

**Theme: Banks and Banking Services I**

**Session: A1**

**Date: 11-06-2021**

**Time: 09:00 – 11:00**

**Session Chair: Dr. Humaira Asad**

**Session Co-Chair: Yasir Ashraf**

**Moderator: Rana Muhammad Iqbal**

**Link: <https://meet.google.com/hoa-yeou-ppk>**

<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LF001	Dr. Muzammil Khurshid Resham Iftikhar	Determinants Affecting Capital Structure of Islamic Banks: An Evidence from SAARC and MENA Countries
2	LF006	Farhan Mirza Sohail Younus Sarina Sherazi	Do brand management influence Consumer Purchase Decision? A Study from Pakistan Banking Sector
3	LF007	Abid Hussain Dr. Rizwan Qaiser Danish Dr. Mubbsher Munawar Khan Dr. Muqqadas Rehman	An Empirical Investigation of Service Quality and Usage of Mobile Devices in Predicting Relative Advantage of Mobile Banking
4	LA042	Shahzadi Anwar	Impact of knowledge management capabilities on organization performance with Mediating role of organizational trust: A study of banking sector of Pakistan
5	LA048	Zohala Zaryab Yasir Ashraf	What Determines Net Interest Margin of Commercial Banks in Pakistan?

**Theme: Business Ethics, Governance and Public Policy**

**Session: A2**

**Date: 11-06-2021**

**Time: 09:00 – 11:00**

**Session Chair: Dr. Yamina Salman**

**Session Co-Chair: Dr. Tehmina Fiaz Qazi**

**Moderator: Nida Jahangir**

**Link: <https://meet.google.com/sxn-rtpk-qpo>**

<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA010	Ibrar Mansoor Dr. Muqqadas Rehman	The Effects of Market Orientation and Sales Manager Control on Salesperson Outcome Performance Through Parallel Mediation Approach: Empirical Evidence from Pharmaceuticals Industry
2	LA027	Rabia Naseem Rizwana Hameed	Female leadership in the post-colonial context of Pakistan
3	LA038	Usman Ali	Analysis of Governance Mechanisms, Accounting Conservatism and Its Impact on Corporate Financial Performance
4	LA054	Hafsa Hamid Gill Kanwal Iqbal Khan Abdul Wahab Syed Khurram Abbas Sherazi	Studying the Influence of Post Adoptive Perceptions of Customers on FinTech Continuance
5	LA065	Muhammad Tabassum Iqbal Dr. Muhammad Ali Asadullah	Moral and Work related aspects of Prosocial rule breaking behavior
6	LF110	Khalid Hussain Khalid Mahmood Ishfaq Ahmed Muhammad Aamir	Exploring the Causes, Impacts, and Treatments of Upward Workplace Bullying: A Qualitative Perspective

**Theme: Creativity, Innovation and Entrepreneurial Ventures I**

**Session: A3**

**Date: 11-06-2021**

**Time: 09:00 – 11:00**

**Session Chair: Dr. Fouzia Hadi Ali    Session Co-Chair: Dr. Ashfaq Ahmed    Moderator: M. Musarrat Nawaz**

**Link: <https://meet.google.com/idi-pyqd-ubm>**

<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LF046	Kanza Iqbal	Family member characteristics and their strategic choices: An empirical investigation into family-owned businesses and entrepreneurial orientation
2	LF089	Nosheen Pervaiz Awan Dr Rizwan Qaiser Danish Dr Tamina Faiz Dr Farooq Anwar Bajwa Sehrish Hussain	Impact of Work Curiosity on the Creative Performance of the employee: Evidence from educational sector of Pakistan
3	LA097	Nighat Naem Dr. Muqqadas Rehman	Exploring Innovations shaped for Non-Affluent Customers: A Perspective of Entrepreneurs Working in Incubation Centers of Pakistan
4	LA109	Saba Munir	Impact of transformational leadership on organizational Innovativeness: a mediation of knowledge sharing behavior
5	LA108	Asbah Shujaat	Transformational Leadership and Followers' Creativity: Role of Creative Self-Efficacy and Cultural Factors

