



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



IBA-SBS
International Conference

SCHOOL OF BUSINESS STUDIES
INTERNATIONAL CONFERENCE 2022

DECISION MAKING IN A DISRUPTIVE AGE

PROGRAM

June 22-24, 2022

Marriott Hotel, Karachi



FOREWORD

From the time that Clayton Christensen (1997) highlighted the concept of disruption due to innovation, and its impact on businesses and economies, practitioners and researchers have diverted their attention to the evil it casts and the opportunities it presents. Innovations and improvements in technologies have more often than not resulted in disruption of business models prevalent at that time. The three industrial revolutions have marked definitive shifts in performance and perspectives, and now the world awaits the outcome of the industrial revolution 4.0. Disruptions do not come only from revolutions. This is evident from the very recent incidence of the Coronavirus variants taking over the world and causing disruptions not only in commerce but in every walk of life: businesses have suffered, nations have faced considerable economic losses, and the social life, as we knew it, had come to a standstill. Studies into the various modes of disruption show that businesses that proactively face the challenges that disruptions present, and prepare themselves for the outcomes, have a greater chance of survival than those that wait to ride the wave (Maxwell and Christensen, 2012).

Following up on Gans' (2016) observation that management academics had not really researched on the main issues of disruption, a steady stream of interest has been diverted towards studying the concept as a phenomenon (Gans, 2016) as well as a process (Cozzolino, Verona, and Rothaermel, 2018) in areas such as technology (Skog, Wimelius, and Sandberg, 2018), education (García-Morales, Garrido-Moreno, & Martín-Rojas, 2021; Mishra, Gupta, and Shree, 2020), global disasters (Crick, Crick, and Chaudhry, 2021), service industry (Pemer, 2021), management (Volberda, Bosch, and Heij, 2018), finance (Bussmann, 2017; Jiafu & Rau, 2021), and marketing (Dev, Shankar, Zacharia, & Swami, 2021), to name a few.

IBA-SBSIC 2022 is set to further the discussions on "Decision Making in a Disruptive Age" by providing a venue where academicians and researchers can showcase their research and findings. Networking opportunities with like-minded scholars will facilitate collaborative transnational research, thereby furthering our understanding of disruption in the fast-paced digital economy. The tracks are designed to focus on the topic within the disciplines of marketing, management, accounting, finance, and law, and a special interest event is organized to discuss critical issues in Islamic finance, law, and governance. A workshop on neuroscience examines the role of technology in understanding human behavior and its applicability in business research.

DAY 1: WEDNESDAY, 22nd JUNE

WORKSHOPS DAY

Parallel Workshops

Workshop on Consumer Neuroscience	Workshop on Governance in Islamic Finance
10:00 am Registration	12:30 pm Registration
10:30 am – 11:00 am Welcome Tea & Refreshments Venue: Crystal Ball Room	1:00 pm to 2:00 pm Lunch Break Venue: Crystal Ball Room
11:00 am – 1:00 pm Workshop Session 1 Venue: Crystal Ball Room	2:00 pm – 4:00 pm Workshop Session Venue: Ambassador 1
1:00 pm to 2:00 pm Lunch Break Venue: Crystal Ball Room	
2:00 pm to 5:00 pm Workshop Session 2 Venue: Crystal Ball Room	

DAY 2: THURSDAY, 23rd JUNE

8:30 am - 9:00 am

Registration

9:00 am - 9:30 am

Opening Ceremony

Venue: Crystal Ball Room

Welcome Note by: Dr. Wajid H. Rizvi

9:30 am - 10:30 am

Keynote Speaker

Venue: Crystal Ball Room

Topic: Using Neuroscience to study Collective Behavior: Underwater Nightclubs, Live Theatre and the Eurovision Song contest

Speaker: Professor Daniel Richardson
Professor of Experimental Psychology
at University College London

