



March 21-22, 2018

**5th INTERNATIONAL
CONFERENCE ON
CONTEMPORARY
ISSUES IN BUSINESS
MANAGEMENT**

Conference Report

THEME: ENTREPRENEURIAL THINKING FOR STRATEGIC EXCELLENCE



Contents

Conference Overview	2
- Introduction	2
- Conference Themes and Sub-Themes	3
- Types of Papers	4
Organization and Planning	5
- Organizing Committee	5
- Conference Schedule	6-15
Profiles	16
- Conference Chair and Co-Chair	16
- Chief Guests.....	17-18
- Keynote Speakers	18-19
- Colloquium Supervisor	20
- Conference Secretary	21
- Moderator	22
- Panelists	22-23
- Session Chairs	24-30
Conference Proceedings	31
- Day 1	31-64
- Day 2	65-80
Conference Organizing Committee	81
Conference Organizing Team Members	82
Conference Administration Team	83
Conference Secretariat	84
Conference Online Management System	85
Scientific Committee	86

CONFERENCE OVERVIEW

INTRODUCTION

UCP Business School, Lahore organized the 5th International Conference on Contemporary Issues in Business Management (ICIBM) with the central theme of “Entrepreneurial Thinking for Strategic Excellence” on March 21-22, 2018 in Lahore, Pakistan.

5th ICIBM: The Conference

As the global competition intensifies and the local entrepreneurial firms emerge at a faster pace than ever, the conference aims to bring forth the latest insights and trends, research and its implications that can benefit the community at large. UCP Business School following its tradition brought together a world of reflective practice and thoughtful insights on entrepreneurial thinking that led to innovation and sustainability to obtain strategic excellence in organizations and industries. In particular, the conference focused on how to be creative, enterprising and resourceful to face complex problems and challenges of the 21st century organizations that are ever dynamic and technology driven. The conference brought together more than 20 universities at one forum where they shared their research in the area of (but not limited to) entrepreneurship, innovation, technology management, corporate governance, marketing, strategic management, human resources, creativity, R&D and other related fields.

UCP BUSINESS SCHOOL: The Main Organizing Body

UCP Business School is the main driving force behind the wheel of ICIBM. UCP Business School is one of the largest business schools in the country, with over 3500 students enrolled in its various degree programs, spread across five academic divisions and six centers led by foreign educated faculty. UCP Business School has served the community with excellence for more than 25 years, by providing business education at tertiary level and maintaining professional linkages with a number of British and American Universities including University of Stirling (UK), University of Southern California (USA), and Arkansas State University (USA). UCP Business School is a part of the University of Central Punjab.

CONFERENCE THEME AND SUB THEMES

The main theme of the conference was "Entrepreneurial Thinking for Strategic Excellence". Entrepreneurial thinking can be defined as the mindset that enables people to identify marketplace opportunities and find the most suitable and timely options and tools to capitalize on them.

Furthermore, the conference had seven sub-themes. The sub-themes along with their respective sub-theme coordinators are listed below.

Conference Sub Themes with Sub Themes' Coordinators:

Sub Themes	Sub Themes' Coordinators
1. Strategic Human Resources	Dr. Salman Iqbal
2. Managerial Decision and Organizational Performance	Dr. Hassan Rauf
3. Corporate Governance in Entrepreneurial Setting	Dr. Irfan Saleem
4. Managing Creative and Disruptive Innovations/R&D, Startups, Spinouts and University-Industry Linkages	Dr. Abdul Waheed
5. Leadership, Innovation and Change Management	Dr. Muhammad Nadeem Dogar
6. Marketing, Advertising and Branding of Innovative Products	Dr. Muhammad Zeeshan
7. Financial Challenges for Startups and New Products/Services/Entrepreneurship In Public and Non-Profit Sector	Dr. Nasir Malik

TYPES OF PAPERS

Renowned academics, researchers, and practitioners made contributions in the following categories:

Research Papers: These included academic research papers. These research papers made use of all types of qualitative and quantitative research methodologies.

Doctoral Research: Doctoral students also used this conference as an opportunity to share their research and get feedback. Doctoral research at all stages was eligible for submission.

Industry Case Studies: Many professionals shared their knowledge in the form of case studies.

Journal Publications: Selected papers from the conference will be considered for publication in the following mentioned journals, subject to the fulfillment of respective journal requirements:

- É UCP Management Review (ISSN 2518-8305)
- É International Journal of Governance and Financial Intermediation (ISSN online: 2399-5033; ISSN print: 2399-5025)
- É UCP Paradigms (ISSN online: 2410-0854; ISSN print: 1996-2800)

ORGANIZATION AND PLANNING

ORGANIZING COMMITTEE

The organizing committee played a vital role in the success of the 5th ICIBM. They made sure that the availability of good sound and projection facilities at all session venues would be a priority. Moreover, they ensured the accessibility of relevant staff members for assistance of the guests, including availability of the experienced technical help for the duration of the conference.

The organizing committee also fulfilled its responsibility as a true conference host by making the guests comfortable at UCP and facilitating them. Names of the members of the organizing committee are presented below:

Conference Chair	Dr. Muhammad Zafarullah
Conference Co-Chair	Dr. Faisal Mustafa
Conference Coordinator	Dr. Hassan Rauf
Conference Secretary	Dr. Bilal Mirza
Conference Coordinator Corporate Linkages	Mr. Tahir Ashfaq
Secretariat Team Lead	Dr. Huma Khan
MIS Manager	Mr. Amar Sohail
Team Members	Mr. Waqar Rasool Ms. Ambreen Khursheed Mrs. Madiha Hanan

CONFERENCE SCHEDULE

UCP 5TH ICIBM 2018 SCHEDULE

Day 1: March 21, 2018

University Of Central Punjab, Lahore

Session	Session Details	Start	End	Venue
Opening Session	Registration	9:00 A.M.	9:30 A.M.	Auditorium
	Inauguration	9:30 A.M.	10:30 A.M.	
	Recitation			
	Inaugural Speeches: <ol style="list-style-type: none"> 1. Welcome Address: Dr. Muhammad Zafarullah Pro-Rector, University of Central Punjab, Lahore 2. Keynote Speech: Prof. Nauman Farooqi Dean of Social Sciences, Mount Allison University, Canada 3. Chief Guest: Dr. Mohammad Nizamuddin Chairman, Punjab Higher Education Commission 			
	Tea Break	10:30A.M.	11: 00 A.M.	

The Plenary Session	<p>Moderator: Dr. Zubair Iqbal, CEO, Lahore Knowledge Park Company</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Mr. Manzoor-ul-Haq Malik, CEO, Shahbaz Chemical Industries (Pvt.) Ltd. Former VP/Regional Chairman, FPCCI 2. Mr. Sajjad Kirmani, Board Member PITB, CEO, Infogistic 3. Mr. Badar Khushnood, CEO, Bramerz 4. Dr. Zartash Afzal Uzmi, Co-Founder, Pakwheels, Associate Professor LUMS 5. Mr. Gohar Iqbal, CEO, Johnny & Jugnu 6. Ms. Madiha Parvez, Head Incubation Centre, University of Central Punjab 7. Ms. Maryam Mohiuddin Ahmed, Founder and Director, Social Innovation Lab 	11:00 A.M.	12:00 P.M.	Auditorium
	Q/A session	12:00 P.M.	12:30 P.M.	
	Parallel Session 1	Start	End	Venue
Strategic Human Resources	<p>Sub Theme Coordinator: Dr. Salman Iqbal, UCP Business School, Lahore</p> <p>Session Chair: Dr. Zafar-uz-Zaman Anjum, COMSAT Institute of Information Technology, Lahore</p> <p>Presenter 1: Rabia Khokhar and Farhan Ahmed, Shaheed Zulfikar Ali Bhutto Institute of Science & Technology, Karachi Campus, Karachi (SZABIST)</p> <p>Paper Title: Nexus between Organizational Culture and Employees Turnover</p> <p>Presenter 2: Qurrat-ul-Ain, Iqra University, Karachi</p> <p>Paper Title: The Impact of Job Design, Job Involvement and Career Development on Organizational Commitment: Empirical Findings from Pharmaceutical firms of Karachi</p> <p>Presenter 3: Falak Shad Memon and Saima Mohsin, Institute of Business Management, Karachi</p> <p>Paper Title: Employee Empowerment in Decisions and Organization's Development: A</p>	12:30 P.M.	2:00 P.M.	Room B-001

	<p>Study of Manufacturing Industries of Pakistan Presenter 4: Ifrah Jameel, Dr. Saima Naseer and Dr. Fauzia Syed, International Islamic University, Islamabad Paper Title: Workplace Incivility and Deviant Behaviours: The Mediating Effects of Workplace Stress and Depression</p>			
	Parallel Session 2	Start	End	Venue
Managerial Decision and Organizational Performance	<p>Sub Theme Coordinator: Dr. Hassan Rauf, UCP Business School, Lahore Session Chair: Dr. Rizwan Ahmad, Lahore School of Economics, Lahore Presenter 1: Mehreen Waheed Butt, University of Management and Technology, Lahore Paper Title: Consequational Determinants of Turnover Intention: The Interactive Role of Human Resource Practices Presenter 2: Qurat-ul-Ain, Muhammad Qasim and Dr. Ghulam Saghir, University of Central Punjab, Lahore Paper Title: Dynamic Relationship of Leverage and Firm Size With Firm Financial Performance Presenter 3: Mahwish W. Khan and Meryem Altaf, University of Management & Technology, Lahore Paper Title: Impact of Organizational Culture on Knowledge Sharing In Education Sector of Pakistan Presenter 4: Mehwish Khan, University of the Punjab, Lahore Paper Title: The Nexus between Capital Structure and Performance; A Case of Conventional and Islamic Banks of Pakistan</p>	12:30 P.M.	2:00 P.M.	Room B-002
	Parallel Session 3	Start	End	Venue
Corporate Governance in Entrepreneurial Setting	<p>Sub Theme Coordinator: Dr. Irfan Saleem, UCP Business School, Lahore Session Chair: Dr. Sania Zahra Malik, University of the Punjab, Lahore Presenter 1: Nayeem ul Hassan Ansari, H.M.Amir Anis and Yousuf Aboya, Dadabhoy Institute of Higher Education, Karachi Paper Title: Political Barriers Assessment on Solar Power Generation: A Case Study of Energy Sector of Pakistan Presenter 2: Samreen Durrani, M. Mahmood Shah Khan, Afia Mushtaq, University of Management and Technology, Lahore Paper Title: The Impact of Underground Economy on Economic Growth of Pakistan Presenter 3: Aamir Kibria, Aashi Mir Alam,</p>			Room B-003

	Sehrish Mavani, University of Sindh, Jamshoro Paper Title: Impact of Internal Antecedents on Corporate Entrepreneurship and Firm Performance: Evidences from Private Banks in Hyderabad City			
	Lunch and Prayer Break	2:00 P.M.	3:00 P.M.	
	Parallel Session 1	Start	End	Venue
Strategic Human Resources	<p>Sub Theme Coordinator: Dr. Salman Iqbal, UCP Business School, Lahore</p> <p>Session Chair: Dr. Imran Hameed, University of Lahore, Lahore Presenter 1: Naila Azam Joiya, University of Central Punjab, Lahore</p> <p>Paper Title: Causes of Job Involvement, Job Satisfaction and Employee Turnover Intentions: A Study on Banking Industry of Pakistan</p> <p>Presenter 2: Bilal Tariq, Atia Hafeez and Dr. Muhammad Irfan Chani, COMSATS Institute of Information Technology Vehari. Paper Title: Role of Health Expenditures in Economic and Social Welfare of Developing Countries</p> <p>Presenter 3: Muhammad Salman Chughtai and Dr. Shazia Nauman, Virtual University of Pakistan</p> <p>Paper Title: HRM Practices and Employee Performance: Moderating Role of IWE</p> <p>Presenter 4: Raja Irfan Sabir, Kashaf Munir, University of Central Punjab, Sialkot</p> <p>Paper Title: Relationship between Emotional Intelligence and Job Performance, Job Satisfaction and Turnover Intention: An Empirical Study in Context of Sialkot's Education Sector</p>	3:00 P.M.	4:30 P.M.	Room B-001

	Parallel Session 2	Start	End	Venue
Managing Creativity and Disruptive Innovations/R&D, Startups, Spinouts Spinouts and University-Industry Linkages	<p>Sub Theme Coordinator: Dr. Abdul Waheed, UCP Business School, Lahore</p> <p>Session Chair: Dr. Zahid Riaz, Lahore School of Economics, Lahore</p> <p>Presenter 1: Farhan Ahmed, Mumtaz Ahmed and Muhammad Kashif, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Karachi (SZABIST)</p> <p>Paper Title: Gas Prices and Industrial Level Production: Empirical Evidence from Pakistan</p> <p>Presenter 2: Waqar Rasool, Arooj Shahid and Nida Tariq, University of Central Punjab, Lahore</p> <p>Paper Title: Corporate Suicides and The Role of Innovation</p> <p>Presenter 3: Saad Shafiq, University of Central Punjab, Lahore</p> <p>Paper Title: Knowledge Management in Alliances</p> <p>Presenter 4: Sundus Qasim, University Of Central Punjab, Lahore</p> <p>Paper Title: Technology Transfer and Local Competitiveness: A Sectoral/National Innovation System Perspective</p> <p>Presenter 5: Sarah Wali Qazi, Humair Ali, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Pakistan (SZABIST)</p> <p>Paper Title: Fueling Women Empowerment: An Exploratory Study of the Linkages between Women, Micro Entrepreneurship and Access to Microcredit</p>	3:00 P.M.	4:30 P.M.	Room B-002

	Parallel Session 3	Start	End	Venue
Leadership Innovation and Change Management	<p>Sub Theme Coordinator: Dr. Muhammad Nadeem Dogar, UCP Business School, Lahore</p> <p>Session Chair: Dr. Basharat Naeem, COMSAT Institute of Information Technology, Lahore</p> <p>Presenter 1: Javaria Rehman, Sidrah Al Hassan, International Islamic University, Islamabad</p> <p>Paper Title: Impact of Leader Member Exchange (LMX) on Employee Voice, Moderating Role of Psychological Safety, Mediating Role of Psychological Empowerment and Trust</p> <p>Presenter 2: Dr. Muhammad Irfan Arif, University of Education, Lahore</p> <p>Paper Title: LeadersøEmotional Intelligence: Effective Leadership at Educational Organizations</p> <p>Presenter 3: Sumera Khalid, Farhat Iqbal Awan, Kinnaird College for Women, Lahore</p> <p>Paper Title: Self-Reliance: A Gender and Communal Perspective on its Relationship to Leadership Evaluation. Presenter 4: Nosheen Saba, Dr. Sabeen Hussain Bhatti, Shaheed Zulfikar Ali Bhutto Institute of Science & Technology, Islamabad (SZABIST)</p> <p>Paper Title: The Effect of Transformational Leadership on Project Success with Mediating Role of Work Engagement in Project Based Organizations of Pakistan</p> <p>Presenter 5: Nasir J. Awan, Riphah International University, Lahore</p> <p>Paper Title: Impact of Charismatic Leadership Style on Organizational Performance: A Pharmaceutical Industry of Pakistan</p> <p>Presenter 6: Bilal Mustafa, Mishal Nafees, University of Central Punjab, Lahore</p> <p>Paper Title: Relationship of Motivational and Social Factors with Entrepreneurial Intentions</p>	3:00 P.M.	4:30 P.M.	Room B-003
	Tea Break	4:30 P.M.	5:00 P.M.	

