



## **KASBIT RESEARCH CONFERENCE 2017**

Organized in Collaboration with

**SHEIKH ZAYED ISLAMIC CENTRE**

on

**“Influence of Contemporary Business trends in Islamic Region”**

### **CONFERENCE TIMELINE**

<b>Time</b>	<b>Inauguration</b>
08:30 - 09:45	Registration Desk Open
10:00 - 10:05	Recitation from the Holy Quran
10:05 - 10:10	Naat of Rasool S.A.W
10:11 - 10:15	National Anthem
10:16 - 10:26	Welcome Address & Conference Overview by <b>Prof. Dr. Ahsanullah</b> Director ORIC & Conference Secretary
10:27 - 10:37	Address by <b>Prof. Dr. Anwer Irshad Burney</b> Dean, KASBIT
10:38 - 10:58	Address by <b>Prof. Dr. Abida Perveen</b> Director, SZIC
11:00 - 11:20	Address by <b>Prof. Syed Karamatullah Hussainy</b> Director, KASBIT
11:20 - 11:30	Inaugural Address by the Chief Guest <b>Prof. Dr. Muhammad Ajmal Khan</b> Vice Chancellor, University of Karachi

*The Program will be hosted by Mr. Eesar Khan*

11:30 - 12:00	Tea Break
---------------	-----------

## DAY 01 BREAKUP

12:00 - 12:20	Key Note Speaker 01	Mr. Kashif Riaz
---------------	---------------------	-----------------

### Parallel Sessions 01

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17001</b>	Impact of Gender and Generation Segregation on Perception towards Islamic Banking	12:30-12:45	Room 1	<b>Chair:</b> Prof. Dr. Asif Mansoor <b>Co-Chair:</b> Mr. Muhammad Kashif
Hafeez Ur Rehman				
Ghullam Hussain				
Aon Waqas				
<b>KRC- KASBSZIC-17002</b>	A new solution to the tax related problem observed in earlier history of Islam	12:45-01:00		
Ubaidullah				
<b>KRC- KASBSZIC-17003</b>	The Impact of Emotional Branding On Consumer Buying Behavior: A case of beverage industry of Pakistan	01:00-01:15		
Hadiqa Riaz				
Hassaan Ahmed				
Mudassir Hussain				
<b>KRC- KASBSZIC-17004</b>	The impact of trust, brand experience and customer satisfaction on brand loyalty: A study of 'ready-to-cook' food products in Karachi, Pakistan	01:15-01:30		
Fatima Ather				
Muzammil Sabir				
Rameen Shakil				
	<b>Concluding Remarks</b>	1:30-1:45		

Sr. No / Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17005</b>	The Evolution of Islamic Banking System Changes Customers Preference towards Banking Perception: Evidence from Customer using Islamic Banking, Karachi, Pakistan	12:30-12:45	Room 2	<b>Chair:</b> Mr. Kashif Riaz <b>Co-Chair:</b> Mr. Abdullah Khan
Daniyal Iftikhar				
Osama Bin Ahsan				
<b>KRC- KASBSZIC-17006</b>	The Impact of Brand awareness on Consumer purchase Intention" Study on Al Karam	12:45-01:00		
Umair Atta Ullah				
Muhammad Waqas Sabir				
<b>KRC- KASBSZIC-17007</b>	The Impact of Employees Absenteeism on the Organizations Performance: Study on Manufacturing and Retailing Sector Karachi, Pakistan	01:00-01:15		
Anseeya Samad				
Filza Asif				
<b>KRC- KASBSZIC-17008</b>	Attributes Enhancing the Customer Loyalty: A Research on Karachi Based Super Stores/Marts	01:15-01:30		
Wajeeha Siddiqui				
Hiba Rashid				
	<b>Concluding Remarks</b>	1:30-1:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17009</b>	The Impact of Motivation in Higher Productivity: A Case Study	12:30-12:45	Room 3	<b>Chair:</b> Dr. Syed Muhammad Taha <b>Co-Chair:</b> Mr. Hyder Ali
Mohsin Ali Shaikh				
Ahsan Ali Shaikh				
Motaber Ali				
Faiza Shafi khan				
<b>KRC- KASBSZIC-17010</b>	Effect of Performance Management System among the Education Sectors of Higher Education Commission of Pakistan	12:45-01:00	Room 3	<b>Chair:</b> Dr. Syed Muhammad Taha <b>Co-Chair:</b> Mr. Hyder Ali
Adeel Azeem Jinnah				
Shaheera Shad				
<b>KRC- KASBSZIC-17011</b>	Entrepreneurial education and its effects on universities in Pakistan	01:00-01:15	Room 3	<b>Chair:</b> Dr. Syed Muhammad Taha <b>Co-Chair:</b> Mr. Hyder Ali
Umair Ahmed Jalali				
<b>KRC- KASBSZIC-17012</b>	Impact of Exchange Rate on Economic Growth of Pakistan	01:15-01:30	Room 3	<b>Chair:</b> Dr. Syed Muhammad Taha <b>Co-Chair:</b> Mr. Hyder Ali
Samad Ghanchi				
Muhammad Asif Iqbal				
	<b>Concluding Remarks</b>	1:30-1:45		

