

CUST International Business Research Conference 2023

Conference Program



Organized by:

Faculty of Management and Social Sciences

Capital University of Science & Technology, Islamabad

Conference Program

Registration Desk Operational 08:15 AM		
Opening Ceremony 9:30 am to 10:30 am		
Host	Ms. Rabia Habib	
Recitation of Holy Quran	Mr. Irfan Mustafa	
Welcome Address by Conference Chair	Dr. Lakhi Muhammad	
Key Note speaker	Dr. Pervaiz Abbasi	
Vice Chancellor Address	Dr. Muhammad Mansoor Ahmed	
Hi-Tea 10:30am to 11:00am		
Technical Sessions (11:15 AM – 1:00 PM & 2:15 PM – 4:45 PM)		
1	Management and Marketing	Channel 1
2	Finance	Channel 2
3	English	Channel 3
4	Psychology	Channel 4

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Session 1		Management and Marketing	
Date: 09.03.2023		Time: 11:15 AM - 1:00 PM	Channel 1: (Room No: B1)
Session Chair: Dr. Khurram Shafi Discussants: Dr. M. Irshad Burki Dr. Mehwish Majeed		Track Chair: Dr. Samyia Safdar Conveners: Ms. Maria Mashkooor	
Ref #	Author (s)	Title	
MGT-01	Dr. Fatima Abrar Dr. Muhammad Zia-ur-Rehman Mrs. Maria Zia	The Impact of Strategic Management Phases on Organizational Effectiveness: A Thematic Analysis	
MGT-02	Dr. Muhammad Zia-ur-Rehman Dr. Fatima Abrar Mrs. Maria Zia	The impact of baseless Negotiation on Conflict Creation – Analyzing the Perspective	
MGT-04	Dr. Fatima Abrar Dr. Muhammad Zia-ur-Rehman	Role of Targeted Training and Learning for Addressing Talent Development	
MGT-05	Dr. Fatima Abrar Dr. Muhammad Zia-ur-Rehman	Inclusive Leadership Impacts on Innovative Work Behavior: Examining the Moderating Effect of Job Crafting and The Mediating Effect of Self-Efficacy	
MKT-01	Shafiq ur Rehman Memoona Ansar Anum Shafique	Impact of Adoption of Islamic Banking on Consumer Perceptions: A Case of Pakistan	
MKT-02	Adeel Ahmed Muhammad Wasim Muhammad Usman Javed	Impact of Digital Technology and Capability on Supply Chain Resilience with Mediating Role of Digital Agility: Evidence from a Great Country	

Lunch & Prayer Break
Time: 1:00 PM - 2:00 PM

Session 02		Management And Marketing	
Date: 09.03.2023		Time: 2:15 Pm - 4:30 Pm	Channel 1: (Room No: B1)
Session Chair: Dr. Samina Nawab Discussants: Dr. Mubashir Zia Dr. Sobia Rashid		Track Chair: Dr. Shazia Faiz Conveners: Ms. Javeria Khalid	
Ref #	Author (S)	Title	
HRM-04	Muhammad Younas Khan Dr. Samyia Safdar Dr. Shazia Faiz	The Role of Gritty Leadership in Creative Performance: A Sequential Mediating Mechanism of Psychological Capital and Thriving at Workplace	
HRM-05	Sidrah Maqsood	Shades of Beauty: Multiple Discrimination Against Female Job Seekers Wearing Veils	
HRM-07	Munir Ahmed Qadri Dr. Abdul Ghafar Nagrish	Effect of Psychological Capital on Employee Creativity with Moderating Effect of Supervisor Support	

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HRM-09	Dr. Jamila Khurshid Shahid Yousif Wajid Nawaz	Relationship Between Corporate Governance, Financial Leverage and Firm Performance with The Moderating Role of Liquidity
HRM-10	Sadia Shaheen	An Exploratory Study of Employee Negligence in The Public Sector Universities of Pakistan
HRM-21	Prasasti Perangin Angin	Sense Of Work Community Among Millennials in Jakarta
HRM-22	Irfan Iqbal Zarmeena Anum Dr. Nayyira Zeb Areeba Ramzan	The Impact of Abusive Supervision on Employee's Attitude: Moderating Role of Islamic Work Ethics
OB-01	Laraib Anum	Impact of Inclusive Leadership on Organizational Citizenship Behavior and Innovative Work Behavior: The Mediating Role of Job Satisfaction
OB -02	Sakina Batool	Impact of Boss Phubbing on Organizational Deviance; Moderating Role of Organizational Engagement Climate.