-----/-----/-----/-----/-----/-----/-----/-----/----- **Conference Day 1 Complete** -----/-----/-----/-----/-----/-----/-----/-----/-----/-----

UCP 5TH ICIBM 2018 SCHEDULE

Day 2: March 22, 2018

University Of Central Punjab, Lahore

Session	Session Details	Start	End	Venue
Opening Session	Recitation	9:00 A.M.	9:15 A.M.	Auditorium
	Keynote Speaker: Mr. Aqeel Ahmed, University of Southampton, UK Colloquium Session: Dr. Jawad Syed, Suleman Dawood School of Business, Lahore University of Management Sciences Topic: Significance of Publishing in Top Business Research Journals	9:15A.M.	9:30 A.M.	
	Q & A Session	10:15A.M.	10:30 A.M.	
	Tea Break	10:30A.M.	11: 00 A.M.	
	Session Details	Start	End	Venue
Marketing, Advertising and Branding of Innovative Products	Sub Theme Coordinator: Dr. Muhammad Zeeshan, UCP Business School, Lahore Session Chair: Dr. Osman Khan, Iqra University, Islamabad Presenter 1: Aniq Khokhar and Farhan Ahmed, Shaheed Zulfikar Ali Bhutto Institute of Science & Technology, Karachi Paper Title: Males as Impulsive Buyers: How Do They Get Affected? Presenter 2: Liaquat Ali Rahoo, Mariam Kalhoro, Shadab Kalhoro, Uroosa Sahito and Prof. Dr. Arabella Bhutto, University of Sufism and Modern Sciences, BhitShah Paper Title: Analysis of TV Advertisement on the Life Style of Pakistani Youth: A Case Study of Sindh Province Presenter 3: Rida Zainab, Hamna Sohail, Sadia Naeem Butt and Muhammad Danish Habib, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Islamabad (SZABIST)	11:00 A.M.	12:15 P.M.	Auditorium

	<p>Paper Title: A Model and Empirical Investigation of Internal and External Drivers of Variety Seeking Intentions: A Case of Restaurant Industry</p> <p>Presenter 4: Laraib Arshad, Muhammad Danish Habib and Yasir Aftab Farooqi, National College of Business Administration & Economics, Gujrat</p> <p>Paper Title: A Model and Empirical Investigation of Perceived Justice, Perceived Value and Brand Loyalty: A Case Study of Restaurant</p> <p>Presenter 5: Nazan Ilyas, Anna Ilyas and Dr. Osman Khan, University of Central Punjab, Lahore, Pakistan</p> <p>Paper Title: Best Practices of Top Brand of Pakistan: Case Study Methodology</p> <p>Presenter 6: Nainan Nawaz, Iqra University, Islamabad</p> <p>Paper Title: What Make Customers Buy on Impulse: An Analysis of Impulsive Buying Behavior</p> <p>Presenter 7: Shiza Farooq, Dr. Osman Khan, Iqra University Islamabad</p>			
	Session Details	Start	End	Venue
Financial Challenges for Startups and New Products/Services/Entrepreneurship in Public Non-Profit	<p>Sub Theme Coordinator: Dr. Nasir Malik, UCP Business School, Lahore</p> <p>Session Chair: Dr. Syed Zulfiqar Ali Shah, International Islamic University, Islamabad</p> <p>Presenter 1: Muhammad Shujaat Saleem and Dr. Aziz ur Rehman, Muhammad Ali Jinnah University, Karachi</p> <p>Paper Title: Removing Fallacies Regarding Use of Conventional Benchmark in Islamic Banking and Finance</p> <p>Presenter 2: Ahmad Ahsan Akbar and Ansar Waseem, University of Management and Technology, Lahore</p> <p>Paper Title: Role of Government Initiatives in Shaping Entrepreneurial Intentions</p> <p>Presenter 3: Hafiz Zahid Mehmood, COMSAT Institute of Information Technology, Lahore</p> <p>Paper Title: Role of Islamic Finance in Financial Inclusion and Agro-Production Business: A Case of WASIL Foundation Presenter 4: Tayyaba Munir, University of Central Punjab, Lahore</p> <p>Paper Title: The Role of Commitment and Implementation Intention in Bridging the Entrepreneurial Intention Behavior Gap Presenter 5: Huma Siraj Manj, Ms. Samina Riaz and Dr. Shehla A. Yasin, Lahore College for Women University, Lahore</p>	12:15 P.M.	1:15 P.M.	Auditorium

	<p>Paper Title: From Dreams to Vision: Lives of Female Entrepreneurs Presenter 6: Waleed Ahmed, Dr. Irfan Sabir, University of Lahore Paper Title: Impact of Employment on Women's life: A Case Study of Rawalpindi</p>			
	Session Details	Start	End	Venue
Closing Ceremony	<p>Conference Report: Dr. Bilal Mirza, Conference Secretary</p> <p>Vote of Thanks: Dr. Faisal Mustafa, Dean UCP Business School</p> <p>Chief Guest: Mr. Irfan Qaiser Sheikh, Chairperson, Technical Education and Vocational Training Authority (TEVTA)</p> <p>Shield Distribution Ceremony</p>	1:15 P.M.	1:45 P.M.	Auditorium
		1:45 P.M.	2:00 P.M.	
	Lunch and Prayer Break	2:00 P.M.	3:00 P.M.	
	Session Details	Start	End	Venue
Post Conference Session	<p>Session by Dr. Zafar Iqbal Jadoon, Ex-Dean UCP Business School</p> <p>Topic: "Dialogical Organizational Development and Its Relevance to Pakistan":</p>	3:00 P.M.	3:45 P.M.	Auditorium

	Session Details	Start	End	Venue
Post Conference Workshop	Structural Equation Modelling Using AMOS Dr. Rab Nawaz Lodhi, Assistant Professor UET, Lahore	3:00 P.M.	5:30 P.M.	Room CL-204

-----/-----/-----/-----/-----/-----/-----/-----/----- Conference Day 2 Complete -----/-----/-----/-----/-----/-----/-----/-----

PROFILES

CONFERENCE CHAIR AND CO-CHAIR

CONFERENCE CHAIR:

Professor Dr. Muhammad Zafarullah

Pro-Rector, University of Central Punjab, Lahore



Professor Dr. Muhammad Zafarullah is currently working as the Pro-Rector of the University of Central Punjab. He did his PhD in Marketing from University of Strathclyde, Glasgow, UK, and MBA (Marketing) from University of Edinburgh, UK and MBA (Marketing) from Institute of Business Administration (IBA), University of Karachi. He has a long experience of teaching and university administration. Before joining UCP, he worked as the Vice Chancellor of Bahauddin Zakariya University for a period of four years. He had also worked as a Professor of Business Administration and had also been the Chairman of the Department of Business Administration, and later served as Director, Institute of Management Sciences and Dean of the Faculty of Law, Commerce and Business Administration. He has been a member of various professional bodies in the country. Before joining the Bahauddin Zakariya University in 1980 he served as the management consultant with different organizations like, Pakistan Broadcasting Corporation, Pakistan Ordinance Factories, Wah and lastly in Iraq for two years with a French consultancy firm. He has published many research papers in national and international journals.

CONFERENCE CO-CHAIR:

Dr. Faisal Mustafa associate professor

Dean, UCP, Business School



Dr. Faisal has 16 years of international career as a senior lecturer (associate professor), data scientist, senior business consultant, IT transformation director and as a lead researcher. He received his PhD from university of Huddersfield, UK and post graduate higher education

teaching qualification from University of Essex, UK. He has been senior faculty member, quality assurance reviewer and chair in the leading institution of united kingdom, china, Malaysia, Singapore, Qatar and Pakistan. He brings with him an excellent higher education academic, industrial collaboration and administrative record.

Dr. Faisal's research interests include business information system development, business intelligence, business forecasting, business simulation modeling, investment valuation & analysis, artificial intelligence, AI planning, advanced business innovations and semantic web services platform for businesses. Dr. Faisal academia action research strand focuses on multidisciplinary curriculum development, inclusive learning and participatory engagement in a collaborative research environment to support teaching & learning with the emphasis on lifelong development.

CHIEF GUESTS

INAUGURAL SESSION

CHIEF GUEST:

Dr. Mohammad Nizamuddin Chairperson

Punjab Higher Education Commission



Professor Dr. Mohammad Nizamuddin is currently the Chairperson of the Punjab Higher Education Commission (PHEC). He brings with him an excellent academic and administrative record. He did his PhD from University of Michigan, Ann Arbor, Masters from the University of Chicago, and BA Honors and Masters in Social Work from the University of Karachi. Immediately after completing PhD, he taught as an Assistant Professor at the University of North Carolina, Chapel Hill and as a Professor of Public Health at Columbia University. During his academic career, he received fellowships from USAID, SIDA and the Ford Foundation. Later, He joined the UN system and had a distinguished career with the United Nations (UN) spanning over a period of 24 years. Dr. Nizam has held several senior positions in Jordan, Egypt, and Ethiopia. He was appointed as the Director for the Asia and Pacific Region and Director for Technical Policy and Division at the UN Headquarters, New York. Dr. Nizamuddin returned to his home country with a mission to serve the promotion and development of higher education. He served as the Vice Chancellor of the University of Gujrat in 2006-2014. He has also served as the Vice Chancellor of Government College for Women and University of Sialkot from 2012-2014. Dr. Nizamuddin has also served as an HEC foreign faculty professor in Punjab University's Department of Sociology. He has been teaching PhD and Masters level courses; supervising PhD Dissertations; coordinating department's PhD program and serving as a member of the Doctoral Program Coordinating Committee (DPCC). Apart from teaching, he served as a member of HEC Curriculum Committees for reviewing and revising syllabi of Rural Sociology and Geography. In 2014, he was awarded Sitara- i-Imtiaz, one of the highest civil awards by the Government of Pakistan, for his contribution to higher education development in Pakistan.

CLOSING CEREMONY

CHIEF GUEST:

Mr. Irfan Qaiser Sheikh Chairperson

Technical Education and Vocational Training Authority (TEVTA)



Mr. Irfan Qaiser Sheikh belongs to a very well reputed business family, which has been in business since 1883. He graduated with a BBA in Business Finance from New Hampshire University, USA with distinction. He is the director of M/s Qaiser LG Petrochemicals (Pvt) Ltd. M/s Qaiser Brothers (Pvt) Ltd. He is also involved in the export of rice and import of plastic and chemicals through M/s Qaiser Marketing (Pvt) Ltd.

Mr. Irfan Qaiser is also serving as the Chairman of technical Education & Vocational Training Authority (TEVTA). He served as the Director of Trading Corporation of Pakistan in 2014. He Was the President of The Lahore Chamber of Commerce & Industry in 2012. He was the Chairman of (PIAF) Pakistan Industrial & Traders Association Front, which is the largest & strongest body of traders & industrialists in Punjab in 2010.

KEYNOTE SPEAKERS

DAY 1

KEYNOTE SPEAKER:

Dr. Nauman Farooqi

Dean Social Sciences/Professor and Head of the Department of Commerce,
Mount Allison University, Canada



Dr. Nauman Farooqi, is a Professor and Head of the Department of Commerce at Mount Allison University. He also serves as the Coordinator for the Norway and The Hague International Exchange Programs. From 2005-2006, he also served as the Director of Leadership Mount Allison. Dr. Farooqi brings a unique blend of corporate and academic experience to the

Commerce Program. Previously he served as the Chief Executive Officer of a money management firm and successfully launched a multi-million Dollar mutual fund. He has conducted corporate consulting, training, workshops, seminars, and projects in the United States, Canada, UAE, Kazakhstan and Pakistan on behalf of the World Bank, United Nations Development Program, banks, development finance institutions and government departments.

