

2nd International Conference & Graduate Colloquium 3 Minute Thesis Competition

ICGC
2022



ABSTRACT BOOK



International
Conference &
Graduate
Colloquium





**2ND INTERNATIONAL CONFERENCE
GRADUATE & COLLOQUIUM
AND 3 MINUTE THESIS COMPETITION**
Impactful Research for Sustainable Development



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CONFERENCE CHAIR MESSAGE

It is a matter of honor for me to welcome you at this prestigious event of the 2nd International Conference & Graduate Colloquium and 3 Minute Thesis Competition (ICGC-2022) on 14th – 15th March, 2022 at Hailey College of Commerce, University of the Punjab, Lahore.

The conference theme for ICGC-2022 is *Impactful Research for Sustainable Development* under the sub tracks i.e., business greening, electronic commerce, sustainable entrepreneurship, technological disruption in business and sustainable business practices. We are proud to have so many high-quality submissions and we are looking forward to a vibrant and engaging conference.

We are thus striving hard not only to add strength to the academic profile of the younger generation but also carving them to be men and women of integrity and honesty.

The rapid growth in the field of information technology has opened new horizons of information and knowledge. Businesses today are shifting towards a more horizontal, inclusive, and social business landscape. Social media is getting tremendous importance, eliminating the barriers of size, geography, demography, history, and experience.

The conference would not have been a success without the help of many people, and we would like to acknowledge their contributions. First, we would like to thank all the authors for their excellent submissions to ICGC-2022. We also express our most sincere appreciation to our conference secretary, Dr Ishfaq Ahmed, the conference committee members, Organizers, Moderators, Volunteers and Media Club.

This has accelerated the speed of change taking place in priorities and preferences and designing contemporary strategies and approaches to redressing the issues. Therefore the theme of our year's Conference is "Pandemic: Experiences, Learnings & Applications in Business".

While addressing the inaugural ceremony of the conference Professor Dr. Zulfqar Ahmed, Dean Faculty Commerce & Principal Hailey College of Commerce presented a comprehensive and coherent frame work of benefits generated by ICGC-2022 at HCC, University of the Punjab, Lahore. He elaborated the conceptual role of educational institutions in Pakistani society and how they contribute to the success of the nation. He said that such research activities will attribute to the productive capacity of the national economy and businesses in Pakistan, especially after pandemic situation. He share his belief that ICGC-2022 will equip students and researchers with the knowledge and skills that allow them to make greater contributions to society; it will generate and disseminate knowledge to enhance productivity and improve business practices; and ICGC-2022 will provide a myriad of broader business community and economic benefits. He pays his great gratitude to the keynote speakers and guests, and presented them with souvenirs.

Worthy Vice Chancellor of the University of the Punjab congratulated and appreciated the Dean & Principal, HCC for his efforts to promote research culture, academic advancements, and infrastructural development at Hailey College of Commerce, University of the Punjab, Lahore, Pakistan.





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KEY NOTE SPEAKERS



Prof. Jo Ann Rolle
City University, New York



Dr. Zoe Morgaan
Sohar University, Oman



**Dr. Zafir Khan Bin
Mohammad**
Makhbul, University of
Kabaansan, Malaysia



Foure-Joopen Helga
Clermont University, France



Prof. Dr. Zulfqar Ahmed
Conference Chair



Dr. Ishfaq Ahmed
Conference Secretary

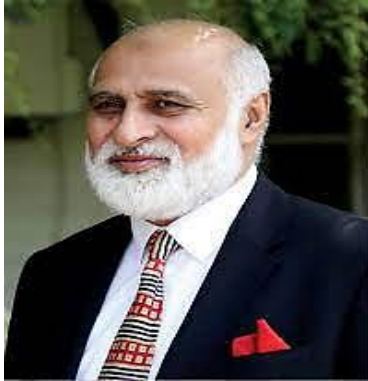




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ORGANIZING COMMITTEE



Prof. Dr. Niaz Ahmed Akthar
Patron



Prof. Dr. Zulfqar Ahmed
Conference Chair



Dr. Hafiz Zafar Ahmed
Conference Co-Chair



Dr. Ishfaq Ahmed
Conference Secretary



Dr. Mubashar Munawar Khan
Professor



Dr. Sayyid Salman Rizavi
Professor



Mr. Asif Ali
Conference Coordinator



Mr. Zaheer Abbas
Conference Coordinator





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RECEPTION COMMITTEE



Dr. Ishfaq Ahmad
Associate Professor



Dr. Muhammad Ramzan
Assistant Professor



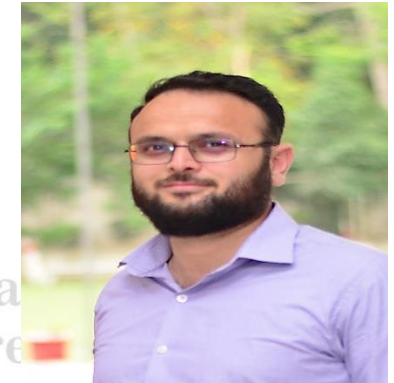
Dr. Muhammad Usman
Assistant Professor



Dr. Zia Ur Rehman Rao
Associate Professor



Ms. Lubna Uzair
Lecturer



Mr. Attiq ur Rehman
Lecturer

REFRESHMENT COMMITTEE



Dr. Sheikh Usman Yousaf
Associate Professor



Dr. Muhammad Aamir
Assistant Professor



Ms. Haleema Tariq
Lecturer

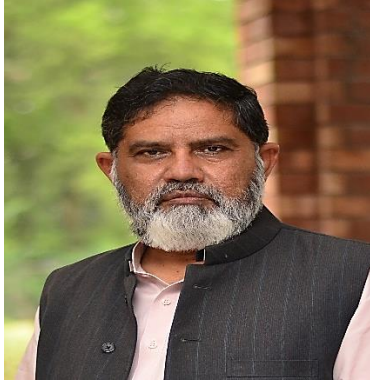




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REGISTRATION COMMITTEE



Dr. Hafiz Abdur Rashid
Assistant Professor



Dr. Fouzia Ali
Assistant Professor



Dr. Nisar Ahmad
Assistant Professor

LOGISTIC & MEDIA COMMITTEE



Dr. Majid Ali
Assistant Professor



Dr. Sadia Farooq
Assistant Professor



Ms. Tayyaba Yousaf
Lecturer



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VOLUNTEERS AND MEDIA CLUB

Moderators:

1. Faryal Munir
2. Uzma Mukhtar
3. Farwa Shaheen
4. Sara Faisal
5. Huma
6. Laiba Farrukh
7. Faraz Khan
8. Awais Asif
9. M. Albab Fahad
10. Usman Ghani
11. Muhammad Huzaifa
12. Mohsin Mehmood
13. Dania Tanveer
14. Sobia Naseer
15. Awais Asif
16. Amina Naveed
17. Nabeela Arshad

Volunteers:

1. Numan Salah Ud Din
2. Arslan Salah Ud Din
3. Ibrahim
4. Hamza
5. Ahmad Bilal
6. Naveed Javed
7. Zafar Iqbal
8. M. Shahbaz Mohyuddin
9. M. Ahmad
10. Maah Imran
11. Faisal
12. Umama
14. Abdullah Fiaz
15. Hifza Bibi

16. Ayehsa Farid
17. Ifra Seemab
18. Mubeen Raza
19. Aman Butt
20. Abeer Hina
21. Neha Ansari
22. Komal arif
23. Ayesha
24. Hiba Mustansar
25. Maryam Irfan
26. Nimra Dastgeer
27. Mehak Riaz
28. Sana Nadeem
29. Maryam Asghar
30. Abida Liaqat
31. Umer Daraz
32. M. Junaid
33. M. Waleed

Media Club:

1. Muhammad Tayyab
2. Abdul Manan
3. Bilal Malik
4. Ahmad Naeem
5. Rohan Basir
6. Zunaira Mir
7. Yasir Mahmood
8. Hassan Shakir
9. Fatima Zaidi
10. Umme Haani

Organizers team:

1. M. Arzam Hussain
2. M. Faheem Akram





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CONFERENCE PROGRAM
INAUGURATION CEREMONY

DAY I, MONDAY, 14 MARCH 2022

- | | |
|---|----------|
| 1. Registration | 09:00 AM |
| 2. Guests to be Seated | 09:30 AM |
| 3. Arrival of Chief Guest | 09:45 AM |
| 4. Welcome Remarks | 10:00 AM |
| 5. National Anthem | 10:10 AM |
| 6. Recitation of Holy Quran | 10:15 AM |
| 7. NAAT in Praise of the Prophet Muhammad (PBUH) | 10:20 AM |
| 8. Welcome Address by Conference Secretary | 10:25 AM |
| 9. Welcome Address by Honorable Principal Zulfqar Ahmed | 10:40 AM |
| 10. Keynote Speeches by Honorable Guests | 11:00 AM |
| 11. Address by Honorable Niaz Ahmed Akthar | 12:40 PM |
| 12. Photo Session & Socialization | 01:15 PM |
| 13. Lunch & prayer break | 01:30 PM |

ACADEMIC SESSIONS-I

- | | |
|------------------------|----------|
| 14. Academic Session I | 02:00 PM |
| 15. Tea Break | 03:45 PM |

END OF DAY ONE

DAY II, TUESDAY, 15 MARCH 2022

ACADEMIC SESSIONS-II

- | | |
|---|----------|
| 16. Academic Session III | 10:30 AM |
| 17. Lunch Break | 12:30 PM |
| 18. Academic Session IV | 01:30 PM |
| 19. Academic Session IV & 3 Minute Thesis Competition | 04:00 PM |
| 20. Closing Ceremony & Dinner | 06:30 PM |

END OF DAY TWO





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ACADEMIC SESSION – I & II

ACADEMIC SESSION – I & II

DAY-I, MONDAY 14 MARCH, 2022

DAY-II, TUESDAY 15 MARCH, 2022



TIMING: 02:00 PM TO 06:00 PM

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SESSION 1: MONDAY, MARCH 14, 2022

Session Theme: Organizational Behavior

Room # 203 (Anis Block)

Time: 2:00 PM – 3:45 PM

Session Chair: Dr. Naveed Iqbal Chaudhary & Dr. Tehmina Fiaz Qazi

ID	Authors	Article Title
202201001	Iqra Nasrullah, Hafiz Fawad Ali, Hira Aftab	The effects of personality traits on brand loyalty in the apparel industry: the mediating role of consumer preferences
202202002	Mehreen Waheed, Ansar Waseem	Exploring the Role of Human Resource Practices on Knowledge Spillovers: Descriptive Study of Knowledge Intense Institutes
202202039	Naveed Hasan	Psychological Contract Breach and Work Alienation: A Case of Tourism Agencies
202202127	Ishfaq Ahmed	Fun at work and voluntary absenteeism of employees – a managed fun perspective
202202063	Saman Ijaz Chughtai, Talat Islam	Leadership and Extra-Role Behaviors: The Roles of Trust in Leader and Organizational Support
202202024	Abid Hussain, Rizwan Qaiser Danish, Sara Shabbir	An Empirical Investigation of Performance Expectancy and Effort Expectancy in Predicting Adaptive Performance: Serial Mediation Model.





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SESSION 2: MONDAY, MARCH 14, 2022

Session Theme: Organizational Behavior

Room # 203 (Anis Block)

Time: 4:00 PM – 6:00 PM

Session Chair: Dr. Zeeshan Shaukat & Dr. Ahmad Usman

ID	Authors	Article Title
202202041	Babar Nadeem, Ishfaq Ahmed	Abusive supervision and employees' retaliation: Mediation by depletion of resources and moderation by political skill
202202044	Hajira Liaqat, Sh. Usman Yousaf	Workplace Religious Communication and Islamic Work Ethic: Mediating Roles of Self-Reflection and Self-Reforms
202202109	Mula Nazar Khan, Ishfaq Ahmed	The impact of abusive supervision on work-family conflict: mediating role of rumination and moderating role of organizational justice
202202059	Asra Jabbar, Talat Islam, Sania Zahra Malik	Effects of shared leadership on knowledge sharing and work engagement in Higher Education: The moderating role of creative-self efficacy
202202069	Rizwan Qaiser Danish, Asvir Naveed	Relating Ambidextrous Leadership to Innovation Through Serial Mediation and Moderation: A Multi-Level Study of ICTs in Pakistan
202202078	Muhammad Aamir	Managerial Coaching and Workplace Well-being: Mediating roles of Compassion, Job Embeddedness and Psychological Contract Fulfillment





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SESSION 3: TUESDAY, MARCH 15, 2022

Session Theme: Organizational Behavior

Room # 203 (Anis Block)

Time: 10:30 AM – 12:30 PM

Session Chair: Dr. Rizwan Qaisar Danish & Dr. Ghulam Abid

ID	Authors	Article Title
202202021	Atqa Abdur Razzaq, Zulfqar Ahmed	High-performance work practices and front-line customer care hotel employee's extra-role performance: a moderated mediation model
202202031	Anam Toqeer, Fozia Hadi Ali	Impact of Remote Work Flexibility Factors on Organizational Performance with Moderation of Organizational Policy and Top Management Support
202202074	Abid Hussain, Rizwan Qaiser Danish, Sara Shabbir, Muhammad Bilal	Serial Mediating Role of Usage and Productivity between Performance Expectancy and Adaptive Performance
202202082	Ayesha Kiran, Rizwan Qaiser Danish	The Study of Causes of Stress and Stress Management Strategies used by Students at University Level
202202076	Muhammad Hammad, Talat Islam	How Does Workload Often Increase Intention to Leave the Banking Sector? A Moderated Mediation Model
202203146	Noor-ul-ain, Ghulam Abid	Empirical Analysis of Punitive Supervision On Turnover Intention: A Mediation Model
202203147	Palwasha Khan, Sadaf Tausif, Zaima Akram, Zubira Khan, Dr Ghulam Abid	Impact of Family Motivation on Turnover Intention: A Study of the Telecommunication Industry





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SESSION 4: TUESDAY, MARCH 15, 2022

Session Theme: Organizational Behavior

Room # 203 (Anis Block)

Time: 1:30 PM – 3:30 PM

Session Chair: Dr. Mudassar Ghafoor & Dr. Sami Ullah

ID	Authors	Article Title
202202084	Rizwan Qaiser Danish, Aniq Gill, Muhammad Hasnain, Ahmad Bilal Ali	Impact of abusive supervision on nurses' turnover intention and innovative behavior via work engagement: moderating role of person-job-fit
202202092	Muhammad Salman, Ishfaq Ahmed	Promoting Employee Green Behaviour Through Environmental Specific Servant Leadership: A Mediated Mechanism
202202102	Saira Altaf	Fueling the work engagement spirit: A closer look at how religiosity motivates employees work engagement in media employees.
202202067	Syeda Huma Hassan Abdi, Talat Islam	Can transformational leadership encourage employees' innovative work behavior? A moderated-mediation model
202202050	Muhammad Sohail, Shazia Nauman	Impact of Servant Leadership on Project Success: Roles of Job Satisfaction and Team Building





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SESSION 5: TUESDAY, MARCH 15, 2022

Session Theme: Organizational Behavior

Room # 203 (Anis Block)

Time: 04:00 PM – 6:00 PM

Session Chair: Dr. Zeeshan Ahmer & Dr. Talat Islam

ID	Authors	Article Title
202202112	Aiman Ashfaq	The impact of green (HRM) practices on green behavior intention, mediate green identity and moderator green values.
202202116	Hafiz Muhammad Asad Habib	When leader is morally corrupt: Interplay of despotic leadership and self-concordance on moral emotions and façade of conformity
202202117	Abdul Qadeer, Zahid Hussain, Anum Tariq	Impacts of Customer Incivility on Organizational Performance; Moderating role of Empowering Leadership Style.
202202085	Rizwan Qaiser Danish, Muqqadas Rehman, Mahmood A. Bodla	Perceptions of Organizational Politics and Employees' Performance
202202072	Waqas Baig, Rizwan Qaiser Danish, Ishfaq Ahmad	Impacts of Organizational Climates on Employees Green behavior through mediating role of Green Employee Empowerment and Moderating role of Leadership
202203174	Khalid Hussain	Authoritative Leadership and Work Behaviors: Mediation of State Anxiety
202203167	Asma Shahzadi, M. Farooq Rehan	Study of the relationship between workforce diversity and perceived firm performance: moderating effect of structural empowerment and multisource feedback





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SESSION 1: MONDAY, MARCH 14, 2022

Session Theme: Behavioral Finance

Room # 204 (Anis Block)

Time: 02:00 PM – 03:45 PM

Session Chair: Dr. Wasim ul Rehman Rana & Dr. Muzammal Khurshid

ID	Authors	Article Title
202202022	Zarnab Siddiqui	The Moderating Role of Government Support on the Relationship between Access to Finance, Financial Literacy, and SME's Financial Growth in Pakistan.
202202028	Mahnoor Fatima, Rao Zia-ur-Rehman, Muhammad Umar	Does investor Herd? Insight from Pakistan Stock Exchange
202202090	Arslan Saleem, Muhammad Usman	Effect of Behavioral Biases towards Investment Decisions of Individual Investors: The Role of Financial Literacy
202202098	Maryam Yousaf, Khalid Hussain	Discussing the impact of financial knowledge and financial awareness on financial behavior through mediation of financial perception
202202081	Ruhma Asif	Impact of Representative Bias on Individual Investment Decision With Mediating Role of Risk Tolerance And Moderating Role of Locus Of Control





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SESSION 2: MONDAY, MARCH 14, 2022

Session Theme: Behavioral Finance

Room # 204 (Anis Block)

Time: 04:00 PM – 06:00 PM

Session Chair: Dr. Sajid Nazir & Dr. Naveed Ahmad

ID	Authors	Article Title
202203160	Ashfaq Ahmad, Nasira Perveen	Role of socio-psychological factors in filing compliance: Stakeholders & perspective
202203164	Aamir Inam Bhutta, Arooj Naz	Corporate Real Estate Holding and Firm Performance: Evidence from Pakistan
202202511	Kausar Muhammad Din, Benish Haseeb	E-commerce in shariah and Islamic law. A Specific study in the light of contemporary Era

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SESSION 3: TUESDAY, MARCH 15, 2022

Session Theme: Organizational Behavior

Room # 204 (Anis Block)

Time: 10:30 AM – 12:30 PM

Session Chair: Dr. Rabnawaz Lodhi & Dr. Basharat Raza

ID	Authors	Article Title
202203131	Abeera mohsin, Maham iqbal, Maham zahra, Narmeen zahid, Sadia arshad	Role Overload and Job Performance: The Role of Regulation of Emotion
202203132	Aiysha Imran, Resham Abbas	How work family conflict deteriorates employee wellbeing: Mediation of employee engagement
202203134	Affifa Farrukh, Alina Khalil, Laiba Umar, Zainab Ishtiaq, Sara Aslam	The Impact of Environmental Factors on Pro-Environmental Behavior; Mediating Role of Environmental Commitment
202203138	Areej Zara, Alina Shehzad, Maryam Zameer, Naymal Arshad, Anam Tariq	Impact of Employee Autonomy and Family Motivation on Organizational Citizenship Behavior: Mediation of Intrinsic Motivation and Moderation of Fairness Perception
202203139	Areej Zara, Alina Shehzad, Maryam Zameer, Naymal Arshad, Anam Tariq	Employee Autonomy, Family Motivation, Fairness Perception and Intrinsic Motivation
202203141	Faryal Bajwa, Tehreem Masood	Supervisor Support, Learning, Intrinsic Motivation And Employee Wellbeing: A Sequential Mediation Analysis





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SESSION 4: TUESDAY, MARCH 15, 2022

Session Theme: Organizational Behavior

Room # 204 (Anis Block)

Time: 1:30 PM – 03:30 PM

Session Chair: Dr. Muhammad Ali & Dr. Sahar Latif Rana

ID	Authors	Article Title
202203155	Ahmed Naeem, Muhammad Ahmad	Effects of Over-qualification on Counterproductive work behavior: A moderated-mediation model
202203161	Khudaija Warraich	Managing Performance Through Employee Attributes And Implications On Employee Engagement
202203173	Asia Rafiq, Sharjeel Saleem	Role of Employee Political Skill in the Enhancement of Job Performance
202203178	Hassaan Farid	How and When Organizational Justice Impact Extra-Role Customer Service: A Social Exchange Perspective of Thriving at Work
202202060	Qurat-ul-ain Mubashir, Talat Islam, Yasir Ashraf	Impact of Paternalistic Leadership on Organizational Commitment: The moderating role of Leader-Member Exchange and mediating role of Psychological Empowerment and Self-Efficacy
202202087	Sania Saeed, Rizwan Qaiser Danish, Waqas Baig	Students' Academic and Institutional Concerns in Crisis of COVID-19: Evidence from Pakistan





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SESSION 5: TUESDAY, MARCH 15, 2022

Session Theme: Organizational Behavior

Room # 204 (Anis Block)

Time: 04:00 PM – 06:00 PM

Session Chair: Dr. Imran Shafique & Dr. Adnan Bashir (UOG)

ID	Authors	Article Title
202202504	M Umair Ahmed, Aftab Shoukat	Green Human Recourse Environment Performance, Circular performance Environment reputation and Economics Performance. The moderating role of CEO ethical leadership.
202202508	Sobia Shabeer	The relationship between career adaptability and career plateau: A mediation moderation model
202202020	Nabeela Nazly,Adeel Nasir,Saqib Rehmaan	Bibliometric Analysis of Spiritual Leadership in Management & Business Administration
202202064	Madiha Bint-E-Riaz, Talat Islam	Impact of workplace bullying on employees' well-being: Roles of psychological contract violation and workplace friendship
202203179	Hina Munir, Rizwan Qaiser Danish	An Employee Retention Approach through Person-Organizational Fit under Organizational Support, Satisfaction & Commitment





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SESSION 1: MONDAY, MARCH 14, 2022

Session Theme: Finance

Room # 205 (Anis Block)

Time: 02:00 PM – 03:45 PM

Session Chair: Dr. Muhammad Azeem & Dr. Kanwal Iqbal Khan

ID	Authors	Article Title
202202006	Abida Hafeez, Sahar Latif, Aisha Siddiqua, Shamsheer-ul-Haq	Explaining the Variability of Velocity of Money in Pakistan
202202023	Sayedza Zeenat Maryam, Ashfaq Ahamad	Fintech Value Chain Financing: Addressing Small-Scale Farmers' Agricultural Financing Challenges and Devising a good Solution
202202027	Wajeeha Baig, Rao Zia-ur-Rehman, Tanveer Ahsan	Does National Culture Affect Volatility? Insight from International Stock Markets
202203172	Sabra Munir, Siti Zaleha Abdul Rasid, Muhammad Aamir	Impact of Big Data Analytics Capabilities on innovation performance with Moderating Role of Process Oriented Dynamic Capabilities: Pharmaceutical Sector
202203159	Ashfaq Ahmad, Nida Mirza	Investigation of Factors for Bank Adoption Decision regarding Islamic Banks





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SESSION 2: MONDAY, MARCH 14, 2022

Session Theme: Finance

Room # 205 (Anis Block)

Time: 04:00 PM – 06:00 PM

Session Chair: Dr. Jam e Kausar & Dr. Muhammad Usman (HCBF)

ID	Authors	Article Title
202202030	Mohammad Junaid	Digitalized & Unified Fiscalization In National Taxation
202202052	Fizza Irfan, Muhammad Usman	The Impact of Voluntary Disclosure on Banks Value: The Moderating Role of Corporate Governance: Evidence from Pakistan.
202202089	Muhammad Huzaifa, Zia-ur-Rehman Rao	Capital Structure and Firm Performance: Evidence from Energy Sector
202202110	Sehar Naseer, Muhammad Usman	Sustainability Practices and Financial Performance with Moderating Effect of Ownership Structure
202203156	Ashfaq Ahmad, Benish	A Study of Green Banking and Regulatory Requirement on Bank Performance





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SESSION 3: TUESDAY, MARCH 15, 2022

Session Theme: Finance

Room # 205 (Anis Block)

Time: 10:30 AM – 12:30 PM

Session Chair: Dr. Adeel Nasir & Dr. Rabia Asif

ID	Authors	Article Title
202202004	Maria Arooj, Fareeha WASEEM, Syeda Fizza ABBAS	Effect of Financial Leverage on Firm Value: Evidence From Pakistan
202202011	Farah Naz, Khadija Mansoor	A Comparative Analysis of Financial Performance of Microfinance Institutions in Pakistan and India
202202003	Farah Naz, Amna Bashir	The Impact of Inventory Leanness on Financial Performance of The Firms With The Mediating Effect of Risk - Taking
202202035	Sana Rashid	An Empirical Investigation of Financial Inclusion on Financial Wellbeing of Working Women: A Mediating Role of Financial Capability





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SESSION 4: TUESDAY, MARCH 15, 2022

Session Theme: Economic Development

Room # 205 (Anis Block)

Time: 01:30 PM – 03:30 PM

Session Chair: Dr. Mobeen Shafqat & Dr. Shaista Jabeen

ID	Authors	Article Title
202202049	Hafiz Muhammad Zaheer Abbasi, Shazia Nauman	Impact of Governmentality on project Success. Roles of trust and Project work Engagement
202202075	Kainat Pervaiz	The impact of bank diversification on effectiveness of monetary policy: evidence from Pakistan's and Malaysian banking sector
202203151	Misbah Khizar, Zia-ur-Rehman Rao, Muhammad Zubair Tauni	Financial Inclusiveness and Economic Growth: A Global Perspective
202202509	Muhammad Farooq, Nawaz Ahmad	Dynamic Performance of Export Of Knitted Garments (Hs-61) of Pakistan: A Comparative Analysis of Selected Countries (2001-2020)
202202120	Bisma Iqbal, Muhammad Aamir	Bank-specific and Macro-economic Factors of Profitability: Evidence from Pakistan





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SESSION 5: TUESDAY, MARCH 15, 2022

Session Theme: Finance

Room # 205 (Anis Block)

Time: 04:00 PM – 06:00 PM

Session Chair: Dr. Ather Azeem Khan & Dr. Ahmad Usman Shahid

ID	Authors	Article Title
202202036	Uzma mukhtar	Firm performance of SMEs: the impact of social capital, strategic agility, and strategic flexibility
202201501	Bilal Feroze, Hafiz Zafar Ahmed	Balance Scorecard to Assess Performance: A case of Commercial Banks in Pakistan
202202507	Mahwish Zafar, Sana khizar	Unemployment in Pakistan with an Empirical Approach of ARDL
202202019	Huma Abid, Adeel Nasir, Saqib Rehmaan	Influential structure of Islamic Cryptocurrency literature: a bibliometric review
202202032	Naila Sadiq, Hajra Noor, Syeda Fizza Abbas	Capital, Risk and Liquidity: A Comparative Analysis of Islamic and Conventional Banks in Pakistan





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SESSION 1: MONDAY, MARCH 14, 2022

Session Theme: Sustainable Development Goals

Room # 115 (Anis Block)

Time: 02:00 PM – 03:45 PM

Session Chair: Dr. Bilal & Dr. Farooq Ahmed

ID	Authors	Article Title
202202010	Somia Younas, Mehwish Zafar	Green Economy is a Nucleus of Sustainable Development Goals
202202012	Ayesha Awan, Mahwish Zafar	Socio Economic Factors Affecting poverty: A Fresh insight from south Asia region
202202025	Adil Riaz, Fozia Ali, Khurram Ashfaq, Qalb-e-Abbas, Abdul Majeed	Green performance of manufacturing companies: A developing economy perspective
202202070	Abdul Rasheed Ghumman Abdul Majeed	Examination of Peer Influence as a Moderator and Predictor an Explaining Green Purchase Behavior in a Developing Country





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SESSION 2: MONDAY, MARCH 14, 2022

Session Theme: Organizational Behavior

Room # 115 (Anis Block)

Time: 4:00 PM – 6:00 PM

Session Chair: Dr. Aziz Ullah Niazi & Dr. Muhammad Ahmad

ID	Authors	Article Title
202203128	Bashir Ahmad, Muhammad Azam	Relationship between Leadership Grit and Knowledge Sharing in Public Sector Employees: The Mediating Role of Growth Mind Set
202203130	Arqam Javed Kayani, Jakaria Bin Dasan	Linkage between Perceived External Prestige and Organizational Identification: Mediation effect of Employee Emotional Labor.
202203152	Dania Tanveer	Family incivility and thriving at work: A Moderated Mediation Model of Psychological Distress and Core Self-Evaluation
202203153	Amna Hanif	How mobile work leads to psychological withdrawal behavior via psychological detachment and emotional exhaustion? The Moderating role of segmentation preference
202203154	Dabeera Mateen	Daily mobile work, relationship satisfaction and family- work conflict; The role of segmentation preference as a moderator
202202086	Shahid Saleem	The Impact of Telecommuting on Job Satisfaction with the mediating role of Work-family conflict, Perceived autonomy, Employee Engagement and Moderating role of Personality type.
202202054	Muhammad Rafay Nawaz, Talat Islam	Workplace Incivility and Interpersonal Deviance: The Roles of Employee Ostracism and Neuroticism





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SESSION 3: TUESDAY, MARCH 15, 2022

Session Theme: Organizational Behavior

Room # 115 (Anis Block)

Time: 10:30 AM – 12:30 PM

Session Chair: Dr. Sharafat Ali Sair & Dr. Samar Rahi

ID	Authors	Article Title
202202056	Hafiz Amir Shahzad	How authentic leaders encourage innovative work behavior? A moderated mediation model
202202062	Mohamamd Yousuf, Talat Islam, Sania Zahra Malik	How GHRM is related to employees' innovative working behavior? A moderated mediation model of green transformational leadership and psychological safety
202202083	Muhammad Usman, Imran Shafique	Ethical leadership and Service Innovative Behavior Link in Tourism Industry: A Moderated Mediation Analysis
202203142	Ghulam Fatima, Sheeza Manzoor	Organizational Support and Subjective Well-being of employees: Examining the mediating role of Work Engagement
202203143	Amna Mir, Fatima Saeed, Fizza Ayaz, Maznah Hamid, Usamah Iyyaz Billah	Employee Salary: An Antecedent to Employee Turnover Intention and Job Performance
202203145	Laiba Qamar, Maheen Fatima, Neha Javed, Zainab Fatima, Sara Aslam	A study of factors influencing students' sustainable behaviour: A Mediating effect of social pressured.