**Theme: Business Models, E-Business and E-Commerce**

**Session: A4**

**Date: 11-06-2021**

**Time: 09:00 – 11:00**

**Session Chair: Dr. Zeshan Ahmer    Session Co-Chair: Mudassir Latif Rawan    Moderator: Uzair Shahid**

**Link: <https://meet.google.com/kow-ebkz-heu>**

<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA004	Hafiz Ahmed Ullah Dr. Ashfaq Ahmad Dr. Rizwan Qaiser Danish Waqas Baig Tahir Mahmood	Taxpayers' Perceptions Towards E-Filing System Application: A Mediation Mechanism
2	LA022	Abid Hussain Dr. Rizwan Qaiser Danish	An Empirical Investigation of Performance Expectancy and Effort Expectancy in predicting Adaptive Performance: A Serial Mediation Model
3	LA023	Rabia Azhar	An explorative Research Contemplating the Concept of Industry 4.0 in Pakistan
4	LA026	Dr. Rizwan Qaiser Danish Qalb E Abbas Ayesha Imtiaz	Impact of E-marketing Practices on the Sales of SMEs through Moderation of Business Intelligence Gathering
5	FF044	Muhammad Aftab Dr Abdul Aziz bin Abdullah	Middle Management Perspective for ISO IMS ADOPTION (QMS 9001:2008, EMS 14001: 2004, AND OHSAS 18001: 2007) And Its Impact on Consumer Purchase Intention: Case Study Of "Engro Foods Sahwial".
6	LA104	Mahtab Ahmad Dr. Muqqadas Rehman	Exploring Online Consumers Experiences of Value Co-Creation Facilitated by Digital Content Marketing in Pakistan

**Theme: Organizational Behavior I**

**Session: A5**

**Date: 11-06-2021**

**Time: 09:00 – 11:00**

**Session Chair: Dr. Talat Islam    Session Co-Chair: Tahira Nisar    Moderator: Azeem Mirza**

**Link: <https://meet.google.com/srt-hgkz-ihe>**

<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA005	H. Kinza Naveed	Workplace Ostracism and Deviant Behavior: Investigating the association of Organizational Commitment as a mediator and Abusive Supervision as moderator
2	LA011	Sohail Younus Dr. Rizwan Qaiser Danish Dr. Muqqadas Rehman	An empirical investigation of Destructive Leadership and Counterproductive Work Behavior: Evidence from Tanner Sector of Pakistan
3	LF014	Shaista Jabeen Dr. Muqqadas Rehman Dr. Rizwan Qaiser Danish	Impact of Structural Empowerment and Employee Engagement on Adaptive Performance: A Mediating Role of Knowledge Hoarding
4	LF017	Qirat Amna	Workplace incivility and outcomes in the organization: testing the mediating role of emotional exhaustion
5	LA123	Dur e Shahwar Slammat Dr Talat Islam	The Influencing Role of Big-Five Personalities on Financial Anxiety through the mediation of Financial Self-Efficacy

<p align="center"><b>Theme: Leadership I</b>  <b>Session: A6      Date: 11-06-2021      Time: 09:00 – 11:00</b>  <b>Session Chair: Dr. Sania Zahra Malik      Session Co-Chair: Dr. M. Siddique      Moderator: Umer Maqbool</b>  <b>Link: <a href="https://meet.google.com/utv-jgem-uzh">https://meet.google.com/utv-jgem-uzh</a></b></p>			
<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA002	Waqas Baig Dr. Rizwan Qaiser Danish Hafiz Ahmed Ullah Muddasar Iftikhar Rabia Ikram Tahir Mahmood	Ethical Climate and Behavioral Integrity: What determines Ethical Leadership under Political Mentoring?
2	LA105	Samreez Safdar Dr. Ishfaq Ahmed	Impact of Despotic Leadership on Employees' Psychological Well-Being: A Sequential Mediation Model
3	LA119	Sehrish Amin Dr. Ahmad Usman	The Effect of Academic Leadership on Psychological Well-Being of Higher Education Teachers in Pakistan: The Mediating Role of Employee Engagement
4	LF070	Muhammad Salman Dr Ishfaq Ahmed Hafiz Fawad Ali Sarmad Ejaz	The Impact of Ethical Leadership on Sustainable Employee Performance: Mediating Role of Green HRM and Moderating Role of Green Life Style
5	LA082	Zeeshan Shafiq Zeshan Ahmer	Green Climate Mediates the Impact of Environmentally-specific Servant Leadership on Individual Green Performance: Moderating Role of Perceived Corporate Social Responsibility

