



# Conference Program

**Organized by:**

**Faculty of Management and Social Sciences  
Capital University of Science & Technology**

## Conference Program

Registration 08:00am-09:00am

### Opening Ceremony

<b>Date:</b> 19.12.2019	<b>Time:</b> 09:00am-10:30am	<b>Venue:</b> Auditorium A-2
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Ref #	Guest Speaker	Invited Talk
1	Recitation of Holy Quran	Hafiz Muhammad Inaam
2	Welcome Address by Conference Chair	Dr. Sayyed M. Mehdi Raza Naqvi
3	Key Note speaker 1	Excellency Madame Teresa Daban Sanche IMF Resident Country Representative
4	Key Note speaker 2	Dr. Kayoshi Taniguchi- Principal Economist, Asian Development Bank (ADB)
5	Distribution of shields to guests by Vice Chancellor (CUST)	Dr. M. Mansoor Ahmed

Refreshment 10:45am-11:15am

### Closing Ceremony

<b>Date:</b> 19.12.2019	<b>Time:</b> 4:30pm-5:30pm	<b>Venue:</b> Auditorium A-2
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Ref #	Guest Speaker	Invited Talk
1	Key Note speaker 1	Dr. Asad Zaman -Member Pakistan Economic Advisory Council
2	Key Note speaker 2	Mr. Muhammed Ahmed Chairman, Islamabad Chamber of Commerce and Industry (ICCI)
3	Vote of thanks by Vice Chancellor (CUST)	Dr. M. Mansoor Ahmed
4	Distribution of shields by Vice Chancellor (CUST)	Dr. M. Mansoor Ahmed

# **Technical Session 01**

## CUST International Business Research Conference 2019

<b>Track 01</b>		<b>Human Resource Management &amp; Organizational Behavior</b>	
<b>Date:</b> 19.12.2019		<b>Time:</b> 11:30am-1:00pm	<b>Venue:</b> Room B1
<b>Session Chair:</b> Dr. Naveed Akhtar		<b>Convener:</b> Dr. Shazia Faiz	
<b>Discussants:</b> Dr. Khurram Khan Dr. Tasneem Fatima		<b>Certificates:</b> Dr. Mueen A. Zafar	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
1	Mr. Shahid Obaid Ms. Mariyam M. Iqbal Mr. M. Asim Ms. Noor ul Haya Kotwal	Impact of Performance Appraisal Politics on Job Performance: Analyzing the Mediating Effect of Job Satisfaction and Turnover Intention	
2	Mr. Sharjeel Saleem Ms. Zainab Rishi Ms. Mehwish Malik Mr. M. Shafique Mr. Fahad Ali	Impact of Person-Organization Fit and Person-Job Fit on Turnover Intention: Mediating Role of Employee Engagement	
3	Ms. Amna Asad	The Impact of Negative Workplace Gossips on Proactive Work Behavior: Evidence from Banking Industry of Pakistan	
4	Ms. Khansa Altaf	Impact of Training on Career Development of Employee. The Moderating role of Openness to Experience.	
<b>Certificate Distribution Ceremony</b>			

<b>Track 02</b>		<b>Accounting &amp; Finance</b>	
<b>Date:</b> 19.12.2019		<b>Time:</b> 11:30am-1:00pm	<b>Venue:</b> Room B2
<b>Session Chair:</b> Dr. Sumayya Fatima		<b>Convener:</b> Mr. Nasir Rasool	
<b>Discussants:</b> Dr. Najm-us-Sehar Dr. Zuee Javera		<b>Certificates:</b> Dr. Nousheen Tariq Bhutta	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
1	Ms. Sidra Ghafoor	An Empirical Analysis of IPO Pricing in Pakistan	
2	Dr. Mustafa Afeef Mr. Hasan Zada Dr. Raza Ullah	Are Stock Returns Reckonable in the Short-run? Employing the Univariate Autoregressive Integrated Moving Average Model	
3	Mr. Syed Muhammad Roohul Hassan Naqvi	Ownership Structure and CSR: A Comparative Analysis of Pakistani and Malaysian non-Financial Firms	
4	Ms. Zarmina Ali Khan Mr. Hassan Javed	Modelling of Risk in Pakistan Equity Market: A Comparison of Conventional and Extreme Value Theory Models	
5	Mr. Fahadullah Aslam Ms. Bushra Zulfiqar	Dividend Payout Policy of Islamic vs. Conventional banks in Pakistan: Moderating Effect of Corporate Governance	
6	Mr. Naveed Khan Dr. Hamid Ullah Dr. Mustafa Afeef	The Effect of Leverage and Debt Maturity on the Corporate Financial Performance: Evidence from Non-Financial Firms listed at Pakistan Stock Exchange.	
7	Mr. Qaiser Abbas	Role of Shariah & Corporate Governance in Financial Performance of Islamic Banks.	
<b>Certificate Distribution Ceremony</b>			