01:45-03:00	Namaz & Lunch Break
-------------	---------------------

03:00-03:20	Key Note Speaker 02	Dr. Zubair Ali Shahid
-------------	---------------------	-----------------------

## Parallel Sessions 02

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17013</b> Hazel Aslam	The impact of mobile marketing initiatives on customers' attitudes and behavioral outcomes	03:30-03:45	Room 1	<b>Chair:</b> Dr. Kamran Soomro <b>Co-Chair:</b> Hafiz Muhammad Sharif
<b>KRC- KASBSZIC-17014</b> Owais Mehmood	Factors influencing word of mouth behavior in the restaurant industry	03:45-04:00		
<b>KRC- KASBSZIC-17015</b> Iqra Khan	Impact of Talent Retention on Organizational Performance.	04:00-04:15		
<b>KRC- KASBSZIC-17016</b> Mabrooka Deshmukh	Impact of Social Marketing on Consumer Buying Behavior: Study on Online Shopping In Pakistan	04:15-04:30		
	<b>Concluding Remarks</b>	04:30-04:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17017</b> Nida Kanwal	Delegation outcomes: perceptions of leaders and follower's satisfaction	03:30-03:45	Room 2	<b>Chair:</b> Prof. Dr. Gobind Hirani <b>Co-Chair:</b> Ms. Nausheen Abbas Naqvi
<b>KRC- KASBSZIC-17018</b> Ali Javed	Impact of social media advertisement on youth of Pakistan	03:45-04:00		
<b>KRC- KASBSZIC-17019</b> Saeed ur Rehman Ali Rizwan	The strategies of intrinsic motivation on Searle Pharmaceuticals, Karachi, Pakistan	04:00-04:15		
<b>KRC- KASBSZIC-17020</b> Barya Fatima Eruj Ansari	The impact of Formal and Informal Recruitment channels on Talent Acquisition in context of Electronic Media (TV Channels)	04:15-04:30		
	<b>Concluding Remarks</b>	04:30-04:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17021</b> Mishal Aslam	Role of Social Media in Retail Network Operations and Marketing to Enhance Customer Satisfaction	03:30-03:45	Room 3	<b>Chair:</b> Dr. Hafiz Ikhlas Ahmed <b>Co-Chair:</b> Ms. Fiza Rani
<b>KRC- KASBSZIC-17022</b> Maryum Ashraf Muhammad Shehroze	Attributes Of Consumer Behavior While Choose Travel Agency Karachi, Pakistan	03:45-04:00		
<b>KRC- KASBSZIC-17023</b> Maryam Mallick Daniyal Najmi	Enhancing the Talent Retention in the organization, Indication from Aviation Industry of Karachi, Pakistan	04:00-04:15		
<b>KRC- KASBSZIC-17024</b> Shahroze ali Ubaid-ur-rehman	A study on Impact of job security on employee performance: evidences from banking sector of Karachi, Pakistan	04:15-04:30		
<b>KRC- KASBSZIC-17025</b> Awais Chandio Dr. Zahaid Ali Memon Dr. Asif Ali Shah	Impact of University brand name on students' admission decision making.	04:30-04:45		
	<b>Concluding Remarks</b>	04:45-05:00		

