haque has played a founding role in the establishment of two important institutions in Pakistan — LUMS and the Small and Medium Enterprise Development Authority (SMEDA). At SMEDA, he was the founding chief operating officer of this federal agency. Dr. Haque has been involved in consulting work for public and private corporate sectors, and international agencies like the Asian Development Bank, the UNDP and the USAID. Currently, Dr. Haque is enjoying his research and teaching activities and has received many accolades from students and executives alike for his provocative style of case teaching.
PROF. DR. MOHAMMED NISHAT is Professor of Economics and Finance at IBA Karachi Pakistan. He holds a PhD in Economics (specialized in Finance) from Auckland Business School, University of Auckland, New Zealand, 1999. He earned his Masters in Management Sciences from University of Waterloo, Canada in 1984 and Masters in Economics from the same University in 1982. He has also earned his M.A.S. in Economics from Applied Economics Research Centre, Karachi in 1978. Expertise and vast experience in Econometric Modeling and policy oriented research. With considerable experience (over 30 years) in conducting and analyzing farm and household surveys, his research interests include Financial Economics, Asset Pricing, Portfolio Management, and Financial Econometrics. His teaching experience is spanned over prestigious institutions such as University of Karachi, Pakistan; University of Waterloo, Ontario, Canada; Department of Economics, University of Auckland, New Zealand; Institute of Social Sciences, and Hamdard Institute of Management Sciences, Hamdard University, Karachi, Pakistan; IBA, Karachi Pakistan. Other than his strong flair for teaching and research, he is currently serving as Associate Dean at IBA Karachi Pakistan.
CONFERENCE BRIEF
Monday, April 17 (DAY 1)

REGISTRATION AND ARRIVAL OF GUESTS 08:30am – 10:00am

PLENARY SESSION 10:00am – 12:50pm

National Anthems of Pakistan and Malaysia (10 Minutes)
Recitation from Holy Quran with translation (05 Minutes)
Naat Sharif (PBUH) (05 Minutes)
Opening Speech and Briefing By Conference Chair: Dr Abdul Halim Abdul Majid (10 Minutes)
Welcome Note by Conference Co-chair: Prof. Dr. Imran Sharif Chaudhry (15 Minutes)
Guest of Honor-President of CSRC: Prof. Dr. Hayat Muhammad Awan (10 Minutes)
Keynote Speaker: Prof. Dr. Yusnidah Ibrahim, Universiti Utara Malaysia (20 Minutes)
Keynote Speaker: Prof. Dr. Ehsan ul Haque, LUMS, Pakistan (20 Minutes)
Keynote Speaker: Prof. Dr. Mohammed Nishat, IBA Karachi Pakistan (20 Minutes)
Questions & Answer Session (15 Minutes)
Address by the Vice Chancellor (15 minutes)
Vote of Thanks by the Conference Secretary (05 Minutes)
Souvenir Distribution (15 Minutes)
Photo Session (05 Minutes)

CONFERENCE LUNCH/PRAYER TIME ON 12:50pm – 01:50pm

Parallel Session 1 02:00pm – 03:30pm

Parallel Session 1.01: Sustainability Issues in Business Strategy in Emerging Economies
Executive Hall, IMS & SOE
Parallel Session 1.02: China-Pakistan Economic Corridor: Opportunities and Challenges Ahead
Research Lab, School of Economics
Parallel Session 1.03: Issues in Social Sciences
Conference Room (Up-Stairs), Institute of Management Sciences

TEA BREAK AND NETWORKING/PRAYER TIME 03:30pm – 03:45pm
Panel Discussion 03:45pm – 04:30pm
**Topic:** Sustainability Challenges in Emerging Economies: Perspectives from Academia and Industry

**Panelists:**
- Prof. Dr. Mohd Sobri B Minai, Universiti Utara Malaysia, Malaysia
- Prof. Dr. Muhammad Hanif Akhtar, Department of Commerce, BZU, Multan
- Prof. Dr. Imran Sharif Chaudhry, School of Economics, BZU, Multan
- Mr. Khawaja M. Usman, Former President, The Multan Chamber of Commerce and Industry

**Moderator:** Dr. Zeeshan Mehmood, Department of Commerce, BZU Multan Pakistan

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**Parallel Session 2** 04:30pm – 06:00pm

**Parallel Session 2.01:** Sustainability Issues in Business Strategy in Emerging Economies
Executive Hall, IMS & SOE

**Parallel Session 2.02:** China-Pakistan Economic Corridor: Opportunities and Challenges Ahead
Research Lab, School of Economics

**Parallel Session 2.03:** Issues in Social Sciences: Psychology, Sociology and Social Work
Conference Room, Institute of Management Sciences

**Parallel Session 2.04:** China-Pakistan Economic Corridor and Social Sciences
Committee Room, Institute of Management Sciences