## CUST International Business Research Conference 2019

<b>Track 03</b>		<b>Economics &amp; Finance</b>
<b>Date:</b> 19.12.2019		<b>Time:</b> 11:30am-1:00pm
		<b>Venue:</b> Room B3
<b>Session Chair:</b> Dr. Ahmed Faraz		<b>Convener:</b> Ms. Rabia Habib
<b>Discussants:</b> Mr. Bilal Saeed Mr. Ghulam Mustafa		<b>Certificates:</b> Dr. Mazhar Iqbal
Ref #	Author (s)	Title
1	Mr. Moazzam Ali Tarar	Financial Regulations and Innovation: A Case Study of NBFIs in Pakistan
2	Ms. Qurat ul ain	Survival Analysis of Foreign Banks in Pakistan
3	Ms. Roela Kausar Ms. Shehreen Gull Mr. M. Waseem	Exploring and Estimating the Size of Shadow Economy by Using Monetary Approach: A Case Study of Pakistan
4	Dr. Muhammad Jamil Ms. Afshan Iram Ms. Bibi Asab	Microcredit for Socio-Economic Wellbeing: An Impact Analysis of Selected Beneficiaries from Prime Minister's Youth Business Loan Scheme.
5	Ms. Sahrish Akhtar	Empirical Testing of Cyclicity of Debt Equity Ratio: A Case Study of Selected US Firms
6	Mr. Muhammad Khurram Shabbir	Is Zealous Market A Good Appetizer?
<b>Certificate Distribution Ceremony</b>		

<b>Track 04</b>		<b>Management &amp; Entrepreneurship</b>
<b>Date:</b> 19.12.2019		<b>Time:</b> 11:30am-1:00pm
		<b>Venue:</b> Room B4
<b>Session Chair:</b> Dr. Muhammad Abbas		<b>Convener:</b> Mr. Adnan Khan
<b>Discussants:</b> Dr. Adeel Tariq Dr. Arsalan Qayum Dr. Aneeqa Arsalan		<b>Certificates:</b> Dr. Sajid Bashir
Ref #	Author (s)	Title
1	Mr. M. Danish Afrique	Perceived Organizational Support and Innovation Performance; Mediating Role of Affective Commitment and Moderation Role of Organizational Culture: A Study of Higher Education Sector of AJ&K
2	Dr. Samyia Safdar M. Rida Fatima Ms. Namra Mubarak	Effect of Organizational Justice on Citizenship Behavior Through Job Satisfaction and Trust
3	Ms. Mehwish Jamali	Issues and Challenges Faced By Women Entrepreneurs: A Case Study Of District Shaheed Benazirabad <b>(SKYPE)</b>
4	Ms. Safa Fazal	Impact of Positive Emotions on Employee's Creativity; Moderating Role Of Proactive Personality.
5	Ms. Areeba Suleman Mr. Ijaz Hussain Bokhari	Eco-Sustainable Manufacturing and Socio-Economic Wealth in the Presence of Managerial Insight in Family-Owned Businesses
<b>Certificate Distribution Ceremony</b>		