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SESSION 4: TUESDAY, MARCH 15, 2022

Session Theme: Strategy

Room # 115 (Anis Block)

Time: 01:30 PM – 03:30 PM

Session Chair: Dr. Irfan Tariq & Dr. Zargham Ullah Khan

ID	Authors	Article Title
202202055	Muhammad Zeeshan, Talat Islam, Zeshan Ahmer	Relationships between Entrepreneurial Orientation, Market Orientation, Knowledge Sharing: A model towards Innovative Work Behavior
202202016	Shabnam Khan, Adeel Nasir, Saqib Rehman	IT-based Management Capabilities and Firm Performance
202202017	Rabia Aslam, Adeel Nasir, Saqib Rehman	Influential Aspect of Asset- Light Fee Oriented strategy (ALFO) in Social and Management Sciences: A Bibliometric Analysis
202202079	Sharmeen	The influence of perceived knowledge self-efficacy on creative performance: mediating role of knowledge sharing behavior and moderating role of passion for work.
202202095	Saqib Rehman, Nabeela Arshad, Adeel Nasir	Role of Recruiters' Characteristics in Adoption of New Technology
202202047	Umaira Ghafoor, Muhammad Farooq Rehan, Raheel Muntaz	The mediating role of innovation performance in the relationship of Innovation type and firm's financial performance





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SESSION 5: TUESDAY, MARCH 15, 2022

Session Theme: Sustainable Development Goals

Room # 115 (Anis Block)

Time: 04:00 PM – 06:00 PM

Session Chair: Dr. Muhammad Akram & Dr. Atta ul Musawar

ID	Authors	Article Title
202202057	Arooba Chaudhary, Talat Islam	Antecedents of Employee Green Creativity in Hospitality Sector of Pakistan
202202058	Kanza Sohail, Talat Islam	Impact of Environmental Corporate Social Responsibility on Green Customer loyalty: Studying the mediating role of Green Customer Satisfaction and moderating role of Attitude towards Green Behavior
202202122	Nimra Razzaq, Mehwish Zafar	Child Mortality: Socio-Economic Factor a Fresh Insight Achieving the Global Goal for 2030 (SDG'S) For Developing Countries
202202042	Nayab Nasir	A Study on Dynamics of Government-University-Industry Knowledge Transfer in an Emerging Knowledge-Based Economy





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SESSION 1: MONDAY, MARCH 14, 2022

Session Theme: Marketing

Room # 106 (Anis Block)

Time: 02:00 PM – 03:45 PM

Session Chair: Dr. Azhar Ali Janjua & Dr. Usama Ayaz Billah

ID	Authors	Article Title
202202014	Muzammil Khurshid, Muhammad Azeem, Muhammad Abdullah	Effect of Social Media and PUBG Game on the Mental Health of University students: An Evidence from Pakistan
202202015	Umair Ahmad Ghauri	The Impact of E-banking Quality services on Usage Behavior through mediating Behavior Intentions and Moderating Trust.
202202034	Nisa Rana, Ishfaq Ahmed	When the Credibility is basic tool of survival! Impact of social media influencer's through sequential mediation on Customers'
202202088	Faheem Akram	Explore the serially mediating role of Consumer's health consciousness and attitude towards functional food among Long-term Orientation, Safety Consciousness and Word of Mouth about Functional Food.
202202073	Rizwan Qaiser Danish, Ibrar Mansoor, Hafiz Fawad Ali	The Effects of Market Orientation and Sales Manager Control on Salesperson Outcome Performance Through Parallel Mediation Approach: Empirical Evidence from Pharmaceuticals Industry
202202080	Fatima Khalid	Impact of Instagram Usage on Conspicuous Consumption, with mediation of Social Comparison and FOMO and moderating role of Imitation of Influencers.





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SESSION 2: MONDAY, MARCH 14, 2022

Session Theme: Entrepreneurship

Room # 106 (Anis Block)

Time: 4:00 PM – 06:00 PM

Session Chair: Dr. Farooq Rehan & Dr. Tariq Hamid Alvi

ID	Authors	Article Title
202202009	Munazza Saleem, Maimoona Saleem	Entrepreneurial Behavior of Women from KP Region Pakistan
202202013	Mehwish Zafar, Shazia Kousar	Factors Predicting Entrepreneurial Activities: A fresh insight from South Asia
202202026	Aamar Ilyas, Ahmed Hussain Khan, Muhammad Gulraiz	Entrepreneurial Mindset of final year students: A moderated and mediation analysis
202202119	Haseeb Nadeem	The Impact of Entrepreneurial Intentions on Entrepreneurial performance: Mediating role of Entrepreneurial Persistence and moderating role of Social Network
202202093	Sara Shabbir, Rizwan Qaiser Danish	An Empirical Investigation of Environmental Turbulence And Fear In Predicting Entrepreneur's Improvisation
202202091	Rabia Rana Zulqarnain	Impact of entrepreneurial intention and financial knowledge on investment behavior with the mediating role of cultural value





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SESSION 3: TUESDAY, MARCH 15, 2022

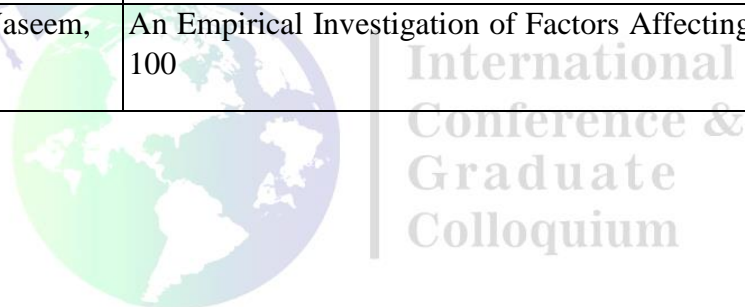
Session Theme: Finance

Room # 106 (Anis Block)

Time: 10:30 AM – 12:30 PM

Session Chair: Dr. Naseem Bukhari, Dr. Saeed Ahmad Sabir

ID	Authors	Article Title
202203149	Vania Shafiq, Anam Tariq, Saroosh Tariq	An Analysis of The Relationship Between Family Firm Image with Brand Loyalty and Purchase Intention
202203162	Bisma Naveed, Farhat Iqbal Awan	Factors Influencing Customer Purchase Intention: A Case Study of Sapphire
202202503	Nida Arshad, Fareeha Waseem, Syeda Fizza Abbas	An Empirical Investigation of Factors Affecting Dividend Payout: Evidence From KSE-100





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SESSION 4: TUESDAY, MARCH 15, 2022

Session Theme: Marketing

Room # 106 (Anis Block)

Time: 01:30 PM – 03:30 PM

Session Chair: Dr. Yasir Tanvir & Dr. Anum Tariq

ID	Authors	Article Title
202203133	Aleena Yasir, Bushra Noor, Jannat Yaseen, Sana Shakeel, Javaria Asim	Determinants of Customer Retention: A Case Study of Pakistan Telecommunication Company Limited (PTCL)
202203137	Anum Hussain, Sara Aslam	Determinants of Organic Food Purchase Behavior: A Mediation Analysis
202203140	Areesha Raweem, Hafsa Tahira, Jannat Amjad, Khadeeja Nauman, Anam Tariq	Role of Social Media Advertising on Customer Purchase Intention: A Sequential Mediation Analysis
202203144	Madiha Atiq, Ghulam Abid	Influencer marketing on Instagram: A sequential mediation model of storytelling content and audience engagement via relatability and trust
202203148	Alina Zia, Rija Burhan, Saman Imran, Tahreem Waheed, Maryam Rehmat	Impact of Perceived Value, Perceived Quality and Brand Trust on Brand Loyalty: A Case of Bata Customers
202203163	Arooj Prisla, Hadia Hasan, Mehnam Mir, Maryum Arshad, Asma Nisar	Impact of Corporate Governance on Financial Performance of Chemical Industry in Pakistan





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SESSION 5: TUESDAY, MARCH 15, 2022

Session Theme: Marketing

Room # 106 (Anis Block)

Time: 04:00 PM – 06:00 PM

Session Chair: Dr. Saqib Ilyas & Dr. Bushra Usman

ID	Authors	Article Title
202202108	Sahar Latif Rana, Abida Hafeez	Impact of Social Norms on Antecedents of Intention to Use: An Empirical Investigation of Usage of Smartphone Applications.
202203129	Attiya Khan, Sadia Khan, Kanza Faisal, Afsheen Masood	Tele-Mental Health Services in Pakistan: A Practitioner Based Analysis on Competencies for Tele-Counseling during COVID-19
202203158	Ashfaq Ahmad, Saba Asghar	Examination of Banking Choice among Customers in Digital Environment
202202505	Abdul Majeed, Ishfaq Ahmed, Rizwan Qaiser Danish, Abdul Rasheed Ghumman	Examination of Buying Involvement as a Moderator in Explaining Consumption Values and Consumer's Environmental Concerns while Purchasing Organic Food Products
202202071	Hafiz Ahmed Ullah, Ashfaq Ahmed, Rizwan Qaiser Danish	The Factors That Influence User Adoption of E-Government Services: The Case of the Online Tax Filing and Payment System





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SESSION 5: TUESDAY, MARCH 15, 2022

Session Theme: Organizational Behavior

Room # 204 (Anis Block)

Time: 11:00 AM – 01:30 PM

Session Chair: online Session

ID	Authors	Article Title
202202506	Ayesha Zafar	Impact of despotic leadership on knowledge hiding with the mediation of interpersonal justice and Moderation of Islamic work ethics: affective event Theory
202202077	Tanzeela Javed	Does Institutional Ownership and Firm Performance Affect Volatility of Stock Returns: Evidence from Pakistan
202202101	Azhar Ali Janjua	Debt Gravity of Pakistan: A Dangerous Unconcern
202202099	Warda Munir, Khalid Hussain	Impact of financial knowledge and financial attitude on financial capability by using the financial behavior as intervening variable
202202100	Rubina allahrakha, Farooq Rohan, Raheel Mumtaz	Ethical Behavior of the salesperson
202203177	Arooj Kashif Muhammad Aamir	The impact of behavioural biases on Pakistani investors; investment decisions: The moderating effect of financial literacy
202202510	Tirana Ameti	Impact of Trade Openness on Economic Growth in Republic of North Macedonia
202202030	Mohammad Junaid	Digitalized & Unified Fiscalization In National Taxation
202202053	Shrafat Ali, Aamir Sohail, Shafiq ur Rehman	Role of Financial Innovation during COVID-19 Crises: A Case of Financial Institutions in Emerging Economy





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SESSION 6: TUESDAY, MARCH 15, 2022

Session Theme: THREE MINUTE THESIS COMPETITION

Room # Hall (Anis Block)

Time: 04:00 PM – 06:00 PM

Competition Judge: Dr. Shazia Nauman, Mr. Fida Hussain Bukhari, Dr. Ishfaq Ahmed

ID	Author	Thesis Title
202203901	Sabra Munir	Big Data Analytics Capabilities & Innovation Performance
202203902	Sonia Sattar	The Impact of Job Enrichment and Organizational Justice on Employee Work Engagement under the Moderating Role of Perceived Organizational Support
202203903	Aisha Ismail	Microfinance Ecosystem: An Inclusive Approach to Reduce Poverty
202203904	Anam Javaid	Financial Performance during COVID-19 Pandemic in Pharmaceutical Sector
202203905	Hajira Liaquat	Impact of Workplace Islamic Da'wah on Interpersonal and Organizational Workplace Behaviors
202203906	Sanam Khan	A Mechanism for Qualitative Job Insecurity and Innovative Work Performance under the Constructs of Cognitive and Attitudinal Estimators in IT firms
202203907	Nayab Nasir	A Study on Dynamics of Government-University-Industry Knowledge Transfer in an Emerging Knowledge-based Economy
202203908	Rabia Naseem	Investigating Work-Life Balance Strategies Among Females
202203909	Aniqa Javed Gill	Impact of abusive supervision on nurse's turnover intention and innovative behavior via work engagement; Moderating role of a person-job-fit
202203910	Nisa Rana	Influencers Marketing Leads to Customers Citizenship Behavior towards Brands: A Serial Mediation Role of Trust and Affective Commitment
202203911	Shafaqat Mahmood	Social Distancing and Heritage Tourism Revival During Post-COVID 19
202203912	Muhammad Sarfraz Khan	Media sentiment and bubble formation in stock markets: an empirical study
202203913	Aeina Umar	The Impact of Positive and Negative Workplace Gossip and Environmental Uncertainty on Employee Creativity





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202203914	Imran Akbar Saifi	Job Performance
202203915	Rabia Asif	Cost Cutting through Green Expense Strategy
202203916	Sabahat Nisar	How to Economize the Advertisement Cost of the Public Tenders? A Comprehensive Study of Public Procurement of Pakistan
202203917	Sadia Rashid	Unveiling Living Dead: Characteristics and Consequences of Zombie Firms
202203918	Hassan Farid	Antecedents and outcomes of thriving at work: A conservation of resources, social exchange and self-determination perspective



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ABSTRACTS

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Submission ID: 202201001

**THE EFFECTS OF PERSONALITY TRAITS ON BRAND LOYALTY IN THE
APPAREL INDUSTRY: THE MEDIATING ROLE OF CONSUMER PREFERENCES**

Iqra Nasrullah

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Hafiz Fawad Ali

Department of Management Sciences, University of Okara

Hira Aftab

I.B.I.T, University of the Punjab, Lahore, Pakistan

ABSTRACT

The purpose of this study is to investigate the mediating role of consumer preferences on personality traits and brand loyalty. Pakistani apparel brand used to measure role of consumer preferences towards the brand loyalty that how brand loyalty changes by personality traits and consumer preferences. Quantitative research approach used for this purpose. Structured questionnaire used for the collection of data. Questionnaire circulated among 270 people living in Lahore as it is the densely populated area. Limitations of the research and future guidelines have been discussed

Keywords: Brand loyalty, consumer preferences, personality traits





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Submission ID: 202202002

**EXPLORING THE ROLE OF HUMAN RESOURCE PRACTICES ON
KNOWLEDGE SPILLOVERS: DESCRIPTIVE STUDY OF KNOWLEDGE
INTENSE INSTITUTES**

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Ansar Waseem

Department of Management Sciences, National University of Modern Languages (NUML),
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ABSTRACT

The purpose of this study is to investigate the role of HR- practices in creating knowledge spill over that leads toward innovation. Another aim is to determine that which HR-practices is more feasible to facilitate knowledge spill over process. This research is based on qualitative research paradigm. It's a descriptive nature of study employing inductive research approach. Phenomenology is used as complete research methodology to capture the essence of phenomenon (knowledge spill over) through subjective perspectives of HR-managers lived experiences. For data collection, informant's semi-structured interviews were conducted. Data was analysed through phenomenological methods of analysis. In the light of in-depth data analysis, it is inferred that frequent employee interactions, cooperative work environment & participative leadership are considered as the essence of knowledge spill overs. These three dimensions validated through the subjective saturated evidences of informants. Dual purpose of this research is full-filed as knowledge spill over leads toward innovation. Training & development and Employee relations are the two major HR-practices which facilitate knowledge spill over process effectively. This study will be beneficial for academics & managers both. For academics, it gave conceptual framework that supports further theory development. For managers, it opens new doors of innovation through emphasizing on the pertinent role of HR-practices & its effective implications lay the foundation of success in organizations.

Keywords: Human resource practices, Knowledge spill overs, Phenomenology, Participative leadership





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Submission ID: 202202003

**THE IMPACT OF INVENTORY LEANNESS ON FINANCIAL PERFORMANCE OF
THE FIRMS WITH THE MEDIATING EFFECT OF RISK - TAKING**

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Amna Bashir

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ABSTRACT

The purpose of this paper is to study and analyze the significance of impact of inventory leanness on the financial performance of the firms in Pakistan. The data for this study has been taken from a total of 244 companies from 14 different sectors of Pakistan for the time period of 2010-2020. This empirical study of the hypothesis has been conducted using Panel Regression which is an increasingly prominent means of exploring and evaluating relationships among variables over time. The Regression model also allows for the estimation and testing of other prevalent 'fixed' or 'random' effects. The results indicate that ROA has a positively significant relationship with the independent variable and control variables. ROI and MVA do not show a positive but only a significant relation with the independent variables. Tobin's Q, however, shows a positively significant relationship with all the independent and control variables. The study thus, finds that there is a positive impact of inventory leanness on the financial performance of firm while risk-taking acts as the mediating effect. The data set is based on the companies within Pakistan only which reduces universality of the results. Also, the impact of inventory leanness on financial performance can be hindered due to uncontrollable or systematic risk factors, such as Covid-19 in the recent times, where the linkage between inventory leanness and financial performance can vary during different life cycles depending on different circumstances. This paper can help companies to review their Inventory management strategies as they play their part in affecting the firm performance. This paper adds in to the previous literature scriptures that have contributed to studying the impact of inventory leanness on firm performance. The paper makes use of new variables to study the significance of inventory leanness.

Keywords: Capital intensity, ELI, financial Leverage,, financial performance, inventory leanness, MVA, Performance measurement, ROA, ROI, Size of firm, Tobin's Q





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Submission ID: 202202005

**AN EMPIRICAL INVESTIGATION OF FACTORS AFFECTING DIVIDEND
PAYOUT: EVIDENCE FROM KSE-100**

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ABSTRACT

The purpose of this research is to investigate the variables that significantly affect dividend payout ratio of dividend paying firms listed on KSE-100 index. This research uses a purposive sampling method where criteria is set to select sample. Secondary data collected from 40 non-financial companies using annual financial reports from Pakistan Stock Exchange through the official KSE data portal for examining panel data model using pooled OLS regression. The results showed profitability, firm's debt and sales growth positively significantly and asset growth, retained earnings to total equity and liquidity negatively significantly affect dividend payout ratio.

This research report adds to the existing literature on dividend policy by utilizing life cycle measure which is retained earnings to total equity by segregating it with such combination that has not yet done including growth in net assets, firm's debt, return on asset, sales growth and liquidity as a measure of dividend payout ratio in Pakistan market as a developing market. Financial firms are not included because they have different techniques for financing operations as well as different accounting and record keeping processes when compared with other sectors. Results helps the companies to focus on high liquidity, growth in net assets and retained earnings to total equity ratio and management to use profit in proper way and utilize assets optimally to increase dividend payout. Investors consider return on asset to expect high return on dividend.

Keywords: Dividend Payout Ratio, Firm's Debt, Retained Earnings to Total Equity, Return on Asset, Sales Growth





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Submission ID: 202202006

EXPLAINING THE VARIABILITY OF VELOCITY OF MONEY IN PAKISTAN

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ABSTRACT

The purpose of this study is to examine the variability of velocity of money in Pakistan. The data set contains the time period from 1960 to 2020. The methodology adopted in this paper contains Dynamic Least Square (DOLS) and Stability tests (Chow test, CUSUM and CUSUM Square). Theoretically and empirically, permanent income (YP) behaves positively exhibiting that the real permanent income will lead to raising the number of transactions hence positively affecting velocity in the economy of Pakistan. Similarly, real interest rate is expected to have a positive relationship with velocity. The findings show that permanent income significantly and positively affects velocity. On the other hand, cycle/transitory income appears positive having a value of less than one showing that velocity is pro-cyclical and confirms the permanent income hypothesis of Friedman. The results of stability test (CUSUM and CUSUM Square) in which CUSUM shows stability and CUSUM Square is unstable indicating variability of velocity of money which reflects demand function of money is not stable. In turn, using monetary aggregate for intermediate targeting is no more desirable. Therefore, the central bank of Pakistan can choose inflation targeting.

Keywords: Money, Pro-cyclical, Permanent Income Hypothesis, Velocity





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Submission ID: 202202007

**CHILD MORTALITY: SOCIO-ECONOMIC FACTOR A FRESH INSIGHT
ACHIEVING THE GLOBAL GOAL FOR 2030 (SDG'S) FOR DEVELOPING
COUNTRIES**

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Mahwish Zafar

Assistant professor, Superior university

ABSTRACT

The main reason of this study to explain the effect of socio-economic factor on child under the year of age 5 mortality in developing countries. Economic factor and social factor consist of education, poverty, climate change, environmental health, environmental factor and water sanitation. The study collected data from the World Development Indicators (WDI) during 1996-2020. Studies show that long run co-integration exists between modeled variables. Long run integration results suggest that the Autoregressive Distribution Lag (ARDL) is suitable for examining the short run relationship between modeled variables. The study has shown that education, access to improved water and sanitation facilities, environmental factor and environmental health significantly and negatively affects children's survival. Furthermore, this study examines climate change and poverty on child mortality. The study urges policymakers and international agencies to invest more in the health sector and provide its residents with clean water and sanitation to meet the required infant mortality rate. Furthermore, the study recommends that the government review environmental policies to reduce child mortality.

Keywords: Child mortality, climate change, Education, poverty, environmental factor, environmental health, water sanitation.





**2ND INTERNATIONAL CONFERENCE
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AND 3 MINUTE THESIS COMPETITION**
Impactful Research for Sustainable Development



Submission ID: 202202009

ENTREPRENEURIAL BEHAVIOR OF WOMEN FROM KP REGION PAKISTAN

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ABSTRACT

Pakistan is a country where women make up 48.76 percent of the population. Pakistani women have been particularly active in several fields since 1947, including politics, education, health care, social work, journalism, and business. Women have recently joined our respected law enforcement agencies and armed services. Pakistan is the first Muslim country to have an elected female prime minister in modern history. Women now operate small and medium-sized enterprises and lead a few major organizations as CEOs. This study aimed to understand the motivations behind starting own, micro and medium size enterprise's by women in KP. Using questionnaire with both closed ended and open- ended questions, a longitudinal study was conducted over a span of four years, where data was collected from women participating in trade fairs organized in Peshawar, KP. It was found that wanting to Prove their own talent, gaining independence and wanting to financially support family were women's main motives and aspiration for starting their businesses in the KP area. Making a living via business is a Nobel career, and it may afford women much-needed work-life balance. Women may showcase their talents and contribute billions to the GDP through entrepreneurship. Providing more educational and vocational training opportunities, and facilities to women entrepreneurs, and establishing further women business development centers were suggestions given by women entrepreneurs, for improving the entrepreneurial landscape in KP region.

Keywords: Entrepreneurial Behavior, Women, KP





**2ND INTERNATIONAL CONFERENCE
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AND 3 MINUTE THESIS COMPETITION**
Impactful Research for Sustainable Development



Submission ID: 202202010

GREEN ECONOMY IS A NUCLEUS OF SUSTAINABLE DEVELOPMENT GOALS

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ABSTRACT

Purpose: Green Economy is an economy which is based on natural resources. In this economy, no need to pay any cost of climate for economic growth. It's environment friendly approach. The aim of this study is to investigate the impact of green innovations on green economy in the region of South Asia. **Methodology:** This study explains the impact of green innovations: green technology, green jobs, carbon emission, green energy, natural resource scarcity on green economy by applying a linear autoregressive distributed lagged (ARDL) bounds testing approach for a cointegration link between green innovations and green economy. **Findings:** The results indicate a positive impact of green innovations on green economy and sustainable development. Moreover, associated variables have also positive impact on green economy and economic growth. The findings of this study can be valuable to authorities and policymakers in the terms of installing clean energy and green economy. **Practical Implications:** On the basis of the empirical results acquired, policy proposals are advised to open new horizons for developing countries in urbanization. At the same time it will help the policy makers to design the green revolution policies. Moreover it will help to decide how it can be used effectively to make sure to enhance economic growth. Government may take initiatives to train a layman to take part in this activity and earn through a decent job. Workshops, training programmes, degrees and awareness campaigns should be arranged to execute this programme with its true spirit.

Keywords: Sustainable Development Goals, Green Economy, Green Technology, Green Innovations, Green Jobs, Carbon Emission, Green Energy, Natural Resource Scarcity
JEL Classification Codes: Q2, Q5, Q54, Q55, Q56





**2ND INTERNATIONAL CONFERENCE
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Impactful Research for Sustainable Development



Submission ID: 202202011

**A COMPARATIVE ANALYSIS OF FINANCIAL PERFORMANCE OF
MICROFINANCE INSTITUTIONS IN PAKISTAN AND INDIA**

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ABSTRACT

Microfinance institutions (MFIs) are developed to provide financial services to poor people usually ignored by commercialized institutions. The purpose of this study is to identify the factors that influence the financial performance of the MFIs and to highlight which country had better performance in the selected years. This research seeks to investigate the determinants affecting financial performance of microfinance institutions in Pakistan and India over the period 2010–2020. The secondary data has been taken from 60% of total microfinance institutions in Pakistan and India. The dependent variables used as proxies for microfinance institutions' (MFI) performance are Operational self-sufficiency (OSS), Return on Assets (ROA) and Profit Margin (PM). ROA and PM are widely used indicators to analyses financial performance or profitability of MFI. For testing the hypothesis, multiple regression models are used for data analysis using STATA 14.0. This study helps the policymakers to work on the development of the institutions of both countries and provide the base for further future research work. Microfinance can play a vital part for helping the standard of living of poor. The economic development of any country is oppressively affected by the accessibility of financial services. Microfinance is the form of a broad range of fiscal services like as deposits, loans, payment services, money transfers, insurance, savings etc. to the poor and low-income individuals. A well- developed financial system promotes investment openings in an economy. Thus, it's necessary that govt. of both countries to improve their working performance so that financial services could be provided to both rural and urban areas. To our knowledge this is the first paper in Pakistan studying the financial performance of microfinance institutions on the comparative basis of two different countries.

Keywords: MFIs, Operational self-sufficiency, Return on Assets, Profit Margin





**2ND INTERNATIONAL CONFERENCE
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AND 3 MINUTE THESIS COMPETITION**
Impactful Research for Sustainable Development



Submission ID: 202202012

**SOCIO ECONOMIC FACTORS AFFECTING POVERTY: A FRESH INSIGHT
FROM SOUTH ASIA REGION**

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ABSTRACT

The main reason of this study to describe the effect of socio-economic factor affecting poverty reduction. poverty raise due to Socio economic factors like education, inflation, unemployment, govt policies, & zakat. This study analyses about the idea that how can eliminate the poverty by poverty index. Actually, Poverty is a social problem that further can lead to many social and distressing troubles, like, unemployment, crime, despair, the spread of insecurity, crisis, theft, armed theft, kidnapping, ethnic crisis, bribery and corruption, and further more. Studies show empirical evaluation by using secondary quantitative Data to cope with poverty. The regression version is used to examine the independent variables effect on dependent variable in south Asia. The data has been taken from WDI. The time-series of this study statistics to investigate socio-economic factors in poverty for the period of 1997 to 2021.

Research has shown that poverty can be reduced by poverty index. Furthermore, this study examines poverty based on socio economy factors index that must be addressed. The study urges policymakers and govt agencies to invest more in poverty index for elimination of poverty and provide opportunity to remove poverty by implementing strong policies, Furthermore, the study recommends that the government review its policies & opportunity for poor ones by reduce poverty by education, to control inflation, corruption and Review of zakat system.

