



UCP BUSINESS SCHOOL



8th ICIBM

INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN BUSINESS MANAGEMENT

Sustainable Practices for Business, Law and Entrepreneurship

CONFERENCE PROCEEDINGS



8th ICIBM (HYBRID)

Program Details

Day 1: Monday, 5th June 2023

| Sessions | Start | End | Duration | Program | | | | | | | | | | | | |
|---|--------------|----------------|--------------|--|-------------------|-------|----------------|---------|----------------------|-------------------|--------------|--------------|--------------|--------------|------------------------------|--------------|
| - | 08:00 | 9.30 | 90 min | Conference Registration Open | | | | | | | | | | | | |
| Session 1 Opening Session Auditorium | 9.30 | 11:00 | 90 min | <p>Opening Session (Business School & Law faculty combined)</p> <p>Welcome note by Dr. Muhammad Athar Siddiqui, Conference Chair</p> <p>Keynote address: Dr. Muhammad Nadeem Associate Professor of Finance, University of Queensland, Australia</p> <p>Special note by Dr. Nassar Ikram Pro Rector, UCP</p> <p>Special note by Prof. Dr. Shahid Munir, Chairperson, Punjab Higher Education Commission Chief Guest</p> <p>Shield distribution</p> | | | | | | | | | | | | |
| | 11:00 | 11:30 | 30 min | Tea Break & Networking Session Common Room 2nd Floor Building C | | | | | | | | | | | | |
| Session 2 Parallel Presentations | 11:30 | 01:00 | 90 min | <p>Law Faculty: Keynote address: Dr. Siti Silwani binti Razali Associate Professor International Islamic University, Malaysia</p> <p>Paper Presentations: Faculty of Law Venue: Webinar Room C-Building</p> <p style="text-align: center;">Parallel Paper Presentation: Business School</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td>Marketing</td> <td>OB/HR</td> <td>Sustainability</td> <td>Finance</td> <td>Online participation</td> <td>MS/PhD Colloquium</td> </tr> <tr> <td>Venue: C-113</td> <td>Venue: C-114</td> <td>Venue: C-213</td> <td>Venue: C-214</td> <td>Venue: Board Room Building C</td> <td>Venue: C-116</td> </tr> </table> | Marketing | OB/HR | Sustainability | Finance | Online participation | MS/PhD Colloquium | Venue: C-113 | Venue: C-114 | Venue: C-213 | Venue: C-214 | Venue: Board Room Building C | Venue: C-116 |
| Marketing | OB/HR | Sustainability | Finance | Online participation | MS/PhD Colloquium | | | | | | | | | | | |
| Venue: C-113 | Venue: C-114 | Venue: C-213 | Venue: C-214 | Venue: Board Room Building C | Venue: C-116 | | | | | | | | | | | |
| | 01:30 | 3:00 | | Lunch & Namaz Break Common Room 2nd Floor Building C | | | | | | | | | | | | |
| Session 3 Industry Talk/Panel Discussion | 3.00 | 5.00 | 120 min | <p>Panel discussion on "Digitalization: Harnessing Technology for Business Growth"</p> <p>Participants</p> <ol style="list-style-type: none"> 1. Mr. Aasim Saleem General Manager Central at Bank Islami Pakistan Limited 2. Ms. Kanwal Cheema Founder CEO My Impact Meter 3. Mr. Junaid Asrar Head of Talent Sustainability & HR Digital Transformation at Fatima Group 4. Prof. Dr. Niaz Ahmed Bhutto Sukkur Institute of Business Administration University, Sukkur. | | | | | | | | | | | | |
| | 05:00 | 05:45 | 45 min | Namaz, Networking Tea & Interviews for social media Auditorium Gallery | | | | | | | | | | | | |

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|---|-------|-------|---------|---|
| Session 4 Day 1 Closing Ceremony | 05:45 | 07:00 | 75 min | Closing Speeches: Award/Certificates Distribution: Best Paper each Track, Best paper conference Closing Remarks: Dr Asad Hassan Butt Conference Secretary Venue: UCP Auditorium |
| | 07:00 | 09:00 | 120 min | Musical evening and dinner Musical evening: UCP Auditorium Dinner for presenters: Courtyard Building-A Outside Auditorium |

Program Details

Day 2: Tuesday, 6th June 2023

| Sessions | Start | End | Total Time | Program Structure | |
|---------------------------------|-------|-------|------------|--|-----------------------------------|
| - | 09:00 | 9:30 | 30 min | Conference Registration Open | |
| Session 1 Opening Session | 9:30 | 10:00 | 30 min | Online Video keynote: Dr. Robin K Chou Professor and Vice-Dean National Chengchi University, Taiwan-President Asian Finance Association) | |
| Session 2 Parallel Workshops | 10:00 | 11:30 | 90 min | Professional Development Workshop | Professional Development Workshop |
| | | | | Title: NVivo | Title: Warp PLS |
| | | | | Venue: Lab 402 | Venue: CL401 |
| | 11:30 | 12:00 | 30 min | Closing, Tea Break & Networking Session | |

THE BMW MODEL OF PERCEIVED SACRIFICES OF AI: AN INTERPRETIVE STUDY

Shiza Farooq
IQRA University

Abstract

“The development of full artificial intelligence could spell the end of the human race. It would take off on its own, and re-design itself at an ever-increasing rate. Humans, who are limited by slow biological evolution, couldn't compete, and would be superseded.” (Hawking, S., 2014). Course of human intellect is filled with such questions regarding the dangers and disasters of Artificial intelligence. The debate of how these questions, of the risks and sacrifices pertaining Artificial Intelligence and its use, are modified based on different contexts, remain an unsolved agenda for existing body of research. Lack of investigation about the adverse side of artificially intelligent platforms, is prominent gap residing between practice and literature. Therefore, the study aims to comprehend the impression of perceived sacrifices about the artificially intelligent platforms by making an attempt to categorize the sacrifices perceived regarding the usage of Artificial intelligence (AI) in the Pakistani context. Such information is gathered through a series of interviews from AI platform end users (specially Google, Facebook and Chatgpt). The findings were analyzed by transcribing the data from above mentioned sources and applying the thematic analysis to reach final outcome. A BMW model has been categorized as a final outcome of this interpretive study and laid as ground to be used for future research aspirations regarding the adverse side of Artificial intelligence.

CSR PRACTICES AND THEIR VARYING IMPACT ON CONSUMER PURCHASE INTENTION BASED ON DIFFERENT DEMOGRAPHIC SEGMENTS IN PAKISTAN

Basharatullah Malik
UCP, Lahore

Dr. Samiullah
UCP, Lahore

Usman Mumtaz
UCP, Lahore

Abstract

This research explores the questions of how different demographic segments in Pakistan respond to CSR activities leading to purchase intention for the products of CSR practicing companies. The differing behaviors on the basis of variable demographic traits of education, income, age groups and gender etc., have been studied. The benefit of the study will be for academia, researchers and, most importantly, the industry. A convenience sampling method was adopted to collect 499 responses on adapted questionnaire. SPSS was used for analysis. The difference in behaviors and the commonalities in responses based on different demographic variables of the respondents were studied to understand the support level of each for different types of CSR, influencing the Purchase Intention of the respondents. The outcome of the study helps in terms of addition to the body of knowledge regarding consumer behavior (CSR versus Purchase Intention), aids academicians in educating the current student body on the latest regional and local consumer behavior and will help the industry for segmentation of the consumers on scientific grounds and design their CSR strategy to suit specific segments and niches for their ultimate competitive advantage, better revenues and profits.

