



DEPARTMENT OF
MANAGEMENT
SCIENCES



2nd International Conference on Business and Entrepreneurship Research (ICBER) 2020 Conference Program

Day 1	
Wednesday, February 19, 2020	
Venue: Ghotvi Hall, Abbasia Campus	
11:30 am	Workshop by Prof. Dr. Kashif-Ur-Rehman
2:00 - 5:00 pm	Opening Ceremony
5:00 - 5:30 pm	Tea Break
5:30 - 7:30 pm	City Tour
Day 2	
Thursday, February 20, 2020	
Venue: Department of Management Sciences, Baghdad Ul Jadeed Campus, IUB Pakistan	
9:00 - 10:30 am	Room 1 Session Chairs: Dr. Asif Saeed, Dr. Arslan Qayyum, Dr. Owais Shafique Paper1: Financial Inclusion, Institutional Quality and Financial Development: Empirical Evidence from OIC Countries. Author: Afaq Ahmad Paper2: The Impact of Financial Reporting Quality on Investment Efficiency in Non-Financial Firms. Author: Javed Iqbal Paper3: Mediating Role of Working Capital Management in the Relationship of Corporate Governance Measures and Firm Performance: Panel Study from Pakistan. Author: Awais Javeed Paper4: Understanding Gendered Perspective to Corruption. Author: Muhammad Ilyas Paper5: Effect of Dividend paying behavior and corporate governance on Firm’s performance: Evidence from Pakistan. Author: Ulfat Abbas Paper6: Moderating effect of board of governance on the relationship between ownership structure and capital structure Author: Syed Farhan Gillani
	Room 2 Session Chairs: Prof. Dr. Kashif-ur-Rehman, Dr. Zahid Hameed, Dr. Warda Najeeb Jamal Paper1: The Impact of Sustainable HRM on Innovation with Mediating Role of Cultural dimensions. Author: Bushra Anwar Paper2: Exploring Organizational Trust as Mediator in the Relationship between HRM Practices and Organizational Performance. Author: Ahmad Ali Paper3: The Effect of Crowd Worker Characteristics on Crowd Worker Engagement. Author: Rabia Anwar Paper4: Impact of Organizational Ambidexterity, Specialization and Despotic Leadership on Firm Performance in Service Industry: Moderating Role of Absorptive Capacity. Author: Iqra farheen Paper5: The Mediating Role of Adaptive Training Programs Between Training Practices and Organizational Agility In Context of Commercial Banks of Pakistan. Author: Muhammad Sajjad Khan Paper6: Strategic Role of Human Resource Management Policies and Practices in Organizational Change. Author: Saqlain Sher
	Room 3 Session Chairs: Dr. Murniati Mukhlisin, Mr. Zounnorain Khan, Dr. Shahid Yaqoob Paper1: Impacts of Brand Equity On Consumer Buying Behavior In Smartphone Industry Among University Students of Bahawalpur Author: Muhammad Hassan Shahzad Paper2: Service Quality impacts on Customer Satisfaction: Linkages and Implications for Management. Author: Hina Hameed Paper3: Effective Use of Social Media (Privacy) During Recruitment Process. Author: Noreen Aslam Paper 4: Stock selection and Market timing ability of mutual fund managers: Evidence from Pakistan. Author: Saleh Nawaz Khan Paper 5: Impact of brand Satisfaction and brand Commitment on Repurchase Intention and loyalty of customers. Authors: Kashaf Jabeen Paper 6: Attitude towards Green Consumption among College and University Students in Bahawalpur Pakistan. Authors: Asma Fazal