Keywords: Govt policies, poverty alleviation, zakat, inflation, employment, education, new business, development outcomes, corruption





**2ND INTERNATIONAL CONFERENCE
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Impactful Research for Sustainable Development



Submission ID: 202202013

**FACTORS PREDICTING ENTREPRENEURIAL ACTIVITIES: A FRESH INSIGHT
FROM SOUTH ASIA**

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ABSTRACT

The purpose of this study is to investigate the impact of innovation, fear of failure, perceived opportunities, and perceived capabilities on total entrepreneurial activities in South Asia. The data on all modeled variables were collected from the Global Entrepreneurship Monitor (GEM) for 2001-2020. Moreover, this study utilized Johansson co-integration test to examine the long-run relationship while ARDL has been employed to inspect the short-run relationship among the modeled variable. The results indicate that perceived capabilities, innovation, and perceived opportunities have a positive and significant association with entrepreneurial activity in South Asia but fear of failure has a significant and negative association with entrepreneurial activities. This study revealed the association between innovation, fear of failure, perceived opportunities, and perceived capabilities on total entrepreneurial activity in South Asian countries. This study suggests the policymakers exercise insurance policies against the fear of failure. Furthermore, relevant institutions should arrange workshops, seminars, and platforms to boost up innovation, perceived capabilities, and perceived opportunities so that entrepreneurial activities progress. This study will extend the existing knowledge of entrepreneurial activities' literature. Moreover this study will value add in the information of factors effecting entrepreneurial activities and help the policy makers to prioritize according.

Keywords: Innovation, Perceived Capabilities, Perceived Opportunities, Fear of Failure, Total Entrepreneurial Activity

JEL classification: O31, L26





**2ND INTERNATIONAL CONFERENCE
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AND 3 MINUTE THESIS COMPETITION**
Impactful Research for Sustainable Development



Submission ID: 202202014

**EFFECT OF SOCIAL MEDIA AND PUBG GAME ON THE MENTAL HEALTH OF
UNIVERSITY STUDENTS: AN EVIDENCE FROM PAKISTAN**

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ABSTRACT

This research aims to investigate the effect of social media usage and PUBG game on the mental health of students in Pakistan. In this regard, we have used social media and PUBG game as independent variables and dependent variable is mental health of the students. In this study, structural equation modelling technique has been used. A questionnaire has been administered and distributed among 250 students by using convenience sampling to collect the data. The data were gathered from different universities in the Gujranwala, Sialkot and Gujrat. The results of the structural equation modelling found that the mental health of the male students was more affected as compared with female students due to more usage and dependence on social media and PUBG games.

Keywords; PUBG Game, Social Media, Structural Equation Modelling, Mental Health.





**2ND INTERNATIONAL CONFERENCE
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AND 3 MINUTE THESIS COMPETITION**
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Submission ID: 202202015

**THE IMPACT OF E-BANKING QUALITY SERVICES ON USAGE BEHAVIOR
THROUGH MEDIATING BEHAVIOR INTENTIONS AND MODERATING TRUST**

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ABSTRACT

The purpose of this study is to explain the positive influence of quality services on behavior intention, behavior intention on usage behavior through moderating trust and two factors familiarity and bank's reputation influence on trust. The study is quantitative so data is collected through structured questionnaire that is adapted from different existing literatures. The data is collected from 100 customers of banks who are using e banking services. Descriptive statistics including means and regression analysis for the analysis of relationship between variables of model. The result of this study is in progress. The empirical evidence from this literature is increasing understanding of banks specialists who are working for retaining customers and gain potential customers.

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Submission ID: 202202016

IT-BASED MANAGEMENT CAPABILITIES AND FIRM PERFORMANCE

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ABSTRACT

21st century is claimed as IT era to transform the traditional work structure to contemporary IT-based working pattern and its related management processes and practices. To get sustainable competitive advantage, firms are striving to cope up with the incipient and imperative need of radical transformation of entire workplace, related resources and capabilities to purely IT-based workplace culture. For this, IT-based management capabilities are considered as the major contributor in the transformation of workplace culture that are further categorized as Artificial Intelligence Capabilities (AIC) and big-data analytics capabilities (BDAC). Therefore, it is the dire of the era to explore the developments made in the specific domain across globe. To address this major apprehension, current study conducted a bibliometric analysis in the domain of management sciences to analyze the contribution of research community towards IT-based management capabilities for aggrandizing firm performance. For this, bibliometrix 3.0' package of the r-program is used to present the influential aspects of literature related to specific topic 'IT-based management capabilities and firm performance'. The study suggests that 'lecture notes in computer science' is the core source of published literature related to IT-based management capabilities. USA leads in both multiple and single country production followed by China. Norwegian University of Science and Technology is the most relevant affiliation. Gunasekaran A is the major and impactful contributor in the 'IT-based management capabilities' literature.

Keywords: Artificial Intelligence Capabilities, AI Capabilities, Big Data Analytics Capabilities, BDAC, Firm Performance, Bibliometric Analysis, Management Sciences.





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Submission ID: 202202017

**INFLUENTIAL ASPECT OF ASSET- LIGHT FEE ORIENTED STRATEGY (ALFO)
IN SOCIAL AND MANAGEMENT SCIENCES: A BIBLIOMETRIC ANALYSIS**

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ABSTRACT

The purpose of this analysis is to examine and provide a comprehensive review of key influential aspect of Asset light fee-oriented (ALFO) strategy. The author reviews 60 research articles from 2003 to 2022 by using “biblioshiny” package of R studio. International journal of hospitality and management is a core journal which mainly targets the Asset light fee-oriented strategy publications. Purdue University, National Taipei university of Technology and HES-SO University of applied sciences are key affiliations. Brazil, USA and France are major countries for literary research in stated field. Sohn.J is the core author with the central theme of ALFO strategy. This paper follows a very novel and trending bibliometric approach and explores what has been published, surrounding all aspects ALFO literature. ALFO strategy is relatively a new topic in social sciences that why limited articles are available. This bibliometric analysis is novel study in the ALFO literature.

Keywords: Asset light, Fee Oriented, Bibliometric analysis, ALFO strategy





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Submission ID: 202202019

**INFLUENTIAL STRUCTURE OF ISLAMIC CRYPTOCURRENCY LITERATURE:
A BIBLIOMETRIC REVIEW**

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ABSTRACT

The cryptographic currency system, in the form of crypto currencies, is a recent sensation. The purpose of the study highlights the influential aspects of “Islamic cryptocurrency” literature with bibliometric analysis. The topic “Islamic cryptocurrency” is a new sensation and quite unique. Therefore, there are 20 interrelated documents from 2018 and 2021. Bibliometric analysis was done with the help of a web interface of the ‘biblioshiny’ package of R-studio. The main journal for “Islamic cryptocurrency” publications is the International Journal of Economics and Business Administration. The Massey University and Islamic University are core affiliations, and Bahrain, Malaysia, and Saudi Arabia are main countries for literary research based on citations, the core author of the “Islamic cryptocurrency” article is Khan Shah Nawaz. The most commonly used words, in titles, abstracts, author’s keywords, and keywords plus, is ‘block chain’ and ‘Islamic’. The main article is Impact of financial technology (FinTech) on Islamic finance and financial stability. This paper tails a very different bibliometric approach and discovers what has been published, about all aspects of the novel and unique topic of “Islamic cryptocurrency” literature.

Keywords Islamic cryptocurrency, bitcoin, blockchain, bibliometric analysis, digital-currency, fintech





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Submission ID: 202202020

**BIBLIOMETRIC ANALYSIS OF SPIRITUAL LEADERSHIP IN MANAGEMENT &
BUSINESS ADMINISTRATION**

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ABSTRACT

The objective of the present bibliometric exploration is to provide an inclusive review of significant influential aspects and theoretical structure of “Spiritual Leadership” in management and business administration. Today’s organizations are working in a very thriving and high-pressure environment where “Change” is always reluctant for every effective, efficient, and sustainable organization. The philosophy of spiritual leadership incorporates humanity, vision, faith, values, selfless love, spirituality at the workplace, and spiritual survival within the intrinsic motivational framework. The concept of spiritual leadership is “oneness as a whole” congruence strategies empowered teams and individuals to foster a high level of organizational commitment and performance while converging innate spirit. The author reviews the 183 research articles (including books, books chapters, conference papers, editorials erratums, notes, and reviews) while using the bibliometric analysis, co-word analysis using “bibliometrix 3.0” from r-programming. In a very classical, appealing, and conclusive graphical mode, a very well picture of “Spiritual Leadership” in management & business administration is described with the outline of a new index of keywords for co-word analysis. The result proposes the analysis from 1996- 2022 with the dimension of origin, paradigm shift, and incremental growth. FRY L 1947 is at the top of G-Index with while Avolio BJ, 2005, Leadersh Q with 1571 global citation was the most influential author in spiritual leadership. While showing various research clusters of spiritual leadership literature, firstly, it compared spiritual leadership with transformational leadership and ethical leadership for organizational performance. Then it explored spirituality at the workplace and its various prospects. Then behavioral implication was also searched out to measure the organizational citizenship behavior. Employee wellbeing, positivity, commitment, and job satisfaction were other prospects expressed by the clusters. This is the first research paper of its own nature which follows a very novel and trending bibliometric approach and discovered what has been published, encircling all aspects of spiritual leadership literature. This study also presents various future directions and areas of emergence which were previously missed.

Keywords: - Spiritual leadership, Spirituality at the workplace, bibliometric, transformation

Submission ID: 202202021





**2ND INTERNATIONAL CONFERENCE
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**HIGH-PERFORMANCE WORK PRACTICES AND FRONT-LINE CUSTOMER
CARE HOTEL EMPLOYEE'S EXTRA-ROLE PERFORMANCE: A MODERATED
MEDIATION MODEL**

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ABSTRACT

Human resource management practices are of great value to the companies, human resource management professionals and researchers as the retention of talented employees is becoming a challenge for them. Pakistan's hospitality industry is also facing issues regarding the performance of frontline employees as they have a face-to-face interaction with the customers. In order to address this issue, the current study was intended to test the impact of HPWPs on extra-role performance of frontline employees of hospitality industry in Pakistan. Career adaptability (CA) was used as mediator between the relationship of HPWPs and employee outcomes. Job embeddedness (JE) was used as moderation on the relationship of CA and employee extra-role performance. The study was quantitative in nature and 5-star and 4-star hotel employees of Lahore, Pakistan was taken as a sample. Hypothesized relationships were examined through pre-determined and well-established structured questionnaires that used in the previous literature to test same type of relationships. Proposed relationships were tested through PLS-SEM. Implementation of HPWPs at organizations increase career adaptability (CA) of employees that enhances individuals' ability to cope with tasks and changes related to career. Employees higher at career adaptability demonstrate required job-outcomes i.e. extra-role performance.

Keywords: High performance work practices (HPWPs), career adaptability (CA), Job embeddedness (JE) and extra-role performance





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Submission ID: 202202022

**THE MODERATING ROLE OF GOVERNMENT SUPPORT ON THE
RELATIONSHIP BETWEEN ACCESS TO FINANCE, FINANCIAL LITERACY,
AND SME'S FINANCIAL GROWTH IN PAKISTAN**

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ABSTRACT

Firm growth has gotten a lot of attention, due to its significant contributions to the economy. However, there is no unifying theory or model for growth in SMEs. According to the Resource-Base view theory which says, firm's resources have both direct and indirect effects on its performance. Therefore, the study's goal is to examine SMEs' financial growth in Pakistan. The study investigated the relationship between resources including access to finance, owner/manager financial literacy, and SMEs' financial growth. The study also investigated the role of government support in that relationship as a moderator. This study is purely based on quantitative and conducted in a natural setting. The owners and managers of SMEs were the study's unit of analysis. A questionnaire was used to obtain information from 240 respondents. It is chosen to adopt a convenience sampling strategy. For analysis, the tests were run on IBM SPSS Statistics version 23 software. The study's findings showed that both access to finance and financial literacy has no direct impact on SME financial growth. Surprisingly, the study found that government support does have a moderating effect on access to finance, financial literacy, and SME financial growth. Therefore, policymakers and practitioners should ensure that the government offers adequate support to SMEs in order to facilitate their expansion.

Keywords: Access to finance, Financial literacy, Government support, SME, Pakistan





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Submission ID: 202202023

**FINTECH VALUE CHAIN FINANCING: ADDRESSING SMALL-SCALE
FARMERS' AGRICULTURAL FINANCING CHALLENGES AND DEVISING A
GOOD SOLUTION**

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ABSTRACT

By recognizing Pakistan as an emerging market for Fintech and observing the small farmers' agricultural financing challenges it's worth to explore the financing accessibility issues to small farmers in developing countries. This study aims to identify the core reasons of less credit availability to subsistence farmers and to design a framework through Fintech innovation by considering all identified problem. This study used a case study approach by following the focus group in-depth discussion about the existing financing concerns with available financing sources and Fintech as a possible solution. The findings revealed that financial institutions are hesitant to deliver the agriculture financing services due to high risk that's why banks impose conditions that disable the small farmers to enjoy the services. Secondly, small farmers are exploited by aarti (middlemen) as he lends money to them at stringent conditions. But literature suggests some solution like value chain financing and Fintech but it's need to frame a mechanism. As a possible solution of small farmers financing challenges this study gives a "Fintech Value Chain Financing" (FVCF) ecosystem that is incorporating all the identified financing challenges within existing system. FVCF is a viable beneficial solution for all the stakeholders including small farmers, Islamic Financial Institutions, middlemen, Government, and society. This mechanism can be used by any developing country like Pakistan.

Keywords: Financing Challenges, Small Farmers, Agriculture, Fintech, Value Chain Financing.





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202025

**GREEN PERFORMANCE OF MANUFACTURING COMPANIES: A DEVELOPING
ECONOMY PERSPECTIVE**

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ABSTRACT

This study aims to examine the influence of EMCS Package & organizational flexibility on business green performance with the mediation of green intellectual capital. Data was collected from manufacturing companies working in Pakistan. Dynamic Capability theory is applied in the study and 362 valid questionnaires were collected from managers of manufacturing companies. The Smart-PLS has been used to analyze the data, which shows that EMCS package and organizational flexibility significantly affect green intellectual capital and green performance. Full mediation was proved from the results. Investment in environment management moderates the relationship between green intellectual capital and green performance. The results of this study will be relevant to policymakers, regulatory authorities, and various government agencies working on implementation of UN Sustainable Development Goals.





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202026

**ENTREPRENEURIAL MINDSET OF FINAL YEAR STUDENTS: A MODERATED
AND MEDIATION ANALYSIS**

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ABSTRACT

Recent studies have exposed that entrepreneurial mindset use a determinant for entrepreneurial intention, but little studies known about moderating and mediating mechanisms underlying this phenomenon. This paper investigates whether self-efficacy mediated between entrepreneurial mindset and entrepreneurial intention, and whether this phenomenon mediating effect was moderated by family support among students in Lahore, Pakistan. 800 final year students, from public and private universities, were selected through convenience sampling approach. This paper used Hayes PROCESS macro model 4 to estimate the indirect, direct and total effects and further model 59 used to estimate the family support difference in the mediating effect. The findings show that entrepreneurial mindset had a positive relationship with entrepreneurial intention among students. However, significant family support differences in above mentioned relation, with high family support having higher effect size than lesser family support. Moreover, the indirect effect illustrated that self-efficacy mediated the phenomenon of entrepreneurial mindset and entrepreneurial intention. But the mediating effect of self-efficacy did not differ among higher family support and lesser family support.





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Submission ID: 202202027

**DOES NATIONAL CULTURE AFFECT VOLATILITY? INSIGHT FROM
INTERNATIONAL STOCK MARKETS**

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ABSTRACT

The goal of this study is to examine the impact of national culture on the stock market volatility of international stock markets. Major global indices data have been used in this study. Geert Hofstede's cultural dimensions are used as a proxy for national culture. We have calculated the monthly stock market volatility through Standard Deviation (SD) using daily data from 50 international stock exchanges over the period of 2011 and 2020. Hofstede's six cultural dimensions have been examined in terms of their influence on global stock market volatility. Finally, the findings of our study show that six cultural dimensions have different significant influences on the stock market volatility of international stock markets. Estimation of returns volatility is significant for portfolio management, risk management, and option pricing. As a result, analyzing market volatility can assist investors in determining the strategy for limiting their risk in an international diversification portfolio. The findings will be useful for investors to identify which market conditions are appropriate for investment.

Keywords: National Culture, International stock markets, Hofstede's cultural dimensions, Stock market volatility





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Impactful Research for Sustainable Development



Submission ID: 202202028

DOES INVESTOR HERD? INSIGHT FROM PAKISTAN STOCK EXCHANGE

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ABSTRACT

The purpose of this research is to investigate herding behavior on the Pakistani stock exchange and to identify how herding behavior relates to contradictory market circumstances. It has been claimed in previous research that herders' behavior is driven by basic information, which promotes swift price changes in response to new information and leads to efficient markets as a result. Although some researchers believe that herd behavior is not dependent on basic knowledge, others argue that it does so and that this contributes to price instability. The CSSD and CSAD models were used in this investigation. In most cases, these two models are utilized to determine whether or not herding behavior exists in the stock market. We have utilized panel data for the period 2011 to 2020, which includes daily returns of all share firms listed on the Pakistan Stock Exchange (KSE) for the purposes of this study. This work makes a significant addition to the field of herding behavior by exploring it from a number of aspects, including the herding of firms towards the marketplace. This research may assist regulators in conducting a thorough investigation of market abnormalities, which will result in more efficient market processing.

Keywords: Herding Behavior, Cross-Sectional Standard deviation (CSSD), Cross-Sectional Absolute deviation (CSAD), Pakistan Stock Exchange





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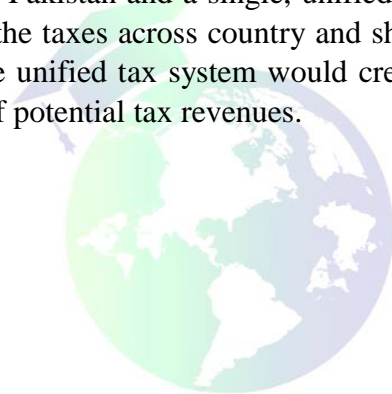
Submission ID: 202202030

DIGITALIZED & UNIFIED FISCALIZATION IN NATIONAL TAXATION

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ABSTRACT

Finances & funds powered every Government and Taxes work as a engine to drive any Government. In Pakistan we do not need to impose new taxes, we need to impose a new tax system. Pakistan has a great tax potential but due to fragmentation of our current tax structure at local, provincial and federal tiers, every year the major part of tax revenues slips from the system via tax evasion and avoidance. To resolve all these issues we need to fix the fragmented tax structure in Pakistan and a single, unified national tax body should be established which can collect all the taxes across country and share the due to part of taxes with relevant Govt authorities. The unified tax system would create ease of doing for businesses even with the enhancement of potential tax revenues.



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Submission ID: 202202031

**IMPACT OF REMOTE WORK FLEXIBILITY FACTORS ON ORGANIZATIONAL
PERFORMANCE WITH MODERATION OF ORGANIZATIONAL POLICY AND
TOP MANAGEMENT SUPPORT**

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ABSTRACT

The purpose of this study is to explore the impact of remote work flexibility factors on organizational performance through the moderation of organizational policy and top management support in banking sector of Pakistan. The theoretical foundation of the study rests in flexibility firm theory and perceived organizational support theory. Responses will be collected from bank employees using structured questionnaire. Descriptive, correlational and moderation analysis will be conducted. Analysis will be conducted using PLS-SEM and SPSS-22. This study will help the managers to identify the remote work flexibility factors that can help in increasing organizational performance. The study will also help the managers to identify the factors contributing to efficient remote working. The study will be of significance importance to banking sector and will help the managers in applying different remote working policies and strategies to increase organizational performance.

Keywords: Remote Work Flexibility, Organizational Performance, Organizational Policy, Top Management Support, Commercial Banks, Flexibility Firm Theory, Perceived Organizational Support Theory





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Submission ID: 202202032

**CAPITAL, RISK AND LIQUIDITY: A COMPARATIVE ANALYSIS OF ISLAMIC
AND CONVENTIONAL BANKS IN PAKISTAN**

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ABSTRACT

Banking sectors play vital role in managing public savings and use it advantageous investments that edge to rapid economic gain. Conventional banking is profit making organization whereas, Islamic banking system, on the other hand, is interest free banking and is regulate by Shariah compliant and operate by keeping Islamic laws in front. Overall banking industry has transformed because of various environmental flow and financial crisis during the last two decades. An Islamic banking system purchases an item and assume the risk of that item by taking it possession. Differently, conventional banks advances cash on loan basis against which an interest is earned, as funds are on advance basis, the bank does not face risk of loss. Over last thirty years, Islamic banking is growing rapidly. A rapid increase in quantity of banks, their branches and the capital that is invested is being observed. This research tries to find the determinants of CAP, RISK and LIQUIDITY, and further explore the relationship between Capital, Risk and Liquidity for both Islamic and Conventional Banks. The sample consist of 5 full-fledged Islamic banks and 17 conventional banks in Pakistan. Time period of study comprising of 12 years. To figure out the relationship between Capital, Risk and Liquidity many other bank related variables are also included in the regression model. Like SIZE and LOAN, LLP serve as explanatory variable, ROA which assist in checking the bank's ability to manage it efficiently. Furthermore, NIM, NPM and NII include which explain how banks control risk. Also, GDP and INF are included in regression model. dynamic panel data techniques to manage bank heterogeneity and Roodman and Arellano-bond difference GMM estimator, is used. Results reveals that conventional banks are better at asset quality and main concern area of Islamic banking system is issue of sharing of distribution of profits to depositors. Islamic banks are less capitalized in comparison with conventional ones and these problems can be resolved by developed of new products and initiating fresh equity. From the results it is evident that change in risk level has positive and significant effect on Capital for both banks which indicate that higher level of capital may induce higher risk. Furthermore, Results also reveals that capital is negatively influence by change in liquidity for both banking system. This research report adds to the existing literature in the context of South Asian





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countries i.e in Pakistan. There is not yet any research that discuss the relationship between Capital, Risk and Liquidity for both Islamic and Conventional banks in Pakistan.

Keywords: Pakistan, Islamic Financing, Capital Structure, Conventional Bank, Risk, Liquidity.



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Submission ID: 202202034

**WHEN THE CREDIBILITY IS BASIC TOOL OF SURVIVAL
IMPACT OF SOCIAL MEDIA INFLUENCER'S THROUGH SEQUENTIAL
MEDIATION ON CUSTOMERS' CITIZENSHIP BEHAVIOR**

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ABSTRACT

Influencer marketing is becoming widely popular in recent past years. Nevertheless, how these influencer's credibility affect customers and the mechanisms by which it may influence are not empirically investigated very well, particularly in the context of developing countries (e.g Pakistan). Against this backdrop this research investigates the positive impact influencer's credibility (expertise and authenticity) on social media users' and their extra role-behaviour towards brands. However this study suggests a serial mediation role for analyzing the link through trust on social media influencers and affective commitment towards fashion brands. The study seeks to determine impact from appropriate respondents which are social media users. Thus using convenience sampling techniques, data is collected online on google forms through a structured questionnaire. Researchers determined a sample size of (N 440) from which only 336 responses are addressed properly by social media users in Lahore Pakistan. Findings of the study reveal that influencer's credibility (expertise and authenticity) impact customers' citizenship behaviour toward brands through sequential mediation of trust and affective commitment. However, a path with expertise and authenticity is supported by partial mediation through trust and affective commitment is proved. This study adds value to the literature by investigating novel mechanisms through perpetual and attitudinal impact of influencer's credibility traits on citizenship behaviour toward brands. The study is a timely contribution to the existing literature and offers both theoretical and practical implications.

Keywords: Affective Commitment, Customer Citizenship Behaviour, Credibility, Trust





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Submission ID: 202202035

**AN EMPIRICAL INVESTIGATION OF FINANCIAL INCLUSION ON FINANCIAL
WELLBEING OF WORKING WOMEN: A MEDIATING ROLE OF FINANCIAL
CAPABILITY**

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ABSTRACT

The study is designed to investigate the impact of financial inclusion on financial wellbeing of the working women. This study aims to find how financial inclusion impacts the financial wellbeing while considering the mediating role of financial capability. Stratified sampling technique was used to draw sample size. Using a quantitative research methodology, data was collected from the respondents through a survey (a self-administered questionnaire). As a part of larger study, 650 questionnaires were distributed from which 550 responses were collected from the participants, which shows 84% response rate. In order to analyze the responses, SPSS and AMOS were used. To test the hypothesis, structural equation modeling technique was used. The findings show that partial mediation is witnessed between financial inclusion and financial well-being of working women as direct beta without mediation is significant and positive. The study is significant for women working at different hierarchical levels, policy makers and governing authorities to up surge the financial wellbeing of the women by ensuring their access to appropriate financial products and required services with the help of their financial abilities and skills. For the future study the male respondents can also be included in the population to examine the effects of the proposed study on the male. A comparison between the male and female respondents can also be done for extending the research scope.

Keyword: Financial inclusion, Financial Capability, Financial Wellbeing, Working Women.





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Submission ID: 202202036

**FIRM PERFORMANCE OF SMES: THE IMPACT OF SOCIAL CAPITAL,
STRATEGIC AGILITY, AND STRATEGIC FLEXIBILITY**

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ABSTRACT:

This study examined a hypothesized model linking social capital and organizational strategy renewal processes by incorporating various mediating variables that combined the resource-based view and dynamic capability view. Organizational-level knowledge resources like social capital are examined in this study to see if they enhance the organization's ability to adapt to change. Several organizational competencies and aspects, such as strategic agility, and strategic flexibility, were regarded as mediating variables for establishing the connection between the studies constructs. It was decided to use surveys as a study instrument because this research is a casual" study and was conducted on CEOs, owners, managers, and employees of SMEs from the various clusters of agricultural machinery, automobile accessories, pharmaceutical instrumentation, electrical equipment, IT-related accessories, and clothing with valid registrations. Moreover, the study found that social capital has a favorable and significant impact on strategic agility and strategic flexibility. Research also shows good and significant links between agility and flexibility of the strategy and the flexibility of the strategy. The findings of this study have both immediate and long-term ramifications for small business owners and CEOs. A novel perspective on strategic renewal and social capital emerged from this research, which has important practical and theoretical consequences.

Keywords: Social capital, strategic agility, strategic flexibility, firm performance.





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Submission ID: 202202038

**COMPETITIVENESS THROUGH CORPORATE SOCIAL RESPONSIBILITY AND
GREEN ENVIRONMENT: AN INVESTIGATION OF THE MEDIATING AND
MODERATING MECHANISMS**

ABSTRACT

The concept of corporate social responsibility has gained substantial popularity in the context of pressures from competition, environmental forces and stakeholder's expectations for environmental protection. The objective of the research is to investigate the relationship of corporate social responsibility on corporate competitive advantage. The study proposes that corporate social responsibility is factor leading to green intellectual capital and green intellectual capital leads to disruptive green innovation resulting in competitive advantage for business organizations. The relationship of CSR with disruptive green innovation could be moderated by green transformational leadership that provide followers green environment for handling disruptive green innovation for sustainable competitive advantage. Environmental dynamism could be a moderator between disruptive green innovation and corporate competitive advantage in the study. In this study questionnaire will be used to collect the data from the employees of IT companies in Pakistan. The Non-probability sampling technique will be used in the study. Results will be exploited through SPSS. AMOS and SMART-PLS-SEM will be used to check the mediation and moderation effects in the study. Results of the study will be extracted and disseminated properly to the targeted audience.





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Submission ID: 202202039

**PSYCHOLOGICAL CONTRACT BREACH AND WORK ALIENATION: A CASE
OF TOURISM AGENCIES**

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ABSTRACT

Present study is an effort to discover the relationship of breach of psychological contract with work alienation. Study also focuses to empirically test the intervening effect of psychological capital in said association. This study assumes that mediation of psychological capital may reduce the undesirable effects of breach of psychological contract. For current study, data was collected from workers of diverse tourist agencies in Pakistan. Around 300 employees of tourist agencies participated in the study. Cross-sectional data was tested for analysis using partial least square structural equation modeling (PLS-SEM). Data was analyzed using Smart PLS 3.0 version. Current research is significant as it highlights an important cause of work alienation at organizational level and provide solution for fixing this problem. Result of study shows a positive relationship between psychological contract breach and work alienation. Moreover, psychological capital mediates the said relationship. Research is helpful for private agencies and government to take corrective measures.

Keywords: work alienation, psychological capital, breach of psychological contract.





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Submission ID: 202202041

**ABUSIVE SUPERVISION AND EMPLOYEES' RETALIATION: MEDIATION BY
DEPLETION OF RESOURCES AND MODERATION BY POLITICAL SKILL**

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ABSTRACT

Drawing on political skill theory this study specifically aims at determining the association between abusive supervision and retaliation by investigating the mediating role of depletion of resources and moderating role of political skill. Data for the current study is collected through questionnaire, while 230 useful responses from employee of banking sector are used for analysis purpose. The findings of the study reveal that when supervisor is abusive, the employees lose their personal resources which ultimately increase possibility of retaliation thus they tend to retaliate. The presence of political skills, on the other hand, influence the impact of abusive supervision as employees feel less depletion of resources and retaliation behavior. The study offers both theoretical and managerial implications.

Keywords: Abusive Supervision; Depletion of Resources; Political Skill; Retaliation.





