



**3rd ICMS Event Plan
(16, 17th March 2023)
Zoom ID: 602 400 9478**

Inaugural Session

DAY 1

Program	Time	Venue
Recitation	10:00 AM	Jinnah Auditorium
National Anthem	10:05 AM	
LGU Documentary	10:07 AM – 10:20 AM	
Welcome – Conference chair (Prof. Dr. Rizwana Bashir)	10:20 AM – 10:30 AM	
Inaugural Address by Patron in Chief (VC)	10:30 AM – 10:40 AM	
Keynote 1- Prof. Dr. Huma Baqai (Rector, MITE Karachi) (Joining on Zoom)	10:40 AM to 10:55 AM	
Keynote 2- Dr. Florina Pinzaru (Dean, Faculty of Management, National University of Political Studies and Public Administration, Romania) (Joining on Zoom)	10:55 AM to 11:10 AM	
Keynote 3- Mr. Salim Ghauri (CEO, Netsol)	11:10 AM to 11:25 AM	
Chief Guest Address Prof Dr. Shahid Munir (Chairperson Punjab Higher Education Commission)	11:25 AM to 11:45 AM	
Souvenir distribution	11:45 AM to 11:55 AM	
Visit to Entrepreneurship Gala	11:55 AM to 12:25 PM	Main Ground

The inaugural will be coordinated by Ms. Sofia Safdar and minutes will be taken by Ms. Maayda Shahid

LUNCH BREAK 12:30 PM- 01:45 PM



Day 1 – Research Colloquium

<p>Session-ID: (DMS1603-01) Dated: 16th March 2023 Session No. 1 Start At: 1:50 PM End At: 3:50 PM Venue: Seminar Hall III Meeting ID: 602 400 9478</p>	<p>Session Theme: Research Colloquium Session Expert: Dr. Zonaib Tahir- Assistant Professor, Quaid-e-Azam University, Islamabad Program Committee Coordinator: Ms. Khudaija Session Minutes: Ms. Maayda Shahid</p>
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S/No.	Article Title/Presenter/Author(s) Details	Start At	Finish At	Venue
1	Arooj azhar , Dr. Nabeel Employer branding: A strategy to enhance organizational performance	1:50 PM	2:00 PM	Seminar Hall III
2	Maryum Rana, Leena Anum, Anum Ameen Impact of TQM Practices on Product Innovation through the mediating role of Corporate Green Performance.	2:00 PM	2:10 PM	
3	Farhan ali, Mazhar Farid/ Professor Rizwana Humanoid behavioral biases in individual investing decisions in Pakistan	2:10 PM	2:20 PM	
4	Hamna yousaf, Muhammad Umair Javaid/ Ms. Fayyza Jaleel Towards Green Health and Safety: Examining the role of Green HRM, Green Competencies, and Internal Environment Orientation	2:20 PM	2:30 PM	
5	Samia Yonus, Muhammad Umair Javaid/ Ms. Fayyza Jaleel Physical and Psychological Wellbeing at Workplace: Examining the role of HRM Practices and Psychosocial Safety Climate - A Multilevel Study	2:30 PM	2:40 PM	
6	Faiza Mujeeb, Aiza Hussain Rana Effect of Psychological Factors on Employee Behavioral Outcomes using the lens of Employee Vitality and Environmental Awareness	2:40 PM	2:50 PM	
7	QuraTulAin, Aiza Hussain Rana Understanding psychogenic behavior by using the lens of Emotional Intelligence	2:50 PM	3:00 PM	
8	Areeba Maneen, Safa Tahr, Aima Saud, Hassan, Nadia Raza Sustainable development goals in global perspective	3:00 PM	3: 30 PM	

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Day 1 – Session 1 A - Conference Presentation