	Room 4 Session Chairs: Dr. Ibrahim Danjuma, Dr. Abou Bakar, Dr. Syed Muhammad Javed Iqbal Paper1: The Impact of Critical Path Method on Project Management: A Case Study of DHA Bahawalpur. Author: Muhammad Daud Paper2: Improving Education and Performance Management Practices in Civil Service of Pakistan: A comparative Study of Upper Punjab and Southern Punjab. Author: Hina Kaynat Paper3: Cultural Intelligence: Theoretical Frame Work, Cataloguing and Reviewing. Author: Fatima Mazhar Paper 4: Impact of management control systems on sustainability of an agricultural small and medium firms with mediating role of CSR practices. Author: Muhammad Waqas Ashraf Paper 5: Sustainable business practices and workplace ostracism; The Role of Responsible leadership. Author: Ali Ijaz Paper 6: The Impact of Obesity On Hiring Decision & Workplace Discrimination: A Case From Banking Sector of Pakistan. Author: Ezza Naseem

9:00 - 10:30 am	<p>Room 5 Session Chairs: Dr. Imran Khan, Dr. Atif Nawaz, Dr. Kashif Akram</p> <p>Paper1: Need of Corporate Social Responsibility As A Course In Business Education. Author: Sara Fatima</p> <p>Paper2: Factors Affecting Parents' Choice of Pre-School. Author: Zakariya Hassan Qureshi</p> <p>Paper3: The Association among Renewable Energy, Co2 Emissions and Foreign Direct Investments: A Panel Data Analysis of Asian Countries. Author: Dr Imran Khan</p> <p>Paper4: Mitigating Drinking Water-Induced Morbidity. Examining the Role of Local Government Clean Drinking water Plants' Project in Lahore by applying Health lifestyle theory. Author: Aisha Aziz</p> <p>Paper5: Factors Make Change In The Current Academic Performance of Students At University Level. Author: Bashir Hussain</p> <p>Paper6: Death Anxiety among Field Staff of Punjab Police Officials With Regard To their Family System and Marital Status. Author: Muhammad Bilal</p>	<p>Room 6 Session Chairs: Prof. Dr. Amran Rashi, Dr. Hafiz Mushtaq, Dr. Shahid Nawaz</p> <p>Paper1: The Impact of Entrepreneurial Orientation and Entrepreneurial Education on Entrepreneurial Intention of graduates: A study on private sector students of South Punjab. Author: Aneeta Rehman</p> <p>Paper2: Innovation and Entrepreneurial Motives in Restaurant Sector: Internal and External Barriers to Implementation. Author: Tariq Mehmood</p> <p>Paper3: The role of Network Capabilities, Entrepreneurial Orientation & Knowledge transfer on the Export Performance of SME's with the mediating effect of Domestic Alliance. Author: Manal Urooj</p> <p>Paper4: A comparative study between capacity building and financial backing for educational startups – EDUpreneurship. Author: Syed Shaheer H. Rizv</p> <p>Paper5: Impact of Entrepreneurial Competencies on Entrepreneurial Motivation: The Moderating Effect of Entrepreneurship Education. Author: Hafiz Muhammad Ammar Zafar</p> <p>Paper6: CPEC an inception to social inclusion through Social Entrepreneurship; A Case study of Local entrepreneurs in Balochistan. Author: Dr. Bashir Kakar</p>
9:00 - 10:30 am	<p>Room 7 Session Chairs: Prof. Dr. Usman Mustafa, Dr. Kaneez Fatima, Dr. Imran Manzoor</p> <p>Paper1: Modeling the Impact of Export along with Government Education Spending on Economic Growth of Pakistan: An ARDL & Bound Test Approach. Author: Roela Kausar</p> <p>Paper2: The Impact of Small and Medium Scale Enterprises on Economic Growth. Author: Bilal Muhammad Sama</p> <p>Paper3: An Analysis of Money Supply Impact on Economic Growth: A Case Study of Pakistan. Author: Roela Kausar</p> <p>Paper4: Capacity Building in Stock Market for Economic Growth. Author: Muhammad Kamran Shahid</p> <p>Paper5: An Empirical Analysis of the Effect of Trade Openness on Economic Growth: A Case of Pakistan. Author: Roela Kausar</p> <p>Paper6: Exploring and estimating the size of the shadow economy by using the monetary approach: A Case study of Pakistan. Author: Roela Kausar</p>	<p>Room 8 Session Chairs: Dr. Asad Afzal Hummayun, Prof. Dr. Shoukat Malik, Dr. Sohail Sharif</p> <p>Paper1: Assessing Barriers in Introduction of Associate Degree Curriculum