

**PARALLEL TECHNICAL SESSION – 1**
**MAY 30, 2024**
**01:50 P.M. - 03:20 P.M.**

<b>SESSION 1A</b>	<b>SESSION 1B</b>	<b>SESSION 1C</b>	<b>SESSION 1D</b>
<p align="center"><b>FINANCE</b></p> <p><b>VENUE:</b> MCS – 3 AMAN CED Building</p> <p><b>CHAIRS:</b> Dr. Adnan Haider Dr. Aitzaz Ahsan Alias</p>	<p align="center"><b>MANAGEMENT</b></p> <p><b>VENUE:</b> MCS – 4 AMAN CED Building</p> <p><b>CHAIRS:</b> Dr. Muhammad Ayaz Dr. Muhammad Imran</p>	<p align="center"><b>MARKETING</b></p> <p><b>VENUE:</b> MCS – 5 AMAN CED Building</p> <p><b>CHAIRS:</b> Prof. Dr. Muqqadas Rehman Dr. Amber Gul Rashid</p>	<p align="center"><b>ACCOUNTING &amp; LAW</b></p> <p><b>VENUE:</b> MCC – 11 AMAN CED Building</p> <p><b>CHAIRS:</b> Dr. Danish Godil Dr. Asif Jaffar</p>
<p>Who Pays Dividend? Statistical Explanation and Machine Learning Prediction <i>Javed Iqbal</i> <i>IBA, Karachi</i></p> <p>Comparative Analysis of FinTech Adoption among Islamic and Conventional Banking Users with Moderating Effect of Education Level: A UTAUT2 Perspective <i>Muhammad Abdullah Idrees</i></p> <p>ESG And Corporate Financial Performance Within Firms –A Dynamic Relationship Across Markets <i>Sana Tauseef, Raza Sabih</i> <i>IBA, Karachi</i></p>	<p>Digitalization of Islamic Banking in Pakistan: An Exploratory Study of Change Management Perspective <i>Waqar Khan Afridi</i> <i>SZABIST</i></p> <p>Intellectual Capital and Organizational Resilience: The Role of Dynamic Capability- Evidence from Karachi IT Sector <i>Samreen Tunio</i> <i>Bahria University Karachi</i></p> <p>Navigating Sustainable Supply Chain Management in Textiles: Unveiling Key Drivers and Challenges <i>Muhammad Asif Qureshi</i></p>	<p>The Impact of AI-Generated Marketing on Consumer Outcomes: Exploring the Role of Social Psychological Distance and Technology Familiarity. <i>Noor Ul Ain Zulfiqar</i> <i>FAST School of Management</i></p> <p>Navigating the AI- frontier: exploring the impact of AI on marketing, customer experience, and brand relationships, while addressing AI threats. <i>Umer Imran</i> <i>FAST School of Management</i></p> <p>Understanding The Readiness of SMEs In Adopting AI in SMM:</p>	<p>The Role of Artificial Intelligence in Auditing Profession: A Developing Country Perspective <i>Md. Abdul Kaium Masud</i> <i>IBA, Karachi</i></p> <p>STUDY ON USE OF TEXT BASED AI TOOL IN CONSTRUCTION INDUSTRY CONTRACTS <i>Abdulbasad Shaikh Dr,</i> <i>Samreen Gohar Ms.</i> <i>IBA, Karachi</i></p> <p>Sustainability Disclosures of Islamic Higher Education Institutions: Evidence from Top Islamic Universities in the World <i>Ratna Mulyany</i> <i>Universitas Syiah Kuala,</i> <i>Banda Aceh, Indonesia</i></p>

