

Capital University of Science & Technology, Islamabad

Conference Program



Organized by:

Faculty of Management and Social Sciences

Capital University of Science & Technology, Islamabad

Conference Program

Registration Desk 08:30 am	
Opening Ceremony at 09:30 am	
Activity	Resource Person
Hosting	Ms. Rabia Habbib
Recitation of Holy Quran	Mr. Sabeeh Rehan
Welcome Address by Conference Chair	Dr. Imran Riaz Malik
Key Note Speech	Dr. Muhammad Naveed Former Dean, Professor Baharia University, Islamabad
Address by Conference Chief Guest	Nasir M. Qureshi President, Islamabad Chamber of Commerce & Industry
Conference Overview	Dr. S. M. M. Raza Naqvi
<i>Tea Break 10:30 am to 11:15 am</i>	
Technical Sessions 1 (11:30 am – 1:30 pm)	
Lunch and Prayer Break (1:30 am – 2:30 pm)	
Technical Sessions 2 (2:45 pm to 5:15 pm)	
Closing Ceremony at 5:15 pm to 6:30 pm	
Activity	Resource Person
Host	Dr. Maria Mashkoor
Recitation	Mr. Sabeeh
Conference Chair Speech	Dr. Imran Riaz Malik
Key Note speaker	Dr. Eatzaz Ahmed Associate Dean, Faculty of Management Sciences Iqra University Islamabad
Chief Guest	Mr. Shahid Khaqan Abbasi, Former Prime Minister of Pakistan
Announcement of Best Paper	Dr. Imran Riaz Malik
Vote of thanks	Dr. Muhammad Mansoor Ahmed (Vice Chancellor)
<i>Closing Tea Break 6:30 pm</i>	

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Session 1		Management, HRM & Organizational Behavior	
Date:17-04-2025		Time: 11:30 am - 1:30 pm	Room: B1
Session Chair: Prof. Dr. Muhammad Sarmad Discussant 1: Dr. Um-e-Rubab Discussant 2: Dr. Muhammad Irshad		Room Conveners: Dr. Maria Mashkooor Ms. Javeria Khalid	
Ref #	Author (s)	Title	
MGT-02	Dr. Muhammad Zia-ur-Rehman, Muhmmad Abdullah Baber-Malik	Instrumental Leadership and Team Performance: Role of Emotional Intelligence	
MGT-04	Aqsa Sheikh Hafsah Zahur	Techno Stress, Psychological Anxiety and the Power of Adaptability: A Workplace Perspective	
MGT-05	Aisha Iqbal Bahadur Ali Soomro	Examining green transformational leadership and green entrepreneurial orientation towards green innovation through supply chain	
MGT-06	Aisha Iqbal Syed Arslan Haider	How green absorptive capacity enhances corporate environmental performance through the mediating role of green incremental innovation & radical innovation: green customer knowledge management capability as a moderator	
MGT-07	Najia Iftikhar Dr. Um-e-Rubbab Dr. Saiqa Saddiqa Qureshi	Exploring the Impact of Supervisory Phubbing on Employee Burnout: Mediating Effect of Interpersonal Relationship and Moderating Role of Coworker's Support	
HRM-01	Muhammad Younas Khan Dr. Shazia Faiz	Unleashing Creativity in Hospitality: How Leader's Grit Fuels Performance through Proactive Attitudes and Employee Improvisation.	
HRM-02	Mehtab Hameed Arslan Arshad	Incivility Unleashed: Understanding Workplace Deviance through the Lens of Loneliness"	
HRM-03	Asma Sabir Dr. Shazia Faiz	Enhancing Green Performance through Green HRM: A Human Capital Perspective	
HRM-09	Danish Khan Yousafzai Dr. Faisal Sheraz Dr. Mariam Sohail Dr. Syed Arslan	Effect of Learning and Development Opportunities on Job Performance: Mediating Role of Learning Transfer Environment	
HRM-10	Muhammad Usman Khan Dr. Amna Ali Dr. Faisal Sheraz	The Effect of Gig Work on Employee Productivity and Mediating Role of Workplace Flexibility	