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Submission ID: 202202042

**A STUDY ON DYNAMICS OF GOVERNMENT-UNIVERSITY-INDUSTRY
KNOWLEDGE TRANSFER IN AN EMERGING KNOWLEDGE-BASED
ECONOMY**

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ABSTRACT

With the fourth industrial revolution on the horizon integrating the triple-helix (TH) model in the national innovation system (NIS) has become mandatory. The TH model being a triad of government-university-industry (GUI) linkages gives an insight into the role of higher education institutes in national knowledge and innovation infrastructure. Higher education sector is currently going through a revolutionary phase in Pakistan as focus is being shifted towards a research-oriented culture that facilitates knowledge creation and dissemination process. A significant step in this regard is the initiation of knowledge transfer offices in HEIs aimed at propagating GUI linkages and mediating knowledge transfer. This study aims to conceptualize the dynamics underlying the GUI linkages specifically with established offices of knowledge-transfer as moderators. The current study was carried out using qualitative research design with multiphase and multi-methods approach. In the initial phase researcher gained a deeper understanding of the TH phenomenon by participating in two international conferences as a chair and organizer. In the second phase qualitative data was collected through a series of exploratory interviews and a focus group discussion. In the third phase of the study semi-structured interviews based on thematic analysis of exploratory findings were conducted from a sample identified using convenience sampling technique. Grounded theory approach was used for constructing a model that pertains to the flow of knowledge, channels of KT and illustrates dynamics of the TH model empirically. Findings of the research are expected to highlight the constraints in the creation, dissemination and internalization of knowledge. It is believed that this research will aid in future policy making for country's knowledge-based economy, provide suggestions for improved university-industry linkages and enhanced knowledge-transfer strategies.

Keywords: Triple-Helix model, Knowledge-based economy, Office of Research Innovation and Commercialization, Knowledge Transfer, Innovation





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Submission ID: 202202044

**WORKPLACE RELIGIOUS COMMUNICATION AND ISLAMIC WORK ETHIC:
MEDIATING ROLES OF SELF-REFLECTION AND SELF-REFORMS**

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ABSTRACT

Workplace communication is found to impact employee behaviors but how workplace religious communication predicts employee behavior is an area that has not gained due attention in literature. The purpose of this study is to predict Islamic work ethic practices through workplace religious communication mediated by self-reflection and self-reforms. To test the conceptual model, author proposed to collect data from the Muslim employees working in full fledged Islamic banks through personally administrative survey. Snowball sampling will be applied because of the non-availability of sampling frame. Proposed model initiates to realize the management scholar about role of workplace religious communication as a change management tool helps to raise ethical practices. Scholars and professionals may use the research findings to justify their efforts in designing, developing, and implementing Islamic religious communication based model for enhancement of ethical practices as performance improvement intervention.

Keywords: Workplace Religious Communication, Self-Reflection, Self-Reforms, IWE practices





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Submission ID: 202202047

**THE MEDIATING ROLE OF INNOVATION PERFORMANCE IN THE
RELATIONSHIP OF INNOVATION TYPE AND FIRM'S FINANCIAL
PERFORMANCE**

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ABSTRACT

The major goal of this research is to see how different innovation types (product, process, marketing, organization) innovation affect a company's financial performance. The study also looks into the intervening role of innovation performance in the relationship between different types of innovations and financial performance. The study will employ primary data obtained using mail survey and Google form technique to address the research questions. The respondents of this study will be key employees, managers and departmental head of textile manufacturing firms of Faisalabad Pakistan. To examine the data, the study will employ several statistical approaches such as factor analysis, regression analysis, and correlation.

Keywords

Innovation type, innovation performance, firm performance, factor analysis, regression analysis.





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Submission ID: 202202049

**IMPACT OF GOVERNMENTALITY ON PROJECT SUCCESS: ROLES OF
TRUST AND PROJECT WORK ENGAGEMENT**

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ABSTRACT

Traditionally, project managers and team leads have tended to focus more on the technical side of projects, emphasizing the triple constraint criteria of time, cost, and quality while giving relatively less attention to the human side of projects. On the contrary, technical issues are not the main barriers to the successful execution of projects but rather, it is mostly the people management issues that are regarded as challenges. Successful project managers recognize the importance of good leadership behavior as a means of overcoming these challenges and invigorating project team members to work towards project objectives. The current study chose to examine governmentality as previous studies indicate that it is of relatively greater relevance for project-based organizations. This study examined the relationship between project managers' governmentality and project success with the mediating role of project work engagement and moderating role of trust in the public sector organization of Pakistan. Based on responses from 225 project management practitioners in Pakistan public sector organizations, It is found that governmentality is negatively related project success. It is also found that project work engagement fully mediates the relationship between governmentality and project success. Furthermore, trust moderates the relationship between governmentality and project work engagement. The findings suggest that effective project work engagement is one of the key mechanisms through which leaders enhance project performance in context of public sector organization projects. Additionally, the findings indicate that project managers and project-based organizations should strive to cultivate project work engagement for team members to strengthen teamwork and enhance project success.

Keywords: Governmentality, Trust, project work engagement, Project success





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Submission ID: 202202050

**IMPACT OF SERVANT LEADERSHIP ON PROJECT SUCCESS: ROLES OF
JOB SATISFACTION AND TEAM BUILDING**

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ABSTRACT

Traditionally, project managers and team leads have tended to focus more on the technical side of projects, emphasizing the triple constraint criteria of time, cost, and quality while giving relatively less attention to the human side of projects. On the contrary, technical issues are not the main barriers to the successful execution of projects but rather, it is mostly the people management issues that are regarded as challenges. Successful project managers recognize the importance of good leadership as a means of overcoming these challenges and stimulating project team members to work towards project objectives. The key element of successful organization is depending on the effective and efficient guidance of the leaders. A critical factor to understanding the success of an organization, then, is to study its leaders. In this study to examine servant leadership style on project outcomes for public sector project-based organizations. Drawing from social identity processing (SIP) theory, this study examined the relationship between project managers' servant leadership style and project success with the mediating role of project job satisfaction and team building in the public sector project-based organization of Pakistan. Based on responses from 240 project management practitioners in Pakistan's public sector project-based organization, it is found that project managers' servant leadership style is positively related to project success, and that this relationship is mediated by project job satisfaction and team-building practices. Furthermore, the results suggest that project job satisfaction mediates the relationship between project manager's servant leadership style and project success as well as the relationship between team building and project success.

The findings suggest that effective servant culture enhance employee satisfaction and leadership style makes team-building is one of the key mechanisms through which servant leaders enhance project performance in context of public sector projects. Furthermore, the findings indicate that project managers and project-based organizations should strive to cultivate a serving environment for team members to strengthen teamwork, employee satisfaction and enhance project success.

Keywords: Servant leadership, project satisfaction, team-building, project success, mediation





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Submission ID: 202202052

**THE IMPACT OF VOLUNTARY DISCLOSURE ON BANKS VALUE: THE
MODERATING ROLE OF CORPORATE GOVERNANCE: EVIDENCE FROM
PAKISTAN.**

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ABSTRACT

The focus of this research is to look at how voluntary disclosure affects bank value while considering the moderating role of corporate governance. The data for this research indicates from the annual reports of 20 conventional banks that are listed on the Pakistan stock exchange for the years 2011 to 2020. STATA 15.0 version method is used to analyze the data. The variables in this study include voluntary disclosure, corporate governance, and bank value. This study used a market-based proxy (Tobin's Q) to calculate the value of banks. The results of this study suggest that voluntary disclosure has a big influence on bank valuations, while corporate governance has a significant impact as a moderator. The future researcher will look at the impact of these variables on industries other than banking, or compare many industries. Investors, shareholders, management, directors, and other stakeholders will benefit from this research.

Keywords: Voluntary disclosure, Banks value, Corporate Governance, the Pakistan stock exchange, and Tobin's Q.





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Submission ID: 202202053

**ROLE OF FINANCIAL INNOVATION DURING COVID-19 CRISES: A CASE OF
FINANCIAL INSTITUTIONS IN EMERGING ECONOMY**

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ABSTRACT

During the present COVID-19 pandemic, this study explores the critical role of Financial Innovation (FI) in stabilizing the Islamic financial institutions. In this work, interpretivism research philosophy is used as a foundation. The research is also based on an inductive method, which begins by examining a specific occurrence before generalizing it. Interviews were undertaken in order to gather information. Researchers used a purposive sampling approach, and the sample was picked with the study's goal in mind. As a result, ten experts were interviewed for this study. Three academics and seven industry professionals are chosen for data collection. In addition to their extensive understanding of Islamic financial innovation principles, these professionals possess at least five years of experience in the sector. For data analysis and interpretation, the researchers employed N-Vivo analytic software. According to the findings, the role of financial innovation in the current situation is critical, and it has become a lifeline for Islamic financial institutions. Furthermore, Nvivo findings revealed that financial innovation in IFIs plays important roles in digitization, financial technology, financial inclusion, religiosity, and customer and market acceptance. This research should aid governments in the successful implementation of social distancing measures to prevent the spread of COVID-19 and promote financial stability, thereby accelerating FI adoption in Islamic banks. This research is limited to Islamic banks in Pakistan. Future research may look into the impact of financial innovation by comparing the Islamic and conventional financial sectors.

Keywords: Financial Innovation, Financial Technology, Digitization, Covid-19, Islamic financial institutions.





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Submission ID: 202202054

**WORKPLACE INCIVILITY AND INTERPERSONAL DEVIANCE: THE ROLES OF
EMPLOYEE OSTRACISM AND NEUROTICISM.**

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ABSTRACT

Interpersonal deviance has become a major challenge for the policy makers of higher education institutes. Therefore, this study aims to explore how workplace incivility can affect interpersonal deviance. Specifically, we aim to examine the mediating role of employee ostracism and moderating role of neuroticism between the same. Survey method will be used to collect data from faculty working in higher education institutes of Pakistan using google forms. Drawing upon affect event theory we assume that workplace incivility positively relates to interpersonal deviance while this relation can be triggered through employee ostracism. In addition, individuals with negative personality traits (neuroticism) may more likely strengthen the relation between employee ostracism and interpersonal deviance. Our findings would suggest policy makers that increased workplace incivility may lead to heightened ostracism which results in more interpersonal deviance. Further, there will be increased interpersonal deviance caused by employee ostracism if employee is high in neuroticism as his personality trait. Therefore, managers should focus on various personality tests at the time of recruitment.

Keywords: Neuroticism, Workplace Incivility, Employee Ostracism, Interpersonal Deviance, Education Sector.





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Submission ID: 202202055

**RELATIONSHIPS BETWEEN ENTREPRENEURIAL ORIENTATION, MARKET
ORIENTATION, KNOWLEDGE SHARING: A MODEL TOWARDS INNOVATIVE
WORK BEHAVIOR**

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ABSTRACT

Software industry in Pakistan is growing rapidly and demand innovation from employees specially during COVID-19. Innovativeness in the sector through behavior of employees can be a major contribution as they have to apply new ideas to solve the glitches with the willingness. Therefore, based on information processing theory, this study will examine how entrepreneurial orientation (EO) and market orientation (MO) can contribute towards employees' innovative work behavior (IWB). Further, the study aims to understand that how knowledge sharing can mediation these associations. Data for this quantitative study will be collected from the managers of software houses registered with Pakistan Software Export Board. The data will be collected from 300 managers through 'Google Forms. The study assumes that entrepreneurial orientation and market orientation will have a positive correlation with innovative work behaviors of employees through the mediation of knowledge sharing within the firms. Our results would provoke the need of innovative work behaviors and efforts towards it through entrepreneurial orientation and market orientation on the basis of which knowledge sharing cultures be enhanced.

Keywords: Entrepreneurial Orientation, Market Orientation, Knowledge sharing, Innovative Work Behavior and Information.





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Submission ID: 202202056

**HOW AUTHENTIC LEADERS ENCOURAGE INNOVATIVE WORK BEHAVIOR?
A MODERATED MEDIATION MODEL**

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ABSTRACT

Nowadays, organizations demand innovativeness from their employees to remain competitive. Therefore, this study aims to understand how authentic leadership affect employees' innovative work behavior. Specifically, this study explores the mediating role of psychological empowerment and moderating role of polychronicity. The study will collect data from 310 employees working in services and manufacturing sectors in Pakistan. The study will a questionnaire-based survey to collect data using a cross-sectional design. Based on innovation leadership theory, the study assumes that authentic leaders psychologically empower their followers, in turn, they exhibit innovative behaviors. Further, individuals high in polychronicity would strengthen the association between authentic leadership and psychological empowerment.

Keywords Authentic leadership, Psychological Empowerment, Innovative Work Behavior, Polychronicity





**2ND INTERNATIONAL CONFERENCE
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Impactful Research for Sustainable Development



Submission ID: 202202057

**ANTECEDENTS OF EMPLOYEE GREEN CREATIVITY IN HOSPITALITY
SECTOR OF PAKISTAN**

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ABSTRACT

The hospitality sector is majorly contributing to the environmental pollution. Moreover, the increased global warming and climatic changes have attracted the attention of world leaders to devise and implement rigorous environment friendly policies and regulations. Therefore, this industry is more concerned than ever to increase green creativity of their employees in order to find solutions for environmental problems. Specifically, this study will strive to find antecedents of green creativity in hospitality sector of Pakistan. It will make an effort to examine the impact of environmental leadership on green creativity in the presence of mediating role of green psychological climate and moderating role of environmental knowledge. The quantitative research approach, self-administered survey and structural equation modelling will be employed to collect and analyze data of 400 employees working in hospitality sector of Pakistan. This study assumes that when leaders are more concerned about environment conservation (i.e. environment leadership), they will motivate employees to engage in green creativity. It also predicts that environmental leadership will develop a green psychological climate which will ultimately influence the green creativity of employees working in hotels. It also expects that boundary condition of environmental knowledge will strengthen the association between green psychological climate and green creativity.

Keywords: Environmental leadership, green psychological climate, green creativity, environmental knowledge





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Submission ID: 202202058

**IMPACT OF ENVIRONMENTAL CORPORATE SOCIAL RESPONSIBILITY ON
GREEN CUSTOMER LOYALTY: STUDYING THE MEDIATING ROLE OF
GREEN CUSTOMER SATISFACTION AND MODERATING ROLE OF ATTITUDE
TOWARDS GREEN BEHAVIOR**

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ABSTRACT

Consumers nowadays have become more eco-conscious and concerned about protection of their environment. They are more inclined towards green products and likely to make their purchases from the companies that are more environmentally concerned. On the other side, organizations are also making efforts to fulfil their environmental corporate social responsibilities. Therefore, this study is an attempt to find the impact of environmental corporate social responsibility on green customer loyalty of clothing brand consumers in Pakistan through green customer satisfaction. The study further extends existing literature by examining the moderating role of attitude towards green behavior between green customer satisfaction and green customer loyalty. The quantitative research approach, self-administered survey will be used to collect data from clothing brand consumers in Pakistan. The study assumes that when organizations fulfill their environmental corporate social responsibilities it fulfils the green demands and needs of consumers and so their green customer satisfaction level increases which make them committed with the companies to make repurchases in the future and so green customer loyalty increases. Attitude towards green behavior moderates the relationship between green customer satisfaction and green customer loyalty.

Keywords: Environmental corporate social responsibility, green customer satisfaction, green customer loyalty, attitude towards green behavior, environmental concern.





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Submission ID: 202202059

**EFFECTS OF SHARED LEADERSHIP ON KNOWLEDGE SHARING AND WORK
ENGAGEMENT IN HIGHER EDUCATION: THE MODERATING ROLE OF
CREATIVE-SELF EFFICACY**

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ABSTRACT

Higher educational institutions (HEIs) constitute an important part of the public sector. However, HEI's needs to manage to engage its human capital to remain competitive. Given that, this study aims to investigate the perception of shared leadership on work engagement with the mediating mechanism of knowledge sharing. Further, the study examined creative-self efficacy as a moderator between employees' perception of shared leadership and knowledge sharing. This study will collect data from the faculty members working in public sector HEIs of Pakistan through a questionnaire-based survey on convenience basis. This study purposes that when there is perception of shared leadership in an institute, academicians are more likely to share knowledge and show work engagement. Moreover, this study claims the creative self-efficacy of academicians will act as an intervening construct and likely to enhance the effect of shared leadership on knowledge sharing behavior. Theoretically, this study will suggest new insights into the contextual antecedents and mediating mechanisms of work engagement.

Keywords: Shared leadership, knowledge sharing, work engagement, creative self-efficacy.





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Submission ID: 202202060

**IMPACT OF PATERNALISTIC LEADERSHIP ON ORGANIZATIONAL
COMMITMENT: THE MODERATING ROLE OF LEADER-MEMBER
EXCHANGE AND MEDIATING ROLE OF PSYCHOLOGICAL EMPOWERMENT
AND SELF-EFFICACY**

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ABSTRACT:

The aim of this study is to investigate the relation between dimensions of paternalistic leadership (authoritarian, benevolent and moral) and organizational commitment of the employees working in high-power distance culture. The study examined psychological empowerment and self-efficacy as mediators and leader-member exchange as moderator between paternalistic leadership and organizational commitment. In this quantitative study, data will be collected from 450 employees working in banking sector of metropolitan cities of Pakistan through Google forms and questionnaires. On the basis of literature, the study assumes that there is a positive relation between dimensions of paternalistic leadership (benevolent and moral) with organizational Commitment, although psychological empowerment and self-efficacy mediates the relation, whereas the authoritarian dimension is negatively related. Furthermore, it is assumed that leader-member exchange moderates the relation of paternalistic leadership and organizational commitment.

Keywords: Paternalistic Leadership (Authoritarian, Moral and Benevolent), Psychological Empowerment, Self-Efficacy, Organizational Commitment, Leader-Member Exchange (LMX)





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202062

**HOW GHRM IS RELATED TO EMPLOYEES' INNOVATIVE WORKING
BEHAVIOR? A MODERATED MEDIATION MODEL OF GREEN
TRANSFORMATIONAL LEADERSHIP AND PSYCHOLOGICAL SAFETY**

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ABSTRACT

This study aims to determine the relationship between GHRM techniques and employees' innovative work behavior. The study also proposed psychological safety as a mediator and green transformational leadership as conditional boundary to enhance innovative work behavior. The research describes psychological safety and green transformational leadership as new mechanism through which GHRM techniques influence employees' innovative working behavior. Using a survey questionnaire, this study will collect data from various employees of services and manufacturing sectors. The study also aims to apply structural equation modeling to test the hypotheses. Based on ability-motivation-opportunity theory, the study assumes that employee may feel psychologically safe while perceiving their organizations involved in GHRM practices and this ultimately encourage them to be more innovative. In addition, the study also assumes that green transformational leadership can strengthen the association between GHRM and psychological safety.

Keywords: GHRM, psychological safety (PS), green transformational leadership, Innovative working behaviour





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Submission ID: 202202063

**LEADERSHIP AND EXTRA-ROLE BEHAVIORS: THE ROLES OF TRUST IN
LEADER AND ORGANIZATIONAL SUPPORT**

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ABSTRACT

Research studies have shown that there is a need to examine the factors that increase discretionary extra role behaviors among employees. Therefore, we examined the relationship between ethical leadership and organizational citizenship behavior through perceived organizational support and development of trust towards the leader/supervisor. The study selected employees working in banking sector of Pakistan. This quantitative study was conducted in a non-contrived setting using questionnaires and data was gathered at one point of time. The technique of convenience sampling was used for this study. In addition, sample size was determined through item response theory. The findings of this research study showed that the data was normally distributed. Also, the results showed that ethical leadership was positively associated with organizational citizenship behavior, perceived organizational support and trust in leader. Furthermore, perceived organizational support and trust in leader was found to have a positive association with organizational citizenship behavior. There was partial mediation of perceived organizational support and trust in leader, between the relationship of ethical leadership and organizational citizenship behavior.

Keywords: Ethical Leadership, Trust, Organizational Citizenship Behavior, Extra-Role Performance, Extra-Role Behavior, Perceived Organizational Support





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202064

**IMPACT OF WORKPLACE BULLYING ON EMPLOYEES' WELL-BEING: ROLES
OF PSYCHOLOGICAL CONTRACT VIOLATION AND WORKPLACE
FRIENDSHIP**

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ABSTRACT

Workplace bullying is a serious concern as it poses harmful effects at the individual as well as organizational levels and the academic sector is no exception to it. Drawing on the conservation of resource theory, the study aims to investigate how workplace bullying impact employees' well-being in an academic sector of Pakistan. The current study further seeks to examine the mediating mechanism of psychological contract violation between the relationship of workplace bullying and employees' well-being. Additionally, the study intends to find out the buffering effect of workplace friendships by examining it as a moderating variable between the relationship of workplace bullying and psychological contract violation. The current study will collect data from the faculty members working in various universities of Pakistan through a questionnaire based survey using Google forms. The current study assumes that workplace bullying negatively affects employee's wellbeing. The study also suggests that psychological contract violation act as a mediator between the relationship of workplace bullying and employees' wellbeing. The study further implies that workplace friendship helps to attenuate the deleterious effects of workplace bullying by acting as a moderator between the relationship of workplace bullying and psychological contract violation such that the high workplace friendship will weaken the relationship between workplace bullying and psychological contract violation.

Keywords: Workplace bullying, Employee's well-being, Psychological Contract Violation (PCV), Workplace Friendship





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Submission ID: 202202067

**CAN TRANSFORMATIONAL LEADERSHIP ENCOURAGES EMPLOYEES'
INNOVATIVE WORK BEHAVIOR? A MODERATED-MEDIATION MODEL**

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ABSTRACT

The purpose of this study is to examine the impact of transformational leadership on the innovative work behavior of employees through the mediation of knowledge sharing. In addition, this study also examines the moderation of trust between transformational leadership and employees innovative work behavior. The data collection was done through the questionnaire-based survey with the cross-sectional approach. The respondents of this study were selected randomly based on convenience sampling technique. A total of 520 questionnaires were circulated from which 403 responded back. The results revealed that transformational leadership positively affect employees' innovative work behavior through knowledge sharing behavior. Further, the study noted that employees with high level of trust are more likely to share knowledge working with transformational leaders.

Keywords: Transformational leadership, Innovative work behavior, Knowledge sharing, Trust.





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202075

**THE IMPACT OF BANK DIVERSIFICATION ON EFFECTIVENESS OF
MONETARY POLICY: EVIDENCE FROM PAKISTAN'S AND MALAYSIAN
BANKING SECTOR**

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ABSTRACT

The study empirically examines the impact of bank diversification on Effectiveness of monetary policy .Based on monetary and bank-level data from 2010 to 2019 in Pakistan and Malaysia. For this study, the dependent variable is monetary policy having loan growth as its main element and the independent variable is bank diversification with its major factors i.e. equity, liquidity, size, and diversification. Interest rate is considered as an interaction term to about how moderates the relationship between an independent variable and dependent variable. Panel data regression based on fixed effect model estimation technique is used to examine that does bank diversification effect on effectiveness of monetary policy. The study results indicate that the diversification has significant effect on loan growth (i.e. effectiveness of monetary policy). Study reveals that bank diversification enhances the effect of monetary policy. This study find the monetary policy has a higher impact on diversified banks. The results of interaction term indicate that there is insignificant impact of moderating role diversification and monetary policy on loan growth (i.e. effectiveness of monetary policy). In brief, the results suggest that monetary authorities should be attentive when they are strongly encouraging bank diversification. Moreover, they also need to choose the appropriate monetary tools to apply and establish specific policies for different groups of banks.

Keywords: Monetary Policy, Bank Diversification, Loan Growth.





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Submission ID: 202202076

**HOW DOES WORKLOAD OFTEN INCREASE INTENTION TO LEAVE THE
BANKING SECTOR? A MODERATED MEDIATION MODEL**

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ABSTRACT

Main drivers of economic growth are banks as they are directly related to demand and money supply within an economic state. Current study aims to understand the how workload affect employee's intention to leave the bank. Moreover, how work family imbalance mediate the relation between workload and intention to leave. 300 questionnaire will be distributed among employees of banking sector. As population is unknown, convenience sampling will be used. Based on Job Demand Resource Model, current study assumes that workload will encourage the employees' intention to leave. Humble leadership will weaken the association between workload and work family imbalance.

Keywords Workload, Work Family Imbalance, Humble Leadership, Intention to Leave





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Submission ID: 202202077

**DOES INSTITUTIONAL OWNERSHIP AND FIRM PERFORMANCE AFFECT
VOLATILITY OF STOCK RETURNS: EVIDENCE FROM PAKISTAN**

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ABSTRACT

This study investigates that does institutional ownership (IO) and firm performance affect volatility of stock return by using the sample of hundred nonfinancial firms listed at Pakistan stock exchange for the period of 2010 to 2019. The firms are selected on the basis of market capitalization. For this study the dependent variable is stock returns volatility and the independent variables are institutional ownership and firm performance with its control variables like firm size, leverage and tangibility. Panel data regression based on fixed effect model estimation technique is used to examine that does institutional ownership and firm performance affect volatility of stock returns. Small emerging countries are frequently overlooked in research on institutional ownership and stock returns volatility. However, because of the enormous number of institutional investors and the small size of the stock markets in emerging equity market, this issue is more serious. The findings of the empirical investigations show that institutional ownership (IO) significantly affect the stock returns volatility and the firm performance (ROA) insignificantly move the volatility of stock returns. On the contrary, the lag term results show that institutional ownership and the firm performance (ROA) significantly affect stock returns volatility. The results of this study indicated that the institutional ownership stabilize stock returns volatility and also study provide implications for institutional investors to consider firm performance (ROA) in investment decision making. It shows that the firm performance is very important for stabilizing the stock returns volatility.

Keywords: Institutional Ownership (IO), Stock Returns Volatility, Firm Performance (ROA)





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202083

**ETHICAL LEADERSHIP AND SERVICE INNOVATIVE BEHAVIOR LINK IN
TOURISM INDUSTRY: A MODERATED MEDIATION ANALYSIS**

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This study investigates the impact of ethical leadership on service innovative behavior directly and through employees' organizational citizenship behavior (OCB). Therefore, this research also examine the moderating role of gender between ethical leadership and employees' OCB. Data is collected from the 113 employees of tourism organizations in Pakistan. Hayes PROCESS MACRO is employed for analysis. Results reveal that that the pattern of male versus female employees' service innovative behavior linked with ethical leadership considerably subject to their OCB. To enhance employees' service innovative behavior, managers must identify the anticipated dissimilarities that play a major role in the extent to which ethical leadership strategies will effect male vs. female employees' OCB. This research offers understandings of the multifaceted nexus among ethical leadership, gender difference, employees' OCB and service innovative behavior in the tourism sector.

Keywords: ethical leadership, OCB, service innovative behavior, gender





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Submission ID: 202202084

**IMPACT OF ABUSIVE SUPERVISION ON NURSES' TURNOVER INTENTION
AND INNOVATIVE BEHAVIOR VIA WORK ENGAGEMENT: MODERATING
ROLE OF PERSON-JOB-FIT**

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ABSTRACT

Employees all over the world are facing high abusive supervision at low work engagement, which has increased their intention to leave their jobs and reduced their innovative behavior. Highlighting these prevailing issues, the goal of this research paper is to examine the relationships between abusive supervision, work engagement, innovative behavior, and turnover intention while visualizing person-job-fit in a moderating role. This paper employed a cross-sectional study with survey as a research design to collect data from 500 nurses (in total) employed in public and private hospitals in Lahore. The study used SPSS and Structural Equation Modeling (SEM) in the AMOS v21 technique for analysis. Results revealed that abusive supervision has indirect detrimental impacts on turnover intention and innovative behavior through reduced work engagement. Person-job-fit mitigates these damaging effects by weakening the negative relationship between work engagement and turnover intention and strengthening the positive relationship between work engagement and innovative behavior at workplace. This study is a primary effort that introduces person-job-fit (PJF) as a remedy to the occurrence of abusive supervision in developing countries like Pakistan with high power distance. The conceptual framework is established on the basis of conservation of resource theory of stress, equity theory and field theory.

Keywords. Abusive Supervision, Work engagement, Innovative behavior, Turnover intention, Person-job-fit, Power distance





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Submission ID: 202202088

**EXPLORE THE SERIALY MEDIATING ROLE OF CONSUMER'S HEALTH
CONSCIOUSNESS AND ATTITUDE TOWARDS FUNCTIONAL FOOD AMONG
LONG-TERM ORIENTATION, SAFETY CONSCIOUSNESS AND WORD OF
MOUTH ABOUT FUNCTIONAL FOOD.**

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ABSTRACT

The functional food industry has grown more and more because of the nutritional benefits of such food products. The risks of many chronic diseases around the world have been associated with unhealthy eating behavior. Functional food and its association with health benefits and the reduction of disease risk open a promising avenue for consumers to pursue a healthier life. The study also sheds light on the serial mediation role of health consciousness and attitude towards functional foods by using the theory of reasoned action and theory of planned behavior. The study used questionnaire to collect data from the gym goers from many gyms situated in Lahore, Pakistan. The gathered data was analyzed through two software *SPSS* and *PLS-Smart*. Based on a sample of **205 gym goers** the data analysis results show that long term orientation and safety consciousness positively and significantly influences health consciousness, attitude towards functional foods and word of mouth about functional food. Overall, the findings provide valuable insights for functional food marketers in the formulation of marketing strategies.