<b>Track 05</b>		<b>Social Science</b>
<b>Date:</b> 19.12.2019		<b>Time:</b> 11:30am-1:00pm
		<b>Venue:</b> Room B5
<b>Session Chair:</b> Dr. Iram Gul		<b>Convener:</b> Ms. Maryam Khan
<b>Discussants:</b> Dr. Sajida Naz Mr. Muhammad Aqeel		<b>Certificates:</b> Dr. Sabahat Haqqani
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>
1	Ms. Zain Tahir	Expectation-Experience Discrepancies and Adjustment Issues of Newly Married Pakistani Women
2	Ms. Aqdas Nasir	Impact of Perceived Parental Favoritism on Perfectionism and Social Anxiety Among Adolescents
3	Ms. Sheeza Mehak	Role of Attachment; Coping Strategies and Subjective Wellbeing of Orphans Living in Residential Care: A Pilot Study
4	Mr. Sabir Zaman Dr. Kehkashan Arouj Dr. Shahid Irfan Dr. Ishrat Yousaf	Maladaptive Schema Modes as the Predictor of Post-Traumatic Stress Disorder Among Trauma Survivors
<b>Certificate Distribution Ceremony</b>		

<b>Track 06</b>		<b>Technology &amp; Project Management</b>
<b>Date:</b> 19.12.2019		<b>Time:</b> 11:30am-1:00pm
		<b>Venue:</b> Room B6
<b>Session Chair:</b> Dr. Anees Ahmed		<b>Convener:</b> Mr. Rizwan Khan
<b>Discussants:</b> Mr. Noman Arshad Mr. Jabran Khan		<b>Certificates:</b> Dr. Mueen A. Zafar
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>
1	Ar. Omer Shujat Bhatti	Fighting Climate Change Through Sustainable Built Environment Optimize Usage of Renewable Energy Resource. A Case of Solar Energy in Educational Institutions in Islamabad
2	Dr Jamshed Turi Ms. Namra Mubarak	Learning Factory Establishment in Higher Institutions of Pakistan Opportunities and Possibilities.
3	Miss Aisha	Stakeholder Management: A Systematic Approach Towards Project Success: A Case Study of HANDS International Shelter Construction Project (District Sujawal, Sindh Pakistan)
4	Miss Sana Kabir	The Relationship Between Project Managers' Competencies with Project Success: A Study of Social Development Sector.
5	Mr. Yaseen Shaikh	Employee Motivation under Multi-Project Environment the Case Study of Development Sector in Hyderabad
6	Mr. Abdul Razzaque Bhutto	The Qualitative Analysis of The Role of Local Government in the Planning and Implementation of Quality Education In The Light of Sindh Government Local Ordinance 2013: A Study of District Umerkot

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7	Mr. Azhar Ul Islam Engr. Syed Hadi	Green Initiative Approaches Adapted by Logistic Service Provider (Lps) For Environmental Sustainability
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<b>Track 07</b>	<b>Marketing &amp; Consumer Behavior</b>	
<b>Date:</b> 19.12.2019	<b>Time:</b> 11:30am-1:00pm	<b>Venue:</b> Workshop Room

<b>Session Chair:</b> Dr. Shahab Aziz		<b>Convener:</b> Ms. Maria Mashkooor
<b>Discussants:</b> Dr. Uzma Dr. Abdul Qayyum		<b>Certificates:</b> Dr. Lakhi Muhammad
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>
1	Dr. Amir Saeed	Pakola: Powerful Brand Losing its Resonance - A Case Study
2	Mr. Muhammad Bilal Mustafa	How Unsolicited SMS Marketing Drive Consumers' Buying Behavior? A Case of Airline Industry
3	Mr. Syed Naseeb Ullah (Skype Call)	The Role of Service Quality, Service Innovation and Service Charges on Brand Switching Behavior
<b>Certificate Distribution Ceremony</b>		