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**BREATHTHING TIME**

**Grand Dinner and Cultural Evening** 07:30pm – 10:00pm
**CONFERENCE BRIEF**

**Tuesday, April 18 (DAY 02)**

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PARALLEL SESSION I – April 17 (DAY 01)
02:00pm – 03:30pm

Parallel Session 1.01: Sustainability Issues in Business Strategy in Emerging Economies
Room: Executive Hall, IMS & SOE
Session Chair: Prof. Dr. Rehana Kousar
Coordinator: Dr. Zeeshan Mehmood
Time: 02:00 – 03:30 (Day 01)
Presenter(s): Muhammad Asif Nadeem Khemta
Presenter(s): Sadia Cheema
Presenter(s): Ammara Akram & Asma Fatima
An Empirical Investigation on the Impacts of the adoption of Green HRM in the agricultural industry (PKMS-62). Farheen Javed, NCBA&E Lahore Pakistan; Sadia Cheema, NCBA&E Lahore Pakistan.
Presenter(s): Farheen Javed
CO2 and Environment Change Evidence from Pakistan (PKEC-136). Javeria Masood, Bahauddin Zakariya Multan Pakistan; Fatima Farooq, Bahauddin Zakariya Multan Pakistan; Muhammad Saeed, Superior University Lahore Pakistan.
Presenter(s): Javeria Masood

Parallel Session 1.02: China Pakistan Economic Corridor (CPEC): Opportunities and Challenges Ahead
Room: Research Lab, School of Economics
Session Chair: Prof. Dr. Sofia Anwar
Coordinator: Dr. Furrukh Bashir
Time: 02:00 – 03:30 (Day 01)
Socioeconomic Blessings of Hydropower Initiatives of China Pakistan Economic Corridor (PKEC-146). Ejaz Gul, Bahauddin Zakariya University Multan Pakistan; Imran Sharif Chaudhry, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Ejaz Gul
Linguistic Imperialism and CPEC: A Hegemonic View of The Emergence of a New Lingua Franca in the Region. (PKSE-81). Rehana Yasmin Anjum, GC Women University, Sialkot Pakistan; Faiza Manzoor, University of Management and Technology Lahore Pakistan.
Presenter(s): Rehana Yasmin Anjum
Presenter(s): Fatima Gulzar
China-Pakistan Relations and Regional Development in the Context of China-Pakistan Economic Corridor (PKEC-74). Asmat Naz, The Women University Multan Pakistan;
Presenter(s): Asmat Naz
Dynamics of Balance of Trade in Pakistan: The Role of Trademarks and Patents (PKEC-86). Muhammad Raza Aftab, Bahauddin Zakariya University, Multan Pakistan; Zainab Shaukat, Bahauddin Zakariya University, Multan Pakistan.
Presenter(s): Muhammad Raza Aftab
Parallel Session 1.03: Issues in Economics and Social Sciences
Room: Conference Room, Institute of Management Sciences
Session Chair: Prof. Dr. Saiqa Imtiaz & Assoc Prof. Dr. Adiqa Kiani       Coordinator: Dr. Iram Batool Awan
Time: 02:00 – 03:30 (Day 01)

Foreign Lending Dilemma and Poverty in Developing Countries: A Panel Data Analysis (PKEC-47). Mariam Abbas Soharwardi, The Islamia University of Bahawalpur Pakistan; Hina Ali, Women University Multan, Pakistan; Mujahid Ali, Pakistan Institute of Development Economics Pakistan.
Presenter(s): Mariam Abbas Soharwardi

The Enigma of Public Assistance to Private Investment through Infrastructure: Evidence from Pakistan (PKEC-70). Ayza Shoukat, Govt. College Women University, Sialkot Pakistan; Khalil Ahmad, Govt. College Women University Sialkot Pakistan; Muhammad Abdullah, Govt. Post Graduate College Sahiwal Pakistan.
Presenter(s): Ayza Shoukat

Modernist Analysis of The Love Song of J. Alfred Prufrock by T.S Eliot (PKSE-49). Hira Ali, University of Sargodha, Pakistan; Shaista Kazim, University of Sargodha, Pakistan; Kifayat Ullah Khan, Govt. Post Graduate College, Bannu Pakistan.
Presenter(s): Hira Ali

Gender Based Linguistic Variations in Urdu Language and their Role in Suppression of Females (PKSE-106). Rehana Yasmin Anjum, GC Women University Sialkot Pakistan; Fakhra Amjad, University of Management & Technology Sialkot Pakistan; Saira Yousaf, University of Management & Technology Sialkot Pakistan; Faiza Manzoor, University of Management & Technology Sialkot Pakistan.
Presenter(s): Rehana Yasmin Anjum, Fakhra Amjad, Saira Yousaf

TEA BREAK AND NETWORKING 03:30pm – 03:45pm

PANEL DISCUSSION 03:45pm – 04:30pm
EXECUTIVE HALL, IMS & SOE

Topic: Sustainability Challenges in Emerging Economies: Perspectives from Academia and Industry

