



SZABIST



Conference Schedule

**1st National Research Conference on Business and Management
(NRCoBM)**

Emerging Trends, Opportunities and Challenges in Business

February 23-24, 2019

SZABIST Larkana Campus



**1st National Research Conference on Business and Management
(NRCoBM)**

“Emerging Trends, Opportunities and Challenges in Business”

SZABIST Larkana

Day 1 Program (Saturday, February 23, 2019)

Description	Time
Registration	08:30 - 09:00 am
Seating	09:00 - 09:15 am
Qirat e Quran	09:15 - 09:20 am
National Anthem	09:20 - 09:25 am
Inauguration by President SZABIST, Ms. Shahnaz Wazir Ali	09:25 - 09:35 am
Welcome Address VP Academics, Prof. Dr. Altaf Mukati	09:35 - 09:45 am
Key Note Speaker Sessions	
1. Prof. Dr. Kaiser Bangali - Dean Management Sciences, SZABIST	09:45 - 10:00 am
2. Prof. Dr. Sarwar Azhar - Professor, Sukkur IBA University	10:00 - 10:15 am

3. Prof. Dr. Bushra Hamid - Dean MS, IMS University of Peshawar	10:15 - 10:30 am
4. Dr. Shahid Qureshi - Assistant Professor, IBA Karachi	10:30 - 10:45 am
5. Dr. Zafar Hayat, Senior Advisor, International Monetary Fund	10:45 - 11:00 am
6. Dr. Waheed Umrani, Assistant Professor, Sukkur IBA University	11:00 - 11:15 am
Presentation of Shields to Key Note Speakers and Guests	11:15 - 11:30 am
Tea Break	11:30 - 12:00 Noon
Parallel Sessions (HRM, Marketing, Finance, Entrepreneurship)	12:00 - 02:00 pm
Lunch Break	02:00 - 03:00 pm
Panel Discussion (Entrepreneurship)	03:00 - 04:00 pm
Tea Break	04:00 - 04:30 pm
Panel Discussion (Finance and Economics)	04:30 - 05:30 pm
Gala Dinner & Musical Night	08:00 pm - 00:00

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SZABIST Larkana

Day 2 Program (Sunday, February 24, 2019)

Description	Time
Breakfast	08: 00 - 09:00 am
Plenary Session	09:30 - 10:15am
Session Chair – Dr. Niaz Ahmed Bhutto, HoD-MS, Sukkur IBA University	
1. Dr. Irfan Hameed, Registrar IQRA University, Karachi	
2. Dr. Anwar Ali Shah G. Syed, PVC, Sindh University, Dadu Campus	
3. Dr. Jawaid A. Qureshi – SZABIST	
Presentation of Shields	10:15 - 10:30 am
Tea Break	10:30 - 11:00 am
Parallel Sessions (HRM, Marketing, Finance, Entrepreneurship)	11:00 - 12:30 pm
PLS-SEM Workshop	11:00 - 01:30 pm
Lunch/Namaz Break	01:30 - 02:30 pm
Presentation of Shield to Session Chairs and Workshop Resource Person	02:30 - 03:00 pm
Closing Ceremony (Vote of Thanks by HoC)	03:00 - 03:15 pm

Parallel Sessions Day 1

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1st National Research Conference on Business and Management 2019			
Parallel Session - HRM			
Day 1: Saturday, February 23, 2019			
S.No	Author Names	Paper Title	Time
Session Chair: Dr. Waheed Umrani Co – Chair : Mr. Majid Sarai Session Summary: Ms. Aimen Rasheed Room # 12			
1	Mr. Asim Ali Manjee	Impact of Supervisor Support and Peer Support on Job Satisfaction of Employees in the Private Organizations in Karachi	12:00 - 12:15 pm
2	Mr. Arslan Mangi	Organizational Justice & its impact on Job Satisfaction (A study of Cosmetic Products users in larkana)	12:15 - 12:30 pm
	Mr. Athar Ali		

3	Ms. Hina Baloch	Critical Success Factors For Women Leaders In Higher Education Sector: (The Case Study Of Jamshoro Education City)	12:30 - 12:45 pm
4	Ms. Benazir Solangi	Impact of Stress on the Students' Performance in Higher Education Institutions: "A Case Study of Khairpur Mir's"	12:45 - 01:00 pm
	Mr. Mohammad Asif		
5	Mr. Harish Khatri	Impact of TQM (Total Quality Management) on SCM (Supply Chain Management) with Moderating Role of Organizational Culture: A study of the Pharmaceutical Industry of Pakistan	01:00 – 01:15 pm
6	Mr. Liaquat Ali Rahoo	Green HR: Analysis of sustainable practices incorporated by IT firms in Pakistan: A Case of Sindh Province	01:15 - 01:30 pm
7	Mr. Muhammad Waqas Nazeer Arain	An empirical test of the application of Herzberg two factor motivational theory in improving employees' performance: A study of Private Sector Higher Education Institutions in Hyderabad	01:30 - 01:45 pm
8	Mr. Syed Ali Raza Zaidi	Assessment of Knowledge Management Practices in Mehran University of Engineering & Technology: Consideration of Technology, Leadership, Organization and Learning Pillars	01:45 - 02:00 pm