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Session 1		Finance & Accounting	
Date: 17-04-2025		Time: 11:30 am - 1:30 pm	Room: B2
Session Chair: Dr. Aijaz Mustafa Hashmi Discussant 1: Dr. Hassan Raza Discussant 2: Dr. Rameeza Andleeb		Room Conveners: Dr. Anam Tariq, Dr. Zeeshan Ahmed	
Ref #	Author (s)	Title	
FIN-01	Tania Tariq Aleeza Aziz Dr. Altamash Khan	The Impact of Fintech Usage of University Student's Saving Behaviours with the Moderating Role of Digital Literacy.	
FIN-02	Nouman Nasir Muhammad Hanzala Rehmani	Linking Green Finance to Sustainable Performance: Exploring the Mediating Role of ESG Practices in Pakistan	
FIN-03	Munibah Munir Fatima Abdul Ghaffar	Enhancing Bank Growth through Blockchain-Integrated Supply Chain Finance: An Empirical Analysis of Asian Development Bank-Registered Countries Banks	
FIN-05	Sidra Liaquat	CEO Gender and Earnings Management: The Moderating Role of CEO Culture	
FIN-06	Omama Mariyam Sana Batool Zunera Batool	Impact of Islamic Financial Literacy on Farmers' Earning and Development of Shariah-compliant Agriculture Financing Product	
FIN-07	Dr. Muhammad Sadil Ali Mr. Moazzam Ali Prof. Dr. Syed Muhammad Amir Shah	The Nexus Between Institutional Investors and Firm Growth in Pakistan's Non-Financial Sector: A Panel Data Analysis	
FIN-09	Aiman Shahzad Dr. Anam Tariq	Towards a Sustainable Future: The Role of Economic Performance and Renewable Energy Usage in G-20 Countries with Financial Inclusion and Green Bonds as Moderators"	

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Session 1		Projects & Operation Management	
Date: 17-04-2025		Time: 11:30 am - 1:30 pm	Room: B3
Session Chair: Dr. Muhammad Shafiq Discussant 1: Dr. Farrokh Jaleel Discussant 2: Dr. Shakeel Iqbal		Room Conveners: Dr. Arif Ud Din	
Ref #	Author (s)	Title	
MPM-01	Brig Sheraz Afzal Dr. Muhammad Zia-ur-Rehman	Hybrid Project Management: Dynamics and Outcomes	
MPM-02	Laiba Tahir Dr. Arif ud din	Impact of Collaborative Social Resources on Project Sustainability: The Mediating Role of Stakeholder Engagement	
MPM-03	Muhammad Mazhar Hussain Dr. Arif ud din	The influence of Monitoring and Evaluation practices on Project Sustainability: Examining the Mediating role of Organizational Agility and Moderating Effect of Stakeholder Engagement	
MPM-05	Syed Shahrose Sohail Shahid Iqbal Syed Arslan Haider	Enhancing Project Performance Through Agile Practices: The Impact of Project Commitment as a Mediating Factor in IT Companies	
MPM-07	Sumbal Khan Shahid Iqbal Syed Arslan Haider	Examining the Impact of Transformational Leadership on Project Success: The Mediating Role of Team Cohesion and Effective Communication in Pakistan's Development Sector	
MPM-09	Javeria Arshad Shahid Iqbal Syed Arslan Haider	The Impact of Artificial Intelligence and Digital Adoption on Project Management Efficiency with the Mediating Role of Workforce Adaptability	
MPM-10	Hina Arooj Dr. Arif Ud Din	Enhancing Sustainability in Health Sector Projects: A Qualitative Analysis of Project-Based Organizations (PBOs)	
MPM-14	Muhammad Kashian Shumaila Mehboob Dr. Hamza Wazir Khan Dr. Shafiq Ur Rehman Khan	Revolutionizing Retail through Sales Data Analytics and Forecasting Platform	
MPM-17	Hajira Bibi Dr. Amiya Bhaumik Dr. Syed Arslan Haider	Project Complexity as a Moderator: The Mediating Function of Project Citizenship Behavior in the Effect of Inclusive Leadership on Project Success	

