

7th International Conference on Contemporary Issues in Business Management (ICIBM-2021)
 Theme: Emerging Business Opportunities and Challenges: Covid-19 Perspective
 University of Central Punjab, Lahore (UCP), Pakistan

Venue: Online On ZOOM

Zoom Link: <https://zoom.us/j/91734011154>

Schedule - (DAY 1)
 Monday November 22nd, 2021

Time	Detail
9:30am-10:00am (Pakistan Standard Time)	<u>Participants sign in to Zoom</u>

Inauguration (Duration 80 minutes) Moderator: Mr. Salman Ahmad	
Recitation of Holy Quran	
10:00am-11:20am	Welcoming and Opening Remarks <ol style="list-style-type: none"> Dr. Faisal Mustafa, (Conference Chair). Dr. Rab Nawaz Lodhi (Conference Secretary) Chief Guest Welcome Note
	Keynote Session <ol style="list-style-type: none"> Keynote speaker 1: Prof. Dr. Cihan Cobanoglu - McKibbon Endowed Chair Professor at Muma College of Business, University of South Florida, USA. Keynote speaker 2: Dr. Minwoo Lee - Assistant Professor of Business Analytics. University of Houston, USA. Keynote speaker 3: Dr. Faizan Ali Associate Professor, Muma College of Business, University of South Florida, USA.
Break 11:20 am to 11:30 am (Pakistan Standard Time)	

Session 1: Impact of Covid-19 on Business World
 11:30am – 01:00pm (Pakistan Standard Time), 90 minutes

Session Chair: Prof. Dr. Rana Muhammad Ayub, Chairman UVAS Business School
 Moderator: Dr. Shabana Naveed
 Coordinator: Ms. Nahar Iqbal

ICIBM21-101	Status of Agricultural Goods as affected by the farmers' Marketing practices and perception in Manukan, Zamboanga Del Norte, Philippines during the Covid-19 pandemic <i>Enrique E. Biñas Jr., Roberto F. Gumanas Jr.</i>
ICIBM21-102	Consumer Anger and Consumer Forgiveness through Service Recovery Strategies in Transportation Sector: During COVID-19

Sabahat Gul

ICIBM21-103 **Pluralistic Ignorance and Workplace Flexibility in Business Organizations: A Qualitative Investigative Outlook (A Perspective of COVID-19)**

Dr. Muhammad Zia-ur-Rehman, Amir Abbas Turi

ICIBM21-106 **Impact of Covid 19 on Destination Tourism and its resilience and recovery: A systematic literature review and future research directions**

Dr. Alok Kumar, Dr. Rajat Gera

ICIBM21-107 **Pandemic and its impact on teaching & learning: A bibliometric study since 2002-2021**

Dr. Anil Kumar

ICIBM21-109 **Consumers' Motivation toward Purchase Intention on Online Product with Mediating Effect of Trust**

Theresa Kula

ICIBM21-111 **Impact of Brand Image, Product Price and Word of Mouth Communication on Purchase Decision of Customers: A COVID-19 Perspective**

Hassaan Elahi, Rubina Jabeen

ICIBM21-113 **Telling the Authenticity's Story in Covid19: Dual Insight From Consumers and Sellers. An empirical study from Moroccan's terroir products.**

Ouboutaib Fatima Ezzahra, Aitheda Abdellatif, Mekkaoui Soumiya

Question & Answers Session – 20 minutes

Session Chair Comments

Zoom Link: <https://zoom.us/j/91734011154>

Break 01:00pm – 02:00pm (Pakistan Standard Time)

Session 2: Post covid-19 World of Online Communities
02:00pm – 03:30pm (Pakistan Standard Time), 90 minutes

Session Chair: Prof. Dr. Zainab Bibi (Director, Institute of Management Sciences, University of Balochistan)

Moderator: Mr. Bilal Ilahi

Coordinator: Ms. Wajeaha Waqar

ICIBM21-201 **Sustainable procurement practices and organizational performance: A POST COVID-19 Investigation of Nigerian manufacturing firms**