Panelists:
Prof. Dr. Mohd Sobri B Minai, Universiti Utara Malaysia
Prof. Dr. Muhammad Hanif Akhtar, Department of Commerce
Prof. Dr. Imran Sharif Chaudhry, School of Economics
Mr. Khawaja Muhammad Usman, Former President, Multan Chamber of Commerce and Industry

Moderator: Dr. Zeeshan Mehmood, Department of Commerce, BZU Multan Pakistan
PARALLEL SESSION II – April 17 (DAY 01)
04:30pm – 06:00pm

Parallel Session 2.01: Sustainability Issues in Business Strategy in Emerging Economies
Room: Executive Hall, IMS & SOE
Session Chair: Prof. Dr. Hayat Muhammad Awan
Coordinator: Dr. Muhammad Nauman Abbasi
Time: 04:30 – 06:00 (Day 01)
Better Future: Empowering Newly Deployed Skilled Birth attendants with a Sustainable Source of Livelihood (PKMS-92).
Sanam Khoso, University of Jamshoro Pakistan.
Presenter(s): Sanam Khoso

Drivers and barriers to adopt sustainability practices in Pakistani Small & Medium Enterprises (PKES-127). Zeeshan Mahmood, Bahauddin Zakariya University Multan Pakistan; Sadaf Fatima, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Sadaf Fatima

Willingness to Purchase Green products: Evidence from Educated Segment of Southern Punjab (PKMS-126). Rehana Kouser, Bahauddin Zakariya University Multan Pakistan; Muhammad Imran, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Muhammad Imran

The Impact of Corporate Governance on Sustainability Reporting Evidence from an Emerging Economy (PKAF-125).
Zeeshan Mahmood, Bahauddin Zakariya University, Multan Pakistan; Tahira Kanwal, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Tahira Kanwal

Parallel Session 2.02: China Pakistan Economic Corridor (CPEC): Opportunities and Challenges Ahead
Room: Research Lab, School of Economics
Session Chair: Prof. Dr. Mohammed Nishat
Coordinator: Dr. Kamran Ishfaq
Time: 04:30 – 06:00 (Day 01)
China-Pak Economic Corridor: Role of Teachers in Career Counseling of Students at Higher Education Level (PKSE-84).
Ghulam Fatima, University of the Punjab Lahore Pakistan; Misbah Malik, University of Education Lahore Pakistan; Rukhsana Bashir, University of the Punjab Lahore Pakistan.
Presenter(s): Ghulam Fatima

Identification of university students' awareness of and motivation for the prevailing opportunities in China Pak Economic Corridor (CPEC) (PKSE-85). Misbah Malik, University of Education Lahore Pakistan; Ghulam Fatima, University of the Punjab Lahore Pakistan; Shadab Samar, M.Phil Scholar, University of the Punjab, Lahore-Pakistan.
Presenter(s): Misbah Malik

China-Pakistan Economic Corridor, Economic Development and Entrepreneurship (PKMS-124). Khawar Naheed, Bahauddin Zakariya University Multan Pakistan; Amir Sohail, Bahauddin Zakariya University Multan Pakistan; Muhammad Waqas, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Amir Sohail, Muhammad Waqas

Presenter(s): Zenab Saleem, Suman Najam Shaikh, Irfan Ali Memon

Presenter(s): Asmat Naz, Fatima Ali

Parallel Session 2.03: Issues in Social Sciences: Psychology, Sociology and Social Work
Room: Conference Room, Institute of Management Sciences
Session Chair: Assoc Prof. Dr. Sarwat Sultan Coordinator: Dr. Javed Iqbal
Time: 04:30 – 06:00 (Day 01)
Effect of Five Big Personality Traits on Job Burnout among Special Education Employees (PKSS-73). Hummera Malik, The Women University Multan Pakistan.

Presenter(s): Hummera Malik

Stress and Coping Strategies in Undergraduate Medical Students (PKSS-82). Saba Yasien, The Islamia University of Bahawalpur Rahim Yar Khan Campus Pakistan; Tabassum Alvi, Majmmah University Majmmah, Saudia Arabia.

Presenter(s): Saba Yasien

Mediatory Role of Organizational Based Self-Esteem in the relationship of Workplace Ostracism, Self-Efficacy and Job Performance: testing Moderating Impact of Cultural Context in Pakistan (PKSS-123). Masoodul Hassan, Bahauddin Zakariya University Multan Pakistan; Asghar Iqbal, Bahauddin Zakariya University Multan Pakistan; Tayeba Khursheed, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Tayeba Khursheed

Level of Perceived Social Support and Marital Satisfaction among Love and Arrange Married Couples (PKSS-119). Razia Anjum, Government College Women University Sialkot, Pakistan; Mehwish Malik, Government College Women University Sialkot, Pakistan; Fatima Zulfqar, Government College Women University Sialkot, Pakistan; Safina Safina, Government College Women University Sialkot, Pakistan; Nafeesa Saleem, Government College Women University Sialkot, Pakistan; Fatima Mehmood, Government College Women University Sialkot, Pakistan; Fareeha Ghaffar, Government College Women University Sialkot, Pakistan.