10:30 am - 11:00 am

Tea & Refreshments Break

11:00 am - 1:00 pm

Parallel Session 1

Session 1A: Accounting, Finance & Law Track

Venue: Training Room 3

Session 1B: Management Track

Venue: Training Room 1

Session 1C: Management Track

Venue: Crystal Ball Room

Session 1D: Marketing Track

Venue: Boardroom 3

1:00 pm - 2:00 pm

Lunch Break

Venue: Crystal Ball Room

2:00 pm - 3:00 pm

Keynote Speaker 2

Venue: Crystal Ball Room

Topic: How does adaptive learning take place in cross-sector collaboration during global crises? Insights from emerging economies"

Speaker: Dr. Omar Al-Tabbaa

Associate Professor, Leeds University, UK

3:00 pm - 3:30 pm

Tea & Refreshments Break

3:30 pm - 5:30 pm

Parallel Session 2

Session 2A: Accounting, Finance & Law Track

Venue: Training Room 3

Session 2B: Management Track

Venue: Training Room 1

Session 2C: Marketing Track

Venue: Boardroom 3

Session 2D: Management Track

Venue: Crystal Ball Room

6:30 pm - 9:00 pm

Gala Dinner

Venue: Crystal Ball Room

DAY 3: FRIDAY, 24th JUNE

10:00 am - 11:00 am

Keynote Speaker 3

Venue: Crystal Ball Room

Topic: Research in Sustainable and Ethical Finance

Speaker: Professor Dr. M. Kabir Hassan
Professor of Finance in the Department
of Economics and Finance,
University of New Orleans

11:00 am - 11:30 am

Tea & Refreshments Break

11:30 am - 12:30 pm

Keynote Speaker 4

Venue: Crystal Ball Room

Topic: A Mind Reading Machine: Facts, Fictions and Ethics

Speaker: Professor Joseph Devlin
Professor of Cognitive Neuroscience
& Vice Dean (Innovation & Enterprise),
Faculty of Brain Sciences at
University College London

