

**Capital University of Science & Technology, Islamabad**

***CUST International Business Research  
Conference 2021***

# **Conference Program**



**Organized by:**

**Faculty of Management and Social Sciences**

# Conference Program

<b>MS Teams Joining 08:00 AM - 09:00 AM</b>		
<b>Opening Ceremony</b>		
Host	Dr. Saira Ahmed	
Recitation of Holy Quran	Mr. Ekrama Khalid	
Welcome Address by Conference Chair	Dr. Lakhi Muhammad Head, Department of Management Sciences	
Key Note speaker 1	Dr. Irum Saba Associate Professor, IBA Karachi	
Key Note speaker 2	Mr. Muhammad Athar Awan Risk Management Consultant, Government of New Zealand	
<b>Technical Sessions (10:00 AM – 12:30 PM &amp; 2:00 PM – 4:30 PM)</b>		
1	Accounting, Finance & Economics	Channel 1
2	Human Resource Management and Organisational Behavior	Channel 2
3	Marketing, Management & Entrepreneurship	Channel 3
4	Psychology	Channel 4
5	Project Management & Technology	Channel 5

<b>Session 1</b>		<b>Accounting, Finance &amp; Economics</b>	
<b>Date:</b> 30.12.21		<b>Time:</b> 10:00 AM -12:30 PM	<b>Channel 1 (Workshop Room)</b>
<b>Session Chair:</b> Dr. Sumayya Fatima		<b>Conveners:</b> Dr. Nousheen Tariq Bhutta	
<b>Discussants:</b> Dr. Zuee Javaira Dr. Najmus Sahar Dr. Anees Khan Dr. Imran Yousaf		Ms. Rabia Habib	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
FIN-06	Anum Shafique	Mean and variance volatility spillover from commodity market to stock market of Pakistan, China, and India.	
FIN-13	Anees Khan	Environmental Quality and Presence of Environmental Kuznets Curve	
FIN-12	Hifsa Raja	Returns optimization in presence of fear sentiments using machine learning algorithms'	
FIN-04	Aleena Nadeem	Intellectual capital and firm performance: Moderating role of corporate governance and disclosure quality	
FIN-01	Faiza Shah	A comparative study: bank loan v/s trade credit: A panel data approach	
FIN-17	Gatot Gunarso	Game theory of authority, firms, and cooperation in Indonesian financial technology industry	
FIN-14	Sharjeel Habib	Review of life insurance industry of Pakistan	
FIN-07	Anum Shafique	The impact of taxpayer perception on tax compliance moderated by adoption of e-tax system	
FIN-16	Maria Shams	Dynamic analysis of symmetric & asymmetric linkages between stock market decline and liquidity of Pakistan stock exchange	
ECO-01	Faizan Uddin	A study of the effects of various factors on economic growth (the case study of Pakistan)	
ECO-02	Noor Ahmed	The impacts of demographic factors, household characteristics, and locational factors on poverty in Pakistan	
ECO-03	Raima Amjad	Evaluation of value at risk and expected shortfall models: a study of frontier markets	
ECO-05	Qurat Ul Ain Fatima	Reduce, reuse, and recycle (the 3rs) are the standards of sustainable living	
ECO-06	Liaquat Ali	Urban-rural analysis of household's consumption inequalities by income classes in Pakistan: An insight of consumer dynamics"	