in Educational Institutions. Author: Muhammad Afzaal Chaudhary</p> <p>Paper2: Effect of Delay Factors on the Delay of Construction Project. Author: Shahzad Ahmed Khalid</p> <p>Paper3: CPEC in the Second Phase and its implications on business practices in Pakistan. Author: Humayun Rashid</p> <p>Paper4: Indus Pipes--From B2B to Where? Author: Muhammad Shakeel</p> <p>Paper5: The Production of Biodiesel is Sustainable And Profitable Energy Source For Pakistan. Author: JAFFAR HUSSAIN</p> <p>Paper6: Success vs Failure Prediction Model for SMEs: A Comparative Study of South Punjab and Baluchistan. Author: Shakeel Ahmad</p>
10:30 - 11:00 am	Tea Break (Room No 15)	
11:00 -12:30 pm	<p>Room 1 Session Chairs: Dr. Irfan Javed, Dr. Aniq Memon, Dr. Owais Shafique</p> <p>Paper1: Impact of Elections on Stock Returns; A Cross-Country Empirical Study. Author: Rao Najam</p> <p>Paper2: Absorption Capacity of FDI Inflows to Improve the National Innovation Systems: Evidence from the Largest FDI Recipient Countries of the World. Author: Dr. Safia Nosheen</p> <p>Paper3: Financial & operating working capital: unraveling obscured portion of balance sheet. Authors: Kashif Saeed</p> <p>Paper4: The effect of governance structure on the likelihood of financial distress; evidence from an emerging market context. Author: Muhammad Farooq</p> <p>Paper5: A study the Effects of Financial Status on Students' Achievements and Personality. Author: Hanzla Ahmad</p> <p>Paper6: Impact of CPEC on Pakistan Supply Chain of Industrial Sector Ameema Khan</p>	<p>Room 2 Session Chairs: Dr. M. Zahid, Dr. Masood-ul-Hassan, Dr. Shahid Nawaz</p> <p>Paper1: The Impact of HRM Practices on Organizational Financial Performance of Banking Sector of Pakistan. Author: Jehanzaib Ali</p> <p>Paper2: Impact of Leader Member Exchange (LMX) on Employee Productivity, the mediating role of Employee Motivation and moderating role of Job Involvement. Author: Moez Ul Hassan</p> <p>Paper3: The Impact of sustainable leadership on employee innovation: The mediating role of creative self-efficacy. Author: Hafiza Areesha Javed</p> <p>Paper4: Impact of Self-determination and Job characteristic model on joy of work and employee participation: Mediating role of Intrinsic and Extrinsic Motivation. Author: Mehwish Asghar</p> <p>Paper5: Moderating effects of Corporate Social Responsibility in the relationship between Shari'ah Compliance and God consciousness with the Customer Loyalty in the context of Islamic Banking. Author: Zil-e-Huma</p> <p>Paper6: Financial Liberalization and Private Investment: A Nexus for Pakistan Abida Firdous</p>

11:00 -12:30 pm	<p>Room 3 Session Chairs: Dr. Abou Bakar, Dr. Asad Afzal, Dr. Sohail Sharif</p> <p>Paper1: Analysis of Mediating Effect of Customer Satisfaction in Relationship between Perceived Service Quality Elements and Corporate Image in Telecommunication Sector. Author: Muneeb Iqbal</p> <p>Paper2: Impact of Service Quality of Careem after acquisition by Uber on Customer Satisfaction. Author: Madiha Batool</p> <p>Paper3: Impact of Self-Congruity and Brand Image Congruity On Brand Loyalty: Mediating Role of Brand Attitude. Author: Najeeb Ahmed</p> <p>Paper4: Influence of SOCIAL MEDIA marketing on general buying behaviours of youth in Pakistan. Author: Muhammad Mohsin</p> <p>Paper5: Influence of SOCIAL MEDIA marketing on general buying behaviours of youth in Pakistan. Author: Muhammad Zeeshan Rafiq</p> <p>Paper6: The Influence of Pakistani Consumer's Egoistic Values, Perceived Product Quality And Price On Their Purchase of Environment-Friendly Products. Author: Hafiz Muhammad