Ahmad Sani Usman, Suleiman Usman, Muhammad Mohammed Bashir

ICIBM21-202 **Technophobia, is it part of the problem or the solution? How students' technophobia impacts their technology acceptance in an online class**

Odai Khasawneh

ICIBM21-203 **Challenges of Freelancers in Pakistan: Impact of COVID-19**

Maheen Sajjad, Dr. Shabana Naveed

ICIBM21-204 **Student satisfaction and academic performance during COVID-19: The role of learner characteristics and perceived learning**

Saima Saleem, Asif Mahmood, Sameera Butt

ICIBM21-205	The psychological impact of COVID 19 epidemic on University students of Lahore Pakistan with the mediation of online student engagement. <i>Aftab Shaukat, Dr. Rab Nawaz Lohdi</i>
ICIBM21-208	IT resources, supply chain integration, and operational performance: An empirical study on Post Covid 19 era in Pakistan <i>Muhammad Irfan</i>
ICIBM21-212	Examining the Impact of the COVID-19 Pandemic on the E-commerce Market <i>Francisco Javier Blanco-Encomienda, Elena Rosillo-Díaz, Hanaa Es Sebyhy-Azhir</i>

Question & Answers Session – 20 minutes
Session Chair Comments

Zoom Link: <https://zoom.us/j/91734011154>

Session 3: Governance and Regulation Issues of Work During Covid-19
03:30pm – 05:00pm (Pakistan Standard Time), 90 minutes

Session Chair: Dr. Rizwan Qaiser Danish (Institute of Business Administration, University of the Punjab)
Moderator: Mr. Talha Zubair Ahmad Khan
Coordinator: Ms. Haziqah Noor Ul Islam

ICIBM21-301	Green marketing approaches in the COVID-19 pandemic: Green brand image and customer beliefs towards the environment drive green purchase intentions <i>Muhammad Ussama Majeed, Sumaira Aslam, Muhammad Azeem Naz</i>
ICIBM21-302	Age and Influence Tactics: A Life-Stage Development Theory Perspective (Comprehending the Phenomenon during stressful situations like COVID-19) <i>Dr. Muhammad Zia-ur-Rehman, Nazia Hayat Gondal</i>
ICIBM21-303	An Analysis of Employee Motivation in the Service Industry during a Global Health Pandemic <i>Maricar S. Besa</i>
ICIBM21-305	Work-Family Balance Towards Life Satisfaction: A Study among Bangladeshi Working Adults in The Covid-19 Context. <i>Hridoy Saha, M. Monzer Rahaman, Hamrila Abdul Latif</i>
ICIBM21-306	Covid fear and Work-Family Conflict: A moderated mediated model of Religiosity, Covid stress and social distancing <i>Muhammad Usman Mumtaz, Dr. Shabana Naveed, Dr. Rab Nawaz Lodhi</i>
ICIBM21-307	Investigation of The Effect of The Pandemic on Turkish Airlines with Data Envelopment Analysis <i>Temel Caner Ustaömer, Murat Kemal Keles, Aşkın Özdağoğlu</i>
ICIBM21-310	COVID-19 perception and psychological distress among university students <i>Mehmet Bahri Saydam, Kaveh Jafari</i>

Question & Answers Session – 20 minutes
Session Chair Comments

Zoom Link: <https://zoom.us/j/91734011154>

Session 4: Leadership, Innovation, Decision-Making and Change Management
05:00pm – 06:30pm (Pakistan Standard Time), 90minutes

Session Chair: Dr. Samar Rahi, Hailey College of Banking & Finance, University of the Punjab
Moderator: Ms. Amina Rizwan
Coordinator: Ms. Mahnoor Farrukh