**Theme: Information and Communication Management**

**Session: B1**

**Date: 11-06-2021**

**Time: 11:00 – 01:00**

**Session Chair: Prof. Dr. Khalid Mahmood    Session Co-Chair: Mudassir Latif Rawn    Moderator: Hafiz Ahmed Ullah**

**Link: <https://meet.google.com/qyf-cjvb-thu>**

<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA012	Adeel Naqvi	Trends of Television Viewership among Pakistani Channels: A Time Series Analysis from FY July 2014 – June 2018
2	LA021	Abid Hussain Dr. Rizwan Qaiser Danish	An Empirical Investigation of Information Quality and Usage of Mobile Banking in Predicting Adaptive Performance: A Serial Mediation Model.
3	LA037	Mahnoor Farooq	Analysing the Accountability Regime of Pakistan Electronic Media Regulatory Authority: Some Theoretical Underpinnings
4	LA081	Zobia Nadeem Zeshan Ahmer	Can Service Failure Generate Positive Behavioral Consequences Among Customers with A Moderating Impact of Corporate Reputation? An Emphasis on Telecommunication Industry of Pakistan
5	LA100	Sughra Azeem Naseem Bukhari	Student satisfaction with Islamic e-learning environment: Understanding the role of cognitive absorption and social presence
6	LA117	Filza Qambar Humaira Asad	Central and Peripheral Routes of Information Processing Path, Herding and Insurance Adoption: Evidence from an Emerging Economy



**ICBA2021 PARALLEL SESSIONS PROGRAM**  
INSTITUTE OF BUSINESS ADMINISTRATION, UNIVERSITY OF THE PUNAJB, LAHORE



**Theme: Economic Growth and Performance I**

**Session: B2**

**Date: 11-06-2021**

**Time: 11:00 – 01:00**

**Session Chair: Dr. Mumtaz Anwar Ch.**

**Session Co-Chair: Qudsia Naseer**

**Moderator: Kinza Mustafa**

**Link: <https://meet.google.com/bun-xutd-nfh>**

<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA050	Muhammad Bilal Khan Yasir Ashraf	Economic Value Added or Traditional Performance Measures? Which Explains Shareholders' Value Better in Pakistani Sugar Industry
2	LA067	Muhammad Azeem Dr. Shrafat Ali Sair	Tendency to Pay Dividend and Determinants of Dividend Payout Policy: Evidence from Textile Sector of Pakistan.
3	FA073	Sabra Munir Siti Zaleha Abdul Rasid Farrukh Jamil	Impact of knowledge sharing behavior on perceived performance of big 4 and non-big 4 audit firms in Pakistan moderating role of organizational culture
4	LA101	Ghania Nisar Naseem Bukhari	Causality between FDI and FMD in SCO region



<b>Theme: Supply Chain and Operation Management</b> <b>Session: B3                      Date: 11-06-2021                      Time: 11:00 – 01:00</b> <b>Session Chair: Dr. Zulfiqar Ahmad Bowra      Session Co-Chair: Dr. Labiba Sheikh                      Moderator: Uzair Shahid</b> <b>Link: <a href="https://meet.google.com/kdz-meev-zju">https://meet.google.com/kdz-meev-zju</a></b>			
<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LF019	Riddah Zehra Dr.Muhammad Abbas	Role Of Liquidity Management And Integrative Supply Chain Management In Determining Financial Performance
2	LA024	Imran Ajab Dr. Shrafat Ali Sair Dr. Ijaz Hussain Dr. Sami Ullah Muhammad Sami Ullah Khan	Impact of quality on competitive advantage and organizational performance
3	FA052	Saba Haider Mian Sajid Nazir Alfredo Jiménez	Commodity Prices and Exchange Rates: Evidence from Commodity Dependent Developed and Emerging Economies
4	LA090	Ali Zeeshan Zeshan Ahmer	Impact of Product Quality and Customer Participation on Brand Loyalty: The Mediating Role of Customer Satisfaction
5	FA113	Hafiz Muhammad Naeem	Adoption of 3D Printing in Makerspaces: Antecedents and Consequences
6	LA060	Dr. Sajid Nazir Khadija tul Qubra	Reducing Information Asymmetry for Effective Risk Management through Agile Project Methodology and Project Governance: Moderating Role of Trust