05:00-05:15	Tea Break
-------------	-----------

## DAY 02 BREAK UP

08:30-9:30	Registration Desk Open
------------	------------------------

9:30-9:50	Key Note Speaker 03	<b>Dr. Irfan Hameed</b>
-----------	---------------------	-------------------------

### Parallel Sessions 01

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17026</b> Kanza Irfan	Impact of succession planning on organizational performance: A case study on getz pharma (private) limited Karachi; Pakistan	10:00-10:15	Room 1	<b>Chair:</b> Dr. Sarfaraz Ahmed <b>Co-Chair:</b> Mr. Ali Raza
<b>KRC- KASBSZIC-17027</b> Neha Khan Hamna Azhari	Organizational citizenship behavior and organizational performance with the mediating role of psychological ownership and job satisfaction: study in the banking sectors of Al-Baraka	10:15-10:30		
<b>KRC- KASBSZIC-17028</b> Noman Ali Muhammad Hammad Muhammad Danish Hassan Khan	The impact of leadership styles on employee performance in the banking sector of Karachi Pakistan	10:30-10:45		
<b>KRC- KASBSZIC-17029</b> Salama Dhedhi	Consumer-brand relationships in sports product and repurchase intention: An application of investment model	10:45-11:00		
<b>KRC- KASBSZIC-17030</b> Syed Muhammad Faizan Zaidi Osama Riaz	The Impact of Diversity on Organizational Performance	11:00-11:15		
	<b>Concluding Remarks</b>	11:15-11:30		

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17031</b> Shahmeen Sulaiman	The effects of human resource management policies and practices on the intention to promote women	10:00-10:15	Room 2	<b>Chair:</b> Dr. Hameed Akhter Sanjarani <b>Co-Chair:</b> Mr. Aamir Hussain
<b>KRC- KASBSZIC-17032</b> Taha Jawed Hamza Khalid	The impact of employee attitude towards employee performance in Bank Sector of Karachi, Pakistan	10:15-10:30		
<b>KRC- KASBSZIC-17033</b> Zain Iqbal	Effect of corporate social responsibility and internal marketing on organizational commitment and turnover intentions	10:30-10:45		
<b>KRC- KASBSZIC-17034</b> Mohib Hassan	Effect of Reverse Supply Chain Management on Customer Loyalty and Customer Retention	10:45-11:00		
<b>KRC- KASBSZIC-17035</b> Muhammad Saqib Lodhi	The impact of packaging on Consumer buying behavior	11:00-11:15		
	<b>Concluding Remarks</b>	11:15-11:30		

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17036</b> umar Abdullah	Consumer Response to covert advertising in social media (on Facebook)	10:00-10:15	Room 3	<b>Chair:</b> Dr. Abdul Kabeer Kazi <b>Co-Chair:</b> Ms. Saima Zaib Durrani
<b>KRC- KASBSZIC-17037</b> Taha Ahmad Muhammad Babar	Influences of Changing Dynamic of Talent Acquisitions in Media Sector	10:15-10:30		
<b>KRC- KASBSZIC-17038</b> Muhammad Ibrahim	Impact of Non-Monetary Reward on Employee Performance: A Case Study of Daraz.pk, Karachi	10:30-10:45		
<b>KRC- KASBSZIC-17039</b> Sahar Khan	The Impact of Indirect Compensation on Employees Productivity in Private Higher Education Institutions in Pakistan	10:45-11:00		
<b>KRC- KASBSZIC-17040</b> Waqar Ahmed Mohammad Omar	Drivers of Supply Chain Transparency and its effects on Performance Measures in the Automotive Industry: Case of a Developing Country	11:00-11:15		
	<b>Concluding Remarks</b>	11:15-11:30		