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Session 1		Marketing, Consumer Behavior & Entrepreneurship	
Date: 17-04-2025		Time: 11:30 am - 1:30 pm	Room: B4
Session Chair: Dr. Sana Iqbal Discussant 1: Dr. Mushtaq Ahmed Discussant 2: Dr. Jameela Khurshid		Room Conveners: Prof. Dr. Ansar Rajput Syed Faraz Ali Shah	
Ref #	Author (s)	Title	
MKT-01	Muhammad Umer Saeed Shahzad Ahmad Khan	Branding Sustainable Agriculture: Market Positioning and Consumer Adoption of Vermicompost as an Eco-Friendly Organic Fertilizer.	
MKT-02	Mazahir Murtaza Shah Ghulam Yaseen Dr. Hamza Wazir Khan Dr Haris bin Khalid	Bridging Physical and Digital Marketing: The Impact of Augmented Reality on Customer Engagement, Satisfaction, and Purchase Intent	
MKT-03	Sana Eman Hammad Khan Obaid Ullah	The Effect of E-commerce Service Quality Factors on Customer Satisfaction, Purchase Intention, and Actual Purchase in Pakistan	
MKT-06	Esha Saleem Sadiah Nazir Abdul Rehman Shakoor	Metaverse Marketing: A Critical Review of Opportunities and Challenges	
MKT-09	Ameena Tahir Aaiza Aqeel	Sustainability of Informal Markets: How Karachi Street Vendors Can Utilize Project Management Strategies and Regulatory Approaches to Eliminate Illegal Bazaars	

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Session 1		Psychology	
Date: 17-04-2025		Time: 11:30 am - 1:30 pm	Room: B5
Session Chair: Dr. Ulfat Nisa Discussant 1: Dr. Samia Mazhar Discussant 2: Ms. Anum Tanweer		Room Conveners: Dr. Ishrat Yousaf Dr. Uzma Rani	
Ref #	Author (s)	Title	
PSY-01	Fareeha Badar Ghauri Ms. Afia Misri	Effectiveness Of Mindfulness Training on Resilience and Relationship Satisfaction of Married Individuals in Islamabad	
PSY-02	Zara Emanuel Dr. Ishrat Yousaf	The relationship between economic stress, climate change, and mental health outcomes in Pakistan.	
PSY-03	Ummada Sheikh Afia Misri	Translation and Adaptation of the Narcissistic Admiration and Rivalry Questionnaire	
PSY-05	Zanib Haq Ms. Arshia Saif	Feasibility of Mindfulness-Based Stress Reduction Intervention for Self-Compassion and Pain Perception in Patients with End-Stage Renal Disease.	
PSY-10	Noor ul ain Tahir Dr. Ishrat Yousaf	Social Support and Quality of Life: The Mediating Role of Self-Compassion and Personal Growth in Individuals Recovered with Substance Use Disorders	

Lunch Break & Prayer Break
(Time: 1:30 pm to 2:30 pm)

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Session 2		Management, HRM & Organizational Behavior	
Date:17-04-2025		Time: 2:45 pm - 5:15 pm	Room: B1
Session Chair: Dr. Rauza Discussant 1: Dr. Aqsa Jaleel Discussant 2: Dr. Mehwish Majeed		Room Conveners: Dr. Rubina Dr. Shazia Faiz	
Ref #	Author (s)	Title	
HRM-04	Soban Ali Dr. Shazia Faiz	Navigating Change: The Role of Digital Leadership in Agile Response with Cultural Intelligence as a Key Enabler	
HRM-06	Rimsha Riaz	Epistemic Curiosity as the Catalyst for Entrepreneurial Success: The Power of Creativity and Playful Work Design	
HRM-07	Samreen Noor Salwa Khan Dr. Hamza Wazir Khan Dr. Umar Farooq	Personality-Based Candidate Recommendation System Using MBTI for Recruitment	
HRM-08	Abdul Rehman Shakoor Javeria Khalid	Balancing Digital Transformation and Workforce Well-Being in Project-Based Organizations	
HRM-05	Arslan Arshad Dr. Shazia Faiz	Leading with Contradictions: The Synergistic Impact of Paradoxical Leadership and Cultural Intelligence	
HRM-11	Hamza Khan Dr. Faisal Sheraz Awais Ahmad Ameer Taimur Ali Khan Dr. Syed Arslan	The Effect of Training Programs on Organizational Commitment. The Mediating Role of Skill Development	
HRM-12	Kashif Mehmood Irfan Iqbal Urooj Salim	The Role of Workplace Fun on Employee Job Performance, Innovative Work Behavior and Psychological Distress: Mediating Role of Employee Flourishing	
HRM-13	Riffat Gill Dr. Sadia Shaheen	Climbing the Ladder Through Loyalty: The Influence of Unethical Pro-Leader Behavior on Careerism via Leader's Liking	
OB-01	Misbah Ali Dr. Muhammad Zia-ur-Rehman	Negotiation and Conflict Management: understanding the dynamics in the era of artificial intelligence	
OB-02	Redwan Raza Dr. Faisal Sheraz Dr. Marya Rehmat Dr. Fatima Zulfiqar Dr. Syed Arslan	The Impact of Workplace Ostracism and Organizational Cynicism on knowledge Sabotage: The Mediating role of Job Induced Tension and Moderating role of Psychological Hardiness	