Presenter(s): Razia Anjum


Presenter(s): Noshaba Chaurdhry

Parallel Session 2.04: China Pakistan Economic Corridor (CPEC) and Issues in Social Sciences
Room: Committee Room, Institute of Management Sciences
Session Chair: Prof. Dr. Azra Asghar Ali Coordinator: Prof. Dr. Javaid Akhtar Salyana
Time: 04:30 – 06:00 (Day 01)
The Game Changer: A Critical Discourse Analysis of News Headlines about CPEC (PKSE-80). Rehana Yasmin Anjum, GC Women University, Sialkot Pakistan; Faiza Manzoor, University of Management and Technology Lahore Pakistan.

Presenter(s): Rehana Yasmin Anjum, Faiza Manzoor

Impact of Concessional Debt and Urbanization on Sustainable Development of Services Sector of Pakistan in the Context of CPEC (PKEC-53). Muhammad Abdullah, Govt. Post Graduate College Sahiwal Pakistan; Muhammad Irfan Chani, COMSATS Institute of Information Technology Vehari Pakistan; Ayza Shoukat, Govt. College Women University Sialkot Pakistan.

Presenter(s): Muhammad Abdullah

Corroding the Corridor? Anti-China Sentiments in Jihadist Literature and Its Implications for CPEC (PKSP-46). Naqib Hamid, University of the Punjab Lahore Pakistan.

Presenter(s): Naqib Hamid


Presenter(s): Ashfaq Ahmed

Gala Dinner and Cultural Night 07:30pm - 10:00pm
PARALLEL SESSION III – April 18 (DAY 02)
10:00am – 11:30am

Parallel Session 3.01: Issues in Business Strategies: Accounting and Finance
Room: Executive Hall, IMS & SOE
Session Chair: Prof. Dr. Yusnidah Ibrahim  
Coordinator: Dr. Nadeem Ahmed Sheikh
Time: 10:00 – 11:30 (Day 02)


Presenter(s): Maria Shahid


Presenter(s): Muhammad Azhar Khalil

The Effect of Leverage and Firm Size to Profitability of Public Manufacturing Firms in Pakistan (PKAF-64). Ahmad Waleed, NCB&B Lahore Pakistan; Adeel Akhtar, Bahauddin Zakariya University Multan Pakistan; Ahmad Tisman Pasha, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Ahmed Waleed

The Impact of Net Stable Funding Ratio on Net Interest Margin: A Comparative Study of Developing and Developed Countries Banking Sector (PKAF-101). Rehana Kousar, Bahauddin Zakariya University Multan Pakistan; Ulfat Abbas, Bahauddin Zakariya University, Multan, Pakistan.

Presenter(s): Ulfat Abbas

Capital Requirement, Lending and Deposit Behaviors of Conventional Banks and Islamic Banks: A Case of Pakistan (PKAF-143). Sakina Narmeen, Bahauddin Zakariya University Multan Pakistan; Rehana Kousar, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Sakina Narmeen

Are Firms that Contribute to Sustainable Development Valued by Investors? (PKAF-122). Zeeshan Mehmood, Bahauddin Zakariya University Multan Pakistan; Syed Shafqat Abbas, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Syed Shafqat Abbas

Parallel Session 3.02: Issues in Social Sciences: Education and Learning
Room: Committee Room, Institute of Management Sciences
Session Chair: Dr. Khalid Khurshid  
Coordinator: Dr. Bashir Hussain
Time: 10:00 – 11:30 (Day 02)

Teachers’ Self-Efficacy and Stress at Workplace: A Correlation Study (PKSE-95). Bushra Naoreen, GC University Faisalabad Pakistan; Atif Baloch, GC University Faisalabad Pakistan; Muhammad Waqas, GC University Faisalabad Pakistan; Fariha Sohail, GC University Faisalabad Pakistan.

Presenter(s): Bushra Naoreen, Atif Baloch, Fariha Sohail, Muhammad Waqas

Library Resources for Persons with Special Needs: A Quantitative Analysis (PKSE-102). Rukhsana Bashir, University of the Punjab Lahore Pakistan; Ghulam Fatima, University of the Punjab Lahore Pakistan; Misbah Malik, University of Education Lahore Pakistan; Irfan Ali, University of the Punjab Lahore Pakistan.

Presenter(s): Rukhsana Bashir

Use of Information and Communication Technologies (ICTs) in Teaching to students at the University Level (PKSE-83). Dur-e- Nayab, University of the Punjab Lahore Pakistan; Mumtaz Akhter, University of the Punjab Lahore Pakistan; Ghulam Fatima, University of the Punjab Pakistan; Misbah Malik, University of Education Lahore, Pakistan.

