

# UCP 5<sup>th</sup> ICIBM 2018 Schedule

## Day 1: Wednesday 21<sup>st</sup> March 2018

### University of Central Punjab, Lahore

Session	Session Details	Start	End	Venue
Opening Session	<b>Registration</b> <b>Inauguration</b> Recitation  Inaugural Speeches: 1. <b>Welcome Address: Dr. Muhammad Zafarullah</b> Pro-Rector, University of Central Punjab, Lahore 2. <b>Keynote Speech: Prof. Nauman Farooqi</b> Dean of Social Sciences, Mount Allison University, Canada 3. <b>Chief Guest: Dr. Mohammad Nizamuddin</b> Chairman, Punjab Higher Education Commission	09:00 am 09:30am	09:30 am 10:30 am	Auditorium
	<b>Tea Break</b>		10:30 am	
Plenary Session	<b>Moderator: Dr. Zubair Iqbal</b> , CEO, Lahore Knowledge Park Company  <b>Panelists:</b> <ol style="list-style-type: none"> <li><b>Mr. Manzoor-ul-Haq Malik</b>, CEO, Shahbaz Chemical Industries (Pvt.) Ltd. Former VP/Regional Chairman, FPCCI</li> <li><b>Mr. Sajjad Kirmani</b>, Board Member PITB,e CEO, Infogistic</li> <li><b>Mr. Badar Khushnood</b>, CEO, Bramerz</li> <li><b>Dr. Zartash Uzmi</b>, Co-Founder, Pakwheels, Associate Professor LUMS</li> <li><b>Mr. Gohar Iqbal</b>, CEO, Johnny &amp; Jugnoo</li> <li><b>Ms. Madiha Parvez</b>, Head Incubation Centre, University of Central Punjab</li> <li><b>Ms. Maryam Mohiuddin Ahmed</b>, Founder and Director, Social Innovation Lab</li> </ol>	11:00 am	12:00 pm	Auditorium
	Q & A Session	12:00 pm	12:30 pm	
<b>Parallel Session 1</b>		<b>Start</b>	<b>End</b>	<b>Venue</b>
Strategic Human Resources	<b>Sub Theme Coordinator: Dr. Salman Iqbal</b> , UCP Business School, Lahore <b>Session Chair: Dr. Zafar-uz-Zaman Anjum</b> , COMSAT Institute of Information Technology, Lahore <b>Presenter 1: Rabia Khokhar</b> and Farhan Ahmed, Shaheed Zulfikar Ali Bhutto Institute of Science & Technology, Karachi Campus, Karachi (SZABIST) <b>Paper Title:</b> Nexus between Organizational Culture and Employees Turnover <b>Presenter 2: Qurrat-ul-Ain</b> , Iqra University, Karachi	12:30 pm	02:00 pm	Room B - 001