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Session 2		Finance & Accounting	
Date: 17-04-2025		Time: 2:45 pm - 5:15 pm	Room: B2
Session Chair: Dr. Shahzad Hussain Discussant 1: Dr. Muhammad Aksar Discussant 2: Dr. Shoaib Hassan		Room Conveners: Dr. Jaleel Ahmed Dr. Iftikhar Ali Janjua	
Ref #	Author (s)	Title	
FIN-10	Dr. Saqib Bashir	The significance of female financial inclusion for development: an empirical investigation	
FIN-11	Malayka Riaz Mehwish Riaz	The Role of Deterrence Emotions in Shaping Behavioral Intentions Toward E-Banking: The Mediating Effect of Perceived Risk"	
FIN-12	Tasawar Abbas	Impact of green finance and green technological innovation on environmental sustainability, moderating role of environmental regulations	
FIN-14	Anees Fatima Uzma Bibi	Impact of Islamic Financial Literacy on the Growth and Performance of Islamic Banking in Pakistan	
FIN-15	Zahid Bashir Dr. Muhammad Aamir Dr. Muhammad Sabeeh Iqbal	AI Perception and Investment Behavior: A Study of retail Investors in Pakistan	
FIN-16	Sadaf Irshad Sana Malik	Shariah-Compliant Central Bank Digital Currencies (CBDCs) and the SDGs: A Path to Ethical and Sustainable Finance	
FIN-17	Noor-E- Matin	Dynamic Connectedness Between Rare Earth, Digital Asset and Fossil Fuel Markets: Evidence From TVP-VAR Approach	

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Session 2		Projects & Operation Management	
Date: 17-04-2025		Time: 2:45 pm - 5:15 pm	Room: B3
Session Chair: Dr. Bilal Anwar Discussant 1: Dr. Mudassar		Room Conveners: Dr. Syed Arsalan Haider Mr. Imad Ud Din	
Ref #	Author (s)	Title	
MPM-18	Hajira Bibi Dr. Amiya Bhaumik Dr. Syed Arslan Haider	The Mediating Effect of Environmental and Social Responsibility Awareness in Green Organizations: The Function of Empowering Leadership in Improving Project Citizenship Behavior	
MPM-19	Usman Ali Khan Dr. Shazia Faiz Dr. Arif ud din	Decoding Success: The Interplay of Emotional Intelligence, Self-Efficacy, and Project Complexity in Mega Project (CPEC)	
MPM-20	Hamza Kiani Dr. Arif ud Din Hasnaat Kiani Hina Arooj	Enhancing Project Efficiency and Sustainability in Construction through the Innovative Integration of Thermomaterials	
MPM-21	Amina Jamal	Project Strategic Planning in the IT Sector and Freelancing	
MPM-22	Attique Ur Rehman Dr. Arif Ud Din	Examining the Impact of Planning on Sustainability of Productive Sector Projects in AJK: The Mediating Role of Stakeholder Engagement and the Moderating Role of	
MPM-23	Hurmat Ahmed Faisal Siddiqui Sanna Ullah Usama Waleed Qazi	Impact of Transformational Leadership on Project Success: the role of emotional intelligence & organizational commitment	
MPM-24	Hurmat Ahmed Faisal Siddiqui Sanna Ullah Usama Waleed Qazi	Impact of Planning Fallacy on Project Success: The Role of Project Planning and Top Management Support	
MPM-26	Madiha Ashiq Dr. Syed Arslan Haider	The Influence of CEO Responsible Leadership on Employee Innovative Work Behavior: Exploring the Mediating Role of Effective Knowledge Sharing Attitude and Agile Project Management Practices with Project Complexity as a Moderator	
MPM-27	Abdul Rehman Shakoor Dr. Arif ud Din	Meta-Analysis on AI Tools in Project Management: Game Changer or Just a Trend	