12:30 pm - 2:00 pm

Lunch Break

Venue: Crystal Ball Room

2:00 pm - 4:00 pm

Parallel Session 3

Session 3A: Accounting, Finance & Law Track

Venue: Crystal Ball Room

Session 3B: Accounting, Finance & Law Track

Venue: Training Room 3

Session 3C: Management Track

Venue: Training Room 1

Session 3D: Marketing Track

Venue: Boardroom 3

4:00 pm - 7:00 pm

Closing Ceremony & Hi-Tea

Venue: Crystal Ball Room

Closing Remarks by: Dr. S. Akbar Zaidi

Executive Director

IBA Karachi

Parallel Session 1

June 23rd | 11:00 am – 1:00 pm

<p>Session 1A: Accounting, Finance & Law Track Venue: Training Room 3 Chair: Dr. Irum Saba</p> <p>Discussions: Dr. Mohsin Zahid Khawaja Dr. Mohsin Sadagat Madeeha Omer Lakhani Nader Virk</p> <p>Theme: Islamic Finance</p> <p>Presentations: Financing attitude of Islamic vs. conventional banking institutions towards SMEs in Pakistan Mirza Abul Mateen Baig (Online) Istanbul Sabahattin Zaim University 11:00 am – 11:20 am</p> <p>Agents of economics resilience and the Role of Islamic approach Towards Financial Inclusion During covid-19 a case of Pakistan Aneela Kiran IBA Karachi 11:20 am – 11:40 am</p> <p>Service loyalty primacy over quality and satisfaction in Islamic banking services Raja Rub Nawaz KUBS 11:40 am – 12:00 pm</p> <p>Momentum Strategies of Conventional and Islamic Finance Dr. Syed Sharjeel Hasnne IBA Karachi 12:00 pm – 12:20 pm</p> <p>Effect of Shariah board attributes on the financial soundness: Evidence from Islamic Banks Zunairah Shahid Kinraird College 12:20 pm - 12:40 pm</p>	<p>Session 1B: Management Track Venue: Training Room 1 Chair: Dr. Kamran Mumtaz</p> <p>Theme: Technology and Innovation</p> <p>Presentations: Artificial intelligence and employee productivity: two-way process through knowledge sharing and well-being Fatima Shaikh IBA Sukkur 11:00 am – 11:20 am</p> <p>Service design strategies of platform based technology firms during a crisis Zainab Ali Akber IBA Karachi 11:20 am – 11:40 am</p> <p>Motivation and innovation in entrepreneurship – impact of national culture Maha Idrees Padela IBA Karachi 11:40 am – 12:00 pm</p> <p>The change in innovation agenda pre and post covid-19: a systematic literature review Sarah Baqai IBA Karachi 12:00 pm – 12:20 pm</p> <p>Developing the business incubation process framework using systematic literature review Kanza Sohail IBA Karachi 12:20 pm – 12:40pm</p>	<p>Session 1C: Management Track Venue: Crystal Ball Room Chair: Dr. Amer Iqbal Awan</p> <p>Theme: Business Sustainability</p> <p>Presentations: Sustainable HRM and well-being: systematic review and future research agenda Faisal Qaimar IBA Sukkur 11:00 am – 11:20 am</p> <p>Sustainability assessment of Indonesian Islamic banks Guanita Sharmoon Bahria University Karachi Campus 11:20 am – 11:40 am</p> <p>Covid-19 global pandemic, an opportunity or a lost advantage? An empirical investigation of the textile industry of Pakistan Tahira Abdullah (Online) IAE Aix Marseille (MCKRU) 11:40 am – 12:00 pm</p> <p>Inventory management system of departmental stores: A case study Syed Raivan Ahsraf University of Management and Technology, Lahore 12:00 pm – 12:20 pm</p>	<p>Session 1D: Marketing Track Venue: Boardroom 3 Chair: Dr. Huma Amir</p> <p>Discussions: Dr. Asim Shabbir Dr. Talha Salam Dr. Nida Aslam</p> <p>Theme: Consumer Behavior</p> <p>Presentations: Our people by default are rebellious” – Reflections from Pakistan on COVID-19 and Lessons for a Developing Economy Rimsha Bilal IBA Karachi 11:00 am – 11:20 am</p> <p>The impact of covid-19 pandemic on consumer behavior: A multilevel analysis Iqrat Hussain Shaheed Benazir Bhutto University Nawabshah 11:20 am – 11:40 am</p> <p>Sustainable consumption: How Normative, Attitudinal and Motivational determinants Impact Consumers’ Recycling Intention via Moderating role of Local Government Support Sana Sajid (Online) Bahria University 11:40 am – 12:00 pm</p> <p>Identity need pyramid for digitally active bottom of pyramid customers – a hermeneutic inquiry Farha Raza IoBM 12:00 pm – 12:20 pm</p> <p>Examining customer loyalty among Omni-Channel Users in the Age of Disruptions in Retailing Jawaid A Qureshi SZABIST 12:20 pm – 12:40 pm</p>
<p>12:40 am – 1:00 pm Concluding Remarks and Certificate Distribution</p>			