**Theme: Behavioral Finance**

**Session: B4**

**Date: 11-06-2021**

**Time: 11:00 – 01:00**

**Session Chair: Dr. Naseem Bukhari**

**Session Co-Chair: Yasir Ashraf**

**Moderator: Hafsa Bashir**

**Link: <https://meet.google.com/nub-xhkc-mxc>**

<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LF025	Syeda Fizza Abbas Anam Toqeer Ramsha Basharat	An Empirical Investigation of Investor's Behavioral Biases on Investing Decisions and Investment Performance: Evidence from the Investment Sector of Pakistan
2	LA030	Saba Ijaz	Analyzing the Impact of Financial Literacy on Financial Inclusion: A Comparative Study of Business and Non-Business Education
3	LA039	MehakYaqoob	Impact of psychological biases on investor's decision-making behavior: The Mediated Moderation of Risk Perception and Financial Literacy
4	LA062	Laila Imtiaz	Impact of Behavioral Biases on Financial Satisfaction of Investor
5	LF087	Labiba Sheikh Ayesha Asif	Impact of Psychological Factors on Investment Decision Making: The Mediating Role of Representative Bias and Availability Bias
6	LA106	Habib-Ullah Dr. Muhammad Usman	Explaining the Nexus of Factors Causing the Low Participation of Women in Stock Market of Pakistan

<b>Theme: Organizational Behavior II</b> <b>Session: B5                      Date: 11-06-2021                      Time: 11:00 – 01:00</b> <b>Session Chair: Dr. Saadia Farooq                      Session Co-Chair: Dr. Ishtiaq Ishaq                      Moderator: Zeeshan Ahmed</b> <b>Link: <a href="https://meet.google.com/dhu-ancv-qgg">https://meet.google.com/dhu-ancv-qgg</a></b>			
<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LF028	Rabia Naseem Quratulain Akhtar Rizwana Hameed	The impact of Emotional Intelligence on Organizational Commitment and Work-Life Balance with the mediation of Life Satisfaction
2	LF029	Sobia Naseem Rabia Naseem	The Experience of Spiritual Intelligence in <i>Brida</i> by Paulo Coelho
3	LA040	Ayesha Malik Dr. Ali Asadullah	Mediating role of Work Volition between Predictive Workforce Analytics and Occupational Well-being
4	LA045	Maida Masood	Personality and Job Burnout

<p align="center"><b>Theme: Leadership II</b></p> <p align="center"><b>Session: B6                      Date: 11-06-2021                      Time: 11:00 – 01:00</b></p> <p align="center"><b>Session Chair: Dr. Rizwan Qaiser Danish      Session Co-Chair: Dr. Yasin Munir      Moderator: Sania Saeed</b></p> <p align="center"><b>Link: <a href="https://meet.google.com/muq-vkrd-afx">https://meet.google.com/muq-vkrd-afx</a></b></p>			
<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA036	Muhammad Saeed Ahmad	Impact of employees' perceptions of despotic leadership on employees' innovative behavior with mediating role of employees' career satisfaction and moderating role of employees' psychological empowerment.
2	LA063	Asvir Naveed Dr. Rizwan Qaiser Danish	Relating Ambidextrous Leadership to Innovation Through Serial Mediation and Moderation: A Multi-Level Study of ICTs in Pakistan
3	LA079	Sabina Javed Zeshan Ahmer	Investigating the Impact of Servant Leadership on Turnover Intention in The Services Sector of Pakistan: A Moderated Mediation Model
4	L086	Maria Naseer Zeshan Ahmer	Examining the Effects of Ethical Leadership on Employee citizenship behavior: The role of organizational Commitment as mediator and organizational identification as moderator
5	LA124	Mula Nazar Khan Dr Ishfaq Ahmed	The impact of despotic leadership on emotional exhaustion: mediating role of dehumanization and moderating role of core self-evaluation

