



9th International Conference on Contemporary Issues in Business Management

Conference Proceedings

Conference Theme:

**Managing Resources and Knowledge in the Digitalized &
Sustainable Business Ecosystems**

25th-26th April, 2024

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Conference Overview

Introduction

The 9th ICIBM will delve deeply into the issue of "Managing Resources and Knowledge in Digitalized & Sustainable Business Ecosystems." This conference, meticulously organized by UCP Business School, serves as a crucial platform for the exchange of ideas on the complex difficulties posed by the digitalized and sustainable business world. In a world where businesses must navigate the complexity of digital transformation and sustainability, effective resource and knowledge management is critical. Businesses are leading the way in crafting a new era, from leveraging the power of data analytics to implementing eco-friendly practices. The 9th ICIBM will provide insights into how organizations can strategically manage resources and exploit expertise in this changing ecosystem. The 9th ICIBM will provide insights into how organizations can strategically manage resources and capitalize on expertise in this changing ecosystem.

Researchers, practitioners, and thought leaders from around the world will gather to encourage discussions aimed at driving innovation, sustainability, and effective resource management in the modern corporate context. With a focus on knowledge dissemination, ICIBM serves as a beacon, helping researchers, and stakeholders through the complexities of navigating digitalized and sustainable business ecosystems and networking for better practical outcomes.

Conference Tracks

- Track 1- Emerging Trends in Finance and Accounting
- Track 2- Current Issues in Marketing and Digitalized World
- Track 3- Role of Digital Economy in paving the path to Sustainability
- Track 4- Human Resources and Knowledge Management for Sustainable Organizational Development
- Track 5- Clean Technologies, Environmental Concern, Resource Productivity, and Geo-sustainable Performance
- Track 6- Advances in Operation and Supply Chain Management
- Track 7- Contemporary Leadership Practices Driving Entrepreneurship and Resilient Organization
- Track 8- Ethical and Religious concerns for Sustainable and Resilient business ecosystem

Conference Organizing Team



Conference Patron

Dr. Hadia Awan

Conference Chair

Dr. Muhammad Athar Siddiqui



Conference Co-Chair

Dr. Waseem Hassan

Conference Secretary

Dr. Muhammad Haseeb



Conference Co-Secretary

Muhammad Naeem Khan

Conference Core Committee



Dr. Aqeel



Dr. Awais Ur Rehman



Dr. Snober Javid



Dr. Ramsha Naeem



Dr. Arshia Hashmi



Dr. Jawad Abbas



Ms. Asma Tariq
(Secretary)

Conference TEAM Leads**Dr. Sami Ullah****COORDINATION AND REGISTRATION****Dr. Shehzad Hanif****PAPER REVIEW****Dr. Talha Zubair Ahmad Khan****CONFERENCE SESSION****Ms. Asma Rafique****MARKETING****Dr. Raja Irfan Sabir****INDUSTRIAL & ACADAMIC LINKAGES****Dr. Ambreen Khursheed****CONFERENCE DAY LOGISTICS****Dr. Imran Shahzad****CONFERENCE BUDGET**

Conference Plan

Day 1: Thursday, 25th April 2024

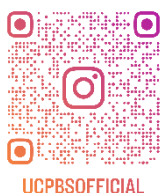
Sessions	Start	End	Duration	Program
-	08:00	9.30	90 min	Conference Registration Open
Session 1 Opening Session Auditorium	9.30	11:00	90 min	<p>Opening note, Qirat, Anthem</p> <p>Welcome note by Dr. Muhammad Athar Siddiqui, Conference Chair</p> <p>Keynote address: Emeritus Professor Dr. Robert Faff Editor-in-Chief: Pacific-Basin Finance Journal (ABDC A) Emeritus Professor University of Queensland Australia Topic – Ethics in Research</p> <p>Special note by Chief Guest Dr S. Sohail H. Naqvi, CEO KnowLEDGE Streams</p> <p>Special Note by Conference Patron Dr Hadia Awan, Pro-Rector UCP</p>
	11:00	11:30	30 min	Tea Break & Networking Session Outside Auditorium
Session 2: Editorial Talk	11.30	1.30	120 Min	<p>Keynote address: 11.30-12.00 Dr Muhammad Bilal Farooq Associate Professor, UAE University</p> <p>Editorial Talk</p> <p>Moderator: Dr Sami Ullah, Assistant Professor UCP, Lahore</p> <p>Speakers:</p> <ol style="list-style-type: none"> Dr Jennifer Harrison Associate Professor, EM Normandie Business School, France Editor-in-Chief Career Development International (ABDC-B, ABS-2) Dr Larisa Yarovaya Associate Professor and Director, Centre of Digital Finance, University of Southampton, UK Associate Editor: a) International Review of Financial Analysis (ABS-3, ABDC-A, IF) b) International Review of Economics and Finance (ABS-2, ABDC-A, IF) c) Emerging Markets Review (ABS-2, ABDC-A, IF) d) Research in International Business and Finance (IF) Dr Muhammad Bilal Farooq Associate Professor, UAE University Associate Editor Meditari Accountancy Research (ABDC A)
	01:30	3:00		Lunch & Namaz Break Common Room 2nd Floor Building C

Session 3 Parallel Presentations	3:00	5:00	120 min	Parallel Paper Presentation: Business School
				Venue: First Floor Building C
	5:00	5:30		Closing, Networking Tea & Interviews for social media

Program Details

Day 2: Friday, 26th April 2024

Sessions	Start	End	Total Time	Program Structure	
-	08:30	9:00	30 min	Conference Registration Open	
Session 1	09:00	10:45	90 Min	Professional Development Workshop	Professional Development Workshop
Parallel Workshops				Title: STATA Trainer: Dr. Ammar Abid	Title: Smart PLS Trainer: Dr. Imran Shafique Dr. Khawaja Fawad Latif
				Venue: C-CL404 (Lab)	Venue: C-CL405 (Lab)
	10:45	11:00	15 Min	Tea Break & Networking Session	
Session 2	11:00	12:30	90 Min	Professional Development Workshop	Professional Development Workshop
Parallel Workshops				Title: STATA Trainer: Dr. Ammar Abid	Title: Smart PLS Trainer: Dr. Imran Shafique Dr. Khawaja Fawad Latif
				Venue: C-CL 404 (Lab)	Venue: C-CL405 (Lab)
Parallel Presentations	11:00	12:30	90 Min	Parallel Paper Presentation: Business School	
				Venue: First Floor Building C	



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Parallel Session Plan

Track 1: Emerging Trends in Finance and Accounting		
Venue: Building C Room Number C-101 (3:00 PM to 5:00 PM)		
Session Chairs: Dr. Muhammad Jam E Kausar Ali & Dr. Hamad Raza		
Session Chair (Internal): Dr. Rubeena Tashfeen		
Moderator: Ms. Noor ul Ain Saleem		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR1-101	Waqar Ali	Do Investors Herd by Size and In-Class Herding? An Empirical Study of Herding Behavior in The Pakistan Stock Markets
ICIBM-TR1-106	SABAHAT GUL	Impact of Behavioral Finance on Investment Decision Making: A Mediating Role of Risk Perception
ICIBM-TR1-107	Hamad Raza	Unveiling the AI Revolution in Financial Markets: A Systematic and Bibliometric Insights
ICIBM-TR1-136	Muhammad Fayyaz	Managerial Ability and Investment Efficiency: A Qualitative Comparative Analysis
ICIBM-TR1-110	Alishba Jamil, Dua Batool Khan	Impact of Working Capital Management on Financial Performance of Chemical, chemical products and pharmaceutical companies in Pakistan
ICIBM-TR1-114	Muhammad Raza Zafar	The impact of Emotional finance and market knowledge on investors investment decisions with the moderating effect of psychological defence: A study from retailer investors of PSX
Track 1: Emerging Trends in Finance and Accounting		
Venue: Building C Room Number C-102 (3:00 PM to 5:00 PM)		
Session Chairs: Dr. Ijaz Hussain Bokhari & Dr. Muhammad Awais		
Session Chairs (Internal): Dr. Snober Javid		
Moderator: Ms. Syeda Reema Aftab		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR1-116	Anum Rashid	Heterogenous effect of Environmental, Social and Governance activities on the Financial Performance of Microfinance Institutions: Evidence from Text Based Approach
ICIBM-TR1-117	Shomaila Habib	Exploring Fiscal Policy and Financial Development: Insights from Global Economies.
ICIBM-TR1-119	Muhammad Zahid Iqbal	Stock Price Reaction to Earning Announcements: An Event Study
ICIBM-TR1-131	Dr. Ahsan Riaz	Greenwashing A Reality or Myth: Insights from a Systematic Literature Review
ICIBM-TR1-141	Saadia Younis	Financial Innovation: Blue Finance in Promoting Sustainable Resource Management for Human-Ocean Coexistence.

ICIBM-TR1-121	Syed Sikander Ali Shah	Does a firm's life cycle affect its investment in-efficiency? In context of global economies
Track 1: Emerging Trends in Finance and Accounting		
Venue: Building C Room Number C-103 (3:00 PM to 5:00 PM)		
Session Chairs: Dr. Aamir Inam Bhutta & Dr. Farah Naz Naqvi		
Session Chairs (Internal): Dr. Nadeem Ayub Bhutta		
Moderator: Ms. Sana Sheikh		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR1-113	Dr. Farah Naz, Danya Denise Mark	From Disclosure to performance: A Comprehensive Analysis of ESG and Quality Standards in Pakistani Firms
ICIBM-TR1-123	Adil Yaqoob, Muhammad Umer Usman	Connectedness of NFTs with Cryptos, Energy and Global Agriculture Indices
ICIBM-TR1-124	Anam Fazal	Financial Inclusion and Artificial Intelligence: A pathway to Sustainable Development Goals
ICIBM-TR1-137	Faisal Anees	Do Military Directors and their Rank Impact Audit Fees in Pakistan?
ICIBM-TR1-125	Esha Nisar	Financial literacy and the factors effecting financial decision making among university students: Evidence from Pakistan
9 th ICIBM 26 th April 2024 Friday		
Parallel sessions (A)		
Venue: Building C Room Number C-113 (11:00 AM to 12:30 PM)		
Session Chair: Dr. Falak Sher & Dr. Muhammad Naeem Shahid (Friday)		
Session Chairs (Internal): Dr. Imran Ramzan		
Moderator: Mr. Mushtaq Hassan		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR1-108	Laibah Hassan	Impact of audit committee on financial reporting quality
ICIBM-TR1-109	Rafay Ahmad	Determining the Impact of CSR on Firm's Profitability
ICIBM-TR1-127	Zareen, Jevaria Sultan, Dr. Falak Sher	Institutional Quality and Environmental Sustainability: Significant Role of Fintech and Control of Corruption

ICIBM-TR1-111	Rameen Sibgat	Examining the impact of working capital management on firm value, with the moderating effect of institutional ownership
ICIBM-TR5-107	Mahreen Bashir, Mehak Batool	Asymmetric Effects of Fintech Development, Financial Inclusion, Natural Resources and Environmental Sustainability on the Climate Change in Covid-era
9th ICIBM 25th April 2024 Thursday		
Parallel sessions (A)		
Track 2: Current Issues in Marketing and Digitalized World		
Venue: Building C Room Number C-104 (3:00 PM to 5:00 PM)		
Session Chairs: Dr. Muhammad Bilal Majid		
Session Chairs (Internal): Dr. Shahjahan Masud		
Moderator: Ms. Asma Rafique		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR2-106	Bushra Asghar	Service failure and customer emotional attachment: The effect of coping strategies and satisfaction over complaint handling
ICIBM-TR2-112	Muhammad Nadeem Raza	How Digital Marketing is Affected by Cyber Security and Its Impact on Consumer Trust and Behaviour: An Analysis
ICIBM-TR2-114	Ayesha Noor Aslam	Social Capital in the Digital Age: Influencers' Impact on E-Entrepreneurial Intentions among Gen Y and Gen Z
ICIBM-TR2-115	Abdur Rehman	Organizational Agility in the Age of Digital Transformation: Bibliometric Analysis, SLR, and Thematic Analysis
ICIBM-TR4-430	Syed Muhammad Aarsal Abbas	Exploring Factors Influencing University Students' Intentions to Use Artificial Intelligence: The Mediating Role of Teachers' Influence
Track 2: Current Issues in Marketing and Digitalized World		
Venue: Building C Room Number C-116 (3:00 PM to 5:00 PM)		
Session Chairs: Dr. Ali Abbas		
Session Chairs (Internal): Dr. Nida Zaheer		
Moderator: Ms. Shehzeen Khan		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR2-103	Hafiz Suhail Farooq	Impact of Airline Service Quality and Safety Perception on Airline Brand Loyalty: Mediating Role of Passenger Expectation
ICIBM-TR2-110	Muhammad Zulqurnain	Evaluating The Impact Of Mindfulness Service On Air Travel Experience And Satisfaction: A Mediation And Moderation Model
ICIBM-TR2-118	Ahsan Zubair	Escaping Reality: The Influence of Entertainment Social Media Influencers on Happiness.

ICIBM-TR3-102	Kamran Rasool	Research agenda on planning execution and information technology projects in Pakistan.
Track 2: Current Issues in Marketing and Digitalized World		
Venue: Building C Room Number C-105 (3:00 PM to 5:00 PM)		
Session Chairs: Dr. Hamid Mahmood & Dr. Muhammad Shahbaz		
Session Chairs (Internal): Dr. Rizwan Ali		
Moderator: Dr. Mazhar Nawaz		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR3-104	Numan Aslam	Impact of cybercrime, gender and trust on the intention to purchase using E-commerce
ICIBM-TR3-105	Zuha Rizwan	Factors influence the customer satisfaction within the e-commerce platform
ICIBM-TR3-106	Raneem Bilal	Digital Media Used in Education: The Influence on Cyber Protection Behavior among Youth Students
ICIBM-TR3-103	Mehwish	Exploration of AI in Digital Marketing, Customer Personalization and Satisfaction.
ICIBM-TR6-109	Muhammad Ahmer Sarwar, Zunaira Raza, Dr. Asher Ramish	Revolutionizing Last-Mile Delivery The Sahar - Cooking Essentials Case Study
9 th ICIBM 25 th April 2024 Thursday (Day 1)		
Parallel sessions (A)		
Track 4: Human Resources and Knowledge Management for Sustainable Organizational Development		
Venue: Building C Room Number C-106 (3:00 PM to 5:00 PM)		
Session Chairs: Dr. Ahmed Muneeb Mehta		
Session Chair (Internal): Dr. Ramsha Naeem		
Moderator: Ms Asma Tariq		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR4-401	Fakhar Ghufuran	Family-owned Business: A knowledge Worker Platform
ICIBM-TR4-402	Rabia Shahzad	Rethinking Knowledge Management in an Emerging AI Landscape
ICIBM-TR4-430	Syed Muhammad Aarsal Abbas	Exploring Factors Influencing University Students' Intentions to Use Artificial Intelligence: The Mediating Role of Teachers' Influence
ICIBM-TR4-406	Rida Nasir	Relationship between Employer Branding and Employee Retention and the effect of Organizational Culture

ICIBM-TR4-429	Muhammad Tanveer Ikram	Effect of abusive supervision on Job Performance and creativity with a mediating role of creative self efficacy: An evidence from public sector organizations
Track 4: Human Resources and Knowledge Management for Sustainable Organizational Development		
Venue: Building C Room Number C-113 (3:00 PM to 5:00 PM)		
Session Chair: Dr. Saqib Ilyas		
Session Chair (Internal): Dr. Irfan Siddique		
Moderator: Ms. Aneza Azam		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR4-410	Dr. Bashir Ahmad	ANALYZING THE IMPACT OF CITIZEN COURTESY ON CITIZEN DIRECTED HELPING BEHAVIOR IN PUBLIC SECTOR ORGANIZATION: A SERIAL MEDIATION MODEL
ICIBM-TR4-413	Aftab Shoukat, Dr.Abdul Wahid	Investigating the link between Potential Absorptive Capacity and Strategic Flexibility: Mechanisms and Contingencies
ICIBM-TR4-417	Muhammad Adnan Riaz, Muhammad Sohail Javaid	A pathway of Employees' positive Energy towards subjective well-being by Grit and flourishing as mediation variables.
ICIBM-TR4-431	Areeba Sohail, Zeeshan Ahmed	Exploring the Impact of Chronic Time Pressure and Organizational Trust on Innovative Work Behavior: A Study in IT Companies in Pakistan
ICIBM-TR4-434	Aiemen Akmal	Factors Causing Brain Drain Among the students in Pakistan
ICIBM-TR4-403	Rabia Shahzad	Decoloniality praxis; Knowledge Banking Model
Track 4: Human Resources and Knowledge Management for Sustainable Organizational Development		
Venue: Building C Room Number C-109 (3:00 PM to 5:00 PM)		
Session Chair: Dr. Muhamamd Umair Javaid		
Session Chair (Internal): Dr. Arshia Hashmi		
Moderator: Ms. Faiza Akhtar		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR4-405	Muhammad Taqi	Role of offensive supervision on employees' calmness through leader member exchange model.
ICIBM-TR4-427	Adeel Muhammad	Capitalizing E-HRM and workforce analytics for optimal employee performance, productivity and organizational sustainability.

