



**4th International Conference on Management
Sciences
(ICMS 2024)**



"Cultivating Excellence in the Digital Age"

Book of Abstracts

**4th International Conference on Management
Sciences 2024**

(ICMS 2024)

THEME

"Cultivating Excellence in the Digital Age"

17 - 18 January 2024

Organized By

The Department of Management Sciences
Lahore Garrison University Lahore, Pakistan

4th ICMS 2024

INNOVATION-DIGITIZATION-PROGRESSION



4th International Conference on Management
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"Cultivating Excellence in the Digital Age"





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4th International Conference on Management Sciences
Cultivating Excellence in the Digital Age
Dates 17-18 January, 2024



4th ICMS 2024
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**4th International Conference on Management
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"Cultivating Excellence in the Digital Age"

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4th International Conference on Management Sciences (ICMS 2024)



"Cultivating Excellence in the Digital Age"

4th International Conference on Management Sciences
 Theme: Cultivating Excellence in the Digital Age
 Dates 17-18 January, 2024
CALL FOR PAPERS

We are delighted to announce the Call for Papers for the upcoming 4th International Conference on Management Sciences. The Conference is themed on "Cultivating Excellence in the Digital Age." In an era where technology is the driving force of global progress, the intersection between technological advancements and the pursuit of sustainable development has become more critical than ever. This conference serves as a dynamic platform for academics, researchers, and professionals to converge and engage in dialogue on the multifaceted relationship between technology and the achievement of Sustainable Development Goals. Recognizing the profound impact of technology on our society and the urgent need to align these innovations with sustainable development objectives, the conference invites contributions that explore, analyze, and propose solutions within various subthemes. We encourage submissions that delve into the transformative power of technology in addressing key challenges outlined by the SDGs, fostering a collaborative environment that advances knowledge, innovation, and global well-being. Join us in this intellectual endeavor to harness the potential of technology for a more sustainable and equitable future. However, emerging topics can be considered on the recommendation of the review committee.

Sub Themes

ACCOUNTING & FINANCE

- ☑ Digital Transformation in Financial Reporting
- ☑ Fintech and Financial Inclusion
- ☑ Sustainable Finance
- ☑ Cybersecurity in Finance
- ☑ Innovative Approaches to Risk Management

ENTREPRENEURSHIP

- ☑ Social Inclusion through Innovation and Entrepreneurship
- ☑ AI and Social Innovation
- ☑ Ecosystem Collaboration: Driving Entrepreneurial Success
- ☑ Leadership Development for Digital Entrepreneurs
- ☑ Entrepreneurial Leadership in Sustainable Technology Ventures

ECONOMICS

- ☑ The Digital Divide and its Implications for Economic Development
- ☑ Shifting Paradigms in the Digital Economy
- ☑ Efficient Resource Utilization through Technological Innovation
- ☑ The Challenges and Opportunities of Technology for Sustainability
- ☑ Innovation and Digitization Nexus

HUMAN RESOURCE MANAGEMENT

- ☑ Employee Well-being in the Digital Workplace: Balancing Connectivity and Burnout Prevention
- ☑ Ethical Considerations in AI-driven HR Practices
- ☑ Remote Workforce Management: Strategies for the Digital Age
- ☑ The Future of Learning and Development: Digital Training Platforms and Continuous Education
- ☑ AI and Machine Learning in Talent Acquisition and Recruitment

MARKETING

- ☑ Customer Relationship Management in Digital Era
- ☑ Environmental Marketing
- ☑ Product, Brand Management & Social Media
- ☑ Digital Marketing and Sustainability
- ☑ Innovations in Marketing

SUPPLY CHAIN MANAGEMENT

- ☑ Circular Economy & Sustainable Supply Chain
- ☑ Supply Chain Innovation & Digitalization
- ☑ Global Trade & Supply Chain Dynamics
- ☑ Capacity Crunch and Supply Chain Challenges

Important Announcements

Abstract Submission	30-Dec-2023
Registration Deadline	01-Jan-2024
Camera Ready Presentation	05-Jan-2024

Registration Fee

National Participant/Presenter	PKR 2500
International Participant/Presenter	USD 25
LGU Faculty & Students	PKR 1500

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For Further Information

Contact with Conference Secretary

Dr. Leena Anum

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Guidelines for Registration & Abstract Submission

Available on: <https://lgu.edu.pk/icms-2024/>

Papers can be submitted at: icms.mgt@lgu.edu.pk

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MESSAGE BY THE CONFERENCE CHAIR ICMS 2024

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Dear Scholars, Colleagues, and Participants

Greetings!

I am delighted to extend a warm welcome to each one of you at the 4th International Conference on Management Sciences, filled with excitement and anticipation. This significant event is scheduled to take place at the prestigious Lahore Garrison University (LGU) in Lahore, Pakistan, on January 17 and 18, 2024. In line with our heritage, the conference aligns with the UN's seventeen Sustainable Goals.

The conference's theme for this year, "Cultivating Excellence in the Digital Age," is a fitting match for how the management sciences are evolving as the digital world rapidly changes established paradigms, bringing with it previously unheard-of opportunities and challenges. Academics, professionals, and other interested parties must come together, collaborate, and discuss approaches that support quality in the face of the digital revolution as we navigate this fast-paced era.

The purpose of this conference is to provide a forum for in-depth discussion, information exchange, and networking while serving as a crucible of ideas, insights, and innovations. We have assembled an extensive and diverse program that includes workshops, panel discussions, paper presentations, and keynote addresses by internationally recognized scholars, professionals, and thought leaders.

The setting of Lahore Garrison University, renowned for its dedication to cutting-edge research and academic quality, is ideal for this intellectual exchange. Situated in the dynamic metropolis of Lahore, celebrated for its abundant historical, cultural, and academic legacy, the institution provides a conducive atmosphere for intellectual pursuits and collaborative ventures.

In my capacity as conference chair, I have no doubt that this gathering will spark fruitful discussions and collaborative projects that advance the management sciences domain. I urge everyone to get involved, offer their perspectives, and help shape the conversation around fostering excellence in the digital era.



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"Cultivating Excellence in the Digital Age"

This conference is jointly organized with the generous cooperation of renowned academic institutions, prestigious international organizations, and other collaborators. I want to conclude by sincerely thanking all the sponsors, the organizing committee, and everyone else who helped make this conference a reality. Let's embark on this intellectual journey together and pave the way for innovation and excellence in the digital age.

I look forward to welcoming you here in Lahore, Pakistan, for what promises to be a stimulating and enriching experience.

Warm regards,

Prof. Dr. Rizwana Bashir

Conference Chair

4th International Conference on Management Sciences

Lahore Garrison University

Lahore, Pakistan

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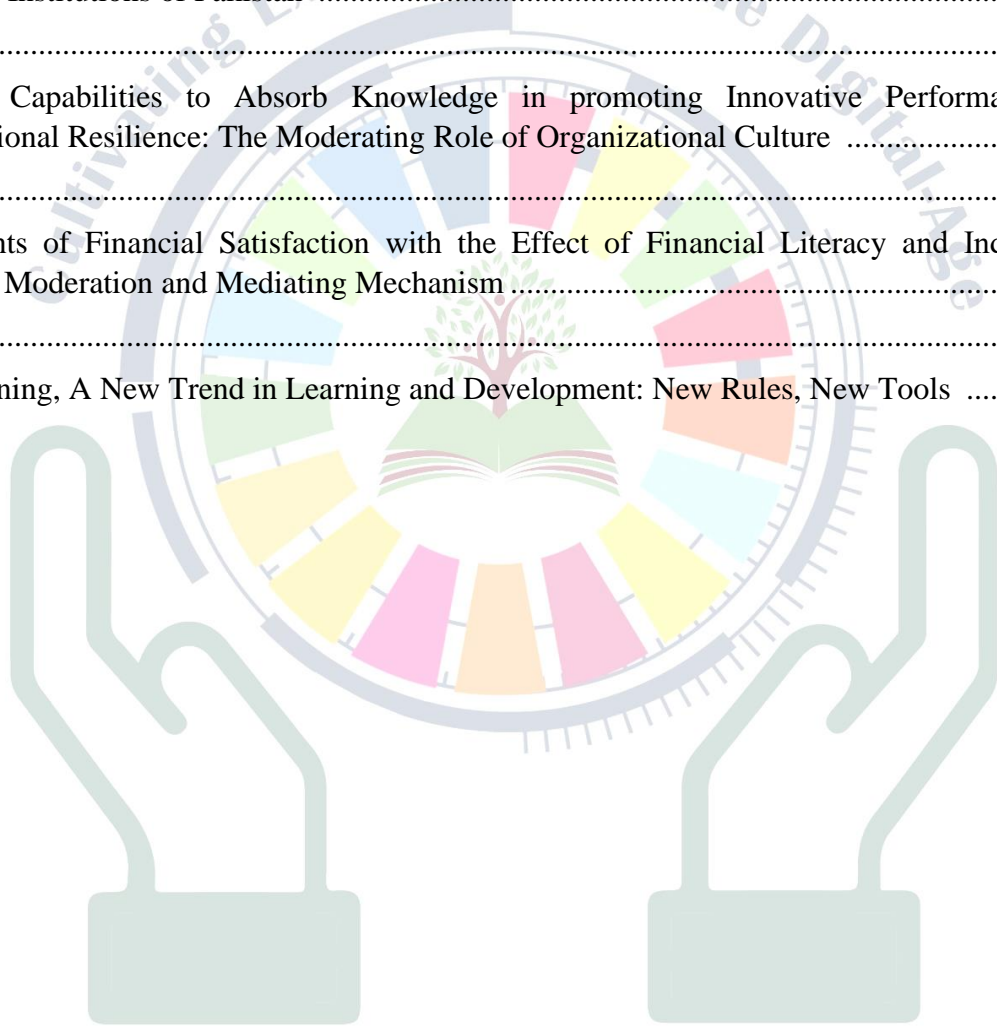