Parallel Session 2

June 23rd | 3:30 pm – 5:30 pm

<p>Session 2A: Accounting, Finance & Law Track Venue: Training Room 3 Chair: Dr. Hlial Anwar Butt</p> <p>Discussants: Tahira Mariam Jaffery Sohaib Ahmed Dr. Sharjeel Ahmed Hasnie Dr. Falk Shear</p> <p>Presentations: Assessing the financial sustainability of a rural livestock practice: the case of Pakistan Madeeha Omer Lakhani IBA Karachi 3:30 pm – 3:50 pm</p> <p>Quality of financial reporting and uncertainty: role of political signals and life cycle Dr. Mohsin Zahid Khawaja IBA Karachi 3:50 pm – 4:10 pm</p> <p>Determinants of time varying exchange rate exposure of corporate firms: a panel data evidence from Pakistan Dr. Javed Iqbal IBA Karachi 4:10 pm – 4:30 pm</p> <p>Treasury single account & its effect on corruption, transparency & accountability, financial discipline, banking sector & economic development Vijay Kumar SZABIST IBA Karachi 4:30 pm – 4:50 pm</p> <p>Estimating long-run cointegration between gold prices and its determinants Umama Amin Siddiqi IBA Karachi 4:50 pm – 5:10 pm</p>	<p>Session 2B: Management Track Venue: Training Room 1 Chair: Dr. Waheed Umrani</p> <p>Theme: Leadership and Workplace</p> <p>Presentations: Role of authentic leadership in enhancing employees' voice behavior through psychological capital during Covid-19 pandemic Noman Rafique IBA Sukkur 3:30 pm – 3:50 pm</p> <p>Linking leader member exchange (lmx) and happiness at work through symbolic interaction theory Faisal Qamar IBA Sukkur 3:50 pm – 4:10 pm</p> <p>The influencing factors of family business internationalization: a literature review Tariq Aziz IBA Karachi 4:10 pm – 4:30 pm</p> <p>Role of abusive supervision on voice and safety behavior: evidence from microfinance banks in Pakistan Hira Rani IBA Sukkur 4:30 pm – 4:50 pm</p> <p>Body strategies of women leaders (A Foucauldian lens) Dr. Nyla Aleem Ansari IBA Karachi 4:50 pm – 5:10 pm</p>	<p>Session 2C: Marketing Track Venue: Boardroom 3 Chair: Dr. Wajid H. Rizvi</p> <p>Discussants: Atif Murtoza Dr. Mohsin Butt Dr. Saima Husain</p> <p>Theme: Technology and E-Commerce</p> <p>Presentations: Paying for the picnic was not enough; get ready to share your lunch too. They are selling but also learning your product: Predatory marketing and limitation strategies in the Amazon marketplace Sheryar Tahirkheli University of North Carolina, Greensboro 3:30 pm – 3:50 pm</p> <p>AR experiential elements and shared social experience: mediating effect of customer creativity Dr. Kashif Farhat MAJU 3:50 pm – 4:10 pm</p> <p>Neuromarketing: A Bibliometric Perspective of the Field Raja Rub Nawaz KUBS 4:10 pm – 4:30 pm</p> <p>Understanding attention and emotional response towards skippable digital advertisements Dr. Asim Shabbir IBA Karachi 4:30 pm – 4:50 pm</p>	<p>Session 2D: Management Track Venue: Crystal Ball Room Chair: Dr. Muhammad Ayaz</p> <p>Theme: Leadership and Management</p> <p>Presentations: Student performance and student evaluation of instruction: moderating effect of faculty type Dr. Nida Aslam Khan IBA Karachi 3:30 pm – 3:50 pm</p> <p>Can leadership possess virtual pair of eyes? Organizational Networks to address cultural differences for fostering business model innovation in cross-cultural teams – tooling with e-Leadership Sheryar Tahirkheli University of North Carolina, Greensboro 3:50 pm – 4:10 pm</p> <p>Conflict management strategies for family businesses: a literature review Ramesha Alam IBA Karachi 4:10 pm – 4:30 pm</p> <p>Servant leadership fosters job satisfaction and affective organizational commitment: a study of the educational sector in Sindh province Noureen Sharif Farooqui Sindh University IBA Karachi 4:30 pm – 4:50 pm</p>
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5:00 pm – 5:20 pm | Concluding Remarks and Certificate Distribution