Dr. Farooqi was awarded the Paul Pare Excellence Award in recognition of excellence in both teaching and research at Mount Allison University in 2005 and 2006. He was nominated for the prestigious 3M Teaching Fellowship (2006), the Tucker Teaching Award (2003, 2005 and 2007) and for the Association of Atlantic Universities Teaching Excellence Award (2005). He was also awarded the Student Administrative Council's Teaching Award for the Faculty of Social Sciences in 2005. Dr. Farooqi's research interests lie in the areas of teaching pedagogy and Informal Value Transfer Systems (IVTS). He is a member of the Financial Management Association, Financial Education Association and the Northern Finance Association.

DAY 2

KEYNOTE SPEAKER:

Mr. Aqeel Ahmed

Senior Teaching Fellow, Design Management

Winchester School of Art at the University of Southampton.



Mr Aqeel Ahmed is a Senior Teaching Fellow, Design Management within Winchester School of Art at the University of Southampton. Mr. Aqeel is a Chartered Marketer and member of the Chartered Institute of Marketing (MCIM). His expertise is within the development and management of brands and brand-based intangible assets, including patents, copyrights and trademarks. Mr. Aqeel is conducting PhD research at the University of Wales Lampeter, on Research & Development and Intellectual Property Rights strategies for managing a Corporate Brand Portfolio.

COLLOQUIUM SESSION

COLLOQUIUM SESSION SUPERVISOR:

Dr. Jawad Syed

Dean and Professor

Office of the Dean, SDSB



Dr. Syed obtained his PhD in Business from Macquarie University, Australia in 2008 and completed a Postgraduate Certificate in Higher Education at the University of Kent, UK. He also attended Institute for Management and Leadership in Education (MLE) at the Harvard University Graduate School of Education. His PhD research inquired into the relational perspective of cultural diversity management in Australian organizations. Prior to that, he received a Masters of International Business degree from the Western Sydney University, Australia.

Dr. Syed was conferred the Sitara-e-Imtiaz on August 14, 2011 by the President of Pakistan for his contributions and public service in the field of equality and diversity management.

He has been associated with University of Huddersfield as Professor of Organizational Behavior and Diversity Management since 2014, and was with the Kent Business School at the University of Kent prior to that. Dr. Syed currently serves as a member of several editorial boards. Dr. Syed has an extensive publishing record, having published in scholarly journals including Human Resource Management Journal, British Journal of Management, Business Ethics Quarterly, International Journal of Human Resource Management, Management Learning, Journal of Business Ethics, Gender, Work and Organization, and Journal of Knowledge Management .He has also edited several books.

CONFERENCE MANAGEMENT

CONFERENCE SECRETARY:

Dr. Bilal Mirza

Director, ORIC (Office of Research, Innovation & Commercialization)

Assistant Professor,

HOD Entrepreneurship & Innovation Division

University of Central Punjab, Lahore



Dr. Bilal Mirza completed his PhD in Innovation and Development (Development Economics) from UNU-MERIT, Maastricht University, Netherlands as a United Nations University (UNU) Scholar. Earlier, Dr. Bilal had done his Masters (M.S.) in Management of Technology (Entrepreneurship and Innovation Management) from the prestigious Swiss university, the Swiss Federal Institute of Technology (EPFL/ETHL), in 2004. Dr. Bilal Mirza is also an HEC approved PhD Supervisor. Currently, Dr. Bilal is serving as the Head of Division, Entrepreneurship and Innovation Division at UCP Business School as well as the Director ORIC (Office of Research, Innovation and Commercialization) at the UCP. He is also actively involved in TECH 2.0 ó UCP Business Incubation Centre management. Dr. Bilal's research interests include technology entrepreneurship, pro- poor innovation, and social entrepreneurship. Dr. Bilal Mirza is an approved supervisor from Higher Education Commission (HEC) for MS and PhD.

CONFERENCE COORDINATOR CORPORATE LINKAGES:

Tahir Ashfaq Associate Professor

Student Affairs & International Linkages University of Central Punjab



Mr. Tahir Ashfaq is currently working as an associate professor of management and communication as well as director student affairs and international linkages. He earned his M. Phil and PGD in total quality management, and his Masters in language and literature from Government College, Lahore. He has been teaching the disciplines of management, business communication, presentation skills and English language at the university level for twenty two years. His teaching services and expertise have been greatly admired by Higher Education Commission of Pakistan (HEC), Pakistan Civil Services, Institute of Chartered Accountants of Pakistan (ICAP) and ACCA Global. He has compiled several books on the subjects of behavioral studies, presentation skills and functional English. He has organized and attended a myriad of conferences at both national and international platforms.

PLENARY SESSION

PANEL DISCUSSION ON – HOW ENTREPRENEURIAL THINKING LEADS TO STRATEGIC EXCELLENCE?

MODERATOR:

Dr. Zubair Iqbal

CEO, Lahore Knowledge Park



DISCUSSANTS:

1. Mr. Manzoor ul Haq Malik

CEO M/s Shahbaz Chemical Industries (Pvt.) Ltd.

Former VP/Regional Chairman FPCCI



2. Mr. Sajjad Kirmani Board Member

PITB CEO Infogistic



3. Mr. Badar Khushnood

CEO Bramerz



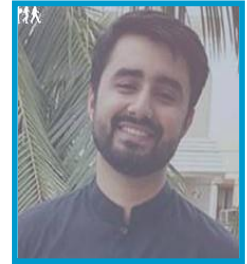
4. Dr. Zartash Uzmi

Co-Founder Pakwheels, Associate Professor, LUMS



5. Mr. Gohar Iqbal

CEO, Johnny & Jugnu



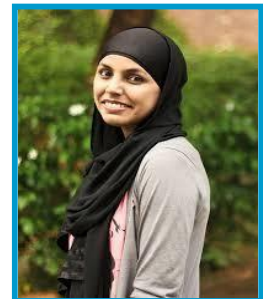
6. Ms. Madiha Parvez, Head Incubation Centre

University of Central Punjab



7. Ms. Maryam Mohiuddin Ahmed

Founder and Director Social Innovation Lab



SESSION CHAIR

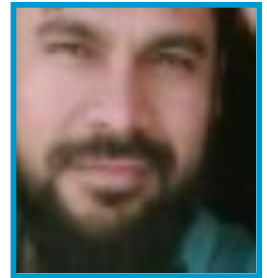
SESSION CHAIR

STRATEGIC HUMAN RESOURCES-PART 1:

Dr. Zafar uz Zaman Anjum

Assistant Professor, Management Sciences

COMSAT Institute of Information Technology, Lahore



Dr. Zafar uz Zaman Anjum belongs to the COMSAT Institute of Information technology, Lahore. He is an assistant professor in the department of management sciences. He has done his PhD from Wuhan University of Technology óChina. He completed his MS in management and MS in HRM. He is an MBA gold medalist from MAJU, Islamabad.

SESSION CHAIR

MANAGERIAL DECISION AND ORGANIZATIONAL PERFORMANCE:

Dr. Rizwan Ahmed Assistant Professor

Lahore School of Economics



Dr. Rizwan Ahmed is an Assistant Professor in the Faculty of Business Administration at Lahore School of Economics. Prior to this, he was the HoD of Information and Operations Management Division at UCP Business School. He holds a PhD in Business Process Modeling and Simulation from University of Hertfordshire UK, and MSc. and BS in computing. Dr. Rizwan has over 10 years of academic and industry experience in Pakistan and the UK. He held research and academic positions at University of Hertfordshire, UK and University of Teesside, UK where he had been involved in major applied projects in collaboration with the industry. He has also been a visiting research fellow at Warwick Business School and University of Nottingham, UK.

Dr. Rizwan has also worked as a management consultant at Lanner Consulting UK. In his consulting and research capacity, he has worked with the companies like British Telecom, British Airways, IBM, Rolls Royce, Lockheed Martin, and Siemens. He has also played a pivotal role in a project funded by the UK Department of Trade and Industry aimed at improving and reengineering the production processes of pre-cast concrete industry in the UK.

Dr. Rizwan Ahmed currently teaches courses related to Operations and Supply Chain Management to post-graduate and undergraduate classes at LSE. His previous teaching assignments include, Operations Management, Supply Chain Management, Project Management,

Management Information Systems, and Systems Analysis and Design, and E-Marketing and Social Media. Dr. Rizwan has published in leading academic leading journals such as Journal of Operational Research Society, Journal of Simulation, and International Journal of Knowledge Management. His research interests fall in the areas of business process reengineering, supply chain management, e-commerce, and knowledge management.

SESSION CHAIR

CORPORATE GOVERNANCE IN ENTREPRENEURIAL SETTING:

Dr. Sania Zahra Malik Assistant Professor

University of the Punjab, Lahore



Dr. Sania Zahra Malik obtained her PhD in Business and Management from University of Glasgow, United Kingdom. Previously, she completed her MBA in Finance from IBA, Punjab University. She has been working at IBA for the last thirteen years, with a diverse experience of teaching, research and administrative roles. She is a member of a number of university administrative committees as well. She is the focal person for Lahore Chamber of Commerce. As an academician, her areas of interest are Organizational Behavior, Organization Theory, Leadership and Change Management, HRD, Research Methods, and Critical Management Studies. She has published her work in several HEC recognized journals, and presented papers in a number of national and international conferences. She is an HEC approved supervisor, and is supervising five PhD students, out of which, three are HEC scholars.

SESSION CHAIR

STRATEGIC HUMAN RESOURCES-PART 2:

Dr. Imran Hameed

Associate Professor-HOD, Lahore Business School University of Lahore



Dr. Imran Hameed started his career as a Project Coordinator in Board of Investment, Ministry of Industries, Pakistan. He has served Pakistan Atomic Energy Commission (PAEC) for 9 years. In 2008, he was awarded HEC scholarship and completed his Master in Research from Aix Marseille-3 University, France. He received his Doctoral degree in Management Science from

Aix Marseille University, France in 2012. He has been teaching in well-reputed educational institutions of Pakistan including University of Central Punjab, Iqra University Karachi and Sukkur IBA. Currently he is providing his services as the Head of Lahore Business School, at The University of Lahore. He also has international teaching experience in King Saud University, Riyadh, KSA. His research interests include Organizational Identification, Psychological Contract, Micro CSR, quantitative data analysis with advanced statistical techniques i.e. Structural Equation Modeling through AMOS and Mplus. He has published research papers in top tier journals including Journal of Management, Group and Organization Management and Frontiers in Psychology.

SESSION CHAIR

MANAGING CREATIVITY AND DISRUPTIVE INNOVATIONS/R&D, STARTUPS, SPINOUTS AND UNIVERSITY-INDUSTRY LINKAGES:

Dr. Zahid Riaz

Associate Professor,

Faculty of Business Administration, Lahore School of Economics



Dr. Zahid Riaz is currently working as an Associate Professor of Management at Lahore School of Economics. Moreover, he was selected as a Visiting Research Fellow at the UNSW School Of Business, UNSW, Australia From 2013-2016. He has obtained his PhD and M. Phil from the UNSW School of Business, (Formerly, Australian School of Business), UNSW, Australia. Also, He has completed his MBA and BBA (honours) both from Institute of Business Administration (IBA), Karachi, Pakistan. Dr. Riaz has more than 15 years of research, teaching and corporate consultancy experience in national and international settings. Before joining Lahore school of Economics, he was a faculty member at the school of management, UNSW School of Business, Suleman Dawood School of Business at Lahore University of Management Sciences and University of Central Punjab. He has presented his research work at international conferences of high repute at the following prestigious business schools and universities namely the London School of Economics, Wharton school of university of Pennsylvania, Birmingham business school, Nanzan university Japan and Macquarie University Australia.

His scholarly contributions has been acknowledged and awarded at renowned international research podiums. He has published research papers in national and international journals of high repute and impact. His areas of teaching and research interests are business policy and strategy, international business, corporate social responsibility, and corporate governance. He has extensive experience in management consultancy and training in both national and international organizations. He has been involved as a consultant with Sitara group of Industries, National Institute of Banking and Finance, Higher Education Commission and Institute of Bankers of Pakistan among others.

SESSION CHAIR

LEADERSHIP, INNOVATION AND CHANGE MANAGEMENT:

Dr. Basharat Naeem

Assistant Professor, Management Sciences

COMSATS Institute of Information Technology, Lahore.



Dr. Basharat Naeem has more than 20 years of professional experience serving in Academia (such as IBA-Punjab University, COMSATS University) and the corporate world (such as Pharmaceutical, Transportation and Advertising industries). As an Academic Researcher, he published more than 50 research papers in various peer reviewed journals of national and international repute, such as Creativity Research Journal (ISI Impact Factor & ABS Grade 2 journal: USA Journal), The International Journal of Knowledge, Culture and Change Management (ABS Grade 1 journal: UK Journal) and Pakistan Economic and Social Review (X category HEC recognized journal in Pakistan). He received Punjab University (PU) wide Runner-Up position in Research Incentive Award for excellent research productivity in 2011. CIIT granted Research Productivity awards for research publications during last 3 years. Nominated by Vice-Chancellor-PU, for participation to represent the university, in international conference "Human Capital for Sustainable Economies" held on May 27-28, 2010 at Karlsruhe, Germany.

Dr. Basharat Naeem has also served as a reviewer for Human Resource Management Journal (UK based ABS Grade 4 Star journal) as a Subject Expert. He is a member of Graduate Co-ordination Committee, Area In-charge HRM, Department of Management Sciences and Member Quality Enhancement Cell of COMSATS Lahore Campus. He is also an academic member of the American Marketing Association (AMA: USA) and Academy of Management (AOM: USA). He has secured merit scholarships in MS and PhD from COMSATS (CIIT).