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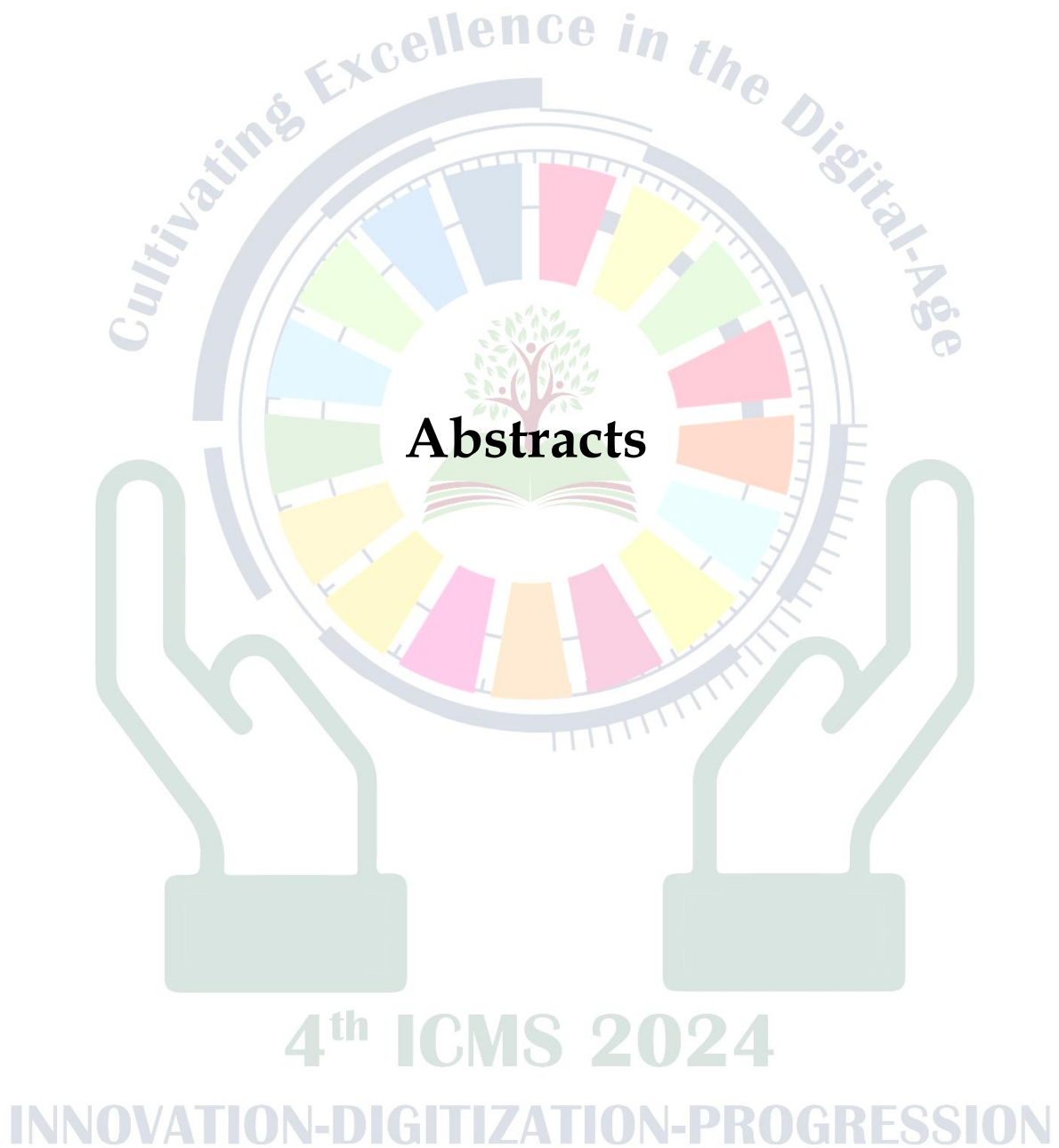
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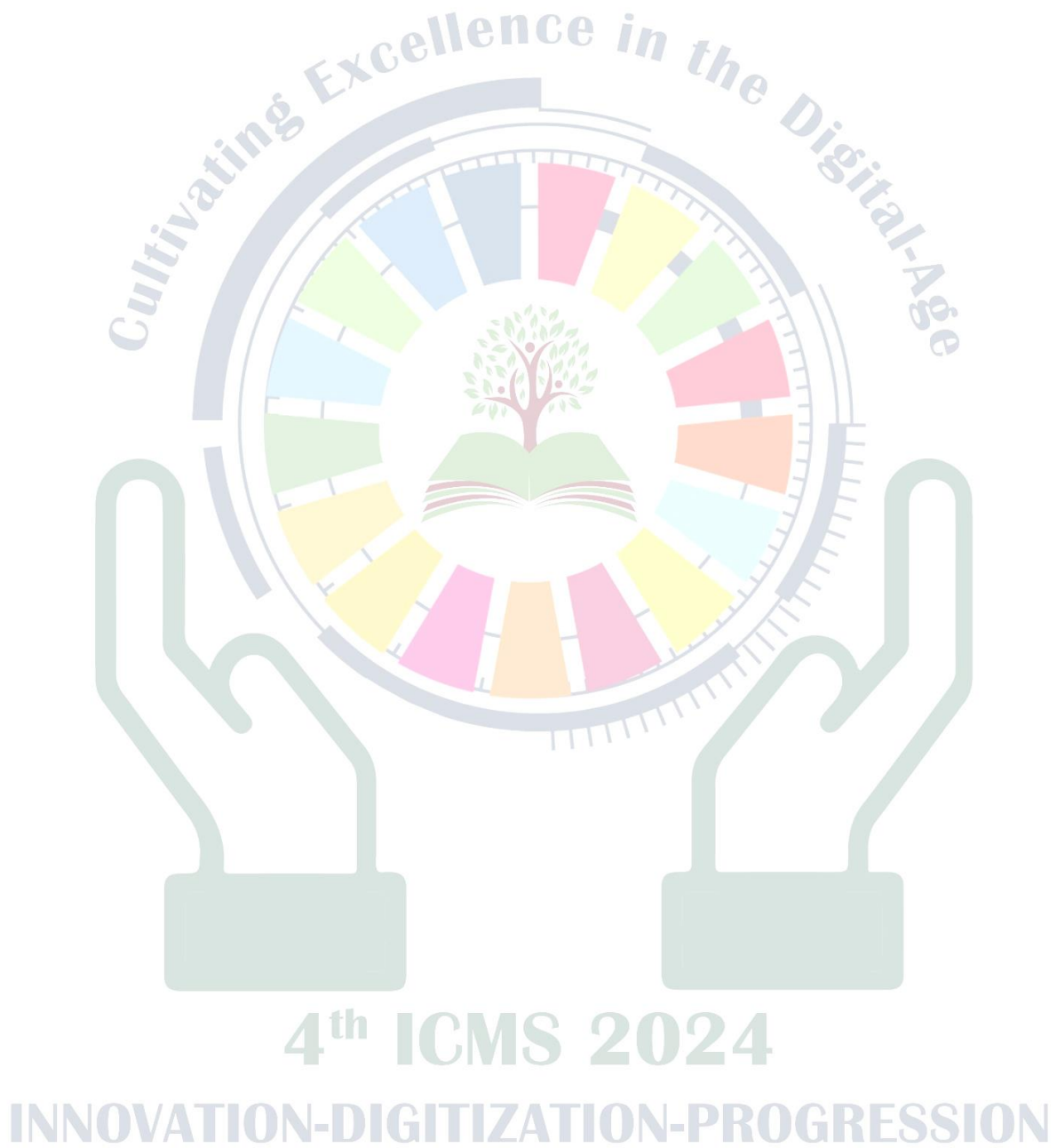




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A1

Forecasting Stock Index Movement using a Machine Learning

Method: Evidence from Pakistan Stock Exchange

Saqib Farid¹ and Quratulain Zafar^{2,*}

ABSTRACT

Purpose: Considering the inherently volatile nature of the stock prices, forecasting stock market direction is termed as a challenging task. With the immense increase in trading volumes in stock markets around the globe, minimizing prediction error is imperative to reduce investment risk. In this work, we present a directional forecasting problem in an emerging stock market such as the Pakistan Stock Exchange (PSX).

Design/Methodology/Approach: The study uses two machine learning algorithms decision tree models and a random forest approach to predict the direction of the stock index.

Findings/Results: The findings of the study unveil significant improvement in prediction accuracy using underlying algorithms as compare to the existing prediction techniques (technical indicators and fundamental factors) utilized in PSX.

Research Limitations/Implications: It can be inferred from this work that the machine learning approach holds functional capacity to predict stock index direction in emerging markets like PSX with higher accuracy. However, the findings of the study may be affected by certain biases in training data. Nonetheless, largely dataset is verified to be free of such biases.

Originality/Value: The study holds novelty in terms of the selection of inputs (both technical and fundamental) as features and, their use to forecast the direction of the stock index with a higher accuracy ratio in emerging markets.

Conclusion: It can be inferred from the findings these machine learning algorithms hold the functional capacity to forecasting stock prices accurately in emerging markets. The findings can be effective for other emerging markets with similar market microstructure.

Keywords: Random forest, decision tree, machine learning, prediction, Stock index, PSX.

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Digital Finance's Impact on Corporate ESG Performance: A Comprehensive Bibliometric Analysis

Farah Naz ^{1,*} and Sumiya Tahir²

ABSTRACT

Purpose: This study aims to conduct a comprehensive bibliometric analysis in the dynamic corporate sustainability landscape to explore the intricate relationship between digital finance and Environmental, Social, and Governance (ESG) performance.

Design/Methodology/Approach: It seeks to reveal insights, discern trends, and analyze methodological approaches in deciphering the impact of digital finance on corporate ESG metrics. Employing stringent selection criteria, a comprehensive dataset is meticulously curated from reputable sources indexed in Scopus.

Findings/Results: Utilizing VOS Viewer, an advanced visualization tool, this study intricately maps and analyzes citation networks. It identifies key themes, influential authors, and intellectual structures within the digital finance and ESG literature. The integration of Scopus ensures the inclusion of a diverse range of high-impact scholarly works from 2021 to 2023. The findings of this bibliometric analysis illuminate the evolving discourse surrounding digital finance's influence on corporate sustainability.

