

International Conference on Management & Social Sciences (ICMSS 2021)

Conference Notes

Day-1

Department of Management Sciences

Day # 1			
Speaker Title	Speaker Name	Topic	Discussion Points
Chief Guest	Prof. Dr. Nassar Ikram HI (M)	Opening Speech	<ul style="list-style-type: none">• Welcomed keynote speakers and appreciated the organizing committee• Shed light on the economic crisis caused by Covid-19.• Healthier life styles are adopted by people.• Globally unemployment has risen and travel sector has suffered the most.• Across the globe entrepreneurs are concerned with finding new customers.• Overnight shift came in teaching styles.• Tools are adopted by all organizations for performing in an online system.• Innovative ideas are required.• Crypto currencies are gaining popularity.• Small businesses have flourished.• The pandemic has made all of us adaptive and innovative.• Tried and tested models of teaching need to be revisited.• This online system has reduced overhead costs of running business and has created great work place flexibility.
Keynote Speaker	Prof. Dr. Premkumar Rajagopal	Sinking and Swimming in 2021	<ul style="list-style-type: none">• Covid-19 has affected every industry, many shopping malls and banks were closed and hotels are closing.• In several regions economic sentiment has taken negative turn since December 2019.• Teaching system went online, which in many cases reduced the effectiveness and efficiency of education system.• The way we lived has changed, online shopping has become a norm, and gyms are providing services online, pharmacies and doctors are consulting online.• Sharing and flexibility are two recent trends in living spaces.• What we can do?<ul style="list-style-type: none">- Accelerate digital transformations- Scenario planning- Having digital capabilities- Should keep customer pulse in check

Keynote Speaker	Prof. Dr. Kamran Moosa	Upgrading Quality, Profession and Practices to meet the industry 4.0 Requirements	<ul style="list-style-type: none"> • With every challenge there are opportunities, digital transformations are rampant. • Role of higher education institutions is pivotal in producing quality practitioners and professionals. • We haven't yet aligned our education system with industrial revolution 3.0 • One year of internship should be made necessary to align students with the work place practices and politics. • There is a need for teachers to go for training from industry and to interact with the industry.
Keynote Speaker	Prof. Dr. Amandeep Dhir, PHD, DSc, MSc	Dark Side of Social Media	<ul style="list-style-type: none"> • There is a need for teachers to go for training from industry and to interact with the industry. • Fake news can create chaos, 44 % people usually repeatedly share fake news. • Banning a content or web-page doesn't help anything. • Problem is that we are working in silos. • Outcomes of the study: <ul style="list-style-type: none"> - Acknowledgement that the dark side of the social media does exist - Directionality and causality (establish it) - Leap forward on research and practice. - Evidence based policy making and portable inventions. - Creating the basis for new discipline - The need is of simple interventions and education of the people.
Keynote Speaker	Sheikh Imran Nazar Hosein	PAKISTAN - The Way Forward	<ul style="list-style-type: none"> • Struggled during all those years to try to locate in the Qur'ān, an explanation of the reality of the world. • River of internal knowledge flows at its own speed. • It remains for the people of both countries to raise their voices loudly enough to force their governments to act on the subject. • Pakistan has to embark on strategic initiatives which would seek to change the strategic environment in a manner that would make it more favorable. • The conduct of State must conform to that Absolute Truth. • Pakistan's greatest assets are its abundant youth and children • It is important that children recite the <i>Qur'ān</i> every day so that the <i>Qur'ān</i> can heal them of damage already done to the <i>mind</i>. • Present virus did not come from nature; rather it is a case of biological warfare waged by the most evil of all people.