**Prayer & Lunch Break 1:00pm-02:00pm**

# **Technical Session 02**



## CUST International Business Research Conference 2019

<b>Track 01</b>		<b>Human Resource Management &amp; Organizational Behavior</b>	
<b>Date:</b> 19.12.2019		<b>Time:</b> 2:00pm-04:00pm	<b>Venue:</b> Room B1
<b>Session Chair:</b> Dr. Khurram Shahzad		<b>Convener:</b> Dr. Samyia Safdar	
<b>Discussants:</b> Dr. Sana Aroos Khattak Dr. Adeebe Khan		<b>Certificates:</b> Dr. S.M. Raza Naqvi	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
1	Ms. Rubina Yasmin Ms. Namra Mubarak Dr. Shazia Faiz	An Interactive Study Between the Relationship of Person Environment Fit on Turnover Intention; The Mediating Role of Career Satisfaction and Job Satisfaction	
2	Ms. Harum Saghir	Effect of Internal Marketing on Employee Loyalty Mediated by Job Satisfaction	
3	Mr. Ahsan Javaid	The Impact of High-Performance Work Practices on Value Co-Creation. A Mediating Role of Work Engagement A Study of Auto Mobile Sector in Pakistan	
4	Ms. Anum Saleem	Investigating Employee Turnover Through Job Satisfaction, Organizational Commitment, and Workload in MTBC	
5	Aisha Sarwar	Impact of employee perceptions of mistreatment on organizational Performance in the Hotel Industry	
6	Erum Ishaq	Paradoxical Leader Behaviors: Leader Personality and Follower Outcomes	
7	Usman Baig	Protégé's Ego - Resiliency and Perceived Mentoring; An Additive Multiple Moderation Model of Cultural Orientations	
<b>Certificate Distribution Ceremony</b>			

<b>Track 02</b>		<b>Accounting &amp; Finance</b>	
<b>Date:</b> 19.12.2019		<b>Time:</b> 2:00pm-04:00pm	<b>Venue:</b> Room B2
<b>Session Chair:</b> Dr. Zaheer Abbas		<b>Convener:</b> Mr. Zia Ul Islam	
<b>Discussants:</b> Dr. Hassan Raza Dr. Hameeda Toor		<b>Certificates:</b> Dr. Jaleel Ahmed Malik	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
1	Dr. Arslan Qayyum	Utilization of Pension Funds and its Impact on Pension Funds' Growth: An Analysis of Selected OECD Countries	
2	Ms. Roela Kausar Mr. M. Waseem Ms. Shehreen Gull	Impact of Export along with Government Education Spending on Economic Growth of Pakistan: An ARDL & Bound Test Approach	
3	Mr. Umair Saeed Bhutta Mr. Zhang Youtang, Mr. Yasir Shahab Mr. Adeel Tariq	Real Earnings Management and Investment Efficiency: Does Short-Term Debt Matter?	
4	Mr. Hassan Javed Ms. Zarmina Ali Khan	Mean & Volatility Spillover from Crude Oil to Different Industries in Pakistan: An Examination through GARCH Based Dynamic Models	
5	Ms. Tanzila Nawaz	Impact of Monetary Policy on Bank Lending Channel in Dual Banking System: Evidence from Pakistan	
6	Mushtaq Hussain Khan	Female Board Representation, Risk-taking and Performance: Evidence from Dual Banking Systems	

## CUST International Business Research Conference 2019

7	Shahzad Ijaz	Linking Bank Competition, Financial Stability, and Economic Growth
8	Imran Yousaf	Linkages Between Crude Oil and Emerging Asian Stock Markets: New Evidence from the Chinese Stock Market Crash
<b>Certificate Distribution Ceremony</b>		

<b>Track 04</b>		<b>Management &amp; Entrepreneurship</b>	
<b>Date:</b> 19.12.2019		<b>Time:</b> 2:00pm-04:00pm	<b>Venue:</b> B4
<b>Session Chair:</b> Dr. Samina Nawaz		<b>Convener:</b> Hafiz Muhammad Adnan Khan	
<b>Discussants:</b> Dr. Muhammad Razzaq Dr. Jamila Khurshid		<b>Certificates:</b> Dr. M. Ishfaq Khan	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
1	Ms. Rubina Yasmin Ms. Namra Mubarak Dr. Samyia Safdar	Supervisor Role Conflict as an Antecedent of Abusive Supervision, Workplace Stress and Counterproductive Work Behavior; the Mediating Role of Supervisor Frustration, Moderating Role of Psychological Capital	
2	Mr. Muhammad Rizwan	Mediating Role of Distributive Justice and Moderating Role of Islamic Work Ethics on the Relationship of Organization Politics and Employee Commitment.	
3	Mr. Jabran Khan Ms. Rubina Yasmin Ms. Namra Mubarak Dr. Samyia Safdar	Impact of Proactive Entrepreneurial Personality on Innovative Work Behavior: The Role of Work Engagement and Transformational Leadership	
4	Dr. Rehana Naheed	Top Managements' Financial Expertise and Corporate Social Responsibility Disclosure In China	
5	Dr. Aniq Arslan Dr. Arslan Qayyum Dr. Zahid Chann	Strategic Managerial Remedy for Textile Industry of Pakistan (Outsourcing Perspective)	
<b>Certificate Distribution Ceremony</b>			