Presenter(s): Dur-e- Nayab
Unique Approach Towards Item Analysis: Rasch Analysis of a Multiple-item Test in Education (PKSE-16). Zunaira Fatima, University of Sargodha Pakistan.

Presenter(s): Zunaira Fatima

Job Satisfaction and Job Performance: An Empirical Analysis of University Teachers (PKEC-57). Muhammad Jamil, Quaid-i-Azam University, Islamabad Pakistan; Aabroo Fatima, Quaid-i-Azam University, Islamabad Pakistan.

Presenter(s): Aabroo Fatima

Parallel Session 3.03: Sustainability Issues in Emerging Economies
Room: Research Lab, School of Economics
Session Chair: Prof. Dr. Imran Sharif Chaudhry
Coordinator: Dr. Khawaja Khalid Mehmood

Time: 10:00 – 11:30 (Day 02)

Impact of Urban Agglomeration on Economic Growth of Cities (PKEC-61). Zahid Ullah Khan, University of Sargodha Pakistan; Masood Sarwar Awan, University of Sargodha Pakistan.

Presenter(s): Zahid Ullah Khan

Adoption of Energy Efficient Cooking Technologies in Pakistan: A Logit Analysis (PKEC-112). Inayatullah Jan, The University of Agriculture Peshawar, Pakistan; Sabir Ullah Shah, University of Agriculture Peshawar, Pakistan; Waqar Akram, Sukkur Institute of Business Administration Pakistan.

Presenter(s): Inayatullah Jan


Presenter(s): Rabia Amir

Tourism Causes Uneven Development: A Case Study of Natural and Cultural Heritage Tourism in Pakistan (PKSP-115). Masood ur Rehman Azhar, Universiti Sains Malaysia; Nor Malina Malek, Universiti Sains Malaysia; Saima Masood, COMSATS Institute of Information Technology, Wah Cantt. Pakistan.

Presenter(s): Masood ur Rehman Azhar

Globalization, Economic Growth and Poverty Nexus: A Case Study of Pakistan (PKEC-135). Hafeez ur Rehman, University of Management and Technology Lahore Pakistan; Laila Khalid, Directorate of Public Instructions (Colleges), Lahore Pakistan.

Presenter(s): Hafeez ur Rehman

Room: Conference Room, Institute of Management Sciences
Session Chair: Assoc Prof. Dr. Muhammad Nauman Abbasi
Coordinator: Dr. Raza Ali

Time: 10:00 – 11:30 (Day 02)

Impact of Transformational Leadership on Pakistani Hotel Performance: Mediating Role of Team Empowerment, Knowledge Sharing, Team-Efficacy and Team Prosocial Motivation (PKMS-137). Masoodul Hassan, Bahauddin Zakariya University, Multan Pakistan; Ubaidullah Shafique, Bahauddin Zakariya University Multan Pakistan; Zeeshan Iqbal, Bahauddin Zakariya University Multan Pakistan; Nayab Bukhari, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Ubaidullah Shafique

Role of Organizational Support in Information Use Outcomes via Knowledge Management Environment & Information Behavior Values in Pakistan (PKMS-120). Masoodul Hassan, Bahauddin Zakariya University Multan Pakistan; Asghar Iqbal; Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Asghar Iqbal

The Mediating Effect of Organizational Justice between Career Success and University Performance: A Study from Public Sector Universities of Pakistan (PKMS-113). Quaisar Ijaz Khan, GC University Faisalabad Pakistan; Sana Sarwar, GC University Faisalabad Pakistan.

Presenter(s): Sana Sarwar
Impact of Relational Benefit on Customer Loyalty with the Mediating Role of Customer Satisfaction: A Study of Selective Banks of Multan Region (PKMS-149). Rana Muhammad Shahid Yaqub, The Islamia University of Bahawalpur Pakistan; Fairol Halim, Universiti Utara Malaysia
Presenter(s): Rana Muhammad Shahid Yaqub

Harnessing Information Systems & Technology with Supply Chain Management for Performance Excellence in Retail Sector (PKMS-97). Muhammad Hashim Amin, Metro Cash and Carry Pakistan; Mian Usman Sattar, University of Management and Technology Lahore Pakistan; Usman Khalid, University of Management and Technology Lahore Pakistan
Presenter(s): Mian Usman Sattar

TEA BREAK AND NETWORKING 11:30am – 12:00noon

PARALLEL SESSION IV – April 18 (DAY 02) 12:00noon – 01:30pm

Parallel Session 4.01: Issues in Business Strategy: Accounting and Finance
Room: Executive Hall, IMS & SOE
Session Chair: Prof. Dr. Muhammad Hanif Akhtar Coordinator: Dr. Muhammad Ramzan Sheikh
Time: 12:00 – 01:30 (Day 02)
Impact of Basel III Framework on Financial Distress: Case of Pakistan (PKAF-104). Muhammad Waqas Ashraf, Bahauddin Zakariya University Multan Pakistan; Rehana Kousar, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Muhammad Waqas Ashraf