<b>Lunch Break</b>	
<b>Time:</b> 12:30 PM - 1:30 PM	

Session 02		Accounting, Finance & Economics	
Date: 30.12.21	Time: 2:00 PM - 4:30 PM	Channel 1 (Workshop Room)	
<b>Session Chair:</b> Dr. Aijaz Hashmi <b>Co-Chair:</b> Dr. Bilal Saeed <b>Discussants:</b> Dr. Hassan Raza Dr. Sidra Maryam Dr. Shahzad Hussain		<b>Conveners:</b> Dr. Jaleel Ahmed Mr. Muhammed Aksar	
Ref #	Author (s)	Title	
FIN-10	Arslan But	Forecasting Battles in High-Frequency Data: Classical Machine and Deep Learning Methods	
FIN-09	Hassan Zada	Application and Validity of Six Factor Model of Asset Pricing: Evidence from Pakistan	
FIN-02	Kiran Saeed	Impact of Corporate Social Responsibility Disclosure Reports on Sale Performance: Evidence from Pakistani Non-Financial Firms	
FIN-03	Muhammed Khurram Khan	Effects of Industrial Diversification on Banks' Performance: Evidence from Pakistani Banking Sector	
FIN-11	Atif Rana	Impact of Capital Structure on Firm Financial Performance: Evidence from Pakistani Stock Market	
FIN-05	Shehzad Gul	Impact of internal corporate governance mechanism on the cost of capital with moderating role of foreign ownership	
FIN-08	Anum Shafique	Exchange rate volatility and its relationship with macroeconomic variables in Pakistan	
FIN-15	Anjum Dost	Autonomous vehicles, risk perceptions and insurance demand: An individual survey in Pakistan	
ECO-08	Saira Tufail	Labor Share in Income and Trade Dynamics: Evidence from Emerging Economies	
ECO-09	Qaisar Maqbool Khan	Bank Specific and Macro-Economic Determinants of Profitability of Pakistani Commercial Banks: A Panel Data Approach	
ECO-10	Saba Shabbir	Islamic Finance: A Catalyst for Sustainable Development of Developed and Developing Countries	
ECO-11	Iffat Riaz	Impact of Financial inclusion on Financial Efficiency and Financial Sustainability: A Global Perspective	
ECO-12	M. Zain Abdeen	The Nexus of Sustainability Practices and Financial Performance: A Perspective of Asian Islamic Banks	
ECO-07	Subha Fatima	Production of biogas	

<b>Session 1</b>		<b>Human Resource Management &amp; Organizational Behavior</b>	
<b>Date:</b> 30.12.21		<b>Time:</b> 10:00 AM - 12:30 PM	<b>Channel 2</b>
<b>Session Chair:</b> Dr. Fahmida Laghari		<b>Conveners:</b> Dr. Samyia Safdar	
<b>Discussants:</b> Dr. Sobia Rashid Dr. Adeeba Khan		Ms Maria Mashkooor	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
HRM-18	Sadia Shaheen	Fear of Covid-19 and Employee Outcome: Moderating Role of Emotional Stability.	
HRM-02	Robina Yasmin, Namra Mubarak	The relationship between workplace violence and turnover Intention with a mediating role of work engagement and job satisfaction	
HRM-05	Faiz Muhammad Shaikh	Impact of Work-Life Balance on women in the Banking Sector in Pakistan	
HRM-01	Javeria Khalid	The Effect of Employee Proactive Personality on Innovative Performance. The Mediating Role of Psychological Empowerment and Moderating Role of Punitive Supervision	
HRM-03	Rabia Amanullah	Impact of Passive Leadership on Emotional Exhaustion with the Mediating Role of Workplace Incivility and Moderating Role of Affective Commitment	
HRM-04	Rehan Faryad	Participative leadership, Innovative work Behavior, Employee voice behavior, LMX-Leader-member exchange Theory	
HRM-07	Tehreem Shafqat	Impact of Entrepreneurial Leadership on Project Success With the mediating role of Innovative Work Behavior and the moderating role of Openness to Experience	
HRM-10	Sonia Bostan	Impact of manager's Inclusive Leadership on Citizenship Behavior with mediating role of Psychological Capital and Moderating role of Job Autonomy	
HRM- 17	Khalid Akhal	Self-initiated Expatriates Entrepreneurial Activity in China Mainland: The Effects of Covid-19 and Cross-cultural Adjustment	

<b>Lunch Break</b>	
<b>Time:</b> 12:30 PM - 1:30 PM	

<b>Session 02</b>		<b>Human Resource Management &amp; Organizational Behavior</b>	
<b>Date:</b> 30.12.21		<b>Time:</b> 2:00 PM - 4:30 PM	<b>Channel: 2</b>
<b>Session Chair:</b> Dr. Sajid Bashir		<b>Conveners:</b> Dr. Shazia Faiz	
<b>Discussants:</b> Dr. Hina Shahab Dr. Afroz Sial		Ms. Sarah Nawaz Malik	