11:30-12:00	Tea Break
-------------	-----------

12:00-12:20	Key Note Speaker 04	Dr. Azam Ali
-------------	---------------------	--------------

## Parallel Sessions 02

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17041</b> Syed Fahad Hussain Syeda Ayesha	The Managing Political Behavior of the employees in Oil and Gas Sectors of Karachi, Pakistan	12:30-12:45	Room 1	<b>Chair:</b> Dr. Anwer Irshad Burney <b>Co-Chair:</b> Mr. Israr Ahmed
<b>KRC- KASBSZIC-17042</b> Maha Ahrar Anas Hafeez	Evaluation in the Compensation to Attract the Talent: Research Based on Karachi Service Sectors	12:45-01:00		
<b>KRC- KASBSZIC-17043</b> Fizzah Ghouri	Children perceptions of emotional and rational appeals in social Advertisement	01:00-01:15		
<b>KRC- KASBSZIC-17044</b> Syed fahad Ali	Impacts of social media on Islamic banking	01:15-1:30		
<b>KRC- KASBSZIC-17045</b> Bushra Khan	IMPACT OF MOTIVATION ON EMPLOYEE PERFORMANCE	01:30-01:45		
	<b>Concluding Remarks</b>	01:45-02:00		

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17046</b> Perwez Hashmi	Leadership initiative to attain business sustainability: reorienting strategies to meet the needs of globalization	12:30-12:45	Room 2	<b>Chair:</b> Dr. Hasnain Alam <b>Co-Chair:</b> Mr. Usama Bin Iqbal
<b>KRC- KASBSZIC-17047</b> Dr. Shelina Bhamani M.Usman Khan Samiullah Sarwar	Managing Marketing and Image Building Activities using Information Technology Tools in Not for Profit Educational Organizations in Pakistan	12:45-01:00		
<b>KRC- KASBSZIC-17048</b> Maha khan	Behavioral Biases in Investment Decision Making and Moderating Role of Investor's Type	01:00-01:15		
<b>KRC- KASBSZIC-17049</b> Wajiha Shafique	Factor affecting employee relation on employee performance: a study on Patel hospital	01:15-1:30		
<b>KRC- KASBSZIC-17050</b> Kanwar Muhammad Hammad	Effect Of Buyer-Supplier Relationship On The Organizational Performance	01:30-01:45		
	<b>Concluding Remarks</b>	01:45-02:00		

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17051</b> Mehrin Kanwal	Predicting the Impact of Employee Retention and organizational commitment upon Organizational Growth. A Human Resource Perspective	12:30-12:45	Room 3	<b>Chair:</b> Muhammed Tariq <b>Co-Chair:</b> Mr. Shakeel Ahmed
<b>KRC- KASBSZIC-17052</b> Sarah Hussain	The impact of Curriculum Change in effective teaching and learning of Beaconhouse School System	12:45-01:00		
<b>KRC- KASBSZIC-17053</b> Muhammad Shahbaz Saeed	Factors that affect on Absenteeism	01:00-01:15		
<b>KRC- KASBSZIC-17054</b> Ali Raza Umer Farooq	Determinants of Return on Equity: Evidence from the Cement Industry of Pakistan	01:15-1:30		
<b>KRC- KASBSZIC-17055</b> Arsalan Ahmed Mangrio Mr. Abdullah Khan	Measuring the Service Quality of Mobile Handsets Repair in Pakistan	01:30-01:45		
	<b>Concluding Remarks</b>	01:45–02:00		

02:00-3:00	Namaz & Lunch Break
------------	---------------------

3:00-3:20	Key Note Speaker 05	<b>Dr. Muhammad Zubair Ahmad</b>
-----------	---------------------	----------------------------------