ICIBM-TR4-418	Samina Nawaz, Sonia Kanwal	Examining the Impact of Top Management Green Commitment on the Environmental performance of Organization: The Mediating role of GHRM and Moderating role of Artificial Intelligence
ICIBM-TR4-433	Dr. Mishal Naqvi Shabnam Ghaffar Ayesha Afsar Khan	Assessing the Influence of Organizational Green Culture on Firm Performance: Moderating Effect of Knowledge Contribution
Track 4: Human Resources and Knowledge Management for Sustainable Organizational Development		
Venue: Building C Room Number C-108 (3:00 PM to 5:00 PM)		
Session Chairs: Dr. Shahan Mehmood Cheema & Dr. Sharjeel Saleem		
Session Chair (Internal): Dr. Salman Iqbal		
Moderator: Ms. Sidra Nasreem		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR4-420	Momina Shakil	Workplace Violence and employee retention in the service sector
ICIBM-TR4-407	Minahil Fayyaz	The Moderating Effect of Organizational Type on Cybersecurity Motivational Behavior Among Employees
ICIBM-TR4-419	Zara Aslam	The Impact of Social Media Marketing Activities on Brand Loyalty through Brand Equity in Pakistan
ICIBM-TR4-421	Syeda Faareha Farrukh	Factors Influence Customer Satisfaction Effects Market Trends
ICIBM-TR4-422	Afifa Saleem	Social media usage and its impact on mental health, focusing on diverse dimensions such as sleep patterns
9th ICIBM 25th April 2024 Thursday (Day 1)		
Parallel sessions (A)		
Track 5: Clean Technologies, environmental concern, Resource Productivity, and Geo-sustainable Performance		
Venue: Building C Room Number C-107 (3:00 PM to 5:00 PM)		
Session Chair: Dr. Saif Ur Rehman		
Session Chair (Internal): Dr. Amina Rizwan		
Moderator: Mr. Ehtesham-Ul-Haq		
Paper I.D	Presenter(s) Details	Title of Article

ICIBM-TR1-120	Mohyuddin Tahir Mahmood	Exploring the Impact of Environmental Practices on Firm Performance
ICIBM-TR4-423	Dr. Waqar Ahmad	Maximizing Pro-Environmental Public Policy through Bio-spheric Values: The Mediating Role of Generative Concern and Environmental Attitude, with Moderating Influence of Generative Leadership on Extra Role Behaviour
ICIBM-TR5-102	Humera Sherazi	The key role of SDG7, natural resources and foreign direct investment to achieve sustainable growth in developing economies: An empirical application of PQR approach
ICIBM-TR5-104	Sonia Hassan, Dr. Muhammad Haris	Dependency and Environmental Crisis: A Cross-National Analysis of Global Emission
ICIBM-TR5-115	Farman Ali Kazmi	Examine The Stealth marketing effect on compulsive buying behaviour with Mediating effect of customer awareness and customer engagement.
9th ICIBM 26th April 2024 Friday		
Parallel sessions (A)		
Track 6: Advances in Operations and Supply Chain Management		
Venue: Building C Room Number C-114 (11:00 AM to 12:30 PM)		
Session Chair: Dr. Asher Ramish		
Session Chair (Internal): Dr. Ata Ul Musawir		
Moderator: Ms. Syeda Uzma Tahira		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR4-415	Fazillah Haider, Mohiyuddin Tahir Mehmood	Impact of Project Monitoring & Control through PM Software on Project Success: The Moderating Role of Primavera
ICIBM-TR4-416	Hajira Tahir, Mayuddin Tahir Mahmood	Impact of Risk Management on Project Success
ICIBM-TR6-101	Dr. Saif UR Rehman, Qadir Amin	Analyzing the Impact of Agile Project Management on organization performance
ICIBM-TR5-101	Rana Umer Farooq	Investigating Environmental Performance and Competitive Advantage with the perspective of Green Supply Chain Management
ICIBM-TR5-105	Saif UR Rehman, Sadia Batool	Strengthening green innovation by green dynamic capability: the moderating role of ‘regulatory pressure’ and the mediating role of ‘green leadership’

9th ICIBM 25th April 2024 Thursday (Day 1)		
Parallel sessions (A)		
Track 7: Contemporary Leadership Practices Driving Entrepreneurship and Resilient Organization		
Venue: Building C Room Number C-114 (3:00 PM to 5:00 PM)		
Session Chairs: Dr. Waqas Farooq & Dr. Rizwan Shabbir		
Session Chair (Internal): Dr. Abdul Waheed		
Moderator: Ms. Ayesha Rana		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR4-408	Aizza Anwar	Authoritarian Leadership: Mediating Role of Resilience on Turnover Intention and Employee Creativity in Service Sector of Pakistan
ICIBM-TR4-425	Ahsan Ali Siddiqi, Shahid Rasheed	From Emotion to Action: Exploring the Impact of Emotional Intelligence, Adaptability, and Supervisory Support on Employee Performance
ICIBM-TR7-103	Masood Nawaz Kalyar	Linking abusive supervision with employee silence: Examining the mediating role of discrete emotions
ICIBM-TR7-104	Shahid Mahmood	Systematic Literature Review: Impact of Post-Traumatic Stress Disorder on Entrepreneurial Intentions
ICIBM-TR7-112	Kalsoom	Unravelling the impact of Artificial Intelligence in higher education: Exploring implications and applications
9th ICIBM 26th April 2024 Friday		
Parallel sessions (A)		
Track 7: Contemporary Leadership Practices Driving Entrepreneurship and Resilient Organization		
Venue: Building C Room Number C-110 (11:00 AM to 12:30 PM)		
Session Chair: Dr. Qamarudin Maitlo		
Session Chair (Internal): Dr. Muhammad Akmal Pasha		
Moderator: Ms. Qurat-ul-Ain Muqarrab		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR7-106	Abaidullah	Beyond the Borders: An Empirical Exploration of Trade Openness and Entrepreneurial Activities: The Moderating Role of Financial Development
ICIBM-TR7-107	Muhammad Zaeem Faisal	Fear Of Failure As Entrepreneur: Capital Growth And Its Advancement
ICIBM-TR7-701	Amna Barkat Ali	Impact of perceived ease of use of ICT on women entrepreneurial intention: The mediating role of social capital.

ICIBM-TR4-428	Aiman Nisar	The Impact of Mentorship on Entrepreneurial Success: A Study of Start-up Performance and Entrepreneurial Resilience.
ICIBM-TR7-102	Fatima Zahra	Exploring The Nexus Of Entrepreneurship: The Role Of Institutional Pressure And Political Stability In Subjective Well-Being And Psychological Functioning
ICIBM-TR4-432	Muhammad Tasnim Khan	The Impact of paradoxical leadership on transformative learning of Higher Education Institution (HEI) Employees: A Moderated Mediation Analysis
9 th ICIBM 25 th April 2024 Thursday (Day 1)		
Parallel sessions (A)		
Track 8: Ethical and Religious concerns for sustainable and resilient business ecosystem.		
Venue: Building C Room Number C-115 (3:00 PM to 5:00 PM)		
Session Chair: Dr. Muhammad Awais & Dr. Khattak		
Moderator: Mr. Mushtaq Hassan		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR1-128	Dr. Muhammad Naeem Shahid, Dr. Falak Sher	Uncertainty Transmission from COVID-19 to Socially Responsible, Energy and Other Global Investment Choices
ICIBM-TR1-112	Mudeer Ahmed Khattak	Going Green: Islamic Finance Propelling Sustainability Goals
ICIBM-TR8-101	Sumera Iqbal, Bushra Iqbal	Islamic Capital Market: Issues and Challenges
ICIBM-TR8-102	Zain ul Abideen	Exploring the Awareness and Understanding of Islamic Social Finance Across Demographic Segments and Its Impact on Financial Inclusion
ICIBM-TR1-103	Gohar Farid	Determine the Factors influencing Customer Loyalty of Islamic Banking Customers in Malaysia
9 th ICIBM 26 th April 2024 Friday		
Parallel sessions (A)		
Track 8: Ethical and Religious concerns for sustainable and resilient business ecosystem.		
Venue: Building C Room Number C-103 (11:00 AM to 12:30 PM)		
Session Chair: Dr. Muhammad Akmal & Dr. Awais Ur Rehman (Internal)		
Moderator		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR8-104	Haris Mehmood	The intersection of religio-cultural induction, participatory finance and risk management

ICIBM-TR8-107	Waqas Shair, Rizwan ul Hassan	Financial Inclusion, Sustainability and Financial Wellbeing in OIC and Non-OIC countries
ICIBM-TR1-118	Zaheer U Din Babar	Beyond Five Factors: Investigating Asset Pricing with Popularity and Islamic Premium
9th ICIBM 25th April 2024 Thursday		
Parallel sessions (Online)		
Venue: Building C Webinar Room (3:00 PM to 5:00 PM)		
Session Chair: Dr. Bilal Sarwar		
Moderator: Mr. Ehtesham-Ul-Haq		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR1-105	Humera Tariq	Impact of financial inclusion on SME growth - A Bibliometric Analysis of OIC and non-OIC countries
ICIBM-TR1-115	Dr. Lubna Maroof	Factors affecting Funds' Performance: A Comparative Study of Islamic Mutual Funds and Conventional Mutual Funds
ICIBM-TR8-106	Dr. Muhammad Irfan Khan	Pakistani Muslims and Islamic Fintech: Synchronization of Attitude and Behavioral Intention
ICIBM-TR8-103	Dr. Arsalan Haneef Malik	Building a Better Future: Islamic Finance as the Engine for Pakistan's Sustainable Development
ICIBM-TR4-409	Kifayat Ali Larik	Driving Sustainable Organizational Development: Leveraging Digital Transformation in Human Resource Management for Enhanced Resource and Knowledge Management in the Digital Economy
9th ICIBM 26th April 2024 Friday		
Parallel sessions (Online)		
Venue: Building C Webinar Room (11:00 AM to 12:30 PM)		
Session Chair: Dr. Mazhar Nawaz and Dr. Haroon Qasim		
Moderator: Mr. Abdur Rehman		
Paper I.D	Presenter(s) Details	Title of Article
ICIBM-TR4-411	Arooj	Title: Enhancing Environmental Sustainability in Pakistani Hotels: The Role of Socially Responsible Human Resource Management and Employee Motivational Factors
ICIBM-TR4-404	Saeeda kakar	Decoding Entrepreneurial Insights: A Holistic Evaluation considering Risk Propensity, Prior knowledge & Social Media Influence, featuring Self-Efficacy being the Catalyst & Digital Literacy as a Game Changer
ICIBM-TR2-109	Abdul Basit Raheel	The Impact of Brand Equity on Sales Promotion of Package Spices Brands in Pakistan: An Empirical Study

ICIBM-TR1-133	Khawaja Naveed	Corporate Governance and Sustainability Practices: Optimization of Water Management Disclosures
ICIBM-TR2-102	Naila Mengal	Empowering Women Entrepreneurs in Baluchistan: An Investigation into the Role of Entrepreneurial Education, Access to Capital and Network Dynamics
ICIBM-TR2-111	Ghazal Shahab	Effects of social media influencer and social media content on customer engagement. Mediating role of psychological characteristics.
ICIBM-TR3-101	Saman Siddiqui	Fostering entrepreneurial intentions: unveiling the role of entrepreneurial education, entrepreneurial passion and family background

Determine the Factors influencing Customer Loyalty of Islamic Banking Customers in Malaysia

Gohar Farid
University Sultan Zainal Abidin
Kuala Terengganu, Malaysia

Dr Zainudin Bin Awang
University Sultan Zainal Abidin
Kuala Terengganu, Malaysia

Dr Hamid Mahmood
TIMES Institute
Multan Pakistan

Abstract

This study was conducted to investigate the influence of Pakistan Service Quality dimensions (PAKSERV), subjective norms, customer satisfaction and bank image on customer loyalty of Malaysian Islamic banking customers. The respondents for this study were Islamic banks customers in Palestine. A total of 500 questionnaires were distributed in three cities: Kuala Lumpur and Selangor using convenience sampling method. Therefore, 357 completed questionnaires were retrieved, giving a response rate of 71% of the original sample. The data was collected in six weeks beginning of September 2017. The research model was empirically tested using Structural Equation Modeling (SEM) technique. Results of SEM depicted that tangibility, reliability, assurance, sincerity, personalization, formality and subjective norms explained 80% variance in customer satisfaction. Additionally, customer satisfaction was found positively impact on customer loyalty. Customer satisfaction was found to mediate the relationship between service quality dimensions (tangibility, reliability, assurance, sincerity, personalization, formality and subjective norms) and customer loyalty. Moreover, the study also confirmed that bank image moderates the relationship between customer satisfaction and customer loyalty. The results of this study have provided several implications for practitioners and researchers. The findings of this study provided insights to top managements of banking industry with regard to the importance of delivering good service quality and establishing a good image.

Keywords: PAKSERV, Subjective Norms, Customer Satisfaction, Customer Loyalty, Bank Image

Going Green: Islamic Finance Propelling Sustainability Goals

Dr Mudeer Ahmed Khattak
IQRA University
Islamabad Campus

Dr Noreen A. Khan
IQRA University
Islamabad Campus

Dr Awais Ur Rehman
University of Central Punjab
Lahore

Abstract

Firms, institutions, and economies strive to be sustainable regarding the environment, social issues, and governance. The United Nations devised 17 Sustainable Development Goals (SDGs) for this. Firms are trying to align their practices with SDGs and contribute to such goals with their best environmental, Social, and Governance practices. Proponents of Islamic finance argue it can be a way forward to achieve such significant causes. Therefore, we examine if Islamic finance can play a role in achieving the more substantial cause of sustainability. We test this by studying 58 countries from 2012 to 2020. Considering potential issues like persistence in the dependent variable, serial autocorrelation, heterogeneity, and endogeneity, we employ the System Generalized Method of Moments (SGMM) to estimate the model and explore the impact of Islamic finance development on Corporate Sustainability. Islamic finance enhances overall sustainability. If countries integrate Islamic finance principles, overall corporate sustainability will improve. These findings are robust to different statistical techniques and model specifications. Incorporating such principles would undoubtedly help economies achieve the ultimate goals of sustainability and overall well-being. The research strongly supports the proposed relationship between Islamic finance and sustainability factors. Our study has significant policy implications. First, economies should focus on developing Islamic finance and prioritize awareness, education, and training. Second, countries can incorporate Islamic finance and sustainability factors to achieve the Sustainable Development Goals set by the United Nations. Third, countries with a higher financial exclusion rate due to religious reasons can benefit from Islamic finance, thus bringing more citizens into the formal economy. Adopting Islamic finance principles would improve overall corporate sustainability and help governments achieve broader targets of sustainability and prosperity.

Keywords: Islamic finance; Sustainability; SDGs; Economic Well-being; ESG

Impact of financial inclusion on SME growth - A Bibliometric Analysis of OIC and non-OIC countries

*Humera Tariq Mahmood
Birmingham City University,
Graduate School of
Management and International
Islamic University Islamabad,
Pakistan*

*Dr Deniz E. Yoruk
Birmingham City University,
Graduate School of
Management,
Centre for Innovation Enterprise
and Growth (CEIG)*

*Prof Mark Gilman
University of Derby, Derby
Business School, Regional
Economic Observatory*

Abstract

Financial inclusion (FI) is perceived as an imperative tool for reducing poverty and stimulating economic growth. In particular, FI provides access to capital and financial services to Small and Medium-sized Enterprises (SMEs) and enables them to manage their finances, mitigate risks, expand operations, facilitate innovation, and drive job creation. SMEs are considered the backbone of an economy regardless of the level of development of that economy. However, their potential is not fully tapped yet and is hindered due to several constraints. Among its constraints, the unavailability of financial resources is considered a major barrier to SME growth. The International Finance Corporation (IFC) evidenced that 40% of formal SMEs in emerging economies suffer from unmet yearly financial needs of USD 5.2 trillion (International Finance Corporation, 2017). Despite all the advantages of FI, it is argued that FI is contingent upon various factors such as structural and policy-related factors (Naceur et al., 2015), and cannot be achieved in isolation (Nagpal et al., 2020). The effectiveness of FI requires collective efforts. On the other hand, information and communication technology (ICT) is considered a key enabler of FI (Chatterjee & Anand, 2017). The existing literature debated the relationship between FI and SME growth, nonetheless, a lack of consensus exists for the role of FI in SMEs' performance and/or growth. It is also evidenced that the level of FI varies among countries as well as within a country. Therefore, this chapter reviews the academic literature on FI in SMEs using bibliometric analysis methods. A total of 62 publications related to FI in SMEs between 2206 and 2024 were identified from a widely recognised Scopus online database. Using VOSviewer software, our analysis established how research has evolved in this area. We identified the main current themes, emerging trends and gaps for future research directions.

Keywords: SME; Financial Inclusion; OIC & non-OIC countries; Religion, Technology

Impact of Behavioral Finance on Investment Decision Making: A Mediating Role of Risk Perception

Sabahat Gul

Abstract:

The purpose of this study is to examine the effect of behavioral finance factors on investment decisions and empirically examine the relationship of these factors, risk perception and their outcomes. Modern theory of finance consider that investors and stock market are rational and very efficient as they have all information related to stock market .However, the theory of behavioral finance consider that stock prices and investment decisions are influenced and effected by emotional and psychological factors. Investor's literacy related to stock market influenced on decision making and their irrational behavior formed by heuristic and prospect approach. This study will examine the anchoring heuristic biases and framing effect on design making. Total data will be collected from individual investors. The survey technique will be used for data collection from the investors. This study will analyze the data with the help of the data statistical package for social science (SPSS) .AMOS version 21 will be used for analyzing the data. This research will conduct on stock market and in specific cultural context (Pakistan), may not be generalizable to another cultural context. Moreover, this study will consider only individual investor and did not consider market trend or institutional investor. Furthermore, this study will consider two behavioral finance factors and will not consider impact of its other factors on investment decision making. The study highlights numerous areas where behavioral finance can contribute substantial profits to wide aspects of the financial industry. This paper will bring together a wide range of financial professionals and academics to encourage their interest and use in behavioral finance.

Keywords: Behavioral Finance, investment decision, anchoring biases, framing effect, risk perception

Unveiling the AI Revolution in Financial Markets: A Systematic and Bibliometric Insights

*Hamad Raza
Lyalpur Business School,
Government College University
Faisalabad, Pakistan*

*Ahsan Riaz
Lyalpur Business School,
Government College University
Faisalabad, Pakistan*

*Nimra Riaz
National Business School, The
University of Faisalabad,
Pakistan*

Abstract

Artificial Intelligence (AI) has been around for a while, however, in businesses, the application of AI has witnessed a considerable development during Covid-19 pandemic. The adoption of AI in operations of the business, increases efficiency and effectiveness, which may rise the shareholder satisfaction. Therefore, this systematic and bibliometric study employs the PRISMA approach to explore the AI applications in financial markets. The data was extracted by using keywords and resulted in 135 papers sourced from the Scopus database. The analysis encompassed various dimensions, including year, journal, author, country, affiliation and citation. Moreover, a comprehensive bibliometric analysis was conducted using Vos-Viewer software. The findings highlight the important themes ("Machine Learning and Deep Learning") and a growing trend of AI integration in financial decision making. Moreover, China, US, UK, and India are the major economies that promotes the AI applications in financial markets. Furthermore, this review article offers a valuable insight for all participants in financial markets to make informed decisions.

Keywords: Financial Markets, Artificial Intelligence Systematic Literature Review, Bibliometric Analysis

Impact of the Audit Committee on the Financial Reporting Quality

*Laibah Hassan
MS Scholar
School of Commerce and
Accountancy
University of Management
Technology, Lahore*

*Esha Nisar
MS Scholar
School of Commerce and
Accountancy
University of Management &
Technology, Lahore*

*Dr. Muhammad Gulzar
Associate Director
School of Commerce and
Accountancy
University of Management &
Technology, Lahore*

Abstract

The underlying objective of the present study is to examine the influence of audit committee (AC) characteristics on financial reporting quality (FRQ) via discretionary accruals. The data sample consists of 50 non-financial listed companies from the KSE-100 index on PSX from 2017 to 2022 making it 300 firm-year observations. For data analysis, the FGLS technique is used. Results of hypotheses testing revealed that the ACSIZE, ACIND, and ACFINEXP have a positive and significant relationship with FRQ. Through the results of this study, the significance of Quality reporting and governance proves to be an integral part of the policymakers, non-financial companies, regulatory bodies, and stakeholders in the future.

Keywords: Audit Committee Characteristics, Financial Reporting Quality, and Discretionary Accruals.