<p>X-sentiment and stock illiquidity: A convex relationship  <b>Mohsin Zahid Khawaja, Sohaib Ahmed IBA, Karachi</b></p> <p>Unveiling the Unpredictable: Exploring Rare Disaster Risks and Their Effects on REIT Return Dynamics and Volatility  <b>Ameenullah, Aman, Isma Zaighum, Arshian Sharif</b></p> <p>Does conventional, Islamic, and digital financial literacy augment financial well-being: the mediating role of financial behavior  <b>Tayyiba Tariq Ms, Falik Shear, Muhammad Sajid Altaf Mr. National Textile University, Faisalabad</b></p>	<p><b>Mohammad Ali Jinnah University Karachi Pakistan</b></p> <p>Sales forecasting using Sequential Long short-term memory (LSTM) Model  <b>Danish Saleem NED Karachi</b></p> <p>KayDrive: Designing for Adoption  <b>Dr. Kamran Mumtaz IBA Karachi</b></p>	<p>A Study on B2B Companies In Karachi  <b>Erum Zaidi SZABIST</b></p> <p>Insights From Feedback: Enhancing Fraud Awareness and Education for Business Success  <b>Zahoor Ahmed Balochistan University of Information Technology and Management Sciences</b></p>	<p>IMPACT OF ACCOUNTING AND MACRO-ECONOMIC INDICATORS ON MARKET VALUE OF FIRMS UNDER DIFFERENT LEGAL ORIENTATION  <b>Shoaib Irshad Dr. NUML University</b></p>
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<b>SESSION 2A</b>	<b>SESSION 2B</b>	<b>SESSION 2C</b>
<p><b>FINANCE</b></p> <p><b>VENUE:</b></p> <p><b>MCS – 3</b> <b>AMAN CED Building</b></p> <p><b>CHAIRS:</b></p> <p><b>Dr. Azima Khan</b> <b>Dr. Ameenullah Aman</b></p>	<p><b>MANAGEMENT</b></p> <p><b>VENUE:</b></p> <p><b>MCS – 4</b> <b>AMAN CED Building</b></p> <p><b>CHAIRS:</b></p> <p><b>Dr. Ather Akhlaq</b> <b>Dr. Kamran Mumtaz</b></p>	<p><b>MARKETING</b></p> <p><b>VENUE:</b></p> <p><b>MCS – 5</b> <b>AMAN CED Building</b></p> <p><b>CHAIRS:</b></p> <p><b>Dr. Huma Amir</b> <b>Dr. Lakhi Muhammad</b></p>
<p>The Impact of Perceived Benefits and Cyber Risk of Fintech on Customer Satisfaction: The Moderating Role of Trust. <i>Hira Mushtaq</i></p> <p>Man vs. AI: How financial advice, trust, attitude and level of expertise influence consumer intention to investment decision <i>Wardah Mumtaz</i> <i>IBA, Karachi</i></p> <p>Boom of Artificial Intelligence: Complement or Substitute? <i>Jahanzeb Marwat</i> <i>SZABIST</i></p>	<p>CHAM-DOR; THE CASE OF PINK EYE EPIDEMIC AND EYE HEALTH CARE SERVICE IN BALOCHISTAN <i>Shain Taj Raisani</i> <i>Health Department Government of Balochistan</i></p> <p>The Impact of Artificial Intelligence on Human Resources Practices in SMEs at Pakistan <i>Ghalib Ahmed Khan</i> <i>SZABIST University Larkana Campus</i></p> <p>Crafting Charisma or Calculating Control? Unveiling Impression Management Prowess Across Machiavellian Domains <i>Asif Hussain Samo</i> <i>Sindh Madressatul Islam University, Pakistan</i></p>	<p>The future of retail: How virtual assistants, personalized recommendations, and self-checkout influence consumer purchase intention <i>Aiza Aziz Qureshi</i> <i>SZABIST</i></p> <p>Exploring the influence of customer experience with automated text models on usage intention: The moderating role of competence, accuracy, and credibility. <i>Saniyah Junaid</i> <i>FAST School of Management</i></p> <p>Determinants of Post Harvest Losses of Flowers and its Impact on Flower Marketing in Pakistan <i>Masood Ahmad Khan</i> <i>University of Agriculture Faisalabad Sub Campus Buurewala</i></p>

