



2nd International Conference on Business & Commerce - ICBC 2021

CONFERENCE PROGRAM

Pre Conference Day – 25th November, 2021

- | | |
|--|-----------|
| 1. Panel Discussion: Research Culture in Pakistani Universities – Issues & Solutions | 10:00 A.M |
| 2. Workshop I: Quantitative Data Analysis using Haye's Process Macro | 01:00 P.M |
| 3. Workshop II: Qualitative Data Analysis using NVIVO | 01:00 P.M |

Day I – 26th November, 2021

- | | |
|---------------------|-----------|
| 4. Opening Ceremony | 09:30 A.M |
| 5. Jmma Break | 12:30 P.M |
| 6. Lunch | 01:30 P.M |
| 7. Session I – A1 | 02:30 P.M |
| 8. Keynote Speeches | 02:30 P.M |
| 9. Session II – A2 | 04:00 P.M |

Day II – 27th November, 2021

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|--------------------------------------|-----------|
| 10. Session III – B1 | 09:00 A.M |
| 11. Tea Break & Poster Presentations | 10:30 A.M |
| 12. Session IV – B2 | 11:00 A.M |
| 13. End of Academic Sessions | 12:30 P.M |
| 14. Closing Ceremony | 05:00 P.M |
| 15. Dinner | 06:00 P.M |



2ND INTERNATIONAL CONFERENCE ON BUSINESS AND COMMERCE

ICBC 2nd CONFERENCE

Striving for a Better Normal

Pre Conference Day
Day 0 (Thursday)
25-11-2021





2ND INTERNATIONAL CONFERENCE ON BUSINESS AND COMMERCE

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Pre-Conference Workshops			
Session: 01	Venue: Anis Block - HCC	Date: November 25, 2021	Time: 10:00 am – 03:00 pm
Time	Event		
10:00-12:00 pm	<p style="text-align: center;">Panel Discussion <i>(Topic: Research Culture in Pakistani Universities – Issues and Solutions)</i></p> <p>Panel Dr. Khalid Mahmood (Prof & Dean, Faculty of Information and Media Studies, University of the Punjab) Dr. Rubina Zakir (Prof. & Director of Institute of Social and Cultural Studies, University of the Punjab) Dr. Athar Azeem (Prof. & Dean, Faculty of Management and Administrative Sciences, University of Sialkot) Dr. Shazia Nauman (Prof. of Project Management, Riphah International University, Lahore Campus) Dr. Sadia Farooq (Research Programs Coordinator, Hailey College of Commerce, University of the Punjab)</p> <p>Moderator Ms. Tayyaba Yousaf (Lecturer, Hailey College of Commerce, University of the Punjab)</p>		
01:00-03:00 pm	<p style="text-align: center;">Workshop on Qualitative Data Analysis Using NVIVO</p> <p>Facilitator: Dr. Rab Nawaz Lodhi (Associate Professor, University of Central Punjab)</p>		
01:00-03:00 pm	<p style="text-align: center;">Workshop on Quantitative Data Analysis using Haye's Process Macro</p> <p>Facilitator: Dr. Ghulam Abid (Assistant Professor, Kinnaird College for Women University, Lahore)</p>		





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Opening Ceremony

Day 1 (Friday)

26-11-2021





2ND INTERNATIONAL CONFERENCE ON BUSINESS AND COMMERCE

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Opening Ceremony	
Venue: Anis Block – HCC Date: November 26, 2021 Time: 10:00 am – 03:00 pm Zoom link: https://us02web.zoom.us/j/84492075856 Meeting ID: 844 9207 5856 (No Password Required)	
Time	Event
08:30-09:30 am	Registration
09:30-10:00 am	Guests Seating
10:00-10:15 am	Tilawat, Naat & National Anthem
10:15-10:25 am	Opening Note by Conference Chair – Prof. Dr. Zulfiqar Ahmad
10:25-10:35 am	Opening Note by Conference Secretary – Dr. Sadia Farooq
10:35-10:45 am	Plenary Speech by Director General Punjab University Gujranwala Campus – Dr. Sayyid Salman Rizavi
10:45-10:55 am	Plenary Speech by Principal Hailey College of Banking & Finance – Dr. Mubbsher Munawar Khan
11:15-11:25 am	Plenary Speech by Vice Chancellor of University of Jhang – Prof. Dr. Shahid Munir
11:25-11:35 am	Plenary Speech by Associate Professor, Medgar Evers College, City University of New York, USA - Dr. Wallace Ford
11:35-11:45 am	Plenary Speech by Registrar of University of the Punjab – Dr. Muhammad Khalid Khan
11:45-11:55 am	Plenary Speech by Pro. Vice Chancellor of University of the Punjab – Prof. Dr. Muhammad Saleem Mazhar
11:55-12:05 pm	Plenary Speech by Vice Chancellor of University of the Punjab – Prof. Dr. Niaz Ahmad Akhtar (SI)
12:05-12:10 pm	Plenary Speech by Dean, Medgar Evers College, City University of New York - Prof. Dr. Jo-Ann Rolle
12:10-12:15 pm	Plenary Speech by Professor of School of Business Medgar Evers College, City University of New York - Prof. Dr. Byron E. Price
12:15-12:20 pm	Plenary Speech by Professor of Medgar Evers College, City University of New York – Prof. Dr. Veronica N. Udeogalanya
12:20-12:25 pm	Plenary Speech by Associate Professor and Head of Turkish inter-university Council, Ozyegin University - Dr. Aysin Pasamehmetoglu
12:25-12:55 pm	Souvenirs, Photographs and Socialization
12:55-02:30 pm	Lunch & Juma Break