Currently he is serving as an External Examiner for M. Phil Theses of Hailey College, Punjab University and the advisor of Coca Cola Distributor (Al-Razziq Trader & Distributor). Dr. Naeem is driven by excellence in research and committed to lifelong learning.

SESSION CHAIR

FINANCIAL CHALLENGES FOR STARTUPS AND NEW

PRODUCTS/SERVICES/ENTREPRENEURSHIP IN PUBLIC AND NON-PROFIT

SECTOR:

Dr. Syed Zulfiqar Ali Shah

Associate Professor / Deputy Dean / Acting Chairman,

Department of Higher Study & Research (HS&R),

Department of Accounting & Finance

International Islamic University, Islamabad



Dr. Syed Zulfiqar Ali Shah is an associate professor and Deputy Dean, Faculty of Management Sciences at International Islamic University, Islamabad. He is also an Acting Chairman of Department of Higher Study & Research (HS&R) as well as of the Department of Accounting & Finance. He did his PhD in Finance from (MAJU), ACMA and MS in finance. His expertise lies in the field of Finance. Dr. Syed Zulifqar Ali Shah is an Approved Supervisor from HEC.

SESSION CHAIR

MARKETING, ADVERTISING AND BRANDING OF INNOVATIVE

PRODUCTS:

Dr. Osman Khan Assistant Professor

Iqra University, Islamabad



Dr. Osman Khan has over fifteen years of experience of working with companies to improve their business performance. His main areas of expertise are in Customer Experience Management, Customer Loyalty and Satisfaction, Leadership, Strategic Management, Emotional Attachment, B2B Marketing, Social Media and Strategic Marketing. He has worked with numerous companies across the globe. Moreover, his past experience include working as a Marketing Director at a high-tech IT firm, consulting for multinational mobile operators of Europe and the Middle East, as well as helping firms within the UK and USA in improving customer loyalty, increasing sales, and reassessing strategic marketing goals.

Dr. Osman has an MBA and a PhD in Marketing (Bradford). He has worked as the Director of MBA Programmes at the Royal Docks Business School, at the University of East London. Dr. Khan has also taught at the Kennedy School of Government at Harvard University and at the School of Management at the University of Bradford. He has recently published four books on CEM, and Customer Loyalty at the European Centre for Best Practice Management.

POST CONFERENCE SESSIONS

SESSION MAIN LEAD

DIALOGICAL ORGANIZATIONAL DEVELOPMENT AND ITS RELEVANCE

TO PAKISTAN:

Dr. Zafar Iqbal Jadoon

Adjunct Professor,

Department of Human Development and Consumer Sciences,

College of Technology, University of Huston

Professor (On leave), UCP Business School



Dr. Zafar Iqbal Jadoon received his M.A in Public Administration from the University of the Punjab and PhD in Public Administration from the University of Southern California, Los Angeles, USA. Currently he is working as an Adjunct Professor, Department of Human Development and Consumer Sciences, College of Technology, University of Houston, Texas, USA. He is a Professor of Public Administration, Founding Director of Institute of Administrative Sciences (IAS) and Dean, Faculty of Economics and Management Sciences. He is also the founding Director of Human Resources Development Centre (HRDC), University of the Punjab. He holds a professorship at the Department of Management, University of Stirling, UK. He looks after the Faculty and Staff Development Program of the University of the Punjab.

He has published papers in research journals of international repute. His research focus has been on State Enterprises, TQM, Human Resource Development and Organizational Ageing. He is presently focusing on Governance and Administrative Reforms. He has extensive international exposure. He has taught at several foreign universities including University of Southern California, University of Phoenix, University of Stirling, Utrecht University and Herriott Watt University.

TRAINING WORKSHOP

STRUCTURAL EQUATION MODELING USING AMOS:

Dr. Rab Nawaz Lodhi Assistant Professor

University of Engineering and Technology, Lahore



Dr. Rab Nawaz Lodhi is the Incharge/Coordinator of PhD Program & Assistant Professor in Institute of Business and Management, University of Engineering and Technology Lahore where he is teaching MBA, MS and PhD classes and also supervising MS and PhD students. He is also an HEC Approved PhD Supervisor. He did his PhD in Management Sciences from Bahria University Islamabad Pakistan. His PhD research work is on the post-implementation success of large-scale information systems i.e., Enterprise Resource Planning (ERP) Systems. His area of interest is Management Information Systems and Software applications in Accounting, Finance, Marketing, HRM and Project Management. He has several international publications mostly in ISI indexed and HEC recognized journals including the Impact Factor Journals of Sage Publishing Inc. and Taylor and Francis Group. He is also a member of the editorial teams in 36 international refereed journals.

He served as an HEC coordinator for indigenous on-campus training (IOT) program in UET Lahore. He has organized several training programs funded by HEC for non-teaching staff of UET Lahore. He has received more than 1000 Letter of appreciation/Shields/Certificates/E-mails from Directors and HoDs, PhD Faculty/Deans and Vice Chancellors/Rectors from different Universities of Pakistan. He has received grants from the Higher Education Commission (HEC) Pakistan to organize research workshops in different universities. He is a researcher and consultant to the QSR International Pty Limited, Melbourne, Australia and has an international license to train QSR-NVivo.

CONFERENCE PROCEEDINGS

5th International Conference on Contemporary Issues in Business Management

Conference Theme: Entrepreneurial Thinking for Strategic Excellence

Day 1: March 21, 2018

Conference Day 1: Overview

Date	March 21, 2018	Day	Wednesday
Conference Theme	Entrepreneurial Thinking for Strategic Excellence		
Starting Time	9:00 A.M.	Ending Time	5:00 P.M.
Highlights of the Opening Session	Welcome Address, Keynote Speech, Chief Guest's Address		
Highlights of the Plenary Session	Panel Discussion		
No. of Parallel Sessions before Lunch Break	3		
No. of Parallel Sessions after Lunch Break	3		
Number of total presenters for Day 1	20		

The Opening Session:

The opening session of the conference was held on Wednesday 21st March, 2018. The session started off with the recitation of the Holy Quran at 9:30 A.M. To formally begin the conference, Conference Chair *Dr. Muhammad Zafarullah*, Pro-Rector of University of Central Punjab welcomed the conference participants, keynote speakers and the chief guests. He gave an overview of the two days conference activities and emphasized the importance of the conference's main theme of "Entrepreneurial thinking for strategic excellence."

Next, the Keynote Speaker - Dr. Nauman Farooqi, Dean of social sciences and professor and head of the department of commerce at Mount Allison University of Canada applauded the efforts of the university in organizing this conference. He also expressed his thoughts about the conference's theme and its relevance in today's age. He stated that Entrepreneurial thinking is one of the key factors that can give businesses that edge which is needed nowadays to make them successful in the highly competitive market.

Lastly, the Chief Guest ó Dr. Mohammad Nizamuddin, Chairperson Punjab Higher Education Commission expressed his enthusiasm and appreciation for being invited to the conference and stressed the significance of the main theme. Moreover, he further commented that entrepreneurial thinking is the key to achieve strategic excellence in business practices and is the need of the hour for Pakistan in relation to the expansion of its trade and industry sectors.

The Plenary Session:

A Plenary session was also held on the first day of the conference. Moderated by **Dr. Zubair Iqbal**, CEO, Lahore Knowledge Park Company, the plenary session brought together seven experts from diverse fields to the stage. Under the overall theme of the burning question "How Entrepreneurial Thinking leads to Strategic Excellence?" the panelists addressed the various issues underlying the main theme. Moreover, they also discussed the new possibilities by taking a look into what the future holds for this theme.

The panelists who participated in the session were **Mr. Manzoor-ul-Haq Malik**, CEO, Shahbaz Chemical Industries (Pvt.) Ltd. Former VP/Regional Chairman, FPCCI, **Mr. Sajjad Kirmani**, Board Member PITB, CEO, Infogistic, **Mr. Badar Khushnood**, CEO, Bramerz, **Dr. Zartash Afzal Uzmi**, Co-Founder, Pakwheels, Associate Professor LUMS, **Mr. Gohar Iqbal**, CEO, Johnny & Jugnu, **Ms. Madiha Parvez**, Head Incubation Centre, University of Central Punjab and **Ms. Maryam Mohiuddin Ahmed**, Founder and Director, Social Innovation Lab.

Parallel Sessions:

Parallel Session 1 (Part-I):

Overview:

- **Session Sub Theme:** Strategic Human Resources
- **Sub Theme Coordinator:** Dr. Salman Iqbal, UCP Business School, Lahore
- **Time:** 12:30 P.M. to 2:00 PM
- **Session Chair:** Dr. Zafar-uz-Zaman Anjum, COMSATS Institute of Information Technology, Lahore
- **Venue:** B-001
- **Number of Presenters:** 4

Session Breakdown:

Presentations:

Presenter 1: Rabia Khokhar

Institute: Shaheed Zulfikar Ali Bhutto Institute of Science & Technology, Karachi

Paper Title: Nexus between Organizational Culture and Employees Turnover

Main Theme of the Paper: Organizational Culture has a significant impact on employee turnover and there is an inverse relationship between Organizational Culture and Employee Turnover.

Abstract: Employee Turnover is one of the major concerns for any organization in this regard a lot of studies have been done to uncover the factors affecting Employee Turnover. Not much attention has been given to Organizational Culture as a determinant of Employee Turnover. This research aims to uncover the relationship between Organizational Culture and Employee Turnover. Data from people working in different industries were collected through a structured close-ended questionnaire. The regression model was used to determine the relationship between Organizational Culture & Employee Turnover. Organizational Culture's Dimensions highlighted by previous studies are used to test the relationship. Further, these factors of Organizational Culture are separately tested against employee turnover to see the significance of each factor. On this basis, new model has been suggested. Overall, the study shows that Organizational Culture has a significant impact on employee turnover and there is an inverse relationship between Organizational Culture and Employee Turnover.

Keywords: Employee Turnover, Organizational Culture, Inverse Relationship, Factors and Dimension

Presentation Overview: Ms. Khokhar discussed in her presentation that how employee turnover is one of the major concerns for any organization and emphasized that her research aims to uncover the relationship between Organizational Culture and Employee Turnover. She also stated that in this study data from people working in different industries were collected through a structured close-ended questionnaire. The regression model was used to determine the relationship between Organizational Culture & Employee Turnover.

Presenter 2: Qurat-ul-Ain

Institute: Iqra University, Karachi

Paper Title: The Impact of Job Design, Job Involvement and Career Development on Organizational Commitment: Empirical Findings from Pharmaceutical firms of Karachi.

Main Theme of the Paper: The main purpose of this research is to examine the job design, job involvement and career development on dependent variable which is organizational commitment. This is the quantitative research approach study.

Abstract: This study explores the whether the job design, job involvement and career development influence organizational commitment within the pharmaceutical sector of Karachi. The research hypotheses of the study include finding the levels of job design, job involvement, career development and organizational commitment among the employees of the Pharmaceutical firms of Karachi, identify the relationship of job design, job involvement and career development with organizational commitment and measure the impact of these HRM practices on organizational commitment. A quantitative study was conducted by collecting data with the help of questionnaires from the employees working in the pharmaceutical companies located in Karachi. Questionnaire was developed by adopting the items of the all the four constructs. On the basis of responses of respondents, inferences can be drawn that there are moderate levels of job design, job involvement, career development and organizational commitment found among the employees of pharmaceutical firm of Karachi. Moreover, job design, job involvement and career development impacts positively on the organizational commitment. As when the employees are provided with the practices of job design, job involvement and career development, they feel the sense of commitment with the organization. However, the study also suggests that high authorities of the organizations can use these human resource practices in a positive manner to achieve high commitment level from their employees and can also take wise decisions regarding such practices.

Keywords: Job Design, Job Involvement, Career Development, Organizational Commitment, Pharmaceutical firms, Karachi

Presentation Overview: Ms. Qurat-ul-Ain presented her study on whether the job design, job involvement and career development influence organizational commitment within the pharmaceutical sector of Karachi or not. She explained that the research hypotheses of the study include finding the levels of job design, job involvement, career development and organizational commitment among the employees of the Pharmaceutical firms of Karachi, identifying the relationship of job design, job involvement and career development with organizational commitment and measure the impact of these HRM practices on organizational commitment. In her presentation she stated that this quantitative study was conducted by collecting data with the help of questionnaires from the employees working in the pharmaceutical companies located in Karachi.

Presenter 3: Falak Shad Memon

Paper Title: Employee Empowerment in Decisions and Organization's Development (A study of manufacturing industries of Pakistan)

Institute: Institute of Business Management, Karachi

Main Theme of the Paper: The paper was focused on how employee empowerment in terms of decision making has an impact on over all organization performance. The study mainly focuses on industrial area of Karachi.

Abstract: The aim of this research paper is to evaluate the relationship between employee empowerment in decisions and organizational development in the manufacturing industries of Karachi, Pakistan. In order to gather data 200 questionnaires were sent to the leading manufacturing companies of Pakistan. Out of which only 185 companies responded. The entire survey was inquired about participative decision-making (PDM) with organization's development variables. Feedback and replies from the respective companies were analyzed using different statistical method: T-test, regression analysis and product moment correlation. The result of this research shows that employee's input in decision making is statistically significant to company's overall performance. This study also reveals the significant difference of performance level of participating firms with respect to the extent of administrative permission for their employee to participation in decisions. The implication of this research is the need of senior administration to encourage their employees to give feedbacks and establish a strong commitment for improving firm's outcomes.