### Parallel Sessions 03

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17056</b> Quratulain	The impact of sales person personality on sales performance	03:30-03:45	Room 1	<b>Chair:</b> Prof. Dr. Rizwan Ahmed <b>Co-Chair:</b> Mr. Ragib Zafar
<b>KRC- KASBSZIC-17057</b> Iqra Khan	Factors affecting on buying behavior of females towards cosmetics products	03:45-04:00		
<b>KRC- KASBSZIC-17058</b> Muhammad Imran Khan Hamza Khalil Chaudhary	Strategic Management Evaluation & Effectiveness on Joint Venture Management of Child Health Care Program	04:00-04:15		
<b>KRC- KASBSZIC-17059</b> Hassan Raza Kirmani	Evaluation of service quality and its impact on customer satisfaction – a case study of Pakistan	04:15-04:30		
<b>KRC- KASBSZIC-17060</b> Zaki Hassan	An empirical study on historical nostalgia advertising and its effects on consumer brand purchase intention	04:30-04:45		
	<b>Concluding Remarks</b>	04:45-05:00		



Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17061</b> Fatima Farid	Factors that effects employee turnover on organizational performance CASE OF JS BANK	03:30-03:45	Room 2	<b>Chair:</b> Dr. Munir Hussain <b>Co-Chair:</b> Mr. Muhammad Masood Mir
<b>KRC- KASBSZIC-17062</b> Muhammad Luqman	Impact of Brand Awareness on Consumer Behavior: on the case study of middle class people for FMCG products	03:45-04:00		
<b>KRC- KASBSZIC-17063</b> Madiha Naeem	Effect of Factors of Customer Satisfaction in Telecom Industry: "A study on generation Y"	04:00-04:15		
<b>KRC- KASBSZIC-17064</b> Hafiz Sharif	Impact of self labeling on customer intension	04:15-04:30		
<b>KRC- KASBSZIC-17065</b> Ayan Ulhaq	Impact Of Service Quality On Customer Satisfaction	04:30-04:45		
	<b>Concluding Remarks</b>	04:45-05:00		

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17066</b> Israr Ahmed	Effect of micro finance on poverty reduction and gender fairness	03:30-03:45	Room 3	<b>Chair:</b> Dr. Riaz Soomoro <b>Co-Chair:</b> Mr. Faisal Sultan
<b>KRC- KASBSZIC-17067</b> Syeda Fatima Zaidy	Factor Affecting Employee Turnover	03:45-04:00		
<b>KRC- KASBSZIC-17068</b> Akif Amir	Impact of employee turnover on organizational performance	04:00-04:15		
<b>KRC- KASBSZIC-17069</b> Syed Muhammad Zia	Leadership And Their Preferred Decision Model In Public Sector Institution Of Higher Education In Sindh	04:15-04:30		
<b>KRC- KASBSZIC-17070</b> Muhammad Altaf	Impact of Biasness on Employee Performance	04:30-04:45		
	<b>Concluding Remarks</b>	04:45-05:00		

05:00-05:15	Tea Break
-------------	-----------

## DAY 03 BREAK UP

08:30-9:00	Registration Desk Open
------------	------------------------

9:00-9:20	Key Note Speaker 06	Prof. Dr. Immamuddin Khoso
-----------	---------------------	----------------------------

### Parallel Sessions

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17071</b> Arsalan Tayyab	Effects of Frontline Employee Role Overload on Customer Responses and Sales Performance: Moderator and Mediators	09:30-09:15	Room 1	<b>Chair:</b> Dr. Shelina Bahamani <b>Co-Chairs:</b> Ms. Hina Ameen & Mr. Samiuddin Shaikh
<b>KRC- KASBSZIC-17072</b> Faiza Hisbani Qurat-ul-ain Abro Azra Soomro Dr. Parveen Munshi	Occupational stress faced by Nurses at Hyderabad Sindh (A comparative study of government and private sector)	09:15-09:30		
<b>KRC- KASBSZIC-17073</b> Muhammad Waqas Nazir Arain Dr. Arabella Bhutto , Syed Ali Raza, Liaquat Ali Rahoo, Farwa Shah	Assessing the Quality Parameters for PhD thesis in MUET Case study of (Mehran University of Engineering and Technology)	09:30-09:45		
<b>KRC- KASBSZIC-17074</b> Mohammad Faheem	Impact of social media marketing on consumer buying behavior	09:45-10:00		
<b>KRC- KASBSZIC-17075</b> Sadia Safdar Muhammad Ashraf Qureshi	Factors Causing Stress and Impact on Job Performance.	10:00-10:15		
	<b>Concluding Remarks</b>	10:15-10:30		