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Keynote Speeches Day 1 (Friday) 26-11-2021





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Keynote Speeches

Venue: Conference Hall

Date: November 26, 2021

Time: 02:30 pm – 04:00 pm

Zoom link: <https://us02web.zoom.us/j/89347723878>

Meeting ID: 893 4772 3878 (No Password Required)

Sr.	Keynote Speech
1	Dean, Medgar Evers College, City University of New York, USA - Prof. Dr. Jo-Ann Rolle
2	Professor, School of Business Medgar Evers College, City University of New York, USA - Prof. Dr. Byron E. Price
3	Professor Emeritus, Editor-in-Chief of International Journal of Maritime Crime & Security, University of Greenwich, UK – Prof. Chris Bellamy
4	Tenured Professor of Medgar Evers College, City University of New York, USA – Prof. Dr. Veronica N. Udeogalanya
5	Head of Business Management, ACCA – Mr. Jamie Lyon
6	Associate Professor and Head of Turkish inter-university Council, Ozyegin University - Dr. Ayşın Paşamehmetoğlu
7	Assistant Professor, Conrad N. Hilton College of Hotel Management, University of Houston, Texas – Dr. Minwoo Lee





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Schedule of Presentations

Day 1 (Friday)

26-11-2021





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Session Theme: Contemporary Issues in Finance and Investment

Session: A1-105

Room: 105 – Ground Floor

Date: November 26, 2021

Time: 02:30 – 04:00 pm

Session Chairs/ Panel: Dr. Muhammad Akram, Dr. Sajid Nazir, Dr. Muhammad Usman (HCC)

SR .	ID	Author(s)	Title of the Study
1	ICBC-2021-504	Ashfaq Ahmad, Hajra Rasheed, Amna Tahir	Organizational Politics and Corporate Governance in Banking Sector
2	ICBC-2021-509	Anjum Ilyas Siddiqui, Amna Mumtaz, Afifa Naseer	The Impact of Covid-19 Lockdown on Performance of Pakistan Stock Market
3	ICBC-2021-513	Muhammad Salman, Ali Hamza	Examination of Investor's Behavior and Real Estate Sector
4	ICBC-2021-515	Awais Nazeer	How Financial Statements Influence Investment Decisions of Investors?
5	ICBC-2021-518	Amna Mumtaz, Anjum Ilyas	Momentum and Mean-Reversion in Commodity Markets
6	ICBC-2021-217	Hafiz Zafar, Uzma Khirdeen	Web-Based Disclosures and their Determinants: Evidence from Islamic Banks in Pakistan





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Session Theme: Banking & Finance

Session: A1-106

Room: 106 – Ground Floor

Date: November 26, 2021

Time: 02:30 – 04:00 pm

Session Chairs/ Panel: Dr. Farah Naz Naqvi, Dr. Naveed Ahmad, Dr. Muhammad Ramzan

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-301	Toheed Zafar	A Historical Examination of Islamic Banking Industry of Pakistan since its Inception
2	ICBC-2021-304	Toheed Zafar	Impact of Intellectual Capital on Firm Performance; A Moderating Role Organizational Culture in Automobile Industries in Pakistan.
3	ICBC-2021-307	Rahila Hanif	Digital Innovation and Wealth Management: An Insight into Suppliers and Users Perspectives
4	ICBC-2021-310	Mahnoor Tahir	Analyses of Optimal Capital Structure (A Review of Literature)
5	ICBC-2021-316	Rimsha Naeem, Dr. Nisar Ahmad	The Impact of Perceived Organizational Climate, Governance and Organizational Citizenship Behavior on Organizational Performance Based on Balanced Score Card of Banking Sector
6	ICBC-2021-39x	Dr. Shrafat Ali Sair, Shafeq ur-Rehman, Dr. Ijaz Hussain, Aamir Sohail	Factors' Affecting Investors' Investment Decision: A Sequential Mixed Method Analysis