Research Limitations/Implications: The insights derived from this analysis hold relevance for a broad spectrum of stakeholders, including researchers, policymakers, and industry practitioners seeking evidence-based guidance on the intricate interplay between digital finance mechanisms and corporate ESG performance.

Originality/Value: While a specific study may not have been conducted to examine the relationship between digital finance and environmental, social, and governance (ESG) factors, developments and research in this area may have occurred since then.

Conclusion: Amid the global economy's continuous embrace of digital transformation, this research provides a timely and valuable perspective on fostering sustainable practices within the corporate realm. In conclusion, integrating VOS Viewer and Scopus in this bibliometric analysis enriches our understanding of the interrelationship between digital finance and corporate ESG performance. It underscores the significance of employing cutting-edge methodologies in advancing scholarly discourse.

Keywords ESG, Digital Finance, Sustainable practices, Innovation, Digital transformation

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Bibliometric Analysis of the Impact of Artificial Intelligence on Green Finance: A Comprehensive Review

Farah Naz^{1,*} and Abeera Zarrar²

ABSTRACT

Purpose:

This study aims to rigorously analyze existing literature on AI's influence on green finance through bibliometrics. Goals include identifying contributors, mapping themes, evaluating technology applications, assessing global perspectives, quantifying research effects, and investigating ethical and regulatory consequences.

Design/methodology/approach:

The study performs bibliometric analysis with VOS Viewer software, which draws on recognized sources such as Scopus, Web of Science, and Google Scholar. The research focuses on articles, conference papers, and reviews linked to artificial intelligence in green finance, and it employs authorship analysis, co-citation analysis, keyword analysis, and citation effect analysis to generate comprehensive insights.

Findings/results:

Preliminary findings point to significant authors, influential publications, and theme clusters at the interface of artificial intelligence and green finance. The study emphasizes the popularity of artificial intelligence (AI) applications in sustainable investments, environmental risk management, and processes for making decisions.

Research Limitations/Implications

The study acknowledges certain limitations, such as potential biases in the databases used and the exclusion of non-English language articles. The conclusions are based on current literature, and new studies may not be adequately represented. This research has implications for academics, policymakers, and practitioners seeking of AI in green finance.

Originality/Value

The study adds to the scholarly literature by providing an original bibliometric examination of the relationship between AI and green finance. Scholars and academics will benefit from the identified trends, significant authors, and prominent publications, while policymakers, financial institutions, and industry practitioners will benefit from the practical consequences.

Conclusion: Lastly, through bibliometric analysis, this study presents an overview of the influence of AI on green finance. The study improves our understanding of the field's current condition, identifies significant contributors, and highlights prospective future directions using VOS Viewer software.

Keywords: *Green Finance, AI, Climate Finance, Sustainable Finance, Bibliometric.*

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A4

The Impact of Knowledge Management on Firm Sustainability: The Mediating Role of Fintech Innovation

Muhammad Raza Zafar^{1,*} and Muhammad Hasnain Ali²

ABSTRACT

Purpose This study is aimed to investigate the impact of knowledge management of firm sustainability with the mediation of Fintech innovation.

Design/ Methodology/ Approach The data for this study is gathered from banking sector of Pakistan. We employed convenience sampling to approach companies and their participants on the basis of accessibility and availability. The respondents of populations are current employees of banks and picked when fully the requirements such as easy accessibility, volunteer willingness & availability at certain time frame. The data is collected through structured questionnaire, all the items of scale are based on 5-point Likert scale to measure the response 1= strongly disagree to 5= strongly agree. The 275 questionnaires were sending to bank and 260 were returned.

Findings/Results The result indicates there is a significant positive relationship between knowledge management (KM) and firm sustainability. The implementation of KM in the context of technologies, including fintech Innovation, is likely to benefit the organizations and financial institutions such as banks to take steps in the path of development and profitable growth.

Research Limitations / Implications As the results reveal, it is suggested that managers and decision-makers of bankfirs active in the banking industry of Pakistan, officials should be appointed for strategies and knowledge activities and create specific positions to manage measures related to KM in the official structure of banks. Furthermore, it is suggested to increase the efficiency of the organization's financial performance, maintaining the business sustainability and improve the services provided by banks.

Originality/value Knowledge management significant impact on firm sustainability with the mediating of Fintech innovation.

Conclusion This study indicates a significant positive relationship between knowledge management and firm sustainability. In addition to Fintech innovation mediates between knowledge management and firm sustainability.

Keywords Knowledge Management, Firm Sustainability, Fintech innovation, Banking sector, Emerging economy

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Exploring the Feasibility of Financial Robo-Advisors in Pakistan: A Qualitative Study on Individual Retail Investors

Zahid Bashir^{1,*} and Rab Nawaz Lodhi²

ABSTRACT

Purpose: This study examines Pakistan's financial market's individual investors' awareness and perceptions of robo-advisory services. The main goal was to understand investor familiarity, opinions toward robo-advisors, and potential adoption hurdles to better understand market dynamics.

Methodology/Design/Approach: The study used phenomenological qualitative methods to conduct 33 open-ended interviews with Lahore, Karachi, and Islamabad residents. From September to October 2023, data was collected. Project mapping and word frequency analysis organized and analyzed the data.

Findings: Our research shows a compelling story. Many participants wanted to use robo-advisory services despite their ignorance of the technology. They stressed personal interaction and perceived cost-effectiveness as advantages. Despite low uptake, these data predict a bright future for robo-advisory services in Pakistan. The phrase "robo-advisory in Pakistan" was frequently mentioned in participants' discourse, indicating interest in implementation.

Research Implications: Pakistani retail investors help grasp the country's robo-advisory landscape. The insights from the study are crucial for growing up financial and investment services in Pakistan. These findings also help retail investors in Pakistan use robo-advisors by integrating trust and data security.

Novelty: Our work adds to the body of knowledge on robo-advisory services and suggests their potential in Pakistan. The regional focus on personal engagement, cost-effectiveness, and robo-advisors is unique in Pakistan.

Limitations & suggestions for future Research: The study's region and investor' specific focus of Pakistan may not represent the cross border market behavior. Future research should examine how cultural and regional differences affect investor perceptions regarding robo-advisors across nations.

Keywords: *Financial Robo-Advisory, Retail Investors, Investment Industry, Challenges, Paksitan.*

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A6

Student's Perspective on Factors Affecting Spirit of Entrepreneurship: A Case of Universities in Faisalabad

Abdur Rasheed¹ and Abdur Rehman Shahzad^{2,*}

ABSTRACT

Purpose: Based on the analysis of global economic trends, it is observed that entrepreneurship is the most important need of the hour. It is a topic of debate among academics, policymakers, economists, and even university students. Given the importance of fostering an entrepreneurial culture, the present study aims to understand the entrepreneurial spirit of recent graduates.

Design/Methodology/Approach: The present study was conducted in five purposively selected universities of Faisalabad. The population of the present study consisted of postgraduate students of the district. A purposive sample of three hundred students was used and an interview schedule was arranged for data collection. Descriptive and inferential statistical techniques were used to analyze and interpret the data.

Findings/Results: The majority of the sample population claimed that their education was the most helpful for their employment or business, but their families demand to get paid jobs. It was also found that about one-third of the sample population is engaged in income-generating activities while continuing their education. While less than half (43%) of the graduates in the study planned to start their enterprise.

Research Limitations/Implications: A contribution to the literature is made by theoretically and empirically analyzing the factors affecting the entrepreneurial spirit of university students. However, some limitations can be addressed in future studies. In addition, the results of the study may have important implications for policymakers and academics.

Originality/Value: Since young graduates are demographic dividend of a country, examining their perceptions can help inform literature and policy reforms. Therefore, it was suggested that entrepreneurship education should be included as an important subject in the curriculum at the university level to deal with the increasing level of unemployment.

Conclusion: Gender, area of expertise, family occupation, economic resources, student aspirations, and region/ethnicity were found to be the most important determinants of student entrepreneurial spirit.

Keywords: Entrepreneurship, Entrepreneurial Education, Spirit, Graduates, Business, Higher Education Institutions.

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In the Era of Fintech: Probing Influential Factors in Generation Z's Behavioral Intentions and Adoption in Pakistan

Erum Fatima^{1,*}

ABSTRACT

Purpose: The purpose of this research is to understand the factors influencing Pakistan's generation Z attitude towards adoption of financial technology. The behavioral intention of Generation Z to use financial technology in Pakistan is examined in this study. From a methodological standpoint, this study aims to test a model that is more capable of predicting generation Z's desire to embrace financial technology and to expand on UTAUT theory by including information richness and user innovativeness.

Design/Methodology/Approach: For this study, an expanded UTAUT model was employed, and 300 fintech users completed an online survey that was disseminated via email and social media. Structural equation modeling was used to analyze the participant data.

Findings/Results: The findings of this study show that performance expectation, facilitating conditions, and user innovativeness all have a substantial impact on behavioral intention to employ financial technology. However, Generation Z's attitude towards embracing fintech in Pakistan is not greatly influenced by effort expectations, societal influence and information richness.

Research Limitations/Implications: Due to time and budget constraints, data was collected from university students in only three cities. Future research should employ probability sampling technique and gather data from a more diverse population.

Originality/Value: This study focuses on the fundamental knowledge of the UTAUT model that determines behavioral intention to utilize financial technology services. The empirical examination of the UTAUT model in this research yielded valuable insights for banks and Fintech businesses to enhance their marketing efforts.

Conclusion: By adding additional characteristics that may influence behavioral intention to utilize FinTech services to the current literature on FinTech adoption, the study's findings advance both theory and practice.

Keywords: UTAUT Model, Innovativeness, Intention, Fintech Adoption, Generation Z, Information Richness

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A8

**Impact of Social Capital on Project Management Success:
Mediating Role of Knowledge Management and Self-Esteem
Among IT Organizations**

Atique Rehman^{1,*} and Hasan Hanif²

ABSTRACT

Purpose: The purpose of the study is to investigate how knowledge management, self-esteem, and social capital affect project management success among IT organizations.