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Parallel Session - Marketing

Day 1: Saturday, February 23, 2019

S.No	Author Names	Paper Title	Time
Session Chair: Dr. Sarwar Azhar			
Session Chair : Dr. Irfan Hameed			
Session Summary: Mr. Qasim Shah			
Room # 14			
1	Ms. Aiza Aziz Qureshi	Factors Affecting In-Store Impulse Buying Behavior: An Analysis of Personal Care Products	12:00 - 12:15 pm
2	Mr. Muhammad Haris	Factors Affecting Online Impulse Purchase through Social Commerce on Working Women in Hyderabad, Sindh	12:15 - 12:30 pm
3	Mr. Ashok Kumar	The Factors Influence Green Marketing: Evidence from Institutes and University Students of Hyderabad, Sindh	12:30 - 12:45 pm
4	Mr. Bilal Khan	A Study on Factors Influencing Customer Loyalty While Selecting E-	12:45 - 01:00 pm

		Cab Services in Hyderabad, Sindh, Pakistan	
5	Mr. Mohammad Waris Shaikh	Impact of Brand Image on Customer's Loyalty	01:00 – 01:15 pm
	Mr. Mohammad Farooq Meerani		
6	Mr. Sajjad Ali	Impact of Social Media on Consumer Buying Behaviour' (A Study of Cosmetics Products Users in Larkana)	01:15 - 01:30 pm
	Mr. Altaf Hussain		
7	Mr. Muhammad Abaid Ullah Waqih	Internet Cognitive Failure relevant to Self-Efficacy of Learning, Interest in Learning and Learning Satisfaction with Social Media: Evidence from Sukkur IBA University	01:30 - 01:45 pm
8	Ms. Aniq Khokhar	Shopping Malls a New Trend in Pakistan: A Comparative Study of Different Consumer Segments`	01:45 - 02:00 pm

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Parallel Session - Finance

Day 1: Saturday, February 23, 2019

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S.No	Author Names	Paper Title	Time
Session Chair: Dr. Kaisar Bangali Co – Chair : Mr. Farhan Ahmad Shaikh Session Summary: Mr. Qasim Raza Room # 13			
1	Ms. Pooja Pohwani	Impact of Foreign Aid on Economic Growth of Pakistan	12:00 - 12:15 pm
2	Mr. Aftab Hussain Abbasi	How “Current Account (im) Balances” Curtails Economic Opportunities in Emerging Business Trends	12:15 - 12:30 pm
3	Mr. Bisharat Hussain Chang	The Effect of the Global Financial Crisis on the Asymmetric Relationship Between Exchange Rate and Stock Prices	12:30 - 12:45 pm
4	Mr. Abdul Wahab Arain	Development of Agriculture Sector of Sindh Through Islamic Modes of Financing	12:45 - 01:00 pm
5	Mr. Aftab Hussain Abbasi	How Islamic Financing CPEC Projects Diminish Deficit Financing Problem of Pakistan?	01:00 – 01:15 pm
6	Mr. Muhammad Shahid Iqbal	Water Demand and Supply Management Strategy for Sustainable Economic Growth in Pakistan	01:15 - 01:30 pm

7	Mr. Sami Ullah Butt	Does Credit Information Sharing Affect Funding Cost of Banks?	01:30 - 01:45 pm
8	Ms. Khair-U-Nisa Lakhair	Product Diversification and Firm Performance in Pakistan's Non-Life Insurance Sector	01:45 - 02:00 pm

Parallel Sessions Day 2

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1st National Research Conference on Business and Management 2019			
Parallel Session - HRM			
Day 2 : Sunday, February 24, 2019			
S.No	Author Names	Paper Title	Time
Session Chair: Dr. Aneel Kumar			
Co – Chair : Ms. Urooj Mughal			
Session Summary: Ms. Aimen Rasheed			
Room # 12			
1	Mr. Asif Nawaz	An Assessment of Stressor Strain Outcome Model in Hospitality Sector	11:00 - 11:15 am
2	Ms. Rabail Aisha	Perceived Abusive Supervision and Counterproductive Work Behaviors: Moderating Role of Power Distance Orientation	11:15 - 11:30 am
	Dr. Manzoor Ali Mirani		