ICIBM21-401	Impact of big data investment on customer experience. The role of marketing affordances and service innovation. <i>Mohammad Adil Khushi, Jawad Yousaf</i>
ICIBM21-403	Social Resistance in Medium-Level Cities <i>Azize Serap Tuncer, Sinan Bulut</i>
ICIBM21-404	Subnational Determinants of Foreign Subsidiary Resilience Activities <i>Roxana Wright</i>
ICIBM21-405	IT, Decision-Making and Leadership: challenges for IT Governance in the Covid-19 era <i>Manal Ahdadou</i>
ICIBM21-406	Turn over a new leaf: Examining the influence of Covid-19 on Millennial Consumer Behavior <i>Nehdia Saulat</i>
ICIBM21-409	Impact of Transformational Leadership on E-Business Adoption through Organizational Learning and Knowledge Management: Evidence from Hospitality Industry of Pakistan under Covid-19 Era. <i>Muhammad Kamran, Brigadier (Retd.) Dr. Mujahid Hussain, Amber Iqbal, Muhammad Arif</i>
ICIBM21-410	The Impact of Human Resource Management Information System (HRMIS) Implementations on Organizational Performance and Mediating role of Efficiency and Effectiveness during the COVID-19 <i>Muhammad Waqas</i>
ICIBM21-411	Effect of inclusive leadership on employee innovative behavior through employee engagement and perceived organizational support: Evidence from hospitality industry of Pakistan under Covid-19 ear. <i>Muhammad Arif, Brigadier (Retd.) Dr. Mujahid Hussain, Amber Iqbal, Muhammad Kamran</i>

Question & Answers Session – 20 minutes
Session Chair Comments

Zoom Link: <https://zoom.us/j/91734011154>

Schedule (DAY-2)
Tuesday November 23rd, 2021

Venue: Online On ZOOM

Zoom Link: <https://zoom.us/j/91734011154>

Time	Detail
8:30am-9:00am (Pakistan Standard Time)	<u>Participants sign in to Zoom</u>

Inauguration 09:00am -10:00am (Pakistan Standard Time)
(Duration 60 minutes)

Moderator: Ms. Amina Rizwan

09:00am -10:00am	Keynote Session <ol style="list-style-type: none">Keynote speaker 1: Dr. Valentina Della Corte - Professor of Business Management at Federico II University of Naples.Keynote speaker 2: Dr. Shiva Ilkhanizadeh. - Assistant Professor of Cyprus International University.Keynote speaker 3: Dr. Seden Dogan - Associate professor at Ondokuz Mayıs University.
	<i>Question & Answers:</i> <i>Session Chair Comments</i>

Session 1: Human Resource Management in Post Covid-19 World
10:00am – 11:30am (Pakistan Standard Time), 90 minutes

Session Chair: Dr. Naveed, SZABIST, Islamabad.
Moderator: Mr. Basharatullah Malik
Coordinator: Ms. Noor ul Ain

ICIBM21-501	Implement of cloud computing in hotel services enhancement in post-pandemic: Smart technology in hospitality <i>Cihan Cobanoglu,, M. Omar Parvez</i>
ICIBM21-502	Human Resource Management Practices Amidst COVID-19 <i>Dr. Amrik Singh, Dr. SanjeevKumar</i>
ICIBM21-503	Human Resource Development in the Post Covid-19 Era and Role of Job Satisfaction in the Project Success <i>Muhammad Saeed Shahbaz, Umair Aitimid</i>
ICIBM21-506	HR Professionals' Competencies and Effectiveness in Telecom organizations of Pakistan: A Post Covid Analysis <i>Mohi ud Din, Aqeel Ahmad</i>
ICIBM21-508	High-Performance Work System (HPWS) as a function of Teachers' Well-being during COVID-19 with the mediating role of Work Engagement in Higher Education Institutions. <i>Muhammad Adnan, Ather Ummad Khan</i>

ICIBM21-509	Employee Green Innovative Behavior in Hotel Industry in Pakistan <i>Rimsha Shaftiq, Dr. Shabana Naveed</i>
ICIBM21-511	Proposing the Linkage Relationship of Leader-Member Exchange and Psychological Empowerment between Transformational Leadership and Innovative Work Behavior in Covid19 Era <i>Shaheryar Khan, Dr. Samar Rahi, Dr. Tehmina Fiaz Qazi</i>