Design/Methodology/Approach: The data was collected using a quantitative technique. The study employed a correlational cross-sectional research design to study the relationship between variables. A purposive sampling technique was used ($N = 340$). The data was analyzed in SPSS-22.

Findings/Results: The study found a positive relationship among social capital, self-esteem, knowledge management, and project management success. Mediation analysis was carried out and it was found that self-esteem and knowledge management act as mediators between social capital and project management success.

Research Limitations/Implications: In the present study, the quantitative method was used to evaluate the variables that might bind the reaction of respondents. The study can be implemented in IT-related organizations as well as in other organizations in developing and managing knowledge and increasing social capital among employees.

Originality/Value: The study suggests that employees should be taught to share their knowledge with others and improve social capital by increasing the habit of teamwork. This will result in increased project success among IT organizations.

Conclusion: The concept of social capital and self-esteem is now rising in Pakistan and people are unaware of the mental well-being of employees. Therefore, counseling sessions to improve social capital and work on the mental well-being of employees will fill this gap.

Keywords: *Social Capital, Project Management Success, IT Employees, Knowledge Management, Self-Esteem*

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Strategic Sourcing in Fertilizer Sector of Pakistan in Post-COVID Era for Attaining Sustainability

Bilawal Shahbaz Khan^{1,*} and Muhammad Shaharyar²

ABSTRACT

Purpose: This study seeks to empirically examine the relationship between corporate governance across board diversity dimensions and the likelihood of financial distress in Pakistan. Moreover, it intends to assess whether the nexus between board diversity and financial difficulty is mediated by foreign institutional ownership.

Methodology: The study uses secondary data of 69 listed companies on KSE-100 index from the year 2015 to 2020. In addition, Panel Regression and Sobel Test for Mediation was utilized to evaluate the findings.

Findings: The results of the study indicate that board diversity proxied with gender diversity and the likelihood of financial distress are positively correlated, and foreign institutional ownership mediates this relationship.

Research Implications: The findings of this research have various implications for business executives, investors, and practitioners; to improve a board's ability to make wise decisions, they can consider several diversity-related attributes when appointing new directors. The results also have a variety of ramifications for regulators and decision-makers. They will be directed by the study's findings to acknowledge the board's total diversity and to enact laws governing board diversity.

Originality: This study examines the relationship between corporate governance across board diversity dimensions and the likelihood of financial distress by contesting agency theory and signaling theory within the emerging country context.

Conclusion: The study concludes that gender diversity on boards could increase board performance by shielding firms from an excessive amount of financial stress and bankruptcy. Moreover, board diversity characteristic have a higher impact on foreign institutional ownership because foreign institutional investors regard corporate boards as a way to oversee sensible investing and financing decisions and so boost business performance.

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Keywords: Financial Distress, Board Diversity, Foreign Institutional Ownership, Agency Theory, Signaling Theory

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Enhancing Sustainable Growth of Women-Owned Enterprises in Pakistan: Effectuation, Adaptive Capabilities, Faith, and Entrepreneurial Engagement

Ambreen R. Khan^{1,*} and Sidra Raza²

ABSTRACT

Purpose: The purpose of the conceptual framework is to analyze the Principle of Effectuation on sustainable growth of women-owned Enterprises using adaptive, innovative capabilities as mediator and faith as moderator in the context of Pakistan.

Design/Methodology/Approach: To align with the study objectives and research designs, a quantitative approach shall be selected to gather numerical data for statistical analysis. Consequently, a survey method shall be adopted as the research strategy is to facilitate the planning and data collection process. This strategy aligns with the study's specific goal of examining the effect of Effectuation, on sustainable growth of women owned enterprises in the major cities of Pakistan.

Findings/Results: In the light of previously published literature on effectuation and teaching effectuation to more than 1000 women entrepreneurs, I can predict that my proposed framework will have significant results by testing the individual dimension of effectuation on sustainable growth.

Research Limitations/Implications: The study can be applied equally to male population as well. The existing research seems to be lacking in terms of empirical data that investigates the Principle of Effectuation on sustainable growth of women-owned enterprises in urban population only. Additionally, there is a noticeable scarcity of literature focusing on the sustainability of women entrepreneurs in SMEs, therefore, this study represents a valuable opportunity to bridge this knowledge gap.

Originality/Value: The study provides a local, indigenous framework that resonates with religious and cultural sensitivities of Pakistani woman. The body of knowledge may provide way forward to engage women in more entrepreneurial activities, and bring growth and sustainability in new and established women owned enterprises.

Conclusion: From a social and economic perspective, this study aims to assist women entrepreneurs in reevaluating their approaches of creativity, innovation, and digitalization within micro-businesses using Effectual principles.

Keywords: Women Entrepreneurs, Women-owned Business, Effectuation, MSMEs SMEs, Sustainability, Sustainable Growth

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Striving towards sustainable growth: Quantifying the Role of Natural Resources, Clean Energy and Ecological Footprint in Developed Countries

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ABSTRACT

Purpose: The objective of this study is to estimate the impact of natural resources, clean energy and ecological footprint on sustainable growth in developed countries.

Design/Methodology/Approach: This study applies Panel Quantile Regression (PQR) modeling approach to examine the relationship among natural resources, clean energy, ecological footprint and sustainable growth. This research practices yearly balanced panel data of 32 developed countries covering the period of 2000-2021.

Findings/Results: The results confirm the presence of resource blessing hypothesis in developed economies. The outcomes show that clean energy put a positive and substantial impact on sustainable growth. The negative and considerable impact of ecological footprint confirms that burden on the consumption of natural resources hinders sustainable growth.

Research Limitations/Implications: In future research there may be option for comparative analysis of developed and developing economies. The policy implications for current research are to avoid bad rent-seeking behaviors, to ensure excessive use of clean energy and efficient management of natural resources.

Originality/Value: On the economic side, developed countries have attained rapid development; yet the ecological aspects pose threats to their sustainable development. The nexus between natural resources, clean energy, and ecological footprint has an important inference on the sustainable growth.

Conclusion: This study supports the endogenous growth theory that labor and capital play significant role in achieving sustainable growth. It rejects resource curse hypothesis. It provides support for the use of clean energy. It explains that ecological aspects pose negative impact on sustainable growth.

Keywords: Sustainable growth, natural resource rents, ecological footprint, resource curse theory, clean energy, urbanization.

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Digital Inclusive Finance and Corporate ESG Disputes

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ABSTRACT

Purpose: In the dynamic landscape of corporate sustainability, this study sheds light on the transformative role of digital inclusive finance (DIF) in fostering sustainable practices and responsible corporate behavior through the mitigation of corporate environmental social and governance (ESG) disputes.

Design/methodology/approach: The study employs a unique dataset consisting of Chinese nonfinancial A-share listed firms for the period 2017-2020.

Findings/Results: The findings demonstrate a significant positive relationship between DIF and the mitigation of environmental, social and governance (ESG) disputes. Moreover, the mechanism analysis reveals a pivotal role of financial constraints as mediator, illuminating the pathway to achieving ESG goals through enhanced financial accessibility. The heterogeneity results show that the impact of DIF on corporate ESG disputes is more pronounced for firms located in underdeveloped regions, belongs to sensitive industrial sectors, and owned by the state.

Research implications: The research findings provide several implications for policymakers, regulators and managers seeking to navigate the intersection of finance, sustainability, and corporate responsibility in digital era.

Originality: This study enhances the current body of literature by providing insights into the transformative effects of DIF on business sustainability and responsible behavior. The study provides new insights into the mediating role of financial constraints in achieving sustainable goals by proposing the notion of DIF and its impact on corporate ESG behavior.

Conclusion: This research study makes a substantial contribution to the comprehension of the correlation between DIF and corporate ESG disputes (Ren et al., 2023, Mu et al., 2023). It offers essential counsel for stakeholders that aim to foster sustainable practices and tackle ESG challenges in the digitalization era. The insights presented here are highly relevant for establishing responsible and sustainable business practices, both within China and in the global business ecosystem, as China progresses towards sustainable growth and the use of digital finance.

Keywords: *Digital inclusive finance, ESG, financial constraints, financial development.*

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Sustainable Development: A Journey with Intelligent Financial Inclusion

Anam Fazal^{1,*}

ABSTRACT

Purpose: Sustainable Development Goals (SDGs) provide an agenda for all the countries of the world to comply with the requirements of sustainable development. For the achievement of SDGs, a journey must be covered from financial exclusion to financial inclusion. In consideration of this, current research aims to highlight the significance of intelligent products for achieving financial inclusion in an economy which is an enabler of eight SDGs.

Design/Methodology/Approach: This research will adopt qualitative methodology to gain evidence on the role of intelligent financial inclusion for achieving United Nations 2030 Agenda of SDGs. Structured Interviews will be conducted from experts and content analysis will be performed in NVivo.

Findings/Results: The research expects to find the empirical evidence on the concept of Intelligent financial inclusion which is essential to thrive in a digitized world and to achieve sustainable development for the people. With the help of intelligent financial products and services, the barriers of financial inclusion will be removed and the compliance to SDGs will be met also.

Research Limitations/Implications: As this research aims to have structured interviews from only a certain group of experts, therefore, main limitation lie in the richness of data.

Originality/Value: The research is novel as the concept of intelligent financial inclusion has introduced recently. Therefore, no previous study has attempted to find its empirical evidence.

Conclusion: The role of innovative technologies in financial sector will not create innovation only but will also remove barriers to escape from financial exclusion and to complete the journey of sustainable development.

Keywords: *Financial Exclusion, Financial Inclusion, Intelligent Financial Inclusion, Sustainable Development, SDGs, barriers to financial inclusion*

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The Impact of Green Transformational Leadership on Environmental Performance: An Analysis of Mediated Moderation Model in the Hospitality Industry Context

Sehrish Rasool^{1,*}

ABSTRACT

Purpose: The present paper analyzes the impact of green transformational leadership on environmental performance in hospitality industry of Pakistan.

Design/Methodology/Approach: The data was collected by using quantitative research design. Random sampling technique is used for the selection of respondents. For the purpose of data collection, a questionnaire was prepared and a total of 380 out of 1140 questionnaire were received from the hotel employees. Structural equation modeling (SEM) was employed for data analysis using SMART PLS 4.0.