<b>Track 05</b>		<b>Social Science</b>	
<b>Date:</b> 19.12.2019		<b>Time:</b> 2:00pm-04:00pm	<b>Venue:</b> B5
<b>Session Chair:</b> Dr. Shahid Irfan		<b>Convener:</b> Ms. Sana Farzand	
<b>Discussants:</b> Ms. Sabahat Shahid Ms. Saira Zaman		<b>Certificates:</b> Dr. Ishrat Yousaf	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
1	Ms. Rijab Yousaf	Personality Traits Predicting Burnout Among Managers of Cement Companies	
2	Mr. Muhammad Yasin Khan Mr. Muhammad Aqeel Ms. Aliya Jawaid Ms. Rafia Naz Khan Ms. Kanwar Hamza Shuja	Effect of Memory Encoding Paradigm on Working Memory: Experimental Application to Game-play & Exercise Domains	
3	Ms. Ayesha Jamshaid	Association Between Mental Distress, Barriers to Help-Seeking and help-Seeking Intentions Among Young Adults	
4	Ms. Rida Saif	Association Between Parent-Child Relationship, Perceived Parental Marital Quality and Adolescent Adjustment	

## CUST International Business Research Conference 2019

5	Ms. Aliya Kamran	Association of Parent and Peer Attachment with Self-Regulation and Goal Orientation among Adolescents
<b>Certificate Distribution Ceremony</b>		

<b>Track 07</b>		<b>Marketing and Consumer Behavior</b>	
<b>Date:</b> 19.12.2019		<b>Time:</b> 2:00pm-04:00pm	<b>Venue:</b> Workshop Room
<b>Session Chair:</b> Dr. Amir Gulzar		<b>Convener:</b> Dr. Lakhi Muhammad	
<b>Discussants:</b> Dr. Amir Zeb Abbasi Dr. Saman Attiq		<b>Certificates:</b> Dr. Arif Vaseer	
<b>Ref #</b>	<b>Author (s)</b>	<b>Title</b>	
1	Engr. Musawir Hussain	Comparative Analysis of 3G / 4G Cellular Networks w.r.t. Customer QoS in Telecom Industry in Pakistan	
2	Ms. Naimah Khan	Perceived Anthropomorphism: Importance and Usage in Real Life	
3	Ms. Anum Durrani, Ms. Roela Kausar Ms. Maryam Tareen	Antecedents of Employees Deviant Behaviors Towards Customers in Hospitality Sector	
4	Mr. Noman Ahmed Ms. Manal Urooj Ms. Mariyam Tareen	Factors Affecting Green Purchase Behavior of Customers: Mediating Role of Green Purchase Intention	
<b>Certificate Distribution Ceremony</b>			

## PhD Consortium

PhD Consortium Session 1		
<b>Date:</b> 19.12.2019	<b>Time:</b> 11:30am-01:00pm	<b>Venue:</b> Auditorium A-1
Ref #	Author (s)	Title
1	Dr. Khurram Shahzad	Identification of Problem and its Relevance in the Society
2	Dr. Kamran Naqi	Topic Selection and Integrated Literature Review
3	Dr. Zulfiqar Shah	Emerging Areas for Research in Finance
4	Ms. Errum Ishaq	How to Publish My First Impact Factor Paper In HR
<b>PhD Consortium Ending Ceremony</b>		

## Prayer & Lunch Break 1:00pm-02:00pm

PhD Consortium Session 2		
<b>Date:</b> 19.12.2019	<b>Time:</b> 02:00pm-04:00pm	<b>Venue:</b> Auditorium A-1
Ref #	Author (s)	Title
1	Dr. Saadia Nadeem	Theory Development
2	Dr. Abdul Rehman	How to handle Methodology
3	Dr. Summaya Fatima	How to Remain Focus During PhD
4	Dr. Basharat Javed	How to Publish in Impact Factor Journals
5	Mr. Imran Yousaf	How to Publish My First Impact Factor Paper in Finance
<b>PhD Consortium Ending Ceremony</b>		