<b>Theme: Social Media and Digitization I</b> <b>Session: C1</b> <b>Date: 12-06-2021</b> <b>Time: 09:00 – 11:00</b> <b>Session Chair: Dr. Muqqadas Rehman</b> <b>Session Co-Chair: Dr. Talat Islam</b> <b>Moderator: Rabia Azhar</b> <b>Link: <a href="https://meet.google.com/nyw-djaq-qwa">https://meet.google.com/nyw-djaq-qwa</a></b>			
<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LF013	Muhammad Hasnain Dr. Muqqadas Rehman Rizwan Qaiser Danish	The Behavior of Digitalized Corporations towards Online Portals in the context of Price Fairness and Customer Perceived Quality
2	LA018	Dr. Rizwan Qaiser Danish Muhammad Shafique	Impact of Cultural tourism benefits and Social media marketing on Attitudes toward aboriginal culture through tourism Education
3	LF064	Dr. Rizwan Qaiser Danish Yasir AllahDin Waqas Shakir	Consumer Participation With Brands and Loyalty: A Social Commerce Perspective
4	LA066	Irsa Mehboob Dr. Mubbsher Munawar Khan Dr. Shrafat Ali Sair	Consumer's Insight on Social Media and Purchase Intention: Social Networking, Community Engagement, Brand Use and Impression management as Antecedents of Brand Loyalty
5	LF069	Mehak Sameer Dr. Shrafat Ali Sair Dr. Abdul Sami	Impact of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention

<b>Theme: Food Technology and Nutritious Trends</b> <b>Session: C2                      Date: 12-06-2021                      Time: 09:00 – 11:00</b> <b>Session Chair: Dr. Usman Yousaf                      Session Co-Chair: Dr. Ahmed Usman                      Moderator: Abid Hussain</b> <b>Link: <a href="https://meet.google.com/qht-rwew-ecz">https://meet.google.com/qht-rwew-ecz</a></b>			
<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA032	Faheem Akram Dr. Ishfaq Ahmad Abdul Majeed Dr. Rizwan Qaiser Danish	Impact of Consumer's Long-term Orientation and Safety Consciousness on Word of Mouth about Functional Food
2	LA033	Iqra Dilshad Dr. Ishfaq Ahmad Abdul Majeed Dr. Rizwan Qaiser Danish	E-Service Quality, E-WOM and Foodpanda App: Serial Mediation of Customer Satisfaction and Customer Engagement
3	LA034	Javariya Javed Dr. Ishfaq Ahmad Abdul Majeed Dr. Rizwan Qaiser Danish	Customer Trust, Customer Citizenship Behavior, Foodpanda App: Serial mediation of Customer Engagement and Brand Attachment
4	LA074	Umar Ijaz Ahmed Sami Ullah Irfan Ahmad Baig Choudary Ihtasham Ali Mohsin Raza	Impact of Production Diversity on Diet Diversification of Women and Children: Case of Subsistence Farmers in South Punjab
5	LA078	Osama Bin Hassan Zeshan Ahmer	Effect of Awareness of Nutritious Related Corporate Social Responsibility on Customer Loyalty and Perceived Value
6	LA107	Hafiza Sobia Tufail Dr. Sidra Ramzan Dr. Rana Muhammad Shahid Yaqub	What Impacts the Consumer Purchase Intention Towards Suboptimal Food in Pakistan