Determining the Impact of CSR on Firm's Profitability

Rafay Ahmad

Abstract

This research paper explores the relation between Corporate Social Responsibility (CSR) initiatives and firm profitability within industries listed on the Pakistan Stock Exchange (PSX) 100 indexes. Utilizing regression analysis on financial data spanning from 2017 to 2022, the study identifies a significant positive relationship between CSR and Return on Sales (ROS), while no substantial correlation is found with Return on Assets (ROA) and Return on Equity (ROE). These findings underscore the importance of industries-specific CSR strategies in augmenting firm performance. The paper offers valuable empirical insights for stakeholders, regulators, and companies seeking to optimize CSR strategies to enhance financial well-being

Impact of Working Capital Management on Financial Performance of Chemical, chemical products and pharmaceutical companies in Pakistan

Alishba Jamil

Dua Batool Khan

Abstract:

The purpose of this study is to find the relationship between working capital management and financial performance of chosen chemical, chemical products and pharmaceutical companies listed in KSE. Correlation matrix, multiple regression, and secondary data have been used. 40 listed non-financial companies were chosen for the period 2017-202. In this research, ROA and ROE are used to measure profitability. QR, CR, and CCC are used to measure WCM. This study has found a positive relationship between WCM and profitability because all the variables related to WCM show a positive relationship with the profitability of chemical, chemical products, and pharmaceutical companies in Pakistan. This study has used secondary data. All the information has been taken from annual reports presented in the Karachi Stock Exchange. The findings of this research is that the profitability of a firm can be increased by keeping the cash conversion cycle at an optimum level.

Examining the impact of working capital management on firm value, with the moderating effect of institutional ownership

Rameen Sibghat
University of management and
technology

Nimra Dildar
University of management and
technology

Asad Anjum Mirza
University of management and
technology

Abstract

The purpose of the paper is to investigate the relationship between working capital management and firm value moderated by an institutional ownership study from Pakistan. The sample consists of 50 nonfinancial firms listed in KSE 100. The study is quantitative and uses secondary sources for data collection which are the annual financial positions of the firms and the SBP site. The year was 2016-2022. A strongly balanced panel was created and random effect regression was applied to compute the results. The APP and IP were statistically significant and negative which means if these two were decreased at the optimum level the firm value would be increased. As these two are proxies for the WCM so this means if the managers efficiently manage the WCM and don't get involved in agency problems then the firm value will be flourished. also, for the control variables LEV and SIZE showed significant and negative results which means if the size of the firm is less and their capital structure lev isn't that much then the value of that firm will be better than the others that could be because smaller firms roll out their dividend from time to time and more lev for the firm could create an issue of agency costs respectively. Also, this study didn't find any significant relationship moderating the relationship between WCM and firm value.

Keywords; APP, IP, WCM. institutional ownership, firm value

From Disclosure to performance: A Comprehensive Analysis of ESG and Quality Standards in Pakistani Firms

Farah Naz

*Department of Accounting and Finance
Kinnaird College for Women, Lahore,
Pakistan*

Danya Mark

*Department of Accounting and Finance
Kinnaird College for Women, Lahore,
Pakistan*

Abstract

Emphasizing on the assessment of Environmental, Social, and Economic disclosures along with Quality Standards this study analyzes data from listed manufacturing firms in Pakistan. It aims to highlight the critical role of these disclosures and quality standards in their influence on Firm Performance. While also including the integration of Sustainability Development Goals. The study seeks to evaluate the necessary level of stringency in Quality Standards to achieve high performance levels in the economy. The research employs panel data spanning from 2017 to 2022, encompassing listed manufacturing companies in Pakistan. Fuzzy-set Qualitative Comparative Analysis (FsQCA) was employed in this research to help understand the relationship between variables and outcomes. Facilitating the exploration of how Environmental, Economic, and Social disclosures along with Quality Standards influencing Firm Performance through this software analysis. The study uncovered significant findings on the correlation between Environmental, Social, and Economic disclosures, Quality Standards, and Firm Performance in the context of Pakistani manufacturing companies. It innovatively introduces Quality Standards as a variable to the existing literature on Firm Performance, offering new insights and perspectives. Moreover, the study focuses on one country and has a limited time span. It could benefit from considering multiple countries and additional quality standards for a more comprehensive understanding. Nevertheless, the study showed improved performance outcomes because of the pivotal role of ESG disclosures and Quality standards in meeting the diverse demands and expectations of emerging markets.

Keywords: ESG Disclosures, Quality Standards, Sustainability Development Goals, Firm Performance, Fuzzy-set Qualitative Comparative Analysis (FsQCA)

The impact of Emotional finance and market knowledge on investors investment decisions with the moderating effect of psychological defense: A study from retailer investors of PSX

*Muhammad Raza Zafar
PhD Scholar Institute of Banking
and Finance , Bahauddin
Zakariya University Multan*

*Muhammad Waqar Zafar
Commanding Officer, NLC Quetta*

*Muhammad Hasnain Ali
Lecturer, Government College
University Faisalabad Sahiwal
Campus*

Abstract

This study aims to examine the influence of behavioral biases on investors' investment decisions and explore the potential moderating role of financial literacy in the relationship between the observed variables. The research employed a quantitative methodology and obtained data through a survey questionnaire that was disseminated to a sample of 325 individual investors. The survey encompasses evaluations of behavioral biases such as overconfidence, disposition effect, risk-aversion bias, and herding behavior, along with measuring financial literacy. The findings indicate that behavioral biases have a significant impact on the investment decisions made by investors. According to the study, the respondents exhibit common biases such as overconfidence, disposition effect, risk-aversion bias, and herding behavior. Furthermore, the results suggest that financial literacy plays a moderating role in influencing the association between behavioral biases and investment decisions. Individuals with higher financial literacy tend to display a reduced inclination towards behavioral biases while making investment choices. Financial professionals, including financial advisors and educators, possess the expertise to develop impactful strategies that can improve the financial literacy of investors. This has the potential to enhance the quality of investment decision-making.

Keywords: Behavior finance, Behavior biases, Overconfidence, Herding behavior, Disposition effect, Risk-aversion bias, financial literacy, Investment decision.

Factors affecting Funds' Performance: A Comparative Study of Islamic Mutual Funds and Conventional Mutual Funds

Dr. Lubna Maroof
Bahria University Islamabad

Dr. Sumera Iqbal
Bahria University Islamabad

Dr. Farah Waheed
Bahria University Islamabad

The study measures the comparative performance of Islamic mutual funds relative to conventional mutual funds of Pakistan against different funds characteristics over the period of 11 years. The fund characteristics considered are fund size, expense ratio, age, lagged return, liquidity and fund risk. Multiple regression analysis is employed and the Sharp ratio measures the risk-adjusted performance. Using panel data of 30 funds from the Pakistan mutual fund industry for the period ranging from 2011 to 2021, the results reveal that the performance of conventional mutual funds is negatively affected by fund size and positively affected by funds age and fund lagged return. However, for Islamic funds the fund risk, lagged return and fund age are positively related to the return of the funds. The study further reveals that the risk-adjusted performance of Islamic mutual funds is better than conventional funds. Hence, the fund managers and investors should develop an understanding of fund characteristics that affect the funds return while making strategies for investment.

Keywords: Mutual funds, Islamic mutual funds, conventional mutual funds characteristics, Performance

Heterogenous effect of Environmental, Social and Governance activities on the Financial Performance of Microfinance Institutions: Evidence from Text Based Approach

Anum Rashid

Abstract

This research ascertains the role of environmental, social, and governance activities on the financial outcomes of microfinance institutions. The study employs novel natural language processing techniques to evaluate the environmental, social, and governance engagements of MFIs and considers the data of MFIs in the South Asian region. The findings reveal that social and governance activities augment the financial performance of MFIs, whereas environmental activities have no significant effect on the performance. The research contributes to the literature by providing new insights into individual environmental, social, and governance dimensions of the MFI's performance. The study has imperative implications for regulators and policymakers.

Keywords: ESG; Sustainable activities; Text Mining; Microfinance Institutions (MFIs)

Beyond Five Factors: Investigating Asset Pricing with Popularity and Islamic Factors

Zaheer U Din Babar

ABSTRACT

This thesis empirically analyzes the relationship between equity market returns and stock market anomaly factors including market, size, value, investment, and profitability in the equity markets of Pakistani. It further proposes two new factors, popularity and Islamic, and constructs a seven-factor asset pricing model (7FM) to assess its explanatory power and the significance of the new factors. This study builds on Fama & French (1993) methodology using time-series regression to explain excess stock returns. Heteroskedasticity and Autocorrelation Consistent (HAC) standard errors are employed to address potential biases that autocorrelation and heteroskedasticity may introduce. The sample size consists of 100 constituents of KSE-100 index, a free-float market capitalization weighted index. Sample period ranges from 1 January 2011 to 31 December 2021 with monthly observations and annual rebalancing of portfolios. The criterion jointly developed by PSX and MEBL is used to categorize stocks as Islamic. The findings provide insights from both the existing Fama & French's (2015) five-factor model (FF5FM) and a newly proposed 7FM. The existing FF5FM with market, value, size, profitability, and investment factors significantly explain the cross-sectional variations of stock returns. However, the 7FM, which incorporates two additional factors, namely, popularity and Islamic, further improves the explanation by capturing a stronger relationship between risk factors and the equity market. In contrast with Ibbotson & Idzorek (2014)'s theory of popularity, this study interestingly finds that popular stocks are riskier but generate higher returns compared to less popular ones. The proposed 7FM not only improves the explanatory power but also addresses intercept issues observed in the FF5FM for Pakistani equities, as evidenced by significant intercept reductions and higher adjusted R-squared values.

Stock Price Reaction to Earning Announcements: An Event Study

Muhammad Zahid Iqbal

Abstract

Semi strong form of efficient market hypothesis (EMH) asserts that stock prices reflect all publicly-available material information, quickly and rationally. The aim of this investigation is to assess the presence of efficient market hypothesis in the Pakistan stock market. This study examines the stock price reaction to earning announcements of companies which were included in KSE-100 index during the period from 2014 to 2019. Given the nature of the investigation, this study employed the event study methodology to analyze stock market reactions based on changes in security prices, to earnings announcements. The study used earnings announcements as an event of interest which was categorized into bad, good and no news categories, keeping in view the element of surprise in announcements. The non- overlapping estimation and event windows were defined. The study used the event window consisting of 21 trading days to measure abnormal return. The estimation window of 250 trading days was developed in order to measure expected returns by applying market model. Abnormal returns were drawn by taking difference between actual and expected returns around event date. Data related to earning announcement and stock prices were extracted from official website of PSX. The results of this study suggest that the efficient market hypothesis for semi-strong form of market efficiency does not hold in Pakistan stock exchange because the evidence of significant abnormal returns was found on event day. This leads to the conclusion that informational value lies in earning announcement. Further it is found that market reaction is stronger for announcements containing negative surprise relative to positive surprise.

Keywords: Event Study, Stock price Reactions, Efficient Market Hypothesis

Exploring the Impact of Environmental Practices on Firm Performance

*Mohyuddin Tahir Mahmood
University of Management and
Technology*

Abstract

As the world grapples with the consequences of environmental degradation, social unrest, and corporate governance failures, the importance of Environmental factors has come to the forefront. Investors, businesses, and governments are increasingly recognizing the interconnectedness of these non-financial aspects and their potential impact on long-term sustainability and profitability. The growing recognition of the significance of Environmental factors in managing associated risks has prompted investors to incorporate these non-financial considerations into their investment decisions. This research investigates the impact of Environmental Practices on Firm Performance. Firm Performance is measured by Net Profit Margin. The conflict between shareholder and stakeholder perspectives fuels debate whether ESG prioritizes profits or long-term benefits for diverse stakeholders. Shareholder theory posits that generate benefit to only shareholders such as employees, customers, and society while Stakeholder theory emphasized that corporations should serve the interest of all contributors, not solely the shareholders. Secondary data of Environmental Scores and Net Profit Margin for 14,000 firms were collected from Refinitiv. Panel data was used to investigate the relationship between these two variables by using the Stata. Analysis shows that there is positive relationship between Environmental Scores and firm Performance. It implies that Environmental Scores creates value not only for shareholders but also for all stakeholders, thus prioritizing stakeholder theory. This research will provide guidelines to decision makers so that they can incorporate Environmental policies in their ventures to improve their performance. However, it is limited to Net Profit Margin as firm performance. Further researches could also include other proxies Return on Assets, Return on Equity, and Tobin's Q.

Keywords: Environmental Scores, Firm Performance, Net Profit Margin, Stakeholder theory.

Financial Inclusion and Artificial Intelligence: A pathway to Sustainable Development Goals

*Anam Fazal
Assistant Professor
Lahore Garrison University*

Abstract

Sustainable Development Goals (SDGs) are an agenda set by United Nations as a target for the economies of the world to achieve by 2030. There are a total of 17 SDGs, and 169 targets are set for their accomplishment. Financial inclusion has gained much importance for sustainable development as it is a direct enabler of 8 of the 17 SDGs. No poverty, zero hunger, good health and well-being, gender equality, decent work and economic growth, industry, innovation and infrastructure, reduced inequalities and partnership for the goals have explicit targets in the form of financial inclusion. With the advent of industry 4.0., the importance of Artificial Intelligence (AI) has increased significantly for financial inclusion also. In the light of above mentioned background, the purpose of this research is to provide evidence on the relationship of financial inclusion and SDGs with the effect of AI. By providing this evidence, the results will insist on the immediate implementation of AI in financial sector to achieve 2030 agenda. To achieve the purpose of this study, this study is using qualitative methodology. Narrative approach is used to explain the role of renowned AI applications for expanding financial inclusion. After this, comparative approach is employed to explain the difference between traditional loan applications and AI assisted loan applications. Furthermore, financial inclusion data of two countries is compared to signify the importance of AI as compared to legacy financial approaches. By using the qualitative methodology, this research paper concludes that AI is indispensable for increasing the level of financial inclusion and to achieve SDGs. This research is of immense interest and importance for policymakers as the countries of the world are striving to comply with SDGs. Evidence from real time applications strengthen the idea for working on the implementation of AI in financial infrastructure.

Keywords: Sustainable development, SDGs, Financial inclusion, Artificial Intelligence

Institutional Quality and Environmental Sustainability: Significant Role of Fintech and Control of Corruption

Zareen

Javeria Sultan

Dr. Falak Sher

Abstract

The idea of this research comes from the Environmental Development Target of the UN which includes climate stabilization, consumption of clean & renewable energy, and responsible economic expansion. The current study inspects the effect of institutional quality on carbon emissions in the scenario of the Environmental Kuznets Curve (EKC) by employing data on emissions of carbon, six factors of institutional quality, and Financial Technology. The current study is focusing on Asian Economies over the period from 2019-2023. The hypothesis of EKC (Environmental Kuznets Curve) states that carbon emissions can be reduced by controlling corruption, regulatory excellence, and legal framework. With the application of econometric models, we observe a one-sided causality between the consumption of energy and economic development. On the other side, we find that there is bidirectional causality from carbon emission to the growth of population and all institutional quality indices. These results show that to control pollution government institutions should make effective strategies and implement eco-friendly rules that provide a favorable climate to the population. However, Financial technologies reduce the environmental quality.

Uncertainty Transmission from COVID-19 to Socially Responsible, Energy and Other Global Investment Choices

Dr. Muhammad Naeem Shahid

Dr. Falak Sher

Abstract

The global financial markets have been adversely affected by COVID-19. Therefore, the current study aims to investigate the risk transmission from COVID-19 to environmentally/socially responsible, global natural resources/mining, global energy, and global agriculture. Additionally, the connectedness of energy markets with global investments is also investigated in this study. To achieve the objectives, the study introduces a new global fear Index. With the application of the multivariate BEKK-GARCH and TVP-VAR models over the period from January 2020 to December 2021, we find that shock and volatility are significantly transmitted from COVID-19 to all global indices under study. The study further observes that environmentally/socially responsible, global natural resources/mining, global energy, and global agriculture investments act as a safe haven during COVID-19. Furthermore, we observe that global investment choices are barely connected with energy indices. The outcomes highlight the significance of socially responsible investments as a separate asset class so that socially sentimental and environmentally friendly investors can invest to dilute the risk of their investments.

Greenwashing A Reality or Myth: Insights from a Systematic Literature Review

Ahsan Riaz
Lyallpur Business School
GCU Faisalabad, Pakistan.

Hamad Raza
Lyallpur Business School
GCU Faisalabad, Pakistan.

Nimra Riaz
National Business School
University of Faisalabad, Pakistan

Abstract

Greenwashing, the practice of conveying a false impression or providing misleading information about environmental responsibility, has become a prominent concern in the contemporary discourse surrounding sustainability and corporate social responsibility. This paper presents insights derived from a comprehensive systematic literature review aimed at elucidating the reality or myth surrounding greenwashing via the Scopus database from 1990 to 2023. It employs PRISMA to analyse 133 selected articles from high-impact journals. The research adopts a bibliometric approach, employing mapping visualisations and citation analysis to identify patterns and networks within the literature. The study excludes conference participation and book publications, centring on research papers to maintain focus. The findings highlight that China is the most collaborative country in Greenwashing research, with (27 documents and 935 citations). The keywords analysis indicates that Greenwashing or green value is the most significant factor, with 25 and 40 occurrences, respectively.

Keywords: Greenwashing, Green Value, Systematic Literature Review, Bibliometric Analysis

Corporate Governance and Sustainability Practices: Optimization of Water Management Disclosures

Dr Khawaja Naveed
Postdoctoral fellow
CBC-UAEU

Muhammad Bilal Farooq,
Associate Professor,
UAE University.

Abstract

Purpose: This research examines the impact of corporate board characteristics on corporate water management disclosure (CWMD) practices in the USA.

Method: The study utilizes univariate and regression analyses on a dataset comprising 500 S&P companies to assess the relationships between board characteristics and CWMD.

Findings: Our findings reveal a strong positive relationship between board gender diversity and both the likelihood and depth of CWMD. Boards with a higher percentage of independent directors or those from water-sensitive industries also tend to disclose more about CWMD. However, the presence of a sustainability committee does not significantly impact these relationships unless there is a critical mass of women on the board.

Novelty/Contributions: This study provides crucial insights for top management and regulators aiming to improve corporate governance and develop strategies for climate change. The study highlights the significant interaction effect that a critical mass of women on the board has on the influence of a sustainability committee in disclosing CWMD. This contributes to existing literature by pinpointing specific board composition dynamics that enhance disclosure practices.

Implications: These results support stakeholder theory and provide essential insights for top management and regulators aiming to enhance corporate governance and develop effective strategies for climate change. By understanding the board compositions that most effectively disclose CWMD, corporations can better manage resource constraints and stakeholder expectations with divergent interests.

Managerial ability and investment inefficiency: A Qualitative Comparative Analysis

*Muhammad Fayyaz Sheikh
Lyallpur Business School
GCU Faisalabad, Pakistan.*

*Aamir Inam Bhutta
Lyallpur Business School
GCU Faisalabad, Pakistan.*

Abstract

We examine the link between managerial ability and investment inefficiency using fuzzy set qualitative comparative analysis (fsQCA) in a unique developing economy setting. Results show that managerial inability is a core condition for overinvestment. However, managerial inability does not appear to be a core condition for the presence of underinvestment. Further, the subsample analysis reveals that although managerial inability is one of the core conditions for the presence of overinvestment however its interaction with other core conditions in family firms is different from the interaction in non-family firms. Interestingly, both managerial ability and inability combined with some other core conditions can lead to the presence of underinvestment in family firms whereas only managerial inability combined with other core conditions can lead to the presence of underinvestment in non-family firms. Overall, our results suggest that understanding the influence of managerial ability on firms' investment decisions is a complex problem, and the traditional regression approach is insufficient to uncover the nature of the relation.