Session 1		Finance	
Date: 09.03.2023		Time: 11:15 AM -1:00 PM	Channel 2: (Room No: B2)
Session Chair: Dr. Aijaz Mustafa Hashmi Discussants: Dr. Hassan Raza Dr. Ahmad Fraz		Session Track: Dr. Jaleel Ahmed Malik Dr. Iftikhar Ali Janjua Convener: Sadaf Adalat	
Ref #	Author (S)	Title	
FIN-01	Raja Afzal Mehdi Dr. Bushra Zulfiqar Ms. Anum Shafique	Are Religion and Culture Relevant for Corporate Risk-Taking: Evidence from South Asian Markets	
FIN-03	Munawar Hussain Dr. Bushra Zulfiqar Anum Shafique Laraib Malik Pakiza Ashraf	The Impact of Loss Aversion, Herding, And Cognitive Dissonance on Individual Investor's Investment Decision Making.	
FIN-06	Iftikhar Ali Janjua Muhammad Aksar	Compliance With International Financial Reporting Standards' Disclosure Requirements.	
FIN-09	Qudsia Adalat Dr. Arshad Hassan Saddaf Adalat	Does Monetary Policy Determine Liquidity? New Evidence from Pakistan Stock Market	
FIN-10	Aisha Gul Dr. Shaista Khan Dr. Ihtisham Ul Haq	Multi-Sectoral Decoupling Analysis of Economic Growth from Carbon Emissions: A Case of Pakistan	
FIN-12	Kazi Sohag Mirzat Ullah	Liquidity Risk of Russian Banking Sector Within the Preview of Media Sentiment, Information Centrality and Big Data Technology.	

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Lunch & Prayer Break
Time: 1:00 PM - 2:00 PM

Session 02		Finance	
Date: 09.03.2023		Time: 2:15 PM - 4:30 PM	Channel 2: (Room No: B2)
Session Chair: Dr. Bilal Saeed		Session Track: Dr. Nousheen Tariq Bhutta	
Discussants: Dr. Zuee Javaira Dr. Najam Ul Saher		Dr. Imran Riaz Malik	
		Convener: Muhammed Aksar	
Ref #	Author (s)	Title	
FIN-16	Nouman Nasir Dr. Jaleel Ahmed Malik Muhammad Ammar Bashrat	Effects of derivative use on firm value: Evidence from Pakistan	
FIN-20	Wajid Ali Shah Dr Muhammad Munir Ahmad	The Impact of Covid-19 on Pakistan Stock Market Capitalization	
FIN-25	Tehreem Fatima Dr. Nousheen Tariq Bhutta	The impact of resource allocation on the profitability of Banks with the moderating role of sharia compliance	
FIN-26	Khalid Abdul Ghafoor Dr. Muhammad Akhtar	Financial Well-Being of Emerging Adults Through Parental Financial Socialization	

Session 01		English Literature	
Date: 09.3.23		Time: 11:15 AM -1:00 PM	Channel: 3 (Room No: B3)
Session Chair: Dr. Farzana Masroor		Track Chair: Dr. Hashim Khan	
Discussants: Dr. Neelam Almas Dr. Asma Zahoor		Conveners: Mr. Maqsood Alam	
Ref #	Author (s)	Title	
ENG-33	Hafsa Mateen	Reconceptualization of Identities in the Metaverse: A Discourse Theoretical Exploration of the <i>Connect 2021 Event</i>	
ENG-16	Maqsood Alam	Jane Eyre's Spiritual Gratification: A Jungian Analysis of the Protagonist's Journey in Charlotte Bronte's <i>Jane Eyre</i>	
ENG-20	Hafsa Qureshi	Kaleidoscopic View of Butterfly's Language: A Critical Discourse Analysis of <i>The Diary of a Social Butterfly</i>	
ENG-31	Asma Zahoor	Experimenting with the Form of Na'at: A Textual Analysis	
ENG-30	Tehreem Ali	Resistance, Hybridity and Dystopia: A Textual Analysis of Shah's <i>Before She Sleeps</i> and Akbar's <i>Leila</i>	
ENG-15	Faiza Arshad	A Comparative Analysis of English Translation o Urdu Short Stories in Pakistani Textbooks; Bachelor and Intermediate Levels	