Keywords: Functional Food, Long-Term Orientation, Safety Consciousness, Health Consciousness, Attitude towards Functional Foods, Word of Mouth about Functional Food





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Submission ID: 202202089

**CAPITAL STRUCTURE AND FIRM PERFORMANCE: EVIDENCE FROM
ENERGY SECTOR**

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ABSTRACT

The optimal mix of debt and equity capital is critical for significantly reducing the firm's cost of capital and improving the overall firm's performance. This study focuses on the impact of capital structure on firm performance in Pakistan's energy sector considering companies listed on the Pakistan Stock Exchange. Data is taken for ten years from 2011 to 2020 through financial statements of 29 companies using cluster random sampling technique to provide an empirical analysis of the capital structure of the energy sector in Pakistan with the most recent available data. The study's model is based on return on assets and net profit margin as a proxy for financial performance. Independent variables were the debt to equity, total debt to total assets, asset turnover ratios, sales growth, firm size and taxation. Multiple linear regression tests were used to study the relationship among understudy variables. The results revealed that firm size, growth and the current ratio have a significant relationship with both dependent variables, while debt to equity and asset turnover ratio has an insignificant relationship with both understudy proxies of firm performance. Taxation and total debt to total assets ratio have a significant relationship with return on assets and insignificant with net profit margin. The study is equally advantageous to investors, policymakers and multiple stakeholders of Pakistan energy sector.

Keywords: Capital Structure, Financial Performance, Energy Sector





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Submission ID: 202202090

**EFFECT OF BEHAVIORAL BIASES TOWARDS INVESTMENT DECISIONS OF
INDIVIDUAL INVESTORS: THE ROLE OF FINANCIAL LITERACY**

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ABSTRACT

For the last two decades perception of traditional finance has taken a significant shift towards behavioral finance that explains how cognition and emotions are associated with investment decision making. According to behavioral finance, investors are not always rational, some factors influence investors in decision making, so it is necessary to study investor behavior and its influence on investment decisions in the Pakistan stock market. The purpose of this study is to examine the behavioral biases that affecting the decision-making of individual investors and determine the relationship of financial literacy between behavioral biases and investment decisions. The research used primary data and for data collection from individual investor's questionnaire was adopted from previous studies and gathered data from Lahore brokerage firms by using the convenience sampling (snowball) technique. The valid responses collected were 358, that were used for the analysis and study applied IBM SPSS Statistics (Version 25) and AMOS (Version 22). The confirmatory factor analysis were used for model fitness and structural model were used to evaluate the direct effect of behavioral biases on investment decisions and results showed that anchoring, regret aversion, optimism bias, loss aversion, gamblers fallacy, availability bias, financial literacy has a significant direct effect on investment decisions. Two way interaction graph were used to evaluate the moderation effect of financial literacy between behavioral biases and investment decisions results showed that financial literacy as moderator decreases the effect of behavioral biases on investment decisions. The study will help to fill the gap in the literature by examining how behavior of investors affects the stock market and how financial literacy improves investor's investment decisions.

Keywords: Behavioral Biases, Investment Decisions, Individual Investors, Financial Literacy





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Submission ID: 202202092

**PROMOTING EMPLOYEE GREEN BEHAVIOUR THROUGH ENVIRONMENTAL
SPECIFIC SERVANT LEADERSHIP: A MEDIATED MECHANISM**

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ABSTRACT

Purpose: Environmental specific leaders give direction on empowering and developing people to be ecologically conscious and demonstrate person-to-person acceptance, humility, and contributing towards green behavior at the workplace but the mechanism explaining the way it may influence followers requires further attention. Thus, the basic purpose of this study is to investigate the impact of environmental-specific servant leadership on employee green behavior and mediating role of green human resource management practices (GHRM).

Design/methodology/approach: This study is cross-sectional and deductive in nature. Using the convenience sampling technique, the data were collected from 256 employees working as supervisors in the cement industry in Pakistan. The data were collected using a survey questionnaire.

Findings: The proposed model was tested through structural equation modeling, where the findings revealed that environmental-specific servant leadership has a positive significant impact on employee green behavior. Moreover, green human resource management partially mediates the relationship between environmental-specific servant leadership and employee green behavior.

Originality/value: This study is novel in examining the impact of environmental-specific servant leadership and employee green behavior. Further, the study also investigates the mediating role of GHRM between environmental-specific servant leadership and employee green behavior.

Keywords: Employee Green Behavior (EGB), Environmental-specific Servant Leadership (ESSL), Green Human Resource Management (GHRM), Cement sector





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202095

**ROLE OF RECRUITERS' CHARACTERISTICS IN ADOPTION OF NEW
TECHNOLOGY**

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ABSTRACT

This study aims to highlight the importance of recruiters' characteristics in developing intention to adopt technology for employee recruitment. Two technical aspects of recruiters' characteristics i.e. computer self-efficacy (CS) & personal innovativeness in IT (PI) and two features of recruiting technology i.e. performance expectancy (PE) and effort expectancy (EE) have been considered in the study to see their impacts on intention to adopt technology. Convenience sampling technique has been applied to collect the data through Google survey forms. The data were collected from 230 recruiting professionals including human resource heads, managers, chief executive officers and other staff members involved in employee recruitment. Computer self-efficacy and personal innovativeness in IT have been found in positive relationship with intention to adopt technology, whereas performance expectancy and effort expectancy partially mediates the relationship between computer self-efficacy & intention to adopt technology and effort expectancy & intention to adopt technology. This study equally contributes in the fields of human resources and information technology. The study provides insights for the organizations to develop such technical skills in recruiting managers for effective spread of technology.

Keywords: Human resource management, Personal innovativeness in IT, Computer self-efficacy, Performance expectancy, Effort expectancy, Intention to adopt technology





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Submission ID: 202202098

**DISCUSSING THE IMPACT OF FINANCIAL KNOWLEDGE AND FINANCIAL
AWARENESS ON FINANCIAL BEHAVIOR THROUGH MEDIATION OF
FINANCIAL PERCEPTION**

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ABSTRACT

The purpose of this study is to investigate the impact of financial knowledge and financial awareness on financial behavior through mediating influence of financial perception. The current study employs simple convenience sampling technique to collect responses through adopted questionnaire from the students of HEI's of Pakistan. Results of structural equation modelling provide that financial knowledge and financial awareness positively influence students' financial behavior. Results further acknowledge the partial mediating role of financial perception. Findings of the current study imply that financial knowledge and financial awareness can play a crucial role in shaping the financial behavior of students. Limitations and further research directions are discussed.

Keywords: Financial Knowledge, Financial Awareness, Financial Perception, Financial Behavior





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202099

**IMPACT OF FINANCIAL KNOWLEDGE AND FINANCIAL ATTITUDE ON
FINANCIAL CAPABILITY BY USING THE FINANCIAL BEHAVIOR AS
INTERVENING VARIABLE**

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ABSTRACT

This paper investigates the impact of financial attitude and financial knowledge on financial capability through mediation of financial behavior. Data was collected through questionnaires from 113 post graduate students of public sector universities of Pakistan. Findings revealed that financial capability can be improved by increasing financial knowledge and individual's ability to manage the financial decisions. Moreover, the financial behavior partially mediates the relationship between financial attitude and financial knowledge with financial capability. Findings imply that financial attitude and financial knowledge are imperative to increase financial capability.

Keywords: Financial Attitude, Financial Knowledge, Financial Capability, Financial Behavior





**2ND INTERNATIONAL CONFERENCE
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Impactful Research for Sustainable Development



Submission ID: 202202100

ETHICAL BEHAVIOR OF THE SALESPERSON

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ABSTRACT

In the academic world, research indicates that “good ethics is good business.” The main purpose of this study is to examine the ethical attitudes and behaviors of salespersons. Research suggests several frameworks to explore this issue. We administered questionnaires during scheduled meetings to a total of 250, 106 responses were collected (response rate 42.2%) and were analysed. 41% were female and 59% were male, majority were 20 -50 years old. Past literature improves our understanding; however, a critical review of the relevant literature suggests that an emotional passage to salesperson ethical decision-making has yet to be explored. Given the fact that individuals' emotional capacities play an important role in decision-making when faced with an ethical problem, there is a need for factual research in this area. We mark this issue by outlining and testing an emotion-based model to study the ethical attitudes and behaviors of salespersons in a relational context. Building on the cognitive perceptual model proposed by Gaudine and Thorne, we outline a framework that incorporates higher order capacity for concern, attitude toward ethic and capacity for guilt. We include salesperson's role clarity within the organization as a moderator to examine person-situation interaction. The results show a positive relationship existing between salesperson perceptions of business ethics, his/her employer's ethics, consumer and the salesperson's attitudes. The effects of salesperson ethical behavior are moderated by buyer age, they become significantly stronger as buyer age increases. Managerial and theoretical implications are discussed, and avenues for future research in the area are provided.

Keywords. Salespeople, Emotional traits, Ethical behaviors, Ethical attitudes, Role clarity Ethical decision-making.





**2ND INTERNATIONAL CONFERENCE
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Impactful Research for Sustainable Development



Submission ID: 202202101

DEBT GRAVITY OF PAKISTAN: A DANGEROUS UNCONCERN

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ABSTRACT

This study investigates the nature, causes and consequences of debt in Pakistan. Debt sustainability ratios from 1980-2020 have been examined to understand the pattern, it has increased over time. The empirical results show that Pakistan was at an unsustainable level of debt in the year 2000. The exogenous factors contributed positively as a result the threat of unsustainability was postponed for a short time period. The macroeconomic indicators of debt remained favorable for the economy till 2006-07 after which it has again moved on the critical path of unsustainable more rapidly. Currently, the emergence of pandemic while allocating a handsome part of fiscal budget for payments of unproductive projects completed with the foreign loans aiding toward undesirable circumstances of debt default.

Keywords: Public Debt, Sustainability, Political Regimes

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Submission ID: 202202102

**FUELING THE WORK ENGAGEMENT SPIRIT: A CLOSER LOOK AT HOW
RELIGIOSITY MOTIVATES EMPLOYEES WORK ENGAGEMENT IN MEDIA
EMPLOYEES.**

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ABSTRACT

In the current COVID-19 pandemic employees experience greater uncertainties and alienation, attaining the employee work engagement become increasingly significant for organization triumph. work engagement(WE) is a “positive affective motivational state where employees are vigorous, dedicated and immersed in their work” (Salanova, 2002). Previous studies exhibited that the increased work engagement as a form of employee well-being provides benefit to both organization and employees (Schaufeli, 2008; Mackay, 2017). With higher job performance, OCB and job satisfaction (Saks, 2006; Alfes, 2013; Johnson, 2017). In the present study workplace, religiosity is viewed from an Islamic lens which is defined as “individual trust in Allah and behaving in line with Allah’s principles.” And considered as significant personal source in job demands-resource theory (Burnett & McDaniel, 1990) which positively influence WE. The impact of personal resources on personal characteristics are often ignored. Minute focus is directed to investigate the relationship among personal resources(PR) and job demands(JD) in job demands-resources theory (Abualigah & Harrington, S., 2021). Particularly management scholars have often neglected religiosity as a workplace source. To bridge a gap in the literature of WE, and for a good understanding of the relationship of religiosity and WE, this study investigates job responsibility as boundary conditions. The role of job responsibility is crucial, as, first, job responsibility is acknowledged as promising boundary conditions for organization growth and development (Yuan Ling & Zhuo Xiaoqian, 2016). Second, job responsibility will help employees to enhance their work engagement (Bakker and Demerouti, 2018). This study makes several theoretical contributions. First, we provide unique insights by underlining the importance of religiosity in facilitating employee work engagement (Agarwal & Gupta, 2018). By doing so, this study contributes to the existing literature on religiosity and WE (Cooke & Muenjohn, 2018). Second, present research foreground job responsibility as a boundary condition for the religiosity and WE link. In response to the call for research on how religiosity as a personal resource(PR) and job demands (responsibility) enhance employees work engagement (Davies, Abualigah & Harrington, 2021). Cross-sectional data was collected through questionnaire from 150 telecommunication sector members by using convenience sampling technique. Structural equation model will be used to analyze the hypothesized relationship.





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Submission ID: 202202108

**IMPACT OF SOCIAL NORMS ON ANTECEDENTS OF INTENTION TO USE: AN
EMPIRICAL INVESTIGATION OF USAGE OF SMARTPHONE APPLICATIONS**

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ABSTRACT

Smartphones facilitate the potential adoption of new mobile applications. The purpose of this research was to determine the impact of social norms on antecedents of intention and to identify the means which drives the use of smart phone applications across its users. For research purpose three selected applications were used. The usage of smartphone applications was measured by using questionnaire. Purposive sampling technique and convenience sampling techniques were used for data collection purpose. Total 150 questionnaire were distributed and the response rate was 89%. SPSS 22 was used for data analysis. Findings reveal that social norms has a positive effect on perceived enjoyment and perceived usefulness whereas perceived usefulness has insignificant relationship with intention to use.. On the other hand, perceived enjoyment and perceived usefulness has a positive and significant effect on intention to use advanced mobile services. Regarding perceived usefulness, study reveals that further research is directed in exploring its impact more thoroughly. The dataset of the research, young smartphone owners and limited sample size make the generalization of results difficult. Differences exist regarding usage of smartphone applications. In this study games are considered hedonic application, whereas mobile internet and map application, are driven by utilitarian motive. It is clear that not everybody is using applications for enjoyment purposes, rather they are also availing their benefits at office and work areas. Hence, presented approach of studying user of smartphone applications provides a new approach to analyze its adoption at practical level





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Submission ID: 202202109

**THE IMPACT OF ABUSIVE SUPERVISION ON WORK-FAMILY CONFLICT:
MEDIATING ROLE OF RUMINATION AND MODERATING ROLE OF
ORGANIZATIONAL JUSTICE**

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ABSTRACT

Leadership is one of the most important variables which has been discussed by different researchers for last many years. Since inception, leadership has been considered by accentuating the positive effects of leaders on subordinates while ignoring the outcomes of dark side of leadership. Considering this gap, the aim of the current study is to investigate the impact of abusive supervision on work-family conflict with the mediating role of rumination and the moderating role of organizational justice. In this study data were collected from salesforce of the banking industry through questionnaire, while 384 useful responses were analyzed. Findings of the study reveal that abusive supervision has positive effect on work-family conflict, while rumination partially mediate this relationship. Furthermore, the organizational justice reduces the impact of abusive supervision on rumination. This study is novel in examining the mediating role of rumination between abusive supervision and work-family conflict. Further, the study also investigates the moderating role of organizational justice between abusive supervision and rumination, while there is dearth of academic literature on the said associations. Conservation of resources theory support the study findings.

Keywords: Abusive Supervision; Work-family conflict; Organizational justice;
Rumination





**2ND INTERNATIONAL CONFERENCE
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Impactful Research for Sustainable Development



Submission ID: 202202110

**SUSTAINABILITY PRACTICES AND FINANCIAL PERFORMANCE WITH
MODERATING EFFECT OF OWNERSHIP STRUCTURE**

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ABSTRACT

The association between sustainability and firm performance is a major topic among academics and researchers. The purpose of this research is to look at the scope of sustainability practices for textile company in Pakistan, as well as influence of sustainability practices on firm performance. This is a unique project because these practices are not required in many Pakistani businesses. Various types of mixed sustainability practices are used. The question of sustainability measures either have positive or negative effect on the Pakistani businesses performance goes unresolved. For the period 2011 to 2020, we gather data from the reports of sustainability and annual reports of 20 textile companies registered on the Pakistan Stock Exchange. We use a content analysis procedure to calculate the sustainability reporting index, which is based on 42 indicators. Social, health and safety, and environmental indicators make up the index's three sub-indices. We use two dynamic panel models to determine the individual impacts of each sustainability indicator with overall impact of the sustainability index on firm performance. The findings indicate that all three individual indicators, as well as the composite version of the sustainability index, have a favorable impact on company performance. The study's results demonstrated the economic value of incorporating firm's sustainability practices into firm's strategy.





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Submission ID: 202202112

**THE IMPACT OF GREEN (HRM) PRACTICES ON GREEN BEHAVIOR
INTENTION, MEDIATE GREEN IDENTITY AND MODERATOR GREEN VALUES**

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ABSTRACT

This study provides a fresh and comprehensive look at the Green HRM literature, classifying it according to the access to exit processes in HRM, demonstrating the importance of HR procedures in converting Green HR policy into practice. This essay makes a contribution by bringing together the existing literature in this topic, mapping the terrain, and proposing a new process model and research agenda in Green HRM. According to an assessment of the literature, a broad process framework for Green HRM has yet to emerge. Moreover, the mediating role of green behavioral intention and the moderating role of individual green values would also be examined. The goal of this research is to look at the impact of Green HRM practices on Employees' green intention. Furthermore, the mediating function of green behavioral intention as well as the moderating role of individual green values would be investigated. Data were collected from 302 employees. With adequate studies to guide such modelling, a simple categorization is needed in this sector to assist academics, researchers, and practitioners.

Keywords: Human resource management, green human resource management, framework, terrain, agenda, green creativity and OP.





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202116

**WHEN LEADER IS MORALLY CORRUPT: INTERPLAY OF DESPOTIC
LEADERSHIP AND SELF-CONCORDANCE ON MORAL EMOTIONS AND
FAÇADE OF CONFORMITY (JOB WITHDRAWAL)**

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ABSTRACT

This study investigates despotic leadership (DL) as an antecedent to job withdrawal with a mediating role of moral emotions at work. Another aim is to study the moderating role of self-concordance to buffer the relationship between DL and arousal of moral emotions. The authors collected two-source (self-reported and google form reported) time-lagged data in the shape of a three-wave survey from 174 respondent in the health sector of Pakistan. The results revealed that moral emotions mediated the relationship between DL and Job Withdrawal. Furthermore, self-concordance moderates the relationship between DL and moral emotions, such that the relationship will be stronger in the case of low self-concordance. Managers need to promote a culture that accommodates diversity of opinion at the organization so that everyone is able to express and share their views openly. Organizations should encourage supervisors to participate in leadership development programs aimed at eliminating DL. This study establishes the role of self-concordance and moral emotions in the relationship between despotic leadership DL and Job withdrawal.

Keywords: Despotic leadership, Moral emotions, Self-concordance, Job withdrawal, Affective events theory





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Submission ID: 202202117

**IMPACTS OF CUSTOMER INCIVILITY ON ORGANIZATIONAL
PERFORMANCE; MODERATING ROLE OF EMPOWERING LEADERSHIP
STYLE**

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ABSTRACT

This study looks at how customer incivility affects employees' work at the HBL bank, Pakistan. It also examines whether empowering leadership style helps or hurts (moderates) the relationship between customer incivility and organizational performance. Based on the research, customer incivility has a negative effect on the psychological phenomenon of employees at HBL bank, such as an increase in employee emotional exhaustion and mental strain, which leads to more turnover, divergence, and less organizational performance. On the other hand, recent research looked into whether or not supervisors empower frontline employees in HBL when customers are rude to them. As for the leadership style, empowering leadership styles is better at reducing the effects of customer incivility on the bank's frontline employees; it mitigates the impact of customer incivility on FLEs. In addition, quantitative techniques were used to collect data from frontline employees, customer service representatives, cashiers, and managers of HBL Bank branches in Punjab, Sindh, and Balochistan, Pakistan. These people were chosen as respondents. 105 respondents were selected for the sample. For the sample selection, simple random sampling was utilized. Further results show that the relationship between customer incivility and financial and non-financial performance is negatively correlated. As a result, these findings' theoretical and practical implications are also discussed, and suggestions for future research and possible flaws.

Keywords: Customer Incivility, Organizational Performance, Empowering Leadership Style, Customer Mistreatment, Customer Rudeness, Financial Performance, FLEs (Front-Line Employees)





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202119

**THE IMPACT OF ENTREPRENEURIAL INTENTIONS ON ENTREPRENEURIAL
PERFORMANCE: MEDIATING ROLE OF ENTREPRENEURIAL PERSISTENCE
AND MODERATING ROLE OF SOCIAL NETWORK**

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ABSTRACT

To justify the reasoning of research, Entrepreneurship has been very important in the modern period, scholars and policymakers have tended their interest towards it. A lot of entrepreneurs start their start-ups and ultimately, they face failure and therefore startup failure is so high which needs the address of the researchers and expert in this failure. Entrepreneurial intention is an important factor for maintaining and keeping sustainable entrepreneurial performance. The main objective of this study to find to out the relationship between entrepreneurial intention and entrepreneurial performance. Besides entrepreneur persistence is considered as the mediator. Moreover, we also attempt to investigate the moderating role of social networking between entrepreneur intention and entrepreneur persistence. Data was collected by using questionnaire filled by 126 entrepreneurs. Study followed the cross-sectional time horizon. The result of this study shows that entrepreneurial intention is positively influencing the entrepreneurial performance. Furthermore, the conclusion shows that there is more influence of entrepreneurial intention on entrepreneurial performance via entrepreneurial persistence. The results of this study shows that social networking insignificantly moderates the relation of entrepreneurial performance-entrepreneurial intension. The study offers a theoretical model with qualitative results and relationship showed by the model. The limitations of this study are also discussed along with recommendation in the end of this study.

Keywords: Entrepreneurial performance, Entrepreneurial Intention, Entrepreneurial persistence and social networking





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202121

**BANK-SPECIFIC AND MACRO-ECONOMIC FACTORS OF PROFITABILITY:
EVIDENCE FROM PAKISTAN**

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ABSTRACT

Banks are unquestionably important financial intermediaries in today's economy, but only the stable and prosperous banking sector can adequately perform the duty of a financial intermediary in the economy. The goal of this research is to find out that how the profitability of commercial banks in Pakistan is affected by both bank-specific and macroeconomic factors by using panel data over the period of 2011-2020. Profitability is measured by Return on Assets (ROA), Return on Equity (ROE), and Net Interest Margin (NIM). The study also employs a variety of bank-specific variables as independent variable such as bank size, assets quality, capital adequacy, liquidity, operating efficiency, deposits, leverage, and assets management, while Gross Domestic Product (GDP), inflation rate, and interest rate as macroeconomic determinants of the study. The analysis was conducted using a quantitative technique in order to reach the desired goals, such as estimating the model and testing the assumptions. Fixed, random and pooled-effects models have been used by using panel data from 20 banks listed in stock exchange in Pakistan over a period of 10 years. This research is of higher significance to the government, bank management, investors, academics, and scholars.

Keywords: Profitability, Macroeconomic, Bank-specific, Net Interest Margin, Panel Data, Pakistan





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Submission ID: 202202120

**ROLE OF SOCIO-PSYCHOLOGICAL FACTORS IN FILING COMPLIANCE:
STAKEHOLDERS' PERSPECTIVE**

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ABSTRACT

Taxation revenue is major source of finance for almost all countries to prosperous. International center for tax and development (ICTD) recently estimated that 80% of total revenue of about half of total countries in the world comprises of tax revenue, and 50% in remaining countries. Most of developing countries, including Pakistan, are facing difficulty to improve tax compliance behavior. Extant literature has suggested to improve “tax collection” aspect. But there is a need to work on “taxpayer” aspect, to incentivize tax compliance among taxpayers. So the purpose of this study is to analyze the impact of socio-psychological factors on perceived FBR performance through filing compliance. Quantitative design will be employed, using questionnaire to collect primary data from individual taxpayers. Convenience based sampling technique will be used to collect data, as this is a best technique to use when willingness and timely availability of participant is important. As the Moderated-mediation model need to be tested, structural equation modeling will be done using PLS-SEM. This study will help government, specially, tax authorities to devise their tax policies, by incorporating the socio-psychological factors which will help individual taxpayers to decide in the favor of collective well-being of the society.





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Submission ID: 202202122

**CHILD MORTALITY: SOCIO-ECONOMIC FACTOR A FRESH INSIGHT
ACHIEVING THE GLOBAL GOAL FOR 2030 (SDG'S) FOR DEVELOPING
COUNTRIES**

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ABSTRACT

The main reason of this study to explain the effect of socio economic factor on child mortality under the year of age 5 in developing countries..In this research paper, we usage Autoregressive distributed lag (ARDL) model to learning the correlation concerning the Child Mortality , education, environmental health , climate change ,water sanitation , CO2 emissions, and poverty in developing countries. This study collected data from the World Development Indicators (WDI) during 1996-2020 The ARDL model has the purpose of bootstrap frequent model designs, so that minor samples can also attain the benefits of better review outcomes. In this research paper, we invention that in the long term , child mortality have co integration relationships in education , water sanitation , enviormental health, envormental factor , CO2 emissions, and poverty. With Child mortality as the dependent variable and eduction , water sanitation , envormental health , environmental factor , co2 emission and poverty as independent variables.. Furthermore, the study recommends that the government review environmental policies to reduce child mortality. The study urges policymakers and international agencies to invest more in the health sector and provide its residents with clean water and sanitation to meet the required infant mortality rate. Furthermore, the study recommends that the government review environmental policies to reduce child mortality.

Keywords: Education, climate change, poverty, environmental factor, water sanitation, environmental health, child mortality





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202202124

GREEN ECONOMY IS A NUCLEUS OF SUSTAINABLE DEVELOPMENT GOALS
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ABSTRACT

Green Economy is an economy which is based on natural resources. In this economy, no need to pay any cost of climate for economic growth. It's environment friendly approach. The aim of this study is to investigate the impact of green innovations on green economy in the region of South Asia. This study explains the impact of green innovations: green technology, green jobs, carbon emission, green energy, natural resource scarcity on green economy by applying a linear autoregressive distributed lagged (ARDL) bounds testing approach for a cointegration link between green innovations and green economy. The results indicate a positive impact of green innovations on green economy and sustainable development. Moreover, associated variables have also positive impact on green economy and economic growth. The findings of this study can be valuable to authorities and policymakers in the terms of installing clean energy and green economy. On the basis of the empirical results acquired, policy proposals are advised to open new horizons for developing countries in urbanization. At the same time it will help the policy makers to design the green revolution policies. Moreover it will help to decide how it can be used effectively to make sure to enhance economic growth. Government may take initiatives to train a layman to take part in this activity and earn through a decent job. Workshops, training programmes, degrees and awareness campaigns should be arranged to execute this programme with its true spirit.

Keywords: Sustainable Development Goals, Green Economy, Green Technology, Green Innovations, Green Jobs, Carbon Emission, Green Energy, Natural Resource Scarcity

JEL Classification Codes: Q2, Q5, Q54, Q55, Q56





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Submission ID: 202202127

**FUN AT WORK AND VOLUNTARY ABSENTEEISM OF EMPLOYEES – A
MANAGED FUN PERSPECTIVE**

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ABSTRACT

Humans always like to stay and work at a place where they can feel nourishing and happiness and fun is one of the major sources of such feelings. Literature on fun has observed its various positive outcomes, but how it may reduce the negative outcomes is an area that requires empirical evidences. Against this backdrop, the current study is focused on the impact of three dimensions of workplace fun (i.e. fun activities, manager support for fun and coworker socialization) on employees' voluntary turnover intentions. It also covers the boundary conditions of management of fun. The data for the current study is collected from 191 employees working in various service organizations, where fun has always been considered important. The respondents filled questionnaire in two points of time with gap of two months. The findings of the study reveal that fun reduces voluntary absenteeism of employees, when they believe that fun is less managed as the more managed fun (perceived) reduces the effects of fun. The results highlight some interesting findings by highlighting the ways of reducing the voluntary absenteeism through fun at work and role of various organizational agents (e.g. manager and coworkers).

Keywords: Personality, self-efficacy, entrepreneurial marketing, Pakistan





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202203128

**RELATIONSHIP BETWEEN LEADERSHIP GRIT AND KNOWLEDGE SHARING
IN PUBLIC SECTOR EMPLOYEES: THE MEDIATING ROLE OF GROWTH
MIND SET**

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ABSTRACT

The purpose of this research is to understand how gritty leader's growth mindsets affect the knowledge sharing behavior of their subordinates. This study follows a cross-section research design. The data were collected through a self-administered questionnaire from 400 employees working in different public sector organizations of Pakistan. The results show that leader grit significantly and directly impacts the knowledge sharing behavior of employees. Further, the growth mind set of the leader was found as an important underlying mechanism between the relationship of leader grit and knowledge sharing. The findings indicate that when employees work with a leader with grit trait and growth mind set, they are more willing to share knowledge with each other. This suggest that public sector organizations should encourage gritty leadership style in public sector organizations in order to promote knowledge sharing.