Keywords: Asymmetric relationship; Fuzzy set qualitative comparative analysis (fsQCA); Investment inefficiency; Managerial ability.

Do Military Directors and their Rank Impact Audit Fees in Pakistan?

*Dr. Faisal Anees
Assistant Professor
Lyallpur Business School
GCU Faisalabad, Pakistan.*

*Dr. Jahanzaib Sultan
Assistant Professor
Lyallpur Business School
GCU Faisalabad, Pakistan.*

Abstract

Drawing on risk-based perspective in auditing literature, this work hypothesizes multiple channels to establish connections between the presence of military directors on boards, their past military ranks, and audit fees within the Pakistani corporate sector. Drawing on sample consisting of all the non-financial firms listed at Pakistan Stock Exchange, our results reveal that military directors have a negative and statistically significant impact on audit fees. Furthermore, we find that reduction in audit fees is sensitive to the directors' serving experience in the army. We find that inheritance risk is an important channel through which military directors' impact on audit fees particularly in high rank military firms. We also identify information environment channel use to reduce audit fees particularly in Low rank military firms. This study makes two notable contributions to the academic research. First, our work delves deeper into the channels through which military directors affect audit fees. Second, this study is the first to demonstrate that the reduction in audit fees is particularly significant for companies with low-rank military directors as compared to high-ranked military ranked.

Keywords: Military director. Military connected firms, Audit fees, Military rank, Pakistani corporate sector

Innovative Finance: Blue Finance in Promoting Sustainable Resource Management for Human-Ocean Coexistence

Saadia Younis

Abstract

Covering more than 70% of the planet's surface, 95% of the biosphere, serving as home to many complex ecosystems, and producing half of the planet's oxygen, the ocean and its well-being are crucial to our own well-being. Millions of people make their living from the ocean, be it as a source of income or food, or as a way of life. And yet, we have been mounting multiple threats to the ocean's health through anthropogenically driven climate change, acidification, warming, overfishing, pollution, and the destruction of habitat and biodiversity. Meanwhile, the coronavirus disease pandemic has undermined global efforts to achieve sustainable development, including the implementation of Sustainable Development Goal 14 to conserve and sustainably use the ocean's resources. People increasingly view the sustainable blue economy as central to the future of human security, including new sources of food, medicines, and renewable energy. The ocean is suffering the adverse [effects of climate change](#) and intense [human activities](#). When addressing these ocean risks, ensuring sufficient [finance](#) to sustain the marine ecosystem and resources is an ever-present challenge. Blue finance is a crucial tool to ensure ocean sustainability, aligned with economic growth. This concept paper provides a conceptual understanding of this emerging concept and explores the potential of using legal and institutional mechanisms to increase investment in ocean development programs. Undoubtedly, the development of the blue economy provides an opportunity for industry, community, and government in coastal and island states to consolidate their partnerships, as blue finance could accelerate the implementation more inclusively. Regarding blue finance, trackable process and assessment are the most critical considerations for multinational development banks and public and private financial institutions to set environmental, social, and governance investment criteria. The global environment funds are also ready to support these projects if they have quantifiable social and environmental impacts. This paper proposes a regulatory-driven financing [mechanism incorporating](#) the core concepts of blue finance in the context of marine governance, both at the international and domestic levels.

Keywords: Financial Innovation, Blue Finance, Sustainable Blue economy, Environment Resilience, Ocean sustainability, Ocean governance.

Empowering Women Entrepreneurs in Baluchistan: Investigating the Role of Entrepreneurial Education, Access to Capital and Network Dynamics

Naila Mengal

*Institute of Management Sciences
University of Balochistan*

Beenish Malik

*Institute of Management Sciences
University of Balochistan*

Saeeda Kakar

*Institute of Management Sciences
University of Balochistan*

Abstract

The study explores factors that influence women's entrepreneurial success, with an emphasis on Entrepreneurial Education (EE) together with Access to Capital (AC) as the independent variables, Access to Network (AN) to be a mediating factor, and Government Support (GS) as a moderating component. The dependent variable is Women Entrepreneurial Success (WES). This study uses a structured questionnaire and survey of 200 entrepreneurs to examine hypotheses about female entrepreneurs in Balochistan. Ethical rules are adopted to ensure participant privacy and data confidentiality. The study uses a cross-sectional methodology and a 1-5 scale to examine significant factors, with an epistemology-positivism research philosophy approach and explanatory nature. The survey instrument's pilot testing provides data validity and reliability, which contributes considerably to understanding women's business performance in Balochistan. These parameters had substantial internal consistency and subtle connections. While EE had a favorable but not statistically significant connection with WES, AC, AN, and GS identified as strong predictors. The complex functions of AN were uncovered through mediation and moderation analysis. The implications include comprehensive support networks for female entrepreneurs. Our findings may be useful for female entrepreneurs seeking to have a greater positive social influence on society and the success of their businesses career.

Keywords: Women entrepreneurship, entrepreneurial education, financial support, social network, social innovation, sustainable enterprise development, entrepreneurial success, government regulations.

Impact of Airline Service Quality and Safety Perception on Airline Brand Loyalty: Mediating Role of Passenger Expectation

Hafiz Suhail Farooq

Abstract

Examining the relationship between airline service quality, safety perception, and brand loyalty is the primary objective of this research. Convenience sampling was utilized to obtain data from 384 customers who utilize airline services in order to accomplish the purpose of this study. Results derived from the application of structural equation modeling revealed that brand loyalty does indeed influence the perception of safety and quality of airline services. Furthermore, passenger expectation was identified as a significant mediating factor. This research aids organizational leaders and managers in the airline sector in formulating effective and efficient policies to satisfy passenger demands and foster brand loyalty.

Keywords: brand loyalty, passenger expectation, airline services quality, safety perception

Financial Inclusion, Sustainability and Financial Wellbeing in OIC and Non-OIC countries

Waqas Shair

Rizwan ul Hassan

Abstract

The significance of access to formal bank accounts becomes evident as it enables individuals to safely transfer and receive funds, make everyday transactions, and make investments to hedge against financial shocks, among others. The present study aims to investigate the extent to which financial inclusion has been adopted by individuals from poor and non-poor backgrounds and males and females across OIC and non-OIC economies. The outcome of the extent of access to financial accounts and financial services – digital payment, savings, borrowing, and financial well-being in terms of financial resilience and financial worrying is also conducted among the vulnerable group. The study utilises the Global Findex Database, which consists of data from 128,000 individuals across 123 economies, to provide an empirical description of financial inclusion. The outcome of the examination of the disparity of marginalised groups yields valuable insights into the recognition of associated challenges and opportunities for bridging the existing gap.

Keywords: Financial services, Digital payments, Formal Savings, Formal borrowing, financial resilience, Financial worrying, Gender gap, Income gap

Pakistani Muslims and Islamic Fintech: Synchronization of Attitude and Behavioral Intention

*Dr. Muhammad Irfan Khan
College of Business Management
IoBM, Karachi*

*Anam Qamar
Jinnah University for Women
Department of Business
Administration
Karachi*

*Dr. Arsalan Hanif Malik
College of Business
Management
IoBM, Karachi*

*Khawaja Masood Raza
College of Business Management
IoBM, Karachi*

Abstract

In recent years, mobile and internet banking have become increasingly successful on a global scale. Relatively few studies have examined the attitudes and behavioral intentions of users when using mobile banking. The purpose of this study is to fill a research gap by examining the critical elements that contribute to a positive attitude and behavioral intention regarding mobile banking. Specifically, it extends the meta-UTAUT framework and incorporates AI factors such as perceived likeability, perceived intelligence, and perceived animacy as independent variables. The study uses a survey methodology with a single cross-sectional design. An analysis of 100 samples collected from Pakistan was conducted using structural equation modelling to test the proposed conceptual model. Findings suggest that effort expectancy and facilitating conditions are the variables that structure the dependent variables. Based on AI variables, likeability is strongly correlated with attitude. In addition, it has been shown that attitudes are positively correlated with likeability and behavioral intention towards online and mobile banking. As a moderating variable, Islamic religiosity is incorporated into this study in addition to AI components in the meta-UTAUT paradigm. In addition to contributing to the literature on Internet and mobile banking, the study makes a significant contribution to the understanding of meta-UTAUT propositions as well. Although the study utilizes factors related to technology, it is based on many psychological theories, including the theory of mind, the uncanny valley theory, developmental psychology, and cognitive psychology theory.

Keywords: Meta-UTAUT, AI factors, Likeability, Intelligence, Animacy, Digital mobile banking apps, Internet banking.

The intersection of religio-cultural induction, participatory finance and risk management

Haris Mehmood

Abstract

The study aims to investigate the influence of religious norms, Islamic attitudes, and cultural beliefs on financing modes within the Islamic banking sector. Specifically, it seeks to explore how the presence of religious cultures and norms in a society affects participation in Islamic banking, and the extent to which this relationship contributes to mitigating organizational risks. This study employs panel data analysis spanning from 2015 to 2022 to examine the impact of Islamicity on Participatory finance and its relationship with bank stability measured by the Z score. The findings reveal a significant negative effect of Islamicity on Participatory finance, while indicating a significant positive association between Participatory finance and the Z score, suggesting that an increase in Participatory finance in Islamic banking reduces the likelihood of default. Additionally, the study identifies a significant negative relationship between Islamicity and the Z score.

Building a Better Future: Islamic Finance as the Engine for Pakistan's Sustainable Development

*Mohamad bin Jais
Faculty of Economics & Business
University Malaysia Sarawak
Malaysia*

*Arsalan Haneef Malik
College of Business Management
IoBM, Karachi*

*Khwaja Masood Raza
College of Business
Management
IoBM, Karachi*

*Dr. Muhammad Irfan Khan
College of Business Management
IoBM, Karachi*

Abstract

Among Islamic finance's fundamentals are asset-based financing, ethical and responsible behavior, and profit and loss sharing. The use of Islamic instruments, such as Sukuk (Islamic bonds) for the financing of infrastructure projects can therefore aid in the achievement of both the Sustainable Development Goals (SDGs) 7 (affordable and clean energy) and 9 (industry, innovation, and infrastructure). Meanwhile, microfinance based on profit-sharing (Musharaka) could be an effective tool for empowering entrepreneurs (SDG 8: decent work and economic growth) and alleviating poverty (SDG 1). In this regard, the facilitation of Islamic finance can be a great help when governments are seeking to maximize their efforts to achieve the Sustainable Development Goals. In this study we analyze how promoting Islamic finance can bring prosperity in a region.

Exploring the Awareness and Understanding of Islamic Social Finance Across Demographic Segments and Its Impact on Financial Inclusion

*Zain ul Abideen
Senior Lecturer
ALS Islamabad, Pakistan*

Abstract

This research aims to investigate the level of awareness and knowledge of Islamic social finance among diverse segments of the population and its correlation with financial inclusion. Background: Islamic social finance, rooted in Islamic ethics, encompasses various financial instruments aimed at promoting social welfare and financial inclusion. Despite its potential, there's a gap in understanding its awareness and knowledge among different demographic groups. A survey-based methodology employing self-administered questionnaires was used to collect quantitative data from 200 respondents representing various segments of the population. The study anticipates uncovering varying levels of awareness and knowledge of Islamic social finance across demographic groups, along with identifying its relationship with financial inclusion. Findings from this research can inform policymakers, financial institutions, and stakeholders in developing targeted strategies to enhance awareness and adoption of Islamic social finance, thus fostering greater financial inclusion. This study bridges the gap in existing literature by exploring the awareness and knowledge of Islamic social finance among diverse segments of the population and its connection to financial inclusion.

Keywords: Islamic social finance, financial inclusion, awareness, knowledge, demographic segments,

Islamic Capital Market: Issues and Challenges

Sumera Iqbal

MS Scholar

Minhaj University Lahore

Bushra Iqbal

MS Scholar

Minhaj University Lahore

Abstract

Based on Sharia law, the Islamic capital market has grown to be an important player in world finance. However, despite its growth and potential, it faces several challenges that hinder its development and effectiveness. This paper aims to provide a comprehensive overview of the issues and challenges confronting the Islamic capital market. It has been observed that product innovation, Sharia compliance, and public trust are some of the key concerns. Solutions to these issues are also obvious from the title of the issue i.e. Enhancing regulatory frameworks, promoting product innovation, upholding market liquidity, and prioritizing education and awareness initiatives are essential steps towards overcoming these challenges and unlocking the full potential of Islamic finance on the global stage.

Fear Of Failure as An Entrepreneur: Capital Growth and Its Advancement

Muhammad Zaeem Faisal

Abstract

The problem identified in this context revolves around the entrepreneur's pursuit of capital growth and the challenges associated with it. While the article emphasizes the entrepreneur's basic goal of increasing capital and sales, there is a gap in addressing the specific strategies and considerations necessary for achieving sustainable capital growth. The entrepreneur is urged to reinvest profits, learn from mistakes, and expand the business, but the article lacks a focused exploration of the critical factors influencing capital growth and the potential obstacles entrepreneurs might face in this journey.

Keywords: Business, fear of failure, capital group

Beyond the Borders: An Empirical Exploration of Trade Openness and Entrepreneurial Activities: The Moderating Role of Financial Development

Abaidullah

Abstract

Opening the trade horizon is pivotal to instigating entrepreneurial activities in this modern era of technological advancement. Trade openness fosters an atmosphere that allows entrepreneurs to thrive, innovate, and maintain long-term viability through the exchange of products and technologies. This study explores the impact of trade openness on entrepreneurial activities. Ordinary Least Squares (OLS), Fixed-Effects (FE) estimation, and a two-step Generalized Method of Moments (GMM) are applied to the annual unbalanced panel data from 217 countries for the period of 23 years starting from 1999 to 2022. Results obtained from the entire sample indicate that trade openness consistently produced positive and significant effects on entrepreneurial activities and prompted new business density. The results are also robust with positive and significant impact while taking total entrepreneurial activities as a proxy for the dependent variable. The baseline results obtained from the GMM show that if there is one unit change in trade openness, it will bring an 88.2% change in the dependent variable to promote entrepreneurial activities. The results also indicate that financial development moderates the proposed relationship of trade openness and entrepreneurship positively and significantly. Entrepreneurs can take advantage of possibilities, efficiently utilize resources, and make significant contributions to economic development on a larger scale due to the interconnectedness of the global economy. The study guides the policymakers to provide trading opportunities to entrepreneurs across international borders at the global scale.

Keywords: Entrepreneurial Activities, Trade openness, Labor Force Female Participation, Rule of Law

Systematic Literature Review: Impact of Post-Traumatic Stress Disorder on Entrepreneurial Intentions

Rana Shahid Mahmood
UMT, Lahore

Dr Raja Irfan Sabir
UCP, Lahore

Abstract

This systematic literature review explores the relationship between post-traumatic stress (PTS) and entrepreneurial intentions. The review period encompasses articles published from January 2019 to December 2023. Through a comprehensive examination of the literature, this review identifies key dimensions and variables used to investigate the association between PTS and entrepreneurial intentions. Several dimensions were considered in the reviewed literature, including psychological factors, individual characteristics, and environmental influences. Psychological factors encompassed variables such as resilience, coping mechanisms, and cognitive appraisal of trauma. Individual characteristics included personality traits, past traumatic experiences, and levels of self-efficacy and motivation. Environmental influences encompassed socio-economic factors, social support networks, and cultural contexts. The variables utilized in the reviewed studies encompassed measures of post-traumatic stress symptoms, such as intrusive thoughts, avoidance behaviors, and hyperarousal. Entrepreneurial intentions were assessed through measures of entrepreneurial self-efficacy, desire for autonomy, risk-taking propensity, and intention to start or pursue entrepreneurial endeavors. This review contributes to the understanding of how post-traumatic stress influences entrepreneurial intentions and highlights the importance of considering psychological, individual, and environmental factors in research and interventions aimed at supporting individuals with PTS who aspire to entrepreneurship.

Keywords: Post-traumatic stress disorder, entrepreneurial intentions, trauma, entrepreneurship, systematic literature review. risk taking

THE IMPACT OF SALES PROMOTION ON PURCHASE INTENTION OF PACKAGE SPICE BRANDS IN PAKISTAN:AN EMPIRICAL STUDY

Abdul Basit

Abstract

The spice category in Pakistan is just the same as other commodity-based industries. Packaged milk, oil, tea and spices all share similar dynamics. Pakistan is among the top five spice producers in the world after India, Bangladesh, Turkey and China. Pakistan also exports to Europe and the Middle East. This study is emphasizing on the relationship between sales promotion and purchase intentions of the products in cash and carries of Pakistan, particularly in cities of Rawalpindi and Islamabad. The study uses quantitative research methodology and primary data was collected from the female shoppers who visited selected cash and carries and shop for the products. An adapted questionnaire is used to collect the data. After collecting the data, it was recorded in SPSS 17 and different statistical analysis were conducted such as descriptive analysis, Regression analysis and ANOVA. Results of this study found positive significant relationship between sales promotion and purchase intentions. These results can be utilized by the companies operating in Pakistan and they would be able to increase their marketing budgets to enhance the sales promotions.

Keywords: Spice, sales promotion, purchase intention, female shoppers.

EFFECT OF SOCIAL MEDIA INFLUENCER AND SOCIAL MEDIA CONTENT ON CUSTOMER ENGAGEMENT: MEDIATING ROLE OF PSYCHOLOGICAL CHARACTERISTICS

Ghazal Shahab

Abstract

This study proposes a comprehensive model to understand the dynamics of influencer marketing and its impact on customer engagement. It examines influencer content characteristics, source credibility, and psychological connections with customers. The research utilizes a mixed-methods approach, including surveys, experiments, interviews, focus groups, and content analysis. It aims to fill knowledge gaps and provide insights for businesses to optimize their influencer marketing strategies. By analysing both quantitative and qualitative data, the study seeks to advance theoretical understanding while addressing ethical considerations in influencer marketing. Ultimately, it aims to enhance both campaign effectiveness and ethical practice, benefiting businesses and customers alike.

Keywords: Influencer marketing, Customer engagement, Content characteristics, Source characteristics, psychological attributes, PLS-SEM model, Mixed-methods approach.