Findings/Results: The results demonstrated that there is a strong effect of green transformational leadership on environmental performance. Green transformational leadership encourages the individuals to identify and employee techniques that decreases environmental degradation through green human resource management, green creativity, green knowledge and ethical leadership as moderator.

Research Limitations/Implications: The present research can be used by Pakistan hotel association to formulate formal policies for better environmental performance and less damage to the environment for the betterment of the society. this research can be used by managers and leaders of the hotels to give environmental knowledge to the employees. same study can be conducted in other provinces of Pakistan.

Originality/Value: The study suggests that awareness regarding environmental issues is required and individuals should be taught about the culture of green awareness. Companies should incorporate green human resource management practices, green knowledge, green creativity and ethical leadership to reinforce the efforts of their green transformation leaders.

Conclusion: The concept of environmental performance is yet rising in Pakistan and absence of formal practices and awareness is an issue. The green transformational leadership is expected to overcome environmental issues and create awareness among hotel employees to improve the environmental performance.

Keywords: Environmental Performance, Green Transformational Leadership, Pakistan Hotel Association, Green Knowledge, Green Creativity, Ethical Leadership.

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Human Capital and Technology: Challenge or an Opportunity for Pakistan

Sarah Arshi^{1,*}

ABSTRACT

Purpose: This study analyze the trend of sustainability in Pakistan, with an advancement in technology and human capital. And also examine the influence of human capital and technology to achieve sustainable economic growth. Further, examining these factors are challenge for economic growth or an opportunity.

Design/Methodology/Approach: Secondary data, from Pakistan Economic Survey, WDI, and Technology, WGI, used to analyze the trend of the selected variables. Comparative analysis was used to examine the trend during the last 20 years in Pakistan.

Findings/Results: The findings of this study is not in favour of the literature that technological advancement helps economies to get sustainable economic growth. Further, results also demonstrate that rapid adoption of technology discourages human capital in the case of Pakistan. Good institutional quality helps to achieve sustainable economic growth without hindering the demand for human capital.

Research Limitation/Implications: This helps policymakers to be aware before adopting advanced technology and check the feasibility of the technology in their home country. For researchers, it would be more interesting to include data from a group of developing countries to check the impact of technology on human capital and in sustaining economic growth.

Originality/Value: The study suggests that before the introduction of technology in the home country, complete awareness of technology is necessary to meet the challenges of adoption of new technology in developing economies, only in the presence of good institutional quality. This will help to improve the efficiency of human capital and result in sustainable economic growth.

Conclusion: The trend of technical training institutions is rising in Pakistan but there is an absence of formal policies and good governance which is the main issue to achieve sustainable economic growth in Pakistan. Good institutional quality during the adoption of advanced technology is expected to overcome the gap to achieve sustainable economic growth.

Keywords: Technology, Economic Growth, Human Capital, Sustainability, Pakistan

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Sustainable Tourism in Murree: Locals' Insights and SDG- Aligned Strategies

Zoya Yasin^{1,*} and Summaira Malik²

ABSTRACT

Purpose: In recent times, Pakistan's tourist industry has strongly emphasized sustainable tourism, viewing it as a means of sustainable development goal-11 driven growth while preserving resources, and enhancing the well-being of local communities. The study empirically analyzed the attitudes and perceptions of the local community towards sustainable tourism practices in Murree to identify potential challenges and facilitate the adoption of sustainable practices that address the economic, environmental, and social issues associated with tourism growth.

Design/Methodology/Approach: Using a closed-ended questionnaire and a non-probability sampling technique, data from 350 respondents (residents with up to 1 year of living experience) were collected from Murree, Pakistan. The local community's response rate was 85.7%. Regression analysis was used for empirical testing of data.

Findings/Results: The demographic results demonstrated that a sizable section of the Murree population is heavily dependent on tourism, as more than half of its residents are employed in the travel and tourism industry. The findings of regression analysis revealed that majority of residents consider tourism a vital industry that supports local businesses, part-time jobs, and community employment possibilities. However, there is a group of local communities who blame tourism for the high prices of numerous products and services, traffic blockage, overcrowding, and making natural landscapes less available.

Research Limitation/Implication: The present study focused solely on the population of Murree, Pakistan, representing only the local community perspective. The tourists were excluded. Future studies can also empirically check the tourist's perspective. Moreover, comparative studies can be conducted to generalize the results.

Originality/Value: Literature reveals, despite the acknowledged importance of sustainable tourism practices, there is a lack of understanding regarding the attitudes of the local community towards such practices in Murree. This research gap hinders the development and implementation of effective strategies for sustainable tourism in the region.

Conclusion: The study recommends some important policies about the role of government in regulating and supporting sustainable tourism to achieve SDG.

Keywords: Sustainable Development Goal-11, Sustainable Tourism, Environmental Impact, Social Impact, Economic Impact.

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The Effect of Sustainable Finance on Financial Performance: A Case Study of Pakistani Investment Banks/Investment Corporation/Securities Companies listed in Pakistan Stock Exchange (PSX)

Mishal Riaz^{1,*} and Rizwana Bashir²

ABSTRACT

Purpose: This study intends to examine the composite influence of sustainable finance i.e., Corporate Social Responsibility (CSR) practices on the financial performance (FP) of the Investment Banks/ Investment Corporations/ Securities Companies (Inv. Banks/ Inv. Cos. / Securities Cos.) of the Pakistan listed in Pakistan Stock Exchange (PSX).

Design/Methodology/Approach: For analysis, secondary data was gathered from the annual reports of 21 listed Inv. Banks/ Inv. Cos. / Securities Cos. during 2013-2022 time period. The data is analysed through panel regression with fixed effects model by using E-views 9 software. Content analysis is used to measure CSR practices, whereas FP is measured with the help of Return on Asset (ROA) and Return on Equity (ROE).

Findings/Results: The findings enriched the literature by providing enhanced understanding of the CSR and its implementation in the Inv. Banks/Inv. Cos./Securities Cos. of Pakistan. The results also demonstrated that CSR significantly affects the ROA and ROE in a positive direction showing a positive and significant relationship between sustainable finance and FP.

Research Limitations/Implications: The model may be applied with a sizable sample size from PSX while considering a time period of more than a year as sustainable finance demands a longer period of time to show better results. Through an examination of the performance of Inv. Banks/ Inv. Cos. / Securities Cos., this study offers valuable insights into the capacity of these organizations to effectively respond to developing global trends and regulatory shifts within the context of sustainable finance.

Originality/Value: The study suggests that CSR can be incorporated into strategic business plans for long-term success as a central tool for sustainable finance. Policy makers and regulatory bodies are also advised to ensure CSR related disclosure which would not only increase the profitability but enhance the market value of the unit's share thus leading to numerous social and economic benefits.

Conclusion: The concept of sustainable finance i.e., CSR and its effect on FP is a rising topic in Pakistan and absence of formal policies is a problem for its application and implementation. The Inv. Banks/ Inv. Cos. / Securities Cos. listed on PSX should indulge themselves in CSR practices to ensure improved profitability.

Keywords: Corporate Social Responsibility (CSR), Financial Performance (FP), Developing Countries, Pakistan Stock Exchange (PSX)

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The Grit-Work Engagement Nexus: Investigating the Mediating Role of Self-Efficacy

Asra Jabbar^{1,*}

ABSTRACT

Purpose: Higher Education Institutions (HEIs) are grappling with various challenges and changes. Therefore, understanding and fostering employee engagement becomes crucial for enhancing academic output. This research aims to investigate the relationship between faculty members' grit and work engagement, exploring the mediating role of self-efficacy. Additionally, the study examines the moderating role of social support in this relationship.

Design/methodology/approach: This study adopts a positivist approach employing a quantitative methodology. The research will focus on collecting data from employees within Pakistan's public sector higher education institutions, utilizing a questionnaire-based survey with a convenience sampling method.

Findings: The study proposes that gritty faculty members are more likely to have higher levels of self-efficacy, resulting in higher levels of work engagement. Furthermore, it postulates that social support will act as a moderator between grit and self-efficacy and is likely to enhance the effects of grit on the self-efficacy of employees.

Research limitations/implications: The utilization of a cross-sectional design, confined to a singular data collection point, poses challenges in establishing strong causal relationships among variables. Furthermore, the exclusive focus on the public sector for data collection may limit the generalizability of the study findings.

Originality/value: This research introduces a distinctive holistic framework, encompassing personal attributes such as grit and self-efficacy alongside external elements like social support, thereby innovatively reshaping the conceptualization of work engagement in the workplace.

Conclusion: This research underscores faculty grit's pivotal role in enhancing self-efficacy and work engagement in Higher Education. Moreover, this study emphasizes the need for cultivating grit and supportive environments.

Keywords: *Grit, Self-Efficacy, Social Support, Work Engagement, Higher Education*

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Unlocking the Investor's Mind: The impact of Investor Characteristics on Investment Decisions with Mediating Role of Investor Intentions

Hina Affandi^{1,*}, Sarah Qaim² Nida Abbas³ and Sana Affandi⁴

ABSTRACT

Purpose

This study explores the intricate relationship among individual characteristics and investment decisions, with a focus on understanding the mediating role of investor intentions.

Design/Methodology/Approach

Employing a quantitative research design, primary data were gathered using a structured questionnaire, with a particular emphasis on the upper-middle-class population. The sample size comprised 350 individuals, representing a random sampling technique. Data analysis was conducted utilizing the AMOS software, allowing for a rigorous examination of the relationships between individual characteristics, investor intentions, and ultimate investment decisions.

Findings/Results

The study found that investor intentions serve as a crucial mediating factor, influencing the relationship between individual characteristics and the choices made in the investment realm.

Research Implications The findings offer practical implications for financial professionals, policymakers, and academics seeking a deeper understanding of the factors influencing investment behavior and decision-making processes.

Originality/Value This research contributes valuable insights to the field by highlighting the pivotal role of investor intentions in shaping investment decisions within the context of individual characteristics, particularly among the upper-middle-class demographics.