Parallel Session 3

June 24th | 2:00 pm – 4:00 pm

<p>Session 3A: Accounting, Finance & Law Track Venue: Crystal Ball Room Chair: Dr. Riffat Mughal</p> <p>Discussants: Dr. Hilar Anwar Butt Dr. Mohsin Sadaqat</p> <p>Presentations: ESG and investor dynamics - A bibliometric and Content Analysis Tahira Mariam Jaffery IBA Karachi 2:00 pm – 2:20 pm</p> <p>Does abnormal bid premium matter to the market? evidence from UK Dr. Nauman J. Amin IBA Karachi 2:20 pm – 2:40 pm</p> <p>Investor attention towards coronavirus and response of Stock and Sovereign Credit Default Swaps Markets Dr. Falk Shear National Textile University 2:40 pm – 3:00 pm</p> <p>Funding cost and bank liquidity creation: evidence from US Dr. M. Kabir Hassan University of New Orleans 3:00 pm – 3:20 pm</p>	<p>Session 3B: Accounting, Finance & Law Track Venue: Training Room 3 Chair: Dr. Sara Tauseef</p> <p>Discussants: Sohaib Ahmed Zaira Anees Dr. Fawad Ahmad Dr. Tasawar Nawaz</p> <p>Presentations: Market efficiency of cryptocurrency: long term memory effect in bitcoin trading Zartashia Hameed HITEC 2:00 pm – 2:20 pm</p> <p>Green Microfinance: A new frontier in the financial inclusion of the Pakistan Maria Ijaz AERC 2:20 pm – 2:40 pm</p> <p>Data analytics using accounting Data: A Hassle For The Accounting And Finance Profession? Syed Muhammad Saad Bin Aishad PWC 2:40 pm – 3:00 pm</p> <p>Transport as net zero sector in pakistan Muhammad Imran Khan AERC 3:00 pm – 3:20 pm</p> <p>How economic uncertainty explains insider trading in an endogenous framework Dr. Mohsin Zahid Khawaja IBA Karachi 3:20 pm – 3:40 pm</p>	<p>Session 3C: Management Track Venue: Training Room 1 Chair: Dr. Nyla Aleem Ansari</p> <p>Theme: Employee Behavior</p> <p>Presentations: Structural model of organizational culture and innovative behavior with mediating effect of workplace ostracism and workplace incivility in IT Firm Safia Tabassum Hamdard University 2:00 pm – 2:20 pm</p> <p>Dissonance dilemma: exploring the causes and effects of cognitive dissonance at workplace Javaid Ali Shah IAE Aix Marseille (MCKRU) 2:20 pm – 2:40 pm</p> <p>Sales representatives' ambidextrous behavior: a win-win situation in electronic performance monitoring system Farooque Ahmed IBA Sukkur 2:40 pm – 3:00 pm</p> <p>Employees' well-being and employees' engagement for intrapreneurship: empirical analysis of textile industry in Post-Covid 19 era Dr. Kamran Ahmed Soomro SZABIST 3:00 pm – 3:20 pm</p> <p>Does organizational embeddedness deplete the employee psychological resources in the face of pandemic? Zuheer Abbas National Bank of Pakistan 3:20 pm – 3:40 pm</p>	<p>Session 3D: Marketing Track Venue: Boardroom 3 Chair: Dr. Talha Salam</p> <p>Discussants: Dr. Amber Gul Sumayyah Khurshid Dr. Farah Naz</p> <p>Theme: Digital Marketing</p> <p>Presentations: Strategic use of social media marketing for ppos to attract and retain volunteers based on aida-(f) model Sonamri Shaikh Mehran University of Engineering and Technology 2:00 pm – 2:20 pm</p> <p>The use of social listening in understanding the consumer perception, attitudes, emotions, and predicting the purchase intentions Ubedullah Khoso SZABIST 2:20 pm – 2:40 pm</p> <p>Effect of influencer message value on destination awareness, image and travel intentions Shumaila Kashif SZABIST 2:40 pm – 3:00 pm</p> <p>Digital media, culture and society- 360 degrees turn Rakshanda Ali Syed IBA Karachi 3:00 pm – 3:20 pm</p> <p>The effect of digital marketing implementation through location based advertising on customers purchase intention: a case of FMCG products in Karachi Maira Junejo SZABIST 3:20 pm – 3:40 pm</p>
<p>3:40 pm – 4:10 pm Concluding Remarks and Certificate Distribution</p>			

KEYNOTE SPEAKERS

Keynote Speaker 1 - Daniel Richardson

Professor of Experimental Psychology at University College London

Daniel C. Richardson is a Professor of Experimental Psychology at University College London. Prior to that, he was an undergraduate at Magdalen College, Oxford, a graduate student at Cornell, a postdoctoral researcher at Stanford, and an assistant professor at UC Santa Cruz. His research examines how individuals' thought processes are related to the people around them. He has authored many scientific articles in cognitive, developmental and social psychology and two popular science books, *Man vs Mind* and *A Dummies Guide to Social Psychology*. He has received three Provost's Teaching Awards from UCL, and has performed shows at the London Science Museum and Bloomsbury theatre combining science, music and live experiments on the group mind of the audience