Social Capital in the Digital Age: Influencers' Impact on E-Entrepreneurial Intentions among Gen Y and Gen Z

Dr Muhammad Bilal Ahmed
Hailey College of Banking and Finance

Ayesha Noor Aslam
Hailey College of Banking and Finance

Abstract

Virtual ventures are significant career paths among millennial and Generation Z because they help them start their online businesses with limited resources. Due to digitalization, social media influencers have changed the aspects that impact or trigger e-entrepreneurial intentions among millennial and Gen Z. Thus, it is important to investigate all the unique antecedents of e-entrepreneurial intentions. Therefore, this study proposes to investigate the impact of millennials' and Gen Z's structural social capital and relational social capital on their parasocial relationships with social media influencers that influence their e-entrepreneurial intentions. Moreover, this study will also investigate the moderating effect of e-entrepreneurial self-efficacy along with the mediating role of parasocial relationships with influencers. Furthermore, under the positivist paradigm, the convenience sampling technique will be employed to collect data. Similarly, data will be collected through a close-ended survey questionnaire from the millennial and Generation Z population. Structural equation modeling (SEM) will be used to test the model. Several studies have confirmed the mediating role of parasocial relationships with influencers on millennial and Gen Z intentions. In contrast, this study is the first of its kind to investigate the mediating role of parasocial relationships with influencers in an e-entrepreneurial context. This study has an important theoretical contribution by introducing the impact of social capital through social media influencers in e-commerce. However, this study will practically contribute by shedding light on the innovative aspirations for e-entrepreneurial intentions among millennial and Gen Z.

Keywords: e-entrepreneurial intentions; structural social capital; relational social capital; parasocial relationship with influencers; millennial and gen z; e-business

Organizational Agility in the Age of Digital Transformation: Bibliometric Analysis, SLR, and Thematic Analysis

Abdul Rehman
Riphah International University
Lahore

Shazia Numan
Riphah International University
Lahore

Ata ul Musawir
UCP, Lahore

Ahmed Faisal Siddiqi
UCP, Lahore

Abstract

This study presents a comprehensive examination of academic research in the areas of agile project management, organizational strategy, and digital transformation. Through rigorous bibliometric analysis, systematic literature review, and thematic exploration, we analyze 438 research documents from Scopus and Web of Science databases. Using the Bibliometrix Package for R and Biblioshiny, we conduct a thorough bibliometric analysis to evaluate and visually depict the landscape of relevant bibliographic materials. Our analysis focuses on critical elements including journals, papers, researchers, institutions, and countries, employing bibliometric indicators such as productivity, citations, and thematic analysis. Using graphical analyses, the study explores co-authorship, keyword co-occurrence, research topic evolution, and influential networks within digital transformation. It provides valuable insights into digital transformation and organizational agility, serving as a foundational resource for shaping the future of this growing field. Additionally, an examination of the five identified thematic areas through thematic clustering and mapping offers significant insights into past research, indicating potential directions for future research efforts. Our research emphasized the interconnections between digital strategy, change management, and digital technology, which are essential components supporting the broader concepts of digital transformation and organizational agility. Integrating these concepts into the framework of organizational agility can offer a more comprehensive understanding and implementation approach for both scholars and professionals. Subsequent studies could probe into exploring digital strategy, change management, and digital technology to effectively navigate the changing landscape of digital transformations.

Keywords: Bibliometric Analysis, Bibliometrix, Digital Transformation, Organizational Agility, Agile Project Management

Escaping Reality: The Influence of Entertainment Social Media Influencers on Happiness.*Faiqa Kiran**Ashan Zubair***Abstract**

Some individuals follow social media influencers who post entertaining and funny content to escape from their daily routine lives. The current research aims to investigate how individuals' need to belong and have fun leads them toward happiness. The study also checks the mediating role of escapism between individual needs and happiness. A total no. of 183 responses from the followers of entertainment were collected via online questionnaires and analyzed using PLS-SEM. The results suggest that individuals seek connection and enjoyment through their engagement with entertainment social media influencers. Secondly, escapism acts as a mediator between the individual's needs to belong, fun, and happiness. Hence, the followers of entertainment influencers seek escape from reality for some time when they engage with the entertaining content of the influencer and this connection contributes to an increased level of happiness among them. In the future, the exploration of different dimensions of followers' happiness and well-being about their interactions with social media influencers is recommended for future studies.

Keywords - Social media influencer, Need to belong, Fun, Escape, and Happiness

Examine The Stealth marketing effect on compulsive buying behaviour with Mediating effect of customer awareness and customer engagement

Farman Ali Kazmi

Abstract

Traditional marketing tactics have been significantly challenged by the social media because of the unique characteristics it has. Use of social media has increased at a commencing rate, which motivated organizations to use it to interact with customers, enhance relationship with them, and create brand awareness, loyalty, and engagement and to advertise products. To circumvent customer skepticism companies has been engaging in stealth advertising. Nowadays stealth advertisement is one of the most effective and emerging marketing communication strategy, which is used to build good image and to create value of the brand. For the purpose of brand communication, promotion of brand through stealth advertisement is an advantageous strategy. On the other hand, social networking sites (SNS) offer two-way communication with the help of which marketers can gain the chance of advertisement and get feedback of the customers, which can be analysed for the future. Current research lays emphases on the usage of stealth advertising in the social media and its impact on compulsive buying behaviour. An already tested questionnaire is used to collect the data from the respondents. Convenience sampling is used for the purpose of data collection. Target population is the female students of Comsats University Lahore and Punjab University Lahore. Sample size is 370 and unit of analysis is individual in this research. Experimental study by showing a video after that they filled up the questionnaire. Structure Equation Model approach is used through AMOS software to analyse the collected data. This study reflects that stealth advertisement has positive impact on compulsive buying behavior, customer awareness and customer engagement with the mediating role of customer awareness and customer engagement.

How Digital Marketing is Affected by Cyber Security and Its Impact on Consumer Trust and Behavior: An Analysis

Muhammad Nadeem Raza

Abstract

Data plays a pivotal role in influencing several decisions inside marketing initiatives. However, with the increasing collection of sensitive information by marketers, there is a growing emergence of cybersecurity risks. A single error might result in data breaches that can have expensive repercussions. Consumers expect brands to be completely transparent about utilizing their personal and behavioral data to provide personalized experiences. However, marketers and businesses are increasingly using customer data to personalize experiences. Consumers are more concerned about how service providers use their personal information. Online Marketing comprises a wide array of tactics employed in Internet advertising. The maintenance of cyber security is of utmost importance within the digital marketing domain. The early phases of cyber security were distinguished by a technical framework specifically tailored for experts in the field. Digital marketing is highly vulnerable to cybercriminals due to its involvement with confidential client information. A strong commitment to cybersecurity can boost a brand's reputation and build stronger customer connections. Interacting with customers, ensuring their safety, and protecting their information are crucial components of digital marketing. The scope of cybersecurity in digital marketing extends beyond the mere protection of financial and data assets. It is imperative to attain organizational success by ensuring client trust and loyalty. The research has employed the doctrinal methodology by using secondary sources such as articles, books, journals, technology reports, survey reports, and websites to analyze the cyber security threat to digital marketing. This analysis encompasses various types of threats in the present context, the influence of cyber security on consumer trust and behavior, and the necessity of implementing a cyber security strategy to ensure the safety of digital marketing.

Keywords: Digital marketing, Consumer behavior, Cyber security, Data breach, Data Integrity

Fostering Entrepreneurial Intentions: Unveiling the Role of Entrepreneurial Education, Passion, and Family Background"

Saman Siddiqui

Abstract

In the global pursuit of fostering entrepreneurship, universities play a crucial role of expanding their entrepreneurship curricula. This study examines the relationship between entrepreneurship education and students' entrepreneurial passion and intention, taking into account the moderating effect of entrepreneurial family history and the mediating function of entrepreneurial passion. The research draws on the Theory of Planned Behavior (TPB). This Research focuses on three major constructs: entrepreneurial education, entrepreneurial passion & entrepreneurial intention. The paper emphasizes limited exploration of how entrepreneurship education influences entrepreneurial passion, a vital element in venture creation and growth. Entrepreneurial passion is defined as strong positive emotions and a core sense of identification toward entrepreneurial activities. This study examines the relationship between entrepreneurship education and students' entrepreneurial passion and intention, taking into account the moderating effect of entrepreneurial family history and the mediating function of entrepreneurial passion. The philosophy adopted in this study is pragmatism and the target population captured for the study is the students of three famous Universities of Balochistan. The hypothesis made in this study are three and proved positively significant through correlation and regression analysis.

Keywords: Entrepreneurial education, entrepreneurial passion, entrepreneurial family back ground, entrepreneurial intension

Research agenda on planning execution and information technology projects in Pakistan.**Kamran Rasool****Abstract**

This research is conducted to analyze the impact of execution planning on agile project success along with information sharing acting as a mediator and organization effectiveness acting as a moderator in the study. This research is particularly carried out to investigate the agile mechanism planning which is usually followed in software industry so the data is collected from 287 employees of software project industries in Pakistan. Results show that execution planning significantly impacts the success of agile projects and information sharing acts on as a mediator in the relationship moreover organization effectiveness is approved to act as a moderator in the described relationship. Theoretical and practical implications are also conferred.

Keyword: Execution planning, Information sharing, Organization effectiveness, Agile project success

Exploration of AI in Digital Marketing, Customer Personalization and Satisfaction

Mehwish Khan
UCP, Lahore

Dr. Shabana Naveed
UCP, Lahore

Abstract

This study explores the impact of Artificial Intelligence tools on digital marketing, customer satisfaction, and customer personalization, and how these latest technologies are altering and transforming marketing strategies. Furthermore, this study highlights the challenges including data collection and data analysis difficulties resource limitations, and ethical considerations concerning data privacy, faced by the small and medium-sized businesses during the transition from traditional to AI-powered digital marketing. Moreover, highlights the benefits of this transformation including improved customer targeting, personalization, and engagement. The paper concludes by stressing the need for responsible data use, transparency, and customer consent to uphold trust in the digital marketing landscape and emphasizes the dynamic nature of this field, highlighting the continuous need for innovation and adaptation for small and medium-sized businesses to stay competitive.

Keywords: Digital Marketing, Artificial Intelligence, Customer Personalization, Challenges, Benefits, Ethical Considerations

Impact of cybercrime, gender and trust on the intention to purchase using E-commerce

Nauman Aslam

Abstract

cybercrime issues across many economics are increasing at a faster rate. The rapid diffusion and penetration of the internet, as well as the process of digitization of economic activities, have been the major catalysts. These cybercrime activities continue to pose a serious threat to e-commerce technologies and influence consumers' intention to conduct transactions using such a medium. Considering the upsurge of cybercrime activities and paucity of research in this domain, particularly in developing counties, this paper investigated how cybercrime and trust affect users' intention to conduct business via e-commerce technologies. Using a survey approach, an online questionnaire was distributed and data from 159 participants was rigorously analysed using Partial Least Square Structural Equation Modelling. The results indicate that trust in internet medium, attitude toward behaviour, subjective norm, perceived behavioural control and cybercrime perception are significant predictors of intention to purchase using e-commerce technologies. The findings elucidate businesses and stakeholders on the impact of trust and cybercrime perceptions on users' purchase intentions. It further brings to the fore the need to incorporate security feature that reduce the vulnerability of e-commerce platforms.

Keywords: cybercrime, gender, trust, intention to purchase and E-commerce

Factors influence the customer satisfaction within the e-commerce platform

Zuha Rizwan

Abstract

The research aims to explore and understand the pivotal role of system quality management in influencing customer satisfaction within the e-commerce sector, and to unveil the underlying causes of customer dissatisfaction. This investigation is crucial to devise strategic interventions that can enhance system quality management practices, thereby elevating customer trust and satisfaction in the e-commerce industry. The e-commerce sector is grappling with issues in system quality management, which is directly impacting customer satisfaction negatively. The problem extends to various facets of delivery, including customer services, e service quality, customer trust and app design during the service process. The research delves into the psychological and behavioral aspects of customers, aiming to unearth the root causes that lead to dissatisfaction, especially focusing on the delivery service mismanagement in the e-commerce sector. It seeks to understand the customer's perspective and experiences with online purchasing and system services. The study begins with a general theory or hypothesis about the relationship between delivery service management and customer satisfaction. It then seeks to test this theory by collecting and analyzing data, thereby moving from a general perspective to a more specific one. Snowball Sampling Method, the research employs the snowball sampling method, wherein initial respondents help recruit more participants, potentially reaching populations that are difficult to access, Justification that the sample size of 350 respondents, predominantly from the youth generation, might have been chosen to gain insights from a demographic that is significantly engaged in e-commerce activities.

Keywords: customer satisfaction, e-commerce, system quality, management quality, and customer satisfaction.

Digital Media Used in Education: The Influence on Cyber Protection Behavior among Youth Students

Raneem Bilal

Abstract

Students, colleagues, and other members of society are increasingly using digital media. Students utilize digital media for a variety of reasons, including communication, gaming, making new friends, and simply being curious. However, there are some disadvantages to using digital media. Cyberbullying, cyber harassment, and cyberstalking are examples of useful digital media activities that can have a negative impact on digital media users and lead to societal issues. Surprisingly, limited studies have investigated cyberbullying in depth, utilizing a broad and varied sample of Middle Eastern institutions. As a result, the purpose of this study is to fill a research vacuum by questioning students' use of digital media for cyber involvement. This research aims to create a model for assessing the ethical consequences of behaviours that directly impact students' psychological health because of their use of digital media. The questionnaire looked at how people used digital media to engage in cyberbullying and cyber engagement, the ethical implications of bullying, and being harassed, stalked, and bullied. The study employed a quantitative questionnaire to collect data to achieve the research goal. It was given to 375 students who are digital media users. Partial least squares (PLS) and structural equation modelling (SEM) were used to examine the data. Considering the empirical data, nearly half of the participants admitted to being harassed, stalked, or bullied on different digital platforms. The evaluation of discriminant validity is a prerequisite factor for examining possible variables' relationships. The goodness-of-fit index indicates that the model is well-fit. Through the established model, decision-makers and school administration would be able to implement measures that would effectively reduce cyber harassment among students and improve the digital media usage experience.

Keywords: Social media use, cyber protection behaviour, Cyberbullying, cyber harassment, and cyberstalking.

FAMILY-OWNED BUSINESS: KNOWLEDGE WORKER PLATFORM

Fakhar Ghufuran
UCP, Lahore

Dr. Ramsha Naeem
UCP, Lahore

Abstract

The literature gives a rich view of knowledge management application in a family-owned business in context of SMEs and its impact on the succession but the impact of the business structure on innovation and succession could be crucial when organizations fear of sharing their secret could affect their competitive advantage negatively. It might make then less open towards the knowledge sharing. Most of the business in Pakistan depend on the knowledge shared from their roots but a knowledge sharing institution requires an open culture for the flow of knowledge from tacit to explicit. A good reward system and motivation are key to promote a knowledge sharing culture in such organizations. This study employed a qualitative research design of focused group and a grounded theory depicted by using Causal Loop Diagram and thematic analysis which could gather the attention of the students, stakeholders and entrepreneurs of Pakistan in order to facilitate a better knowledge worker institution in their family-owned business.

Keywords: Impact crucial context competitive roots negatively culture succession structure

Decoloniality praxis; Knowledge Banking Model

Rabia Shahzad

Abstract

This study delves into the dynamics of knowledge creation and sharing within organizations, focusing on consciousness and power dynamics. It introduces three metaphors: the Knowledge Banking Method (KBM), Panoptical Leadership (PL), and Dialogical Droste Knowledge (DDK), highlighting knowledge monopolization, leadership control, and transformative dialogue. The study proposes the Photoelectric Knowledge Synthesis, integrating KBM, PL, and DDK principles, and introduces the Decolonization of Conscious Knowledge Accounts (DCKA) model with the Naming the Knowledge (NK) framework. Emphasizing the need for a new banking model to harness technology for knowledge management, the research advances management and organizational literature.

Rethinking Knowledge Management in an Emerging AI Landscape

Rabia Shahzad

Abstract

Knowledge management has emerged as a predominantly management discipline in the early to mid-1990s. In today's context, rethinking knowledge management from the AI perspective is necessary for organizations to gain a competitive advantage by adopting different innovative techniques and strategies. This study will discuss the dynamic interplay between KM and AI in modern organizational structures and processes. This study explores how AI transforms traditional KM practices, focusing on AI's ability to automate knowledge discovery, enhance decision-making, and foster innovation and collaboration. The results show that integrating AI into KM is crucial to organizational efficiency, productivity, and competitiveness. It further highlights the challenges and opportunities of this integration, emphasizing the importance of ethical considerations, data privacy, and user trust. Examining the different case studies and real-world examples of the organizations who successfully implemented AI with KM systems demonstrates the potential impact of AI-driven KM systems in various industries such as healthcare, finance, and manufacturing. Additionally, it proposes strategies for organizations to successfully implement and manage AI technologies within their KM frameworks, including the need for continuous learning and adaptation to ensure long-term success.

Keywords: Knowledge Management, Artificial Intelligence, AI Landscape, AI-Driven Systems

Relationship between Employer Branding and Employee Retention and the effect of Organizational Culture

Rida Nasir

Abstract

In this study we will analyze the relationship between employer branding, employee retention and the effect of organizational culture. For this purpose, we will conduct survey by using questionnaire, which will be responded by different people of different demographics and working in different organizations. This survey will be analyzed by using statistical package for social sciences (SPSS) software; this survey will help us to determine the relationship between employer branding and employee retention and their effect on organizational culture. We will made hypothesis which will be tested through this research and then we will analyze the results. If our survey shows that there is positive relationship between employer branding and employee retention, which means that better the organizational culture, stronger will be the employer brand, second part of our survey will determine the organizational culture effect of employer branding and employee retention. If survey show that there is positive relationship of employer branding and employee retention and organizational culture positive effect on employer branding and employee retention, then we will conclude that better the organizational culture, stronger will be the employer brand, will help to retain employees.

Keywords: Employer Branding, Employee Retention and Organizational Culture

Decoding Entrepreneurial Insights: A Holistic Evaluation considering Risk Propensity, Prior knowledge & Social Media Influence, featuring Self-Efficacy being the Catalyst & Digital Literacy as a Game Changer

Saeeda Kakar
University of Balochistan
Quetta

Dr Beenish Malik
University of Balochistan
Quetta

Naila Mengal
University of Balochistan
Quetta

Abstract

The dynamic and often changing nature of today's entrepreneurial environment makes a sophisticated grasp of the variables affecting opportunity identification imperative. This study examines the complex links between past knowledge, a tendency toward taking risks, and social media utilization in the context of identifying business opportunities. According to the study, self-efficacy plays a critical mediating role in how these independent characteristics affect the recognition of entrepreneurial possibilities. Additionally, it investigates how digital literacy influences the character and strength of these interactions in a moderating way. The suggested study uses a mixed-methods approach, combining explanatory questionnaires, a quantitative methodology & positive epistemological philosophy to capture the complexity of entrepreneurial thought and action. Small-business owners and entrepreneurs from Baluchistan made up the study's population. 220 entrepreneurs were selected at random to serve as the study's sample. Respondents were given surveys using Google Forms in order to collect data. Validity and reliability tests have been conducted on the instruments. Following data collection, descriptive, correlation, and regression analyses is performed on the acquired data using SPSS. The study's findings suggest that: 1) the identification of entrepreneurial opportunities is positively and significantly impacted by prior understanding, social media use, and entrepreneurial self-efficacy. 2) However, the tendency to take risks causes a non-significant and detrimental impact on the discovery of entrepreneurial opportunities. 3) Self-efficacy positively mediates the correlation between entrepreneurial opportunity identification, social media use and prior knowledge. 4) As a moderator, digital literacy has a beneficial impact on the connection between self-efficacy and identifying entrepreneurial opportunities. It is anticipated that the findings of the study will provide insight into the processes that underlie the detection of entrepreneurial possibilities and have useful ramifications for future business owners, instructors, and legislators. This study offers a contemporary examination of the cognitive and environmental aspects impacting the recognition & pursuit of entrepreneurial possibilities, since the entrepreneurial landscape is always changing in a world that is becoming more digitally connected.