Kamran Shakir</p>	<p>Room 4 Session Chairs: Dr. Ayesha Shoukat, Dr. Imran Khan, Dr. Kashif Akram</p> <p>Paper1: Adoption of IT Infrastructure to enhance the Environmental Sustainability: Case of Supply Chain Businesses. Author: Saeed Ahmed</p> <p>Paper2: Impact of CPEC on Pakistan Supply Chain of Industrial Sector. Author: Ameema Khan</p> <p>Paper3: Risk Management in Banking – Identifying the endogeneity of ERM in SAARC region. Author: Ramla Sadiq</p> <p>Paper4: The mediating role of psychological capital on the association among well-being oriented HR practices. Author: Alveena Malik</p> <p>Paper5: Employees' Performance: Organizational Culture And Leadership Style Through Job Satisfaction. Author: Awais Arshed</p> <p>Paper 6: Strategic Financial Management in Financial Firms: Risk Impacts on Intellectual Capital and Competitive Advantage in Banking Sector. Author: Ramla Sadiq</p>
11:00 -12:30 pm	<p>Room 5 Session Chairs: Dr. Hummayun Rashid, Dr. Adil Gill, Dr. Warda Najeeb Jamal</p> <p>Paper1: Gender Inequalities at Workplace in Private Sector of Pakistan with Mediating Role of Poor Human Resource Policy Implementation. Author: Naeem Sadiq</p> <p>Paper2: Impact of Leadership Styles on Employee Outcomes in Banking Sector of Bahawalpur, Pakistan. Author: Muhammad Tawakal Hussain</p> <p>Paper3: An Investigation into the Role of Leadership Commitment on Implementation of Sustainable Green Banking: Moderating Influence of Employees' Green Behavior. Author: Aisha Javeria</p> <p>Paper4: Success vs Failure Prediction Model for SMEs: A Comparative Study of South Punjab and Baluchistan. Author: Shakeel Ahmad</p> <p>Paper5: Role of Organizational Capabilities in Achieving Firm Performance: Evidence from Agri-Food Firms in Punjab, Pakistan. Author: Rohma Hussain</p> <p>Paper6: The Impact of Knowledge Management Environment on Knowledge Management Effectiveness Through Mediating Role of Knowledge Sharing Process In Branch Banking of Pakistan. Author: Zahid Imran</p>	<p>Room 6 Session Chairs: Dr. Zahid Hameed, Dr. Sohail Saeed, Dr. Imran Manzoor</p> <p>Paper1: Antecedents of customer experiences and their impact on customer loyalty: A study of small and medium sized enterprises (SMEs). Author: Dr Imran Khan</p> <p>Paper2: Performance indicators of quality teaching in higher education. Author: Rao Mazhar Hussain</p> <p>Paper3: Audit fees and Shareholder Wealth: Evidence from Pakistan. Author: Zunaira Mushtaq</p> <p>Paper4: Corporate governance and financial constraints: Evidence from an emerging market context. Author: Muhammad Farooq</p> <p>Paper5: Growth and Development of Pakistan Stock Market: Review paper. Author: Iqra Abbas</p> <p>Paper6: The Impact of Transparency and Disclosure on Stock Market Capitalization and the Moderating effect of Dividend Yield. Author: Ayusha Fayyaz</p>
11:00 -12:30 pm	<p>Room 7 Session Chairs: Dr. Murniati Mukhlisin, Dr. Sohail Tahir, Dr. Syed Muhammad Javed Iqbal, Dr. Awais Gulzar</p> <p>Paper 1: Analyzing the Mediating Effect of Employee Creativity and Wellbeing in the relationship between Innovative climate and Organizational Citizenship Behavior in banking sector of Vehari, Pakistan. Author: Muhammad Azeem</p> <p>Paper 2: The Impact of Enterprise Risk Management System (ERMS) on Organizational Performance in Banking Sector of Pakistan. Author: Muhammad Ramzan Sajid</p> <p>Paper 3: Analysis of the impact of firm size, firm age and beta (volatility) on dividend likelihood of Pakistan Listed Firms". Author: Qurat ul Ain</p> <p>Paper 4: Role of Managerial Ownership and Large Ownership in Firm's Performance Evidence from Non-Financial Firms of PSX. Author: Dr. Muhammad Wasim Jan Khan</p> <p>Paper 5: Impact of Gross National Well Being on Economic Growth. Author: Muhammad Hashim Iqbal</p> <p>Paper 6: The determinants of financial leverage of Pakistani firms. Author: Muhammad Zeshan</p>	<p>Room 8 Session Chairs: Dr. Sharjeel Saleem, Dr. Sohail Aslam, Prof. Dr. Jawad Iqbal</p> <p>Paper 1: Impact of Emotional Leadership on Organizational Citizenship Behavior while Employee Emotional Health mediates them. Author: Fida N.