Keywords: Growth Mindset, Leader, Leadership, Knowledge Sharing Behavior





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Submission ID: 202203129

**TELE-MENTAL HEALTH SERVICES IN PAKISTAN: A PRACTITIONER BASED
ANALYSIS ON COMPETENCIES FOR TELE-COUNSELING DURING COVID-19**

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ABSTRACT

Mental health burden was recognized by UN as an essential element to global sustainable developmental goals in 2015 as it directly affected one's physical health too, and subsequently effected the human capital, economy, and socio-economic development. COVID-19 brought disastrous consequences on industrial and economic levels. As a country which operated predominantly on non-digital modes for jobs, "social distancing" and "work from home" phenomenon meant a shift towards technology. The industries which couldn't adapt to this change went down. This led to a wide range of mental health issues which created a huge discrepancy between "need for" and "competent" provision of mental health services. This research is an effort to address the gap by providing a practice-based analysis of competencies needed for tele-mental health services. An in-depth qualitative inquiry, based on deductive thematic approach, was taken to develop a competency structure for tele-mental-health services. Criterion based sampling was used to recruit N=9 (M=4, F=5) psychologists practicing during COVID-19. Semi-structured interviews were conducted. Practitioner's perspective on a pre-determined theory-based model, "KSAO", was sought. Areas of knowledge, skills, abilities, and other characteristics deemed essential for competency development in provision of tele-mental health services were explored. This study serves as a groundwork for subsequent establishment of professional standards for provision of tele-mental health services in Pakistan, as well as, for competency building in tele-counseling practices at educational level and industrial level. It can lay foundation for job analysis, recruitment process, trainings and career development which subsequently meet the sustainable developmental goals for human health.

Keywords: Tele Mental Health Services, KSAO based Tele-Counseling, Competency Model, Sustainable Developmental Goals, Pakistan.





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Submission ID: 202203130

**LINKAGE BETWEEN PERCEIVED EXTERNAL PRESTIGE AND
ORGANIZATIONAL IDENTIFICATION: MEDIATION EFFECT OF EMPLOYEE
EMOTIONAL LABOR**

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ABSTRACT

With the increasing emphasis on customer services in achieving competitive advantage, the biggest challenge for the organizations is how to influence the cognition of their employees to facilitate the effective interaction with customers. The present study investigates the link between perceived external prestige and organizational identification with mediating role of emotional labor. For this purpose, the data was collected from 341 banking professionals in Pakistan. Using the guidelines of social identity theory the results suggest that perceived external prestige influences the employee organizational identification directly as well as through emotional labor. The contribution and implication of the study for theory and organizations are discussed.

Keywords: Perceived External Prestige, Emotional Labor, Customer Interaction, Organizational Identification.





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Impactful Research for Sustainable Development



Submission ID: 202203131

**ROLE OVERLOAD AND JOB PERFORMANCE: THE ROLE OF REGULATION
OF EMOTION**

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ABSTRACT

Employee's job performance is crucial for an organization to gain a major competitive advantage and the achievement of their goals and objectives. The study aims to analyze the impact of the relationship between role overload and job performance. In addition, it studies the impact of psychological strain as a mediator between role overload and job performance of employees. A mediated moderation framework was proposed that examines the relationship of role overload and job performance along with the mediating influence of psychological strain and moderating role of regulation of emotion. Data was collected from the actual sample of 257 employees and their immediate supervisors using self-report questionnaires. Our results provide support for our hypothesized model through Process Macros. The study finds that psychological strain plays a vital role in explaining the association between role overload and job performance. In addition, the significant and negative interactional impact of regulation of emotion and psychological strain demonstrates that with higher regulation of emotion can help employees in mitigating the negative impact that psychological strain has on the job performance of the employees. The limitations of the study were discussed along with the future research directions.





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Submission ID: 202203132

**HOW WORK FAMILY CONFLICT DETERIORATES EMPLOYEE WELLBEING:
MEDIATION OF EMPLOYEE ENGAGEMENT**

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ABSTRACT

For employees working in an organization, work-family conflict is a major source of concern as it leads to decreased well-being which results in stress and mental illness. In addition, less engagement and involvement is observed in those individuals who suffer from work-family conflict. A model was tested to find how work-family conflict affects employee well-being with mediation of employee engagement. 147 participants working in different organizations of Pakistan were included in this study. Data collection was carried out using two-wave time lag in order to ensure the validity of the results. The results attained confirmed that work-family conflict contributed negatively to employee's overall well-being. Moreover, it was found that employee engagement mediates the relationship between work-family conflict and well-being. Being a cross-sectional study, it's difficult to generalize and to deduce causation.

Keywords: Work-family conflict, Employee well-being, Employee engagement





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**DETERMINANTS OF CUSTOMER RETENTION: A CASE STUDY OF PAKISTAN
TELECOMMUNICATION COMPANY LIMITED (PTCL)**

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ABSTRACT

Customer retention is one of the major concerns of telecommunication industry since most of the telecom firms are losing their potential and existing consumers due to hostile competitive market. There are two basic aim of this research: to explore the influence of “service quality”, “price fairness” and “perceived brand value “on “customer retention”; and adding more significance on the literature by investigating the mediating role of perceived brand value plus the moderating purpose of fairness of price. In this research, the sampling technique which has been utilized is convenience sampling to draw a sample. Data has been gathered with the help of structured questionnaire from the customers of Pakistan Telecommunication Company Limited (PTCL). In total, 400 questionnaires have been employed to gather required data. Findings depicted that service quality; fairness of price as well as perceived brand value have substantial affirmative impression on consumer retention. The results also highlighted that perceived brand value has a noteworthy intervening part amid service quality as well as consumer retention relationship. Moreover, the outcomes have also supported the moderating role of price fairness in between service quality and customer retention relationship. The conceptual as well as practical inferences of the study are also highlighted in the study.

Keywords: Service Quality, Price Fairness, Perceived Brand Value, Customer Retention, PTCL.





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**THE IMPACT OF ENVIRONMENTAL FACTORS ON PRO-ENVIRONMENTAL
BEHAVIOR; MEDIATING ROLE OF ENVIRONMENTAL COMMITMENT**

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ABSTRACT

This paper aims to determine the impact of certain environmental factors on pro environmental behavior. A plethora of literature already exists on this subject matter, however, there is a significant gap of such study in the context of Pakistan's Higher Education Institutions. The paper analyzed the impact of environmental consciousness, green lifestyle and green self-efficacy on university students' pro-environmental behavior with a mediating role of environmental commitment.

Data was collected using a standardized questionnaire on a 300 sample of university students using convenience sampling via web interface.

The study provides useful insight for the researchers and higher education practitioners/policy makers to facilitate environmental consciousness among graduates.

Keywords: *Environmental Consciousness, Environmental Commitment, Pro-environmental behavior, Green Lifestyle, Green Self-efficacy.*





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**FACTORS INFLUENCING EMPLOYEE RETENTION IN THE BANKING SECTOR
OF PAKISTAN**

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ABSTRACT

The value of employee loyalty, job satisfaction, and performance appraisal in the workplace, as well as the possibilities of incorporating them into employee retention, were investigated in this study. Retaining employees is one of the main issues companies face presently. It has been observed that employees who do not experience a communication gap within the organizational hierarchy, have job autonomy, receive fringe benefits, have good performance ratings and are generally more valued by their superiors are more satisfied with their jobs and tend to stay loyal. Therefore, job satisfaction and employee loyalty among employees leads to a decrease in the job turnover rate. To examine this trend, a questionnaire survey was conducted, using the random sampling method, of 300 bank employees from the city of Lahore, Pakistan, to collect sufficient data regarding the factors influencing employee retention. The data will be used to determine why employees leave their jobs and further use the respondent's feedback to design retention strategies.

Keywords: Job Satisfaction, Performance Appraisal, Employee Loyalty, Employee Retention





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Submission ID: 202203136

**PATHWAY LINKING SHELF DISPLAY MANAGEMENT TO POST PURCHASE
REGRET**

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ABSTRACT

Shelf display management is the art and science of presenting things in the most visually appealing way possible, emphasizing customer contact through visuals and presentations of products. Over the past decade, there has been little research on the relationship between attractive shelf displays and post-purchase regret because most marketers use old traditional ways. In this study, a simple mediation model is used to test the relationship between shelf display impulse buying and how it affects customers' post-purchase behavior. The research provides empirical support for the direct and indirect hypothesized relationship through Process Hayes. A study conducted was quantitative. Data has been collected from 274 customers via survey questionnaires. We found that shelf display management and impulse buying play a significant role in causing post-purchase regret. We have also proposed guidelines for future research and practical implications.

Keywords: Shelf Display, Post Purchase Regret, Product Quality and Impulse Buying.





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Submission ID: 202203137

**DETERMINANTS OF ORGANIC FOOD PURCHASE BEHAVIOR: A MEDIATION
ANALYSIS**

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ABSTRACT

The production processes for the manufacturing of food and its consumption have an important impact on the environment and individual health. It is an urgent need for economies to adopt sustainable practices. This current study aims to understand the determinants of organic food purchase behavior. For that purpose, this study hypothesized the mediation effects of attitudes towards buying organic food between organic food purchase behavior and consumers' personal factors (environmental concerns, food safety concerns, health consciousness, organic food knowledge) green marketing practices and price barriers.

The study was conducted in the emerging economy of Pakistan. Data was collected from 260 organic consumers from Lahore, Pakistan. The sampling technique applied was convenience sampling. Process Hayes was used as the statistical technique for the study.

The findings suggested that attitudes towards buying organic food have positive significant mediations between organic food purchase behavior and environmental health, food safety concerns, health consciousness, organic food knowledge. Attitudes towards buying organic food also has a positive significant mediation between organic food purchase behavior and green marketing.

Keywords: Environmental Concerns, Food Safety Concerns, Health Consciousness, Green Marketing Practices.





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**IMPACT OF EMPLOYEE AUTONOMY AND FAMILY MOTIVATION ON
ORGANIZATIONAL CITIZENSHIP BEHAVIOR: MEDIATION OF INTRINSIC
MOTIVATION AND MODERATION OF FAIRNESS PERCEPTION**

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ABSTRACT

Organizational citizenship behavior holds great significance for organizations. Considering the emerging need of organizational citizenship behavior, present research investigates the influence of employee autonomy and family motivation on OCB, through the mediating influence of intrinsic motivation and moderating impact of fairness perception on the association between employee autonomy and OCB. Data was collected from 418 teachers from various private, semi-private and government schools, deploying convenience sampling. Our findings support the hypothesized model, suggesting the significant function of intrinsic motivation in explaining the association between employee autonomy, family motivation and OCB. Furthermore, significantly negative interactional influence of employee autonomy and fairness perception shows that individuals with greater fairness perception tend to invest lesser in organizational citizenship behavior.

Keywords: Employee Autonomy, Family Motivation, Intrinsic Motivation, Organizational Citizenship Behavior, Fairness Perception





**2ND INTERNATIONAL CONFERENCE
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Submission ID: 202203139

**EMPLOYEE AUTONOMY, FAMILY MOTIVATION, FAIRNESS PERCEPTION
AND INTRINSIC MOTIVATION**

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ABSTRACT

In the current business dynamic, intrinsic motivation has the great significance for organizations due to the dire need of managers to get the best performance out of employees. Taking into account the increasing demand of employees' intrinsic motivation in the workplaces, present study determines the antecedents of intrinsic motivation by investigating the association between employee autonomy, family motivation, fairness perception and intrinsic motivation. For that matter, we gathered the sample of 418 teachers from various public, semi-government and private schools utilizing convenience sampling. Extending support to our hypotheses, results demonstrate employee autonomy, family motivation and fairness perception being a robust predictor of intrinsic motivation.

Keywords: Employee Autonomy, Family Motivation, Intrinsic Motivation, Fairness Perception





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Submission ID: 202203140

**ROLE OF SOCIAL MEDIA ADVERTISING ON CUSTOMER PURCHASE
INTENTION: A SEQUENTIAL MEDIATION ANALYSIS**

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ABSTRACT

This research aims to examine the impact of social media advertising on customer purchase intention, given the involvement of brand preference and brand image as the mediators. Target population of our study is consumers of metro shoes in Lahore. We used convenience sampling technique to gather data through an online survey questionnaire. Empirical findings of our study support that enhanced social media advertising positively impact customer purchase intention. Moreover, brand preference and brand image have a considerably positive impact on customer purchase intention. Metro shoes should enhance its social media advertising strategy to gain an optimum position in the minds of consumers and optimize their brand image. Metro should collaborate with influential social media personalities to attract the consumers.

Keywords: Social media advertising, brand preference, brand image and customer purchase intention.





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Submission ID: 202203141

**SUPERVISOR SUPPORT, LEARNING, INTRINSIC MOTIVATION AND
EMPLOYEE WELLBEING: A SEQUENTIAL MEDIATION ANALYSIS**

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ABSTRACT

The existing literature has found the relationship between supervisor support and employee psychological wellbeing. The aim of this study is to test the sequential mediation of learning and intrinsic motivation between supervisor support and wellbeing, which has not yet been examined. To test the proposed model, data was gathered through questionnaires in one shot from 93 employees working in services and manufacturing companies of Lahore. SPSS and Process Macro by Hays software was used to run the analysis. The research findings support the hypothesis and verify the proposed sequential mediation. Positive and significant relationships were found between the variables. This study also discusses theoretical and practical implications along with the limitations of study.

Keywords:

Supervisor support, learning, intrinsic motivation, wellbeing, sequential mediation





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Submission ID: 202203142

**ORGANIZATIONAL SUPPORT AND SUBJECTIVE WELL-BEING OF
EMPLOYEES: EXAMINING THE MEDIATING ROLE OF WORK ENGAGEMENT**

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ABSTRACT

The aim of this paper is to tell us the findings of study that observes the effect of perceived organization support on subjective well-being with the mediating role of work engagement with regard to understand the context in organizations. Data were collected and gathered from the employees who work in private and public zones by using one wave study method. Perceived organization has major effect on the employee subjective well-being. Result of this findings show that perceived organization support has positive effect on work engagement with mediator of subjective well-being, as perceived organization support employees will be motivated and it effect positively on employee's subjective well-being. Current study finds a positive relation between the perceived organization support and subjective well-being with mediating role of work engagement which is not done in previous study.

Keywords: perceived organization support, subjective well-being, work engagement.





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Submission ID: 202203143

**EMPLOYEE SALARY: AN ANTECEDENT TO EMPLOYEE TURNOVER
INTENTION AND JOB PERFORMANCE**

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ABSTRACT

The fundamental intention of the concerned research is to investigate the influence of employee salary on employee turnover intention and job performance. Furthermore, the indirect effects of employee salary on employee turnover intention and job performance are also carefully studied through the mediating role of job satisfaction. Previously the research in this area was limited and hence, this study aims to elaborate on the untapped areas within this topic in order to retrieve further useful revelations that contribute to the previously published literatures. To achieve this purpose, the self-administered questionnaire was employed with the aim to accumulate the primary data from the individuals employed at the banking sector of Lahore. The collected data was examined by applying Process Hayes Model 4 on a convenient sample of 332. The findings of the research stipulate that employee salary is directly and positively correlated with job satisfaction. Similarly, job satisfaction is also positively associated with job performance. However, there is an inverse relationship between job satisfaction and employee turnover intention. Additionally, the indirect effects of employee salary on employee turnover intention and job performance via job satisfaction are also supported. The study is cross-sectional in nature since the data is gathered at a single point in time. Moreover, the research is only administered in the banking organizations located at Lahore. The research findings communicate that the study variable of employee salary determines the degree of employee's job satisfaction. Consequently, increased job satisfaction not only accelerates job performance, but also de-escalates the turnover intention among employees.

Keywords: Employee Salary, Job Satisfaction, Job Performance, Employee Turnover Intention.





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Submission ID: 202203144

**INFLUENCER MARKETING ON INSTAGRAM: A SEQUENTIAL MEDIATION
MODEL OF STORYTELLING CONTENT AND AUDIENCE ENGAGEMENT VIA
RELATABILITY AND TRUST**

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ABSTRACT

Storytelling content is the facts conveyed by emotion that make people more engaged and want to take action or change their surroundings. Stories fascinate people and can easily be remembered compared to the facts. The much-hyped feature "stories" of Instagram, a trendy social media platform, has become a game-changer for Influencer Marketing. The present study extends reactance theory in the context of Instagram's millennial users. Previous researchers have tested the effectiveness of the stories feature of this particular social media platform. Therefore, in line with the previous studies, we propose a sequential mediation model that investigates the effect of storytelling content (made by Instagram Influencers) on audience engagement using two sequential mediation mechanisms of relatability and trust. Our study also highlights the 5th SDG presented by United Nations that encourages women empowerment and gender equality. Data were obtained using a cross-sectional study design from 273 millennial users of Instagram. Our results provide empirical justification of the direct and indirect hypothesized relationship through Process Macros. We found that relatability and trust play a significant role in building a strong relationship between storytelling content and audience engagement. Ultimately, the research findings suggest that professionals should get more creative while making the content on Instagram to engage the millennial market. Moreover, this research has tried to fill the gap in the literature of Instagram "stories" as an advertising platform.

Keywords: Instagram, Storytelling, Stories, Instagram Influencers, Relatability, Audience Engagement, Millennial





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**A STUDY OF FACTORS INFLUENCING STUDENTS' SUSTAINABLE
BEHAVIOUR: A MEDIATING EFFECT OF SOCIAL PRESSURE**

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ABSTRACT

Individuals' sustainable behavior inculcates the exercise of values and norms, which pave ways for well being of society. The purpose of the study is to investigate the factors such as government action, education and social pressure, influencing students' sustainable behavior with a mediating role of social pressure. A standardized questionnaire was adopted to collect data from 260 graduating students of both public and private higher education institutions in Lahore, Pakistan, using convenience sampling technique. Findings depicted government action, education and social pressure to have a significant influence on graduates' sustainable behavior. The results also highlighted that social pressure has a noteworthy mediating role between education and sustainable behavior of students and between government actions and sustainable behavior of students. In nutshell, the study has useful implications for higher education policy makers and practitioners.

Keywords: Sustainable Education, Government Actions, Social Pressure, Sustainable Behavior of Students.





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Submission ID: 202203146

**EMPIRICAL ANALYSIS OF PUNITIVE SUPERVISION ON TURNOVER
INTENTION: A MEDIATION MODEL**

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ABSTRACT

Punitive supervision styles have been linked to undesirable organizational results such as high turnover and decreased productivity, according to the available research on the subject. Because of supervisory characteristics influence employee intentions to leave their jobs, punitive supervision is important in the workplace and should be investigated as a potential precursor to employee intentions to resign. As a result, the study's primary objective is to determine the consequences of punitive supervision on the intention of employees to leave their jobs. Furthermore, this research looked at the function of cyberloafing as a mediator between harsh monitoring and the desire to leave the company. It also investigates the function of stress in mediating the relationship between punitive supervision and turnover intention. The information was gathered via the use of self-report survey questionnaires and a quantitative, non-experimental and correlational research design from workers working in Lahore city. We chose 498 respondents for data analysis and the size was based on past literature based on turnover intention. We collected data at single time lagged which was enough and sufficient for the study variable. The research Process Macro by Hayes was utilized to conduct the analysis. According to our results, the amount of indirect effect of punitive supervision on turnover intention via cyberloafing is reliant on the impact on employees and that stress plays an important role in the increments of turnover intentions by the employees. Theoretical and practical consequences, as well as the path for future research, are all examined in more detail.

Keywords: Punitive supervision, Cyberloafing, Stress, Turnover intention





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Submission ID: 202203147

**IMPACT OF FAMILY MOTIVATION ON TURNOVER INTENTION: A STUDY OF
THE TELECOMMUNICATION INDUSTRY**

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ABSTRACT

Family motivation is a very relevant factor in the business world regarding employee retention, yet very little research work has been done on it. The telecommunication industry in Pakistan is vital but suffers high employee turnover. Our study explores the association between family motivation and turnover intention with employee loyalty mediating the relationship between family motivation and turnover intention and moderated by organizational commitment. The data was collected in a cross-sectional time horizon from 300 telecommunication workers. Our results support our hypothesized model, and we find that family motivation has an essential role in reducing turnover intention in the industry. Employee loyalty plays a vital role in connecting family motivation to turnover intention, as it plays a full mediation role. Furthermore, organizational commitment and family motivation have a significant interactional impact on reducing turnover intention.

Keywords: family motivation, turnover intention, employee loyalty, organizational commitment.





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Submission ID: 202203148

**IMPACT OF PERCEIVED VALUE, PERCEIVED QUALITY AND BRAND TRUST
ON BRAND LOYALTY: A CASE OF BATA CUSTOMERS**

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ABSTRACT

Brand loyalty has become an utmost priority for the organizations. It is a competitive advantage for the companies willing to acquire larger market. The study investigates the impact of perceived value, perceived quality and brand trust on brand loyalty of Bata customers. The data was collected from 336 customers of Bata with the help of questionnaires. Convenience sampling method has been used in this study. Responses given by the customers were of great importance for the managers of brand to work on the points they lack, satisfy their customers in a better way and earn higher profits from their existing customers. The results provide an adequate support for the proposed hypotheses. The study shows that how perceived value, perceived quality and brand trust impact brand loyalty of the customers of Bata. The study reveals that perceived value and perceived quality plays an important role in affecting brand loyalty of the customers of Bata. In addition, the results also show that brand trust mediates this relationship.

Keywords: Brand loyalty, brand trust, perceived quality and perceived value.





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Submission ID: 202203149

**AN ANALYSIS OF THE RELATIONSHIP BETWEEN FAMILY FIRM IMAGE
WITH BRAND LOYALTY AND PURCHASE INTENTION**

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ABSTRACT

The aim of our research is to study the impact of family firm image on brand loyalty and purchase intention. Our study also examines the mediating role of brand attachment on the relationship between family firm image and brand loyalty. Furthermore, our study analyzes the moderating role of attachment style (i.e. anxiety) and mediating role of brand attachment on the relationship between family firm image and purchase intention. Primary data was collected from 180 customers of Nishat Linen in Lahore through a convenience sampling technique. Our empirical findings support our hypotheses that there is a positive significant impact of family firm image on brand loyalty and purchase intention. In addition, results indicate that brand attachment influences customers' attitudes and customers prefer their family perceived brand over other brands. Moreover, our findings support a moderated mediation model.

Keywords: Attachment style, Brand Attachment, Brand loyalty, Family firm image, Purchase intentions





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Submission ID: 202203150

CONSUMER PURCHASE INTENTION: A BIG CHALLENGE FOR PIZZA HUT

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ABSTRACT

Pizza Hut is facing increased competition over the past few years due to which consumer purchase intention become a challenge for Pizza Hut. The primary aim of this research is to explore which factors became the cause of purchase intention. Other main reason to carry out this research is to know whether Brand experience and Customer engagement satisfy customer requirements or not. This study uses descriptive research that employs quantitative data. It is being carried out in order to gather information on the factors that influence customer purchase intention towards Pizza Hut in Lahore. Questionnaires were distributed to 360 Pizza Hut consumers in Lahore where 300 consumers responded to the survey (response rate is 83.3%). The SPSS statistic is used to examine the data analysis procedure for this study. Several approaches were used to test the data. At the end results identified that all factors were significant toward consumers purchase intention. This study includes theoretical and practical implications. The study concludes with limitations and future directions.

Keywords: Brand experience, customer engagement, brand identity, purchase intention.





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Submission ID: 202203532

**IMPACT OF CORPORATE GOVERNANCE ON FINANCIAL PERFORMANCE OF
CHEMICAL INDUSTRY IN PAKISTAN**

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ABSTRACT

The study analyzes the impact of corporate governance on financial performance of chemical sector in Pakistan using the balanced panel data of 14 different small and large scale chemical companies for the time period 2010 to 2019. Econometric models were analyzed by using the STATA (ver.15) software, by testing Pooled OLS, Fixed Effect and Random Effect models. Standard F- test and Hausman specification test were used to choose the appropriate econometric model. The variables included in the study are board gender diversity (BGD), board composition (BC) board size (BS) corporate disclosure (CD) and institutional ownership (IO). ROA was used as a proxy for measuring the financial performance. The results showed that corporate governance has a significant impact on financial performance of chemical sector. Furthermore, the board gender diversity, board composition and corporate disclosure were showing a significant and positive impact of the financial performance of chemical sector while there were no evidence found for a significance impact of board size and institutional ownership over financial performance.

Keywords: Board Gender Diversity, Board Composition, Board Size, Corporate Disclosure, Institutional Ownership, Return on Asset





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Submission ID: 202203533

**FACTORS INFLUENCING CUSTOMER PURCHASE INTENTION: A CASE
STUDY OF SAPPHIRE**

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ABSTRACT

As social media continues to grow and become part of people's daily lives, business entities have integrated their marketing activities into social media. This has led to social media causing customer engagement which then impacts customer purchase intention. If information is rich in quality, then customer engages with the brand which further influences purchase intention of customer. Thus, the main objective of the study is to examine our hypothesis, how the clothing brand sapphire can use our findings to increase its sale and profit. 290 female customers of Sapphire in Lahore is selected using non probability sampling method. Our results provide support for our hypothesize model. Social media marketing of Sapphire and information richness of information provided on social media has a positive impact on consumer purchase intention. Social media marketing of Sapphire and information richness has a positive effect on consumer engagement. Consumer engagement has a positive influence on consumer purchase intention. Research concludes that consumer engagement mediates the relationship between social media marketing and consumer purchase intention and consumer engagement also mediates the relationship between information richness and consumer purchase intention.

Keywords: consumer engagement, consumer purchase intention, information richness, social media marketing





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Submission ID: 202203151

**FINANCIAL INCLUSIVENESS AND ECONOMIC GROWTH: A GLOBAL
PERSPECTIVE**

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ABSTRACT

This study analyzes the influence of financial inclusiveness on economic growth in four income groups from 2005 to 2020. The strengthening of the financial sector is recognized as a significant component of the economic growth of the country. First, a comprehensive index was developed to assess the level of financial inclusiveness on a global scale. Second, the panel and fixed effect regression technique has been used to evaluate the financial inclusion's impact on economic growth based on this newly constructed index. This study used different growth models to study the effect of financial inclusion indicators on economic growth, and these financial inclusion indicators include commercial bank and ATMs per 1000 km² and 100,000 adults, the number of depositors and borrowers per 1000 adults, domestic credit from the financial sector (GDP) and credit to the private sector (GDP). On the other hand, Gross Domestic Product per capita (GDPPC) is utilized as a proxy of economic growth (EG). The analysis of this study found that countries with a low degree of financial inclusion (FII) and low income have a positive significant influence on economic growth. Moreover, control variables such as trade, government spending, human capital, labor force, institutional quality, financial deposit system, inflation, and infrastructure play a significant role in evaluating economic growth. Policymakers should design initiatives that broaden accessibility and utilization of financial products because sustainable financial inclusion is important, as it improves economic growth.

Keywords: Financial Inclusion, Multidimensional Index, Fixed Effect Regression, Economic Growth





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Submission ID: 202203152

**FAMILY INCIVILITY AND THRIVING AT WORK: A MODERATED
MEDIATION MODEL OF PSYCHOLOGICAL DISTRESS AND CORE SELF-
EVALUATION**

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ABSTRACT

Humans have two major life domains, i.e. work and personal, and have to interact with both in routine. But how both these aspects of life are integrated together is an area that always demands new research perspective. Considering this research domain, this study extends the stress literature by exploring the relationship between family incivility and thriving at work. This research has focused on family related issues that are the essential part of social interactions. To understand the sources of social relations, this study investigates the effects of family incivility on thriving. It also considers the explanatory mechanism of psychological distress and boundary condition of core self-evaluation. The data for the current study would be collected from working people. Based on work-home resource (W-HR) model, this study assumes that family incivility negatively influences employees' thriving as it may create situation of distress. But, it is expected that individuals with high core self-evaluation would feel less distress and in return their thriving would not be affected.

Keywords: Core Self-Evaluation, Incivility, Psychological distress, Thriving





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Submission ID: 202203153

**HOW MOBILE WORK LEADS TO PSYCHOLOGICAL WITHDRAWAL
BEHAVIOR VIA PSYCHOLOGICAL DETACHMENT AND EMOTIONAL
EXHAUSTION? THE MODERATING ROLE OF SEGMENTATION PREFERENCE**

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ABSTRACT

Mobile work is rapidly increasing and has been found to affect employees' work and family lives. This study aims to evaluate how daily mobile work leads to next day psychological withdrawal behavior via serial mediation links of psychological detachment and emotional exhaustion. It will be investigated either mobile work relates to emotional exhaustion via psychological detachment from work or not. Integrating with boundary theory, this study will examine the moderating role of segmentation boundary management preference between mobile work and psychological detachment from work. Samples will be comprised of 100+ employee-spouse dyads for generalized findings. Those will be recruited as a focal employee in this study, who will be living with a spouse and routinely use mobile devices (smartphones, tablet PCs, or laptops). Employee and spouse responses will be measured separately. Through the blend of work home resource model and boundary theory on psychological detachment. expected findings are that focal employee's daily mobile work is to be positively related to emotional exhaustion through decreased psychological detachment and psychological withdrawal behavior would be lower with the increase in daily mobile work because of the moderator boundary segmentation management preference. Overall, the employee's daily mobile work will be positively and indirectly associated with next-day psychological withdrawal behavior via psychological detachment and emotional exhaustion and moderating role of boundary segmentation management preference between daily mobile work and psychological detachment from work.