Keyword: Entrepreneurial opportunity identification, Prior knowledge, Risk-taking propensity, Social media use, Entrepreneurial self-efficacy, Digital literacy.

The Moderating Effect of Organizational Type on Cybersecurity Motivational Behavior Among Employees

Minahil Fayyaz

Abstract

This paper finds opportunities for theoretical and practical improvements in employees' motivational behavior and cyber security awareness to protect themselves and their organizations from cyber-attacks. Cyber security policies and training in different organizational contexts, the research aims to clarify how different organizational types moderate employees' cyber security motivational behavior. By matching motivational techniques with the unique cultural and structural, especially of various organizational types, this research is essential to improving organizational cyber security postures and strengthening defenses against cyber threats. The focus is on understanding the nuances of employees' cyber security motivational behavior across different organizations. This implies formulating hypotheses based on existing theories and testing them through data collection and analysis. A quantitative research strategy analyzes relationships between multiple variables and derives statistically significant conclusions. The sample size will be determined based on the recommended statistical guidelines for structural equation modeling and will ensure adequate power for detecting significant relationships.

Role of offensive supervision on employees' calmness through leader member exchange model.

Muhammad Taqi

Abstract

Abusive supervision is a dysfunctional leadership behavior that adversely affects its targets and organization as a whole. The present study is based on the conservation of resource theory and is also focused to expand our knowledge on the destructive impacts of Abusive supervision. For empirical testing of the impact of Abusive Supervision on Employee Silence, we introduced justice perception (distributive justice, procedural justice and interactional justice) as a mechanism reflecting how abusive supervision predicts employee silence through justice perception with the Leader member exchange (LMX) as contextual factor. We used responses of 214 employees working in different branches of banks in twin cities of Pakistan which has supported the hypothesized model. The results of this study found that (1) there is a positive relationship between abusive supervision and employee silence, (2) dimensions of justice perception mediate the relationship between abusive supervision and employee silence, and (3) the LMX moderates the relationship between abusive supervision and employee silence such that if LMX is high than positive relationship between abusive supervision and employee silence would be stronger which makes the adverse impacts of abusive supervision even more worse. The implications of these findings are also discussed. Directions for future research are also mentioned.

Keyword: Abusive supervision, knowledge, Leadership, employee calmness, LMX

Authoritarian Leadership: Mediating Role of Resilience on Turnover Intention and Employee Creativity in Service Sector of Pakistan

Aizza Anwar

Abstract

Pakistan's service sector undeniably assumed a significant economic position that contributed to 58% to the GDP for several years. Yet, recent statistics record a meager growth of 0.86%. Certainly, the sector relies heavily on its workforce as a share dependency and their performance plays a crucial role for sector success. Using the Social Exchange theory (SET), the present study investigated the influence of authoritarian leadership on employee turnover intention and employee creativity and while examine the mediating role of resilience among administrative employees working service industry. Based on the quantitative, cross-sectional research design, the data was collected using a self-administered questionnaire from administrative staff (n=195) within the service sector of Pakistan. The findings suggested resilience mediates the relationship between authoritarian leadership and employee turnover intention. In addition, resilience mediates the relationship between authoritarian leadership and employee creativity. This study details important insights and implications for managers and leaders to improve their interactions with employees and create a healthier work environment for long-term sustainability.

Driving Sustainable Organizational Development: Leveraging Digital Transformation in Human Resource Management for Enhanced Resource and Knowledge Management in the Digital Economy

Kifayat Ali Larik

Abstract

This research delves into the pivotal role of digital transformation in reshaping human resource management (HRM) within the dynamic landscape of the digital economy. It aims to explore the forces driving this transformation, its speed, and its impacts on organizational development. Through a detailed framework, the study identifies and analyzes the key drivers reshaping HRM, emphasizing the digital demands of internal clients, industry-led advancements, market competition, governance of digital changes, and the overarching influence of the digital era. Employing a comprehensive approach, this research synthesizes existing literature, case studies, and empirical data to elucidate the multifaceted nature of digital transformation in HRM. It draws upon qualitative and quantitative analyses to dissect the evolving dynamics of digital workplaces, the optimization of HR processes through digital tools, and the shift towards employee-centric services enabled by digital technologies. By incorporating diverse methodologies, the study offers a nuanced understanding of the complex interplay between digitalization and HRM. The study uncovers significant shifts in HRM practices driven by digital transformation, including the evolution of digital workspaces, enhanced HR processes leveraging digital tools, and the delivery of personalized services tailored to employee needs. Furthermore, it underscores the critical importance for HR practitioners to leverage digital methods for recruitment, training, skill development, and performance evaluation. However, the research also highlights potential challenges and drawbacks associated with transitioning from traditional HR practices to digital frameworks. By elucidating the intricacies of digital transformation in HRM, this study provides valuable insights for organizations navigating the digital business landscape. It underscores the imperative for HR professionals to embrace digital tools and strategies to remain agile, competitive, and responsive to evolving organizational needs. Moreover, by addressing potential challenges and pitfalls, the research equips practitioners with the knowledge and awareness necessary to effectively manage the transition towards digital HRM, thereby driving sustainable organizational development in the digital economy.

Keywords: Digital transformation, Human resource management, Digital workplaces, Digital HRM processes, Organizational advancement

Enhancing Environmental Sustainability in Pakistani Hotels: The Role of Socially Responsible Human Resource Management and Employee Motivational Factors

Arooj Usman

Dr. Nosheen Rafi

Abstract

In Pakistan's burgeoning hospitality industry, the imperative to embrace environmentally sustainable practices has emerged as a critical concern. This study investigates the relationship between socially responsible human resource management (SRHRM) practices and workplace green behavior among hotel employees, while exploring the mediating influences of proving performance goal orientation, learning goal orientation, and moral identity. Drawing upon theories of organizational behavior and environmental psychology, we propose a comprehensive model to elucidate the mechanisms through which SRHRM practices impact employees' engagement in green behaviors within the context of Pakistani hotels. Proving performance goal orientation captures individuals' drive to demonstrate competence and achievements, while learning goal orientation reflects their pursuit of mastery and knowledge acquisition. Moral identity refers to the extent to which employees perceive environmental stewardship as congruent with their moral values and identity. This study employs a mixed-method approach, combining quantitative surveys and qualitative interviews, to gather insights from hotel employees across Pakistan. Through structural equation modeling, we aim to analyze the direct and mediated effects of SRHRM on workplace green behavior, as well as the mediating roles of proving performance goal orientation, learning goal orientation, and moral identity. The anticipated findings of this research hold significant implications for Pakistani hotel management, providing actionable insights into how SRHRM practices can be leveraged to foster a culture of environmental sustainability among employees. By understanding the motivational factors that drive green behavior, hotels can tailor their HRM strategies to effectively promote eco-friendly practices and enhance their competitive advantage in the marketplace. Ultimately, this study contributes to the growing body of literature on sustainable HRM in emerging economies like Pakistan, offering theoretical insights and practical recommendations for fostering environmental responsibility within the hospitality sector. Through collaborative efforts between management and employees, Pakistani hotels can embrace their role as environmental stewards and contribute to the broader sustainability agenda.

ANALYZING THE IMPACT OF CITIZEN COURTESY ON CITIZEN DIRECTED HELPING BEHAVIOR IN PUBLIC SECTOR ORGANIZATION: A SERIAL MEDIATION MODEL

Dr Bashir Ahmed

Aman Saqib

Abstract

This study seeks to reveal the influence of citizen politeness on citizen assistance behavior by examining task perseverance and pleasant moods as underlying factors in the public sector. Data was gathered from a sample of 355 individuals who work in the public health sector. The study employed variance-based structural equation modeling (SEM) to examine the proposed correlations among the study variables. In accordance with our theoretical framework, the first results revealed a clear and positive correlation between citizen politeness and citizen assistance towards others. Furthermore, the study also discovered that task perseverance and pleasant mood acted as sequential mediators between citizen civility and citizen directed helpful behavior. This text discusses the consequences, limitations, and future research directions.

Keywords: Citizen Courtesy, Helping behavior, task persistence and positive moods

Investigating the link between Potential Absorptive Capacity and Strategic Flexibility: Mechanisms and Contingencies

Aftab Shoukat
University of Central Punjab

Dr Abdul Waheed
University of Central Punjab

Abstract

This study explores mechanisms and contingencies in the relationship between potential absorptive capacity and strategic flexibility. Companies' environments are becoming more uncertain in modern days which makes it necessary for these companies to be strategically flexible to confront changing environments. To achieve this, organizations proactively seek and apply externally acquired knowledge by unlearning old knowledge and beliefs. In this study, Potential absorptive capacity will lead to strategic flexibility through the relationship of organizational unlearning and realized absorptive capacity. Learning orientation positively moderates the relationship between potential absorptive capacity and organizational unlearning. The relationship between organizational unlearning and realized absorptive capacity is moderated positively by internal relational embeddedness. This is a quantitative study based on 285 companies in the knowledge-intensive industry of Pakistan i.e., the pharmaceutical industry. Smart pls is used for analysis. This study suggests knowledge-intensive companies like those of the pharmaceutical industry that there is a need to develop a culture where external knowledge is continuously acquired and put into practice while unlearning old knowledge which does not remain suitable for changing environments. Employees should be encouraged to collaborate to recognize the value of new knowledge and unlearn old knowledge and habits so that organizations can achieve strategic flexibility to adjust to the changing environments.

Keywords: Strategic flexibility, Potential absorptive capacity, Realized absorptive capacity, Organizational unlearning.

Impact of Project Monitoring & Control through PM Software on Project Success: The Moderating Role of Primavera

Fazillah Haider

University of Management & Technology

Mohyuddin Tahir Mahmood

University of Management & Technology

Abstract

Project Management today, has reached new heights of innovation and real time results due to the advent of information technology. The world has turned into a Global Village as a consequence to the intense wave of globalization which has made everything possible and accessible, with just a single click. Managing projects is not different. This study explores the influence of project monitoring and control through software on project success, with an emphasis on Primavera. Primavera is an extensively used project management tool. This research, evaluates how effective monitoring and control procedures contribute to project success criteria such as meeting deadlines within budget, and providing quality results. Data was collected through questionnaires to obtain information from project managers and stakeholders from various industries. The participants belong to Information Technology, Energy & Power, Construction, Transportation industries (public and private) including Product / Service provider firms and organizations. The extensive data analysis demonstrated a substantial positive link between the use of project management software for monitoring and control and project success metrics. Furthermore, the study investigates the subtle role of Primavera as a moderator in this relationship. Primavera's advanced features, including real-time reporting, resource optimization, improved decision making, ease of accessibility, accuracy in scheduling and risk management capabilities etc., have been shown to improve the effectiveness of project monitoring and control procedures, resulting in more favorable project results. It is hence concluded, that Primavera significantly helps in effective Project Monitoring & Control Practices and ultimately results in the success of the project.

Keywords: Project Management, Project Monitoring & Control, Primavera, Information Technology, Project Success, Real Time Reporting, Decision Making, Resources Management.

Impact of Risk Management Practices on Project Success

Hajra Tahir

University of Management & Technology

Mohyuddin Tahir Mahmood

University of Management & Technology

Abstract

This research investigated the impact of project risk management practices on project success. Project risk management is the proactive approach that identifies the potential problems. These problems if occurs during any phase of project can hinders the success. Project managers can develop preventive measures before-hand to overcome these anticipated problems, ultimately leading to a successful project outcome. This research aimed to identify whether risk management practices can lead to project success. Primary data was collected through questionnaires from 62 project managers from diverse fields across construction, information technology, consultancies, services, and education sector on project management practices and project outcomes. Project success was measured by timely completion of project within estimated budget and validated deliverables while the risk management practices were measured by contingency reserves, risk response planning, and control. Statistical Software SPSS was used to conduct an independent sample t-test at a significance level of 0.05. Statistical tests revealed a significant positive relationship between project risk management practices and project success. The analysis revealed that incorporating risk contingency reserves and risk mitigation plan can lead to successful projects. Findings provides guidelines to policy makers in implementing effective risk management practices for the successful completion of public and private sector projects boosting economic activity and public well-being. Research can be applied across all the sectors from infrastructure development to public services and economic development initiatives. While this study explores the effectiveness of risk management practices on the project success, further researches might involve in analyzing how the impact of these practices differs based on the project complexity.

Keywords: Project Risk Management, Project Success, Impact, Contingency Reserves, Timely Completion

A pathway of Employee's positive Energy towards subjective well-being by grit and flourishing as mediation variables

*Muhammad Adnan Riaz
Hailey College of Banking and Finance*

Abstract

This paper analyzes the impact of grit, flourishing and staff energy over the subjective well-being. Its primary goal is to investigate the impact of employees' roles in the business sector. It explains that how business tackles employees' encouragement as well as low energy believes issues in the market. The researcher provides insight into how employees manage the company system and how various risk elements, such as liquidity risk, expert management risk, and quit risk, impact business performance. This study discusses the benefits and drawbacks of moral leadership in the workplace as well as the kinds of successful workers that are best for companies. The study describes how specific business laws establish the upper bound on positive energy for employee empowerment. The research design used for this study is correlational, non-experimental, and quantitative. The researcher gathered data from the target respondents in their normal, unaffected working environments, thus the study settings won't be prefabricated. We used the multistage sampling technique for sample selection. This study focuses on the effects of flourishing and grit movements on workers' performance in terms of their subjective well-being. The conclusions of the study are how employees behave after involving grit as a mediation variable to produce a favorable response in output, where varied numbers of proposed variables are explored as performance indicators. This document supports the company's strategic and resilient standing during a period of strict business policy. This document also provides assistance in both scenarios with the actions that the firm can take to manage future well-being issues, such as customer satisfaction, investments, timely performances and numerous other issues linked to corporate performance. The study comes to the conclusion that employees' energy fluctuation through various mediations affects business intermediary work, which in turn has a significant long-term impact on performance.

**Examining the Impact of Top Management Green Commitment
on the Environmental performance of Organization: The Mediating role of GHRM and
Moderating role of Artificial Intelligence**

Sonia Kanwal

Samina Nawaz

Abstract

This study aims to examine the relationship between top management green commitment and sustainable practices on environmental performance with the mediating role of green human resource management and with the moderating role of artificial intelligence. Study was conducted through deductive approach and Resource Based View Theory by Michael Porter was applied on the relationship of our variables, data was collected through survey method from 381 top managers working in IT. The data was analyzed by SPSS and Smart PLS with causal Modeling Software. Outcomes of the study showed the positive impact top management green commitment and sustainable practices on environmental performance. A very strong positive relationship was observed with the mediator green human resource management on environmental performance. The artificial intelligence has significant impact on the TMGC & SP and EP. study's findings add to the developing research on green human resource management and have practical effects on organizations that want to achieve environmental performance.

Keywords: Top Management Green Commitment, Sustainable Practices, Green Human Resource Management, Environmental Performance, Artificial Intelligence.

The Impact of Social Media Marketing Activities on Brand Loyalty through Brand Equity in Pakistan

Zara Aslam
University of Management & Technology

Abstract

This research analyses the relationship between social media marketing activities, brand equity, and brand loyalty in the Pakistan context. The primary purpose of this study is to find out the impact of social media marketing activities on brand loyalty through brand equity as a mediating factor. A quantitative research approach is used for data collection from the Pakistan University. This study focuses on measuring the perception of social media marketing activities and their later impact on both brand equity and brand loyalty. The initial result indicates the significant correlation between social media campaigns and brand equity, so highlights the mediation role or suction of brand equity in influencing brand loyalty. The complex factors influencing customer loyalty in the Pakistani market are explained by quantitative study. By presenting actual or real-life data on social media marketing, brand equity and brand loyalty in the Pakistani market and adding contributions to the existing knowledge. This study depends on a quantitative approach, that is based on awareness and perception of customer attitude and behavior that may guide us the strategic marketing decisions from the perspective of social media marketing. These findings are valuable for businesses to benefit from digital marketing strategies that are greatly needed in Pakistan.

Keywords: Social media marketing activities, brand equity, brand loyalty, brand image and brand awareness.

Workplace Violence and employee retention in the service sector

Momina Shakil
University of Management & Technology

Abstract

Violence in the workplace is a serious problem that can be disaster for both employee and company it may result lower productivity, lower work satisfaction, higher turnover, higher cost of hiring employee. The study aims to analyze the relationship between workplace violence and employee retention of service sector. To create a secure and effective workplace, the employer must take the initiative to stop the workplace violence. Companies can decrease the violence on the job by putting rules and regulations in place that address the problem. Employer can make sure that staff member receives trainings on those policies. Employer also make the tools that assist the employee that brings safe and secure environment in the workplace. The data will be collected from 40 to 50 employees from universities, colleges, and schoolteachers. Employer should also take proactive steps to retains employees those who have experienced workplace violence. Because experienced person will give counseling experience, safe workplace, and flexible work environment. Work violence as per project shows that when work violence is occurred that affects both employee engagement, organizational culture. work violence is directly proportional to employee engagement. The organization culture has number of reasons to reduce work violence in their place through frequent communication, treat like a person not a number and there is pattern available in organization. The satisfaction of employee towards current job if organization give rewards and recognitions then the employee retains current jobs.

Keywords: Violence, service sector, employee retention, and satisfaction.

Social media usage and its impact on mental health, focusing on diverse dimensions such as sleep patterns

Ajifa Saleem
University of Management & Technology

Abstract

This research aims to explore the intricate relationship between social media usage and its impact on mental health, focusing on diverse dimensions such as sleep patterns, reliability of available data, and the comparison between online and in-person friendships. Employing a phenomenological philosophy, the study delves into the subjective nature of mental health experiences within the realm of social media interactions. Utilizing an inductive research approach, the study seeks to gather qualitative data through methods such as interviews, questionnaires, and content analysis. The review of literature emphasizes the dual nature of social media impact, acknowledging both positive and negative aspects. Specifically, the study focuses on poor sleep and social media, depression linked to social media use, and mental health issues arising from social media interactions. Each aspect is linked to existing theories such as Social Cognitive Theory, emphasizing the importance of understanding individual perceptions and behaviors within the context of social media. This research seeks to contribute valuable insights into the nuanced relationship between social media and mental health. By employing a qualitative approach, it endeavors to capture the diverse experiences and perspectives of individuals, laying the groundwork for a comprehensive understanding of the multifaceted dynamics between social media and mental well-being. The study aims to inform strategies for promoting positive social media use and mitigating potential negative effects on mental health.

Keywords: Social Media Usage, Mental Health, Sleep patterns, and cognitive theory.