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Session Theme: Organizational Behaviour			
Session: A1-115		Room: 115 – Ground Floor	Date: November 26, 2021
Session Chairs/ Panel: Dr. Muhammad Afzal, Dr. Tehmina Fiaz Qazi, Dr. Basharat Raza, Dr. Ishfaq Ahmad Janjua		Time: 02:30 – 04:00 pm	
SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-709	Rida Akbar , Ahmad Usman	Job Crafting and Job Performance Relationship: The Mediating Role of Work Engagement
2	ICBC-2021-103	Muhammad Ashfaq	Impact of Psychological Capital on Sustainability and Performance: A Case Study of the Textile Sector of Pakistan
3	ICBC-2021-720	Ayesha Shafiq, Malka Ayesha	Impact of Perceived Stress on Employees' Job Performance during Covid-19: Mediating Role of Job Satisfaction
4	ICBC-2021-714	Dr. Aamar Ilyas, Muhammad Gulraiz	Entrepreneurial Mind-set and Entrepreneurial Intention among Final Year Students: A Moderated and Mediation Model of Entrepreneurial Self-Efficacy and Family Support
5	ICBC-2021-715	Dr. Rehan Ahmad, Dr. Ahmad Ashraf	Impression Management as a Friend or Foe? Moderated Mediation Model of Narcissism and Ingratiation Towards CEO
6	ICBC-2021-718	Aqsa Shabbir, Shazia Nauman	How Employee Grit Influences Job Satisfaction?





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Session Theme: Management Accounting & Performance Management

Session: A1-204

Room: 204 – First Floor

Date: November 26, 2021

Time: 02:30 – 04:00 pm

Session Chairs/ Panel: Dr. Muhammad Siddique Malik, Dr. Samar Rahi, Dr. Hafiz Abdur Rashid

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-205	Iqra Rizvi,	Performance Measurement of Higher Education Institutes
2	ICBC-2021-206	Muhammad Salman	How to Survive in a Competitive Environment? A Case of Mughal Engineering
3	ICBC-2021-208	Hamza Jamil	Write-Up of Effects of Managerial Accounting on Quality of Decision Making
4	ICBC-2021-209	Talha Nisar Ahmad	The Effect of Inventory Management on Competitive Advantage: A Mediating Role of Customer Satisfaction
5	ICBC-2021-221	Muhammad Tayyeb Khalil, Hafiz Zafar Ahmed	The Impact of Standard Costing on Cost Control in the Oil and Gas Industry in Pakistan
6	ICBC-2021-32x	Muhammad Nofil Ishaq, Tehmina Fiaz Qazi, Abdul Aziz Khan Niazi, Ifra Aziz Niazi	Complex Interactions among Barriers in Islamization of Laws in Pakistan
7	ICBC-2021-220	Hafiz Zafar Ahmad, Fazeelat Bashir	Implementation of Target Costing in Textile Sector of Pakistan





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Session Theme: Supply Chain & Digital Business

Session: A1-205

Room: 205 – First Floor

Date: November 26, 2021

Time: 02:30 – 04:00 pm

Session Chairs/ Panel: Dr. Shazia Nauman, Dr. Ahmad Muneeb Mehta, Dr. Zeeshan Shaukat, Dr. Majid Ali

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-401	Mahtab Ahmad, Dr. Muqaddas Rahman	Exploring Online Consumers Experiences of Value Co-Creation Facilitated by Digital Content Marketing in Pakistan
2	ICBC-2021-601	M. Armaghan Awan	Lean Practices; A Case Of Manufacturing Concern in Pakistan
3	ICBC-2021-602	Maryyam Bibi	Impact of Inventory Management Practices on Company's Efficiency; A Case of Pharmacies in Lahore
4	ICBC-2021-603	Abubakar Naeem	Impact of Inventory Management on Customer Satisfaction: A Mediating Role of Quality of Product
5	ICBC-2021-404	Qadeer Islam, Sadia Ashraf	The Impact of E-Commerce on Consumer Online Purchase Intention
6	ICBC-2021-30x	Tehmina Fiaz Qazi, Abdul Aziz Khan Niazi, Naveeda Ali, Muhammad Zeeshan Shaukat, Ifra Aziz Niazi	Issues of Innovation, Technology and Process in New Start-ups: Post COVID-19 Pandemic Scenario