Computerized General Equilibrium  
(Cge) Technique To Revalue The  
Financial Statement Due To Currency  
Depreciation  
***Nabeel Mustafa***

An Empirical Examination of Firm  
Financial Performance Along  
Dimensions of Supply Chain Resilience  
in Pakistan  
***Sanaullah Ansari, Salwa Sikandar***

The Green-Fragility Nexus and The  
Rivalry: Should Banks Care?  
***Mudeer Ahmed Khattak***  
***Iqra University Islamabad Campus,***  
***Pakistan***

Mastering digital leadership: The role of  
learning agility and innovative work  
behavior  
***Samreen Tunio***  
***Bahria University, Karachi***

Put Me at Psychological Ease and I will  
Thrive: Igniting Innovativeness Among  
Employee  
***Hina Amin***  
***SZABIST, Gharo Campus***

Factors influencing students' major choice  
in HRM at Undergraduate level in  
karachi, Pakistan  
***Muhammad Uzair***  
***Bahria University, Karachi Campus***

<b>SESSION 3A</b>	<b>SESSION 3B</b>	<b>SESSION 3C</b>
<p><b>FINANCE</b></p> <p><b>VENUE:</b></p> <p><b>MCS – 3</b> <b>AMAN CED Building</b></p> <p><b>CHAIRS:</b></p> <p><b>Dr. Mohsin Zahid Khawaja</b> <b>Dr. Falik Shear</b></p>	<p><b>MANAGEMENT</b></p> <p><b>VENUE:</b></p> <p><b>MCS – 4</b> <b>AMAN CED Building</b></p> <p><b>CHAIRS:</b></p> <p><b>Dr. Nyla Ansari</b> <b>Dr. Samina Qasim</b></p>	<p><b>MARKETING</b></p> <p><b>VENUE:</b></p> <p><b>MCS – 5</b> <b>AMAN CED Building</b></p> <p><b>CHAIRS:</b></p> <p><b>Dr. Asim Shabir</b> <b>Dr. Saima Hussain</b></p>
<p>The Effect Of Reconstitution Of Shariah Compliant Index Announcement On Stock Turnover And Returns <i>Saqib Sharif</i> <i>IBA, Karachi</i></p> <p>Climate Change Regulatory Exposure and Corporate Investment: International Evidence <i>Shahid Ali</i> <i>SIBAU</i></p> <p>Beyond gender diversity: How specific attributes of female directors affect financial default risk <i>Aitzaz Ahsan Alias</i></p>	<p>The dark side of AI: The impact of unemployment risk perception on employee wellbeing and performance <i>Nasib Dar</i> <i>IESEG School of Management, France</i></p> <p>Impact of Artificial Intelligence (AI) on HR Functions (HRF): A Mediated Moderated Model <i>Muazam Ali</i> <i>HITEC University, Taxila</i></p> <p>Developing Mechanism of Psychological Contracts of Trainees With Management: A Study of Karachi Based Public Sector Manufacturing Organization <i>Mushtaque Ali Channa</i> <i>Iqra University, Islamabad</i></p>	<p>Adopting artificial intelligence and marketing analytics for data-driven decisions and cutting edge solutions, <i>Sana Rehman Baqai</i> <i>SZABIST</i></p> <p>Why are More Men Getting Cosmetic Surgery? Investigating The Impact Of Self-Concept Clarity On Acceptance Of Cosmetic Surgery <i>Mansoor Muhammad</i> <i>IBA, Karachi</i></p> <p>Impact of chatbot adoption on customer satisfaction and customer trust <i>Amber Naqvi</i> <i>FAST School of Management</i></p>

Estimating Risk for Extreme Value  
Distribution and its Implication in  
Passive Asset Management  
*Muhammad Ahmed*  
*SZABIST*

Evaluating AI Readiness among University  
Students in Pakistan  
*Anaba Farooqui*  
*IQRA University, Karachi*