<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>
HRM-12	Shahida Mariam, Kausar Fiaz Khawaja, & Mahmoona Khalil	Knowledge-Oriented Leadership, Critical Psychological States, and Positive Work Attitude: Moderating Role of Managerial Coaching
HRM-13	Potina Histika Pawitra Mahandania	CSR disclosure and CSR-washing in tobacco companies: A form of black campaign?
HRM-15	Sadia Shaheen	Investigating The Moderating Effect of Financial Sophistication in The Relationship Between Personality Traits & Stock Trading Performance
HRM-16	Muhammad Sajjad	Implementing Positive Lean Manufacturing in Automotive Industry: A Case Study
HRM-14	Khola Masood, Samyia Safdar, Shazia Faiz, & Rehana Naheed	Pakistani nurses' loyalty: The role of paternalistic leadership and Follower Leader Identification
HRM-08	Afroze Sial	Measuring Performance of University Employees: A Hard Skill and Soft Skill Analysis.
HRM-11	Anita Arooj, Shazia Faiz, & Samyia Safdar	Impact of Proactive Personality on Project Performance: The Mediating Role of Thriving at Work and Moderating Role of Collectivism
HRM-06	Anum Tariq	The Effect of Employee Proactive Personality on Innovative Performance. The Mediating Role of Psychological Empowerment and Moderating Role of Punitive Supervision.

<b>Session 01</b>		<b>Marketing, Management &amp; Entrepreneurship</b>	
<b>Date:</b> 30.12.21		<b>Time:</b> 10:00 AM -12:30 PM	<b>Channel:</b> 3
<b>Session Chair:</b> Dr. M. Abid Saleem		<b>Conveners:</b> Dr. Ahsan Mahmood	
<b>Discussants:</b> Dr. Farooq Ahmad Dr. Kamran Naqi		Mr. Syed Faraz Ali shah	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
MKT-01	Ali Raza	Reinforcing the Process of Social Services Branding. The Evolving Role of Grounded Theory in Social Marketing	
MKT-03	Muhammad Hissan Ahmad	The concept of Panic Buying in extreme conditions explores aspects of consumer behavior in this paper during recent events of COVID 19.	
MKT-04	Mahmoona Khalil	Attaining Organizational Agility through Market Intelligence and NPD Capabilities: Moderating role of Operational Capabilities	
MKT-05	Shehla Naureen	Impact of Tourist involvement with the promotional messages on the brand extension —Mediating role of brand attitude and brand credibility and Moderating role of tourist level of responses	
MKT-06	Warda Imtiaz	Factors leading to Sustainable Product Consumption with the Mediating role of Place Attachment	
MKT-07	Andleeb Awan	Role of brand experience in shaping the brand love in Gen Z	
MKT-08	Farooq Ahmad	Interactive Effect of Perceived Value and Service Quality on Banking Customers' Satisfaction and Loyalty in Pakistan	
MKT-09	Shahid Haq	Revenue Diversification for HEI Sustainability in Post-Pandemic world	
MKT-10	Anjum Dost	The Impact of E-Banking Service Quality on Customer Satisfaction: Evidence from the Pakistan Banking Sector.	
MKT-11	Irshad Hussain Sarki	The interplay of love mark between brand equity and brand loyalty	
MGT-01	Bella Althea	Customer services' Impact on Bank Performance Enhancement with Artificial Intelligence	
MGT-02	Tariq Mehmood	The Inclination of Business or Management students towards Entrepreneurial Ventures. A study of Public and Private Universities of Pakistan	
MGT-06	Shahrukh Shakeel	Investigation of Cotton Products Gap in UAE	

