

ICMSS Event Plan

Inaugural Session

Zoom ID	https://zoom.us/j/95536521975
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Session starts	10:00 AM
Recitation	10:05 AM
National Anthem	10:10 AM
LGU Documentary	10:15 AM to 10:25 AM
Welcome – Co Patron	10:25 AM to 10:35 AM
Address by the Vice Chancellor	10:35 AM to 10:45 AM
Opening Speech by Chief Guest	10:45 AM to 11:00 AM
Address by Keynote Speakers.	
1- Prof. Dr. Premkumar Rajagopal	11:10 AM to 11:30 AM
2- Dr. Kamran Moosa	11:35 AM to 11:55 AM
3- Dr. Amandeep Dhir, PhD, DSc, MSc	12:00 AM to 12:20 PM
4- Sheikh Imran Nazar Hosein	12:25 PM to 12:45 PM

Prayer and Lunch Break (1-2PM)

Day 1 Session 1

Session-ID: DMS1606-01 Dated: 16th June 2021 Session No. 1 Start At: 02:00 PM End At: 03:30PM Session Zoom Meeting ID: https://zoom.us/j/94773563338	Department of Management Sciences & Economics Session Chair: Dr. Samia Jamshed (Assistant Prof) Keynote Speaker: Dr. Mohsin Shahzad (Assistant Prof) Program Committee Coordinator: Ms. Fayyza Jaleel		
S/No.	Article Title/Presenter/Author(s) Details	Start At	Finish At
1	Keynote Speaker	2:00 PM	2:15 PM
2	Impact of COVID-19 Pandemic on Economy of Pakistan Iqra Naeem Institute of Business & Management University of Engineering and Technology, Lahore, Pakistan. Abdul Aziz Khan Niazi Institute of Business & Management University of Engineering and Technology, Lahore, Pakistan. Tehmina Fiaz Qazi Hailey College of Banking and Finance University of the Punjab, Lahore, Pakistan.	2:20 PM	2:35 PM

	Ghulam Muhammad Institute of Business & Management University of Engineering and Technology, Lahore, Pakistan.		
3	Technopreneurship Education: The Way to Rebuild COVID-19 Affected Economic Crisis Yashfeen Qasim MPhil Scholar Institute of Administrative Sciences University of the Punjab. Zulaikha Mahmood Visiting Lecturer Institute of Administrative Sciences University of the Punjab.	2:40 PM	2:55 PM
4	Do better brand management influence Consumer Purchase Decision? COVID-19 pandemic challenges from Pakistan Banking Sector Farhan Mirza Lecturer The Millennium Universal College, Islamabad. Sohail Younus Lecturer University of Punjab, Jhelum Campus. Sarina Sherazi The Millennium Universal College, Islamabad. Ali Zeeshan Examination Officer University of Management and Technology, Sialkot Campus.	3:00 PM	3:15 PM
5	The Role of environmental dynamism in the linkages between green transformational leadership and green innovation in SMEs Bashir Ahmad Assistant Professor Department of Public Administration Government College University Faisalabad.	3:20 PM	3:30 PM

Day 2 Session 1

Session-ID: DMS1706-01 Dated: 17th June 2021 Session No. 1 Start At: 09:00 AM End At: 10:30 AM Session Zoom Meeting ID: https://zoom.us/j/93493435134		Department of Management Sciences & Economics Session Chair: Dr. Muhammad Fiaz (Associate Prof) Keynote Speaker: Dr. Faizan Ali (Associate Prof) Program Committee Coordinator: Ms. Fayyza Jaleel	
S/No.	Article Title/Presenter/Author(s) Details	Start At	Finish At
1	Keynote Speaker	9:00 AM	9:15 AM

2	<p>Underlying Structure of Legal Implications Arising Out of COVID-19 Pandemic</p> <p>Muhammad Ali Sajjad Institute of Business & Management University of Engineering & Technology, Lahore, Pakistan.</p> <p>Abdul Aziz Khan Niazi Institute of Business & Management University of Engineering & Technology, Lahore, Pakistan.</p> <p>Tehmina Fiaz Qazi Hailey College of Banking and Finance University of the Punjab, Lahore, Pakistan</p> <p>Sadaf Zulfiqar Institute of Business & Management University of Engineering & Technology, Lahore, Pakistan.</p>	9:15 AM	09:30 AM
3	<p>Environmental Responsibility in Consumption</p> <p>Dr. Shirley Catley Rinoza Business Administration Department Institute of Accounting, Business and Finance Far Eastern University, Philippines.</p>	09:30 AM	09:45 AM
4	<p>Factors Affecting the Adoption of Internet Banking in Pakistan: An Extended UTAUT Model</p> <p>Malik Muhammad Mehfooz Research Scholar University of Central Punjab, Sialkot Campus.</p> <p>Dr. Muzammil Khurshid Assistant Professor Department of Banking and Finance University of the Punjab, Gujranwala Campus, Gujranwala.</p>	09:45 AM	10:00 AM
5	<p>Big data and political economy of social media: artificial intelligence and twitter trends during Pakistani elections 2018</p> <p>Mobashra Anees Research Associate Riphah Institute of Media Sciences</p>	10:00 AM	10:15 AM

Day 2 Session 2

<p>Session-ID: DMS1706-02 Dated: 17th June 2021 Session No. 2 Start At: 10:30 AM End At: 03:30 PM Session Zoom Meeting ID: https://zoom.us/j/91578235566</p>		<p>Department of Management Sciences & Economics Session Chair: Dr Zahid Riaz (Associate Prof) Keynote Speaker: Mr. Imran Jattala Program Committee Coordinator: Ms. Fayyza Jaleel</p>	
S/No.	Article Title/Presenter/Author(s) Details	Start At	Finish At
1	Keynote Speaker	10:30 AM	10:45 AM
2	COVID-19 and Marketing Mix Elements in Grocery Stores	10:45 AM	11:00 PM

	<p>Oyenuga Michael Oyedele Department of Marketing, Veritas University, Abuja, Nigeria</p> <p>Jelili Babatunde Sufian Department of Business Administration, National Open University, Abuja, Nigeria</p> <p>Ahungwa Agnes Iember Department of Marketing, Veritas University, Abuja, Nigeria</p>		
3	<p>Understanding restaurants' e-service quality, brand-self connection, and perceived usefulness during Covid-19 pandemic</p> <p>Bilal Ahmad School of Economics and Management, North China Electric Power University Beijing P.R. China.</p> <p>Muhammad Ashfaq Research institute of Business Analytics and Supply Chain Management, College of management, Shenzhen University, China.</p>	11:00 AM	11:15 AM
4	<p>Perceived scarcity outcome expectations and consumer buying behavior in COVID-19: The role of anticipated regret.</p> <p>Alishba Ahkam PhD scholar at Government College University, Faisalabad.</p>	11:15 AM	11:30 AM
5	<p>Interlinkage of Health Diplomacy and International Political Economy: Transitions Between Developments and Imbalances in Pakistan During COVID-19 Crisis</p> <p>Sehrish Qayyum Maritime center of excellence, Pakistan Navy War College, Lahore.</p>	11:30 AM	11:45 AM
Prayer and Lunch Break (1-2PM)			

(If required, the committees may extend sessions)

Closing Session

Zoom ID	https://zoom.us/j/96760694098
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Keynote Speaker Dr. Alnoor Bhimani	2:50 PM – 3:10 PM
Closing and Vote of Thanks – Conference Chair	3:10 PM – 3:30 PM