	<p><b>Paper Title:</b> The Impact of Job Design, Job Involvement and Career Development on Organizational Commitment: Empirical Findings from Pharmaceutical firms of Karachi</p> <p><b>Presenter 3: Falak Shad Memon</b> and Saima Mohsin, Institute of Business Management, Karachi</p> <p><b>Paper Title:</b> Employee Empowerment in Decisions and Organization's Development: A Study of Manufacturing Industries of Pakistan</p> <p><b>Presenter 4: Ifrah Jameel,</b> Dr. Saima Naseer and Dr. Fauzia Syed, International Islamic University, Islamabad</p> <p><b>Paper Title:</b> Workplace Incivility and Deviant Behaviours: The Mediating Effects of Workplace Stress and Depression</p>			
	<b>Parallel Session 2</b>	<b>Start</b>	<b>End</b>	<b>Venue</b>
<b>Managerial Decision and Organizational Performance</b>	<p><b>Sub Theme Coordinator: Dr. Hassan Rauf,</b> UCP Business School, Lahore</p> <p><b>Session Chair: Dr. Rizwan Ahmad,</b> Lahore School of Economics, Lahore</p> <p><b>Presenter 1: Mehreen Waheed Butt,</b> University of Management and Technology, Lahore</p> <p><b>Paper Title:</b> Consequential Determinants of Turnover Intention: The Interactive Role of Human Resource Practices</p> <p><b>Presenter 2: Qurat-ul-Ain,</b> Muhammad Qasim and Dr. Ghulam Saghir, University of Central Punjab, Lahore</p> <p><b>Paper Title:</b> Dynamic Relationship of Leverage and Firm Size With Firm Financial Performance</p> <p><b>Presenter 3: Mahwish W. Khan</b> and Meryem Altaf, University of Management &amp; Technology, Lahore</p> <p><b>Paper Title:</b> Impact of Organizational Culture on Knowledge Sharing In Education Sector of Pakistan</p> <p><b>Presenter 4: Mehwish Khan,</b> University of the Punjab, Lahore</p> <p><b>Paper Title:</b> The Nexus between Capital Structure and Performance; A Case of Conventional and Islamic Banks of Pakistan</p>	12:30 pm	02:00 pm	<b>Room B - 002</b>
	<b>Parallel Session 3</b>	<b>Start</b>	<b>End</b>	<b>Venue</b>
<b>Corporate Governance in Entrepreneurial Setting</b>	<p><b>Sub Theme Coordinator: Dr. Irfan Saleem,</b> UCP Business School, Lahore</p> <p><b>Session Chair: Dr. Sania Zahra Malik,</b> University of the Punjab, Lahore</p> <p><b>Presenter 1: Nayeem ul Hassan Ansari,</b> H.M.Amir Anis and Yousuf Aboya, Dadabhoy Institute of Higher Education, Karachi</p> <p><b>Paper Title:</b> Political Barriers Assessment on Solar Power Generation – A Case Study of Energy Sector of Pakistan</p> <p><b>Presenter 2: Samreen Durrani</b> M. Mahmood Shah Khan, Afia Mushtaq, University of Management and Technology, Lahore</p> <p><b>Paper Title:</b> The Impact of Underground Economy on Economic Growth of Pakistan</p> <p><b>Presenter 3: Aamir Kibria,</b> Aashi Mir Alam, Sehrish Mavani, University of Sindh, Jamshoro</p>	12:30 pm	02:00 pm	<b>Room B - 003</b>