Session-ID: (DMS1603-1A) Dated: 16th March 2023 Session No. 1A Start At: 1:50 PM End At: 3:50 PM Venue: Usman Shaukat Hall Meeting ID: 227 437 4217		Session Theme: Finance and Economics Session Chair: Dr. Zahid Riaz - Associate Professor, Lahore School of Economics Session Expert: Dr. Imran Ali – Assistant Professor, UK Program Committee Coordinator: Ms. Qurrat ul Ain Butt Session Minutes: Ms. Saba Farooq		
S/No.	Article Title/Presenter/Author(s) Details	Start At	Finish At	Venue
1	Farah Naz , Misal Ijaz and Nimra Waseem Does Foreign Institutional Ownership Mediate the Nexus between Board Diversity and the Risk of Financial Distress? Evidence from Listed Companies of Pakistan	1:50 PM	2:00 PM	Usman Shaukat Hall
2	Iqra Riaz, Muqaddas Khalid and Shoab Nisar Financial Sustainability and Credit Risk: Moderating Role of Earning Management	2:00 PM	2:10 PM	
3	Fareeha Waseem, Abeera Javed and Syeda Fizza Abbas Role of Audit Committee Attributes on Sustainability Reporting	2:10 PM	2:20 PM	
4	Syeda Rida Zahra and Shoab Nisar Impact of State Bank Interventions on Credit Performance of the Commercial Banks: A Covid-19 Perspective	2:20 PM	2:30 PM	
5	Ayesha Ashraf, Saira Aziz and Amir Sohail Analyzing Banks Performance through Investment Efficiency, Ownership and Capital Structure: Moderating Role of Firm's Life Cycle	2:30 PM	2:40 PM	
6	Muhammad Zulqarnain Arshad, Athifah Najwani Shahidan and Saralah Devi Mariamdaran Chethiyar (Join Via Zoom) Uncovering the Crucial Role of Innovation and External Environmental Factors in Enhancing SME Performance for Sustainability	2:40 PM	2:50 PM	
7	Khadija Riaz , Safeena Sahar, Muhammad Hasnain Ali and Muhammad Hasnain Amjad Using Cash flow and Earnings to determine Dividend Pay-out: Case of KSE-100 Index Companies (Pakistan)	2:50 PM	3:00 PM	
8	Zekeri Momoh (Join Via Zoom) Economic Integration, Interdependence and Globalization of the International Economic System	3:00 PM	3:10 PM	

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9	Rana Tanveer Hussain, Muhammad Akram Naseem, Muhammad Aslam and Muhammad Kashif Khan The Interactional Impact of Credit Risk and Liquidity Risk on Bank Profitability of Pakistan: An Empirical Study Using SUR Model	3:10 PM	3:20 PM	
10	Mohammad Yousuf and Rizwan Qaiser Danish Role of Green Human Resource Management in Determining the Employees` Innovative Behavior in the Service Sector of Pakistan	3:20 PM	3:30 PM	

Day 1 – Session 1 B - Conference Presentation

Session-ID: (DMS1603-1B) Dated: 16th March 2023 Session No. 1B Start At: 1:50 PM End At: 3:50 PM Venue: Seminar Hall IV Meeting ID: 914 345 0967	Session Theme: Management Session Chair: Dr. Aqeel Ahmed - Associate Professor, University of Central Punjab Session Expert: Prof. Dr Ahmad Shahrul Nizam Bin Isha Associate Professor, Universiti Teknologi PETRONAS, Malaysia Program Committee Coordinator: Ms. Sofia Safdar Session Minutes: Ms. Asra
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S/No.	Article Title/Presenter/Author(s) Details	Start At	Finish At	Venue
1	Amir Sohail, Muhammad Kamran and Muhammad Hasnain Ali The E- Satisfaction as Mediator between Banking Mobile Application Quality Factors and Consumers E-Loyalty	1:50 PM	2:00 PM	Seminar Hall IV
2	Bilal Mukhtar, Muhammad Kashif Shad, Fong Woon Lai and Ahmad Waqas (Join Via Zoom) Conceptualizing Framework of Green Technology Innovation and its Impact on Sustainability Performance in Malaysian Manufacturing Public Listed Companies	2:00 PM	2:10 PM	
3	Zoya Faisal and Amani Moazzam Stigmatization of Flexible Working Arrangements: A Gendered Perspective of Higher Education Institutions	2:10 PM	2:20 PM	
4	Hasan Kamran and Nisar Ahmed Problems and Challenges for Gig economy in Pakistan	2:20 PM	2:30 PM	
5	Faiqa Kiran, Muhammad Rizwan Arshad and Ahsan Zubair Impact of Mindful Acceptance and Sales Manager Support on Sales Performance. The moderating role of social anxiety.	2:30 PM	2:40 PM	