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Session Theme: Organizational Behaviour & Leadership

Session: A2-105

Room: 105 – Ground Floor

Date: November 26, 2021

Time: 04:00 – 05:30 pm

Session Chairs/ Panel: Dr. Urusa Fahim, Dr. Zargham Ullah Khan, Dr. Gulam Abid, Dr. Sheikh Usman Yousaf

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-701	Mahtab Ahmad, Dr. Muqqadas Rahman	Why Employees Indulge in Occupational Fraud? A Perspective by Financial Investigators in Public Sector of Pakistan
2	ICBC-2021-704	Fahad Zafar Roomani, Dr. Ahmad Usman	Impact of Despotism Leadership on Work-Family Conflict: Mediating Effect of Emotional Exhaustion and Moderating Effect of Political Skills
3	ICBC-2021-705	Nimra Khalid, Dr. Ahmad Usman	Does Technology Help or Hinder Work-Life Balance? Application of Job Demands-Resources Theory in Software Houses Of Pakistan
4	ICBC-2021-710	Syeda Nida Ali Zaidi, Talat Islam	The Effect of Psychological Contract Breach on Proactive Behaviors through Emotional Exhaustion: The Moderating Role of Self-Efficacy
5	ICBC-2021-35x	Abdul Aziz Khan Niazi, Tehmina Fiaz Qazi, Sadaf Zulfiqar, Samar Rahi	COVID-19 Pandemic Providing New Impetus to Knowledge Management (KM): Fresh Insights of Enablers of Effective KM
6	ICBC-2021-719	Hafiz Muhammad Ahmad, Dr. Amad Saeed, Dr. Shazia Nauman	Grit Leadership and Project Success: The Roles of Project OCB, and Employee Resilience





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Session Theme: Investment & Finance

Session: A2-106

Room: 106 – Ground Floor

Date: November 26, 2021

Time: 04:00 – 05:30 pm

Session Chairs/ Panel: Dr. Jam e Kausar, Dr. Shrafat Ali Sair, Abdul Qayyum, Dr. Nisar Ahmad

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-306	Nimra Fatima	Examination of Board Diversity and its Role in Firm Performance
2	ICBC-2021-317	Muhammad Faisal, Dr. Nisar Ahmad	Impact of Agricultural Finance on Agricultural Production with the Mediating Effect of Agricultural Technology
3	ICBC-2021-320	Muhammad Usman Malik, Dr. Nisar Ahmad , Dr. Fouzia Hadi Ali, Aban Abid Qazi	Theory of Planned Behavior and Investment Intention: Moderating Role of Psychological Capital
4	ICBC-2021-323	Shumaila Noreen, Dr. Fouzia Hadi Ali	Corporate Social Responsibility Expenditure and Bank Performance During Covid-19 Pandemic Analysis in Pakistan
5	ICBC-2021-326	Faiza Liaqat, Hafiza Muntaha Khalid, Dr. Sadia Farooq	Bridging the Gap Between Economic Freedom and Financial Performance of Microfinance Institutions under Moderating Role of Country Governance
6	ICBC-2021-318	Aamir Inam Bhutta, Arooj Naz	Corporate Real Estate Holding in Non-Real Estate Firms: A Literature Review





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Session Theme: Contemporary Practices in Business & Governance

Session: A2-115

Room: 115 – Ground Floor

Date: November 26, 2021

Time: 04:00 – 05:30 pm

Session Chairs/ Panel: Dr. Naveed Iqbal Chaudhry, Dr. Muhammad Usman (HCB&F), Dr. Ahmad Usman, Dr. Haleema Tariq

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-804	Aaisha Arbab Khan, Muhammad Junaid, Muhammad Faisal Rasheed	Employees Work Behaviors; The Aftermath of Covid-19 an Upcoming Challenge for the Organizations
2	ICBC-2021-104	Sadaf Shaharyar	Work From Home (WFH) and Organization's Sustainable Performance
3	ICBC-2021-505	Aeman Dilawar, Fatima Sami	Transition from Physical Classroom to Online Classroom: A Case of Brain-Sketching
4	ICBC-2021-508	Muhammad Tayyeb Khalil	Budget Appropriation and Application of Re-Appropriation: Reality or Myth
5	ICBC-2021-514	Talha Nisar Ahmad, Sulaman Yousaf Khan, Ashfaq Ahmad	Examination of Governance Issues in Higher Education Sector: A Case of Public Sector Universities
6	ICBC-2021-805	Muhammad Faheem Akram, Dr. Ishfaq Ahmed, Dr. Rizwan Qaiser Danish, Dr. Arslan Umar	Exploring the Serially Mediating Role of Consumer's Health Consciousness and Attitude towards Functional Food among Long-Term Orientation, Safety Consciousness and Word of Mouth about Functional Food