Keywords: boundary segmentation management preference, emotional exhaustion, mobile work, psychological detachment from work, psychological withdrawal behavior,





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Submission ID: 202203154

**DAILY MOBILE WORK, RELATIONSHIP SATISFACTION AND FAMILY-
WORK CONFLICT; THE ROLE OF SEGMENTATION PREFERENCE AS A
MODERATOR**

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ABSTRACT

Mobile work (i.e. the use of mobile devices to perform work tasks during non-working hours) is rapidly increasing and has been found to affect employees' work and family lives. This study will investigate that how daily mobile work may result into family-to-work conflict(FWC) serially mediated by spouse's perception of employees' psychological detachment and relationship satisfaction. In addition, there will be a test on moderation of segmentation boundary management preference on relation between mobile work and spouse's perception of employees' psychological detachment. In this study, data will be collected from couples (dyads) where one partner is doing mobile work (e.g., instant messages, emails, phone calls, and video conferences). Sample size will be at least 100+ spouse – employee dyads in order to obtain generalized outcomes.

Based on work-home resource(W-HR) model, it is expected that there will be a relation between daily mobile work and family-to-work conflict where relationship satisfaction and spouse's perception about employees' psychological detachment will act as mediators. Integrating the work-home resource(W-HR) model with boundary theory, expected results will illustrate the moderating role of segmentation preference on relation between mobile work and spouse's perception of employees' psychological detachment.

Keywords: Daily mobile work, family-to-work conflict, relationship satisfaction, segmentation preference of boundary management, spouse's perception of employee's psychological detachment





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Submission ID: 202203155

**EFFECTS OF OVER-QUALIFICATION ON COUNTER PRODUCTIVE WORK
BEHAVIOR: A MODERATED-MEDIATION MODEL**

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ABSTRACT

With the change in literacy level and reduced right and just based employment opportunities the issues of over-qualification have increased, but how such organizational level phenomenon influences employees is an area that has not gained due attention. Considering this point as the base line, this study aims to investigate the impact of perceived over-qualification on counterproductive work behavior of employee through mediation of anger towards employment situations. It also considers the moderating role of justice sensitivity of individuals between perceived over-qualification and its outcomes. The data of the current study would be collected from educational sector. The sample of the study would be 350 (using rule of thumb of 35 items * 10 responses per item) teaching and administrative employees of universities. Building on the person-job fit theory, we assume that over-qualification can increase anger at work which in turn increases the counterproductive work behavior of employees. It is also expected that people with high justice sensitivity may have more feelings of anger due to their over-qualification.

Keywords: Anger; Counterproductive Work Behaviors; Justice sensitivity; Perceived over-qualification.





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Submission ID: 202203156

**A STUDY OF GREEN BANKING AND REGULATORY REQUIREMENT ON BANK
PERFORMANCE**

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Ms. Benish

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ABSTRACT

This study aims to examine Green Banking (GB) and bank performance in the selected Pakistani Banks. Environmental degradation, greenhouse changes, global warming, and carbon footprint created many challenges in this modern era of technology. GB is considered to be environmentally friendly banking that is done to reduce the impact of banking activities on the society and ethically working by the banks. Pakistan is the fifth most vulnerable country in the climate index of countries which shows there is a need to take the steps to reduce the impact of the banking sector on the natural environment by adopting GB. Therefore this study is undertaken to investigate the impact of GB adoption, perceived risk, and regulatory requirements by approaching management and different stakeholder. The study examines the impact of GB, perceived risk (PR), and regulatory requirements (RR) in the banking sector of Pakistan. Unit of analysis of the study is employees of different bank branches who are performing their duties at the managerial level and have more knowledge about new developments in the banking sector. A self-administrated questionnaire was used to gather the data for the study employing convenience sampling from a selected part of Pakistan. 230 questionnaires were distributed in cities and from these questionnaires, only 210 responses were filled by respondents and only 199 questionnaires were complete and were used in the analysis. Findings provide an empirical contribution to the studies that are conducted on GB and bank performance. It is observed that GB is helpful for financial institutions, decision-making authorities, regulatory bodies in the banking sector, and investors. This study will be helpful to understand which factors are more affecting the bank performance and how banks can adopt GB practices to make their performance better.

Keywords: Green Banking Adoption, Bank Performance, Regulatory requirements, Environmental Degradation, Sustainable Banking





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Submission ID: 202203158

**EXAMINATION OF BANKING CHOICE AMONG CUSTOMERS IN DIGITAL
ENVIRONMENT**

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ABSTRACT

Digital revolution in Pakistan has been characterized by the accumulation of technologies and cyber-physical systems. Now information and communication technologies (ICT) are radically altering human life, economic structures, and society in general in Pakistan. By approaching the relevant segment of society, this study examines the bank choice among customers in modern era. People believe that using advanced technologies to conduct banking transactions may result in financial or security losses due to fraud or hacking. The aim of the study is to examine the banking choice among customers in digital environment. The study's unit of analysis is the bank customers who have knowledge of advanced technologies. A self-administrated questionnaire was used to gather the data for this study through convenience sampling from Lahore. This study is empirical in nature and data is analyzed through SPSS. Findings indicate that advanced technology affects bank choice and the decisions of customers. The results also reveal the importance of technological intervention in the age of modernization. This study could be helpful for banks, government, regulators, and customers. It is also helpful in understanding the consumer attitudes towards cyber-physical systems in Pakistan.

Keywords: Digital Intervention, Cyber-physical systems, Bank choice, Modernization, Information and communication technologies, Pakistan





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Submission ID: 202203159

**INVESTIGATION OF FACTORS FOR BANK ADOPTION DECISION
REGARDING ISLAMIC BANKS**

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ABSTRACT

The goal of this study is to look at the factors that influence people's decisions to use Islamic banking. It investigates customers' experiences with the products and services given by Islamic banks, whether they are trade-based or interest-based. Because Riba is absolutely prohibited in Islam, the researchers focus on behavioral issues as well as Islamic Sharia rules and regulations. Several factors were explored including understanding of Islamic teachings, convenience and usefulness, product diversity, and awareness of banking products are considered as independent variables, bank adoption was considered as a dependent variable. Data is obtained from stakeholders by filling out a self-administered questionnaire to collect response from 200 respondents for data analysis. Statistical Package for Social Sciences (SPSS) was used to apply various tests on the data in this study. According to the findings, respondents believe that Islamic Banks' products do not reflect the actual spirit of Sharia, nor do they offer pure trade-based products, and that they are not entirely interested in adopting Islamic Banks. This research will be useful in the future for Islamic banks in Pakistan to understand how they can maintain and grow their market acceptance.

Keywords: Islamic Banking, Awareness and Knowledge, Bank Adoption Decision





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Submission ID: 202203160

**ROLE OF SOCIO-PSYCHOLOGICAL FACTORS IN FILING COMPLIANCE:
STAKEHOLDERS' PERSPECTIVE**

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ABSTRACT

Taxation revenue is major source of finance for almost all countries to prosperous. International center for tax and development (ICTD) recently estimated that 80% of total revenue of about half of total countries in the world comprises of tax revenue, and 50% in remaining countries. Most of developing countries, including Pakistan, are facing difficulty to improve tax compliance behavior. Extant literature has suggested to improve “tax collection” aspect. But there is a need to work on “taxpayer” aspect, to incentivize tax compliance among taxpayers. So the purpose of this study is to analyze the impact of socio-psychological factors on perceived FBR performance through filing compliance. Quantitative design will be employed, using questionnaire to collect primary data from individual taxpayers and tax practitioners. Convenience based sampling technique will be used to collect data, as this is a best technique to use when willingness and timely availability of participant is important. As the Moderated-mediation model need to be tested, structural equation modeling will be done using PLS-SEM. This study will help government, specially, tax authorities to devise their tax policies, by incorporating the socio-psychological factors which will help individual taxpayers to decide in the favor of collective well-being of the society.





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Submission ID: 202203161

**MANAGING PERFORMANCE THROUGH EMPLOYEE ATTRIBUTES AND
IMPLICATIONS ON EMPLOYEE ENGAGEMENT**

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ABSTRACT

The drastic changes in the structures of organizations and work itself, the way to collaborate, and job description has caught the attention of academics and practitioners to such assets as organizational -citizenship behaviour and psycho-social capital. A class of researchers in literature are backing a link between intelligent human resource management and organizational citizenship behaviour level (Basu et al., 2017). Currently, the economy welcomes the employees accompanied by both commitment and ability to use all capabilities in the job (Bakker et. al., 2011). Human Capital creates an edge and employees' attitudes, states, and emotions are linked with productivity (Macey and Schneider, 2008). Historically the measures of productivity were based on organization-level- indicators, overlooking the practices in which individuals dive into a workforce. The advancement in productivity learning has tied the individual and organizational efforts as one unit (Cunha et al., 2018), and proved a positive association between performance management methods and performance that is managed. There are two major objectives of successful performance management: the development objectives serve to influence positively on performance and judgemental purpose improves administrative decisions (McAfee and Champagne 1993). This will in turn direct the employees towards organizational goals efficiently and effectively (Kagaari et al., 2010). This individual and organizational characteristic together correspond with a model of organizational control that has changed the emphasis from social mechanisms instead of technical, recently. The technical power and command are cantered on organized bureaucratic and structural elements, social control escalates promising culture and behavioural features accelerating performance of the organization (Smith and Bititci, 2017). The literature still lacks a comprehensive statement that explains performance, and a concrete way of elaborating, predicting, and exploring employee performance. The related concepts are efficiency and effectiveness, efficiency is economically completing the production process however the effectiveness is meeting the requirements. The concept of performance management was then derived from the concept of effectiveness, and job efficiency (Neely et al., 1995) translated performance in terms of observable goals in-line with behaviour and actions. The researchers agree on the contribution of job performance to the goals of the organization (Campbell et al., 1993). The strategic supervision system is a way to monitor the performance of employees (Neely et al., 1995). However, there is controversy in the diversity of this system. A big drawback in the current approach is that interpersonal performance is not always noticeable even the goal is proved relevant (Campbell et al., 1993). Not only the true definition but the





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precise measurement knowledge is missing in the literature. There should be a balance between the financial measures and non-financial measures (observation and control of daily operations) for strategic decision-making (Gunasekaran et al., 2001). This method will evaluate not only conventional methods that set employee outcomes but also individual employee contributions. (Neely, 2005). This study contributes to the literature by explaining that underlying factors could be changed and fluctuated to determine the performance of employees (Almatrooshi et al., 2016). Recent studies have seconded the individual level antecedents as important for performance (Zhong et al., 2016). The cognitive task accomplishment and quantifiable controls were used only to determine and manage the performance. As a result, the relation was still unexplored between individual employee attitudes and HRM (Human Resource Management) (Korff et al., 2017). To fill that gap, this study stipulates reasoning for characteristics of employees and construct of performance management, a way to monitor the psychological routines and behaviour of employees that are trait-drive. This study, provides a new construct for performance management, explaining effectual people management that extends task achievement to conceptual performance, and application of modification approach for quantifying the performance control.



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Submission ID: 202203164

**CORPORATE REAL ESTATE HOLDING AND FIRM PERFORMANCE:
EVIDENCE FROM PAKISTAN**

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ABSTRACT

This study examines the impact of corporate real estate holdings on firm performance using the sample of non-financial firm listed in Pakistan Stock Exchange between 2009 to 2020. Tobin's Q is used as proxy of firm performance and variable of interest (corporate real estate holding) is dummy variable 1 for firms make investments in non-operating properties, otherwise 0. The baseline findings report a negative significant impact of corporate real estate holdings on firm performance using pooled OLS, fixed effects and system GMM regressions. Furthermore, these results hold using alternative proxies of corporate real estate holdings such as ratio of firms' investment in property to total assets and net property plant and equipment to total assets. The findings also remain constant after account for the endogeneity using propensity score matching. The negative relationship between corporate real estate holdings and firm performance does not change in our sub-sample analysis such as higher-lower growth firms, high vs low financial constraints firms and higher-lower Z-score firms. Overall, findings suggests that investors view the firm's investment in non-operational properties as agency cost.

Keywords: firm performance, corporate real estate holdings, Pakistan





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Submission ID: 202203167

**STUDY OF THE RELATIONSHIP BETWEEN WORKFORCE DIVERSITY AND
PERCEIVED FIRM PERFORMANCE: MODERATING EFFECT OF
STRUCTURAL EMPOWERMENT AND MULTISOURCE FEEDBACK**

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ABSTRACT

Workforce diversity has faced various issues with the rise of globalization, thus giving origination to adept from the roots diversity tools and techniques. The purpose of this study is to help reconcile the conflicting theoretical perspectives as well as mixed findings of prior research regarding the firm performance effects of diversity by incorporating an important organization level moderating condition with the use of human resource management (HRM) practices. This study argues that, depending on the characteristics and impacts of HRM practices, diverse employees may cooperate with or compete against each other, and these social processes would be reflected in the organization's performance. Therefore, this study examines the effects of diversity with three demographic differences in the workplace, age, gender, and education diversity on firm performance outcomes in the context of Pakistan. It is based on a survey of 293 employees working in a textile company in Pakistan (FSD). This study hypothesizes that the direct effects of age and education diversity will have successfully confronting diversity management can lead to more dedicated, better satisfied, better performing employees and potentially better performance for an organization but gender diversity will have negatively respond to that relationship. Supporting the hypothesis proposed in this study, for both age and education diversity, however, this relationship was negative with gender diversity in the presence of moderator. It showed that HRM practices did not work as a moderator in the relationship between gender diversity and firm performance.

Keywords: Workforce diversity, firm performance, gender diversity





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Submission ID: 202203172

**IMPACT OF BIG DATA ANALYTICS CAPABILITIES ON INNOVATION
PERFORMANCE WITH MODERATING ROLE OF PROCESS ORIENTED
DYNAMIC CAPABILITIES: PHARMACEUTICAL SECTOR**

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ABSTRACT

Big data analytics have the power to modernize traditional ways of doing business. However, the impact of big data analytics capabilities on a company's innovation success is still a mystery. The 'Age of Data' is thriving because new data is being produced at an unprecedented rate and with an increasing volume, due to global usage of different electronic devices and gadgets which are connected to each other through internet and other networks. To gain a deeper understanding of client behavior, thorough analysis of both structured and unstructured data must be done. The phenomenon of big data analytics has explored, either from a theoretical point of view or neglected intermediate factors, such as process oriented dynamic capabilities. The current research extends previous research by claiming that big data analytics capabilities enable pharmaceutical businesses to gain knowledge that might assist them improve their process-oriented dynamic capabilities, which impacts organizational innovation performance in positive way. The current study used survey data from 181 pharmaceutical companies of Pakistan to test the proposed research model. Simple random sampling method used for the current quantitative study. The respondents were top management of the companies. The current study's findings, based on partial least squares structural equation modelling, corroborate the assumptions about the direct and mediating effects of big data analytics capabilities on firm's performance. They discovered that process oriented dynamic capabilities partially mediate the link between big data analytics Capabilities and innovation performance. The current research contributes to the existing literature on big data analytics and innovation both theoretically and empirically. The findings provide practical implications for top executives in the innovative industry on implementing big data analytics capabilities to enhance innovation and gain business value.





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Submission ID: 202203173

**ROLE OF EMPLOYEE POLITICAL SKILL IN THE ENHANCEMENT OF JOB
PERFORMANCE**

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ABSTRACT

The prime aim of this research is to develop and test a comprehensive model concerning employee political skill and certain workplace outcomes of employee political skill. Political skill is defined as the ability to understand others at work effectively and to use such knowledge to influence others to act in ways that enhance organizational objectives. Against this framework, we link employee political skill with job performance. Moreover, we offer personal reputation as a plausible explanatory mechanism underlying the relationship of employee political skill with respective outcomes. We used a time-lagged research design, multiple-source field data. We collected data (N = 387) from textile and manufacturing sector employees. The results reveal that political skill positively influences employee job performance. Additionally, personal reputation significantly mediates the proposed relationships. This study significantly adds to the literature by exploring the contributory role of personal reputation in the enrichment of employee political skill. We contribute to the literature through this research in many ways. We develop a comprehensive conceptual framework that encompasses the workplace outcomes of employee political skill. A significant contribution of this research is investigating the mediating role of personal reputation for the relationship between political skill and performance. This study has important practical implications for the managers and practitioners





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Submission ID: 202203174

**AUTHORITATIVE LEADERSHIP AND WORK BEHAVIORS: MEDIATION OF
STATE ANXIETY**

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ABSTRACT

This paper uncovers the mechanism that how authoritative leadership influences work engagement and work withdrawal among hospital employees working at different hierarchical levels. The data collected through self-administered questionnaires from doctors (higher level; n=87) and nurses (lower level; n=164) provide that authoritative leadership style increases state anxiety for both groups of the respondents. However, at upper level, state anxiety increases work withdrawal, whereas, at the lower level it increases work engagement. This study imply that a constant leadership behavior cannot fit for all and that leaders should adopt varying leadership styles to increase organizational productivity.

Keywords: Authoritative Leadership, State Anxiety, Work Engagement, Work Withdrawal





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Submission ID: 202203177

**THE IMPACT OF BEHAVIOURAL BIASES ON PAKISTANI INVESTORS'
INVESTMENT DECISIONS: THE MODERATING EFFECT OF FINANCIAL
LITERACY**

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ABSTRACT

The goal of this work is to investigate the behavioural biases that influence individual PSX investors' investing decisions. Investors and other capital market participants will gain significant insight into the many behavioural biases as a result of this research, which will aid them in making better investment decisions. A cross-sectional research design was used in this study. The data for this survey was acquired from 290 individual investors in the Lahore region via a standardised questionnaire. SPSS software is used to examine the collected data. The direct and indirect effects of identified behavioural biases on individual investor investment decisions in the Pakistani market were tested using correlation and regression analysis. The findings of the research show that mental accounting bias and representative bias have positively significant impacts on investment decisions. Anchoring bias has an insignificant impact on investment decisions, while the illusion of control has a significant negative impact on investment decisions. Financial literacy has a positive moderating role in mental accounting bias and a negative moderating role in anchoring bias, while financial literacy does not moderate between representative bias and investment decisions and between the illusion of control bias and investment decisions. The fundamental limitation of the empirical review is the small sample size. A greater sample size would have yielded more reliable results. Based on the current research findings, the study is more productive for investors as they can improve their performance by avoiding behavioural biases in their investment selections. The study's findings are crucial for practitioners and regulators since they show that behavioural factors can influence stock market divergence. The outcomes of the study can help financial advisors pick which behavioural characteristics to focus on in order to improve their client services. There is a lack of research on the behavioural aspect of finance in the Pakistani context so this research is covering that gap by finding the effect of behavioural factors on PSX investors.

Keywords behavioural Factors, investment decisions, Mental Accounting Bias, Financial literacy





**2ND INTERNATIONAL CONFERENCE
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Impactful Research for Sustainable Development



Submission ID: 202203178

**HOW AND WHEN ORGANIZATIONAL JUSTICE IMPACT EXTRA-ROLE
CUSTOMER SERVICE: A SOCIAL EXCHANGE PERSPECTIVE OF THRIVING
AT WORK**

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ABSTRACT

This study tests a model of three-dimensional organizational justice (i.e., distributive, procedural, and interactional) and extra-role customer service, with thriving at work as a mediator, based on social exchange theory. We also explore how servant leadership moderates the linkages between these organizational justice dimensions and thriving. Our analysis of data collected from 292 employee-supervisor dyads in the hotel industry affirms that organizational justice dimensions are positively associated with thriving, and thriving is positively related to extra-role customer service. The analysis also corroborates that thriving mediates the associations among distributive, procedural, interactional justice, and extra-role customer service. Moreover, servant leadership strengthens the positive relationships of all three organizational justice dimensions and thriving at work. Building on the analysis results, our study discusses theoretical contributions and practical implications related to the perception of justice in enabling thriving and illustrates how social exchange shapes employee behavior.

Keywords Organizational justice. thriving at work. extra-role customer service. servant leadership. social exchange theory





**2ND INTERNATIONAL CONFERENCE
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AND 3 MINUTE THESIS COMPETITION**
Impactful Research for Sustainable Development



Submission ID: 202203179

**AN EMPLOYEE RETENTION APPROACH THROUGH PERSON-
ORGANIZATIONAL FIT UNDER ORGANIZATIONAL SUPPORT,
SATISFACTION & COMMITMENT**

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ABSTRACT

Nowadays in rapidly increasingly economy organizations are facing many challenges in retaining their skillful employee. In order to retain employee, organizations are increasing organizational support by increasing rewards and number of incentives that results in employees' commitment and job satisfaction and increased performance. The purpose of the current study is to investigate the effect of perceived organizational support and job attitudes on employee retention, as well as, analyzes the mediating role of person organization fit in the banking sector of Lahore, Pakistan. Self-administered survey was conducted for the collection of data from employees working in banks at different managerial positions. 400 questionnaires were distributed from which 240 questionnaires were completely filled and were used for the analysis thus making 60% response rate. Data was analyzed by using SPSS and AMOS, correlation, regression analysis, measurement model and structural equation modeling technique was used to present the results. The regression analysis result showed that employee retention has significant effect on perceived organizational support, job satisfaction, organizational commitment and person organization fit. The analysis further explained that the person organization fit mediates the relationship between organizational support, job satisfaction, organizational commitment and employee retention. Specifically, person organization fit acts as the mediator in this study and the variables Perceived Organizational Support (POS), employee retention, Person Organization Fit (POF) and job attitudes (i.e. job satisfaction and organizational commitment) have strong association with each other. This study fills the gap in literature as it explained the POF role as the mediating variable with the other variables. This study has strong implications for policy makers.

Keywords: Perceived organizational support, job satisfaction, organizational commitment, person organization fit, Employee's retention.





**2ND INTERNATIONAL CONFERENCE
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Impactful Research for Sustainable Development



Submission ID: 202203501

**BALANCE SCORECARD TO ASSESS PERFORMANCE: A CASE OF
COMMERCIAL BANKS IN PAKISTAN**

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ABSTRACT

This study is made with objective to investigate the practicability and effectiveness of setting and implementing the Balance Score Card (BSC) in improving the overall performance of an organization. The Multiple Regression has been deployed to analyze the survey results. The BSC model has been formulated on the bases of five Perspectives: financial, internal control, learning and growth, customers and Vision and Strategy. The findings of the study suggest that implementation of Balance scorecard model in Banks provide favorable outcomes in perspectives of financial, internal control, learning and growth and customers. Financial Perspective of BSC greatly influences the Banks' performance. Further, setting the standards for customer preferences pursue the customers to be loyal with Bank. The outcome of this study provides a framework and importance of application of Balance Score Card in Banking Industry. The other Industry may also take benefit of this study.

Keywords: Internal Control, Performance Measurement, Efficiency





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Submission ID: 202203502

EFFECT OF FINANCIAL LEVERAGE ON FIRM VALUE: EVIDENCE FROM

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ABSTRACT

The present study aims to examine the relationship between financial leverage and firm value within chemical sector of Pakistan. In this research, a theoretical model is produced by taking two measurements of financial leverage i.e., Debt to Equity Ratio and Debt Ratio which can enhance the firm value. This study is based on secondary data research in which data over the 15 years over the period 2015-2020 have been collected from financial statements of 22 companies of chemical sector which are listed in Pakistan Stock Exchange (PSX). Pooled OLS and Random effects model are used to analyze the significance of results. The results of Pooled OLS and Random Effects Model (REM) gives strong evidence that financial leverage which is measured through Debt-to-Equity Ratio and Debt Ratio has significant impact on firm's value so, companies have to be more focused on these factors. On the other hand, the correlation test proposes the weak ad negative relationship between Debt-to-Equity Ratio and firm value while Debt Ratio has strong and positive association with firm value. In this research report, the support of existing literatures was taken and conducted this study by targeting emerging economy of Pakistan with addition of new variables. In Pakistan, there is no existence of any research that isolate financial leverage into two components (Debt to Equity Ratio and Debt Ratio) along with control variables (ROA, Firm size and Liquidity) by targeting chemical sector of Pakistan.

Keywords: Financial Leverage, Debt to Equity Ratio, Debt Ratio, Firm Value, Pooled OLS and Random Effects Model (REM).





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Submission ID: 202203503

**AN EMPIRICAL INVESTIGATION OF FACTORS AFFECTING
DIVIDEND PAYOUT: EVIDENCE FROM KSE-100**

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ABSTRACT

The purpose of this research is to investigate the variables that significantly affect dividend payout ratio of dividend paying firms listed on KSE-100 index. Methodology: This research uses a purposive sampling method where criteria is set to select sample. Secondary data collected from 40 non-financial companies using annual financial reports from Pakistan Stock Exchange through the official KSE data portal for examining panel data model using pooled OLS regression. The results showed profitability, firm's debt and sales growth positively significantly and asset growth, retained earnings to total equity and liquidity negatively significantly affect dividend payout ratio. This research report adds to the existing literature on dividend policy by utilizing life cycle measure which is retained earnings to total equity by segregating it with such combination that has not yet done including growth in net assets, firm's debt, return on asset, sales growth and liquidity as a measure of dividend payout ratio in Pakistan market as a developing market.





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Submission ID: 202203504

**GREEN HUMAN RECOURSE ENVIRONMENT PERFORMANCE ,CIRCULAR
PERFORMANCE ENVIRONMENT REPUTATION AND ECONOMICS
PERFORMANCE. THE MODERATING ROLE OF CEO ETHICAL LEADERSHIP**

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ABSTRACT

Today Circular economy has become one of the main strategies that face environmental issues. To enable circular economy, organizations have started acting to improve their sustainability management. The contribution of green human resource management to the transition towards a more circular economy has not yet been investigated. Aim of research is at assessing the effects of green human resource management to circular economy, to environmental and economic performance and to the environmental reputation of an organization. We empirically test the distinct role that different green human resource management practices (i.e., green recruiting, green training and involvement, and green performance management and rewarding) have on organization performance. We also investigate the moderation role of the CEO Ethical leadership .Our result will be positively influence organization performance. Green Human resource management contribute to the transition toward circular economy without being influenced by different external factor like as market demand, commitment .Finally the result of our research will provide several aspect for future research both for academics and practitioners.

Keywords: Sustainability, Green Human Resource Management, Circular economy, Human Capital





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Submission ID: 202203505

**EXAMINATION OF BUYING INVOLVEMENT AS A MODERATOR IN
EXPLAINING CONSUMPTION VALUES AND CONSUMER'S ENVIRONMENTAL
CONCERNS WHILE PURCHASING ORGANIC FOOD PRODUCTS**

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ABSTRACT

This study aims to investigate the factors driving environmental concerns among consumers of organic farmer's markets living in a low-middle-income country, Pakistan using the theory of consumption values. The moderating influence of buying involvement on all the studied relationships was also examined. Data were collected from 77 organic farmer markets (fruit and vegetable markets, model bazaars, organic products shops) held at different locations in the Punjab province of Pakistan using structured questionnaires and convenience sampling technique. A total of 1634 organic food products consumers volunteered to take part in this survey. The latest versions of SPSS and AMOS were used to analyze the data using a covariance-based structural equation modeling technique. The CB-SEM revealed significant positive relationships between functional value (quality and price), conditional value, emotional value, epistemic value, and environmental concerns. The epistemic value was found as the most influential indicator of environmental concerns. In terms of moderation, buying involvement significantly moderated the association between consumption values and environmental concerns. Consumers with varying levels of buying involvement were statistically significant when it came to the associations of functional, social, conditional, emotional, epistemic value, environmental concerns. The findings of the study are pragmatic for practitioners and managers to enhance the consumption of organic food products in the mainstream market. To sum up, this effort is indeed a milestone towards responsible consumption and production (SDGs-12) and resource conservation is beneficial for both people's health and for a sustainable environment.

Keywords: Consumption Values, Environmental Concerns, Buying Involvement, Organic Food Products, Covariance-Based Structural Equation Modeling (CB-SEM)





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Submission ID: 202203506

**IMPACT OF DESPOTIC LEADERSHIP ON KNOWLEDGE HIDING
WITH THE MEDIATION OF INTERPERSONAL JUSTICE AND
MODERATION OF ISLAMIC WORK ETHICS: AFFECTIVE EVENT
THEORY**

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ABSTRACT

In the current paradigm the researchers are seemed to be more interesting in dark side of leadership. The current study focuses on the impact of despotic leadership on knowledge hiding with the mechanism of interpersonal justice and moderation of Islamic work ethics drawing on the conservation of affective event theory. The sample consists of 210 respondents from banking sector of Pakistan. Time lagged data is collected and SMAR-PLS is used for result analysis. It is found that despotic leadership has significant positive impact on knowledge hiding. Interpersonal justice mediates the relationship between despotic leadership and knowledge hiding but the moderation of Islamic Work Ethics between despotic leadership and interpersonal justice is not supported by the results. This study has both theoretical and practical implications as it will help the managers, organizations and policy makers to design a system where they can measure and mitigate the leader's despotic behavior.