**SERVICE RECOVERY AND CUSTOMER BEHAVIOR:
MEDIATED BY PERCEIVED JUSTICE AI (ARTIFICIAL
INTELLIGENCE) EVIDENCE FROM BANKING SECTOR OF
PAKISTAN**

Sumaira Shamoon
UCP, Lahore

Aqeel Ahmad
UCP, Lahore

Abstract

Service industry now a days facing a huge competition due to introduction of AI (Artificial Intelligence). Different organizations are working on the interface of AI in service recovery process and consequently measuring different customer behaviors. Customer on the basis of different service recovery strategies supported by AI system are generating very positive behaviors. Due to technological advancement organizations are not lagging behind it. Current paper measures the impact of service recovery strategy on customer behaviors when customer perceived justice mediates the relationship. All this model is measured in accordance with the technology of AI. All the hypotheses are accepted and shows positive results. Banking sector was used as population. Data of 320 customers were collected. Later study presents implications for the service industries and policy makers keeping in context the AI as important tool. Few of AI constraints are also included in future study and limitations of the study.

ONLINE-LOGISTICS SERVICE QUALITY CREATING IMPACT ON NEGATIVE WORD OF MOUTH AND CUSTOMER REPURCHASE INTENTION

Shizra Khan
NUML, Islamabad

Naeem Khan
UCP, Lahore

Syed Zakki Abbas
IQRA University

Abstract

The aim of this study is to examine the role of customer satisfaction as a mediating variable on negative word of mouth and customer repurchase intention. These findings emphasize on the importance of focusing on service quality in the food industry if businesses want to achieve customer loyalty and retention. Therefore, food businesses should prioritize delivering high-quality service to their customers to reduce negative word of mouth and engage customer with them for the longer time period. A quantitative approach was used in this study with a cross-sectional survey design. Data was collected using a self-administered survey questionnaire. Participants were customers who are the user of online food ordering platforms. The collected data was analyzed using statistical research techniques. The study revealed that several dimensions of online logistics service quality were found to be significant factors in determining customer reviews. Additionally, customer satisfaction was found to play a mediating role in this relationship. The study also found the customer is also sensitive to the price when ordering through the online platform. This study is done on only food industry can be done on other industries. The data collected is only representing B2C and not including B2B responses. This study has practical implications for businesses looking to improve their online logistics service quality by focusing on the significant dimensions identified in the study when designing their strategy. Additionally, the study found that price offering deals can attract customers and increase purchase rates. This suggests that companies may want to consider using price discounts as a marketing and promotion strategy.

ROLE OF BEHAVIORAL AND EMOTIONAL CHARACTERISTICS OF CONSUMERS IN SPREADING NEGATIVE WORD OF MOUTH

Muzammil Akhtar
IQRA University

Naeem Khan
UCP, Lahore

Zuhaa Khalid
IQRA University

Abstract

Firms spend a hefty amount on marketing campaigns to create a positive image, however, negative feedback from consumers' affects the firm's efforts. Special attention is required to understand and then respond to such a spread of negative word of mouth. The spread of negative word of mouth is not only dependent on the bad experience, rather it is influenced by the personality and emotional aspects of the consumer. The purpose of the study is to explain the relationship between a bad experience and negative word of mouth with the mediated moderation of frustration and moral identity. The study is of quantitative nature and uses Andres F Hayes process model for its analysis. Results indicate that people who encounter bad experiences tend to spread negative (e-WOM) and this behavior gets even stronger if they are frustrated. However, people with higher moral identity become less frustrated after a bad experience resulting in a decrease in the negative (e-WOM) and people with low moral identity tend to get more frustrated after a bad experience increasing negative (e-WOM). Literature hardly exhibits consumers' personality or behavioral aspects to explain consumer behavior in an online environment. This study takes on a moderated mediation approach to explain the creation of negative word of mouth involving bad experiences, moral identity, and frustration which opens up new avenues of future research in the field of consumer behavior. This study has used a cross-sectional approach to explain consumer behavior which can further be investigated using longitudinal or experimental methods. Consumers' response to a memory-based survey sometimes produces socially acceptable responses that can be reduced by using experimentation.

TECHNOLOGY STUDY OF VIRTUAL REALITY IN REAL ESTATE INDUSTRY IN PAKISTAN

Misbah Riaz
IQRA University

Dr. Sidra Pervez
IQRA University

Naeem Khan
UCP, Lahore

Abstract

The use of Virtual Reality (VR) technology in the Real Estate (RE) industry has indeed gained significant momentum globally. VR offers an immersive and interactive experience that allows potential buyers to explore properties virtually and gain a better understanding of their design, layout, and ambiance. It enables customers to visualize the property without physically being present, which is particularly beneficial for long-distance or international buyers. In many parts of the world, the adoption of VR in the RE industry has resulted in enhanced marketing and sales efforts. It allows real estate developers and agents to showcase their properties in a more engaging and informative way, attracting potential buyers and increasing the likelihood of sales. There is a scarcity of studies that focus on the intersection of Real Estate and emerging technologies like Virtual Reality (VR), particularly in developing countries such as Pakistan. It is important to have a greater number of studies that investigate the use of VR as a marketing tool in the Real Estate industry. Furthermore, studying VR technology in the Real Estate industry of developing countries can provide unique insights into the challenges and opportunities specific to these contexts. This research can help identify strategies and best practices for implementing VR technology in resource-constrained environments and address any cultural or infrastructural barriers that may exist. By examining the implementation of VR technology in the RE sector of Pakistan, the study can provide insights into the potential benefits or drawbacks of adopting VR in this specific context. It will explore whether VR enhances customers' experience by providing them with a realistic representation of properties and accurate features, thereby influencing their purchase intention positively.

EFFECT OF MATERIALISTIC ADVERTISING ON PAKISTAN'S YOUTH: MEDIATING ROLE OF CONSUMER SOCIALISM

Shehzeen Khan
UCP, Lahore

Abstract

The goal of this study is to analyze and evaluate the diverse effects of advertising on young people. This paper studied the origins of materialism as a result of excessive exposure to advertisements depicting materialism. Society has witnessed the increased impact of advertising on the young generation and how it influences them to embrace a materialistic lifestyle, as well as how the causes and effects of materialism are leading to an increase in confrontations between parents and children. Materialistic TV advertising, materialistic lifestyle, parent-child conflict, and consumer socialism are the primary variables of the study. It is a quantitative study employing a deductive research strategy. Respondents' information was gathered using a questionnaire. Youth constitute the research population. Smart PLS is utilized to statistically assess and analyze data, as well as experimentally test and interpret hypotheses. In the context of Pakistan, it has become essential to stress the negative effects of advertising on young people, such as materialism and parent-child conflict. The research reveals that materialistic television advertisements are not the only source of increased materialism but have a significant influence in fostering poor parent-child interactions. And consumer socialism strengthens the connection between materialistic television advertisements, a materialistic lifestyle, and conflict between parents and children.

CHEETAY.PK AN OPPORTUNITY WORTH PURSUING?

Dr. Hammad Mushtaq
UMT, Lahore

Adeel Salam Shaikh
UMT, Lahore

Aly Raza Syed
UMT, Lahore

Zeeshan Shaukat
UMT, Lahore

Asher Ramish
UMT, Lahore

Abstract

The case presents situation of e-Commerce platform “Cheetay.pk” offering innovative logistical solutions for online businesses operating in Pakistan. It opens with the scenario of brand launch of “Cheetay.pk” as it was to serve the customers and fulfil their needs through innovative delivery system to enable the dream of instant and same day delivery. The case further highlights various events ranging from brand launch to its expansion in terms of product range and geographical coverage. Initially, the company attempted to create a brand image on social media by starting their “ambassador ship program”. The case presents multifaceted issues of a typical online store ranging from Leadership, Online Reputation, Customer Services and Supply chain. Similarly, the processes focused in this case are customers’ experience, business’ engagement and delivery fulfillment. The objectives of case include enhance understanding of launching online company, orient the reader that how startup brands struggle in online markets, highlights importance of handling customer service, brand awareness regarding innovative technologies used in e-Commerce, how to streamline processes e.g. customer orders processing, complaints and the role of leadership in an e-Commerce-based company. The case study questions involve the learners to reflect on operations, customer service & relationship strategy and the role of leadership.