Question & Answers Session – 30 minutes
Session Chair Comments

Zoom Link: <https://zoom.us/j/91734011154>

Session 2: Effect of pandemic on international trade in emerging markets
11:30am – 1:00pm (Pakistan Standard Time), 90 minutes

Session Chair: Dr. Sadia Farooq, Hailey College of Commerce, University of the Punjab Lahore
Moderator: Mr. Salman Ahmed
Coordinator: Ms. Faiza Akhtar

ICIBM21-602	Efficiency and the Effectiveness of the Hotels in Covid-19 Period: Evidence From Cappadocia in Turkey <i>Tekiner Kaya</i>
ICIBM21-604	An empirical study about the impact of COVID-19 on Quality on Life <i>Arfa Tayyab, Sumaira Shamoon</i>
ICIBM21-605	Impact of the Covid-19 on Stock Market Performance and Volatility: Evidence from PSX <i>Anwar Ali Sajid, Dr Muhammad Abbas, Dr Muhammad Zia ul Haq</i>
ICIBM21-606	Post Covid-19 Digital Transformation in Financial Organisations <i>Marius Sandy Stanescu</i>
ICIBM21-610	Prioritizing and Modeling the Internet of Things (IoT) Adoption Barriers for Agile Manufacturing to Post COVID-19 Scenario <i>Dr. Asif Mahmood</i>
ICIBM21-611	Jai Ho: Indian Tourism Sector and Economic Growth after Covid-19 Quagmire <i>Giulia Napolitano</i>
ICIBM21-612	Fostering Environmental Performance through adopting Green HR practices: The mediating role of Environmental Concern <i>Rameen Maqsood, Memoona Sajid</i>

Question & Answers Session – 30 minutes
Session Chair Comments

Zoom Link: <https://zoom.us/j/91734011154>

01:00pm – 02:00pm (Pakistan Standard Time)

Lunch Break

Session 3: Globalization, regional integration, productivity and economic growth
02:00pm – 03:30pm (Pakistan Standard Time), 90 minutes

Session Chair: Dr. Shazia Hassan, Leadership and Management Studies Department, National Defence University
Moderator: Mr. Khurram Hamid
Coordinator: Mr. Waseem Irshad

- | | |
|-------------|--|
| ICIBM21-702 | The Influence Of Internet Services On The Banker-Entrepreneur Human Relationship During Globalization
<i>Francesco Fasano, Maurizio La Rocca</i> |
| ICIBM21-703 | Predictable Time Off (PTO) and Work Design (WD): An Emerging Contemporary Issue (Assessing the Dynamics during COVID-19)
<i>Dr. Muhammad Zia-ur-Rehman, Muhammad Nadeem Akram</i> |
| ICIBM21-704 | Social, Academic and Economic impact of covid 19 on students of UET
<i>Aftab Shaukat, Dr. Rab Nawaz Lohdi</i> |
| ICIBM21-706 | Human Capital and Firm Performance in Emerging Market
<i>Tri Damayanti, Suphi Aslanoğlu</i> |
| ICIBM21-707 | Effect of Interest Rate and Exchange Rate Changes on the Financial Performance of Pakistani Banks: A Comparative Analysis Between Pre-COVID Period and During-COVID Pandemic
<i>Zaheer U Din Babar</i> |
| ICIBM21-708 | Impact of Covid-19 on the Business in Portugal
<i>Francisco Oliveira, Elisabeth T. Pereira</i> |
| ICIBM21-709 | Quality of Virtual Reality in Hospitality Industry and its Impacts on Behavioral Intention in COVID era: Mediating Role of Authentic Experience
<i>Huma Bano, Dr. Rab Nawaz Lohdi</i> |
| ICIBM21-710 | Perspective Comparison of Venturing into Startup in University Students of three Asian Countries: Malaysia, Indonesia & Brunei Darussalam
<i>Norzahidah Buhasri, Kamariah Ismail</i> |