Keywords: Participation, Decisions, Performance, Progress, Development, Participation

Presentation Overview: Mr. Memon highlighted in his presentation that the aim of this research paper is to evaluate the relationship between employee empowerment in decisions and organizational development in the manufacturing industries of Karachi, Pakistan. He also stated that the result of this research shows that employee's input in decision making is statistically significant to company's overall performance. In his presentation he mentioned that this study also reveals the significant difference of performance level of participating firms with respect to the extent of administrative permission for their employee to participation in decisions.

Presenter 4: Ifrah Jameel

Institute: International Islamic University, Islamabad

Paper Title: Workplace Incivility and Deviant Behaviours: The Mediating Effects of Workplace Stress and Depression.

Main Theme of the Paper: Workplace incivility is a major issue in organizations. This research suggests deviant behaviours and employee voice as coping strategies which can be used by employees.

Abstract: This study examines how and why workplace incivility leads to detrimental employee behaviours (Deviance and voice). Using Conservation of Resources theory (Hobfoll, 1989), we posit that employees who experience incivility at work lose valuable resources resulting in workplace depression and job stress. As a result of feeling depressed and stressed out, employees engage in resource gains which are equalized in the form of higher deviant work behaviours and enhanced voice. Data was collected from employees and their peers (n=231, Self and Peer dyads) that were working in different government, private and semi government organizations. Organizations were from banking, regulatory, telecom and educational sector. We tested our hypotheses using Structural Equation modeling (SEM) technique employing AMOS 21 software. Discriminant and convergent validity of data set was examined by running full measurement model. The results of SEM support both the direct and indirect effects lending full support to our meditational model. Results of SEM demonstrated that the indirect paths running from workplace incivility to workplace behaviors (Deviant and voice) through depression and job stress were significant. Thus, our findings lend support to the hypothesized model whereby depression and stress are unique mechanisms through which workplace incivility shows its deleterious outcomes in the form of deviant and voice behaviors.

Keywords: Workplace Incivility, Workplace Depression, Workplace Stress, Workplace Deviance, Employee Voice, COR

Presentation Overview: In this presentation the presenter stressed that as a result of feeling depressed and stressed out, employees engage in resource gains which are equalized in the form of higher deviant work behaviours and enhanced voice. She mentioned that data was collected from employees and their peers (n=231, Self and Peer dyads) that were working in different government, private and semi government organizations.

Concluding Remarks:

After the session, theme coordinator and session chair questioned the presenters and shared their remarks.

- Presenter 1 was suggested to incorporate element of Hofstede theory in research.
- Presenter 2 was advised to do certain changes in abstract.

Closing remarks were shared by the session chair. He thanked the participants to join the conference from different cities of Pakistan. He also shared following observations with the participants:

- Except one paper, other papers lack theoretical support. He emphasized that the research should be rich academically.
- Construct should be defined clearly.
- Researchers should avoid convenient sampling.

Session End:

After this session the chair distributed the shields and certificates among the participants. Furthermore, Sub-theme coordinator presented souvenir to the session chair.

Parallel Session 1 (Part-II):

Overview:

- **Session Sub Theme:** Strategic Human Resources
- **Sub Theme Coordinator:** Dr. Salman Iqbal, UCP Business School, Lahore
- **Time:** 3:00 P.M. to 4:30 PM
- **Session Chair:** Dr. Imran Hameed, University of Lahore, Lahore
- **Venue:** B-001
- **Number of Presenters:** 4

Session Breakdown

Presentations:

Presenter 1: Naila Azam Joiya

Institute: University of Central Punjab

Title of Paper: Causes of Job Involvement, Job Satisfaction and Employee turnover Intentions: A study on Banking Industry of Pakistan.

Main Theme of the Paper: Thus study is aimed at identifying the causes that lead employees to think of leaving their jobs.

Abstract: Since turnover has been a problem for organizations and particularly it is noted relatively high in banking sector. Employees after having experience look for jobs in some other organizations. Thus organizations lose their experienced and trained employees and at the same time suffer from outflow of considerable resources by hiring and training new employees. Thus study aimed at identifying the causes that lead employees to think of leaving their jobs.

It is assumed that lack of job involvement and job satisfaction lead to turnover intentions. Thus apart from testing the relationship between job involvement and job satisfaction and turnover intentions the study indulges in in-depth investigation of the causes that lead employees towards more involvement, more satisfaction and least turnover intentions. To do this data was collected through semi structured interviews from a sample of 15 managers of 05 different banks. Data was analyzed using content analysis method. Result of the study verifies that job involvement and job satisfaction effect turnover intentions. The concept of halal income, eager to learn and relevancy of employee qualification and job requirements were surfaced as major determinants of job involvement. Fairness, reasonability of targets, flexibility of timings were the major determinants of job satisfaction and turnover intentions.

Keywords: Job Involvement, Job Satisfaction, Turnover Intention, Halal Income, Eager to Learn

Presentation Overview: She emphasized on the causes of three important HR variables; Job involvement, Job Satisfaction and turnover intention. A quantitative study was conducted based on 15 bankers from 5 different branches to identify the key causes of reduced turnover intention and the role of enhanced job involvement and job satisfaction level.

Presenter 2: Muhammad Salman Chughtai and Dr. Shazia Rehman

Institute: Virtual University of Pakistan.

Title of Paper: HRM practices and Employee Performance: Moderating role of IWE

Main Theme of the Paper: The main theme of the paper is to find out the relationship between human resource management practices and employee performance.

Abstract: Public sector organizations suffered mainly because of less performance of their employees as there is the scarcity of HRM Practices in public sector organizations. Extending the efforts of previous researchers, this research aims to examine the relationship between HRM Practices and employee performance in a sample ($n = 193$) of employees (Junior Clerk, Senior Clerk, and Assistant) from Lahore High Court (Principal seat and its allied Benches-Rawalpindi, Multan and Bahawalpur). The moderating role of Islamic Work Ethics was also tested. Findings significantly supported the proclamation Islamic Work Ethics moderated the HRM practices and employee performance relationship. As expected, the results of moderated showed HRM practices positive relationship with subordinates employee performance becomes stronger at the high value of IWE. The research has important theoretical and practical implications for the Judiciary and as well as for the Public sector organizations who wish to utilize the capabilities and abilities of their employees at the optimum level by utilizing HRM practices which are also discussed at the end.

Keywords: HRM Practices, Employee Performance, Islamic Work Ethics

Presentation Overview: The presenters were of the opinion that public sector organizations suffered mainly because of less performance of their employees as there is the scarcity of HRM Practices in public sector organizations. Extending the efforts of previous researchers, they mentioned that this research aims to examine the relationship between HRM Practices and employee performance in a sample ($n = 193$) of employees (Junior Clerk, Senior Clerk, and Assistant) from Lahore High Court (Principal seat and its allied Benches-Rawalpindi, Multan and Bahawalpur). The moderating role of Islamic Work Ethics was also tested. Findings significantly supported the proclamation Islamic Work Ethics moderated the HRM practices and employee performance relationship.

Presenter 3: Raja Irfan Sabir and Kashif Munir,

Institute: University of Central Punjab, Sialkot

Title of Paper: Relationship between Emotional Intelligence and Job Performance, Job Satisfaction and Turnover Intention: An Empirical Study in Context of Sialkot's Education Sector.

Main Theme of the Paper: The main theme of the paper is to find out the effects of emotional intelligence on job performance, job satisfaction and turnover intention of secondary education teachers.

Abstract: Emotional Intelligence has turned out to be progressively famous as a measure for distinguishing potentially effective leaders and as an apparatus for creating viable administration abilities. In this research paper we have investigated the effects of emotional intelligence on Job performance, Job Satisfaction and turnover intention of secondary education teachers working in Sialkot, Pakistan. We took responses from 280 professionals working in Universities, Colleges and Schools of Sialkot. Using Correlation and Regression analysis, Descriptive statistics, and KMO it was found that teachers who are emotionally stable their work performance was better as compared to those who have less control on their emotions. The result show that the teachers working in of Sialkot have positive and significant relation with emotional intelligence, job satisfaction and job performance but insignificant relation with turnover intentions. Based on these findings, it is recommended that management should include some faculty training programs in order to enhance their emotional intelligence based on their job satisfaction.

Keywords: Emotional Intelligence; Job performance; Job satisfaction; Turnover Intention

Presentation Overview: The presenters talked about how emotional Intelligence turned out to be progressively famous measure for distinguishing potentially effective leaders and an apparatus for creating viable administration abilities. In this research paper, presenters stated that they have investigated the effects of emotional intelligence on Job performance, Job Satisfaction and turnover intention of secondary education teachers working in Sialkot, Pakistan.

Presenter 4: Ummara Yousaf

Institute: University of Central Punjab.

Title of Paper: Impact of Workplace on Work Life Balance of Teachers in Education Sector of Pakistan.

Main Theme of the Paper: The main theme of the paper is how the workplace affects the work life balance of the teachers.

Presentation Overview: She described three burnout dimensions in her presentation,

- É Emotional exhaustion
- É Reduced sense of personal accomplishment
- É Depersonalization

These factors are correlated to the work life balance of the teachers working in education sectors. By applying the regression principle, it was concluded that the two dimensions i.e. emotional exhaustion and depersonalization significantly affect work life balance of teachers which leads to reduced sense of personal accomplishment. Organizations must device the policies that can help the employees to maintain their work life balance so that they can play their role effectively in the organization.

Concluding Remarks:

After the presentation of the papers, the floor was opened for the audiences to ask some formal questions from the researchers relevant to their research. The session chair also gave his valuable remarks and suggestions to the presenters.

He thanked the University for inviting him. He asked the presenters to keep on enhancing their skills and continue their learning process in order to become a good researcher.

Session End:

At the end of the session, the Session Chair Dr. Imran Hameed and the presenters were presented the certificates and shields to honor their participation.

Parallel Session 2 (Part-I):

Overview:

- **Session Sub Theme:** Managing Creativity and Disruptive Innovations/R&D, Startups, Spinouts and University-Industry Linkages
- **Sub Theme Coordinator:** Dr. Abdul Waheed, UCP Business School, Lahore
- **Time:** 3:15 P.M. to 5:00 PM
- **Session Chair:** Dr. Zahid Riaz, Lahore School of Economics
- **Venue:** B-002
- **Number of Presenters:** 5

Session Breakdown

Presentations:

Presenter 1: Farhan Ahmed, Mumtaz Ahmed and Muhammad Kashif

Institute: Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) Karachi

Paper Title: Gas Prices and Industrial Level Production: Empirical Evidence from Pakistan

Main Theme of the Paper: This study focuses on the link between gas prices and industrial level production.

Abstract: Pakistan has a vast industrial base which contributes a large portion in economic growth and employs a large population directly and indirectly. The purpose of this research is to examine the shocks of natural gas prices on the industries that use extensive amount of natural gas in their production as raw material and heating source. The industries taken under study are cement, cotton cloth, cotton yarn, glass, nitrogen fertilizer, phosphorus fertilizer, paper and board, sheet iron and synthetic fiber and billet iron. Vector Auto regression (VAR) is applied to check the shocks using monthly data from January 2012 to September 2017, collected from Pakistan Bureau of Statistics (PBS). Impulse response function (IRF), Variance Decomposition and Granger Causality test were executed from VAR estimates to examine gas price shocks on industrial production level in short and long run. Results reveal that gas prices have shocks in short run on all major industries but in long run they seems to stabilize and the effect is minimized. The idea of the study is original and findings help investors, policymakers and regulatory authorities as lots of researches have been undertaken on oil prices shocks and industrial production, while none of research has been conducted on gas prices shocks and industrial production.

Keywords: Gas Price, Impulse Response Function, Industrial Production level

Presentation Overview: The presenter elaborated on the purpose of the research which was to examine the shocks of natural gas prices on the industries that use extensive amount of natural gas in their production as raw material and heating source.

Presenter 2: Sarah Wali Qazi, Humair Ali

Institute: Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) Karachi

Paper Title: Fueling Women Empowerment: An Exploratory Study of the Linkages between Women, Micro Entrepreneurship and Access to Microcredit

Main Theme of the Paper: This study focuses on exploring the relationship between women empowerment and the access of microcredit.

Abstract: This research study explores the experiences of women about empowerment which are realized through the utilization of microcredit. During the Literature iteration, it was evident that there is a positive verdict between women empowerment and microcredit; also it mitigates the feminization of poverty. This study has gauged the women's lived experiences that how they precipitate their thoughts for realizing empowerment with microcredit. This is qualitative study with abductive research approach, philosophy is hermeneutic phenomenology with feminist paradigm, and overall research design supports the truth of several subjective perspectives and would help in constructing the meaning of empowerment from the Sindh's context. This study is conducted in the context of Sindh; the respondents are women who availed microcredit from microfinance institutions and banks which are registered under State Bank of Pakistan and Security Exchange Commission of Pakistan. For collecting the data, in-depth interviews have been conducted by using the interview protocol and they have been continued till the saturation level. Interpretative phenomenological analysis is applied for mining the data. From the women's perspectives, it is gauged that small credit empowers women and also strengthen their families. This research would be valuable for the policy maker of microfinance they design policies accordingly.

Keywords: Women Empowerment, Microcredit, Feminization of Poverty, Hermeneutics Phenomenology

Presentation Overview: The presenter highlighted how the access of microcredit can become a link towards women empowerment.

Presenter 3: Sundus Qasim

Institute: University of Central Punjab, Lahore

Paper Title: Technology Transfer and Local Competitiveness: A Sectoral / National Innovation System Perspective

Main Theme of the Paper: This study focuses on the relationship between technology transfer, technology diffusion and local competitiveness in the innovative manufacturing industries of Pakistan.