MUGHAL STEEL: STRATEGIC SOURCING

Aly Raza Syed
UMT, Lahore

Asher Ramish
UMT, Lahore

Adeel Salam Shaikh
UMT, Lahore

Dr. Hammad Mushtaq
UMT, Lahore

Zeeshan Shaukat
UMT, Lahore

Abstract

Strategic sourcing is a supply chain management method that formalizes the gathering and utilization of information, enabling companies to leverage their collective buying power to identify the best market value and align their purchasing strategy with business goals. The case depicts strong emphasis on a culture of continuous improvement, driving all employees to constantly seek ways to enhance technological processes and improve the efficiency, effectiveness, and flexibility of the company. In this case study, two essential components of strategic sourcing are highlighted: supplier selection and continuous optimization/progress through benchmarking, involving the development of measurement, scoring, and rating criteria on a regular basis. The company's supplier performance measurement process helped in measuring, analyzing, and managing supplier performance for the purposes of reducing costs, mitigating risk, and driving continuous improvements in value and operations. This case can be useful as a learning resource for strategic sourcing in supply chain setting.

EXAMINING THE DIRECT AND INDIRECT EFFECT OF BRAND PERSONALITY ON BRAND LOYALTY

Amjad Ali
UCP, Lahore

Zeeshan
UCP Lahore

Dr. Aitzaz Khursheed
UCP, Lahore

Dr. Shahzad Hanif
UCP, Lahore

Abstract

This study looks at how brand personality and brand loyalty are related, with a particular emphasis on the mediating function of brand image symbolic. Data from 381 customers of apparel brands in Pakistan are analyzed by the research using a conceptual framework and structural equation modeling. Through the use of brand image symbolic, the study examines the three dimensions of brand personality and their effects on brand loyalty. The empirical findings show that the brand personality dimensions of excitement, sincerity and sophistication are positively correlated with brand loyalty. The study also demonstrates how brand image symbolic mediates this relationship. The theoretical understanding of customer behavior is fostered by these insights, which also have a direct use for brand managers creating successful brand strategies. This study improves our understanding of the fundamental processes that underlie customer loyalty by revealing the interactions between brand personality, brand image symbolic and brand loyalty. The knowledge collected from this study can help marketers create focused strategies that increase customer engagement and brand loyalty.

THE IMPACT OF BRAND ENGAGEMENT AND BRAND AUTHENTICITY ON BRAND LOVE: AN EXPLORATION OF CUSTOMER BRAND IDENTIFICATION

Faiza Latif
UCP, Lahore

Dr. Sami Ullah
UCP, Lahore

Abstract

This study explores how brand authenticity, brand engagement, customer brand identification and brand love are interrelated with one another. It also investigates the moderating effect of social media presence in FMCG sector of Pakistan. Data will be collected from the FMCG consumers of Pakistan. The findings will determine that critical how these critical elements of relationship marketing influence the relationship among brands and consumers. This study will contribute the brand love research in Pakistani culture which is scant before. It will also help marketers to consider these relational and engaging elements while crafting their strategies.

THE IMPACT OF HERITAGE SITE EXPERIENCES ON BEHAVIOURAL INTENTION (OF TOURISTS TO REVISIT A HERITAGE SITE) WITH MEDIATING ROLE OF NOSTALGIA

Moazzam Qadri
PMAS Arid

Dr. Arshia Hashmi
UCP, Lahore

Dr. Faisal Rasheed
UCP, Lahore

Asma Tariq
UCP, Lahore

Abstract

The study is conducted to understand the relationship between four heritage site experiences and behavioural intention through the mediation role of nostalgia. The past literature and theory of experience economy is applied here to support the results. The population of six mentioned UNESCO World heritage sites in Pakistan is selected to conduct study. The results show that there is a significant relationship between heritage site experiences (Heritage site, Hedonics & escapism, Service & Facilities) other than historic value & learning with behavioural intention by the mediation of nostalgia. For the purpose of collecting data, a questionnaire survey is being conducted, where sample size was 233. Cluster sampling technique is being used for this quantitative research. The target population is international tourists. In statistics, demographics and descriptive are calculated by SPSS 25th version and structural modelling technique is applied by PLS 3.0 version. In the end, discussion is being done with recommendations, further research guidance and conclusion.

WELLBEING AND PERFORMANCE OF “WORK FORCE WITH DISABILITY” IN HOSPITALITY SECTOR DURING COVID 19; THE ROLE OF FLEXIBLE HUMAN RESOURCE MANAGEMENT SYSTEM

Rabia Shahzad

Syed Fahad Ali

Abstract

Among all sectors, the hospitality sector is the most vulnerable to crises caused by unpredicted catastrophe in particular epidemics, natural disasters and terrorist activities (Chan and Lam, 2013; Chen, 2011). COVID-19 with the latter being is the most terrible among previous for this sector, by far and has been anticipated to cost around USD 22 billion globally (Wallis, 2020). CEO of the World Travel and Tourism Council declared “50 million jobs globally are at risk”, occupancy rates have fell to bottom line as decreased to 65% or more around the world with comparison to 2019. There is substantial decline as 6 to 9% in terms of international tourist arrivals in 2020, resulted in projected losses of USD 40 billion to USD 60 billion in global visitors spending (World Tourism Organization, 2020). Researchers have observed a number of challenges associated with disable workers as this disadvantageous group is at high risk of facing poor outcomes during the pandemic. They often find themselves as stigmatized part of society (Elassar, 2020) and struggle to adjust in circumstances of sudden change and coping with unusual economic and employment shocks (Livneh H, Chan F, 2019). Experts assert that well-being and job performance of disable workforce is at stake during the Covid-19 crisis and thus organizations need to formulate special and flexible policies and practices to support this segment of workforce (Bullock, 2019; Holt-Lunstad, Robles, &Sbarra, 2017). This fact is also supported by Organizational Support Theory which asserts that favorable environment and supportive organizational practices lead to high degree of Perceived Organizational Support. This factor increases the performance of workers and helps to improve their wellbeing as well.

SOCIAL MEDIA USAGE BY TEENAGER AND ADULT STUDENTS AND ITS IMPACT ON THEIR ACADEMIC AND MENTAL HEALTH: A POST COVID19 COMPARATIVE ANALYSIS

Muhammad Nasir Masooma Batool
IQRA University Virtual University

Abstract

Based on parents' and psychologists' concerns over the young generation's excessive use of social media, this research examines its effect on teenagers' and adult students' academic performance and mental health after the outbreak of the COVID19 pandemic. The researchers collected data from students studying at public and private educational institutions through convenience sampling techniques. Structural analyses indicated significant adverse effects of social media usage on students' mental health. In specific ways, it has been found to increase students' academic productivity, both teenagers and adults, allowing them to expand their scope of learning. This study has addressed the social phenomenon of dependency on unregulated social media, which results in behavioral changes such as social distancing, lack of empathy, and physical health issues. Identification and efforts to eradicate the negative impact of the elements mentioned above will benefit both parents and teachers by limiting social media usage

**PARADOXICAL LEADERSHIP AND TEAM-LEVEL
CREATIVITY: MEDIATION OF TEAM AMBIDEXTERITY
AND MODERATION OF LEADER VISION FOR
CREATIVITY**

Muhammad Tasnim Khan
UCP, Lahore

Dr. Sami Ullah
UCP, Lahore

Abstract

As demands for creativity in work teams increase in today's dynamic business environment, researchers have identified paradoxical leadership (PXL) as a potential style for managing team creativity (TC) within Eastern organizational contexts. Building on the PXL style and ambidexterity theory, this study proposes a model for how PXL enhances TC outcomes. Using three-time lagged data and PLS-SEM analysis, the study examines the association between PXL, leader vision, team ambidexterity, and TC outcomes in a sample of 450 manufacturing and high-tech employees in 150 work teams. The results show that PXL and leader vision have an interaction effect on TC, with a positive association when PXL is high and a negative association when PXL is low. Moreover, team ambidexterity mediates the relationship between PXL and TC. However, the study limitations call for further research on this relationship. The practical and theoretical implications of these findings are also discussed.