	<b>Paper Title:</b> Impact of Internal Antecedents on Corporate Entrepreneurship and Firm Performance: Evidences from Private Banks in Hyderabad City			
	<b>Lunch &amp; Prayer Break</b>	02:00 pm	03:00 pm	
	<b>Parallel Session 1</b>	<b>Start</b>	<b>End</b>	<b>Venue</b>
<b>Strategic Human Resources</b>	<p><b>Sub Theme Coordinator:</b> Dr. Salman Iqbal, UCP Business School, Lahore</p> <p><b>Session Chair:</b> Dr. Imran Hameed, University of Lahore,</p> <p><b>Presenter 1:</b> Naila Azam Joiya, University of Central Punjab, Lahore</p> <p><b>Paper Title:</b> Causes of Job Involvement, Job Satisfaction and Employee Turnover Intentions: A Study on Banking Industry of Pakistan</p> <p><b>Presenter 2:</b> Bilal Tariq, Atia Hafeez and Dr. Muhammad Irfan Chani, COMSATS Institute of Information Technology Vehari.</p> <p><b>Paper Title:</b> Role of Health Expenditures in Economic and Social Welfare of Developing Countries</p> <p><b>Presenter 3:</b> Muhammad Salman Chughtai and Dr. Shazia Nauman, Virtual University of Pakistan</p> <p><b>Paper Title:</b> HRM Practices and Employee Performance: Moderating Role of IWE</p> <p><b>Presenter 4:</b> Raja Irfan Sabir, Kashaf Munir, University of Central Punjab, Sialkot</p> <p><b>Paper Title:</b> Relationship between Emotional Intelligence and Job Performance, Job Satisfaction and Turnover Intention: An Empirical Study in Context of Sialkot's Education Sector</p>	03:00 pm	04:30pm	<b>Room B - 001</b>
	<b>Parallel Session 2</b>	<b>Start</b>	<b>End</b>	<b>Venue</b>
<b>Managing Creativity and Disruptive Innovations/R&amp;D, Startups, Spinouts and University-Industry Linkages</b>	<p><b>Sub Theme Coordinator:</b> Dr. Abdul Waheed, UCP Business School, Lahore</p> <p><b>Session Chair:</b> Dr. Zahid Riaz, Lahore School of Economics, Lahore</p> <p><b>Presenter 1:</b> Farhan Ahmed, Mumtaz Ahmed and Muhammad Kashif, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Karachi (SZABIST)</p> <p><b>Paper Title:</b> Gas Prices and Industrial Level Production: Empirical Evidence from Pakistan</p> <p><b>Presenter 2:</b> Waqar Rasool, Arooj Shahid and Nida Tariq, University of Central Punjab, Lahore</p> <p><b>Paper Title:</b> Corporate Suicides and The Role of Innovation</p> <p><b>Presenter 3:</b> Saad Shafiq, University of Central Punjab, Lahore</p> <p><b>Paper Title:</b> Knowledge Management in Alliances</p> <p><b>Presenter 4:</b> Sundus Qasim, University Of Central Punjab, Lahore</p> <p><b>Paper Title:</b> Technology Transfer and Local Competitiveness: A Sectoral/National Innovation System Perspective</p> <p><b>Presenter 5:</b> Sarah Wali Qazi, Humair Ali, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Pakistan (SZABIST)</p> <p><b>Paper Title:</b> Fueling Women Empowerment: An Exploratory Study of the Linkages between Women, Micro Entrepreneurship and Access to Microcredit</p>	03:00 pm	04:30 pm	<b>Room B - 002</b>

	<p><b>Presenter 6: Bilal Mustafa</b>, Mishal Nafees, University of Central Punjab, Lahore</p> <p><b>Paper Title:</b> Relationship of Motivational and Social Factors with Entrepreneurial Intentions</p>			
	<b>Parallel Session 3</b>	<b>Start</b>	<b>End</b>	<b>Venue</b>
<b>Leadership, Innovation and Change Management</b>	<p><b>Sub Theme Coordinator: Dr. Muhammad Nadeem Dogar</b>, UCP Business School, Lahore</p> <p><b>Session Chair: Dr. Basharat Naem</b>, COMSAT Institute of Information Technology, Lahore</p> <p><b>Presenter 1: Javaria Rehman</b>, Sidrah Al Hassan, International Islamic University, Islamabad</p> <p><b>Paper Title:</b> Impact of Leader Member Exchange (LMX) on Employee Voice, Moderating Role of Psychological Safety, Mediating Role of Psychological Empowerment and Trust</p> <p><b>Presenter 2: Dr. Muhammad Irfan Arif</b>, University of Education, Lahore</p> <p><b>Paper Title:</b> Leaders' Emotional Intelligence: Effective Leadership at Educational Organizations</p> <p><b>Presenter 3: Sumera Khalid</b>, Farhat Iqbal Awan, Kinnaird College for Women, Lahore</p> <p><b>Paper Title:</b> Self-Reliance: A Gender and Communal Perspective on its Relationship to Leadership Evaluation.</p> <p><b>Presenter 4: Nosheen Saba</b>, Shaheed Zulfikar Ali Bhutto Institute of Science &amp; Technology, Islamabad (SZABIST)</p> <p><b>Paper Title:</b> The Effect of Transformational Leadership on Project Success with Mediating Role of Work Engagement in Project Based Organizations of Pakistan</p> <p><b>Presenter 5: Nasir J. Awan</b>, Riphah International University, Lahore</p> <p><b>Paper Title:</b> Impact of Charismatic Leadership Style on Organizational Performance: A Pharmaceutical Industry of Pakistan</p>	03:00 pm	04:30 pm	<b>Room B - 003</b>
	<b>Tea Break</b>	04:30 pm	05:00 pm	