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Session Theme: Contemporary Practices in Management Accounting

Session: A2-204

Room: 204 – First Floor

Date: November 26, 2021

Time: 04:00 – 05:30 pm

Session Chairs/ Panel: Dr. Aqeel Ahmad, Dr. Farooq Ahmad, Dr. Rizwan Qaisar Danish, Dr. Ashfaq Ahmad Bhatti

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-207	Amna Tahir	Effect of Management Accounting Practices on Firm Performance Mediated by Rationalized Managerial Decisions; A Case of Pakistan's Manufacturing Sector
2	ICBC-2021-211	Bilal Feroze	Balance Scorecard to Assess Performance: A Case of Commercial Banks in Pakistan
3	ICBC-2021-213	Maryam Saeed	Impact of Short Term Leverage: A Case of Aisha Steel Mills Limited
4	ICBC-2021-214	Sulaman Yousaf Khan	Impacts of Activity-Based Costing on Organizational Performance: Evidence from Pakistan
5	ICBC-2021-215	Ali Hamza	Factors Inhibiting Zero Based Budgeting Implementation in Pakistan
6	ICBC-2021-216	Hajra Rasheed	A Review on Opportunity Costs and its Relevance in Decision Making
7	ICBC-2021-226	Wajeeha Baig, Mahnoor Fatima, Bisma Iqbal	The Outsourcing Dilemma on Decision to Outsource: A Case of Venture Engineering Pvt Ltd in Pakistan





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Session Theme: Education & Entrepreneurship

Session: A2-205

Room: 205 – First Floor

Date: November 26, 2021

Time: 04:00 – 05:30 pm

Session Chairs/ Panel: Dr. Humaira Asad, Dr. Saqib Jamil, Dr. Waqas Farooq, Ms. Tayyaba Yousaf

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-501	Ahmed Hussain Khan, Aamar Ilyas, Hafiz Muhammad Imran Akram, Muhammad Gulraiz	Entrepreneurial Mind-set and Entrepreneurial Intention among Final Year Students: A Moderated and Mediation Model of Entrepreneurial Self-Efficacy and Family Support
2	ICBC-2021-502	Aamar Ilyas, Ahmed Hussain Khan	Automobile Workshops are Incubation Centres for Informal Workers
3	ICBC-2021-507	Iram Shahzadi	Assessment of Financial Opportunities and Challenges Face By SMEs in Post Covid-19 Scenario
4	ICBC-2021-506	Uzma Khirdeen	Determinants of Career Choice and its Influence on Decision for Educational Stream
5	ICBC-2021-510	Muhammad Ali	Impact of Hybrid Learning System on Student Engagement during Covid-19 Pandemic and Beyond: A Systematic Review





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Schedule of Presentations Day 2 (Saturday) 27-11-2021





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Session Theme: Emerging Trends in Marketing & Management

Session: B1-105

Room: Virtual Session

Date: November 27, 2021

Time: 09:00 – 10:30 am

Session Chairs/ Panel: Dr. Muhammad Ali, Dr. Wasim ur Rehman, Dr. Fouzia Ali

Zoom link: <https://us02web.zoom.us/j/89370629639>

Meeting ID: 893 7062 9639 (No Password Required)

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-101	Adil Riaz, Dr. Fouzia Ali, Dr. Khurram Ashfaq, Dr. Shafique Ur Rehman	Eco-Innovation and Sustainable Business Performance: Evidence from Manufacturing SMEs
2	ICBC-2021-402	Dr. Muzammil Khurshid, Ahmed Ali	Factors and Barriers Affecting the E-Commerce Adoption: A Case Study from Pakistan
3	ICBC-2021-403	Zahid Bashir	Role of Financial Education, Confidence, and Advice for Digital Investment Behavior. How Do Gender Differences Moderates the Established Links?
4	ICBC-2021-517	Bashir Ahmad, Mawra Saeed	Analyzing the Relationship between Geopolitical Risk and Tourism in Belt and Road Initiative Countries
5	ICBC-2021-801	Anam Toqeer, Syeda Fizza Abbas, Ramsha Basharat	Linking M-Banking Service Quality with Customer Retention through Customer Value Co-Creation and Customer Satisfaction: A Sequential Mediation Approach
6	ICBC-2021-802	Faheem Ahmad	Destination Brand Equity Perspective Of UNESCO Heritage Sites, Evidence from Emerging Economies
7	ICBC-2021-904	Aisha Ismail, Amna Mumtaz	Informal Islamic Microcredit, A Practical Implication of Referral Based Model
8	ICBC-2021-12x	Mavra Riaz Atif, Dr. Mazuri Abd Ghani	My-IIECT®: A novel tool to determine Institutional and Interpersonal, Economical, Cultural and Technology Factors in SMEs in Malaysia towards Globalization