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6	Asra Jabbar Ethical Leadership and Innovative Work Behavior: The Mediating Role of Self-efficacy and Work Meaningfulness	2:40 PM	2:50 PM	
7	Muhammad Kamran, Khadija Riaz and Muhammad Hasnain Ali The Influence of Transformational Leadership on Innovative Work Behaviour in Manufacturing SMEs of Pakistan with mediating role of Creative Self-Efficacy and Support for Innovation	2:50 PM	3:00 PM	
8	Sofia Safdar and Sajjad Ahmad Impact of Knowledge Hiding and Creative Process Engagement on Employee Creativity: A Mediated Structural Equation Model	3:00 PM	3:10 PM	
9	Sajjad Ahmad and Muhammad Saad Exploring the Mediating Effect of Intention on Whistle Blowing Behavior in Islamic Banks of Pakistan: A Theory of Planned Behavior Perspective	3:10 PM	3:20 PM	
10	Ali Ahmad Malik and Tariq Masood (Join Via Zoom) Addressing Supply Chain Fluctuations in the Face of a Pandemic: Can Robots Help?	3:20 PM	3:30 PM	

Day 1 – Session 1 C- Conference Presentation

Session-ID: (DMS1603-1C) Dated: 16th March 2023 Session No. 1C Start At: 1:50 PM End At: 3:50 PM Venue: Seminar Hall 2 Meeting ID: 4433587661		Session Theme: Finance and Economics Session Chair: Dr. Rubeena Tashfeen – Associate Professor, University of Central Punjab Session Expert: Dr. Fahad Ali – Associate Professor, Zhejiang University of Finance and Economics Program Committee Coordinator: Ms. Zara Session Minutes: Ms. Asia Bibi		
S/No.	Article Title/Presenter/Author(s) Details	Start At	Finish At	Venue
1	Muhammad Kashif Khan, Tayyab Noor and Rana Tanveer Hussain Implications of Financial Inclusion on Financial Efficiency and Sustainability: An Empirical Analysis on Asia and Africa	1:50 PM	2:00 PM	
2	Khudaija Warraich How Corporate Sustainability Impacts Intellectual Capital and Performance in SMEs	2:00 PM	2:10 PM	



3	Sara Munir The paradoxes of investment decisions based on psychological opinions: An analysis of individual investors at Pakistan Stock Exchange (PSX)	2:10 PM	2:20 PM	Seminar Hall 2
4	Amna Kausar, Farhat Rasul and Nabila Asghar A composite index for measuring green economic performance: Beyond GDP	2:20 PM	2:30 PM	
5	Shahid Manzoor Shah Macro Dimensional Index of Financial Inclusion	2:30 PM	2:40 PM	
6	Bilal Akram, Bilal Khokhar and Fiaz Ahmad Sulehri Inflow of Foreign Capital and Current Account Dilemma in Developing Economies: A Panel Analysis	2:40 PM	2:50 PM	
7	Muhammad Shariq, Asad Ullah and Amjad Ali Institutional Development, Policy Mix and Business Freedom: A less to Developing Countries	2:50 PM	3:00 PM	
8	Muhammad Labeeque Asif and Fiaz Ahmad Sulehri The Role of Fintech Credit and Bank Regulations in Determining Financial Integration: An Empirical Analysis	3:00 PM	3:10 PM	
9	Sana Sarwar Sulehri, Muhammad Faiz Mehdi and Amjad Ali Determinants of Capital Outflow in Pakistan: A Time Series Analysis	3:10 PM	3:20 PM	
10	Humera and Farhat Rasul Sustainable Economic Growth and Environmental Degradation: Empirical Analysis of Environmental Kuznets Curve Hypothesis for Newly Industrialized Economies	3:20 PM	3:30 PM	



Day 2 Panel Discussion

Session-ID: (DMS1703-01) Dated: 17th March 2023 Session No. 1 Start At: 10:00 AM End At: 11:15 AM Venue: Jinnah Auditorium Meeting ID: 602 400 9478	Session Theme: <i>Business 4.0: the nexus of technology, strategy and sustainability.</i> Moderator: Dr. Leena Anum Program Committee Coordinator: Ms. Qurrat ul Ain Butt Session Minutes: Ms. Maayda Hassan	
S/No.	PANELISTS	Venue
1	Dr. Robert Wheeler (Head of Growth and Outreach - Karachi School for Business and Leadership)	Jinnah Auditorium
2	Dr. Zahid Riaz (Associate Professor, LSE Lahore)	
3	Dr. Hassan Daud Butt (Associate Professor) Bahria University, Islamabad	
4	Humail Haider (Manufacturing Director Unilever Pakistan limited)	