**Day 1 Complete**

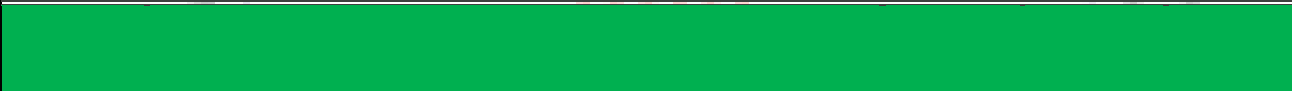
# UCP 5<sup>th</sup> ICIBM 2018 Schedule

## Day 2: Thursday 22<sup>nd</sup> March, 2018

### University of Central Punjab, Lahore

Session	Session Details	Start	End	Venue
Opening Session	<b>Recitation</b>	09:00 am	09:15 am	Auditorium
	<b>Keynote Speaker: Mr. Aqeel Ahmed</b> , University of Southampton, UK	09:15 am	09:30 am	
	<b>Colloquium Session: Dr. Jawad Syed</b> , Suleman Dawood School of Business, Lahore University of Management Sciences	09:30 am	10:15 am	
	<b>Topic: Significance of Publishing in Top Business Research Journals</b>			
	Q & A Session	10:15 am	10:30 am	
	<b>Tea Break</b>	10:30 am	11:00 am	
	Session Details	Start	End	Venue
Marketing, Advertising and Branding of Innovative Products	<p><b>Sub Theme Coordinator: Dr. Muhammad Zeeshan</b>, UCP Business School, Lahore</p> <p><b>Session Chair: Dr. Osman Khan</b>, Iqra University, Islamabad</p> <p><b>Presenter 1: Aniqah Khokhar</b> and Farhan Ahmed, Shaheed Zulfikar Ali Bhutto Institute of Science &amp; Technology, Karachi</p> <p><b>Paper Title:</b> Males as Impulsive Buyers: How Do They Get Affected?</p> <p><b>Presenter 2: Liaquat Ali Rahoo</b>, Mariam Kalhoro, Shadab Kalhoro, Uroosa Sahito and Prof. Dr. Arabella Bhutto, University of Sufism and Modern Sciences, BhitShah</p> <p><b>Paper Title:</b> Analysis of TV Advertisement on the Life Style of Pakistani Youth: A Case Study of Sindh Province</p> <p><b>Presenter 3: Rida Zainab</b>, Hamna Sohail, Sadia Naeem Butt and Muhammad Danish Habib, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Islamabad (SZABIST)</p> <p><b>Paper Title:</b> A Model and Empirical Investigation of Internal and External Drivers of Variety Seeking Intentions: A Case of Restaurant Industry</p> <p><b>Presenter 4: Laraib Arshad</b>, Muhammad Danish Habib and Yasir Aftab Farooqi, National College of Business Administration &amp; Economics, Gujrat</p> <p><b>Paper Title:</b> A Model and Empirical Investigation of Perceived Justice, Perceived Value and Brand Loyalty: A Case Study of Restaurant</p> <p><b>Presenter 5: Nazan Ilyas</b>, Anna Ilyas and Dr. Osman Khan, University of Central Punjab, Lahore, Pakistan</p> <p><b>Paper Title:</b> Best Practices of Top Brand of Pakistan: Case Study Methodology</p> <p><b>Presenter 6: Nainan Nawaz</b>, Iqra University, Islamabad</p> <p><b>Paper Title:</b> What Make Customers Buy on Impulse: An Analysis of Impulsive Buying Behavior</p>	11:00 am	12:15 am	Auditorium