Conclusion: The result of this study will has shown the significant impact of individual characteristics on investment decision with the mediating role of investor's intention. Individual characteristics contour the investor's intentions which effects the investor's behavior.

Keywords: *Investor's Intentions, Investment Decision, Individual Characteristics, Upper Middle Class*

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Promoting Dignity and Respect: An Islamic Approach to Mitigate Workplace Harassment and Foster Inclusive Institutions (SDG 16)

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Abstract:

Purpose: This research examines how Islamic values might be integrated into workplace ethics to combat workplace harassment and promote inclusive institutions. The study aims to coincide with SDG 16—peace, justice, and strong institutions. The goal is to apply Islamic values like respect, justice, kindness, and integrity to workplace behavior.

Design/Methodology/Approach: A mixed-methods strategy using qualitative content analysis and comparative analysis achieves research goals. The essential Islamic beliefs and workplace dynamics are examined using qualitative content analysis. Comparing these principles to workplace policies and behaviors is done simultaneously. This thorough approach helps comprehend how Islamic beliefs may match with business practices.

Findings/Results: This study suggests that workplace policies may reflect Islamic values like respect, justice, kindness, and integrity. The research emphasizes the need of educational activities and inclusive approaches for connecting Islamic principles and workplace dynamics. The findings show that Islamic principles promotes a working culture based on respect and equality, contributing to SDG 16's objective of a just and peaceful society.

Research Limitations/Implications: This research provides useful insights on integrating Islamic values into workplace ethics, yet it has limitations. Cultural differences and interpretations of Islamic beliefs may limit the study's generalizability. Organizational receptivity and socio-cultural setting may also affect integration efficacy.

Originality/Value: This study adds a new viewpoint on workplace challenges using Islamic principles. The investigation of how Islamic principles might reduce workplace harassment and increase inclusivity is novel.

Conclusion: Islamic ideals should be integrated into working practices to promote respect and equality. The study shows that Islamic beliefs and workplace policies may operate together, underlining the need for education and inclusion. Organizations can promote justice and harmony by supporting SDG 16.

Keywords: *Islamic Principles, Workplace Ethics, Workplace Harassment, Inclusivity, Sustainable Development Goal 16, Respect, Fairness, Kindness, Integrity, Organizational Culture*

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The Impact of Budget Deficit on Unemployment and Inflation: Pakistan's Economy

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ABSTRACT

Purpose: Here the purpose of policy making is getting the proper level of Macro economy variables, governments attempt to eliminate the barriers on the way of their development, the most significant variables of Macro economy representative a government growth are common level of prices, inflation and unemployment rate. For getting an enviable rate of inflation and unemployment is only achievable by a correct policy making.

Design/Methodology/Approach: The existing research is applied in view of scope, and retrospective and deductive in view of methodology. The theoretical structure of the research is based on Keyn's theory.

Findings/Results: Significant and positive impact of public and private investment with GDP was found while increase in budget deficit was concluded as harmful factor for economic growth.

Research Limitations/Implications: The selected model of the study is country specific, while economies worldwide with low GDP per capita should be investigated for global economic prosperity.

Originality/Value: This study suggested an appropriate way to increase GDP for the advancement in the economy. There is need make policies to uplift public and private investment for economic growth.

Conclusion: The research results show that not only budget deficit increase cause more inflation rate up to 25%, but also the inflation rate affects next year inflation up to 23%. Also, a non-structural element (war) can increase inflation rate of a period for 1.4%.

Keywords: Remittances, Public Investment, Private Investment, GDP, Budget Deficit

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INNOVATION-DIGITIZATION-PROGRESSION

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Female Board Directorship and CEO Turnover: Evidence from a Developing Country

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Muhammad Umar Farooq⁴**

ABSTRACT

Purpose: In this paper, we investigate the relative underexplored question whether the presence of female directors on the corporate board increase the CEO turnover to firm performance sensitivity.

Design/Methodology/Approach: The study uses the large data set of Chinese listed companies for the period of 2005 to 2018. The logit regression with year and firm fixed effect is used to test the developed hypothesis.

Findings/Results: The results show reliable evidence that gender-diverse boards are effective in disciplining the CEO after poor firm performance especially in non-state-owned firms. The results also show that women directors fire the CEOs after poor performance when they are non-executives, more than one and have business expertise. These results remain consistent after controlling for sample-selection bias, self-selection bias and reverse causality bias.

Research Limitations/Implications: Study provides insights into the ongoing debate about having women directors on the board. Study results suggest that having women directors on the board improves the internal monitoring mechanism (because of their effective monitoring role) and reduces agency issues,

Originality/Value: Unlike existing studies the study focuses on a developing country (i.e., China) where there is no legislation regarding female presence on the board and the governance system is relatively weak as compared to developed countries.

Conclusion: the study results suggest that women directors are effective in reducing agency problems i.e., disciplining the non-performing CEOs especially in non-state-owned firms.

Keywords: *Female Directors, Board Gender Diversity, CEO Turnover, Performance-Induced Turnover, Agency Issues, China*

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Facets of Behavioural Finance with Novel Viewpoints: An Analysis of Individual Investors at Pakistan Stock Exchange (PSX)

Sara Munir^{1,*}

ABSTRACT

Purpose: This research paper's goal is to examine the influence of behavioural variables i.e. Halo Bias, Framing Bias, and Locus of Control on individual investors' choices at the Pakistan Stock Exchange (PSX). This research is done to enhance the understanding of individual investors regarding the behavioural biases that hinder their ability to make informed decisions.

Design/Methodology/Approach: The research design of this study is a causal research design. This research is quantitative. The data was gathered by distributing the questionnaires among the individual investors of the Pakistan Stock Exchange (PSX). Simple random sampling is used in this study. Smart PLS Structural Equation Modeling (SEM) is used to analyse the obtained data.

Findings/Results: Research shows that Halo Bias, Framing Bias, and Locus of Control have a positive impact on individual investors' investment decisions at Pakistan Stock Exchange (PSX).

Research limitations/Implications: Although behavioural biases may affect institutional investors in several ways, the study's focus remains on the individual investor. Using a larger sample size will yield better results in subsequent studies. From the perspective of investing, this study serves as a guidance for managers, firms, policymakers, and various industries.

Originality/Value: Policymakers, opinion leaders, and others will find this study useful as it is one of the few studies that looks at how cognitive factors influence investment decisions in the context of Pakistan.

Conclusion: Behavioural finance takes into account how people behave when it comes to money. Based on psychological principles, behavioural finance theories aim to comprehend how behavioural biases affect the actions of investors. Investors who make decisions based on emotions rather than with logical and analytical reasoning usually end up regretting their choices because they lack rationality.

Keywords: Behavioural Biases, Halo Bias, Framing Bias, Locus of Control, Individual Investors decisions

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Impact of Digitalization on Financial Inclusion in Sub-Saharan Africa

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ABSTRACT

Purpose: African countries are striving to achieve financial inclusion in order to comply with sustainable development goals especially after the crisis of pandemic. According to Global Findex Database, account ownership in Sub-Saharan Africa (SSA) rose from 43 percent in 2017 to 55 percent in 2021, however, this is still substantially lower than the global average of 76 percent. The epoch of digitalization is expected to put an impact on enhancing the level of financial inclusion. In the light of this, this study aims to investigate the role of mobile and internet technology on account ownership in SSA.

Design/Methodology/Approach: Current research adopts quantitative methodology owing to positivist paradigm. Secondary data of 43 SSA countries are taken from Global Findex Database. This database covers financial inclusion data in panels of 2011, 2014, 2017 and 2021. Panel data regression techniques are applied in Stata to estimate the relationship between independent and dependent variables.

Findings/Results: The results of panel estimation techniques demonstrate that digitalization has increased financial inclusion in SSA from 2011 to 2021. It implies that there is a significant relationship between mobile accounts, internet usage for transactions, digital payments and account ownership in SSA.

Research Limitations/Implications: Global Findex Database covers vast data on financial inclusion in terms of usage, access and well-being. Due to time limitation, this study has only used a few variables as proxies for digitalization and only one variable for financial inclusion. Future research is suggested to construct index of financial inclusion for SSA employing more variables to arrive at a clearer picture of the said relationship.

Originality/Value: The study creates value in the existing literature by using latest data published by World Bank. Moreover, the research provides implications for governments of SSA to put their efforts for promoting digitalization.

Conclusion: As the countries in SSA are still lacking in achieving optimal level of financial inclusion, there is need to enhance the factors responsible people's penetration in the financial sector. Tech literacy, availability of proper infrastructure supporting networks and internet provisions are significant indicators of financial inclusion.

Keywords: Mobile Penetration, Digital Payments, Account Ownership, Digitalization, COVID-19, Financial Inclusion

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Green Behavior Development in an Organisational Setting

Shahid Nadeem^{1,*} and Kashifa Yasmeen²

ABSTRACT

Purpose: This study aims to examine the purchase manager's contribution when implementing sustainable procurement initiatives, although existing literature indicates low level of support of procurement managers for such endeavors.

Design/Methodology/Approach: This conceptual paper investigated the potential behavioral influence.

Findings/Results: The relationship and effects of three forms of commitment, affective (ACC), normative (NCC) and continuance (CCC) was studied. Study suggests that managers ACC and NCC positively influence the behavior and supports the change in sustainable procurement.

Research Limitations This conceptual paper needs empirical validation. A longitudinal data collection may provide further insights into of the public procurement managers. In future, studies may also be conducted investigating the sustainable behavior of managers in private sector.

Implications: This study contributes to the emerging literature of sustainable behavior of managers which highlights the role that affective (ACC), normative (NCC) and continuance (CCC) commitment plays in sustainable procurement by the managers.

Originality/Value: This study provides a better understanding of sustainable behaviour of managers by using the theory of reasoned action.

Conclusion: The managers ACC and NCC positively influences the behavior which can eventually encourage them to have sustainable procurement. Overall, this study can provide organizations, practitioners, and academics with new insights into sustainable practices.

Keywords: Sustainable Procurement Behavior, Affective Commitment to Change, Continuance Commitment to Change, Normative Commitment to Change

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Green Human Resource Management in Higher Educational Institutions by using Social Exchange Theory

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ABSTRACT

Purpose: This study is aimed to investigate the impact of green human resource management practices on educational institutions performance by using social exchange theory.