Factors influence Customer Satisfaction Effects Market Trends

Syeda Faareha Farrukh
University of Management & Technology

Abstract

Customer satisfaction is all about making sure customers are happy with their experience. It's important for businesses to listen to their customers, address their needs, and provide excellent service in relation to carefully acknowledge and observe Market trends as well. As for market trends, they refer to the patterns and changes in the market that businesses should be aware of. This includes things like consumer preferences, emerging technologies, and industry developments. This research will carefully highlight the factors that reflects customers satisfaction and loyalty to wards the upcoming and shortcomings of market trends. academic clarity and improved managerial understanding could result from a meta-analysis of the customer satisfaction-business performance relationship. While the satisfaction-performance relationship is positive and statistically significant on average, more meaningful insights emerge from the explication of moderating and mediating relationships. Illustrative of these insights is the finding that satisfaction is more appropriately depicted as mediating the effects of selected marketing strategy variables on firm performance outcomes.

Keywords: Customer satisfaction, market trends, consumer preferences, emerging technologies, and industry development.

Maximizing Pro-Environmental Public Policy through Bio-spheric Values: The Mediating Role of Generative Concern and Environmental Attitude, with Moderating Influence of Generative Leadership on Extra Role Behaviour

*Dr Waqar Ahmed
UCP, Lahore*

*Dr Shahjahan Masud
UCP, Lahore*

Abstract

This paper underscores the crucial significance of extra behavior in the environmental context for an organization's ecological characteristics in the contemporary era. Green initiatives have gained prominence globally, playing a pivotal role in ensuring ecological sustainability (Anthony Jr, Abdul Majid, & Romli, 2018; Kaur, 2017). The evolving environmental landscape emphasizes the need for these initiatives, especially with the rapid advancement of green technology in today's biosphere (Anthony Jnr, Abdul Majid, & Romli, 2019; Field, 2012). While biospheric values inherently contribute to ecological sustainability, the genuine essence lies in the administration's intentions toward the green environment. This paper establishes that both biospheric values and generative concern intentions are key factors solidifying the relationship between green initiatives and extra-role behavior in the environmental domain (Lăzăroiu et al., 2020; Norton, Zacher, Parker, & Ashkanasy, 2017). Focusing on Pakistani government institutions, the research delves into the scope of biospheric values and the moderating influence of management intentions on green initiatives. Additionally, it explores the mediating effects of generative concern, environmental attitudes, and the moderating role of generative leadership on extra-role behavior related to the environment (Ilyas, Hu, & Wiwattanakornwong, 2020; Ullah, Wang, Mohsin, Jiang, & Abbas, 2022). The data collection involves an adapted survey distributed among government sector staff in the Hazara Division, Khyber Pakhtunkhwa, Pakistan, with subsequent analysis using Smart PLS4. The study's implications extend beyond government sectors, offering valuable insights for industries, investigators, and consultants aiming to establish mechanisms for environmental sustainability implementation. Biospheric values, generative concern, environmental attitudes, and generative leadership are identified as pivotal elements shaping extra-role behaviour for the environment in the government sector of Hazara Division, Pakistan. The study rigorously validates its hypotheses by comprehensively examining mediating and moderating factors.

Keywords: Biospheric values, generative concern, green initiative, extra role behaviour, generative leadership

Capitalizing E-HRM and workforce analytics for optimal employee performance, productivity and organizational sustainability

Adeel Muhammad

Abstract

In the current business environment, the strategic application of HRM has evolved beyond traditional methods driven by the influence of the digital revolution. The emergence of the internet brought forth a new era of HR which is termed as Electronic Human Resource Management. E-HRM is the use of technology to manage human resources, which includes hiring, training and development, employee retention, performance appraisals and other HR-related tasks that help organizations to make better employee related decisions. The application of advanced technology in organizations inspired a large number of changes in the business world. Organizations have undergone drastic transformation from administrative functions to up to the minute procedures such as automation through the implementation of E-HRM which has entirely re-defined and modified the attributes of organizational workforce. Use of technology in HR can improve efficiency and efficiency of service delivery, minimizing administrative duties and allowing HR to focus more on the strategic issues. Electronic HRM systems provide a variety of tools and platforms that improve HR procedures including workforce analytics. It helps in identifying trends and patterns in employee data in order to make informed decisions. By leveraging workforce analytics, organizations can gain more insights about their workforce and make strategic decisions to improve overall business performance. As organizations tussle with the complications of a dynamic workforce and global competition, the strategic integration of E-HRM and analytics arises as a pivotal paradigm to helm the challenges of the modern business environment. Organizations seeking to maximize their human capital and achieve sustainable growth must understand the connection between e-HRM and employee performance. The purpose of this study is to examine the multifaceted dimensions, key concepts, merits and challenges associated with leveraging workforce analytics within the E-HRM framework and its impact on employee productivity, performance and organizational sustainability. It will also investigate how organizations harness the power of data driven insights to make desirable decisions and assure long term organizational sustainability. The objective of this research is to find out which factors influence employee performance and engagement and which specific training and development programs will perk up employee productivity. This study will employ a mixed method approach. Methodologically, interviews, surveys and meticulous data analysis techniques will be used to unwind the practical implications of workforce analytics within the e-hrm framework.

Employees and HR managers from various organizations will make up the sample. The sample selection procedure will be extensively detailed, ensuring a representative cross-section of industries and organizations of various sizes to ensure representation. We'll use a structured questionnaire to get the data. Both descriptive statistics and regression analysis will be used to examine the data. The investigation will result in identifying the Key Performance Indicators (KPIs) for effective workforce analytics. It will analyze the data and metrics of employees and will provide insights about employee engagement levels, retention patterns and performance trends that will help organizations to single out which skills and competencies are crucial for the organization's progress. It will lead the organizations to optimize their HR strategies for better decision making. In conclusion, this research will summarize the key findings that the scrutiny of workforce analytics within e-hrm provides an optimistic approach for the organizational advancement. It will contribute valuable perspectives to the academic discourse on HRM and strategic insights for the organizations seeking to elevate performance, productivity and long-term sustainability via strategic integration of E-HRM and workforce analytics.

Keywords: E-HRM, workforce analytics, KPIs

From Emotion to Action: Exploring the Impact of Emotional Intelligence, Adaptability, and Supervisory Support on Employee Performance

Shahjehan Hassan

Shahid Rasheed

Ahsan Ali Siddiqi

Abstract

Emotional intelligence (EI) is a notion that suggests intelligence and emotions interact, individuals can handle and solve challenges in their personal and professional life significantly, demonstrating that (EI) is critical for their improved performance in the circumstance. Simultaneously, motivational theories may be argued to play an important impact in individual performance and satisfaction. The moderating role of supervisory support and front-line employee adaptability as a mediating variable in the linkage between employee emotional intelligence and job performance was investigated in this research. On a 33-item scale, employees' (EI) was assessed. (FEA) was assessed using forty-one item scales, supervisory support was assessed using four item scales, and employee job performance was assessed using four items. The research was split into two parts: a pilot study and a main study. SPSS and SEM were used to examine the data. Emotional intelligence was found to be positively connected to job performance, which was moderated by supervisory support and mediated by employee FEA.

Keywords: Emotional Intelligence (EI), Job Performance (JP), Frontline Employee Adaptability (FEA), Supervisory Support (SS), Pharmaceutical firms of Pakistan

The Impact of Mentorship on Entrepreneurial Success: A Study of Start-up Performance and Entrepreneurial Resilience

Aiman Nisar

Hailey College of Banking and Finance

Abstract

This study investigates the influence of mentorship on entrepreneurial success, with a particular focus on start-up performance and entrepreneurial resilience. Drawing upon a mixed-methods approach, both quantitative data from surveys and qualitative data from interviews are collected to provide a comprehensive understanding of the phenomenon. The study aims to contribute to the existing literature by shedding light on the multifaceted role of mentorship in shaping the trajectory of entrepreneurial ventures. Quantitative data is collected through structured surveys distributed to a sample of start-up entrepreneurs. The survey instrument includes questions pertaining to the presence and quality of mentorship relationships, start-up performance metrics such as revenue growth, market penetration, and profitability, as well as measures of entrepreneurial resilience including adaptability, persistence, and stress management. Qualitative data is gathered through in-depth interviews with a subset of entrepreneurs who have experienced mentorship. These interviews explore the nuances of mentorship dynamics, including the types of support provided, the impact on decision-making processes, and the development of entrepreneurial skills and mindset. The study employs a mixed-methods approach to triangulate findings and provide a comprehensive understanding of the research question. Quantitative data analysis involves statistical techniques such as regression analysis to examine the relationship between mentorship variables and start-up performance indicators. Qualitative data analysis follows a thematic approach, identifying recurring patterns and themes in the interview transcripts to uncover the underlying mechanisms through which mentorship influences entrepreneurial success. Preliminary findings suggest a significant positive correlation between mentorship and start-up performance metrics. Entrepreneurs who report having access to quality mentorship exhibit higher levels of resilience and are better equipped to navigate the challenges inherent in the start-up journey. Qualitative analysis reveals that effective mentorship fosters not only skill development but also psychological support, providing entrepreneurs with the confidence and guidance needed to persevere in the face of adversity. Based on the findings, several recommendations emerge for both entrepreneurs and stakeholders in the entrepreneurial ecosystem. Entrepreneurs are encouraged to actively seek out mentorship relationships, prioritising quality over quantity and leveraging mentors' expertise and networks to accelerate their growth trajectories. Stakeholders, including incubators, accelerators, and government agencies, are urged to invest in mentorship programs and initiatives that facilitate meaningful connections between experienced mentors and aspiring entrepreneurs. Additionally, efforts should be made to promote diversity and inclusivity in mentorship networks, ensuring that underrepresented entrepreneurs have equitable access to valuable support networks. Ultimately, fostering a culture of mentorship can serve as a catalyst for entrepreneurial success, driving innovation, economic growth, and social impact.

Effect of Abusive Supervision on Job Performance and Creativity with a mediating role of Creative Self-efficacy: An Evidence from Public Sector Organizations

*Muhammad Tanveer Ikram
Hailey College of Banking and Finance
Lahore, Pakistan*

Abstract

The primary objective of this scholarly endeavor is to comprehensively investigate the complex interactions among Abusive Supervision, Employee Performance, and Employee Creativity, with a particular focus on the mediating role of Creative Self-efficacy. This inquiry is situated within the unique context of public sector organizations in Pakistan. The overarching purpose is to elucidate how leadership dynamics influence employee creativity while utilizing the lens of the Social Cognition Theory. Furthermore, the study seeks to underscore the relevance of the Conservation of Resources (COR) theory in shedding light on this intricate nexus. In order to fulfill the research purpose, an intricate methodological framework was devised. Data was collected through the meticulous distribution of meticulously crafted questionnaires, using both email and in-person modalities. The research sample consisted of 350 participants drawn from a diverse array of public sector institutions. The empirical data was subjected to rigorous statistical analysis employing SPSS and PLS-SEM softwares, which facilitated the extraction and interpretation of meaningful insights. The empirical investigation revealed several substantial relationships. Notably, Abusive Supervision exhibited a significant correlation with creativity, elucidating the adverse impact of such leadership behavior on creative outcomes. Furthermore, a noteworthy association was observed between abusive supervision and creative self-efficacy, emphasizing how negative leadership dynamics can influence an employee's self-belief in their creative abilities. Additionally, a robust connection was discerned between creative self-efficacy and creativity, highlighting the pivotal role of one's self-perceived creative capability in fostering actual creative performance. The implications of this research extend to both theoretical enlightenment and practical applications. The study provides valuable insights for public sector organizations in Pakistan, offering guidance on the detrimental effects of abusive supervision on employee creativity and, by extension, organizational performance. This knowledge can inform leadership development and training initiatives aimed at fostering a more conducive work environment for creativity to thrive. This research contributes substantially to the existing body of knowledge, particularly within the underexplored domain of abusive supervision in the context of public sector organizations in Pakistan. By employing a multidisciplinary approach and applying the Social Cognition Theory and Conservation of Resources (COR) theory, this study offers a unique perspective, enriching our understanding of leadership dynamics and their impact on creativity in this specific setting.

Keywords: Abusive Supervision, Employee Performance, Employee Creativity, Creative Self-Efficacy, Social Cognition Theory, Conservation of Resources (COR) Theory

Exploring Factors Influencing University Students' Intentions to Use Artificial Intelligence: The Mediating Role of Teachers' Influence

Ayesha Noor Aslam

*Hailey College of Banking and Finance
Lahore, Pakistan*

Syed M. Arsal Abbas

*Hailey College of Banking and Finance
Lahore, Pakistan*

Abstract

Artificial intelligence (AI) has become increasingly prevalent in various domains including education by offering innovative solutions to enhance learning experiences. It is important to understand the factors that influence university students' intentions to use AI and essential to promote its effective integration into educational settings. Thus, this study explores the factors influencing university students' intentions to use artificial intelligence (AI) through teachers' influence. According to the Technology Acceptance Model (TAM) and Innovation Diffusion Theory; perceived ease of use, trialability, and personal innovativeness are examined as predictors of students' intentions to use AI. Therefore, the purpose of this study is to investigate the influence of perceived ease of use, trialability, and personal innovativeness on university students' intentions to use artificial intelligence by considering the mediating role of teachers' influence. Data will be collected from sample size 129 through purposive sampling techniques from university students in Pakistan by utilizing a close-ended survey questionnaire. Structural Equation Modeling (SEM) will be used to test the model. Whereas, several researchers have investigated the factors that influence the intentions to use AI among university students but limited attention has been given to the mediating effect of teachers' influence. Additionally, studies focusing on this phenomenon in the context of Pakistani university students are scarce. Similarly, this study will also explore the mediating role of teachers' influence in this context. Practical and theoretical significance of this study lies in shedding light on the mechanisms through which these factors influence AI adoption among students in a Pakistani educational context. The findings will provide valuable insights for educational policymakers and practitioners seeking to enhance the integration of AI into teaching and learning processes. Additionally, the mediating role of teachers' influence adds a novel dimension to our understanding of AI adoption dynamics among university students.

Keywords: perceive ease of use; trialability; personal innovativeness; teachers' influence; Intentions to use artificial intelligence; artificial intelligence; university students; Pakistan

Assessing the Influence of Organizational Green Culture on Firm Performance: Moderating Effect of Knowledge Contribution

Dr Mishal Naqvi
School of Professional
Advancement
UMT, Lahore

Shabnam Ghaffar
School of Professional
Advancement
UMT, Lahore

Ayesha Afsar Khan
School of Professional
Advancement
UMT, Lahore

Abstract

This study looks at how Pakistani companies in the textile industry, particularly Style Textile's Raiwind branch, are affected by factors like knowledge contribution, organizational green culture, green innovation, and firm performance. It suggests that companies with a strong green culture, which cares about sustainability and the environment, tend to innovate more in eco-friendly ways, leading to better performance. The study also examines how the presence of knowledge contribution and the role of green innovation influence this relationship. They collected survey data from 235 managers in this company and analyzed it using structural equation modeling. The results show that there's a clear connection between green innovation, organizational green culture, and firm performance. They found that green innovation acts as a mediator between firm performance and organizational green culture. Additionally, they discovered that knowledge contributions play a role in how strong these connections are. Overall, this study adds to our understanding of how sustainability, innovation, and performance are linked and provides valuable insights for scholars, businesses, and policymakers aiming to promote environmentally friendly practices in Pakistani firms.

Keywords: Organizational Green Culture, Green Innovation, Firm Performance, Knowledge Contribution.

The Impact of paradoxical leadership on transformative learning of Higher Education Institution (HEI) Employees: A Moderated Mediation Analysis

*Muhammad Tasnim Khan
UCP Business School
UCP, Lahore*

*Dr Sami Ullah
UCP Business School
UCP, Lahore*

Abstract

This study aims to investigate the impact of paradoxical leadership (PXL) on transformative learning (TL) in the higher education institution (HEI) of Pakistan based on the paradox theory. To examine this association, researchers introduced a paradox mindset as a mediator and moral value used as a moderator variable between stated relationships. To hypothesize logically, data were collected from 300 full-time HEI employees of the top 100 universities in Pakistan. The simple random sampling technique is performed with a three-wave time-lagged design. Researchers apply the SEM approach for analyzing data through R Studio 4.3.1(PLS-PM) statistical tools. The finding of this study indicates that PXL has a positive and significant impact on TL while a paradox mindset mediates the relationship between this association. However, moral value performs as a moderator variable and boosts up those relationships. According to researchers' knowledge, this research is among the first research to investigate the impact of PXL on TL in HEI of Pakistan. This study provides new insights and a theoretical perspective to investigate the relationship between PXL and TL. The study presents future research avenues and insight into theoretical as well as practical implications. It also responds to potential researchers for exploring multiple pathways of leadership.

Keywords: PXL, TL, Paradox Mindset, Moral Value, Paradox Theory, HEI of Pakistan

Investigating Environmental Performance and Competitive Advantage with the perspective of Green Supply Chain Management

Rana Umer Farooq

Abstract

Green supply chain management is a modern practice adopted by manufacturing firms having greater influence on environmental sustainability. This study, based on the resource-based view theory, advances in the current debate by determining the impact of GSCM practices and moderating role of environment management system and firm size on environmental performance by leading towards the competitive advantage. By using questionnaire as a tool and taking purposive sampling of 209 organizations of Punjab, Pakistan, this study tried to fill the gaps of previous literature and determined the influence of five dimensions of GSCM practices (green design, green purchasing, green manufacturing, green distribution and packaging and green marketing) on environmental performance and competitive advantage. The results revealed that GSCM dimensions influence directly to the environmental performance and indirectly to the competitive advantage for large sized firms while this response is dull in case of small size firms while effective environment management system accelerates the strength of these relationships. This study contributes theoretically by providing a lens to judge the GSCM and EP relationship in the context of firm size and provide guidelines to industrial practitioners for implementing GSCM strategies in order to get long-term competitive advantage under the umbrella of environmental sustainability.

Keywords: Green Supply Chain Management (GSCM), Environmental Performance (EP), Competitive Advantage, Environment Management System, Firm Size

The key role of SDG7, natural resources and foreign direct investment to achieve sustainable growth in developing economies: An empirical application of PQR approach

Humera

Dr Farhat Rasul

Dr Nabila Asghar

Abstract

The objective of this study is to estimate the impact of SDG7 (clean energy), natural resources and foreign direct investment (FDI) on sustainable growth in developing countries. This study applies Panel Quantile Regression (PQR) modeling approach to examine the relationship among SDG7 (clean energy), natural resources, FDI and sustainable growth. This research practices yearly balanced panel data of 57 developing countries covering the period of 2000-2021. The outcomes show that clean energy has a positive and significant impact on sustainable growth. This research rejects the presence of Resource Curse Hypothesis (RCH) in developing economies. However, the negative and significant impact of FDI confirms the presence of Pollution Heaven Hypothesis (PHH) that hinders sustainable growth. In future research there may be an option for comparative analysis of developed and developing economies. The policy implications for current research are efficient management of natural resources, to ensure excessive use of clean energy and adoption of environment friendly policies. On the economic side, developing countries are making efforts to attain rapid development; yet the FDI poses threat to their sustainable development. The nexus between natural resources, clean energy, and FDI has an important inference on sustainable growth. This study supports the endogenous growth theory that efficient labor and capital play a significant role in achieving sustainable growth. It rejects the resource curse hypothesis. It provides support for the use of clean energy. It explains that FDI poses negative impact on sustainable growth. In nutshell developing economies must try to manage their natural resources in an efficient way to save them for future generations.