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Session 01		English Linguistics	
Date: 09.03.23		Time: 11:15 AM -1:00 PM	Channel: 3 (Room No: B4)
Session Chair: Dr. Muntazir Mehdi Discussants: Dr. Sadia Fatima Dr. Amir Sultan		Track Chair: Dr. Muhammad Saqib Zaigham Conveners: Ms. Sajda Jabeen	
Ref #	Author (s)	Title	
ENG-01	Sajda Jabeen	The Efficacy of the Phonics Method vis a vis the Drilling Method for Teaching Spelling in the Pakistani Context	
ENG-11	Noreen Mirza	Humanizing Healthcare – Standing in Their Shoes	
ENG-12	Dr. Iman Aib	Role of Mission Statements in Multinational Corporate Companies: Need for Genre Perspective	
ENG-14	Momal Saleem	English and Urdu Collocations: A Comparative and Contrastive Application of X-Bar Theory on Urdu and English Collocations	
ENG-17	Asma Naz	Prosodic Analysis of Humor in Stand-up Comedy	
ENG-18	Azra Saeed Kunwar	Ideological Constructions Ingrained in SNC Based English Textbooks of Primary Level: A Critical Discourse Viewpoint	
ENG-19	Umm-e-Salma	Social media and the Latest Tendencies in Word Formation among American Actors	
ENG-13	Nauman Nasim Dr. Tehseen Zahra	Non-Verbal Communication Employed in Advertising Cigarettes: Semiotic Analysis	

Lunch & Prayer Break
Time: 1:00 PM - 2:00 PM

Session 02		English Literature	
Date: 09.03.2023		Time: 2:00 PM - 4:30 PM	Channel: 3 (Room No: B3)
Session Chair: Dr. Roohulamin Discussants: Dr. Iesar Ahmad Dr. Huma Batool		Conveners: Ms Asma Qandeel Ms Hafsa Qureshi	
Ref #	Author (s)	Title	
ENG-08	Umm-e-Rumman Syed Arooj Nasreen	Genderqueer Discrimination, Violence, and Transition in Attitude Perpetuated in Pakistani Society. Analysis of <i>Bol</i> and <i>Mrs. and Mr. Shameem</i>	
ENG-09	Farheen Shakir	Tracing Absence of Feelings in Falstaff through Bergson's Concepts of Meaning and Laughter in Shakespeare's <i>The Merry Wives of Windsor</i>	
ENG-10	Nida Batool	Dismantling of Grand Narratives: A Postmodern Study of <i>The Other Side of Death</i> and <i>Eva Is Inside Her Cat</i>	
ENG-29	Isha Banaras	The Panopticon in Action: Analyzing the Impact of Societal Expectations on the Protagonist of Paulo Coelho's <i>Veronika Decides to Die</i>	
ENG-36	Huda Waseem	The Dominance of Patriarical Characteristics in <i>Pakistani Bride</i> by Bapsi Sidhwa	

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Session 02		English Linguistics	
Date: 09.03.2023		Time: 2:00 PM - 4:30 PM	Channel: 3 (Room No: B4)
Session Chair: Dr. Akifa Imtiaz		Conveners: Ms Uzma Arshad	
Discussants: Dr. Hammad Hashmi Dr. Akhtar Abbas		Ms Asma Naz	
Ref #	Author (s)	Title	
ENG-25	Ayesha Gul (Zhang Qian)	An Exploratory Research on Factors Affecting Learning Chinese as a Foreign Language: A Pakistani Setting	
ENG-26	Uzma Arshad	Language Change in Texting: How Text is Shaped by Texter: A Corpus-Based Study	
ENG-28	Fizzah Irfan Dr. Akhtar Abbas	A Cross Linguistic Study of Symbiotic Relationship between Urdu and English/Expressions of Emotions	
ENG-32	Inam Elahi	Language Use: The Case of Swearing	
ENG-34	Dr Kalsoom Qaisar	Semiotics of the Mystical vs the Simulated in Coke Studio Sufi Singing	
ENG-37	Qurat Ul Ain Fatima Kainat Noor Malik Hammad Ur Rehman	A Textual Analysis of the Key Terms in the <i>Paris Agreement</i>	
ENG-07	Dr. Sadia Mumtaz Dr. Akifa Imtiaz	Compensating Strategies in Overcoming Language Barriers in Healthcare During COVID-19	