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Session Theme: Organizational Behaviour, Leadership, & Innovation

Session: B1-106

Room: Virtual Session

Date: November 27, 2021

Time: 09:00 – 10:30 am

Session Chairs/ Panel: Dr. Talat Islam, Dr. Khyzer Bin Dost, Dr. Farooq Ahmad

Zoom Link: <https://us02web.zoom.us/j/85424338398>

Meeting ID: 854 2433 8398 (No Password Required)

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-516	Shaista Jabeen, Dr. Rizwan Qaiser Danish	Impact of Structural Empowerment and Employee Engagement on Adaptive Performance: A Mediating Role of Knowledge Hoarding.
2	ICBC-2021-702	Sehrish Amin Khan, Dr. Ahmad Usman, Mehwish Javed	Exploring the Relationship Between Ethical Leadership and Employee Performance through the Lens of Emotional Intelligence
3	ICBC-2021-703	Anika Kubra	Implementation of Activity Based Costing: A Case Of SMEs in Lahore
4	ICBC-2021-711	Khalid Hussain, Ishfaq Ahmed, Muhammad Aamir	How Narcissist Leaders Influence Employees' Work Alienation: The Role of Organizational Cynicism and Intrinsic Religiosity
5	ICBC-2021-713	Waqas Baig, Dr. Rizwan Qaiser Danish, Dr. Ishfaq Ahmad	Impacts of Organizational Climates on Employees Green Behavior through Mediating Role of Green Employee Empowerment and Moderating Role of Leadership
6	ICBC-2021-717	Masood Nawaz Kalyar, Muhammad Shafique	Factors Affecting Firm Innovation and Performance: An Empirical Study
7	ICBC-2021-225	Sabra Munir, Siti Zaleha Abdul Rasid, Muhammad Aamir, Farrukh Jamil	Transformational Role of Management Accountant to Enhance Innovation Performance Through Bid Data Analytics
8	ICBC-2021-59x	Tayyaba Zia, Serdar Vural, Fawad Rauf	The Relationship between Piety Level and Task Motivation: A Comparative Analysis





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Session Theme: Banking & Finance

Session: B1-115

Room: 115 – Ground Floor

Date: November 27, 2021

Time: 09:00 – 10:30 am

Session Chairs/ Panel: Dr. Muzammil Khurshid, Dr. Saeed Ahmad Sabir, Dr. Abul Majid Makki, Dr. Zia ur Rehman Rao

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-309	Asad Iqbal	Examination of Sales Contract in Islam and Contemporary Practices of Islamic Banking
2	ICBC-2021-319	Aleena Sultan Mehmood, Dr. Nisar Ahmad	The Impact of Corporate Governance and Bank Regulations on the Non-Performing Loans in the Commercial Banks of Pakistan
3	ICBC-2021-322	Muhammad Naeem, Nisar Ahmad, Hafiz Abdur Rashid	The Impact of Ownership Structure on Cost of Equity: Evidence from Manufacturing Organizations of Pakistan
4	ICBC-2021-901	Ashfaq Ahmad, Sadia Sabir	Investigation of Saving Patterns in Banking Sector: A Case of Al Baraka Bank Pakistan Limited
5	ICBC-2021-905	Adeel Nasir	A Bibliometric Analysis of the Comparison Between Islamic and Conventional Stock Markets
6	ICBC-2021-327	Hafiza Muntaha Khalid	Asymmetric Connectedness among Sectors Listed on Pakistan Stock Exchange: A Comparison Of JGR GARCH And EGARCH Models
7	ICBC-2021-67x	Muhammad Tariq Bin Gul, Zara Farooq, Hiba Amir	Community Development and Poverty Mitigation through Target Oriented Model of Zakat





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Session Theme: Performance Management