AFTER-HOURS WORK-RELATED TECHNOLOGY USE AND EMPLOYEE TURNOVER INTENTION: ROLE OF WORK-LIFE BALANCE

Mehwish Rasheed
NDU, Islamabad

Yasmin M. Javed
NUST, Islamabad

Abstract

Technology use has become new normal especially after Covid-19. People these days find it impossible to envision their professional or personal life without digital technologies. Researches conducted in the field for the association between technology use and turnover intentions give varying results in different sectors and different cultures whereas a few of the studies have shown that people are considering it as part of their lives. Therefore, this cross-sectional study has been conducted to examine the effect of work-related technology use after-hours on turnover intention along with testing work-life balance as the mediating variable in the health sector of Pakistan. Theoretical model is based on spillover theory. Simple random sampling has been used as the sampling technique. Data is collected from medical professionals and has processed via SPSS. The empirical findings of the study show that all three variables have a weak relationship in the context of medical sector of Pakistan. The findings of the study show interesting results. In the end the limitations of the current study along with guidelines for future researches as well as for hospital management or policy makers are discussed in detail.

SUSTAINABLE HUMAN RESOURCE MANAGEMENT: A BIBLIOMETRIC ANALYSIS (1982-2023)

Nadia Siddique
UCP, Lahore

Dr. Shabana Naveed
UCP, Lahore

Abstract

Considering a growing interest in sustainable human resource management (Sustainable HRM), the field is relatively new and its conceptual clarity still needs to be achieved. The intention of this study was to examine the evolution, size, documents, key journals, worldwide distribution, dominant nations, and pioneer authors as well as the increasing trends in sustainable HRM. In order to evaluate Sustainable HRM, a bibliometric review was conducted using VOSviewer and the bibliometric R-package on Scopus. Based on this review, there were 760 publications between 1982 and 2023 and the analysis shows that there has been an exponential increase in this topic, although the definition, conceptualization, and measurement of this concept are still ambiguous and consensus cannot be obtained. According to the investigation, Sustainable HRM is still a contemporary and emerging concept, and the expanding literature on Sustainable HRM focuses on environmental issues extensively, indicating that HRM should be given greater attention in terms of roles relating to human and social sustainability. In addition, this review provides an in-depth examination of the present situation in the field of sustainable HRM as a guide for modern academics.

PATTERNS OF ORGANIZATIONAL RESILIENCE: BIBLIOMETRIC ANALYSIS AND VISUALIZATION

Mehwish Zulfiqar
UCP, Lahore

Dr. Shabana Naveed
UCP, Lahore

Abstract

As the world becomes more connected and complex, organizations must be prepared to deal with a wide range of potential crises in order to survive and thrive in the long term. The financial and economic crises of the previous 10 years, include the September 11 attacks, the 2008 financial crisis, 2011 tsunami in Japan, the 2013 Ebola virus in Africa, and the COVID-19 pandemic in 2020. These crises have threatened the stability of businesses across industries and have forced many to reassess their operations and strategies in order to survive. Indeed, in today's turbulent business environment, developing resilience within organizations is of paramount importance for effectively anticipating, managing, and responding to crisis situations. Organizational Resilience is a complex and multifaceted concept that has been studied and defined in various ways across different fields of research. The purpose of this research was to assess the scientific research output on organizational resilience and gain a deeper understanding of the future research. This study conducted a bibliometric analysis of the literature on the concept of organizational resilience based on 756 article from Web of Science scientific database for the period 1993-2023. Analysis and visualization of database was carried out using the VOSviewer application aiming to provide a comprehensive understanding of the knowledge trajectory, disciplinary distribution, representative journals, research participants, key themes, and frontiers pertaining to organizational resilience. The results of this study not only provides valuable insight into the important patterns and trends within the literature related to organizational resilience but also enable the researchers to systematically identify specific research areas and explore potential future directions for the field

INVESTIGATING THE ROLE OF LEADERSHIP IN ONLINE LEARNING USING DeLONE AND McLEAN INFORMATION SYSTEM SUCCESS MODEL

Arfa Tayyab
UCP, Lahore

Dr. Aqeel Ahmad
UCP, Lahore

Abstract

Online learning has changed how people learn, socialise, and do business, thus governments and higher education institutions are incorporating it into their policies. Thus, leadership is increasingly crucial to online learning goals. Researchers have analysed online learning acceptance and use in many situations, but the Delone and Mclean IS success model has not examined transformational leadership's mediation role. Data collected from 215 students in 3 Pakistani universities and analysed using structural equation modelling (SEM) via SmartPLS 3.0 revealed five main findings: first, overall quality positively impacts transformational leadership; second, transformational leadership positively impacts actual usage; and third, overall quality indirectly positively impacts actual usage via transformational leadership.

IS ORGANIZATIONAL PERFORMANCE DEPENDENT ON RESOURCE ALLOCATION, EXTERNAL ENVIRONMENT AND TRANSFORMATIONAL LEADERSHIP

Shama Akhter
UCP, Lahore

Dr. M Shehzad Hanif
UCP, Lahore

Abstract

Organizations are continuously focused on their performance due to variance in performance of different organizations in the same industry thus, to define the influence of TL style on the connection among RA, EE and OP in Pakistan is the main objective of this study. Data was collected from bank employees in the area of Faisalabad and the questionnaire was used as a data collection tool and Structural equation modeling (SEM) obtained through AMOS software was used to produce the outcomes. The result of this study has showed a positive relationship between variables thereafter combined impact of organizational resources and external environment on organizational performance was found to be remarkable. The consequences of this investigation can be used by managers to define success generators in their respective organizations.

ROLE OF BEHAVIORAL INTEGRITY AMONG THE MORALITY OF LEADER AND INSTITUTIONALIZATION OF ORGANIZATIONAL ETHICS

Waqas Zaki
UCP, Lahore

Dr. Rubina Tashfeen
UCP, Lahore

Abstract

This study is about role of behavioral integrity among the morality of leader and institutionalization of organizational ethics. This study is based on directed content analysis technique, which encompasses collection of diverse concepts related to construct from different literature and interview guide is prepared and semi-structured interview technique is used for data collection. The study belongs to qualitative area of study and it also account for associations, feelings and emotions a respondent can have with the leader. Non-contrived setting is used for data collection in which data collection is done in natural environment in which event normally occurred. Significant role of morality/ ethical integrity of leader is found on institutionalized organizational ethics if the leader has behavioral integrity. It is concluded that organization should focus on leaders' ethics despite focusing on employees' ethics because if leaders do right then followers get psychological contracts and bound to behave in ethical manner.