</p> <p>Paper 2: Probing Work Related Outcomes of the Older Subordinates through the Lens of Age Difference, Quality of Leader-Member Exchange Relationship and Organizational Justice. Author: Nosheen Nawaz</p> <p>Paper 3: Occupational stress and its outcomes: Moderating role of Emotional intelligence in Non Government Organizations of Pakistan. Author: Sunbul Naeem Cheema</p> <p>Paper 4: How and when workplace bullying leads to knowledge hiding and employee time theft in nurses. Author: Duria Fatima</p> <p>Paper 5: Impact of Employees' Justice Perceptions on Intention to Leave. Author: Muhammad Usman Farooq</p> <p>Paper 6: Does Intelligent Quotient (IQ) Predict Job Performance and Satisfaction? A Study on Moderating Effect of Personality Types. Author: Muhammad Hamid Murtza</p>
12:30–2:00 pm	(Lunch + Prayer Break)	
2:00 – 3:30 pm	Workshop by Prof. Dr. Amran Rasli	
3:30-4:00 pm	Tea Break	

4:00 - 5:30 pm	Room 1 Session Chairs: Dr. Shohail Tahir, Dr, Safia Nosheen, Dr. Asif Saeed, Dr. Amna Noor Paper1: Islamic vs. conventional banking: Business modal, efficiency and stability. Author: Fatima Khan Paper2: Contribution of Indirect Taxes on Goods to Economic Growth of Pakistan (1972-2018). Author: Wajahat Rehman Paper3: Factors Affecting Credit Risk (NPL) in Banks of Pakistan. Author: Erum Fayyaz Paper4: Impact of Corporate Governance on Capital Structure: Evidence from Pakistan Stock Exchange. Author: Samreen Ramzan Paper5: Risk Management Practices in Islamic Banking of Pakistan. Author: Aiman Faridi Paper6: Do Ownership and Board characteristics enhance Firm Performance? A Corporate Governance Perspective. Author: Sadia Murtaza	Room 2 Session Chairs: Dr. M. Asif, Dr. Asad Afzal Humayun, Dr. Abid Gill Paper1: Spirituality and Spiritual Labor: A Review. Author: Shahzad Ahmad Paper2: The Impact of Autocratic Leadership Style on Counterproductive Work Behavior. The Mediating role of Employee Commitment and Moderating role of Emotional Exhaustion. Author: Roshan Luqman Paper3: Compensation Satisfaction To Reduce Turnover Intention of Employees: The Mediating Role of Motivation. Author: Hafiza Areesha Javed Paper4: The Moderating Effect of Corporate Social Responsibility between Green Human Recourse Practices and Sustainable Human Recourse Management: Evidence from Health Care Sectors of Pakistan Author: Sidra Abbasi Paper5: Servitization And Firm Performance: Moderating Effect of Digital Retailing In Pakistan. Author: Muhammad Aurangzaib Paper6: Performance Appraisal System: Impact on Employee Performance. Author: Aysha Siddiqui