Design/ Methodology/ Approach: Data is collected from lecturers, assistant professors and professors of various public and private sector institutions. There were 400 respondents and all of them filled the questionnaire with full attention. The results indicates higher education institutions are expected to go green and create a plan for their staff to become environmental activists.

Findings/Results: They will have to implement GHRM activities to improve environmental management and encourage green behavior at work. Higher education institutions are required to use sustainable green practices to help employees solve ecological problems and concerns.

Limitations / Implications: The present study only uses a quantitative method for data collection in future qualitative methods like interviews for in-depth findings. The current research considers the study population's banking sector, while another manufacturing sector can be included in further studies for more generalized results.

Originality/value: To determine the impact of green human resource management practices on higher educational institutional performance

Conclusion: there is a significances relationship between green human resource management practices on higher educational institutions performance

Keywords: *Green Human Resource Management, Green Perceived Organizational Support, Green Employees Behavior, Higher Educational Institutions, Public and Private Institutions*

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An Empirical Evidence to Investigate Brands Elements on Organizational Success: A Moderating Approach of Brand Experience of Muslim and Non- Muslim Customers

Maria Aslam¹, Nida Syed² and Muhammad Hasnain Ali^{3,*}

ABSTRACT

Purpose: the basic aim or objective of this study is to examine the effect of brand elements in organizational success. Further, moderating approach of brand experience of Muslim and Non- Muslim customers of Islamic products in the context of Pakistan has also been investigated

Design/ Methodology /Approach: this study uses brand elements to investigate particular role in the organization success and also compare the responses of Muslim and Non-Muslim customers of Islamic Products in Pakistan. Researchers used the Keller's most famous model CBBE model to analyze effect of elements of brands and how they help in organization success. This study uses the conscience sampling method for collecting the data from the customers of Islamic products. After performing the missing value analysis only 124 respondents give their responses out of 150.

Findings/Result: In this latest era of research, the effect of brand resonance pointers towards brand equity for the success of organization and they also required to consider in the Islamic context. The study fills this gap and has two main contributions: one is how brand experience of Islamic products plays a role in Islamic branding perspectives and second is how brand resonance pointers towards brand equity for the success of organization.

Implication/Limitation/ future direction: The findings of this study also have some implication and limitation for further research, as the findings of this study shows positively responses of Muslim & non- Muslim consumers towards Islamic products of Islamic banks in Pakistan than it helps managers to use this strategy for organization success.

Originality/value: the analysis of the research suggests that brand resonance of Muslim and non-Muslims consumers of Islamic products positively increased organization success or their relationship is also importance for organization success or better performance.

Conclusion: the effect of brand resonance pointers towards brand equity for the success of organization and they also required to consider in the Islamic context. The study fills this gap and has two main contributions: one is how brand experience of Islamic products plays a role in Islamic branding perspectives.

Keywords: Brand Resonance, Brand Loyalty, Brand Equity, Brand Experience, Islamic Product

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Effect of Psychological Meaningfulness on Creative work Involvement Using Lens of Employee Vitality

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ABSTRACT

Purpose: This study examines the impact of psychological significance on creative work involvement, with a focus on employee vitality's role as mediator. It contributes to understanding how psychology plays a role in the employee's involvement in creativity and its underlying mechanisms influencing that relationship.

Design/Methodology/Approach: This research was based on a Quantitative Approach, which used the Crosssectional Survey Methodology. The data was gathered from faculty of Higher education institutes in Lahore, Pakistan. In order to examine the direct and mediated relationships between these variables, statistical analyses, including mediation analyses, shall be carried out.

Findings/Results: The study shows that psychological significance is strongly associated with the involvement of creativity in work. In addition, a key factor in this relationship is considered to be the vitality of workers. The results highlight the importance of promoting a psychological sense of purpose in working life to promote employees' well being and their active involvement in creative tasks.

Research Limitations/Implications: The creation of causal relationships is hampered by the crosssectional nature of a research design. A more comprehensive understanding of the dynamic interplay between psychological importance, employee vitality and participation in creative work could be gained from longitudinal studies. In addition, the specific demographic characteristics of the sample may limit the generalizability of results.

Originality/Value: The study illuminates the role of employee vitality as a mediator for psychological meaningfulness and creative work involvement, which contributes to an established literature. The identification of such a mediation mechanism will add to the understanding of how psychologic factors affect employee creativity, providing an impact on organisational strategies that are designed to encourage innovation.

Conclusion: The importance of psychological significance for encouraging employees to take part in creative work has been highlighted by this research. Organisations can implement targeted interventions to improve both the psychological well being of their workforce and creative contributions at work by recognising that they play an important role in promoting employee vitality.

Keywords: Employee Vitality, Creative Work Invovemet, Higher Education Institutions, Lahore, Psychological Meaningfulness

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Industrialization towards the Green and Sustainable Economy: A Panel Quantile ARDL Analysis

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ABSTRACT

Purpose: The industrial sector plays a pivotal role in driving economic growth, fostering innovation, generating employment, promoting social inclusivity, and addressing environmental challenges, including climate change. The study conducted, focusing on sector-specific social impacts of industrial development on green and sustainable economies.

Design/Methodology/Approach: . The Study developed a composite index centered on 20 indicators to measure green economic performance of 80 developed and developing nations, with PCA as the dependent variable i.e. the green economy. Independent variables as employment in Industry, Human Capital, Innovation, Urbanization, and Inflation have been selected to represent industrial sector contribution toward the green economy by using Panel Quantile ARDL methodology.

Findings/Results: The empirical findings of the research, spanning the years s2000-2020, underscore, the positive and significant association between industry employment, human capital, and innovations highlight the sector's potential to contribute meaningfully to the green economy. The study also justified the negative and significant associations of urbanization and inflation toward the green economy.

Research Limitations/Implications: The study identifies challenges associated with industrialization, the long-term consequences of industrialization on social structures and community resilience may require ongoing research. Implications of this study involve the need for policy interventions addressing social inequalities arising from industrialization.

Originality/Value: This study emphasis on empirical investigation of Industrialization using modern Panel Quantile ARDL technique and relate it with (SDG 9) within the 2030. Finding the proxy of the green economy and empirical association of Industrial employment human capital and Innovation as independent variables on the green economy is the novelty of the study.

Conclusion: The research highlighted sector-specific relationship between industry and green economies by recognizing the positive contributions of employment in industry, human capital, and innovation, while also acknowledging and addressing associated challenges, is crucial for steering industrial development towards sustainability.

Keywords: Green Economy, Industrialization, Employment, Human Capital, Innovation, Panel Quantile ARDL

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What was Behind the Scenes: An Intention or Negligence, A Review Article on Big Audit Fraud

Muhammad Qaiser Abbas Shah ^{1,*} Alia Ahmed ²

ABSTRACT

Purpose: This review paper will examine the five most notable corporate scandals which involved Enron, WorldCom, Shell, Lehman Brothers, and Barings Bank with main focus on the mens rea of auditors, their negligence, or potential intentions in contributions to these corporate issues. This study will also probe the details of each case, of fraudulent accounting practices, and set the ground for understanding how auditors failed to detect and prevent manipulative financial reporting.

Design/Methodology/Approach: Basically, the review study from already published literature has been carried out to conclude whether there was an intention of the auditors or negligence to commit those crimes. Hence, secondary data will be collected for the review study.

Findings/Results: This study probes into the difficult details of each case regarding intention and negligence and after the detailed study two companies were involved intentionally in corporate crime two were negligent in maintaining their accounting records and the last one was committed crime with both traits.

Research Limitations/Implications: This research has been carried out for only mega corruption scandals in UK and US whereas, the other countries with the same type of corporate scandals have not been considered which could be done to know the more robust results.

Originality/Value: This study has been carried out for the first time wherein 5 mega-companies based in different countries doing different natures of businesses like Energy Companies, Oil companies, and banking companies have been preferred so that robust results could be achieved.

Conclusion: By addressing fraudulent financial reporting and the challenges faced by the companies in maintaining independence and objectivity. Its basic failure was the management of risk along-with the both the intentional and negligent acts of top and middle management. With the help of this study repeated audit practices of auditors regarding intention or negligence have been explored.

Keywords: Corporate scandals, Intention, negligence, fraudulent accounting practices, oversight. mens rea, manipulative financial practices

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Job Insecurity and Turnover Intention: Role of Work Alienation and Employee Grit

Sadaf Noor^{1,*}, Shazia Nauman² and Zain Tahir³

ABSTRACT

Purpose: The purpose of this research is to investigate and understand how the digital knowledge-sharing capability within organizations can enhance sustainable competitive advantages through a moderated-mediated model. Examine the role of digital knowledge-sharing capability within organizations. Investigate how organizations leverage digital platforms and tools for sharing and disseminating knowledge. Identify and define sustainable competitive advantages within the context of the digital era.

Design/Methodology/Approach: Utilizing the Resource-Based View and Knowledge-Based View frameworks and employing purposive sampling, data were collected from 214 IT software engineers in the information technology sector through a survey.

Findings/Results: The findings provide evidence in support of the proposed model and the result shows that digital knowledge-sharing capability is directly and indirectly related to sustainable competitive advantages through digital innovation performance. Further, the digital business capability is moderate between digital knowledge-sharing capability and digital innovation performance.

Research Limitations/Implications: Digital knowledge sharing can enhance an organization's overall performance by making it easier for employees, teams, and different parts of the company to exchange information.

Originality/Value: The research illustrates digital innovation performance as a mediator in the model and enriches the understanding of the mechanisms through which digital knowledge sharing influences sustainable competitive advantages.

Conclusion: Digital knowledge-sharing empowers organizations to attain sustainable competitive advantages by leveraging organizational knowledge for innovation, growth.

Keywords: Digital Knowledge Sharing Capabilities, Digital Innovation, Digital Business Capabilities, Sustainable Competitive Advantages, Digital Innovation Performance

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Job Insecurity and Turnover Intention: Role of Work Alienation and Employee Grit

Zain Tahir^{1,*} and Shazia Nauman²

ABSTRACT

Purpose: Employing job demand resource model, the current study investigates the effect of job insecurity on employees' turnover intention directly and indirectly work alienation. Furthermore, it is posit that employee grit is a boundary condition that occurs in the second stage of the relationship between work alienation and turnover intention.