3	Ms. Rabia Khokhar	Work Stress; A Study On Gender & Age	11:30 - 11:45 am
4	Ms. Khadija-tul-Kubra	Recruitment System of Civil Services of Pakistan (Officer Cadre)	11:45 - 12:00 pm
5	Ms. Farzana Akmal Memon	Effect of Communication on Organizational Structural Change	12:00 - 12:15 pm
6	Ms. Kishwar	Impact of Cyber-Loafing on Employee Gains	12:15 - 12:30 pm

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1st National Research Conference on Business and Management 2019			
Parallel Session - Marketing			
Day 2 : Sunday, February 24, 2019			
S.No	Author Names	Paper Title	Time
Session Chair: Dr. Noor Mohammad Jamali			
Session Co-Chair: Mr. Juned Shah			
Session Summary: Mr. Qasim Shah			
Room # 14			
1	Mr. Zulfiqar Ali Chachar	Impact of Social Commerce Information Seeking, Social Presence,	11:00 - 11:15 am

		and familiarity in Social Commerce on Customers' Purchase Intention	
2	Mr. Shoaib M. Farooq	Applying Marketing Conventions on Pharmaceutical Generics: An Analysis of Starpram Brand from Maple Pharmaceuticals	11:15 - 11:30 am
	Dr. Jawaid A. Qureshi		
	Dr. Salman Bashir		
3	Ms. Asma Abdul Rahim Chang	Why Chinioti Sheikhs are Successful in Pakistan? An Exploratory Study to Understand Entrepreneurial Mindset and Secret of Success Based on Cumulative Case Study and Focus Group	11:30 - 11:45 am (Via Skype)
	Dr. Jawaid A. Qureshi		

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1st National Research Conference on Business and Management 2019			
Parallel Session – Finance and Economics			
Day 2 (i) : Sunday, February 24, 2019			
S.No	Author Names	Paper Title	Time
Session Chair: Dr. Niaz Ahmed Bhutto			
Co – Chair : Mr. Shoaib Ali Shah			
Session Summary: Mr. Qasim Raza			

Room # 13			
1	Ms. Mehak Nizam Panhwar	Bilateral Trade Between Pakistan and USA	11:00 - 11:15 am
2	Ms. Kalsoom Ahmed	Impact of Foreign Direct Investment and Net Official Development Assistance' influence on Economic Growth of Pakistan	11:15 - 11:30 am
3	Ms. Shagufta Saleem Shaikh	Comparative Study of Public and Private Primary Schools in Larkana	11:30 - 11:45 am
4	Ms. Sahabia Kanwal	Mergers and Acquisitions in Selected States of GCC	11:45 - 12:00 pm
5	Ms. Sundas Memon	Impact of CSR on Financial Performance of Banks: A Case Study	12:00 -12:15 pm
6	Ms. Neha Advani	Impact of Interest Rates Fluctuation on the Financial and Economic Performance of Banking Sector of Pakistan	12:15 – 12:30 pm

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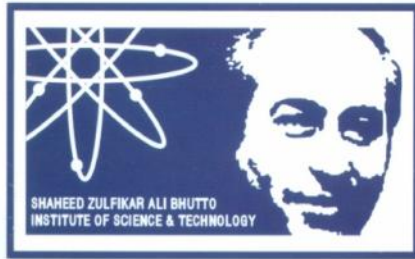
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Parallel Session – Finance and Economics II

Day 2 (ii): Sunday, February 24, 2019

S.No	Author Names	Paper Title	Time
Session Chair: Dr. M. Kashif			
Co – Chair : Mr. Vickram Talreja			
Session Summary: Mr. Jameel Ahmed			
Room # 11			
1	Ms. Maliha Noor Soomro	Analytical Study on School's Management, Poverty and Infrastructure	11:00 - 11:15 am
2	Mr. Babar Tanwri	Impact of Different factors on Currency Appreciation & Depreciation	11:15 - 11:30 am
	Mr. Shoaib Shaikh		
	Mr. Sateesh Ahlyani		
3	Mr. Siraj Ahmed	Impact of Capital Structure on Firm's Financial Performance in Insurance Sector of Pakistan	11:30 - 11:45 am
	Mr. Muneer Hussain		

4	Ms. Rukhsar Shaikh	Corruption-Inflation Nexus: Fresh Evidence from Muslim Transition, Developing & Least Developed Economies	11:45 - 12:00 pm
5	Mr. Vijay Kumar	Do Macroeconomic Indicators Granger Cause Foreign Portfolio?: Investment Evidence from Pakistan	12:00 - 12:15 pm
6	Ms. Manjoo Talreja	Effect of Liquidity Management on Bank's Profitability	12:15 - 12:30 pm



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