	Room 3 Session Chairs: Dr. M. Zahid, Dr. Amir Nadeem, Dr Imran Manzoor Paper1: The Determinants of Consumer’s Intention Towards Adoption of Mobile –Commerce In Pakistan. Author: Muhammad Waseem Paper2: Impact of Innovative Brand Experience on Brand Loyalty; mediating role of Brand Love. Author: Saif ur Rehman Paper3: Effect of After Sale Services on Customer Pre-Purchase Dissonance, Customer Satisfaction and Brand Trust: A Study of Household Appliances Industry In Pakistan. Author: Sarah Zafar Paper4: Determinants of Customer Reacquisition Model In Telecom Sector; Evidence From Pakistan. Author: Fahad Javed Baig Paper5: Does social media browsing and usage intensity impact on impulse purchase? A study of f-commerce. Author: Dr. Imran Khan Paper6: The effect of Customer Hope on Online Repurchase Intention: Mediating role of Customer Engagement. Author: Qurrat-ul-ain Khalil	Room 4 Session Chairs: Prof. Dr. Majid Maki, Dr. Sharjeel Saleem, Dr. Syed Muhammad Javed Iqbal Paper1: Impact of servitization on customer retention: creating customer value through service after sales in manufacturing firms. Author: Syed Kamran Shakir Paper2: A Moderated-Mediation Model of Emotional Intelligence, Job Performance, Organizational Commitment and Supervisor Support. Author: Afaq Ahmad Paper3: Investigating the Factors Affecting the Job Stress in Police Department: A Research from Bahawalpur Division. Author: Qurban Hussain Sirah Paper4: Food Choice, Food Neophobia And Chinese Food Consumption Behavior: An Extension of The Theory of Planned Behavior. Author: Muhammad Nouman Shafique Paper5: The Impact of Organizational Learning on Organizational Citizenship Behavior of Professional Accountants with the Mediating Role of Organizational Innovation; Evidence from Pakistan. Author: Hafiza Sobia Tufail Paper6: Board Composition and Corporate Water Conservation: Empirical Evidence from Japan. Author: Shahid Amin
4:00 - 5:30 pm	Room 5 Session Chairs: Dr. Aniq Memon, Dr. Humayun Rashid, Dr. Shahid Yaqoob Paper1: Impact of Corporate Social Responsibility on Financial Performance of Banks in Pakistan: Serial Mediation of Customer Satisfaction and Customer Loyalty. Author: Dr. Owais Shafique Paper2: Do ownership and board characteristics enhance firm performance? A corporate governance perspective. Author: Sadiya Murtaza, Asmara Habib Paper3: The Impact of Micro-Credit Financing on Poverty Alleviation and Women Empowerment: An Empirical Study on Akhuwat Islamic Microfinance. Author: Nadeem Siddique Paper4: Organization as a Philanthropic Denizen. Author: Dr. Owais Shafique Paper5: Impact of Micro-Credit Finance on The Socio-Economic Status of Small Agriculturists in Punjab. Author: Rana Muhammad Naeem Khan Paper6: Factors Influencing Banks Intention to Adopt Green Finance. Author: Arsalan Majeed	Room6 Session Chairs: Dr. Sharjeel Saleem, Dr. Shahid Mehmood Paper1: Do Employees Perform Creatively If Provided With Better Facilities From Organizations? Evidence From Pakistan. Author: Fasiha Nargis Paper2: Impacts of Islamic business ethics on innovation. Author: Samreena Akbar Khan Paper3: Generational cohorts and their recollected memories: The study regarding the generational profiling of Pakistani workforce. Author: Aliya Ahmad Shaikh Paper4: The Effectiveness of China-Pakistan Economic Corridor (CPEC) in Creating Employment Opportunities, Poverty Reduction and Income Generation in Pakistan. Author: Sitara Bibi Paper5: Impact of HRM practices & knowledge sharing on innovation with moderating employee retention & mediating role of organization commitment. Author: Zain Ashfaq Paper6: Managerial Overconfidence and Corporate Innovation. Author: Muhammad Usman
	Room 7 Session Chairs: Dr. Atif Nawaz, Dr. Kashif Akram Paper1: “Paper Title”, Author: Awais & Bilal Paper2: “Paper Title”, Author: Misbah Nazir Paper3: “Paper Title”, Author: M. Imran Paper4: Paper Title”, Author: Maryam Shafiq	Room 8
7:30 pm	Gala Dinner [Venue: Faculty of Management Sciences (DMS New Building)]	
Day 3		
Friday, February 21, 2020		
Venue: Ghotvi Hall, Abbasia Campus		
10:00-1:00 am	Closing Ceremony	