Abstract: This study aims to examine the relationship between technology transfer, technology diffusion and local competitiveness in manufacturing (food, textile, garments) industries of Pakistan which are ranked, by World Bank Enterprise Survey 2013, amongst the most innovative industries in Pakistan. This study proposes/hypothesizes that increase in technology transfer and its diffusion lead to indigenous technical knowledge transfer to other firms, which make them independent in producing similar or substitutive products and services. This in turn, adds to increase in competitiveness and accentuates not only the firm level revenue but also contributes to the national innovation. This study incorporates NSI (National Systems of Innovation) as a conceptual/theoretical framework to take into account the role of several actors and institutions in the making of national level innovation through technology transfer, its diffusion and local competitiveness.

Presentation Overview: The presenter discussed that the boost in technology transfer and its diffusion lead to indigenous technical knowledge transfer to other firms, which make them independent in producing similar or substitutive products and services.

Presenter 4: Waqar Rasool, Nida Tariq, Arooj Shahid

Institute: University of Central Punjab, Lahore

Paper Title: Corporate Suicides and the Role of Innovation

Main Theme of the Paper: This study examines the reasons behind the rapid increase in corporate suicides in the context of firms' innovative capabilities.

Abstract: Suicide is one of the major issues all over the world, especially in the developed countries it is among the key causes of death. Similarly corporate suicidal trends are mounting all over the world with no exception for underdeveloped countries. Majority of suicidal cases belong to working group and numerous of them who die by suicide are employed at that time. Prior studies examine diverse cases of corporate suicides in different industries but little literature will be found on the relationship between technological innovation and corporate suicides. Biggest economies who have emerged as technology giants and considered as hub of innovation are facing this dilemma of corporate suicides (suicide from overwork). Latest studies done in the United States, Japan, China, Australia, South Korea, Taiwan and India collectively indicate rapid increase in corporate suicides in the context of a hypothesized slump working conditions (Newsweek by Sara Waters and Jenny Chan, 2017). This study examine the rapid increase in corporate suicides in the context of firms' innovative capabilities. Innovation is crucial in the growth, survival and success of organizations but it is also very crucial to study what hazards innovation is bringing with itself. Corporate suicides is one of the hazards of technological innovation. But when we talk about underdeveloped countries the scenario is different in terms of corporate suicides. There is relatively low ratio of workplace or corporate suicides and arguably the causes of suicides in underdeveloped countries are dissimilar. This study examine the reasons behind less corporate suicides in underdeveloped countries as compared to the developed countries and what are the prevention actions taken globally?

Keywords: Suicide, Corporate Suicide, Innovation

Presentation Overview: The presenter discussed that how corporate suicides act as a barrier to technological innovation and further studies the variation among the reasons behind less corporate suicides in underdeveloped countries as compared to the developed countries and are there any steps that have been taken to stop the spread of this phenomenon.

Presenter 5: Saad Shafiq

Institute: University of Central Punjab, Lahore

Paper Title: Knowledge Management in Alliances

Main Theme of the Paper: This study investigates that how knowledge management that involves articulation, codification, sharing and creation of knowledge is positively related to overall success of any alliance.

Abstract: In recent times, industry and academics are very much interested to know that how companies develop the capabilities of alliance through managing the knowledge to achieve alliance success. In this study, we investigate that how knowledge management that involves articulation, codification, sharing and creation of knowledge is positively related to overall success of any alliance. It is empirically proved that companies which coordinate and manage a company's overall alliance activity, with dedicated alliance purpose, have greater alliance success. In this study we suggest that the focus on knowledge management process in alliance activity acts as one of the main reason through which the alliance function leads to increase the chances of alliance success. We will test our hypothesis through survey data from a sample of Pak-based firms and their alliances.

Presentation Overview: The presenter discussed that the spotlight on knowledge management process with regards to active alliance acts as one of the main reason through which the alliance function leads to increase the chances of successful accomplishment of alliance.

Concluding Remarks:

Dr. Zahid Riaz gave valuable suggestions and remarks to all of the presenters that help them in future research. Both sub-theme coordinator and session chair asked different questions from the presenters and all the presenters handled the questions very well. All participants actively participated in this session.

At the end of this session, Dr. Zahid Riaz gave closing remarks and appreciated the presenters because everyone talked about not only the bright side of the entrepreneurship but also discussed the dark side. He also presented the shields and certificates to all the presenters. Dr. Bilal Miza presented the shield to Dr. Zahid Riaz

Parallel Session 2 (Part-II):

Overview:

- **Session Sub Theme:** Managerial Decision and Organizational Performance
- **Sub Theme Coordinator:** Dr. Hassan Rauf, UCP Business School, Lahore
- **Time:** 3:00 P.M. to 4:30 PM
- **Session Chair:** Dr. Rizwan Ahmad, Lahore School of Economics
- **Venue:** B-002
- **Number of Presenters:** 2

Session Breakdown

Presentations:

Presenter 1: Ms. Qurat-ul-Ain

Institute: University of Central Punjab, Lahore

Paper Title: Dynamic Relationship of Leverage and Firm size with Firm Financial Performance

Main Theme of the Paper: The study under concentration is an effort to test a relationship between financial leverage, size of the firm and firm financial performance of the cement sector of Pakistan.

Abstract: In today's tempestuous and extremely competitive business world, the company's prime objective is its profits and it is very important to know which factors effect profitability. The study under concentration is an effort to test a relation between financial leverage, size of the firm and firm financial performance of the cement sector of Pakistan. To accomplish my purpose 19 cement-manufacturing companies were taken in to consideration from 2011-2016 which comprises of 114 observations. Descriptive statistics and multiple linear regression models were applied on the sample data to check a relationship between the variables. The findings of the study show that leverage and firm's financial performance has a negative relationship and size of firm has slight positive effect on firm's financial performance. But varied results were established after incorporating liquidity, age of firm and asset turnover as control variables.

Keywords: Leverage, Firm Financial Performance, Size of the Firm

Presentation Overview: The first presenter was Ms. Qurat-ul-Ain. Miss-Qurat-ul-Ain is from the University of Central Punjab, Lahore. She presented her paper titled Dynamic Relationship of Leverage and Firm size with Firm Financial Performance.

In her paper, she discussed that leverage and firm size have a significant impact on firm's financial performance. However, she also argued that the impact of both these elements differ slightly, as leverage has a negative effect, while size has a slightly more positive impact. She also mentioned that after including certain control variables, the results can differ and this means that other things such as effective management of liquidity can also play an important role in this. This holds especially true for the cement sector in Pakistan. She was of the opinion that more detailed studies could be done by analyzing other sectors like automobiles, pharmaceuticals and telecommunication industries in Pakistan.

Presenter 2: Ms. Mahwish W. Khan

Institute: University of Management and Technology

Paper Title: Impact of Organization culture on Knowledge Sharing in the Education Sector of Pakistan

Main Theme of the Paper: This study investigates the relationship between organizational cultural dimensions and knowledge sharing in education sector.

Abstract: This study aims to investigate the relationship between organizational cultural dimensions and knowledge sharing in education sector. A questionnaire is derived from previous studies. The survey covered two universities for data collection. Regression was adopted to test hypotheses. Out of the four independent variables, trust, learning environment and organizational structure were found to have a positive influence on knowledge sharing. A surprising finding of this study showed that communication between staff does not have any significant impact on knowledge sharing. The study showed overall positive relationship between knowledge sharing and organizational culture.

Keywords: Knowledge Sharing, Organizational Culture, Trust, Organizational Structure, Communication, Learning Environment

Presentation Overview: Ms. Mahwish W. Khan was the second presenter of the session. She is from the University of Management and Technology. She presented her paper titled Impact of Organization culture on Knowledge Sharing in the Education Sector of Pakistan.

In her paper, she discussed the organizational cultural dimensions and knowledge sharing in the education sector of Pakistan. In her research, she had collected data from various universities and had done regression analysis to test the hypothesis and the results showed positive impact on four variables of knowledge sharing. However, one of the variables was found to have an insignificant impact in the study. This variable was communication between staff affecting knowledge sharing.

Concluding Remarks:

After each presentation, the floor was opened for questions. At the end of the first presentation, there was one question from the audience about the other factors affecting firm's performance and the defense was handled successfully by the presenter.

After the second presentation, there were two questions asked. One question was asked by an audience member about the target for knowledge sharing and faculty members, while the second question was asked by the session chair about the definition of the learning environment.

Both questions were answered clearly and the defense was handled successfully.

Both the session chair and the sub-theme coordinator gave their suggestions and feedback to the presenters.

Session End:

The end of the session was marked by the distribution of shields.

Parallel Session 3 (Part-I):

Overview:

- **Session Sub Theme:** Corporate Governance in Entrepreneurial Setting
- **Sub Theme Coordinator:** Dr. Irfan Saleem, UCP Business School, Lahore

- **Time:** 1:20 P.M. to 2:30 PM

- **Session Chair:** Dr. Sania Zahra Malik, Assistant Professor, University of the Punjab

- **Venue:** B-003

- **Number of Presenters:** 2

Session Breakdown

Presentations:

Presenter 1: Mr. Nayeem ul Hassan Ansari

Institute: Dadabhoy Institute of Higher Education, Karachi

Title of Paper: Political Barriers Assessment on Solar Power Generation ó A Case Study of Energy Sector of Pakistan

Main Theme of the Paper: The study analyzes the assessment of political barriers and solar power generation.

Abstract: The energy sector in Pakistan, like the other developing countries has played a pivotal role in the growth and development of the national economy. Energy act as a vital role in all of the major sectors of Pakistan, whether in industrial or service sectors. The industrial sector is the biggest consumer of electricity in Pakistan. Demand for electricity in Pakistan is greater than its indigenous electricity supply, which heading the electricity crises in the country. Over the last few decades demand has risen considerably, whereas energy supply has not augmented at a pace to cope up rising electricity demand. The increasing gap between demand and supply over the years is causing severe energy crises in the country. There are various barriers in energy sector which actually hindrances the electricity generation. The objective of the study is analyzing the impact of Political Barriers on Solar Power Generation. A questionnaire has been designed on the basis of 7 likert scale. Respondents were taken from solar power generation industry on the basis of convenient sampling. To identify the barriers KMO & Bartlett's Test along with Rotated Factor matrix applied via SPSS. Results showed that 3 combined factors out of 8 Political barriers impacted the Solar Power generation.

Keywords: Solar Power Generation, Political Barriers

Presentation Overview: Mr. Nayeem ul Hassan Ansari was the first presenter of the session. In his presentation he discussed the key role of the energy sector of Pakistan in its economic growth. He emphasized the gap between the power supply and power generation in Pakistan. He stated that his study has analyzed which political barriers significantly hinder the solar power generation in Pakistan.

Presenter 2: Ms. Samreen Durrani

Institute: University of Management and Technology

Title of Paper: The Impact of Underground Economy on Economic Growth of Pakistan

Main Theme of the Paper: The study analyzes how underground economy affects the economic growth of Pakistan.

Abstract: The growth of the underground economy creates various tribulations in the formation of effective policies and mechanism of government of Pakistan. The underground economy plays a vital role in influencing various economic factors such as unemployment, tax net and the gross domestic product. Present study focused to determine the impact of underground economy on economic growth of Pakistan. Multiple linear regression was used using secondary data for period of 37 years (1981-2017). It was found that there is negative relationship between underground economy and gdp . Tax evasion and inflation were found to have positive relationship in Pakistan economy. The Pakistani economy can flourish only if government devices and implements a plan to absorb the underground economy in the formal system and minimize further growth of the shadow sector. The results of this study can help formulate policies which can utilize the potential of underground economy in sustainable growth of formal sector and to design a tax system which prevents tax evasion.

Keywords: Underground Economy, Tax Evasion, Inflation, GDP

Presentation Overview: Ms. Samreen Durrani was the second presenter of the session. She discussed how the underground economy has influenced various economic factors in Pakistan and how that situation has in turn affected the economic development in Pakistan.

Concluding Remarks:

The first presenter was asked to improve his literature review. Dr. Irfan Saleem suggested to add more factors in the Exploratory Factor Analysis (EFA) and to add theoretical assumptions before the conceptual model so that the readers may be able to build a link between the model and the assumptions. The session chair and sub theme coordinator congratulated the second participant on her well-written research paper and suggested to work on it further for improving the research level.

In the end, Dr. Sania Zahra Malik shared her closing remarks in which she thanked UCP for inviting her and highlighted the remarkable contribution of academia in the promotion of research. She also congratulated the participants on their excellent presentations. After this, the souvenirs and certificates were presented to the participants. Dr. Irfan Saleem (sub-theme coordinator) also presented souvenir to the session chair, Dr. Sania Zahra Malik and thanked her for chairing the session. The session was followed by a Lunch Break that provided an excellent opportunity to the participants to socialize and network with each other.

Parallel Session 3 (Part-II):

Overview:

- **Session Sub Theme:** Leadership Innovation and Change Management
- **Sub Theme Coordinator:** Dr. Nadeem Dogar, UCP Business School, Lahore
- **Time:** 3:00 P.M. to 4:30 PM
- **Session Chair:** Dr. Basharat Naeem, COMSATS Institute of Information Technology, Lahore
- **Venue:** B-003
- **Number of Presenters:** 3

Session Breakdown

Presentations:

Presenter 1: Ms. Javaria Rehman

Institute: International Islamic University, Islamabad.

Title of Paper: Impact of Leader Member Exchange (LMX) on Employee Voice, Moderating Role of Psychological Safety, Mediating Role of Psychological Empowerment and Trust.