Presenter(s): Asma Kanwal

Impact of Corporate Governance and Shariah Advisory Board on Islamic Banks Performances: The Case of Pakistan (PKMS-107). Muhammad Hassan, Bahauddin Zakariya University Multan Pakistan; Hafiz Sohail, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Hafiz Sohail

A Literature Review of Agency Theory (PKAF-103). Rehana Kousar, Bahauddin Zakariya University Multan Pakistan; Muhammad Ali Abuzar, Bahauddin Zakariya University Multan Pakistan
Presenter(s): Muhammad Ali Abuzar

Presenter(s): Musarat Abbas

Parallel Session 4.02: Issues in Social Sciences: Education and Learning
Room: Committee Room, Institute of Management Sciences
Session Chair: Prof. Dr. Ahmad Farooq Mash’hadi Coordinator: Dr. Mubashra Jamil
Time: 12:00 – 01:30 (Day 02)
Prevalence of Emotional Disturbance among Special Needs Children of Working and Non-working Parents (PKSE-18). Sana Qaisar, University of the Punjab Pakistan; Nuzhat Bano, University of the Punjab Lahore Pakistan; Ghalam Fatima, University of the Punjab Lahore Pakistan; Iqra Ashraf, University of the Punjab Lahore Pakistan; Misbah Malik, University of Education Lahore Pakistan; Tamhid Zahra, University of the Punjab Lahore Pakistan.
Presenter(s): Sana Qaisar, Nuzhat Bano
Problems Faced by Prospective Teachers of Special and General Education during Teaching Practice: A Qualitative and Comparative Investigation (PKSE-23). Iqra Ashraf, University of the Punjab Lahore Pakistan; Tamhid Zahra, University of the Punjab Lahore Pakistan; Ghulam Fatima, University of the Punjab Lahore Pakistan; Misbah Malik, University of Education Lahore Pakistan; Sana Qaisar, University of the Punjab Pakistan; Nuzhat Bano, University of the Punjab Lahore Pakistan.

Presenter(s): Iqra Ashraf

Relationship between Maternal Parenting Style and Moral Development of Secondary School Students: A Quantitative Investigation (PKSE-117). Mahwish Safder, University of the Punjab Pakistan; Abid Hussain Ch, University of the Punjab Pakistan; Ghulam Fatima, University of the Punjab Pakistan; Misbah Malik, University of Education Township Campus, Lahore Pakistan.

Presenter(s): Mahwish Safder

Role of General and Special Education Teachers in Promoting Research Culture at University Level: A Comparative Investigation (PKSE-75). Amna Azka, University of the Punjab Pakistan; Ghulam Fatima, University of the Punjab Pakistan.

Presenter(s): Amna Azka

Parallel Session 4.03: Issues in Economic Theory and Policy
Room: Research Lab, School of Economics
Session Chair: Prof. Dr. Muhammad Zahir Faridi
Coordinator: Dr. Muhammad Omer Chaudhry
Time: 12:00 – 01:30 (Day 02)


Presenter(s): Rahat Zubair Malik

Impact of Rural-Urban Migration on Education: A Case Study of District Bahawalnagar (PKEC-35). Najma Talib, National University of Modern Languages Multan Campus Pakistan; Imran Sharif Chaudhry; Bahauddin Zakariya University Multan Pakistan; Mariam Abbas Soharwardi, The Islamia University of Bahawalpur Pakistan.

Presenter(s): Najma Talib

Trade Openness, External Debt and Growth Nexus in Pakistan: Empirical Evidence from ARDL Modeling Approach to Co-integration and Causality Analysis (PKEC-42). Hina Ali, The Women University Multan Pakistan; Najma Mumtaz, The Women University Multan Pakistan; Fatima Farooq; Bahauddin Zakariya University Multan Pakistan; Mariam Abbas Soharwardi, The Islamia University of Bahawalpur Pakistan.

Presenter(s): Hina Ali

An Empirical Analysis of the Impact of Remittances on Household’s Consumption Pattern and Poverty in Pakistan (PKES-77). Rehmat Ullah Awan, University of Sargodha Pakistan; Fasahat Waqar, University of Sargodha Pakistan; Falak Sher, University of Sargodha Pakistan.

Presenter(s): Fasahat Waqar

Foreign Aid and Economic Growth: A Case Study of Selected African Countries (PKEC-94). Adiqa Kiani, Federal Urdu University Islamabad Pakistan; Ya Sakina, Federal Urdu University Islamabad Pakistan; Sadia Bibi, COMSATS Institute Vehari Pakistan.