Sr. No /Participants	Particulars	Time	Venue	Officials
<b>KRC- KASBSZIC-17076</b>	Problems and Challenges Faced by Handicraft of Sindh (a case of Hala and bhit shah)	09:30-09:15	Room 2	<b>Chair:</b> Dr. Intikhab Ulfat <b>Co-Chair:</b> Mr. Shahid Khan <b>Co-Chair:</b> Mr. Rais Ahmed
Liaquat Ali Rahoo				
Ali Raza Zadi				
Shadab Kalhoro				
Prof. Dr. Parveen Munshi				
<b>KRC- KASBSZIC-17077</b>	Effects of Economic Slowdown on Employee-Employer Relationship & Work Environment.	09:15-09:30	Room 2	<b>Chair:</b> Dr. Intikhab Ulfat <b>Co-Chair:</b> Mr. Shahid Khan <b>Co-Chair:</b> Mr. Rais Ahmed
Syed Ali Raza Zaidi				
Liaquat Ali Rahoo				
Shadab Kalhoro				
Dr. Kamran Khuwaja				
<b>KRC- KASBSZIC-17078</b>	Construction of Portfolio by using Different Risk Models: A Comparison among Diverse Economic Scenarios	09:30-09:45	Room 2	<b>Chair:</b> Dr. Intikhab Ulfat <b>Co-Chair:</b> Mr. Shahid Khan <b>Co-Chair:</b> Mr. Rais Ahmed
Uroosa Sahito				
Quratulain Abro				
Abdul Gaffar Jamali				
Liaquat Ali Rahoo				
Prof. Dr. Parveen Munshi				
<b>KRC- KASBSZIC-17079</b>	Impact of Information Communication Technology (ICT) on the livelihood of Communities Involved in the Agriculture at rural areas of Sindh, Pakistan	09:45-10:00	Room 2	<b>Chair:</b> Dr. Intikhab Ulfat <b>Co-Chair:</b> Mr. Shahid Khan <b>Co-Chair:</b> Mr. Rais Ahmed
Shadab Kalhoro				
Liaquat Ali Rahoo				
Aamir Kabria				
Irfan Ali Khaskali				
Prof. Dr. Parveen Munshi				
<b>KRC- KASBSZIC-17080</b>	Harmful effects of business practices not based on divine knowledge	10:00-10:15	Room 2	<b>Chair:</b> Dr. Intikhab Ulfat <b>Co-Chair:</b> Mr. Shahid Khan <b>Co-Chair:</b> Mr. Rais Ahmed
Kashif Riaz				
	<b>Concluding Remarks</b>	10:00-10:30		

Time	Closing Ceremony at Auditorium
10:45-11:05	Guest of Honor <b>Syed Tariq Hussain,</b> Regional Director, Allama Iqbal Open University
11:06-11:25	Address by the Chief Guest <b>Prof. Dr. Akhtar Baloch,</b> Vice Chancellor, Benazir Bhutto Shaheed University Lyari
11:26-11:45	Vote of Thanks by <b>Prof. Dr. Ahsanullah,</b> Director ORIC, KASBIT
11:46-12:05	Concluding Remarks by <b>Prof. Syed Karamatullah Hussainy,</b> Director, KASBIT
12:06-12:25	Shields to the Guest of Honor & the Chief Guest
	Shields to Organizing Committee Members (KASBIT & SZIC)

*The Program will be hosted by Mr. Eesar Khan*

12:25	Tea Break
-------	-----------