**Lunch Break**

**Time: 12:30 PM - 1:30 PM**

Session 2		Marketing, Management & Entrepreneurship	
Date: 30.12.21		Time: 2:00 PM - 4:30 PM	Channel: 3
<b>Session Chair:</b> Dr. Amjad Shamim <b>Discussants:</b> Dr. Ali Raza Mr. Shahid Haq Ms. Mahnaz Mansoor		<b>Conveners:</b> Dr. M. Ahsan Mahmood Ms. Javeria Khalid	
Ref #	Author (s)	Title	
MGT-07	Safeer Hussain	Investigation of the entrepreneurial gap in Tajikistan	
MGT-08	Maria Shoukat	Investigation of opportunity Gap in China	
MGT-09	Muhammad Dawar Zaheer	Investigation of Business opportunity in New Zealand	
MGT-10	M. Hamza Imtiaz	Investigation of Entrepreneurial Gap in South Africa	
MGT-11	Abdul Rahman Khan	Investigation on ambulance service gab in India	
MGT-12	Hira Marrium	Investigation of Entrepreneurial Gap in Australia:	
MGT-13	Maryam Khalid Mehmood	Youth employment rate, Education, Equality.	
MGT-14	Shehla Naureen	Quality Assurance in the University of Azad Jammu and Kashmir-A Comparison of Public and Private Sector Universities	
MGT-15	Hammad Satti	Investigation of Entrepreneurial Gap in Germany	
MGT-16	Saif ur Rehman.	Ease of doing business in Singapore	
MGT-03	Tariq Mehmood	A study of Servitization strategies with moderating roles of co-creation from a Customer Perspective. A Study of the Pharmaceutical Industry of Pakistan.	
MGT-05	Ghuffran Abbas	The purpose of this research was to investigate the ever growing demand of food market in Afghanistan and ways to meet and gain huge market share of this industry. Content analysis technique was applied	



<b>Session 1</b>		<b>Psychology</b>	
<b>Date:</b> 30.12.21		<b>Time:</b> 10:00 AM -12:30 PM	<b>Channel:</b> 4
<b>Session Chair:</b> Dr. Saadia Arif		<b>Conveners:</b> Ms. Maryam Khan	
<b>Discussants:</b> Dr. Sabahat Haqqani Ms. Nabeela Raza Ms. Sobia Masood		Ms. Saman Mujeeb	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
PSY-12	Rutab Hafeez, Ayesha Pervaiz, Isha Fahad, & Rabia Batool	Implementation of Retrospective Study Design in Psychological Research	
PSY-02	Ushna Asad, Sidra Durrani, Isha Fahad, Nayab Kanwal, Komal Farooq Khan, Momina Qadir, Sumbal Saher, Esha Shahid	Using Deductive Approach in Development of Psychomotor Tool Measuring Sustained Attention among Adolescents	
PSY-11	Abdul Hadi, Tariq Raja, Firdoos Naseem, Taqdees Fatima, Sania Zahra, Saman Tariq, & Fatima Zia Abbas	Use of Cross-Sectional Correlational Design in Determining Association between Parenting Style and Adolescents' Delinquency	
PSY-05	Komal Farooq Khan, Sidra Durrani, Maryam Khan	Randomized Control-Group Pretest-Posttest Design to Measure the Effect of Compassionate Mind Training	
PSY-06	Ushna Asad, Maryam Khan	A Mixed-Method Inquiry for Exploring Color Perception and its Determinants	
PSY-07	Momina Qadir, Ishrat Yousaf	Urdu Translation and Adaptation of the Anxiety scale for Children with Autism Spectrum Disorder in Pakistan	
PSY-08	Esha Shahid, & Irum Noureen	Personality Traits and Online Shopping Behavior: A Survey Design	
PSY-16	Maryam Mukhtar, Rimsha Imran, Shafaq Jamil, Noor-ul-Sabahat, Momina Inam, Abdul Rehman, Fizza Khalil, Rameen Shoaib, Yasir Masood Afaq, Sabahat Haqqani, Syeda Tasmeeera	Using inductive approach in development and psychometric evaluation of entrepreneurship aptitude test	

**Lunch Break**

**Time:** 12:30 PM - 1:30 PM

<b>Session 2</b>		<b>Psychology</b>	
<b>Date:</b> 30.12.21		<b>Time:</b> : 2:00 PM - 4:30 PM	<b>Channel:</b> 4
<b>Session Chair:</b> Dr. Shahid Irfan		<b>Conveners:</b> Dr. Ishrat Yousaf	
<b>Discussants:</b> Dr. Sabeen Rahim Ms. Muqaddas Rajpoot		Ms. Maryam Khan	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
PSY-01	Fatima Zia Abbas & Sabahat Haqqani	Use of Quasi-Experimental Study Design in Testing Psychological Intervention	