**Theme: COVID 19: Threats and opportunities**

**Session: C3**

**Date: 12-06-2021**

**Time: 09:00 – 11:00**

**Session Chair: Dr. Muhammad Ehsan Malik    Session Co-Chair: Mudassir Latif Rawan    Moderator: Saba Munir**

**Link: <https://meet.google.com/znt-wkby-tqz>**

S. No.	Submission ID	Presenter's Name	Title of the Paper
1	LF041	Muhammad Ahsan Dr Muhammad Abbas Miss Ume Habibah	Impact of Human Capital and Entrepreneur Competency on the Financial Performance of New Venture during COVID-19 pandemic: Moderating Role of Entrepreneurial Finance and Social Capital
2	LA043	Sania Saeed Rizwan Qaiser Danish Waqas Baig	Students' concerns in crisis of COVID-19: Evidence from Pakistan
3	LF072	Dr. Rizwan Qaiser Danish Majid Ali Anita Ali	Examination of Customers Intention to Adopt Digital Banking Services through Moderating Role of Perceived Risk in Banking Sector of Pakistan during COVID-19 Pandemic
4	LA099	Somi Ali Arshad Naseem Bukhari	COVID-19 and its lockdown impact on the performance of stock market: An empirical study on Karachi Stock Exchange
5	LA103	Muhammad Ali Tauseef Zahra Alvi	Analyzing student engagement and satisfaction: The Role of "Zoom Online Classes" for university students during Covid-19 Pandemic in Pakistan
6	LA120	Aamir Sohail Shafiq Ur Rehman Dr. Shrafat Ali Sair	Assessment of E-HRM practices and its functions among the banking sector of emerging economies During Covid-19: An exploratory study

<b>Theme: Sustainability, Green Technology and CSR</b> <b>Session: C4                      Date: 12-06-2021                      Time: 09:00 – 11:00</b> <b>Session Chair: Dr. Ishfaq Ahmed      Session Co-Chair: Dr. Humaira Asad                      Moderator: Asghar Ali</b> <b>Link: <a href="https://meet.google.com/icp-juhj-sng">https://meet.google.com/icp-juhj-sng</a></b>			
<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA047	Isma Ishfaq Yasir Ashraf	Drivers of Sustainability Reporting in Sugar Sector of Pakistan
2	LA049	Haleema Khalid Yasir Ashraf	Sustainability Reporting Influence Firm's Financial Performance; An Evidence from Pakistani Listed Cement Companies
3	LA059	Dr. Sajid Nazir Irfa Noor	Measuring Project Success and Business Competitive Advantage through Incorporation of Sustainability Principles and Sustainability Disclosure: Moderating Effect of Stakeholder Pressure
4	LA088	Labiba Sheikh Kanza Sohail	Investigating the impact of Corporate Social Responsibility on firm's financial performance: Studying the mediating role of Corporate Reputation and Customer Satisfaction
5	LA114	Mr. Ijaz Hussain Dr. Rizwan Qaiser Danish Dr. Shrafat Ali Sair	Empirical study of market performance: considering sustainability-based marketing assets (corporate reputation and customer satisfaction) through sustainable competitive advantage in Pakistani context



<p align="center"><b>Theme: Corporate Governance and Risk Management</b></p> <p align="center"><b>Session: C5                      Date: 12-06-2021                      Time: 09:00 – 11:00</b></p> <p align="center"><b>Session Chair: Dr. Labiba Sheikh                      Session Co-Chair: Dr. Sajid Nazir                      Moderator: Kanza Iqbal</b></p> <p align="center"><b>Link: <a href="https://meet.google.com/pmp-bjbq-xzz">https://meet.google.com/pmp-bjbq-xzz</a></b></p>			
<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA055	Syed Khurram Abbas Sherazi Kanwal Iqbal Khan Hafsa Hamid Gill Abdul Wahab	Exploring the effects of corporate governance and intellectual capital on firm performance: An evidence from Pakistani Corporate sector
2	LA056	Muhammad Ishfaq Dr.Sajid Nazir Dr.Ghulam Hussain	Effect of Overconfidence Bias on Investment Intentions: Mediating Role of Risk Perception and the Moderating Effect of Personality Traits
3	LA057	Aamer Shahzad Rabiah Shaukat Mian Sajid Nazir Affaf Asghar Butt	Principal-principal Conflict and Corporate Cash Holdings: Antecedents and Consequence
4	LA058	Aamer Shahzad Khalid Mehmood Mian Sajid Nazir Affaf Asghar Butt	CEO Dominance and Firm Performance: Mediating role of corporate leverage
5	LA093	Muhammad Rauf Dr. Nisar Ahmad	Impact of Heuristic Factors on Individual Investor's Investment Decision: Moderating Effect of Risk Tolerance
6	LF126	Muhammad Usman Hafiz Muhammad Arslan Mohsin Raza	Impact of Financial Literacy and Gender Preferences on Stock Market Participation with reference to Risk Attitude