Keywords: Despotic leadership, Interpersonal justice, Islamic Work Ethics, Knowledge Hiding





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Submission ID: 202203507

UNEMPLOYMENT IN PAKISTAN WITH AN EMPIRICAL APPROACH OF ARDL

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ABSTRACT

The basic aspiration of the study is to highlight the paramount variables which concentrated or shrunk the unemployment in Pakistan in the last twenty five years. To scrutinize the associational research Unemployment, Poverty, Inflation, Economic Growth, Foreign Direct Investment and Entrepreneurship variables were studied by applying the Unit Root Test at first difference, the Augmented Dickey Fuller (ADF) co-integration Test. Application of log Auto Regressive Distribution Lag (ARDL) to measure the long run relationship between the variable. An interesting phenomenon was captured that Entrepreneurship has insignificant relation with Unemployment in Pakistan. Pakistan should enhance the facilitative and trustable environment to attract directly or indirectly self-employers in order to overcome the unachievable ghost of unemployment. Pakistan flexible policies and legislation can create job opportunities. **Keywords:** Unemployment, Poverty, Inflation, Economic Growth, Foreign Direct Investment, Entrepreneurship, Pakistan, ARDL,





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Submission ID: 202203508

**THE RELATIONSHIP BETWEEN CAREER ADAPTABILITY AND CAREER
PLATEAU: A MEDIATION MODERATION MODEL**

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ABSTRACT

In this study, we test the relationship among career adaptability and career plateau on public and private universities through mediator individual ambidexterity and moderator career shocks. The research analyses the mediation model in study 1 on 159 employees from private and public universities of Pakistan while in study 2 moderation model was investigated on 188 employees working in private universities of Pakistan with the help of PROCESS MACRO. The study finds that individual ambidexterity acts as a mediator in the association of career adaptability and career plateau tested in public universities, while career shock moderates the relation of individual ambidexterity-career plateau and career adaptability-career plateau which were examined in private universities of Pakistan. In practical implications, Firstly, the universities would know the role of individual ambidexterity and career shocks. Second, they might understand how individual ambidexterity and career shocks would increase the career plateau in the education sector. Suggestions for future study show the potential models to minimize the career plateau phenomenon that can be helpful for the organization. Keywords Individual ambidexterity, career shocks, career adaptability, career plateau





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Submission ID: 202203509

**DYNAMIC PERFORMANCE OF EXPORT OF KNITTED GARMENTS (HS-61) OF
PAKISTAN: A COMPARATIVE ANALYSIS OF SELECTED COUNTRIES (2001-
2020)**

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ABSTRACT

This study has explored the dynamic performance of exports of knitted garments of Pakistan from 2001-2020. A comparative analysis of selected competitors countries in the export of knitted garment also analyzed. Revealed Comparative Advantage (RCA), Symmetric Revealed Comparative Advantage (SRCA) and Normalized Revealed Comparative Advantage (NRCA) techniques has been used to check the performance Pakistan and its selected competitors in the export of knitted garments. Study utilizes the observations provided by UN COMTRADE and ITC Trade map for the products covered by Harmonized System (HS), two-digit data under code HS-61 (Articles of apparel and clothing accessories, knitted or crocheted) commodities of the readymade garment sector has been analyzed. Study shows that Pakistan is having lowest NRCA as compare to China, Bangladesh, Vietnam, Turkey and India but for the last 5 years, it is improving remarkably. Due to structural changes in the Chinese economy, NRCA of China is having downward trend whereas Bangladesh's NRCA improving significantly. Vietnam is also becoming a big competitor. Estimated results are evident that Pakistan is having lowest NRCA as compare to China, Bangladesh, Vietnam, Turkey and India but for the last 5 years it is improving remarkably. Due to structural changes in the Chinese economy, NRCA of China is having downward trend whereas Bangladesh's NRCA improving significantly. Pakistan should now take advantage of its underlying comparative advantage in the export product of HS 61 as China and India are losing their underlying comparative advantage over the last few years, Bangladesh is taking full advantage of the situation and increasing its export of HS61 products significantly. Keywords: Comparative, Manufacturing, Competitive, Apparel, Development policy





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Submission ID: 202203510

**IMPACT OF TRADE OPENNESS ON ECONOMIC GROWTH IN REPUBLIC OF
NORTH MACEDONIA”**

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ABSTRACT

This paper intends to analyze the impact or the effect that trade openness has on the economic growth in North Macedonia. Beside the fact that international trade has been experiencing a large growth in the past two decades on a global level, the fact is widely known that periods of openness have generally been associated with prosperity while protectionism has been the companion of recessions. In this research paper, first is going to provide a brief literature review on what the most prominent authors wrote on the impacts of trade openness on the economic growth and then will be conducted analysis of the impact of trade openness on economic growth focusing particularly on the Republic of North Macedonia. Therefore, for this purpose in the paper are used yearly time series data for the time period 2000-2019. In addition, time series are tested for stationarity, using the Augmented Dickey Fuller test and on the other hand, the Johansen co-integration test is used to find the co-integration range between variables, to be determine if there is a long-term relationship between trade openness and economic growth in North Macedonia. Then research strategy based on ordinary least squares and vector auto regression (VAR). In addition, in order to find causality between these variables, a Granger test for the causality is used. The results of the study reveal a positive and significant impact of trade openness on economic growth. Thus, for 1% increase of trade openness the economy will grow for 1.17%. The Granger causality test suggests that a change in trade openness precedes a change in economic growth. Moreover, a bi-directional causality (feedback relationship) has been confirmed between trade openness and economic growth of North Macedonia. This shows that increasing level of openness is beneficial for the country, especially export oriented trade policies are very important. Therefore, the findings of this paper indicate that policies focusing on trade liberalization and opening the economy to trade enhance the economy of the country, both in the short run and the long run.

Keywords: trade openness, economic growth, impact, international trade, GDP, North Macedonia





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Submission ID: 202203511

**E-COMMERCE IN SHARIAH AND ISLAMIC LAW A SPECIFIC STUDY IN THE
LIGHT OF CONTEMPORARY ERA**

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ABSTRACT

This paper will investigate the role of e-commerce in the current era and to what extent it is in accordance with the principles of Islam and what are its forms in modern times. Whilst E-Commerce is scattering world-wide, many Muslims are pondering whether this new form of commerce is acceptable from the Shariah (Islamic Law) point of view. Thus, this conference paper is meant to study the Islamic perspectives in e-commerce, mainly in its transaction, as well as the rights of the producers and customers. Issues on the validity of E-Commerce in Islam are observed to expose to Muslims around the world so that they could benefit from this new technology if it is proved permissible and acceptable in Islam. Regarding transactions, the issues of payment through credit card will be studied to clear the Muslims' doubt on the Islamic prospect of E-Commerce. The main purpose of this is to discuss about E-Commerce and Transaction, Business in Islam, E-Commerce in Islamic Viewpoint which will cover the legality of E-Commerce, Islamic Business Morals in E-Commerce, Legitimacy of E-Commerce Contract, Types of Contracts in Islam, The Validity of E-Commerce from Islamic View, and Payment for E-Commerce Transaction, Characteristics of Producers, Rights of Producer, and Rights of Consumer. This research paper concludes the above-mentioned area with the support mainly from the Holy Book (The Quran) and the practices of Prophet Muhammad (peace be upon him). The methodology of this study is descriptive. Keywords: shariah, Quran, sunnah, E-commerce, contemporary era.





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Submission ID: 202203069

**RELATING AMBIDEXTROUS LEADERSHIP TO INNOVATION THROUGH
SERIAL MEDIATION AND MODERATION: A MULTI-LEVEL STUDY OF ICTS
IN PAKISTAN**

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ABSTRACT:

Leaders' opening and closing behaviors are assumed to foster high levels of employee exploration and exploitation behaviors, hence motivating employees' innovative performance. In the present research the ambidexterity theory of leadership for innovation, has been applied to find mechanism through which ambidextrous leadership predicts innovation at multi-level. The opening and closing behavior have been measured using the self-administered questionnaire through survey. The sector that was targeted in the present study is ICT, as this sector shows high level of innovation in its operations and processes. But this study is confined to software houses and telecommunication companies from where the data was collected from 413 employees working at managerial level. Organizational innovative climate was used as a boundary condition to deepen the understanding of relationship between ambidextrous leadership and multi-level innovation. The research has provided useful insights into the mediating role that organizational social capital (OSC), team reflexivity and explorative and exploitative behavior play on the relationship between ambidextrous leadership and multi-level innovation. Limitations and future guidelines have been discussed.

Keywords: ambidexterity theory of leadership, innovation at multi-level, software houses and telecommunication companies.





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Submission ID: 202203071

**THE FACTORS THAT INFLUENCE USER ADOPTION OF E-GOVERNMENT
SERVICES: THE CASE OF THE ONLINE TAX FILING AND PAYMENT SYSTEM**

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ABSTRACT

The factors that influence public acceptability of e-Government services are identified in this article. In Pakistan, the online tax filing and payment system is a well-known e-Government service. This study intends to investigate the causal links between the variables of acceptance behaviour for the online tax filing and payment system using a theoretical model based on the theory of planned behaviour. The article reports on a survey that collected 200 usable responses. The findings show that the suggested model well explained the variation in behavioural intention. In addition, the important determinants of user acceptance of the online tax filing and payment system are external influences, interpersonal influence, self-efficacy, and facilitating condition. This study help the FBR develop a more efficient scheme for increasing the use of electronic filing among Pakistani taxpayers. Finally, Limits and future instructions are provided at the conclusion of the article.

Keywords: Electronic government; e-Government services; Information technology acceptance; Theory of planned behavior; Online tax filing and payment system





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Submission ID: 202203072

**IMPACTS OF ORGANIZATIONAL CLIMATES ON EMPLOYEES GREEN
BEHAVIOR THROUGH MEDIATING ROLE OF GREEN EMPLOYEE
EMPOWERMENT AND MODERATING ROLE OF LEADERSHIP**

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Dr. Rizwan Qaiser Danish,
Dr. Ishfaq Ahmad

ABSTRACT

This study intends to investigate the impact of organizational climates on the employee's green behavior through the mediating role of green employee empowerment and moderating role of ethical leadership in building the pro-environmental work behavior. Data collection is done through the questionnaire from the 422 managers in the different hospitality sectors of Pakistan. SEM was used to estimate the boundary conditions and mechanisms between the organizational climate and employee green behavior. SEM fully supported the partial mediating role of the green employee empowerment in the influence of the organizational climates on employees' green behavior. Further, we found that ethical leadership can expand the indirect impact of organizational climate on green employee behavior and empowerment. Longitudinal study is the research limitation. The study's finding has implications in excavating the understanding effect of organizational climates in the betterment of employees' behavior in the organization. Value/ originality- This is the first study to examine the mediating role of green employee empowerment and the moderating effect of ethical leadership in determining the relationship between organizational climates and employee green behavior using multi-source data from the hospitality sector.

Keywords - Ethical leadership, Green employee empowerment, Ethical climate, Green psychological climate, Employee green behaviour





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Impactful Research for Sustainable Development



Submission ID: 202203073

**THE EFFECTS OF MARKET ORIENTATION AND SALES MANAGER CONTROL
ON SALESPERSON OUTCOME PERFORMANCE THROUGH PARALLEL
MEDIATION APPROACH: EMPIRICAL EVIDENCE FROM
PHARMACEUTICALS INDUSTRY**

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University of Okara, Okara.

ABSTRACT

The purpose of this study is to examine the parallel mediation role of sales manager control and salesperson behavioral performance on the relationship between market orientation and salesperson outcome performance in the pharmaceuticals industry in Pakistan. Improving salesperson performance through sales manager control and behavioral performance is a growing issue in the global pharmaceuticals industry and these factors can improve the performance of the pharmaceuticals industry. In this study 180 sales managers are respondents and the self-administered survey was employed targeting sales managers working at pharmaceuticals companies operating in Pakistan. Its research utilizes the non-probability convenience sampling for study and study has cross-section type. Specifically, the results show that market orientation is related to salespersons outcome performance and parallel mediation exists through mediators first sales manager control and then salesperson behavioral performance. The authors discuss the implications of these results and highlight directions for future research.

Keywords: Market Orientation, Sales Manager control, Salespersons Behavioral Performance, Salespersons Outcome Performance





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Submission ID: 202203074

**SERIAL MEDIATING ROLE OF USAGE AND PRODUCTIVITY BETWEEN
PERFORMANCE EXPECTANCY AND ADAPTIVE PERFORMANCE**

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Dr. Rizwan Qaiser Danish
Sara Shabbir
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University of the Punjab, Lahore

ABSTRACT

This study investigates the serial mediation of Performance Expectancy and Effort Expectancy with adaptive performance of managers through usage and parallel mediator's flexibility and productivity in the context of small and medium enterprises of Pakistan. This study aimed to find out how usage and parallel flexibility and productivity serially mediate the relationship between (Performance expectancy and Effort expectancy) and adaptive performance of managers at the workplace. This study's target population includes managers or owners of SMEs listed in Chambers of Commerce of Capital cities of Pakistan. As part of the more extensive research, 422 responses were received, which shows a 59% response. To test the hypotheses, measurement and structural models were developed in SEM. The findings showed that serial mediations were observed in the case of Performance expectancy and Effort expectancy with adaptive performance as direct beta without mediation is significant and positive, as well as in the presence of serial mediators (usage and parallel mediator's flexibility and productivity) Performance expectancy, Effort expectancy and adaptive performance are positive and significant. This study's findings will help the academia, banking sector, SMEDA and practitioners understand the importance of usage of mobile devices and performance expectancy and effort expectancy on adaptive performance. Future researchers must focus on an empirical investigation of testing the effect of information quality, system quality of mobile devices, mobile banking to predict managers' adaptive performance by comparing SMEs and large enterprises in Pakistan.

Keywords: Mobile Devices, Performance expectancy, Usage, Productivity, Adaptive Performance.





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Submission ID: 202203078

**MANAGERIAL COACHING AND WORKPLACE WELL-BEING: MEDIATING
ROLES OF COMPASSION, JOB EMBEDDEDNESS AND PSYCHOLOGICAL
CONTRACT FULFILLMENT**

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ABSTRACT

This study aims to examine the effect of managerial coaching on nurses well-being through mediation of compassion at work, job embeddedness and psychological contract fulfillment. The author collected data using questionnaire-based survey from 420 nurses, employed in various public and private hospitals. The study used structural equation modeling to confirm mediation of compassion at work, job embeddedness and psychological contract fulfillment between managerial coaching and well-being relationship. This study used cross sectional design which raises a question on causality. The study findings suggest the organizations to consider managerial coaching to shape employee's workplace behaviors. To best of our knowledge, this is the first study that examines the mediating roles of compassion at work, job embeddedness and psychological contract fulfillment.

Keywords Managerial coaching, Workplace well-being, compassion at work, job embeddedness, psychological contract fulfillment

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Submission ID: 202203079

**THE INFLUENCE OF PERCEIVED KNOWLEDGE SELF-EFFICACY ON
CREATIVE PERFORMANCE: MEDIATING ROLE OF KNOWLEDGE SHARING
BEHAVIOR AND MODERATING ROLE OF PASSION FOR WORK.**

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ABSTRACT

This study aims to investigate the effect of perceived knowledge self-efficacy on knowledge sharing behavior, creative performance and passion for work as moderating variable. This study opted survey research strategy in which data was collected on questionnaire through convenience sampling technique and cross sectional time horizon. Total number of 250 questionnaires were distributed to the workers working in different software houses in Lahore, Pakistan. 230 responses were considered for the final analysis. By using SPSS, data was screened and then descriptive statistics, reliability analysis and correlation analysis were used to examine the relationship between perceived knowledge self-efficacy, knowledge sharing behavior, creative performance and passion for work. The mediating effect of knowledge sharing behavior and moderating effect of passion for work were examined by using AMOS. In the end, theoretical implications and practical implications along with limitations also provided here. Moreover, future guidelines also provided here. The results showed detail discussion on how perceived knowledge self-efficacy has influenced employee's creative performance.

The major contribution of the study is that it has studied the direct effect of perceived knowledge self-efficacy on creative performance on IT based organization for the first time instead of indirect effect which has been discussed in previous literature. In order to enhance creative performance, the results suggested that employees must be confident about their perceived knowledge and managers provide them friendly environment where employees easily share their valuable knowledge with their peers.





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**IMPACT OF INSTAGRAM USAGE ON CONSPICUOUS CONSUMPTION, WITH
MEDIATION OF SOCIAL COMPARISON AND FOMO AND MODERATING ROLE
OF IMITATION OF INFLUENCERS.**

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ABSTRACT

Expanding usage of social media has connected more than half of the world allowing them to express themselves through Instagram. Social media apps have facilitated people to compare themselves with influencers and simultaneously remain updated with the world leading to factors like fear of missing out which has changed the consumption practices. Recently, individuals are indulging in conspicuous consumption and displays of products and experiences on social media. Previous studies have examined conspicuous consumption, but the influence of factors such as fear of missing out (FOMO) and social comparison with influencers has received little attention and are under-researched. This paper aims to examine the associations between Instagram usage and conspicuous consumption among Pakistani social media users. Furthermore, the mediating role of social comparison with influencers and FOMO, and the moderating effect of imitation of influencers were also examined. A conceptual framework is developed and tested using Statistical Package for Social Sciences to examine the results of questionnaire distributed to 640 Instagram media users in different public and private universities of Pakistan. Hypothesized relationships are tested through regression analysis. Findings confirmed a positive relationship between Instagram usage and conspicuous consumption. It was also observed that Instagram usage had a significant impact on social comparison with influencers and FOMO. Moreover, both FOMO and social comparison with influencers partially mediated the relationship between Instagram usage and conspicuous consumption. However, imitation of influencers did not moderate the relationship between social comparison with influencers, conspicuous consumption and FOMO and conspicuous consumption. The analysis results highlight the critical role of Instagram Usage in conspicuous consumption in context of social media. The study presents a broader and novel perspective in examining the role of under-researched topics, FOMO, and social comparison of influencers bringing critical information for marketers and influencers. Theoretical, practical implications have been discussed for marketing strategies and advertisement management along with future limitations.

Keywords: FOMO, Influencers, Conspicuous Consumption, Imitation of Influencers





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Submission ID: 202203081

**IMPACT OF REPRESENTATIVE BIAS ON INDIVIDUAL INVESTMENT
DECISION WITH MEDIATING ROLE OF RISK TOLERANCE AND
MODERATING ROLE OF LOCUS OF CONTROL**

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ABSTRACT

According to traditional financial theory investors are supposed to be rational and make decisions that reflect all available information but prospect theory explained a number of biases which affect the investor's behavior and investors lead to irrational decision making. The purpose of this study is to look into the impact of behavioral biases (representative bias) in investment decisions, with the external locus of control environment of Pakistan acting as a moderator and risk tolerance as mediator. A questionnaire was used to investigate the relationship, as well as empirical data from investors about their own perceptions of these biases. A questionnaire was issued to a sample of 350 investors, and the collected data was analyzed using SPSS (Statistical Package for the Social Sciences) software. . The outcomes of this study will assist investors in identifying these biases that disrupted his decision-making level and then developing various techniques to overcome these biases and reduce irrational behavior. The study's other consequences and drawbacks are also examined.

Keywords: Representative Bias, Investment Decision , Risk Tolerance , Locus Of Control





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Submission ID: 202203082

**THE STUDY OF CAUSES OF STRESS AND STRESS MANAGEMENT
STRATEGIES USED BY STUDENTS AT UNIVERSITY LEVEL**

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Dr. Rizwan Qaiser Danish

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ABSTRACT

The purpose of this study was to find various causes of stress and further based on these causes stress management strategies adopted by students at university level. For this purpose, a survey was conducted among students and self-administered questionnaire was distributed for data collection. Two questionnaires were circulated in this study simultaneously for get response from a sample of 600 students based on item to response theory. Research findings revealed that with respect to money, relationship and body, mind and feelings there is significance difference between perceptions of male and female respondents when they were asked about causes of stress. It has been also concluded that with respect to university, money and to body, mind and feelings there is no significance difference between perceptions of public and private sector students. Majority of the students try to grow as a person as a result of the experience, go to watch movies or TV to think about stress less, sleep more than usual, restrain themselves from doing anything too quickly, put their trust in God, hold off doing anything about stress until the situation permits, try to get emotional support from friends or relatives, think about how they might best handle the problem. The demographic profile of the respondents show that most of the them were female and from public sector. The study additionally provides information that could decrease stress among college setting. The findings may be utilized as a kind of perspective point for analysts, educators, scientist when exploring college students stress and stress management strategies.

Keywords: Causes, Stress, Management Strategies, Students, University





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Submission ID: 202203084

**IMPACT OF ABUSIVE SUPERVISION ON NURSES' TURNOVER INTENTION
AND INNOVATIVE BEHAVIOR VIA WORK ENGAGEMENT: MODERATING
ROLE OF PERSON-JOB-FIT**

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ABSTRACT

Employees all over the world are facing high abusive supervision at low work engagement, which has increased their intention to leave their jobs and reduced their innovative behavior. Highlighting these prevailing issues, the goal of this research paper is to examine the relationships between abusive supervision, work engagement, innovative behavior, and turnover intention while visualizing person-job-fit in a moderating role. This paper employed a cross-sectional study with survey as a research design to collect data from 500 nurses (in total) employed in public and private hospitals in Lahore. The study used SPSS and Structural Equation Modeling (SEM) in the AMOS v21 technique for analysis. Results revealed that abusive supervision has indirect detrimental impacts on turnover intention and innovative behavior through reduced work engagement. Person-job-fit mitigates these damaging effects by weakening the negative relationship between work engagement and turnover intention and strengthening the positive relationship between work engagement and innovative behavior at workplace. This study is a primary effort that introduces person-job-fit (PJF) as a remedy to the occurrence of abusive supervision in developing countries like Pakistan with high power distance. The conceptual framework is established on the basis of conservation of resource theory of stress, equity theory and field theory.

Keywords. Abusive Supervision, Work engagement, Innovative behavior, Turnover intention, Person-job-fit, Power distance





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Submission ID: 202203085

**PERCEPTIONS OF ORGANISATIONAL POLITICS AND EMPLOYEES'
PERFORMANCE**

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ABSTRACT

Organizational politics prevails in every workplace but current research on this area lack in pragmatic perspectives leaving the construct with little conclusion and isolation without considering the underlying mechanisms. The research in hand is prime effort to investigate the phenomenon in Pakistan with multitude of diversified national sample. As a part of larger study, data were collected through self administered surveys of public as well as private sector employees with majority from leading and managerial positions. Results were obtained and merged through the use of SPSS 18 and AMOS 18. Structural equation models performed on data revealed that perceived organizational politics affect the performance of employees through stress and social exchange perceptions in such a way that stress can reduce the morale while exchange can enhance the morale of employees. The implications for managers as well as limitations and future guidelines have also been provided.

Keywords: Organizational Politics, Performance, Stress, Exchange, Morale, Structural Equation





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Submission ID: 202203086

**THE IMPACT OF TELECOMMUTING ON JOB SATISFACTION WITH THE
MEDIATING ROLE OF WORK-FAMILY CONFLICT, PERCEIVED AUTONOMY,
EMPLOYEE ENGAGEMENT AND MODERATING ROLE OF PERSONALITY
TYPE**

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ABSTRACT:

The world was struck by the coronavirus (Covid-19) outbreak which wreaked havoc throughout the world. Both individuals and businesses were highly affected due to this disease specifically in the context of teleworking. The purpose of this study was to find if there exists a relationship between teleworking and employee's job satisfaction on the working place. The study will take the mediating variables of perceived autonomy, work-family conflict, and employee engagement to check if it mediates the relationship between teleworking and job satisfaction. Personality type will be used as a moderating variable on the relationship of teleworking and job satisfaction. This research was directed and conducted within different IT software houses of Lahore. For this study, a questionnaire was spread using google forms and a sample size of 450 was used to gather the responses, out of which 427 responses were received and recorded. 217 responses were from males which make the percentage of 50.81% and 207 responses were received from females which have the percentage of 48.47%. All the data collected was analyzed and tested using SPSS (Statistical Package of Social Sciences). COVID-19 was an unforeseen pandemic so therefore there was a need to study these different circumstances. Hypothesis testing was done using SPSS step wise hypothesis method. After getting the results, it was evident that telecommuting impact the job satisfaction of employees. Work-family conflict, perceived autonomy and employee engagement mediated the relationship between teleworking and job satisfaction. Furthermore, it resulted that personality type does not moderate the relationship between teleworking and job satisfaction. Cross-sectional study was implemented on the research so common method bias could be evaded. This study provides the organizations with a practical view of implementing remote work in their workplace and if it will increase their job satisfaction or not. This research is contributed towards the job demands resources model and teleworking literature. This study was conducted in the Pakistani context.

Keywords: Telecommuting/Teleworking, Job Satisfaction, Work-family conflict, Pakistan





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Submission ID: 202203091

**IMPACT OF ENTREPRENEURIAL INTENTION AND FINANCIAL KNOWLEDGE
ON INVESTMENT BEHAVIOR WITH THE MEDIATING ROLE OF CULTURAL
VALUE**

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ABSTRACT:

The determination of this study was to propose and examine the relation of entrepreneurial intention and financial knowledge with cultural values that creates an investment behavior in an individual. Furthermore, another purpose of this research was to test the influence of cultural values which mediates entrepreneurial intention and financial knowledge with an investment behavior. In this study, a quantitative approach was used. For this, an online, questionnaire was designed. Total 380 questionnaires had been distributed among the targeted audience to analyze the relationships among four chosen constructs. After collecting the data from all the audience to find out the results. The SPSS-22 software was used to identify the results. This study helped us to determine that how the do results supported a research study. What is the impact of entrepreneurial intention, financial knowledge on investment behavior? It was also remained under observation that how cultural values mediates? There is a need to find out such relations that encourage investment behavior. This study proved helpful to cover the research gap by focusing on youngster whom wanted to invest.

Keywords - Entrepreneurship Intention, Financial Knowledge, Cultural Values, and Investment Behavior.





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Submission ID: 202203093

**AN EMPIRICAL INVESTIGATION OF ENVIRONMENTAL TURBULENCE AND
FEAR IN PREDICTING ENTREPRENEUR'S IMPROVISATION**

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Dr. Rizwan Qaiser Danish

(Associate Professor at IBA, PU, Lahore)

ABSTRACT

This study is designed to test an empirical investigation of the Environmental turbulence and Fear in predicting Entrepreneur Improvisation in small and medium enterprises of Pakistan. The aim of this research paper is to analyze whether emotional response of fear drives decision makers of SME's towards the use of improvisation strategy during turbulent environment in uncertain business world. The target population for this study includes managers or owners of SMEs listed in Chambers of Commerce of Capital cities of Pakistan. Clusters sampling technique is used to draw sample size for the study. Structural equation modeling (SEM) is used to test the hypotheses and path analysis. The findings of this study show that environmental turbulence lead the decision makers towards the use of improvisation strategy by managing their emotions of fear rather than stick to the plans in small and medium enterprises of Pakistan and the emotional response of fear in entrepreneurs mediates the relationship between environmental turbulence and entrepreneur improvisation in small and medium enterprises of Pakistan. This study also suggests to the future researchers to test and analyze other antecedents and outcomes of improvisation in SME's or large scale organizations.

Keywords: Environmental Turbulence, Fear, Entrepreneur Improvisation





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**AN EMPLOYEE RETENTION APPROACH THROUGH PERSON-
ORGANIZATIONAL FIT UNDER ORGANIZATIONAL SUPPORT,
SATISFACTION & COMMITMENT**

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ABSTRACT

Nowadays in rapidly increasingly economy organizations are facing many challenges in retaining their skillful employee. In order to retain employee, organizations are increasing organizational support by increasing rewards and number of incentives that results in employees' commitment and job satisfaction and increased performance. The purpose of the current study is to investigate the effect of perceived organizational support and job attitudes on employee retention, as well as, analyzes the mediating role of person organization fit in the banking sector of Lahore, Pakistan. Self-administered survey was conducted for the collection of data from employees working in banks at different managerial positions. 400 questionnaires were distributed from which 240 questionnaires were completely filled and were used for the analysis thus making 60% response rate. Data was analyzed by using SPSS and AMOS, correlation, regression analysis, measurement model and structural equation modeling technique was used to present the results. The regression analysis result showed that employee retention has significant effect on perceived organizational support, job satisfaction, organizational commitment and person organization fit. The analysis further explained that the person organization fit mediates the relationship between organizational support, job satisfaction, organizational commitment and employee retention. Specifically, person organization fit acts as the mediator in this study and the variables Perceived Organizational Support (POS), employee retention, Person Organization Fit (POF) and job attitudes (i.e. job satisfaction and organizational commitment) have strong association with each other. This study fills the gap in literature as it explained the POF role as the mediating variable with the other variables. This study has strong implications for policy makers.

Keywords: Perceived organizational support, job satisfaction, organizational commitment, person organization fit, Employee's retention.