Main Theme of the Paper: The purpose of this paper is to examine the impact of leader-member exchange (LMX) on employee voice behavior, including the mediating role of trust and Psychological empowerment, and the moderating role of psychological safety.

Abstract: The purpose of this paper is to examine the impact of leader-member exchange (LMX) on employee voice behavior, including the mediating role of trust and Psychological empowerment, and the moderating role of psychological safety. The underlying over-arching theory used to explain the entire model is Blau's Social Exchange Theory (1964) Examining how Leader Member Exchange leads to Employee voice behavior in the light of Social Exchange Theory by Blau. Further studying how Leader Member exchanges create an environment characterized by Psychological empowerment and Trust resulting in Employee voice behavior. Moreover, to study the interactive effects of Psychological Safety on relationship between LMX and Trust and the interactive effects of Psychological Safety on LMX and Psychological Empowerment.

The current study is cross sectional in nature and has been conducted on the banking sector of Islamabad, Pakistan. For this purpose, a total of 250 structured and self reported questionnaires were distributed among the employees and the response rate turned out to be 83%.

Moreover, the results showed that LMX had a significant positive relationship with employee voice behavior, while Trust and Psychological empowerment mediates the relationship. Psychological safety did not moderate the positive relationship between LMX and Trust. And Psychological safety moderated the relationship between LMX and Psychological empowerment in a way that it strengthened the existing relationship.

Presentation Overview: The presenter discussed that how leader member exchanges create an environment characterized by Psychological empowerment and Trust resulting in Employee voice behavior. Moreover, they also discussed the methods to study the interactive effects of Psychological Safety on relationship between LMX and Trust and the interactive effects of Psychological Safety on LMX and Psychological Empowerment.

Presenter 2: Ms. Sumera Khalid

Institute: Kinnaird College for Women University, Lahore.

Title of Paper: Self-Reliance: A Gender and Communal Perspective on its relationship to Leadership Evaluation.

Main Theme of the Paper: This paper aims to evaluate that whether in an Asian economy like Pakistan if women display self-reliance as an agentic trait, their leadership evaluations would be better than men, or will there be a change in the findings due to a culture difference.

Abstract: In spite of years of evidence that indicate men are more aligned with the leadership roles and are stereotypically considered to be more suitable for leadership positions, latest developments in the western world state an advantage to women who exhibit agentic behavior in leadership evaluations in comparison to men as depicting men's desirable traits will beget praise to women. We test this proposition to evaluate if the outcome would be same in an Asian economy like Pakistan or will there be a change in the findings due to a culture difference. In this study we propose if women display self-reliance an agentic trait, their leadership evaluations would be better than men. Two cross-sectional studies were conducted using convenience sampling to collect data from a sample of 365 employees of the banking sector, including 300 subordinates and 65 supervisors. In the first study, supervisors evaluated the 300 self-reliant subordinates on their leadership behavior. In the second study an experiment was conducted, in which the subordinates reviewed a case study for a male or female prospective candidate who expressed self-reliance. Participants then answered questions about the candidate's leadership ability and communality. Our study 1 findings revealed, even though self-reliance was positively associated to leadership evaluations for both men and women but the relationship was stronger for men than women. We reasoned the outcome with the justification that there is not enough number of educated and competent women who enter into professional careers that would ultimately result in depicting leadership behavior in comparison to men. Next, in the experiment we conducted our results indicated, when perceived communality mediated the relationship between self-reliance and leadership evaluations, women were evaluated as better leaders than men.

Keywords: Agency, Communality, Expectancy Violation, Gender, Leadership, Role Congruity, Self-Reliance

Presentation Overview: The presenter stated that in spite of years of evidence that indicate men are more aligned with the leadership roles and are stereotypically considered to be more suitable for leadership positions, latest developments in the western world state an advantage to women who exhibit agentic behavior in leadership evaluations in comparison to men as depicting men's desirable traits will beget praise to women.

Presenter 3: Ms. Nosheen Saba

Institute: Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology, (SZABIST), Islamabad.

Title of the Paper: The Effect of Transformational Leadership on Project Success with Mediating Role of Work Engagement in a Project Based Organizations of Pakistan.

Main Theme of the Paper: The aim of the study is to know the effect of transformational leadership on project success with mediating role of work engagement in project based organizations of Pakistan, measuring the involvement of respondents with regards to these variables.

Abstract: The aim of the study is to know the effect of transformational leadership on project success with mediating role of work engagement in project based organizations of Pakistan, measuring the involvement of respondents with regards to these variables. Moreover, the current study focuses mediated mechanism of work engagement in the relationship of transformational leadership and project success. This is a casual research because hypothesis testing is done to assess the hypothesis of the research. The population of the study is all employees working in project based organizations of Pakistan. The sample of the study is 200 employees working in project based organizations of Rawalpindi and Islamabad. This study is based on convenience sampling, the rationale for which is that data collection from this sample is easy and convenient as based on respondents' availability. The primary data has been collected in this study through surveys by using 5 point Likert scale questionnaires in order to get proper outcome and findings for the present study.

Keywords: Project Success, Transformational Leadership, Work Engagement, Project Based Organizations in Pakistan

Presentation Overview: The presenter described that the current study focuses mediated mechanism of work engagement in the relationship of transformational leadership and project success. He further stated that this is a casual research because hypothesis testing is done to assess the hypothesis of the research. The population of the study is all employees working in project based organizations of Pakistan.

Concluding Remarks:

At the end, each presentation was followed by a question-answer session. After the presentations, Dr. Nadeem Dogar thanked all the participants for their participation and appreciated their research work. He suggested some key points to be incorporated by the researchers in their research studies such as:

- Hypothesis must be developed on the basis of recognized and acclaimed theories.
- Select good literature review as it helps the researcher to choose sample of the study.
- Use references that are most recent, updated and relevant to the scope of study so that substantial contribution would be made in the relevant disciplinary knowledge.

Dr. Basharat Naeem concluded the session with the final remarks that it was a genuine effort on the behalf of UCP Business School to organize such an International Conference that is providing great opportunities for research scholars all over Pakistan to share their research work. He also expressed his gratitude towards UCP Business School for honoring him.

Session End:

The Chief Guest presented certificates of appreciation and souvenir shields to the paper presenters. The Sub-Theme Coordinator presented the Chief Guest with certificate of honor and souvenir shield. The session ended with a group photo and tea for all the participants.

Day's End:

The end of the day was marked by serving of tea and refreshments.

5th International Conference on Contemporary Issues in Business Management

Conference Theme: Entrepreneurial Thinking for Strategic Excellence

Day 2: March 22, 2018

Conference Day 2: Overview

Date	March 22, 2018	Day	Thursday
Conference Theme	Entrepreneurial Thinking for Strategic Excellence		
Starting Time	9:00 A.M.	Ending Time	5:30 P.M.
Highlights of the Opening Session	Second Keynote Speech, Colloquium Session		
Highlights of the Closing Ceremony	Conference Report, Vote of Thanks, Chief Guest's Address		
No. of Sessions	2		
Highlights of Post-Conference Session	Post-Conference Training Workshop		
Number of total presenters for Day 2	7		

Conference Day 2: Proceedings in Detail

The Opening Session:

The opening session of the second day of the conference contained the second keynote speech and the colloquium. The second keynote speech was given by Mr. Aqeel Ahmed who is a Senior Teaching Fellow, Design Management within Winchester School of Art at the University of Southampton. He pressed on the importance of the main theme of the conference. His speech was followed by the colloquium session conducted by Dr. Jawad Syed from Lahore University of Management Sciences.

The Colloquium:

The colloquium session was titled "How to publish in top Journals" and was conducted by Dr. Jawad Syed, Dean Suleman Dawood Business School. In this session, he imparted some valuable tricks and tips on getting the top quality research into an influential journal to give a healthy boost to both academic standing and future career prospects. Moreover he explained that writing for academic journals is highly competitive. Even if you overcome the first hurdle and generate a valuable idea or piece of research - how do you then sum it up in a way that will capture the interest of reviewers? At the end of his speech he spoke about research culture, issues in research and development and gap between the industry and academia in Pakistan. He emphasized on the collaboration of all the Business Schools in Pakistan. The session was very much appreciated by the other honorable guests and audience.

Sessions:

Session 1:

Overview:

- **Session Sub Theme:** Marketing, Advertising and Branding of Innovative Products
- **Sub Theme Coordinator:** Dr. Muhammad Zeeshan, UCP Business School
- **Time:** 11:00 A.M. to 12:15 P.M.
- **Session Chair:** Dr. Osman Khan, Iqra University, Islamabad
- **Venue:** Auditorium
- **Number of Presenters:** 6

Session Breakdown

Presentations:

Presenter 1: Aniq Khokhar and Farhan Ahmed

Institute: Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology, (SZABIST).

Title of the Paper: Males as Impulsive Buyers: How do they get affected?

Main Theme of the Paper: This research emphasized the impact of emotional state and socialization on males' impulsive buying behavior.

Abstract: Marketers and researchers have been studying impulsive buying for many years but it has been noticed that there are very limited researches on males as impulsive buyers in the developing countries. Data from 184 educated male consumers from different backgrounds were collected through a structured close-ended questionnaire. A regression model was used for understanding the effects of the factors on male consumers' impulsive buying. This research has highlighted that emotional state and socialization have an impact on males' impulsive buying behaviour. Whereas, promotion, branding of a product, in-store strategies, scarcity of a product, and price have no impact on males' impulsive buying behaviour. Marketers should implement those strategies that focus on the emotional state and socialization factor of the male consumers to stimulate impulsive buying behaviour. This research will help in providing a better understanding of impulse buying behaviour of male consumers of Karachi, Pakistan.

Keywords: Impulse Buying Behaviour, Metrosexual Behaviour, Factors, Karachi, Pakistan

Presentation Overview: The presenters highlighted the existing lack and need of studying impulsive buying behavior of males. Data from 184 educated male consumers from different backgrounds were collected through a structured close-ended questionnaire. This research emphasized the impact of emotional state and socialization on males' impulsive buying behavior. Whereas, promotion, branding of a product, in-store strategies, scarcity of a product, and price have no impact on the impulsive buying behavior of men. The recommendations were made for Marketers to implement strategies focusing the emotional state and socialization factor of the male consumers to stimulate impulsive buying behavior.

Presenter 2: Liaquat Ali Rahoo, Mariam Kalhoro, Shadab Kalhoro, Uroosa Sahito and Prof. Dr. Arabella Bhutto

Institute: University of Sufism and Modern Sciences, BhitShah.

Title of the Paper: Analysis of TV Advertisement on the Life Style of Pakistani Youth: A Case Study of Sindh Province.

Main Theme of the Paper: The paper discusses the impacts of Television Advertisement on the Pakistani youth in the changing of lifestyle of our society.

Abstract: The aim of the study was to find Television advertisement impacts on the Pakistani youth in the changing of lifestyle in our society. The study was conducted in the Higher education institutions. In the research there are main factors which are habits, moral, attitude, values and taste. The population of study was 200 respondents taken from whole Sindh on the random base. The result of study shows that, male and female respondents point out impact of changing lifestyle through the television advertisement on the youth in the harmony with their behavior, manner, flavor and ethical principles.

Keywords: Impact, Life style, TV, Early Life, Announcement

Presentation Overview: The presenters highlighted the main factors of their research as habits, moral, attitude, values and taste. The population of study was 200 respondents taken from whole Sindh on the random base. The result of study shows that, male and female respondents point out impact of changing lifestyle through television advertisement on the youth in the harmony with their behavior, manner, flavor and ethical principles.

Presenter 3: Laraib Arshad, Muhammad Danish Habib and Yasir Aftab Farooqi

Institute: National College of Business Administration & Economics, Gujrat.

Title of the Paper: A Model and Empirical Investigation of Perceived Justice, Perceived Value and Brand Loyalty: A Case Study of Restaurant.

Main Theme of the Paper: This study examines the relationship between justice (procedural, distributive and interactional justices), perceived value (hedonic and utilitarian) and loyalty intentions.

Abstract: Current globalization trends are accounted for organizations to consider beyond the concept of quality and value in order to gain and sustain the strategic position in the market. The increased significance of relationship marketing gets the intentions of researchers to explore the concepts of justice, perceived value and loyalty in business practices. In competitive markets, firms use customers' loyalty as an instrument to decrease costs, increase returns and sustain growth. As, in the service based industries failures cannot be avoided that increase the importance of establishing an effective failure recovery process to make favorable loyalty intentions. This study examines the relationship between justice (procedural, distributive and interactional justices), perceived value (hedonic and utilitarian) and loyalty intentions. To achieve the research objective a survey method was adopted by using a sample of 300 restaurant customers. Data is analyzed using structure equation modeling (SEM). This research is useful to develop a comprehensive understanding of justice and its dimensions in order to generate favorable consequences and provide empirical evidences in order to understand the failure recovery process in restaurants industry. The findings of study are helpful for managers to understand that justices and perceived value are key predictors in developing positive loyalty intention. The managers should focus on procedural justice and interactional justice to give customers hedonic and utilitarian values. To avoid the service failures and improve recovery processes the employees address complaints in an effective way.

Keywords: Procedural Justice, Interactional Justice, Distributive Justice, Hedonic value, Utilitarian Value, Loyalty, Service Failure Process

Presentation Overview: The presenters discussed the increased significance of relationship marketing to explore the concepts of justice, perceived value and loyalty in business practices. The study examines the relationship between justice (procedural, distributive and interactional justices), perceived value (hedonic and utilitarian) and loyalty intentions. A survey method was adopted by using a sample of 300 restaurant customers. Data was analyzed using structure equation modeling (SEM). This research is useful to develop a comprehensive understanding of justice and its dimensions in order to generate favorable consequences and provide empirical evidences in order to understand the failure recovery process in restaurants industry. The findings of study are helpful for managers to understand that procedural justices and perceived value are key predictors in developing positive loyalty intention and utilitarian values. To avoid the service failures and improve recovery processes the employees address complaints in an effective way.