UNDERSTANDING THE RELATIONSHIP BETWEEN AUTHENTIC LEADERSHIP AND PROACTIVE SERVICE PERFORMANCE THROUGH THE MEDIATING ROLE OF WORK ENGAGEMENT IN PRIVATE SCHOOL TEACHERS

Asma Tayyab
Air University

Dr. Usama Najam
Air University

Dr. Aneeq Inam
UCP, Lahore

Ayesha Rana
UCP, Lahore

Abstract

The considerable interest in the study of authentic leadership, there is little empirical evidence on the consequences of this form of leadership for private schools. Authentic leadership is based on moral principles. Authentic leaders are enthusiastic, honest, and encourage transparency in order to appreciate their followers' feedback. Authentic leadership also boosts employee morale that leads to the engagement in work and increased the performance of an employee. In order to better understand authentic leadership this study focused on how authentic leadership can lead to proactive service performance in the academic sector, such as private schools in Multan, through the mediating role of vigor, dedication and absorption. The research framework was built on theory, specifically the social exchange theory. Teachers from Punjab's private schools were surveyed for information. The study employed a quantitative technique to collect data from 210 teachers at 18 private schools in Multan, Lahore using a survey questionnaire. The approach of purposive sampling was adopted. Smart PLS SEM 3.0 was used to evaluate hypotheses. Authentic leadership, proactive service performance, work engagement all show a significant relationship according to the findings. Work engagement serves as a mediator between authentic leadership and proactive service performance.

ROLE OF DIGITALIZATION IN TECHNOLOGY STARTUP'S INNOVATION: AN EMPIRICAL INVESTIGATION

Dr. Ambreen Khursheed
UCP, Lahore

Maham Fatima
UCP, Lahore

Abstract

Digitalization has brought several unpredictable changes in the field of technology and innovation management. Despite several studies on how digital innovation stands out in terms of a firm's performance, there is an evident research gap for empirical studies on technology startups from developing countries. Therefore, this research investigates the impact of digitalization in three categories (digital interconnectedness, digitalized value chains and big data analytics) on exploratory and exploitative innovations under the moderation of absorptive capacity in technology startups of three different sizes of Pakistan. The study used the binary probit model and the results reveal the impact of digitalization on exploratory and exploitative innovations is heterogenous in startups of different sizes along with a significant moderating effect of absorptive capacity. Our findings suggest that absorptive capacity plays a significant role in strengthening the relationship between digitalization and innovation activities, especially in micro and small-sized startups. These findings provide valuable insights into the existing literature on the alignment of digitalization and technological innovation activities.

FAMILY FIRMS' MENTORING: A CASE OF NEXT GENERATION'S INNOVATIVENESS

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Dr. Irfan Siddique
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Abstract

Family business comprises a major chunk of any economy and considered vital for economic prosperity and growth. However, the survival of these firms depends on the capabilities of their next generation's innovativeness. Previous studies have shown a positive relationship between mentoring and family firms' innovativeness, but none of them has taken into account the perspective of incumbent generation. The major contribution of this research is the founder generation's point of view has been explored. This study addresses the problem of family firm's innovativeness through mentoring which will lead towards formal and informal learning of the next generation and results in the innovative performance of the firm. Furthermore, parental support moderates the relationship of mentoring and formal and informal learning. The data has been collected from 89 Pakistani intergenerational family businesses including manufacturing, service and trade having a response rate of 33%. The study will use smart PLS for data analysis.

NEXUS BETWEEN TRADE CREDIT, DEFAULT RISK AND FIRM EFFICIENCY

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Abstract

The study focuses on the relationship between trade credit (TC) and default risk, as well as the impact of TC and default risk on firm efficiency of public listed manufacturing companies of top ten manufacturing countries (China, United State, Japan, Germany, India, South Korea, Italy, France, United Kingdom & Indonesia) for the period of ten years from 2013 to 2022. TC is a form of financing that allows firms to purchase goods or services from suppliers without having to pay for them immediately, and it can be an important source of working capital for firms. Default risk refers to the likelihood that a firm will not be able to pay its suppliers for the goods or services it has received, which can have a significant impact on the financial health of firms, as well as on the overall economy. The study aims to address the gap in the literature regarding the relationship between TC and default risk and its impact on firm efficiency. The research applies the Data Envelopment Analysis to assess company efficiency value in the initial stage as DEA. In the second stage to estimate the impact of trade credit and default risk on firm efficiency researcher use Generalized method of moments. Furthermore, to check the lag-lead relationship between trade credit and default risk, a Granger causality test is applied. The relationship between trade credit and firm efficiency is positive, as trade credit allows firms to alleviate

financial constraints and invest in opportunities that can improve profits or efficiency. Similarly, positive relationship between default risk and firm efficiency, firms that are closer to default are more likely to be efficient in using their resources to produce goods and services. There is a positive relationship between the current level of trade credit and default risk in the next year. This is because firms that rely heavily on trade credit may be at risk of default if they are unable to repay their suppliers. Whereas there is a negative relationship between the previous level of default risk and trade credit in the current year. This is because firms with a higher level of default risk are likely to receive less trade credit than those with a lower level of default risk. The study contributes to the understanding of the financial landscape for firms by examining the relationship between trade credit and default risk, their impact on firm efficiency, and providing valuable insights for firms seeking trade credit, lenders providing trade credit, and policymakers looking to improve the economic environment for firms. Secondly the study contributes to the literature by examining the relationship between trade credit and default risk, and their impact on firm efficiency across top manufacturing countries, using advanced statistical methods such as Data Envelopment Analysis, Generalized method of moments, and Granger causality test.

SHOULD A CONVENTIONAL BANK OPEN AN ISLAMIC BRANCH? THE FINANCIAL EFFICIENCY ANALYSIS

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Abstract

In previous years a remarkable trend of opening Islamic branches among conventional banks is observed. The reason behind this frequent opening of Islamic branches is apparently public interest in halal business and halal transactions. Also, the paradigm change by the state bank towards Islamic finance has also encouraged conventional banks to open Islamic branches. But higher management of dual banks is more interested in their financial benefits and profits. So, they are concerned to know what type of branch is more helpful for profitability and efficiency of the relevant organization. The present study aims to find out why Islamic branches are more beneficial (on the basis of profitability and efficiency) than the conventional ones. The secondary data from each banking sector (both conventional and Islamic) will be taken for assessment and to examine the difference in the terms of factor that affect profitability and efficiency of Islamic Branches, regression analysis will be applied.

ENTREPRENEURIAL ACTIVITIES AND HUMAN CAPITAL: THE MODERATING ROLE OF FINANCIAL DEVELOPMENT

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UOL, Lahore

Saeed Ahmad
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Abstract

Every national economy is investing heavily in achieving the SDGs (sustainable development goals). Providing everyone with access to a high-quality education is one of the most important goals. The more schooling a person has, the more likely they are to be able to think for themselves and creatively. To generate economic activities for the nuances of a circular economy, it is necessary to invest in people who are capable of making things happen. This article uses data from 2011–2019 to analyze the impact of human capital on entrepreneurial activities in different countries, taking into account the moderating role played by financial development. Due to limited availability, we were unable to account for Covid–19 era data. The results indicate that human capital through secondary and tertiary education significantly and positively stimulates entrepreneurial activities throughout the world, while primary education has a negative effect. Financial development has a positive and statistically significant effect as an explanatory variable, but its moderating effects are ambiguous. This research provides policymakers, researchers, and academics with valuable information for fostering an environment conducive to entrepreneurial activities.

FINANCIAL INCLUSION AND ARTIFICIAL INTELLIGENCE: WHERE ARE WE STANDING?

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Abstract

The revolutionary impacts of Artificial Intelligence (AI) have transformed all the sectors of an economy including financial services. AI has brought a paradigm shift in increasing the level of financial inclusion in an economy. Financial inclusion is the provision of financial services to all segments of society according to their needs at affordable costs. This is an important enabler of the sustainable development agenda set by the United Nations. The prosperity of countries is highly dependent on the level of financial inclusion and AI is playing a significant role in its achievement. The importance of this concept has grabbed the serious attention of researchers over the last decade. This research paper presents a systematic literature review of scholarly research on the implementation of AI for financial inclusion. This has been commenced by reviewing the articles of two databases including Emerald and ScienceDirect. From this, the paper presents dimensions of research on AI and financial inclusion: key areas, benefits, possible solutions, and challenges. The research identifies implications for future research and key practice areas in the domain of AI for financial inclusion.