Presenter(s): Adiqa Kiani, Ya Sakina Bibi, Sadia Bibi

Parallel Session 4.04: Issues in Economic Theory and Policy
Room: Conference Room, Institute of Management Sciences
Session Chair: Prof. Dr. Imran Sharif Chaudhry
Coordinator: Ms. Fatima Farooq
Time: 12:00 – 01:30 (Day 02)

The Impact of Stability and Defense Expenditure on Economic Growth: A Case Study of Pakistan (PKEC-134). Nabila Asghar, University of the Punjab, Lahore Pakistan; Shahida Hanif, Covt. Degree College for Women Lahore Pakistan.

Presenter(s): Nabila Asghar
Measuring Energy Efficiency and Exploring the Determinants of Energy Efficiency in Selected Economies of Asia (PKEC-138). Muhammad Nadeem, University of the Punjab, Lahore Pakistan; Hafiz Ghulam Mujaddid, University of the Punjab, Lahore Pakistan; Nabila Asghar, University of the Punjab, Lahore Pakistan.

Presenter(s): Muhammad Nadeem

Impact of Energy Consumption on the Economic Growth in Pakistan: A Time Series Analysis (PKEC-139). Muhammad Sohail Amjad Makhdum, GC University Faisalabad Pakistan; Sofia Anwar, GC University Faisalabad Pakistan; Rakhshanda Kousar, University of Agriculture Faisalabad Pakistan; Muhammad Asif, University of Agriculture Faisalabad Pakistan.

Presenter(s): Muhammad Sohail Amjad Makhdum

Causal Relationship between Renewable Energy and Non-renewable Energy Sources and Economic Growth: A Panel Data Analysis of South Asian countries (PKEC-140). Sadia Ali, GC University Faisalabad Pakistan; Sofia Anwar, GC University Faisalabad Pakistan; Samia Nasreen, GC University Faisalabad Pakistan.

Presenter(s): Sadia Ali

Job Satisfaction and Marital Adjustment among Paramedical Staff: Mediating role of Work-Family Conflict (PKSS-131). Iram Batool, Bahauddin Zakariya University Multan Pakistan; Shaukat Hussain, Government Postgraduate College, Jhang Pakistan; Ruqia Safdar Bajwa, Bahauddin Zakariya University Multan Pakistan

Presenter(s): Iram Batool

CONFERENCE LUNCH/PRAYER TIME 01:30pm – 02:15pm

PARALLEL SESSION V – April 18 (DAY 02)
02:15pm – 03:30pm

Parallel Session 5.01: Issues in Business Strategy: Management
Room: Executive Hall, IMS & SOE
Session Chair: Assoc Prof. Dr Abdul Halim Abdul Majid
Coordinator: Dr. Muhammad Sadiq Shahid
Time: 02:15 – 03:30 (Day 02)
Corruption, Culture: The Ineffective Organizational Control (PKSP-31). Rabia Mumtaz Bhutta, Bahauddin Zakariya University Multan Pakistan; Hassan Bucha, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Rabia Mumtaz Bhutta

Organization Citizenship Behavior: Notion of Social Exchange Theory (PKMS-93). Malka Liaquat, National University of Modern Languages, Pakistan; Khawaja Khalid Mehmood, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Malka Liaquat

Impact of Employee Empowerment, Teamwork, Employee Training and Job Security on Job Satisfaction with Moderating Effect of Employees Qualification (PKMS-50). Ahmad Waleed, National College of Business Administration and Economics Pakistan; Muhammad Kashif Mughal, National College of Business Administration and Economics Pakistan; Adeel Akhtar, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Muhammad Kashif Mughal


Presenter(s): Nabegha Mahmood

The Impact of Quality of Work Life on Job Satisfaction and Exploration of Role of Perceived Stress among Bank Employees (PKSS-130). Ruqia Safdar Bajwa, Bahauddin Zakariya University Multan Pakistan; Iram Batool, Bahauddin Zakariya University Multan Pakistan; Shaukat Hussain, Govt. postgraduate college Jhang Pakistan; Mohammad Qasim, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Ruqia Safdar Bajwa
Parallel Session 5.02: Issues in Business Strategy: Marketing
Room: Research Lab, School of Economics
Session Chair: Prof. Dr. Mohd Sobri B Minai
Coordinator: Dr. Zubair Ahmad
Time: 02:15 – 03:30 (Day 02)
Masoodul Hassan, Bahauddin Zakariya University Multan Pakistan; Zeeshan Iqbal, Bahauddin Zakariya University Multan Pakistan; Maimoona Malik, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Zeeshan Iqbal

Role of Brand Loyalty in Building Brand Equity: A Comparative Study of Consumer Involvement Levels (PKMS-45).
Shahid Nawaz, The Islamia University of Bahawalpur Pakistan; Muhammad Zahid, The Dongbei University of Finance & Economics China; Mudassar Ali, The Islamia University of Bahawalpur Pakistan; Muhammad Ishfaq, The Islamia University of Bahawalpur Pakistan.
Presenter(s): Shahid Nawaz