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Session 2		Marketing, Consumer Behavior & Entrepreneurship	
Date: 17-04-2025		Time: 2:45 pm - 5:15 pm	Room: B4
Session Chair: Dr. Bushra Shafiq Bangash Discussant 1: Dr. Arslan Ahmed Siddiqui Discussant 2: Dr. Muhammad Ali Malik		Room Conveners: Dr. M. Ishfaq Khan Dr. Ahsan Mahmood	
Ref #	Author (s)	Title	
CB-02	Bushra Nusrat Mahnoor Dilshad Abdullah Jatt	Gender Diversity in Corporate Leadership and Organizational Performance	
ENT-01	Tanzeela Ashraf, Dr. Azhar Rasool	Withania Coagulans Herbal Tea: A Branded Approach for Diabetic Care in Pakistan	
ENT-03	Sajeela Ilyas Fazeela Umbreen Dr. Azhar Rasool Dr. Hamza Wazir Khan.	Aloe Vera health detection using ML model: Yolov11	
ENT-05	Munazza Shifa Dr. Faisal Sheraz	Exploring the Entrepreneurial Mindset of Generation's Z Business Graduates: A Qualitative Approach	
ENT-06	Eisha Gul	The Moderation Assessment of Engineering Students' Entrepreneurial Innovativeness through Entrepreneurial Knowledge	

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Session 2		Psychology	
Date: 17-04-2025		Time: 2:45 pm - 5:15 pm	Room: B5
Session Chair: Dr. Rayna Sadia Discussant 1: Dr. Muhammad Aqeel Discussant 2: Ms. Asima Munawar		Room Conveners: Dr. Uzma Rani Ms. Anum Tanveer	
Ref #	Author (s)	Title	
PSY-11	Hafsa Kashif Ms. Aysha Aneeq	Relationship between Self-leadership, Job satisfaction, and psychological well-being among the employees of public and private sectors: A Comparative Study	
PSY-23	Zaynab Khan Asima Munawar	Exploring Household Responsibility Conception and Shirking Among Married Men in the Twin Cities: A Phenomenological Study	
PSY-25	Samman Tahir Anam Mehmood	Relationship between Ethical Decision Making and Use of Attitudes towards Artificial Intelligence and Academic Performance among University Students	
PSY-34	Misbah Ali Prof. Dr. Saima Ehsan Farhana Sajjad Kiani	Automated Intellects: Navigating AI's Impact on Undergraduate Academic Behavior	

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Closing Ceremony

(Time: 5:15 pm to 6:30 pm)

Closing Ceremony		
Date: 17.04.2025	Time: 5:15 PM – 6:30 PM	Venue: Auditorium A-2

Activity	Invited Talk
Hosting	Dr. Maria Mashkooor
Recitation	Mr. Sabeeh Rehan
Conference Chair Speech	Dr. Imran Riaz Malik
Key Note Speech	Dr. Eatzaz Ahmed Associate Dean, Faculty of Management Sciences Iqra University Islamabad
Address by Chief Guest	Mr. Shahid Khaqan Abbasi, Former Prime Minister of Pakistan
Announcement of Best Papers	Dr. Imran Riaz Malik
Vote of thanks	Dr. Muhammad Mansoor Ahmed (Vice Chancellor)
Awards Distribution	
Closing Tea Break 6:30 pm	