**DOES FORENSIC ACCOUNTING AID IN FRAUD
DETECTION: AN EMPIRICAL STUDY OF PRIVATE SECTOR
OF PAKISTAN**

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Dr. S. M. Noaman Ahmed
MAJU, Karachi

Muddassir S. Siddiqui
ILMA University

Abstract

The jeopardy of the fraud has a very serious bad impact on the economy of the country. From financial crimes number of companies suffered around the world. The demand of forensic accounting is gradually increasing and a certain feature of modern business word. The purpose of this study is to examine the relationship between forensic accounting and fraud detection. This nature of the research is quantitative research. Study used the descriptive research design by using the survey strategy. The targeted population of the research was the employees who were working as professional accountant. Primary data has been collected from the sample size of (317). Questionnaire has been adapted and based on 5 - Likert Scale. Study disclosed in the light of results that there is a significant impact of forensic investigation, forensic litigation and forensic accountant investigation tenure on fraud detection in the private sector of Pakistan. Results shows that the existing independent variables has explained the dependent variable up to 32.6 %. The practical implication of this research is that it provides the direction for professionals for taking necessary actions to avoid the fraudulent practices in the light of the results of this study. Therefore, professionals may take the decisions for the education, training, practice of forensic accounting and may demand the forensic accounting implementation in the organizations.

RESOURCE CURSE OR BLESSINGS HYPOTHESIS IN PAKISTAN: THE ROLE OF FINANCIAL DEVELOPMENT AND OIL PRICES IN THE ERA OF GLOBALIZATION

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Dr. Snober Javid
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Abstract

The research article explores the impact of natural resources, oil prices, globalization, capitalization and labor on economic development in Pakistan. It examines the resource curse hypothesis, which suggests that abundant resources can hinder economic growth, and the resource blessing hypothesis, which proposes that resources can stimulate growth. The study emphasizes the importance of financial development in efficiently utilizing natural resources for sustainable economic growth. It also considers the effects of fluctuating oil prices, particularly for oil-importing countries like Pakistan. It also focuses on the positive impact of globalization on the economy. The research aims to provide policy insights by examining the relationship between economic growth, financial development, oil prices, and globalization, capital and labor offering potential strategies for the government to maximize the benefits of natural resources.

INVESTIGATION ON CORPORATE TAX AVOIDANCE THROUGH GMM: A FRESH INSIGHT ON PSE LISTED COMPANIES

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Superior University

Imran Shahzad
Superior University

Abstract

The intention of this study is to investigate corporate tax avoidance behavior which increase the company value in Pakistan. Few studies take over empirical conduct for avoidance of tax which represents transfer of wealth from government to companies which foster the company value. This empirical work argues with respect to contrast of the developed countries, avoidance of tax does not mandatory to add value in opaque Pakistan companies relevant to transparent counterparts due to acme level of agency costs. First, the author of this empirical work investigates the complete impact of tax avoidance regarding listed companies of Pakistan stock exchange in which the value of the companies increased that is illegal activity. Second, the author examines the relative opaque counterparts in which avoidance of tax increase the value of the transparent listed companies. It is increased the uncertainty for the revenue of the Government and decreases the tax collection amount. Third, the author used different perspectives to measure the corporate tax avoidance which is creating burden for the Government of Pakistan. The time period 2012 to 2021 with fixed effect regression model indicates that there is a relationship exist between avoidance of tax and value of the listed companies. This study found that corporate tax avoidance reduces the tax burden that maximize the shareholder's wealth. There is a relationship exist between avoidance of tax and environmental uncertainty which does influence on reduction of tax payments to the government of the Pakistan. The empirical work of Sikkas (2010, 2013) views that organized hypocrisy act that is committed by the listed companies in China in where companies are engaged for aggressive tax avoidance whose irresponsible and illegal activities for the avoidance of tax.

Consequences indicted that listed companies of the Pakistan stock exchange and investors regarding financial tax conformity has effects on the avoidance of tax which is an illegal activity. It is reacting badly regarding financial considerations for the economy of Pakistan. The consequences of the empirical work indicate that avoidance of tax is a crucial pertain that influence the economy of Pakistan badly in which managers of the listed companies are gaining the encroached for their self-serving. Moreover, investors in Pakistan stock exchange are downplaying the significance regarding avoidance of tax with having the corporate information transparency that pertain the negative tone for the economy of Pakistan.

RETURN REVERSAL EFFECT: RISK ADJUSTED CONTRARIAN PROFITS FROM INDIA & PAKISTAN MARKETS

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Dr. Abdul Haque
Comsats, Lahore

Dr. Ali Jibran Qamar
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Abstract

This study evaluates long run reversal effect in India and Pakistan stock markets. The study compared contrarian mean test methodology with risk driving cross-sectional analysis to examine either presence of long run contrarian profits is result of overreaction behavior of investors or are mere just manifestation of risk associated with returns over long investment periods. Both Pakistan and India stock markets holds long term reversal effect with formation and holding period of 36 to 60 months. Highest reversal results are depicted where portfolios are sorted based on size factor and loser minus winner (reversal) factor. Size (SMB) has overall positive impact in India and negative impact in Pakistan market. The six-factor model with liquidity risk premium factor generates highest explanatory power results both in India and Pakistan. Further, results also revealed in Indian stock; the long run contrarian profits obtained are nothing but compensation for bearing high risk towards firm specific asset price risk factors of size, book to market equity, investment, profitability and liquidity risk premium factors. However, in Pakistan long run profits are result of overreaction effect of investors towards new information in the market.

DEMUTUALIZATION IMPACT ON INVESTMENTS – EVIDENCE FROM PAKISTAN STOCK EXCHANGE

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Abstract

This paper highlights the impact of demutualization of Pakistan Stock Exchange (PSX) on the investment climate in Pakistan. The study examines the effects of change-over from conventional “member-owned” system to “investor-owned system” at PSX. In this context efforts are directed to evaluate investors’ concerns relating to transparency of information availability at PSX. The objective of the study is to explore, evaluate and analyze post-demutualization investments and to provide a comparison with pre-demutualization investments climate in Pakistan. The dependent variable, chosen for the study, is “market capitalization” as proxy for investments while independent variables comprise: investments in assets, sales performance, returns on equity, financial leverage, standard deviation, KSE-100 Index, foreign direct investment, and controls comprising age and size of the company. The “market capitalization” reflects stock price movements at the stock exchange and indicates investors’ confidence in stock market (Kumar & Kumara, 2020). The relevant secondary data is obtained from the annual reports of companies listed at PSX. The period selected for the study is ten years, five years before demutualization and five years after demutualization. The explanatory variables selected for the study comprising: sales, return on equity, standard deviation, and KSE-100 Index were found statistically significant while assets, financial leverage, and foreign direct investment were found statistically insignificant.

BREAKING NEW GROUND IN ETHICAL INVESTING: THE INTERSECTION OF ISLAMIC FINANCE, AI, AND SUSTAINABILITY

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Minhaj University

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Abstract

This research delves into the intersection of Islamic finance, artificial intelligence (AI), and sustainability in ethical investing. It addresses the gap in understanding and investigates the implications, challenges, and potential benefits of integrating AI technologies into Islamic finance to enhance ethical practices and promote sustainability. The study employs a comprehensive methodology involving literature review, qualitative analysis, and thematic analysis of 50 research questions posed to AI. The findings contribute to the existing body of knowledge by highlighting the effective integration of AI in Islamic finance for ethical investing, identifying challenges and ethical considerations associated with AI implementation, exploring how AI can promote sustainable investment strategies in Islamic financial institutions, and assessing the implications of AI-driven decision-making on aligning Islamic finance with sustainability goals. The research underscores the potential of ethical investing as a bridge between Islamic finance and sustainability, enabled by AI tools and platforms that facilitate the identification of Sharia-compliant and environmentally conscious investment opportunities. Through transparent analysis of environmental, social, and governance (ESG) factors, investors can make well-informed decisions aligned with their ethical and religious beliefs. This study provides valuable insights for practitioners and researchers seeking to leverage AI in Islamic finance to promote sustainability and ethical practices.