PSY-03	Nayab Kanwal, Sabahat Haqqani, Ishrat Yousaf, Maryam Khan, Arfa Mubeen, & Muhammad Naeem	Systematic Review Approach for Pooling Risk and Protective Factors of Depression and Anxiety among Youth
PSY-10	Sumbal Saher, Minahil Usmani, & Sumaira Manzoor	Comparative Study of Developmental Change among Different Groups of Young Adults
PSY-09	Momina Inam, Tayyaba Khan, & Irum Noreen	A Cross-sectional Analysis of Psychological Patterns among Students
PSY-13	Shafaq Jamil & Saman Mujeeb	Applying Self-Report Measures to Explore the Relationship between Nomophobia and Loneliness among Young Adults
PSY-14	Noor-ul-Sabahat, Fizza Khalil, Maria Munnawar, Uzma Mushtaq	Application of Correlational Research Method in the Field of Psychology
PSY-15	Beenish Shahzad	Psychometric Development and Validation of Ostracism Experience Scale (OES): Across Sample of Young Adults from Pakistan

<b>Session 1</b>		<b>Technology &amp; Project Management</b>	
<b>Date:</b> 30.12.21		<b>Time:</b> 2:00 PM - 4:30 PM	<b>Channel:</b> 5
<b>Session Chair:</b> Dr. Fuad Bashir <b>Co-Chair:</b> Dr. Irshad Sriski <b>Discussants:</b> Dr. Atif Bilal Engr. Ahad Nazir Mr. Muhammad Irfan Mustafa		<b>Convener:</b> Dr. Shahzad Anjum Ms. Namra Mubarak	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
MPM-01	Asim Riaz	Impact of Agile Methodology Use on Project Success, Mediating role of Project Complexity and Moderating role of Managerial Support	
MPM-02	Hassan Zada	Impact of work from home during covid-19 pandemic on project performance with mediating role of procrastination	
MPM-03	Shaji ur Rehman	Impact of Stakeholder Analysis on Project Success with mediating role of social and economic impact: (A Case Study of Swat Motorway Project)	
MPM-04	Omer Shujaat	Evaluation of challenges faced in COVID19 pandemic with respect to managing design and construction projects in healthcare. A case study of pandemic-based hospital transformations for sustainable usage and operations.	
MPM-06	Salman Khattak	The Importance of Soft Skills in Success of Large Multicultural Construction Projects in Kingdom of Saudi Arabia	
MPM-07	Muhammad Ehtasham	Impact of Project Governance on Project Performance, with the Mediating Role of Project Quality and Project Management Risk Within the IT Industry of Pakistan: A Multitheory Perspective.	
MPM-09	Farooq Rimsha	Impact of Workplace Bullying on Project Efficiency with the Mediating Role of Burnout and the Moderating Role of Supportive Leadership	
MPM-12	Iqra Nawaz	“Time is a storm in which we are all lost”. How Project Managers Rescue Urgent Projects During COVID-19. The Role of Project Manager Passion, Professionalism and Computer Self-Efficacy	
MPM-11	Muhammad Afaq	Using Inductive Approach in Development of Entrepreneurship Aptitude Test	

### Closing Ceremony

**Date:** 30.12.2021      **Time:** 04:45 PM – 6:00 PM      **Venue:** Channel 1

<b>Ref #</b>	<b>Activity</b>	<b>Invited Talk</b>
1	Recitation	Mr. Ekrama Khalid
2	Key Note speaker 1	Mr. Shahid Mustafa Haq Ex Director Leadership Institute
3	Key Note speaker 2	Dr. Rauf I Azam Vice Chancellor at the Punjab University of Technology
4	Announcement of Best Paper	Dr. Saira Ahmed
5	Vote of thanks	Dr. S. M. M. Raza Naqvi