**Theme: Banks and Banking Services II**

**Session: D1**

**Date: 12-06-2021**

**Time: 11:00 – 1:00**

**Session Chair: Dr. Muhammad Aamir**

**Session Co-Chair: Prof. Fida Hussain Bukhari**

**Moderator: Saba Munir**

**Link: <https://meet.google.com/jfs-zqbq-nqf>**

<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	FF077	Zahid Iqbal Dr. Muhammad Akram Dr. Hassan Ahmad	Social Capital & Loan Credit Terms: Does It Matter in A Microfinance Contract? Evidence from Microenterprise Loan Repayment Performance in Pakistan
2	FF094	Muhammad Usman Hafiz Muhammad Arslan Muhammad Irfan Majeed	Testing the Determinants of Performance of Islamic Banks and Conventional Banks in Pakistan
3	LF102	Fouzia Hadi Ali Mamoona Naseem	The Impact of Online Convenience on Mobile Banking Adoption: The Sequential Mediation of Perceived Utilitarian Value and Perceived Hedonic Value
4	LF053	Dr. Rizwan Qaiser Danish Muhammad Hasnain Saher Arshad	The Impact of Perceived Organizational Support on Job Satisfaction: An Empirical Evidence from the Banking Sector of Pakistan
5	LA098	Aisha Ismail Dr. Sadia Farooq	Technology and Microfinance: A Driving Force for Financial Inclusion

**Theme: Creativity, Innovation and Entrepreneurial Ventures II**

**Session: D2**

**Date: 12-06-2021**

**Time: 11:00 – 01:00**

**Session Chair: Dr. Alfredo Jinemiz**

**Session Co-Chair: Dr. Sania Zahra Malik**

**Moderator: M. Mussarat Nawaz**

**Link: <https://meet.google.com/gws-dmub-ggk>**

<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA003	Tahir Mahmood Dr. Rao Zia-ur-Rehman Dr. Rizwan Qaiser Danish Waqas Baig Hafiz Ahmed Ullah	Entrepreneurial Marketing, Market Orientation and SMEs' Performance in Pakistan: The Moderating Effect of External Environmental Factors
2	LF008	Sara Shabbir Dr. Rizwan Qaiser Danish Dr. Muqqadas Rehman	An Empirical Investigation of Environmental Turbulence and Fear in Predicting Entrepreneur's Improvisation
3	FA009	Ahmad Usman Shahid Jawad Shahid Hafiza Sobia Tufail	The Impact of Organizational Learning on Organizational Citizenship Behavior of Professional Accountants with the Mediating Role of Organizational Innovation, Evidence from Pakistan
4	LF015	Dr. Sami Ullah Dr. Rizwan Qaiser Danish Dr. Shrafat Ali Sair Dr. Ijaz Hussain	The impact of bricolage and green entrepreneurial orientation on competitive advantage through green innovation in SMEs of emerging countries
5	LF020	Sara Adeel Dr. Rizwan Qaiser Danish Abid Hussain	The impact of Entrepreneurs' Improvisation on Innovation: The Mediating Role of Resilience