Question & Answers Session – 30 minutes

Session Chair Comments

Zoom Link: <https://zoom.us/j/91734011154>

Session 4: Entrepreneurship and new idea generation in covid-19 scenario
3:30pm – 5:00pm (Pakistan Standard Time), 90minutes

Session Chair: Prof. Dr. Sania Zahra Malik, Institute of Business Administration, University of the Punjab
Moderator: Mr. Agha Mahmood Ali
Coordinator: Ms. Sidra Nasreem

- | | |
|-------------|---|
| ICIBM21-801 | Covid-19: Challenges and Opportunities for Small and Medium Enterprises (SMEs)
<i>Dr. Nomita Sharma, Dr. Neha Sharma, Mr. Tushar Sharma</i> |
| ICIBM21-802 | Entrepreneurial Personality Characteristics and Entrepreneurial Intentions: Mediating Role of Entrepreneurial Orientation
<i>Ayaz Ali Maitlo, Salman Bashir Memon, Saqib Wahab Mahar, Sartaj Ahmed Sang</i> |
| ICIBM21-803 | STARTUPS' RESILIENCE DURING COVID-19 AND ENTREPRENEURIAL TEAMS PRIOR TO INITIAL PUBLIC OFFERING (IPO)
<i>Siti Aisah Janaji, Kamariah Ismai, Fahmi Ibrahi</i> |

ICIBM21-804	The COVID-19 Pandemic: Challenges and Opportunities among the Bruneian Home-Based Businesses <i>Syahnur Farhana Haji Shahleh, Vivi Nabilah Shaya, Kamariah Ismail, Farahiyah Kawi, Siti Nor Suriana Haji Abd Talip, Siti Nur Azhana Haji Mohamad</i>
ICIBM21-805	Psychological and Behavioral Determinants of Entrepreneurial Innovation Activities in South Asian Region <i>Mahwish Zafa, Imama Mehboob</i>
ICIBM21-806	The Role of Disruption Absorption on Covid-19 Operational Disruption and Performance of SMEs: A Conceptual Framework. <i>Mahmoud Ahmad Mahmoud, Ahmed Mahmoud, Mahabub Musa Garba</i>
ICIBM21-811	Exploring dimensions of Women's Empowerment and Entrepreneurial Growth during COVID-19 Era <i>Ambreen Khursheed, Maham Fatima, Marriam Rao</i>

Question & Answers Session – 30 minutes
Session Chair Comments

Zoom Link: <https://zoom.us/j/91734011154>

Closing Ceremony
5:00 pm -6:00pm (PAKISTAN STANDARD TIME)

Moderator: Mr. Khurram Hamid

5:00pm -6:00pm	<p>Closing Remarks</p> <ol style="list-style-type: none"> 1. Dr. Nassar Ikram (Pro – Rector, UCP) 2. Dr. Rab Nawaz Lodhi (Conference Secretary) 3. Chief Guest 4. Announcement of Best Paper Award 5. Announcement of the Next Year Conference 8th ICIBM 2022
Concluding Remarks	

**Panel Discussion with Industry Experts
On Emerging Business Opportunities And Challenges: Covid-19 Perspective**

Date:
November 23rd 2021

Timings:
12:00pm to 1:00pm **(Pakistan Standard Time)**

Venue:
Online Zoom

Moderator:

Tahir Ashfaq

Panelist

1. Mr. Umar Ghumman Country Head Samsung Mobile Business.
2. Ms. Tosheeba Sarwar, Lead Driver at Experiences.
3. Mr. Muhammad Qasim.
4. Sr. Marketing Professional Hyundai Nishat Motors.
5. Ms. Rabia Naveed Country Head of HR at ABB.
6. Mr. Rizwan Shuja, Entrepreneur from USA.
7. Mr. Waqas Khatri Director Strategy and New Initiatives at Ittehad Chemicals Limited

Join the panel discussion on Facebook Live on UCP Main Page.

www.facebook.com/UCPofficial