Day 2 – Session 2 A - Conference Presentation

<p>Session-ID: (DMS1703-2A) Dated: 17th March 2023 Session No. 2A Start At: 11:15 AM End At: 12:45 PM Venue: Usman Shaukat Hall Meeting ID: 227 437 4217</p>		<p>Department of Management Sciences Session Expert: Dr. Shehzad Ahmed - Assistant Professor, King Fahd University, Saudi Arabia Session Chair: Dr. M. Kashif Durrani – Associate Professor, Minhaj University Lahore Program Committee Coordinator: Ms. Sofia Safdar Session Minutes: Ms. Asia Bibi</p>		
S/No.	Article Title/Presenter/Author(s) Details	Start At	Finish At	Venue
1	Anam Fazal and Zahra Zaredar Strategies for Better Adoption of Open Banking Project in Developing Countries	11:15 AM	11:25 AM	Usman Shaukat Hall
2	Tehmina Junaid and Anam Fazal Challenges in Effective Implementation of Hospital Management System: A Case Study of a Hospital X	11:25 AM	11:35 AM	
3	Sadia Shaheen and Muhammad Waseem Bari An Exploratory Study of Employee Negligence in the Public Sector Universities of Pakistan	11:35 AM	11:45 AM	
4	Margaret Oyekan (Join Via Zoom) Entrepreneurship for Sustainable Development Goals in Developing Countries: Africa, Asia and Latin America in Perspective	11:45 AM	11:55 AM	
5	Samia Younas and Hamna Younas Impact of Green Financing on Sustainable Economic	11:55 AM	12:05 PM	



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	Performance: The Moderating Role of Institutional Regulations and Green Incentives			
6	Maryam Rana and Leena Anum Impact of TQM Practices on Product Innovation through the Mediating Role of Corporate Green Performance	12:05 PM	12:15 PM	
7	Shafaqat Ali, Muhammad Farhan Asif and Akmal Younas The Interactional Effect of Women's Education and Area of Residence on Female Labor Force Participation in Pakistan	12:15 PM	12:25 PM	
8	Akmal Younas, Ibne Saud and Shafaqat Ali Impact of Budget Deficit on Inflation and Unemployment in Pakistan's Economy	12:25 PM	12:35 PM	

Day 2 – Session 2 B - Conference Presentation

<p>Session-ID: (DMS1703-2B) Dated: 17th March 2023 Session No. 2B Start At: 11:15 AM End At: 12:45 PM Venue: Seminar Hall IV Meeting ID: 914 345 0967</p>	<p>Department of Management Sciences Session Expert: Dr. George Thomas, Prince Sultan University, Saudi Arabia. Session Chair: Dr. Fouzia Hadi Ali - Associate Professor, Hailey College of Banking and Finance, University of the Punjab Program Committee Coordinator: Ms. Qurrat ul Ain Butt Session Minutes: Ms. Saba Farooq</p>
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S/No.	Article Title/Presenter/Author(s) Details	Start At	Finish At	Venue
1	Mashal Khan and Muhammad Rizwan Determinants of Green Buying Intentions in Context of Pakistan: Mediation Effect of Green Advertising Receptivity	11:25 AM	11:35 AM	Seminar Hall IV
2	Nayab Saleem and Raza Ali The Effects of Celebrity Endorsement on Female Consumers' Purchase Intentions in Pakistan	11:35 AM	11:45 AM	