Session: B1-204

Room: 204 – First Floor

Date: November 27, 2021

Time: 09:00 – 10:30 am

Session Chairs/ Panel: Dr. Arshad Hassan, Dr. Amir Gulzar, Dr. Muhammad Aamir, Ms. Tayyaba Yousaf

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-210	Asad Iqbal	Understanding and Awareness of Islamic Accounting: A Study of the University Students in Pakistan
2	ICBC-2021-212	Raadia Hassan	Perceptions about HR Accounting in Pakistan's Organizations
3	ICBC-2021-218	Waqas, Zafar Ahmed	Impact of Activity Base Costing System and its Role in Decision Making: A Case of Pakistan Cement Industry
4	ICBC-2021-219	Aeman Dilawar	The Impact of Environmental Cost on the Financial Performance of Oil & Gas Companies in Pakistan
5	ICBC-2021-11x	Hafiz Muhammad Arslan, Dr. Muhammad Siddique, Muhammad Usman, Muhammad Mubeen	Emerging Trends Regarding Financial Reporting Quality in Family Firms: A Review of Influential Aspects and Conceptual Structure
6	ICBC-2021	Mahnoor Fatima, Wajeeha Baig, Hira Iqbal	Make or Buy Decision Criteria in Pakistan Pharmaceutical Industry; A Case of Albert Pharmaceutical Industry





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Poster Presentations

Session: PP

Venue: Anis Block

Date: November 27, 2021

Time: 10:30-11:00 am

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-312	Aisha Ismail, Dr. Sadia Farooq	Microfinance providers in Pakistan: an ecosystem perspective
2	ICBC-2021-503	Muhammad Sarfraz Khan, Dr. Sadia Farooq	Business Education and Entrepreneurial Participation in Punjab: Mediating Role of Financial Literacy
3	ICBC-2021-50x	Dr. Zafar Ahmad, Muhammad Sarfraz Khan	Academic Balance Scorecard for Performance Evaluation of Public Sector Universities in Pakistan
4	ICBC-2021-82x	Usman Sarwar	Role of Resilience for SMEs during Time of Crisis
5	ICBC-2021-99x	Naveed-ul-Hassan, Sunnia Furrukh	Does Hunger Affect Cognition?





2ND INTERNATIONAL CONFERENCE ON BUSINESS AND COMMERCE

ICBC 2nd CONFERENCE

Striving for a Better Normal

Session Theme: Accounting, Governance, & Taxation

Session: B2-105

Room: Virtual Session

Date: November 27, 2021

Time: 11:00 – 12:30 pm

Session Chairs/ Panel: Dr. Naseem Bukhari, Dr. Muhammad Afzal, Dr. Asad Afzal Humayon, Dr. Irfan Tariq, Dr. Ms. Lubna Uzair

Zoom link: <https://us02web.zoom.us/j/89464394585>

Meeting ID: 894 6439 4585 (No Password Required)

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-201	Mohsina Zahid	Implications of Activity Based Costing in Microfinance Institutions: Akhuwat's Case
2	ICBC-2021-202	Aqsa Zahoor	Rating Performance of the Bank through CAMELS Model. A Case Study of Commercial Banks in Pakistan
3	ICBC-2021-203	Rukhsar Qureshi	A Study of Accounting Ethics in Eye-View of Non-Business Students: Study of Law & Philosophy Students
4	ICBC-2021-204	Abdul Rehman Shah	Impact of Forensic Accounting on the Performance of Private Sector Organizations, A Case of Pakistan
5	ICBC-2021-222	Hafiz Ahmed Ullah, Dr. Ashfaq Ahmed, Dr. Rizwan Qaiser Danish	Individual Taxpayers' Interests in Using E-Filing for Tax Reporting in Pakistan
6	ICBC-2021-223	Uzma Mukhtar, Faryal Munir, Farwa Shaheen	The Perceived Benefits & Problems Related to the Application of Balanced Scorecard: A Case Of SMEs in Pakistan
7	ICBC-2021-224	Muhammad Usman, Dr Rao Zia Ur Rehman, Dr Ahmad Usman, Tanveer Ahsan	Determinants of Tax Compliance with Moderating Role of Religiosity and Patriotism
8	ICBC-2021-225	Ijaz Butt	Tax Planning, Firm Value and Moderating Role of Corporate Governance: Evidence from Kse-100 Index
9	ICBC-2021-10x	Ammara Saudagar	Consequences of Artificial Intelligence in accounting industry
10	ICBC-2021-708	Khaliq Uz Zaman	Impact of Managerial Skills on Engineer's Job Performance with the Role of Work Experience and Emotional Intelligence
11	ICBC-2021-102	Nighat Naeem, Muqqadas Rehman	Exploring Innovations Shaped for Non-Affluent Customers: A Perspective of Entrepreneurs Working in Incubation Centres of Pakistan