Session 01		Psychology	
Date: 09.03.2023		Time: 11:15 AM – 1:00 PM	Channel: 4 (Room No: B5)
Session Chair: Dr. Ulfat Nisa		Track Chair: Dr. Sabahat Haqqani	
Discussants: Ms. Sadaf Zeb Ms. Irum Noreen		Conveners: Mr. Muhammad Naeem	
Ref #	Author (s)	Title	
PSY-01	Rutab Hafeez Rabia Batool	Impact Of Perceived Parental Favoritism on Self-Esteem	
PSY-02	Noor-ul-ain Tahir Rabia Batool	Association Between Self-Compassion, Self-Improvement and Personality Traits Among Young Adults	
PSY-03	Aymun Iqbal Malik Rabia Batool	Use Of Correlational Research Design in Determining Association Between Academic Self-Efficacy, Academic Motivation and Coping Skills.	
PSY-07	Tooba Jehan Zaofishan Qureshi	Effect Of Eidetic Parents Test for Academic Procrastination Among University Students: An Imagery-Based Approach	
PSY-08	Rabia Nawaz Zaofishan Qureshi	Determining The Effectiveness of Cognitive Behavior Therapy (CBT) On Adults Experiencing Appearance Anxiety	

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PSY-12	Dr. Iffat Rohail Saif Ur Rehman Dr. Irfan Shahid Raazia Israr Saman Yousafzai	Feasibility Evaluation of Intervention for Self-Regulation Using CBT Among Secondary School Children in Pakistan: Randomized Controlled Trial
PSY-14	Tayyaba Ali Muhammad Naeem	The Relationship Between Students' Metacognitive Awareness, Self-Efficacy, And Career Decision-Making.
PSY-16	Tooba Arshad Zoafishan Qureshi	"The Relationship of Parental Neglect with Aggressive Tendencies and Smoking Behaviors Among Young Adults: Mediating Role of Psychological Distress

Lunch & Prayer Break
Time: 1:00 PM – 2:00 PM

Session 02		Psychology	
Date: 09.03.2023		Time: 2:15 PM – 4:30 PM	Channel: 4 (Room No: B5)
Session Chair: Dr. Rizwana Amin		Track Chair: Dr. Ishrat Yousaf	
Discussants: Ms. Aysha Aneeq Ms. Rabia Batool		Conveners: Ms. Rabia Umer	
Ref #	Author (s)	Title	
PSY-18	Mahnoor Fatima Dar Sehar Khalid Ambreen Fatima Rizwana Amin	Adverse Life Experiences Predicting Psychological Adjustment Among Adolescents: Investigating the Mediating Role of Defense Style	
PSY-19	Anoosh Tariq Dr. Uzma Masroor	The Effect of Social Media Usage on Body Dysmorphia; Mediation Through Self Esteem Among Adolescents	
PSY-20	Momina Inam Irum Noureen	Relationship Between Social Anxiety, Self-Esteem and Quality of Life Among University Students.	
PSY-21	Maira Younus Dr. Uzma Masroor	Role Of Mothers in Parent-Child Relationship and Emotional Well-Being: A Comparative Study.	
PSY-31	Nimra Ziad	Effectiveness Of Eidetic Therapy on Grief for Parental Loss: An Imagery Approach	
PSY-33	Dr. Ulfat Nisa Aqeel Ahmed	Role Of Digital Media in Developing Perseverative Thinking: A Case of Active Digital Media Users	
PSY-36	Maryam Dawood Aysha Aneeq	"Association Between Alexithymia, Life Satisfaction and Postpartum Depression Among Pakistani Women.	
PSY-37	Maryam Jamshed Fareeha Badar Ghauri Hamna Saeed Maham Ahmed	Televised Media Usage, Ideology of Romanticism, And Mate Retention Behaviors in University Students	

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PSY-38	Maham Ahmed Minahil Barlas Shaf Ahmed	Impostor Phenomenon in University Teachers and Its Relationship with Burnout, Compassion Fatigue & Compassion Satisfaction
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Closing Ceremony		
Date: 09.03.2023	Time: 05:00 PM – 6:00 PM	Venue: A-2

Ref #	Activity	Invited Talk
1	Recitation	Mr. M Irfan Mustafa
2	Key Note speaker 1	Prof. Aman Ullah Khan
3	Announcement of Best Paper	Dr. Lakhi Muhammad
4	Vote of Thanks	Dr. S. M. M. Raza Naqvi
5	Certificate Distribution Ceremony	Dr. Muhammad Mansoor Ahmad
Hi-Tea 06:00 PM to 06:30 PM		