	<p><b>Presenter 7: Shiza Farooq</b>, Dr. Osman Khan, Iqra University Islamabad</p> <p><b>Paper Title:</b> Service firm competitiveness in Pakistan through the lens of Brand Management System</p>			
	<b>Session Details</b>	<b>Start</b>	<b>End</b>	<b>Venue</b>
<b>Financial Challenges for Startups and New Products / Services/Entrepreneurship In Public and Non-Profit Sector</b>	<p><b>Sub Theme Coordinator: Dr. Nasir Malik</b>, UCP Business School, Lahore</p> <p><b>Session Chair: Dr. Syed Zulfiqar Ali Shah</b>, International Islamic University, Islamabad</p> <p><b>Presenter 1: Muhammad Shujaat Saleem</b> and Dr. Aziz ur Rehman, Muhammad Ali Jinnah University, Karachi</p> <p><b>Paper Title:</b> Removing Fallacies Regarding Use of Conventional Benchmark in Islamic Banking and Finance (<b>FCSNP</b>)</p> <p><b>Presenter 2: Ahmad Ahsan Akbar</b> and Ansar Waseem, University of Management and Technology, Lahore</p> <p><b>Paper Title:</b> Role of Government Initiatives in Shaping Entrepreneurial Intentions (<b>FCSNP</b>)</p> <p><b>Presenter 3: Hafiz Zahid Mehmood</b>, COMSAT Institute of Information Technology, Lahore</p> <p><b>Paper Title:</b> Role of Islamic Finance in Financial Inclusion and Agro-Production Business: A Case of WASIL Foundation (<b>FCSNP</b>)</p> <p><b>Presenter 4: Tayyaba Munir</b>, University of Central Punjab, Lahore</p> <p><b>Paper Title:</b> The Role of Commitment and Implementation Intention in Bridging the Entrepreneurial Intention Behavior Gap (<b>EPNPS</b>)</p> <p><b>Presenter 5: Huma Siraj Manj</b>, Ms. Samina Riaz and Dr. Shehla A. Yasin, Lahore College for Women University Lahore, Pakistan</p> <p><b>Paper Title:</b> From Dreams to Vision: Lives of Female Entrepreneurs (<b>EPNPS</b>)</p> <p><b>Presenter 6: Waleed Ahmed</b>, Dr. Irfan Sabir, University of Lahore</p> <p><b>Paper Title:</b> Impact of Employment on Women's life: A Case Study of Rawalpindi (<b>EPNPS</b>)</p>	12:15 am	01:15 pm	<b>Auditorium</b>
<b>Closing Ceremony</b>	<p><b>Conference Report: Dr. Bilal Mirza</b>, Conference Secretary</p> <p><b>Vote of Thanks: Dr. Faisal Mustafa</b>, Dean UCP Business School</p> <p><b>Chief Guest: Mr. Irfan Qaiser Sheikh</b>, Chairperson, Technical Education and Vocational Training Authority (TEVTA)</p>	01:15 pm	01:45 pm	<b>Auditorium</b>
	<b>Shield Distribution Ceremony</b>	1:45 pm	2:00 pm	<b>Auditorium</b>
	<b>Lunch &amp; Prayer Break</b>	2:00 pm	3:00 pm	

<b>Post-Conference Session</b>	<b>Session by Dr. Zafar Iqbal Jadoon, Ex-Dean UCP Business School</b>  <b>Topic: “Dialogical Organizational Development and Its Relevance to Pakistan”</b>	03:00 pm	03:45 pm	<b>Auditorium</b>
<b>Post-Conference Workshop</b>	<b>Structural Equation Modelling Using AMOS</b> <b>Dr. Rab Nawaz Lodhi, Assistant Professor UET, Lahore</b>	03:45 pm	05:30 pm	<b>Room CL-204</b>
				

**Day 2 Complete**