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3	Shaheera Amin and Muhammad Hasnain Ali Examining The Role of Advertising in Influencing Gender Roles and Consumer Attitudes Towards Products in A Shopping Environment	11:45 AM	11:55 AM	
4	Sana Arif and Maryam Rehmat Are Digital Influencers Capable of Swaying Purchase Intention In Pakistan?	11:55 AM	12:05 PM	
5	Asim Mubashir and Arham Afzal Examining the Mediating Role of Workplace Green Behavior to Reinforce Environmental Performance through Green Human Resource Management Practices with the Moderating effect of Green Shared Vision	12:05 PM	12:15 PM	
6	Asim Mubashir and Arham Afzal Impact of Green Human Resources Practices on Green Environmental Performance: Governing Role of Employee Commitment to Green Initiatives and Moderating Impact of Green Employee Behavior	12:15 PM	12:25 PM	
7	Zohaib Hassan Sain Challenges Faced in Online Education & Learning in Pakistan during Covid-19 Pandemic	12:25 PM	12:35 PM	
8	Qura Tul Ain and Aiza Hussain Rana Navigating the Impact of Emotional Intelligence on Performance using of Behavioral Lens	12:35 PM	12:45 PM	



Day 2 – Session 2 C - Conference Presentation

<p>Session-ID: (DMS1703-2C) Dated: 17th March 2023 Session No. 2C Start At: 11:15 AM End At: 12:45 PM Venue: Seminar Hall III Meeting ID: 443 358 7661</p>	<p>Department of Management Sciences Session Expert: Prof. Dr. Noor Hazlina - Dean, School of Management - Universiti Sains Malaysia. Session Chair: Dr. Hafiz Zahid Mehmood - Associate Professor, Comsats University Islamabad, Lahore Campus Program Committee Coordinator: Ms. Khudaija Session Minutes: Ms. Maayda Shahid</p>
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S/No.	Article Title/Presenter/Author(s) Details	Start At	Finish At	Venue
1	Aasim Munir Dad and Andrew Kear Effect of Ambience in 3D Virtual Worlds (VWs) on Avatars' Behaviour: A Mediation Analysis	11:15 AM	11:25 AM	Seminar hall III
2	Sarah Arshi and Sidra Liaqat The Relation of Remittances and FDI on Economic Growth of Pakistan	11:25 AM	11:35 AM	
3	Faiza Mujeeb and Aiza Hussain Rana Effect of Psychological Safety on Employee Proactivity and Creative Work Involvement in the Lens of Employee Vitality	11:35 AM	11:45 AM	
4	Humera, Nabila Asghar and Farhat Rasul Impact of Natural Resources on Sustainable Development: Evidence from Panel Nonlinear ARDL Technique	11:45 AM	11:55 AM	
5	Muhammad Javeed Akhtar, Hafeez Ur Rehman and Qaisar Abbas (Join Via Zoom) Scaling up the Potential impact of Energy Transition Gap on Climate Vulnerabilities	11:55 AM	12:05 PM	
6	Laila Khalid, Farhat Rasul and Nabila Asghar Exploring the complementary and nonlinear effects of financial development and ICT on inclusive growth in South Asia	12:05 PM	12:15 PM	
7	Muhammad Shahzad Sardar, Nabila Asghar and Hafeez ur Rehman (Join Via Zoom) Sustainability of Industrial Growth and Carbon Emissions of Transport Sector: Moderation of Transport Competitiveness in Global Perspective	12:15 PM	12:25 PM	
8	Hafsa Ruqia and Shoaib Nisar Customers' Choice to Adopt Islamic Banking: Mediating and Moderating Role of Psychosocial Factors	12:25 PM	12:35 PM	

DAY 2



LUNCH AND PRAYER BREAK 12:45 PM TO 1:45 PM

Closing Session

ZOOM ID: 602 400 9478

Day 2: CLOSING CEREMONY		
Program	Time	Venue
• Recitation	01:50- 02:00 PM	Jinnah Auditorium
• Zindagi Challenge Winner Announcement	02:00- 02:05 PM	
• Keynote Speaker 1- Dr. Saadat M. Alhashmi - Associate Professor (University of Sharjah) - (Joining on Zoom)	02:05- 02:20 PM	
• Chief Guest- Prof. Dr. Umar Saif (CEO, Khudi Venture)	02:20- 02:30 PM	
• Conference Conclusion by Conference Chair	02:30- 02:40 PM	
• Vote of Thanks by Patron in Chief	02:40-02:50 PM	

Closing ceremony will be coordinated by **Ms. Sofia Safdar** and minutes will be taken by **Ms. Maayda Shahid**.

DAY 2