IMPACT OF GREEN MARKETING ON PURCHASE INTENTION OF THE SKIN CARE PRODUCTS

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Abstract

Over the last few decades, people are focusing on the sustainable consumption due to the environmental problems (Amoako et al., 2020). In the western world, people are shifting towards the green lifestyle i.e to use the green products to save the planet. Pakistan has been affected a lot due to the increase in industries in the developed countries. There is a less trend of using green products in Pakistan, because of lack of awareness and consciousness. The companies in Pakistan need to work harder on introducing the green products here. Green marketing is a set of activities from the production to the advertisement of green products i.e the products that are environment friendly. According to Dwipamurti (2018), Green marketing has a significant impact on Purchase decision. He further argues that Brand Image plays a positive mediating role in the intention of purchasing a green product. Nawaz et al., (2020) found out that environmental awareness has a significant impact on the green purchase intention. They further concluded the positive mediation of Altruism. A lot of studies in the context of Western and other Asian countries have stated that the green marketing has a positive influence on Green purchase intention which further leads to Customer Loyalty. They have concluded the positive mediation of different variables like environmental knowledge, product image, corporate social responsibility, eco labels etc. The negative moderation of Price and Customer risk has also been studied. The world is suffering from major problems of environment that are pollution, waste disposal, climate change, global warming and green-house effect etc. For this reason, western world is turning their living style to Green Lifestyle. Green Lifestyle is based on the environment friendly choices and green products. Pakistan is one of those countries which is affecting the most by the environmental issues. There is a lack of awareness regarding green choices and

products here-as compare to the developed countries of the world. Considering the current scenario of the environment, it is necessary for the people of Pakistan to change their lifestyle now. Companies need to understand the Purchase Intention of consumers with respect to the green products; also the influence of other factors on it in the context of Pakistan. It will facilitate the manufacturers to make and improvise their upcoming strategies.

KEY SOURCES OF REVERSE LOGISTICS INEFFICIENCIES IN FOOD SUPPLY CHAIN” WITHIN THE CONTEXT OF PAKISTAN AND MALAYSIA

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Dr. Asher Ramish
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Abstract

The purpose of this study is to explore the key issues of reverse logistics (RL) inefficiencies in the food supply chain (FSC) and to provide insight to reverse logistics operations and their associated inefficiencies. An exploratory research method that is qualitative research approach was adopted to examine RL inefficiencies within two contexts namely, Pakistan and Malaysia. Data was collected through interviews and thematic analysis done to analyze the data and for identification of RL inefficiencies in FSC. Findings demonstrated that although both countries have different reverse logistics designs facing common issues in terms of complexity, communication, financial, and waste management issues. This research study outcome can enlighten FSC strategy to initiate targeted advance interventions. The study also gives an action plan to improve reverse logistics practices

SUBJUGATING THE CHALLENGES & OBSTACLES IN IMPLEMENTATION OF POLICIES & PRACTICES FOR THE CARBON NEUTRAL SUPPLY CHAIN IN PAKISTAN

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Abstract

The aim of the study is to enhance the implementation of “sustainability” in shape of the Carbon Neutral Supply Chain in Procurement, Manufacturing, Warehousing & logistics activities in the end-to-end SC. Various types of GHG emissions are erupting from entire SC and to mitigate those challenges through the innovative & structural solutions. A road map is required to align the organizational, National & global CNSC vision under one core CNSC framework based on the practical CN activities through the SC. Alongside those also to transform the freight mobility needs towards the more environmentally friendly mechanisms to achieve the global vision of be CNSC 2050 under the various agreements’ implementation evaluation and revision on improvement based is certainly required in SC activities. This research study would be helping in identifying the bottlenecks and constraints on the way of implementing the CNSC. Nonetheless finding the obstacles not only provide the optimal value addition towards the global sustainability goals but also contributing in enhancement of organizational, national and global capabilities to transform towards the Net zero SC resources in more rapid pace. Every stakeholder in the end-to-end SC is linked up in single roadmap to implement the CNSC path in more structured framework as SC activities are inter related as a whole. Primarily research work is connected with the broader vision of policies and practices for the implementation of CNSC at organizational, National and Global level. Lot of research gap is still available related to the Procurement, Manufacturing, warehousing & logistics activities as a unit to be more sustainable, here most key factors are discussed and challenges are addressed only. More specific domains from the Suppliers to customer’s context related to net zero vision as per country dimensions. A single solution cannot fully address the variation aspects as per different country’s

environment. As far as practicality is concerned this research work will be helping the newly incorporated companies to induct the CN/SC parameters in their Vision & mission strategies at industry level, broadly Chain of industries, national and global level helping GHG emission reduction to save the globe. Certain Wastages are erupting due to SC activities, greener approach and mechanisms could be inducted thorough this research work in a more formalized way alongside scaling and improving the implementation level in all three dimensions. Government, Industry stakeholders and masses need to aligned together under one vision of fully CN in SC context towards 2050 goals.

FOSTERING INNOVATION AND GAINING SUSTAINABLE COMPETITIVE ADVANTAGE THROUGH GREEN INTELLECTUAL CAPITAL

Ahsan Ali Siddiqi Shahid Rasheed
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Abstract

The purpose of this study is to empirically investigate the nexus of green intellectual capital, sustainable competitive advantage through the mediating role of green innovation and moderating role of environmental consciousness. Based upon NRBV and ICV theories this study highlights the importance of green intangible resources to overcome the environmental issues and improving cleaner production processes in an organization that leads to sustainable competitive advantage. Furthermore, this study highlights that environmental consciousness significantly moderates the environmental concerns of society and encourage organizations towards green innovation. The data was collected by the small and medium manufacturing firms. Hayes process model technique were used to test the hypotheses. The findings reveals that green intellectual capital is significantly related to sustainable competitive advantage, furthermore green innovation partially mediates the relationship between independent and dependent variable. Also, moderating role of environmental consciousness were found significant in the study. This study also illustrates several implications for practitioners and provide future research directions for the scholars.

DRIVERS OF E-WASTE RECYCLING INTENTION AMONG THE CHINESE INDUSTRIAL WORKERS: MODERATING INFLUENCE OF WORK EXPERIENCE AND GENDER

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Dr. Aitzaz Khurshid
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Khalil MA Al-Muayad
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Abstract

Recycling behaviors of general public determine the orientation and fate of waste management programs launched by the governments under the sustainable development goals SDG's guidelines by the United Nations. Grounded in TPB perspective, this research aims to highlight the involvement of different factors such as attitude, information publicity, environmental awareness among the Chinese working professionals (N=851) under the moderating influence of gender and work experience. Using PLS-SEM methodology, the results indicate that attitude is the strongest predictor of the recycling intention while environmental awareness strongly mediates the relation between information publicity and recycling intention. Likewise, the employee work experience positively moderates the relationship between information publicity and recycling intention while the environmental awareness and recycling intention relationship is stronger for younger and less experienced workers. The research necessitates on focusing more information publicity of the sustainable development goal programs for general public with a special focus on improvement of awareness among the senior and more experienced workers.