Presenter 4: Nazan Ilyas, Anna Ilyas and Dr. Osman Khan

Institute: University of Central Punjab, Lahore, Pakistan.

Title of the Paper: Best Practices of Top Brand of Pakistan: Case Study Methodology.

Main Theme of the Paper: This research is based on the comparative case study methodology to explore the best practices of leading brands of Pakistan.

Abstract: In today's era, customers are selecting those brands which defined their personality. Brand personality renders a significant role in ruling over the customer's mind. The strong association exists between the customer and the brand which helps an organization to embrace effective branding strategies to dominate the market by offering differentiated features to its customers as compared to the competitors. In addition, customer satisfaction is an imperative aspect to culminate the brands and increase the retention ratio. However, customers have a strong loyalty towards the brand and their switching rate is very low. Whereas, marketing communication plays an important role in promoting the brand for the potential customers. In conducting the research, comparative case study methodology is used to explore the best practices of leading brands of Pakistan. Five different industries are selected and in one particular industry, one top brand practice is determined to reveal its working that makes it successful. At the end, five top brands' best practices are compared with each other to figure out the similar functions between them.

Keywords: Brand Loyalty, Customer Satisfaction, Integrated Marketing Communication

Presentation Overview: The presenters discussed that customer brand loyalty helps an organization to embrace effective branding strategies to dominate the market by offering differentiated features to its customers as compared to the competitors. The comparative case study methodology was used involving five different industries and in one particular industry, one top brand practice was determined to reveal its working that makes it successful. At the end, five top brands' best practices were compared with each other to figure out the similar functions between them. The research found that customer satisfaction is an imperative aspect to culminate the brands and increase the retention ratio. However, customers have a strong loyalty towards the brand and their switching rate is very low. Whereas, marketing communication plays an important role in promoting the brand for the potential customers.

Presenter 5: Nainan Nawaz

Institute: Iqra University - Islamabad

Title of the Paper: What Make Customers Buy on Impulse: An Analysis of Impulsive Buying Behavior.

Main Theme: This paper mainly analyzes the factors contributing towards impulse shopping.

Abstract: The style of shopping is changing rapidly. Marketers are very eager to attract as many customers as possible. In-store sales promotion tactics are the new favorite of the marketers which enables them to invite customers. By doing this they attempt to generate the impulse buying behavior. That is why this study explains the in-store sales promotion impact on the impulse buying behavior of customers through the mediating role of urge to buy impulsively. With the help of previous available literature a theoretical framework was formulated. And the hypotheses for testing were formed. For the testing of hypotheses regression was applied. The findings showed that in-store sales promotion has an impact on impulse buying behavior. And urge to buy impulsively was also found playing the role of mediation. These findings have a collision with previous studies. Lastly, the conclusion, implication, and further research direction were given.

Keywords: In-Store Sales Promotions, Price Discount, Volume Discount, Coupons, Urge To Buy Impulsively, Impulse Buying Behavior

Presentation Overview: The presenter discussed the changes of style of shopping. The study explained the in-store sales promotion impact on the impulse buying behavior of customers through the mediating role of urge to buy impulsively. With the help of previous available literature, a theoretical framework was formulated. In addition, the hypotheses for testing were formed. For the testing of hypotheses regression was applied. The findings showed that in-store sales promotion has an impact on impulse buying behavior and urge to buy impulsively was also found playing the role of mediation. These findings have a collision with previous studies. Lastly, the conclusion, implication, and further research direction were given.

Presenter 6: Shiza Farooq and Dr. Osman Khan

Institute: Iqra University Islamabad.

Title of the Paper: Service firm competitiveness in Pakistan through the lens of Brand Management System.

Main Theme of the Paper: The paper mainly highlights the service firm competitiveness in Pakistan through the lens of brand management system.

Presentation Overview: The presenter highlighted the significance of Brand Management System in the domestic scenario. In the study, the quantitative research technique was used. The findings of the research confirmed the influence of brand management system in creating and consolidating the service firm competitiveness.

Concluding Remarks:

After each presentation, the floor was opened for question and answer session between the audience and the presenters. The defense was handled successfully in responses to all the questions. The suggestions from the sub-theme coordinator & session chair and were made.

Session End:

The Session 1 ended with presentation of souvenirs by Dr. Osman to the presenters. The session 1 was consecutively followed by the Session 2.

Session 2:

Overview:

- **Session Sub Theme:** Financial Challenges for Startups and New Products/Services/Entrepreneurship in Public and Non-Profit Sector
- **Sub Theme Coordinator:** Dr. Nasir Malik, UCP Business School
- **Time:** 12:15 P.M. to 1:15 P.M.
- **Session Chair:** Dr. Syed Zulfiqar Ali Shah, International Islamic University, Islamabad
- **Venue:** Auditorium
- **Number of Presenters:** 1

Session Breakdown

Presentations:

Presenter 1: Ms. Huma Siraj Manj

Institute: Lahore College for Women University Lahore.

Title of the Paper: From Dreams to Vision: Lives of Female Entrepreneurs (EPNPS)

Main Theme of the Paper: The present study focuses on the life history of successful Pakistani female entrepreneurs to explore their lived experiences of being an entrepreneur in a patriarchal society.

Abstract: The present study focuses on the life history of successful Pakistani female entrepreneurs to explore their lived experiences of being an entrepreneur in a patriarchal society. For this purpose sample of five female respondents was selected through purposive sampling technique. Two of them were innovative entrepreneurs, two were radical entrepreneurs and one was innovative radical entrepreneur. Semi-structured interviews were conducted with the female entrepreneurs to explore their life history, motivations, contributing factors and experiences of being successful entrepreneur. Interpretative Phenomenological Analysis (IPA) was applied for analysis. Six major themes emerged after transcribing the data. These were Personal Characteristics, Family support, past challenges, Current challenges, Motivational factor and Suggestions for future Entrepreneurs. The study has important implication for future researchers and entrepreneurs.

Keywords: Female Entrepreneurs, Success, Innovative, Radical, Life History, Family Support

Presentation Overview: The presenter discussed the lives of female entrepreneurs by exploring the life history, motivations, contributing factors and experiences of successful entrepreneurship of her sample. She emphasized that the study has important implication for future researchers and entrepreneurs.

Concluding Remarks:

The presentation was followed by question-answer session. After the presentations, Dr. Syed Zulfiqar Ali Shah concluded the session with the following remarks, that it was a great effort on the part of UCP Business School to provide such a platform to research scholars from all over the country that is providing them with greater opportunities to excel in their fields.

He also expressed his gratification towards UCP Business School for honoring him in such an astounding manner. His speech was followed by the certificate distribution ceremony.

Session End:

The session chair presented the certificate of appreciation and souvenir shield to the paper presenter. The Sub-Theme Coordinator presented the session chair with the certificate of honor and souvenir shield.

The Closing Ceremony:

Conference Report:

The closing ceremony of the conference was initiated by Dr. Bilal Mirza Conference Secretary. He presented the conference report by highlighting two day conference activities and also stressed on the importance of the Entrepreneurial Thinking for Strategic Excellence. Further, he mentioned that this conference is conducted to provide a platform to academia, faculty members, students and corporate sector industrialists to discuss the Entrepreneurial Thinking for Strategic Excellence. Dr. Bilal Miza on behalf of the conference organizing committee, expressed his gratitude for the active participation of the paper presenters, paper reviewers, session chairs, keynote speakers, chief guests of the inaugural and closing sessions and the conference chair. He emphasized that such conferences should be organized on regular basis.

Keynote Speaker:

The keynote speaker of the closing ceremony, Mr. Manzoor-ul-Haq Malik, CEO Shahbaz Chemical Industries (pvt) Ltd, Former, VP/Reginal Chairman FPCCI appreciated the overall enthusiasm of young scholars, and efforts of University of Central Punjab in arranging a successful conference.

Chief Guest's Address:

The Chief Guest of the closing ceremony, Dr. Mumtaz Ahmed Chaudhry appreciated the UCP Business School for arranging the conference on Entrepreneurial Thinking for Strategic Excellence. He further highlighted that the importance of Entrepreneurial Thinking practices should be emphasized whereas the organizations should not ignore the social, environmental and economic components in business practices. He expressed his pleasure to be a part of this conference organized by UCP Business School.

Closing Remarks by Conference Chair and Co-Chair:

The Conference Chair of the closing ceremony, Dr. Faisal Mustafa, Dean- UCP Business School of University of Central Punjab in his closing remarks, thanked all keynote speakers, participants and chief guests for gracing the conference with their presence. He further appreciated the organizers for successfully hosting the international conference.

At the end of the closing ceremony, Pro-Rector Dr. Muhammad Zafarullah, University of Central

Punjab presented shields to the Conference Secretariat, Keynote Speakers, Organizers and Chairpersons. The conference was concluded with a vote of thanks to the all participants. The participants appreciated the efforts of the University of Central Punjab, Lahore for this conference and showed their willingness to participate in future conferences.

Post Conference Session on Dialogical Organizational Development and its Relevance to Pakistan:

Session Overview:

- **Session Lead:** Dr. Zafar Iqbal Jadoon, Adjunct Professor, Department of Human Development and Consumer Sciences, College of Technology, University of Houston, Professor (On leave), UCP Business School
- **Title of Session:** *Dialogical Organizational Development and its relevance to Pakistan*
- **Time:** 3:00 pm
- **Venue:** Auditorium

Session Detail:

The post-conference dialogue session was led by Dr. Zafar Iqbal Jadoon. The dialogue was based on the problems faced by students in terms of dialogue and how it affects their development as professionals. The session also discussed the problems faced by men and women students with regards to their academic life. The session was very informative and interactive.

Post Conference Training Workshop Session:

Session Overview:

- **Guest Trainer:** Dr. Rab Nawaz Lodhi, University of Engineering & Technology, Lahore
- **Coordinator:** Dr. Aqeel Ahmad, Director MS & PhD Programs, UCP Business School
- **Title of Workshop:** “*Structural Equation Modeling Using AMOS*”
- **Time:** 4:45 pm
- **Venue:** CL-204, New Building, University of Central Punjab, Lahore.

Session Detail:

The training workshop was conducted by Dr. Rab Nawaz Lodhi. The workshop was 2.5 hours long. Around 50 participants attended the workshop including the students of MS & PhD programme at UCP Business School. Faculty members and students from other universities were also in attendance at the session.

Day's End:

The end of the day was marked by the conclusion of the workshop. After the workshop, the coordinator presented the Guest Trainer with the certificate of honor and a souvenir shield.

CONFERENCE ORGANIZING COMMITTEE

Conference Chair

Dr. Muhammad Zafarullah



Conference Co-Chair

Dr. Faisal Mustafa



Conference Secretary

Dr. Bilal Mirza



Conference Coordinator

Dr. Hassan Rauf



Conference Coordinator Corporate Linkages

Mr. Tahir Ashfaq



Secretariat Team Lead

Dr. Huma Khan



MIS Manager

Mr. Amar Sohail



Team Member

Mr. Waqar Rasool



Team Member

Mrs. Madiha Hanan



Team Member

Ms. Ambreen Khursheed



CONFERENCE ORGANIZING TEAM MEMBERS
UCP BUSINESS SCHOOL

Dr. Bilal Mirza



Dr. Hassan Rauf



Dr. Aqeel Ahmad



Dr. Salman Iqbal



Mr. Tahir Ashfaq



Dr. Nasir Malik



Mr. Ahmad Ammar



Mr. Bilal Illahi

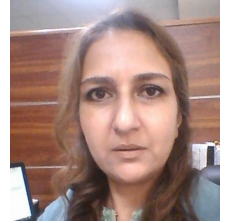


**CONFERENCE ADMINISTRATION TEAM
UCP BUSINESS SCHOOL**

Dr. Huma Khan



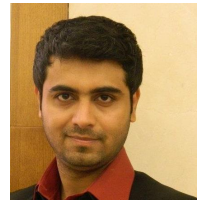
Ms. Saima Bhaur



Ms. Ambreen Khurshid



Mr. Kazim Ali



Ms. Saba Akram



Mr. Amar Sohail



**CONFERENCE SECRETARIAT
UCP BUSINESS SCHOOL**

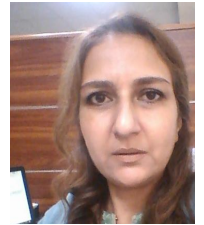
Conference Secretary
Dr. Bilal Mirza



Secretariat Team Lead
Dr. Huma Khan



Secretariat Team Member
Ms. Saima Bhaur



Secretariat Team Member
Ms. Ambreen Khurshid



Secretariat Team Member
Ms. Saba Akram



CONFERENCE ONLINE MANAGEMENT SYSTEM

Coordinator
Mr. Kazim Ali



Team Member
Mr. Irfan Siddique



Team Member
Mr. Amar Sohail



SCIENTIFIC COMMITTEE

Dr. Salman Iqbal



Dr. Abdul Waheed



Dr. Aisha Azhar



Dr. Aqeel Ahmad





Conference Report

THEME: ENTREPRENEURIAL THINKING FOR STRATEGIC EXCELLENCE

March 21-22, 2018

University Of Central Punjab

1- Khayban-e-Jinnah, Johar Town, Lahore

Tel: 92 42 35880007