Methodology & Findings: This study is quantitative in nature and data has been collected in from 204 employees in two waves. The findings provide evidence in support of the proposed model and demonstrate that work alienation serves as a mediator of the positive relationship between JI and TOI. Furthermore, the results of the moderation show that grit had a significant moderating effect on the relationship between work alienation and turnover intention. This means that the employees' intention to leave is low when employee grit is high.

Research Implications: Employees who worry about their job insecurity may feel alienated from their work, which may make them want to leave. The study suggests that organizations should hold discussions and training programs to reduce job insecurity and alienation. Grit may help workers cope with job insecurity and alienation, reducing turnover. To reduce job insecurity, workforce grit is important.

Originality/Value: The current study highlights work alienation as a mediator, revealing how job insecurity can indirectly raise turnover intention. This is vital to understanding how employees react to job insecurity psychologically. Second, by using employee grit as a moderator, the study sheds light on job insecurity responses by employees. It shows that grittier workers may be more robust to job insecurity and its outcomes.

Conclusion: The study confirms that job insecurity can increase turnover intention directly and through work alienation, with grit acting as a crucial moderator. Organizations can reduce turnover by addressing job insecurity, fostering employee grit, and tackling alienation.

Keywords: Job Insecurity, Employee Grit, Work Alienation, Turnover Intention

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Effect of CSR on Financial Inclusion Mediating Role of Intellectual Capital

Syed Noman Ali^{1,*} and Muqaddas Khalid²

ABSTRACT

Purpose: The abstract suggests that the purpose of the study is to explore the relationship between Corporate Social Responsibility (CSR) initiatives in Pakistani commercial banks and their impact on financial inclusion. The study specifically focuses on the mediating role of intellectual capital in this relationship. The findings emphasize that CSR has a significant influence on financial inclusion through the utilization of intellectual capital. The purpose is not only to highlight the importance of CSR in the banking industry in Pakistan but also to demonstrate how CSR activities can enhance financial access and services, particularly in underprivileged areas.

Design/Methodology/Approach: Through secondary sources (Financial Statements), data from 20 commercial banks in Pakistan were extracted, For CSR data collected how much a bank is spending on donations and charity, For the calculation of intellectual capital VAIC model is adapted and financial inclusion we had taken bank branches and bank Atm.

Research Limitations/Implications: The study is based on data from 20 commercial banks in Pakistan, Research can also be conducted on other service sectors. The financial inclusion policy was introduced in Pakistan in 2015 so before 2015 financial inclusion data could not be that much reliable. This shows that improving financial inclusion is considerably aided by the knowledge, abilities, and creativity resulting from CSR operations in commercial banks..

Originality/Value: Many studies have been conducted defining CSR and Financial inclusion but the novelty of this study is that intellectual capital is introduced as a mediator in the context of Pakistan's commercial banking sector.

Conclusion: Commercial banks can strategically use their CSR initiatives to promote greater financial inclusion and contribute to the social and economic development of the nation by understanding the mediating function of intellectual capital. Policymakers, banking organizations, and other stakeholders interested in expanding financial inclusion.

Keywords: CSR, Commercial Banks, Intellectual Capital, Pakistan

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The Moderated Mediating Impact of Religious Commitment and Work-Specific Control Problems on the relationship of Career Commitment and Employee Dishonesty: Evidence from Higher Education Institutions of Pakistan

Zara Rafique^{1,*}, Naveed Yazdani² and Umar Ayyub³

ABSTRACT

Purpose: This study investigates the effect of Career Commitment on Employee dishonesty, highlighting the mediating role of Work-Specific Control Problems (WSCP) and moderating role of Religious Commitment in this relationship.

Design/Methodology/Approach: The moderated mediation model is used to study the phenomenon with a sample size of 294 employees from HEIs of Pakistan. Probability sampling technique is adopted. Data is collected through Stratified Random Sampling.

Findings/Results: The results reveal that high career commitment increases Employee dishonesty. WSCP positively mediate and strengthen this relationship causing employees to act more dishonest. The moderating impact of Religious Commitment tends to impact negatively and weakens the direct and indirect impact of career commitment and WSCP on Employee Dishonesty.

Research Limitations/Implications: Theoretical contribution includes the moderated effect of WSCP and Religious commitment. Practical implication highlights the importance of understanding the general behaviors of employees in the Institutions. This study is limited to finding the effect of religious commitment and career commitment on employee dishonesty with some specific control problems.

Originality/Value: This study identifies that most dishonest acts are done for some material gain and undue pressures. Limited study has been conducted with the variable of WSCP despite of its significant importance in the field of social sciences.

Conclusion: The model is based on Containment Theory. Results predict that various strains create negative feelings which lead to deviance, when there are no other viable options for coping.

Keywords: *Career Commitment, Employee Dishonesty, Work-Specific Control Problems, Religious Commitment, Control Theory, General Strain Theory*

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Dynamic Capabilities to Absorb Knowledge in promoting Innovative Performance and Organizational Resilience: The moderating role of Organizational Culture

Zara Rafique^{1,*}, Syed Ahmad Ali² and Umer Ayub³

ABSTRACT

Purpose: This study used the Knowledge Based View (KBV) theory to examine the effect of Knowledge Absorptive Capacity (KAC) and Knowledge-based Dynamic Capability (KBDC) on Organizational Resilience (OR) and Organizational Innovative Performance (OIP). The moderating role of Organizational Culture is checked. Moreover, the mediating effect of Organizational Resilience between KAC, KBDC and Innovative Performance is also checked.

Design/Methodology/Approach: The population selected and targeted for the research is based upon service and manufacturing industries of Pakistan and analyzed using the structural equation modelling (SEM) technique using SMART PLS.

Findings/Results: The findings suggest that an organization can create resilience through the capability of adopting to the new technology, clear objective, preservation, having diverse solutions and taking rapid action on these solutions. This all can only be achieved if the organization can absorb advanced knowledge of their domain.

Research Limitations/Implications: Practically this study indicates that resource and knowledge based dynamic capabilities are grounded in the true expertise of individuals, teams and organizations who can work when proper structures are built, and physical and social resources are distributed evenly. To generalize, collect data from regional countries with shared environments and similar international competitors.

Originality/Value: This study suggests that knowledge absorptive capacity impacts directly on resilience of the organization and makes it more flexible towards innovation. Results show that Organizational Culture strengthens the association between KAC.

Conclusion: Researchers conclude that to reap the benefits of new trends of competing organizations, organizational executives should highlight the whole process of acquisition

Keywords: KBV Theory, Knowledge Absorptive Capacity (KAC), Knowledge-Based Dynamic Capability (KBDC), Organizational Resilience (OR), Organizational Innovative Performance (OIP).

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Antecedents of Financial Satisfaction with the Effect of Financial Literacy and Individual's Behavior: Moderation and Mediating Mechanism

Muhammad Waqar Zafar¹, Hamza Arshad^{2,*} and Atif Saeed³

ABSTRACT

Purpose: This study has examined the impact of foreign capital inflow on the current account deficit in the case of developing countries from 1995 to 2020.

Design/Methodology/Approach: Panel ARDL has been applied to check the long-run and short-run relationship of the explained and explanatory variables.

Findings/Results: The findings show that import demand, foreign debt, and foreign remittances have a positive and significant impact on the current account deficit in the case of developing countries. The estimated results show that export demand, foreign direct investment, economic growth, and foreign reserves have a negative and significant impact on the current account deficit in developing countries.

Research Limitations/Implications: This study has used selected some developing countries, by raising the sample size to all developing countries, the outcomes can be improved for better policy suggestions. This study has not made a comparative analysis of developing countries, emerging countries, developed countries, or region-based countries analysis.

Originality/Value: Different studies have highlighted some of the main determinants of the current account deficit. But none of the studies have linked the inflow of foreign capital with the determination of the current account deficit in the case of developing countries.

Conclusion: The results show that import demand, foreign debt, and amount of remittances are encouraging the current account deficit in developing countries. But export demand, foreign direct investment, economic growth, and foreign reserves are discouraging current account deficit in selected developing countries. The results of the Granger causality show that most of the explanatory variables have a causal relationship with the current account.

Keywords: *Current Account Deficit, Import Demand, Export Demand, Foreign Direct Investment, Foreign Debt, Economic Growth, Foreign Remittance, Foreign Reserves*

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Microlearning, A New Trend in Learning and Development: New Rules, New Tools

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Abstract:

Purpose: This study will explore and analyze new trends in learning and development specifically. Microlearning under the surveillance of constructivist learning pedagogy concept according to the need of hybrid workforce and their effectiveness in term of cost as well as purpose driven effectiveness.

Design/Methodology/Approach: A Questionnaire will be filled by the respondent (who take online trainings). The questionnaire was derived from previously published works and scale developed for microlearning.

Findings/Results: Results shows that online, blended and microlearning trainings are cost effective as well as result oriented.

Research Limitations/Implications: This research is conducted only in government sector. And to check the impact there must be longitudinal study on microlearning. Now technology has become certain for the organizations and in result widen the skill gap. And to fill this gap organization has to inculcate effective learning and development strategies to upskill and reskill the workforce.

Originality/Value: This study explores and analyze, for online or remote training with microlearning, recently PITB (Punjab Information technology board) developed training app “QAED” through this app and also in DPMIS (Disable Person Management Information System) project. Traditional training and developments program for teachers are also working under the same institute QAED and DPMIS, hybrid training models are also there in which like traditional training system connection is face to face but training is aided by ICT (Information communication tools) and AI based technology.

Conclusion: The tradeoff between traditional and online/microlearning training depends on the specific needs, preferences, and goals of the trainees and the organization delivering the training. Many organizations opt for a blended approach that combines elements of both traditional and online/Microlearning training to leverage the excellence of each method.

Keywords: *Microlearning, Hybrid workforce, AI based technology, DPMIS, ICT, Moodle*

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