<p>Session 1 Presenters</p>	<p>Iqra Naeem Institute of Business & Management University of Engineering and Technology, Lahore, Pakistan.</p>	<p>Impact of COVID – 19 Pandemic on Economy of Pakistan</p>	<ul style="list-style-type: none"> • Problem is that we are working in silos. • Strategy of the research comprises of review of current research studies, survey for secondary data collection then analysis. • Results indicate that years 2019 and 2021 were the bad years for the economy. • In 2020 economic activity was slow because of the COVID-19 imposed: <ul style="list-style-type: none"> - Lockdowns - Import and exports were stopped - Travelling bans - Businesses shutdown
	<p>Yashfeen Qasim MPhil Scholar Institute of Administrative Sciences University of the Punjab.</p>	<p>Technopreneurship Education: The Way to Rebuild COVID-19 Affected Economic Crisis</p>	<ul style="list-style-type: none"> • Problem with developing countries is the unbalanced development, poverty, unemployment and now COVID-19. • Solution is the Technopreneurship – a blend of technological skills and entrepreneurship competencies. • The young generation burns in the fire of passion and often has novel ideas; the critical need is to inject the idea of technopreneurship in them. • Post COVID-19 era seems to be the new age of businesses with high potential to grow. • Technopreneurship teaching can nurture the spirit in students to choose it as a career later and take part in socio-economic development by using this knowledge capital. • It was the most appreciated article of this session.
	<p>Farhan Mirza Lecturer The Millennium Universal College, Islamabad.</p>	<p>Does better brand management influence Consumer Purchase Decision? COVID-19 pandemic challenges from Pakistan Banking Sector</p>	<ul style="list-style-type: none"> • The banking industry was badly impacted by the human and economic difficulties caused by the COVID-19 epidemic. • In this competitive era, branding has significant importance in increasing the progress of an organization. Due to branding, consumers' buying behavior can be changed based on the consumer's preferences, values, and choices with the help of brand equity and its name & symbol. • If the customer agrees to re-buy by the brand consuming it the first time, it highlights the loyalty and association level toward a particular brand. • Overall, this study has analyzed data based on 210 respondents. For data analysis, this study has used SPSS and AMOS; the major analysis includes descriptive statistics, reliability, validity, CFA, correlation, and regression. • This study has confirmed that effective brand management by banking organizations ultimately increases consumer purchase decision.

Session Chair	Dr. Samia Jamshed (Associate Prof)		<ul style="list-style-type: none">• She gave remarks on Technopreneurship that it is a new concept which arose after the Pandemic and appreciated the author for the idea.• She added that by adding theoretical framework from SPSS and AMOS diagrams, these articles are ready for publication.
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Day # 2

Session 1

Speaker Title	Speaker Name	Topic	Discussion Points
Keynote Speaker	Dr. Faizan Ali (Associate Prof)	Tourism and COVID 19	<ul style="list-style-type: none"> • Tourism is an important factor of development of a country. • Pakistan was considered as an upcoming destination, COVID-19 has impacted it as well. • Globally Tourism and travel is the 3rd largest industry. Since 2008 the money spent on tourism has increased. • Biggest revenue generator in tourism industry is Europe. • China remains the world largest spender on tourism with one fifth of international tourism spending followed by the United States. • In Pakistan there are only 11 hotels which have international presence. • Global tourism industry may shrink by more than 50% due to Pandemic. • Provided key figures about the tourism activity in Pakistan.
Presenter	Muhammad Ali Sajjad Institute of Business & Management University of Engineering & Technology, Lahore, Pakistan.	Underlying Structure of Legal Implications Arising Out of COVID-19 Pandemic	<ul style="list-style-type: none"> • The effect of COVID-19 on personnel and places of work around the sector is huge. • As the COVID - 19 unfolds across the area in 2019, public and private zone organizations had been forced to take brilliant measures to prevent the epidemic. • We can honestly see that the impact of COVID-19 will show that agencies need the manner to strategically adjust technologies, systems, and procedures which is probably lots much less relying on human capital. • This research study used ISM and MICMAC as methodology for structuring and analyzing the issue.
Presenter	Dr. Muzammil Khurshid Assistant Professor Department of Banking and Finance University of the Punjab, Gujranwala Campus, Gujranwala.	Factors Affecting the Adoption of Internet Banking in Pakistan: An Extended UTAUT Model	<ul style="list-style-type: none"> • Investigate the factors that affect internet banking adoption in Pakistan. • UTAUT model is used with the integration of seven important variables, which are computer anxiety, task technology fit, perceived risk, perceived trust, trialability, perceived credibility and price value. • Convenient sampling technique is used to gather data by distributing questionnaire among 350 respondents. • Factor analysis and Partial least squares-Structural equation modelling (PLS-SEM) was used. • Results show statistically significant relation with attitude and intention of customer to use or adopt internet banking.

Presenter	Mobashra Anees Research Associate Riphah Institute of Media Sciences	Big data and political economy of social media: artificial intelligence and twitter trends during Pakistani elections 2018	<ul style="list-style-type: none"> • The Big data is a large set of information collected over a long period of time using artificial intelligent systems. This kind of data is helpful in making organization decisions at different levels. • Big data creates huge impact if utilized effectively. • Modern political campaigns analyze large data set of voters that is used to shape and transform their opinions. • The research gaps identified was the lack of literature and practicality on Big Data manipulation in the political economy of mass media and knowledge. • This paper presents the initiative to research on the effects of use of Big Data in political engineering through twitter trends.
Session Chair	Dr. Muhammad Fiaz (Associate Prof)		<ul style="list-style-type: none"> • Suggested that the methodology can be modified a bit in the first paper. • Updated version of theories can be used. • Data can be collected from other Social media forums as well.