Antecedents of the User Behavior for Online Businesses: A Case of Pakistan (PKMS-105).
Muhammad Amjad Khan, University of the Punjab Lahore Pakistan; Lutf Ullah; Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Muhammad Amjad Khan, Lutf Ullah

Khawar Naheed, Bahauddin Zakariya University Multan Pakistan; Badar Latif, Bahauddin Zakariya University Multan Pakistan; Mohsin Ali, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Badar Latif

Factors affecting the Individual Customers Selection of Commercial Banks to Deposit Money—Evidence from District Bhakkar (Punjab), Pakistan (PKEC-76).
Muhammad Asif Nadeem Khemta, University of Sargodha Bhakkar Campus Pakistan.
Presenter(s): Muhammad Asif Nadeem Khemta

Parallel Session 5.03: Issues in Social Sciences: Education and Learning
Room: Committee Room, Institute of Management Sciences
Session Chair: Assoc. Prof. Dr Rana Muhammad Dilshad
Coordinator: Dr. Asia Zulfiqar
Time: 02:15 – 03:30 (Day 02)
A Study of Sensory Issues of Students with Autism (PKSE-79).
Maria Mushtaq, University of the Punjab Lahore Pakistan; Hina Fazil, University of the Punjab Lahore Pakistan; Amna Azka, University of the Punjab Lahore Pakistan.
Presenter(s): Hina Fazil

University Students’ Health Care Practices in Relation with their Classroom Performance (PKSE-37).
Hina Khalid, University of Sargodha Pakistan; Shaista Khalid, University of Sargodha Pakistan; Zubair Ahmad Shah, Government College for Elementary Teachers, Sargodha Pakistan.
Presenter(s): Shaista Khalid

Studying the Availability and Utility of Information and Communication Technologies at Government Schools of Southern Punjab (PKSE-44).
Maimoona Naeem, University of Sargodha Pakistan; Muhammad Sarwar, University of Sargodha, Pakistan.
Presenter(s): Maimoona Naeem

Problems Faced by Special Education Teachers in Teaching Mathematic Skills to Children with Intellectual and Development Disabilities (PKSE-78).
Maria Mushtaq, University of the Punjab Pakistan; Hina Fazil, University of the Punjab Pakistan; Amna Azka, University of the Punjab Pakistan.
Presenter(s): Maria Mushtaq
Parallel Session 5.04: Issues in Economic Theory and Policy
Room: Conference Room, Institute of Management Sciences
Session Chair: Prof. Dr. Hafeez ur Rehman
Coordinator: Dr. Moeed Ahmad
Time: 02:15 – 03:30 (Day 02)
Choice between Domestic and Foreign Debt: A Case Study of Pakistan (PKEC-109). Ghazala Zafar Lashari, Women University Azad Jammu & Kashmir Bagh, Pakistan; Imran Sharif Chaudhry, Bahauddin Zakariya University Multan Pakistan; Muhammad Akbar, Bahauddin Zakariya University Multan Pakistan
Presenter(s): Ghazala Zafar Lashari

Identifying Determinants of Child Labor in Pakistan (PKEC-55). Muhammad Qamar Habib, The Islamia University of Bahawalpur Pakistan; Muhammad Asif Nadeem, The Islamia University of Bahawalpur Pakistan; Rozina Sadiq, University of Gujrat Pakistan
Presenter(s): Muhammad Qamar Habib

Youth Knowledge, Attitude and Practices About Malaria in District Layyah Punjab (PKMS-60). Irfan Hussain Khan, Government College University Faisalabad Pakistan; Sofia Anwar, Government College University Faisalabad Pakistan; Shumaila Hashim, University of Karachi Pakistan.
Presenter(s): Irfan Hussain Khan

An economic analysis of cotton processing in selected ginning Small and Medium Enterprises (SMEs) in Punjab, Pakistan (PKEC-141). Syed Asif Ali Naqvi, GC University Faisalabad Pakistan; Sofia Anwar, GC University Faisalabad Pakistan; Muhammad Yousuf, University of Agriculture Faisalabad Pakistan; Muhammad Ashfaq, University of Agriculture Faisalabad Pakistan; Muhammad Laeeq, GC University Faisalabad Pakistan.
Presenter(s): Syed Asif Ali Naqvi, Muhammad Laeeq

Presenter(s): Fatima Farooq

EMERALD’S WORKSHOP ON GUIDE TO GETTING PUBLISHED
03:30pm – 04:30pm
Executive Hall, IMS & SOE
CLOSING CEREMONY AND TEA BREAK
04:30pm – 05:00pm
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Panel Discussants  
Prof. Dr. Mohd Sobri B Minai, Universiti Utara Malaysia, Malaysia  
Prof. Dr. Muhammad Hanif Akhtar, Department of Commerce, Bahauddin Zakariya University Multan Pakistan  
Prof. Dr. Imran Sharif Chaudhry, School of Economics, Bahauddin Zakariya University Multan Pakistan  
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