AN IMPROVISED VMI MODEL TO IMPLEMENT A COLLABORATIVE SUPPLY CHAIN

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Dr. Asher Ramish
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Abstract

Novamed is one of the top toll-manufacturers in Pakistan's pharmaceutical industry. It provides toll manufacturing services to the top pharmaceutical companies of Pakistan. This case delves into the supply chain dilemma faced by Asif, who is the Director of Supply Chain at Novamed. One of the most important clients who has been with Novamed for the past seven years is losing confidence in the ability of Novamed to fulfill demand. This client handles the material requirements planning, replenishment planning, and material procurement of its ordered quantities by its own. The responsibility of Novamed is to manufacture the products and deliver them. To fulfill the ordered quantities by this client on time has become an issue. This decline in the service level has caused Asif to realize that the company needs to rethink and redesign the supply chain processes to offer greater levels of service. During his seven years of experience at Novamed, Asif won numerous accolades and put out a number of supply chain strategies that improved process efficiency and addressed trouble spots. Senior management had belief in Asif to provide a solution to this issue.

OPTIMIZING PERFORMANCE IN FOOTWEAR SUPPLY CHAIN IN PAKISTAN THROUGH VARIOUS MAPPING TOOLS

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Dr. Asher Ramish
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Abstract

Lead time reduction is one of the targeted aims of any organization as it is linked with the process efficiencies and greater profitability. One of the most used tools in this aspect is lean manufacturing (LM). In order to be lean, the organizations must analyze their processes to find out the wastes and ways to reduce that waste. In this paper we are using different mapping techniques to analyze the footwear supply chain processes are process breakdown structure (PBS), order fulfillment map and pipeline mapping. The main aim of this paper is to highlight the value added (VA) activities, non-value-added (NVA) activities and other wastes in the supply chain (SC) processes. After analyzing the process flaws, LM tools are used to improve the process. In order to improve the SC processes the most important concept is integration of SC processes. Integrated processes focus on strong linkages and communication with each other. This plays an important role in waste reduction and consequently optimizing the performance of the footwear supply chain. The contrast of the before and after the LM initiatives helps to determine potential benefits such as reduced production lead-time and lower work-inprocess inventory. This will also help to see the concealed waste and causes of these wastes.

CONSUMER'S BEHAVIOR TOWARDS THE SELLER'S POLICIES IN ONLINE SHOPPING: A LEGAL ANALYSIS

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Abstract

Trade is the way of sale and purchase of goods and services. Everyone knows that necessity is the mother of all inventions, information technology is the mother of modern era. This opens the way of modern business to the consumer through internet. In the current era of digitalization, the way of business changes from ordinary to extraordinary. This replacement brings new ideas where no face-to-face communication between buyer and seller is needed. People are using these new modes to buy their essentials through online market while staying home. In this advance era the online shopping has become the easiest way of purchasing. This new trend of shopping makes the life easy and more comfortable. The hassle-free shopping brings changes in human behavior too. However, every comfort is wrapped in trauma so is the online shopping. Where the online shopping brings ease to the consumer in one perspective however on the other hand there are many glitches attached to this, especially the policies of the seller. This paper uses qualitative and descriptive type of research to collect data through in-depth interviews and secondary data would be collected from library. It is found that in spite of many works done in national level but there is still room for the improvement in the analysis of the behavior regarding policies of the business through online shopping. Therefore, it the need of hour to analyses the behavior of the consumer towards the seller's policies in the on-line shopping. This article helps to judge the pros and cons of the consumer's behavior towards online shopping and also reveals that the changing behavior of consumer towards online shopping furthermore, how and to what extent law-making bodies are protecting consumer through which they can survive in this new world of trade.

ENHANCING CONSUMER PROTECTION IN THE DIGITAL MARKETPLACE: AN ANALYSIS OF INADEQUACIES IN PAKISTAN'S CONSUMER PROTECTION LAWS IN THE CONTEXT OF E-COMMERCE

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Saqlain
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Arun Barkat
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Abstract

The consumer reigns over the market as the king. This notion was first highlighted by Ludwig von Moses. However, despite this recognition, consumers often face challenges in obtaining satisfactory responses when pursuing their rights in the marketplace. The advent of the Internet has revolutionized commercial and business activities, giving rise to e-commerce. This research paper will critically examine the deficiencies of existing consumer protection laws in Pakistan within the realm of e-commerce. The first section of this paper will critically analyze various provisions of the Consumer Protection Acts applicable in different jurisdictions of Pakistan. It will also highlight the inadequacies of these provisions concerning e-commerce. The second section will focus on potential recommendations to address the identified shortfalls, encompassing legal reforms such as the introduction of specific legislation for e-commerce, stricter enforcement mechanisms, and enhanced penalties for non-compliance. Furthermore, the third section will conduct a comparative analysis between the existing consumer protection laws in Pakistan and the provisions of Indian legislation that have attempted to tackle similar challenges in the e-commerce sector. This analysis shall aim to identify gaps in the legal framework and highlight potential areas for improvement. The findings of this study will aim to inform policymakers, regulators, and stakeholders, assisting their endeavors to establish a safer and more reliable environment for online consumers in Pakistan. The researchers will use the doctrinal research methodology.

ROAD TO CIVILIZATION: REFORMING AND ENHANCING THE PUNJAB CONSUMER PROTECTION LAWS

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Abstract

Consumer protection laws play a pivotal role in distinguishing a civilized society from an uncivilized one, as they reflect the importance given to regulating, implementing, and creating awareness about tort law. This article focuses on the state of consumer protection laws in Punjab, Pakistan, while drawing comparisons to similar legislation in other provinces, federal legislature, and relevant jurisdictions. By critically analyzing the existing consumer protection laws in Punjab, this study identifies legislative and practical gaps, and examines the disconnect between theory and practice. The article delves into key areas such as damages, alternative dispute resolution (ADR), expert opinions, expedited case handling, deficiencies in laboratory regulations, inadequate human resources and infrastructure, and shortcomings in judicial and legal competence. Additionally, it explores the relationship between Council Authority and Consumer Court, and proposes necessary amendments to the existing laws, rectification of errors, and strategies for improving infrastructure, human resources, and capacity building. By undertaking a comprehensive analysis of the current consumer protection laws in Punjab, this research aims to provide insights into the deficiencies and challenges that impede effective consumer protection in the region. The proposed reforms offer valuable recommendations to strengthen the legal framework, facilitate efficient dispute resolution, and promote the rights and interests of consumers. The findings of this study contribute to the ongoing efforts to enhance consumer protection laws in Punjab, Pakistan, and establish a more equitable and just society for all stakeholders involved.

CYBERCRIMES AND BUSINESS: EVALUATING THE IMPACTS OF CYBERCRIMES ON THE BUSINESS LAWS IN SOUTH ASIAN COUNTRIES

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Paras Zafar
Practicing lawyer

Abstract

In the present digital era, technology occupies a prominent position in everyday aspects. The advancement of world towards technology requires an entirely new tech-oriented system of governance. In the same vein, businesses, around the globe are transforming to the digitalization. The benefits of the digitalization of business, however, unfortunately are being converted into the risks and challenges owing to various security concerns. It is an admitted fact that the dark side of the cyber world is detrimentally affecting the privacy of the workplaces and business transactions. This paper aims to analyze the effects of cybercrimes on the business and the consumers. It focuses on several business laws currently prevalent in the South Asia and the significances of those for the business. It then discusses in depth the notion of cybercrimes. It evaluates the various categories of cybercrimes that pose serious implications for the businesses. The instant research paper will be based on the doctrinal research methodology. For the purpose of data collection various sources such as books, statutes, articles, and existing literature available will be analyzed including various business law currently in force. Furthermore, it is pertinent to mention that reviewing previous literature and relevant case studies is crucial for the instant study.