Day # 2

Session 2

Speaker Title	Speaker Name	Topic	Discussion Points
Presenter	Oyenuga Michael Oyedele Department of Marketing, Veritas University, Abuja, Nigeria	COVID-19 and Marketing Mix Elements in Grocery Stores	<ul style="list-style-type: none"> • Satisfaction of customers is of essence to organisations, they level of satisfaction received during the pandemic should by no means less than that received pre-pandemic period. • It is important for grocery shops to find all means possible to satisfy their customers to maintain loyalty, one way this might be assured is making sure that the marketing mix elements are critically looked into. • This paper was focused on place, promotion, people and processes since they mostly affect grocery stores in their line of business. • Using the marketing mix elements, the obligation of meeting customer needs can be easily met. • Organisations, especially grocery stores should re-tool their marketing mix elements especially place, promotion, people and process, they must find a way of coping with the 'New normal' which has become an

			attribute associated with the pandemic.
Presenter	Alishba Ahkam PhD scholar at Government College University, Faisalabad.	Perceived scarcity outcome expectations and consumer buying behavior in COVID-19: The role of anticipated regret.	<ul style="list-style-type: none"> • During the COVID-19 pandemic, unusual consumer behavior, such as hoarding toilet paper, was reported globally. • This paper investigates the behavior when fears of consumer market disruptions started circulating, to capture human behavior in this unique situation. • The finding imply that the policy makers and relevant stake holders need to understand the importance of managing the perceived scarcity and outcome expectations of consumers to better manage the consumer buying behavior in COVID-19 situation. • Moreover perceived scarcity and outcome expectations generate anticipated regret in consumers, leading towards consumer buying behavior in COVID-19 pandemic. • Consumer buying has seen towards those products which are perceived as immensely essential for the people who represents the most vulnerable segment of the society.
Presenter	Sehrish Qayyum Maritime center of excellence, Pakistan Navy War College, Lahore.	Interlinkage of Health Diplomacy and International Political Economy: Transitions Between Developments and Imbalances in Pakistan During COVID-19 Crisis	<ul style="list-style-type: none"> • During COVID- 19 Mortality and morbidity increased and drugs and vaccines rate decreased. • International Politics and COVID-19 Crisis, involved a lot of blame bashing on China and many conspiracy theories arised. • NCOC Promoted Health diplomacy by coordinating at International Level for collective efforts to counter COVID-19 implications • Certain suggestions were made : <ul style="list-style-type: none"> ○ Permanency of NCOC including specialized sections ○ Delegation of Powers Between NCOC and NDMA i.e., Socio-economic crises and Natural calamities ○ Reliable Infection Control Programs ○ Control over unattended discontinuation of Drugs amid COVID-19 ○ Interconnection of Economy, Politics and Relations for

			<ul style="list-style-type: none"> ○ Sustainable Economic Recovery Plan <ul style="list-style-type: none"> ○ Worldwide support to WHO, SEPI and GAVI-related organizations ○ Regional and international information and coordination centres •
Session Chair	Dr Zahid Riaz (Associate Prof)		<ul style="list-style-type: none"> • Over COVID 19 has created a need to revisit the research areas. • Data can be collected from a variety of sections in our economy. • We can learn a lot from these studies. • COVID-19 has broaden the Socio-economic horizons for us.
Keynote Speaker	Prof. Dr. Alnoor Bhimani		<ul style="list-style-type: none"> • We teach about change in business Schools. And this Pandemic has brought a huge change in our lives. <ul style="list-style-type: none"> ○ It has made us more innovative and receptive to change. ○ It forced every organization to move to an online system. ○ The biggest challenge was to take the faculty on board with this online system and make them at ease with the technology. • At business schools we teach how to make decisions with incomplete information. During this pandemic we were provided with the smallest form of information. And we learnt how to make decisions with less information especially when the repercussions are huge. We are still refining ourselves. • We all faced a lot of tough decisions during the pandemic. • We have become more receptive to the idea that the workplace and personal life can happen simultaneously.

			<ul style="list-style-type: none"> Developing countries have a larger number of young people as compared to developed countries. That's why developing countries have moved towards digitalization in a much faster way as compared to developed countries. This is significant because the way of business has changed globally. Students are now seeing opportunities within Pakistan and they don't want to leave Pakistan.
Conference Chair	Prof. Dr. Rizwana Bashir	Closing and Vote of Thanks	<p>She concluded the session with all the key findings:</p> <ul style="list-style-type: none"> Small businesses have flourished, and online shopping has become a new norm. Dark side of social media needs to be recognized. SOPs are to be followed; islamic provisions are there to protect oneself from a Pandemic. For National Security during a pandemic new rules need to be implemented. National security is not just limited to military threat, health of the people is an equal issue for the government. This pandemic has created new opportunities as well e.g techno-entrepreneurship. Next conference date was announce which is March 2022.