**SESSION 4A**

**FINANCE**

**VENUE:**

**MCS – 3  
AMAN CED Building**

**CHAIRS:**

**Dr. Saqib Sharif  
Dr. Mujeeb Bhayo**

**SESSION 4B**

**MANAGEMENT**

**VENUE:**

**MCS – 4  
AMAN CED Building**

**CHAIRS:**

**Dr. Usman Nazir  
Mrs. Kanza Sohail**

Impact Of Climate Regulations Uncertainty on Default Risk of ESG Firms: Evidence From USA

***Syeda Beena Zaidi,  
Dr. Ghulam Abbas  
SIBAU***

Idiosyncratic momentum anomaly and Shari'ah compliant stocks: A firm-level empirical analysis of US equity market

***Nadia Shaikh  
SIBAU***

Impact Of Board Gender Diversity On Firm Risk: Evidence From Pakistan

***Sobia Shakeel  
IBA, Karachi***

The Fed's Voice: How Central Bank Communications Impact Public Trust

***Salman Raza***

Application of Self-Employment Model to Facilitate Sustainable Women Micro-Businesses – A Case of Microfinance Institute in Pakistan

***Neha Bilal  
Technical University of Berlin, Germany***

Culturally Integrated Sustainable Social Entrepreneurship: Evaluating Models and Designing Innovative Approaches

***Sohail Khan  
Abasyn University Peshawar, Pakistan***

AI Adoption Strategies for Entrepreneurial Success: Leveraging Automation, Data Insights, and Personalization in Business Growth

***Kifayat Ali Larik  
AROR University of Art, Architecture Design & Heritage,  
Sukkur***

Impact of ESG on Firm Financial Performance; A Study on US

*Syed Kumail Hussain Burney*

*IBA, Karachi*

Analysis Of Machine Learning and Artificial Intelligence In  
Finance: Growth And New Trends

*Muhammad Amin, Farhan Ahmed , Mirza Mehmood Baig*

*NEDUET*

ESG Ratings and Risk Dynamics: Unveiling the Connection to  
Downside and Crash Risk Metrics

*Asif Ahmed Awan*

Adoption of Big Data Analytics and Banks' Performance: The  
Moderating Role of Analytics Capability

*Mahnoor Fatima*

*Fatima Jinnah Women University, Rawalpindi*

A Moderation Analysis between Intellectual Capital and Frugal  
Innovation in SMEs in Pakistan

*Dr. Jalil Ahmed Thebo*

*SZABIST University Larkana Campus*

Bridging the Gap: Exploring the Role of Green Transformational  
Leadership in Fostering Sustainability in the Islamic Banking  
Industry

*Muhammad Asif Qureshi*

*Mohammad Ali Jinnah University*





## CASE STUDY SESSION

MAY 30, 2024

02:00 P.M. – 05:00 P.M.



IBA-SBS  
International Conference

**VENUE: FACULTY LOUNGE, AMAN CED BUILDING**

<b>Authors</b>	<b>Case Title</b>
Fazal Mehmood Shahid Zaki <i>IBA, Karachi</i>	AI TRANSFORM AI TRANSFORMATION AT PHILIPS: REV T PHILIPS: REVOLUTIONIZING TV PICTURE QUALITY
Ireej Akhlaq Jawaid A. Sultan <i>IBA, Karachi</i> Salem <i>University of Birmingham, UK</i>	TOYOTA INDUS MOTORS AT CROSSROADS OF AMBIGUITY
Aleezeh Azmat Dr. Usman Nazir <i>IBA, Karachi</i>	LOOKING BACK AND LOOKING AHEAD: THE CASE OF BENAYI
Usama Shahid Sana Ahmed Alvi Dr Nyla Aleem Ansari <i>IBA, Karachi</i>	NAVIGATING GROUP D TING GROUP DYNAMICS AND CONFLICT RESOLUTION: THE CAPSTONE PROJECT DILEMMA