<p align="center"><b>Theme: Organizational Behavior III</b></p> <p align="center"><b>Session: D3                      Date: 12-06-2021                      Time: 11:00 – 01:00</b></p> <p align="center"><b>Session Chair: Dr. Shazia Nauman      Session Co-Chair: Dr. Muneeb Ahmed Mahta      Moderator: Asbah Shujat</b></p> <p align="center"><b>Link: <a href="https://meet.google.com/zyv-hdvw-rdr">https://meet.google.com/zyv-hdvw-rdr</a></b></p>			
<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA076	Muhammad Gulraiz Dr. Usman Yousaf	Diversity Management Practices and Quality of Work Life: A Moderated Mediation Model Of Employee Engagement And Organizational Support
2	LF085	Dr. Muhammad Ali Rimsha Waseem	The Influence of Perceived Organizational Support on Employee Retention with the Moderation of Abusive Supervision and Mediating Effect of Psychological Empowerment
3	LA112	Noreen Arif Ishfaq Ahmed	Impact of workplace incivility on employee's counter productive work behavior: mediating role of resource depletion and moderating role of narcissism
4	LA125	Babar Nadeem Dr. Ishfaq Ahmed	Abusive supervision and employees' retaliation: mediation by qualitative job insecurity and moderation by political skills
5	LA121	Nazia Rafiq Dr. Abdus Sattar Abbasi Dr. Shrafat Ali Sair	Role of Emotional Labor Strategies on Affective Commitment through Anxiety: Empirical Study on Hotel Employees



<b>Theme: Consumerism and Environmental Concerns</b> <b>Session: D5                      Date: 12-06-2021                      Time: 11:00 – 01:00</b> <b>Session Chair: Dr. Mubbsher Munawar Khan      Session Co-Chair: Waseem Subhani      Moderator: Maida Masood</b> <b>Link: <a href="https://meet.google.com/nqm-rono-jas">https://meet.google.com/nqm-rono-jas</a></b>			
<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LF035	Abdul Majeed Dr. Rizwan Qaiser Danish Dr. Ishfaq Ahmed	Investigating Influencing Factors on Consumers Choice Behavior and their Environmental Concerns while Purchasing Green Products in Pakistan
2	LF068	Mehr-ul-Nisa Dr. Shrafat Ali Sair Dr. Rizwan Qaiser Danish	Green Marketing and Its Impact on Consumer's Purchase Decision
3	LA096	Rabiya Mohsin	Effect of Green Brand Positioning and perceived Green brand value on green intention: with the mediating role of attitude towards green brand
4	LA031	Dr. Noor Hayat Muhammad Sulman Dr. Afsheen Masood Zubana Afzal	Narcissism, Impulsiveness Buying and Clothing-Brand Love among Women
5	LA083	Amna Muazzam	Measuring the effect of Green Human Resource Management on Sustainability with moderating role of Environmental Knowledge in Pharmaceutical Industry of Pakistan

**Theme: Economic Growth and Performance II**

**Session: D6**

**Date: 12-06-2021**

**Time: 11:00 – 01:00**

**Session Chair: Dr. Naveed Iqbal Ch.**

**Session Co-Chair: Dr. Sharafat Ali**

**Moderator: Waqas Baig**

**Link: <https://meet.google.com/hgn-uvzd-wjf>**

<b>S. No.</b>	<b>Submission ID</b>	<b>Presenter's Name</b>	<b>Title of the Paper</b>
1	LA016	Muhammad Bilal Khan	Economic Value Added or Traditional Performance Measures? Which Explains Shareholders' Value Better in Pakistani Sugar Industry?
2	LA061	Sadia Ishaque	Workplace Spirituality, Green HRM and Individual Green Values: Leading towards a new Horizon of augmenting Environmental Performance in Food & Beverages Sector of Pakistan.
3	FF095	Epede Mesumbe Bianca Wang Daoping	Driving Factors for SME Integration into Global Value Chains: Evidence from Cameroon
4	FA115	Shahid Latif Dr. Safrul Izani Mohd Salleh Prof. Dr. Mazuri Abd.Ghani	The relevancy of Strategic Thinking in the role of Management Accounting Systems for SME's Survivability: A new conceptual framework
5	LA116	Rushana Badura Affaf Butt	Annual Report Readability, Tone Ambiguity, and The Firm Performance
6	LA118	Saher Arshad Humaira Asad	Human Capital, Physical Capital and Economic Growth: Evidence from South Asian Countries