Keywords: Sustainable growth, natural resources, foreign direct investment, resource curse theory, clean energy.

Dependency and Environmental Crisis: A Cross-National Analysis of Global Emission

*Sonia Hassan
Bahauddin Zakariya University,
Multan, Pakistan*

*Dr Muhammad Haris
Bahauddin Zakariya University,
Multan, Pakistan*

Abstract

This research looks at how the environmental crisis (EC) is affected by globalization (GL), covering its aspects in terms of economic, political and social globalization (ECOGL, POLIGL, and SOCGL), as well as ecological footprint (EFP), natural resources (NR) and total reserves (TR). Using a panel sample of 84 nations in the Eurasian region between 1991 and 2021. For econometric analysis, we employed quantile regression and dynamic panel techniques. Firstly, our findings indicate that, when it comes to GHG emissions, GL, NR and TR have a favorable influence on the EC, but EFP has a negative impact. In the context of CO₂ emissions, on the other hand, GL and NR have a positive influence on EC whereas EFP and TR have a negative impact. Second, the aspects of globalization produced different effects in terms of the environmental crisis. This conclusion is sustained after several robustness tests are conducted and endogeneity concerns are addressed. When considered together, our results point to implications for the sample economies and demonstrate how global stakeholders may create plans to move toward economies that are resource independent, low-carbon and more sustainable. This shift would lessen the effects of EC and contribute to a decrease in greenhouse gas emissions.

Keywords: Environmental Crisis, Ecological Footprint, Natural resources, Sustainable development.

Strengthening green innovation by green dynamic capability: the moderating role of ‘regulatory pressure’ and the mediating role of ‘green leadership’

Sadia Batool
UMT, Lahore

Dr Saif Ur Rehman
UMT, Lahore

Abstract

The purpose of present research is to analyze the effect of “green dynamic capability” on “green innovation adoption”. Secondly, it is to check does moderator ‘regulatory pressure’ moderates the relationship between ‘green dynamic capability’ and ‘green innovation adoption’. The third objective is to check the role of the mediator ‘green leadership’ on building the impact of ‘green dynamic capability’ on ‘green innovation adoption’. The responses were collected from the ‘quantitative research’ method using different variables, which helps in investigating the impact of the above-mentioned variables on each other. The target population was the manufacturing sector from Asian regions like China, Pakistan, Malaysia, Indonesia, Singapore, Maldives Bangladesh, etc. The data is gathered through a ‘questionnaire’ from all over Asia. Data was collected by applying the technique of ‘simple random sampling’. A total 176 responses were collected. Data was analyzed by using IBM SPSS. Different tests like regression, correlation, reliability, validity, mediation, multicollinearity, and moderation were performed by using SPSS. Results show that there is a positive relationship between “green dynamic capability” and “green innovation adoption”. The ‘green dynamic capability’ has a significant impact on ‘green innovation adoption’. Results also show that there is partial mediation between the independent variable ‘green dynamic capability’ and the dependent variable ‘green innovation adoption’. The results of the ‘correlation test’ show highly significant, moderate, strong, and positive correlations. Furthermore, the moderator ‘regulatory pressure’ weakens the relationship between the independent variable ‘green dynamic capability’ and dependent variable ‘green innovation adoption’. The ‘reliability test’ of all items individually shows Cronbach’s alpha value quite good enough. Only one value was poor. Multicollinearity results show that there was no issue found related to it except one. Overall, the model was found significant.

Keywords: Green dynamic capability, Green innovation adoption, Regulatory pressure, Green leadership, manufacturing sector of Asia

Asymmetric Effects of Fintech Development, Financial Inclusion, Natural Resources and Environmental Sustainability on the Climate Change in Covid-era

Mahreen Bashir

Mehak Batool

Abstract

Mitigating the effects of climate change is crucial for the wellbeing of the people and planet. Numerous researchers have already examined the contribution of different elements in the mitigation of climate change, although the majority of these studies have concentrated on the linear relationship among the variables. However, environmental sustainability, natural resources and fintech, for example, may or may not have a linear relationship; non-linear relationships are also possible, that is overlooked in previous research. The differentiating aspect of our analysis is that it overcomes the constraints of earlier studies by estimating both linear and non-linear effects simultaneously. This research examines the linear (symmetric) and asymmetrical (linear) impacts on climate change by natural resources (NRR), fintech (FT), environmental sustainability (EPS), and financial inclusion (FI). For data analysis, this study used panel CS-ARDL and panel NARDL methodologies on Asian countries data from 2010-2020. The results show that climate change is asymmetrically impacted by EPS and FT. The study found that NRR worsen efforts to mitigate climate change, which has a negative effect on the environment. However, an inverse relationship is shown with the FI, indicating a positive contribution of the FI to activities aimed at mitigating climate change. The results hold significance for developing policies that lessen reliance on natural resources, prioritize financial inclusion, and expedite the adoption of financial technology in order to address climate change concerns in the aftermath of the COVID-19 pandemic.

Keywords: Fintech development, Natural resources, Environmental sustainability, financial inclusion, Climate change

Analyzing the Impact of Agile Project Management on organization performance

Qadir Amin
UMT, Lahore

Dr Saif Ur Rehman
UMT, Lahore

Abstract

This research is conducted to analyze the impact of Agile Project Management on project success in multi-industries and worldwide. Relevant literature was studied, and based on that, a research framework was built. All variables of this model were tested by gathering data by spreading the Google Form Questionnaire to 300 senior project managers. Out of these 300, 213 respondents fill the questionnaire to analyze the impact of agile project management. After data analysis based on the variables of framework and demographics, all objectives and hypotheses were accepted. There were some limitations, especially for data collection from other than the IT industry. Future research can be done on the basis of things other than the IT industry's leadership and coordination. A primary challenge confronting organizations lies in finding the proper equilibrium between granting autonomy to teams and maintaining overarching control to align them with the corporate ethos. The absence of a comprehensive study on this intricate balance leaves organizations at risk of teams deviating from strategic objectives, resulting in a lack of coherence in organizational efforts. A critical question that arises in this setting is, "How can organizations empower autonomous agile teams with the authority and competence to chart directions for new products, facilitating the delivery of innovative and high-quality software at an accelerated pace"

Keywords: Market Orientation, Customer Orientation, Competitor Orientation, Firm Performance, Balanced Agile Project Management, Strategic Agility, IT Industry, Financial & Non-Financial Performance, Customer Needs, Cross-functional collaboration

Revolutionizing Last-Mile Delivery

Zunaira Raza
UMT, Lahore

Dr Asher Ramish
UMT, Lahore

Muhammad Ahmed Sarwar
UMT, Lahore

Abstract

This case study delves into the remarkable journey of Sahar - Cooking Essentials, a premium brand under the Cheetay Logistics Pvt Ltd umbrella. Sahar has established itself as a leading figure in the Pakistani culinary essentials market, setting new standards for efficiency, quality, and innovation within the e-commerce sphere. The case study meticulously dissects the intricacies of Sahar's supply chain, offering valuable insights into the strategic decision-making and thorough planning that have propelled the brand to its position of culinary excellence. From expanding its product portfolio to implementing an in-house supply chain model, Sahar's path is marked by continuous innovation, an unwavering commitment to quality and visionary leadership. Serving as an invaluable guide for navigating the dynamic landscape of last-mile delivery services and exclusive brands in Pakistan's e-commerce sector, the case study highlights the critical role of technology integration, sustainable practices, and operational excellence. Sahar - Cooking Essentials stands as a powerful example of a brand that has harnessed innovation, adaptability, and a customer-centric approach to achieve remarkable success in the ever-evolving realms of logistics and e-commerce.

Keywords: Culinary Excellence, Strategic Leadership, Supply Chain, Last-Mile Delivery Innovation, E-commerce Efficiency

Exploring the Nexus of Entrepreneurship: The Role of Institutional Pressure and Political Stability in Subjective Well-Being and Psychological Functioning

Fatima Zahra

School of Commerce and Accountancy

UMT, Lahore

Abstract

The underpinning research objective of the current study is to evaluate the relationship between entrepreneurship and well-being. As the prior studies fail to understand as relationship self-employment and well-being. The current study proposed that framework to investigate the purposeful engagement, skills, and capabilities along with external factors like institutional pressure and political stability shape this connection. The present study collects the data through survey from entrepreneurs listed on Lahore chamber of commerce currently operating in Lahore, Pakistan. Structural equation modeling technique is being used to evaluate the proposed model. The findings of current study indicate that social and personal functioning positively mediate the relationship between entrepreneurial ventures and well-being. Exploring the nexus of entrepreneurship within the context of broader socio-political influences, we hope to uncover insights that can inform both academic understanding and practical implications for individuals engaged in entrepreneurial activities.

Keywords: Nexus of entrepreneurship, institutional pressure, political stability, psychological and well-being.

Linking abusive supervision with employee silence: Examining the mediating role of discrete emotions

*Dr Masood Nawaz Kalyar
Lyalpur Business School
GCU, Faisalabad*

Abstract

Utilizing the approach-avoidance framework of power dynamics, this research investigates the impact of abusive supervision on employee silence through the emotions of fear and sadness. We argue that victims are less likely to speak up against authority figures and are more likely to experience negative emotions as a result of their supervisor's abusive behavior, leading them to withhold information. Furthermore, we propose that the level of remorse shown by supervisors can influence the effects of abusive behavior, potentially reducing the negative impact on emotions and ultimately discouraging silence. This study collected data from 371 participants in various organizations in Pakistan using a multi-source approach at two different time points. The data was analyzed using PROCESS macro software in SPSS to test our hypotheses. The findings indicate that abusive supervision is linked to feelings of fear and sadness among employees, which in turn contributes to their silence. The data also show that perceived supervisor remorse moderates the relationship between abusive behavior and emotions, particularly sadness. Additionally, the interaction between abusive behavior and supervisor remorse was found to affect employee silence, mediated by feelings of sadness. This study adds to the existing literature on leadership by examining the connection between abusive supervision and employee silence through the approach-avoidance model. This perspective offers a unique perspective on how employees may react to abusive behavior. Additionally, the study considers the impact of supervisor remorse on mitigating the effects of abusive behavior, providing a different theoretical lens through an attributional perspective.

Keywords: abusive supervision, discrete emotions, approach-avoidance, silence behavior, perceived supervisor remorse

Systematic Literature Review: Impact of Post-Traumatic Stress Disorder on Entrepreneurial Intentions

Rana Shahid Mahmood
UMT, Lahore

Dr Raja Irfan Sabir
UCP, Lahore

Abstract

This systematic literature review explores the relationship between post-traumatic stress (PTS) and entrepreneurial intentions. The review period encompasses articles published from January 2019 to December 2023. Through a comprehensive examination of the literature, this review identifies key dimensions and variables used to investigate the association between PTS and entrepreneurial intentions. Several dimensions were considered in the reviewed literature, including psychological factors, individual characteristics, and environmental influences. Psychological factors encompassed variables such as resilience, coping mechanisms, and cognitive appraisal of trauma. Individual characteristics included personality traits, past traumatic experiences, and levels of self-efficacy and motivation. Environmental influences encompassed socio-economic factors, social support networks, and cultural contexts. The variables utilized in the reviewed studies encompassed measures of post-traumatic stress symptoms, such as intrusive thoughts, avoidance behaviors, and hyperarousal. Entrepreneurial intentions were assessed through measures of entrepreneurial self-efficacy, desire for autonomy, risk-taking propensity, and intention to start or pursue entrepreneurial endeavors. This review contributes to the understanding of how post-traumatic stress influences entrepreneurial intentions and highlights the importance of considering psychological, individual, and environmental factors in research and interventions aimed at supporting individuals with PTS who aspire to entrepreneurship.

Keywords: Post-traumatic stress disorder, entrepreneurial intentions, trauma, entrepreneurship, systematic literature review. risk taking

Impact of the Audit Committee on the Financial Reporting Quality

Laibah Hassan
UMT, Lahore

Esha Nisar
UMT, Lahore

Dr Muhammad Gulzar
UMT, Lahore

Abstract

The underlying objective of the present study is to examine the influence of audit committee (AC) characteristics on financial reporting quality (FRQ) via discretionary accruals. The data sample consists of 50 non-financial listed companies from the KSE-100 index on PSX from 2017 to 2022 making it 300 firm-year observations. For data analysis, the FGLS technique is used. Results of hypotheses testing revealed that the ACSIZE, ACIND, and ACFINEXP have a positive and significant relationship with FRQ. Through the results of this study, the significance of Quality reporting and governance proves to be an integral part of the policymakers, non-financial companies, regulatory bodies, and stakeholders in the future.

Keywords: Audit Committee Characteristics, Financial Reporting Quality, and Discretionary Accruals.

Impact of Working Capital Management on Financial Performance of Chemical, chemical products and pharmaceutical companies in Pakistan

Alishba Jamil, Dua Batool Khan

Abstract

The purpose of this study is to find the relationship between working capital management and financial performance of chosen chemical, chemical products and pharmaceutical companies listed is KSE.

Correlation matrix, multiple regression, and secondary data have been used. 40 listed non-financial companies were chosen for the period 2017-202. In this research, ROA and ROE are used to measure profitability. QR, CR, and CCC are used to measure WCM. This study has found a positive relationship between WCM and profitability because all the variables related to WCM show a positive relationship with the profitability of chemical, chemical products, and pharmaceutical companies in Pakistan. This study has used secondary data. All the information has been taken from annual reports presented in the Karachi Stock Exchange. The findings of this research is that the profitability of a firm can be increased by keeping the cash conversion cycle at an optimum level.

Does a firm's life cycle affect its investment in-efficiency? In context of global economies

Syed Sikander Ali Shah

Abstract

There are numerous ways in which theory connects a firm's life cycle with investment inefficiency. Using a sample of 37,000 observations spanning 4,000 publicly traded shares across the globe. This study finds an economically significant relationship between firm life cycle stage and investment inefficiency. Based on the Dickson, (2011) life cycle stage classification, firms at the introduction stage are expected to experience more investment inefficiency than growth, mature, and shake-out firms, whereas growth firms experience more investment inefficiency than mature firms. Moreover, firms in the introduction and decline phases pay greater costs on investment inefficiency firms in the growth, mature phase. This study explores fixed estimation in robustness testing to alleviate endogeneity concerns. A mechanism analysis shows that credit risk, systematic risk, and idiosyncratic risk follow the corporate life pattern by loan spreads, suggesting that banks charge a premium to compensate for the risk. Our results support the theoretical prediction that structural changes occur as firms evolve across the corporate life cycle. 1. Introduction Structural changes occur to firms as they evolve across life cycle stages, and these changes have broad effects on firms' behavior and risk profiles (Quinn and Cameron 1983; Miller and Friesen 1984). Given the "common wisdom" that a firm's life cycle stage is linked to external financing (Rajan and Zingales 1998), it is surprising that the nature of the relationship between a firm's life cycle stage and lending spreads is not well studied. This study examines whether firms' life cycles convey incremental information regarding lending spreads and, ultimately, whether that relationship is consistent with theoretical predictions. On the one hand, life cycle measures may inform users regarding risks that are priced into lending spreads. Measures of credit risk, such as those used in predicting spreads, may not adequately capture the overall effects of the firm life cycle in empirical models (Dickinson 2011). In addition to credit risk, lending spreads include compensation for systematic risk and non-diversifiable idiosyncratic risk (Amiram et al., 2017). Theory suggests that these risks vary with the corporate life cycle (Chowdhury and Chowdhury 2001; Gao 2019). On the other hand, firm life cycle measures may not be incrementally.

Connectedness of NFTs with Cryptos, Energy and Global Agriculture Indices

Adil Yaqoob

Muhammad Umer Usman

Abstract

Investors are currently paying much attention to NFTs as an alternative investment, whereas the connectedness between NFTs and main asset classes come out as subject of undeniable interest and remains unresolved. The connectedness between NFTs and common asset classes is explored through Q-Joint spillover model. We disclose that in extreme market circumstances, return and volatility cross-asset spillovers are much higher than that as usual times. It is observed that the visible directional connectedness proves NFTs as a diverse asset class in certain specific market circumstances.

Service failure and customer emotional attachment: The effect of coping strategies and satisfaction over complaint handling

Bushra Asghar
Superior University
Lahore

Dr Muhammad Bilal Majid
Superior University
Lahore

Abstract

Service failure effects the customer emotional attachment if not handled properly. Annoyed customers create great financial and moral losses. In this study we have worked on effects of coping strategies and complaint handling to satisfy customer for their emotional attachment after facing severe service failure. Population selected from hotels of Lahore through convenience. sampling. Smart PLS was used, questionnaires were distributed, and analysis shows that the coping strategies, customer complaint handling effects positively on customer emotional attachment and severe service failure negatively affect the severity of service failure. For customers' attachment complaint handling with proper coping strategies is best strategy.

Key words: Service failure, Coping strategies, Complaint handling, Emotional attachment, Hospitality.

Exploring Fiscal Policy and Financial Development: Insights from Global Economies

*Shomaila Habib
Comsats University,
Islamabad*

Abstract

This article conducts a detailed analysis of the availability and types of fiscal policies in emerging and developing economies over the observed period. It explores the influence of fiscal policy on financial development in Emerging Markets and Developing Countries (EM&DCs), addressing a notable research gap by assessing fiscal policy's impact on financial dimensions such as activity, size, and stock market performance. The study covers a sample of 23 EM&DCs from 1996 to 2022, employing the Generalized Method of Moments (GMM) for analysis. The empirical results reveal that fiscal policies in these countries are predominantly countercyclical. Moreover, there is a negative correlation between fiscal policies and stock market performance, as well as with financial size and activity, both individually and collectively as part of a financial development index. This suggests that policymakers must strike a careful balance between utilizing fiscal measures to bolster the economy during downturns and maintaining fiscal discipline.

Keywords: Fiscal Policy, Financial Development, GMM, POLS, PCA

Exploring the Impact of Chronic Time Pressure and Organizational Trust on Innovative Work Behavior: A Study in IT Companies in Pakistan

Areeba Sohail
UCP, Lahore

Zeeshan Ahmed
UCP, Lahore

Abstract

This cross-sectional study extends the research being carried out in the area of job demands and resources theory. This study deeply analyzes how chronic time pressure as a demand and organizational trust as a resource affect innovative work behavior (IWB). Utilizing convenience sampling, research data relies on employees' data collected from IT companies operating in Pakistan. The analysis of this study is based on structural equation modeling to test the hypothesized relationships. Knowledge sharing mediates Chronic time pressure – IWB and Organizational trust – IWB relationships. This contributes to the deeper understanding of the mechanisms at play. Consequently, this study holds significance for both policymakers and researchers. Policymakers can gain insights into strategies for optimizing work environments to foster innovation, while researchers are provided with avenues for further exploration into the complex interplay of job demands, resources, and innovative behavior.