2ND INTERNATIONAL CONFERENCE ON BUSINESS AND COMMERCE

ICBC 2nd CONFERENCE

Striving for a Better Normal

Session Theme: Finance & Performance Management Session: B2-106 Room: Virtual Session Date: November 27, 2021 Time: 11:00 – 12:30 pm Session Chairs/ Panel: Dr. Safdar Hussain Tahir, Dr. Ali Raza, Dr. Taqadus Bashir, Dr Bilal, Dr. Ishtiaq Ishaq Zoom Link: https://us02web.zoom.us/j/81219467500 Meeting ID: 812 1946 7500 (No Password Required)			
SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-302	Umee Rubab, Dr. Bilal Latif, Dr. Muhammad Farooq Rehan, Dr. Adnan Jameel	Does Gender Matters in Multiple Directorships and Firm Performance? A Study of Listed Firms in Pakistan Stock Exchange
2	ICBC-2021-20x	Hüseyin Önder ALDEMİR	Do Airline Executives Benefit SWOT Analysis in Strategy Formulation?
3	ICBC-2021-308	Mudassar Farooq	A Study of Fund Management Practices and Governance Structure: Public Sector Pension Fund
4	ICBC-2021-313	Anjum Ilyas Siddiqui, Amna Mumtaz	A Review of Working Capital Management during Global Financial Crisis
5	ICBC-2021-315	Alamdard Hussain Khan, Dr. Sadia Farooq	Measuring the Efficiency of Public Sector Hospitals in Pakistan: An Application of Data Envelopment Analysis
6	ICBC-2021-324	Dr Wasim Ul Rehman, Atiqa Yousaf	Green Intellectual Capital and Sustainable Performance: A Mediating Role of Business Process Capabilities
7	ICBC-2021-325	Izza Jamil, Dr Sadia Frooq, Lubna Irrum	Examining the Nexus of Factors Influencing on Customer's Intention to Use Islamic Personal Financing; A Dual Moderation Process.
8	ICBC-2021-707	Mudassar Farooq	A Panel Study on the Impact of Selected Financial Ratios on Profitability: A Case of Listed Sugar Companies of Pakistan
9	ICBC-2021-903	Asma Hassan	Herding Behavior: A Comparison of Conventional and Shariah Compliant Stocks
10	ICBC-2021-712	Muhammad Zeeshan Hanif, Dr. Ahmad Usman, Ayesha Hanif	Qualitative Analysis of Workplace Experiences of Pakistani Expatriates Working in English Speaking Countries





2ND INTERNATIONAL CONFERENCE ON BUSINESS AND COMMERCE

ICBC 2nd CONFERENCE

Striving for a Better Normal

Session Theme: Banking

Session: B2-115

Room: 115 – Ground Floor

Date: November 27, 2021

Time: 11:00 – 12:30 pm

Session Chairs/ Panel: Dr. Rab Nawaz Lodhi, Dr. Saif ul Haq, Dr. Yasir Tanvir, Fawad Ali

SR.	ID	Author(s)	Title of the Study
1	ICBC-2021-303	Unsa Bibi, Hafiza Safiya Shaukat, Asifa Bano, Hasil Ur Rehman	The Interaction Effects of Crisis Communication on Emotional Exhaustion: A Study on Banking Sector of Pakistan
2	ICBC-2021-305	Ashfaq Ahmad, Raadia Hassan, Fazeelat Bashir	Investigation of Corporate Social Responsibility Disclosure in Banking Sector
3	ICBC-2021-311	Hafiz Zafar Ahmed, Iram Shahzadi	Evaluating the Performance Efficiency of National Bank of Pakistan and Habib Bank Limited by Using Balance Score Card Approach
4	ICBC-2021-321	Hassan Zafar, Songsheng Chen, Mujahid Bilal Khan, Muhammad Mubeen	Breaking the Bank? An Assessment of Banks Profitability in Pakistan and Role of Bank Specific, Industry Specific and Macroeconomics Factors
5	ICBC-2021-902	Muzammil Khurshid, Muhammad Abdullah	Factors Affecting the Attitude of the Customers Towards Islamic Banking in Pakistan
6	ICBC-2021-37x	Aamir Sohail	Financial Innovation, A lifeline during COVID-19 Crises: A Case of Islamic Financial Institutions in Emerging Economy