Keynote Speaker 2 - Dr. Omar Al-Tabbaa

Associate Professor, Leeds University, UK

Omar Al-Tabbaa (Ph.D. University of Leeds) is an Associate Professor in International Business at the University of Leeds. His research interest and expertise cut across a number of themes including internationalization strategy and firm competitiveness (SMEs post-entry speed, collaborative technology transfer, and international strategic alliance); governance and co-learning in global value chains; and digital ventures (collaborative business models in the sharing economy, digital ecosystem, and survival of international digital platform firms); and cross-sector collaboration for public value creation. His work has been published widely in several leading journals, and his research and enterprise activities have been supported by grants totaling more than £1 m. Currently, Omar is an academic advisor for the UK Commonwealth Scholarship Commission.



Keynote Speaker 3 – Professor Dr. M Kabir Hassan

Professor of Finance

Professor Dr. M Kabir Hassan is Professor of Finance in the Department of Economics and Finance in the University of New Orleans. He currently holds three endowed Chairs-Hibernia Professor of Economics and Finance, Hancock Whitney Chair Professor in Business, and Bank One Professor in Business- in the University of New Orleans. He is also a financial economist who has extensive research and consulting experience in disciplines such as Islamic finance, capital markets, investment, monetary economics, macroeconomics and international trade and finance to name a few. According to the journal of finance, Professor Hassan is in the top 1% of his peers who continue to publish one article per year and has done so for several years. He is also deemed to be one of the most prolific authors in financial literature over the past 50 years. Moreover, according to Stanford University, he is one of the most well-cited authors in the world.



Keynote Speaker 4 – Joseph Devlin

Professor of Cognitive Neuroscience & Vice Dean (Innovation & Enterprise),
Faculty of Brain Sciences at University College London

Joseph is a Neuroscientist with 20+ years of experience conducting world-class research. Expertise in language, narrative, audience engagement and consumer neuroscience.

He is an author of 80+ articles in top scientific journals including Science, Nature, Nature Neuroscience, Current Biology and Proceedings of the National Academy of Sciences.



His work has been featured on the front page of The Times, in the Guardian, Daily Telegraph, Independent, New York Times, and on the BBC and CNN.

He is interested in applying the most recent advances in neuroscience, behavioral science, nudge, and AI to finding solutions for businesses.

WORKSHOPS

Workshop on Consumer Neuroscience

IBA-SBSIC'22 offers a half-day workshop on consumer neuroscience for participants interested in how the tools of cognitive neuroscience can help understand and improve the consumer experience. The workshop will combine talks and interactive sessions.

Experts in neuroscience have been invited to conduct this half-day workshop and they will be happy to meet with you and discuss additional learning opportunities on the relevant topic. Profiles of the workshop presenters is given below.

The appeal of consumer neuroscience

The workshop begins with presentation of a simple framework for understanding neuroscience's role in marketing. Daniel Kahneman dispelled the myth that people are rational decision makers and demonstrated how subconscious factors such as emotion, biases, and heuristics influence our choices, often in ways we are unaware of. Even when these processes are unconscious, the information is still present in the brain and, therefore, there is considerable potential to use the tools of neuroscience to measure brain responses to offer a better understanding of consumer behavior.

Measuring audience engagement with biometrics

Narrative provides a powerful tool for engaging audiences but measuring engagement can be challenging. Through presentation of a case-study with Audible, one of the main retailers of audiobooks, the workshop will investigate the extent to which the delivery medium of a story (audio or visual) affects conscious and sub-conscious engagement with the narrative and demonstrate that this imaginative process in the listeners' mind is detectable on the skin at their wrist.

Tracking attention and cognition with eye movements

The way that the eye moves reveal how the brain construct experience of the world around it, and how this is shaped by expectations and beliefs. They can tell us how consumers attend to marketing materials, encode information, and make purchasing decisions. Since eye movements can now be measured with great accuracy by low cost, portable devices, they are an invaluable tool for consumer neuroscientists.

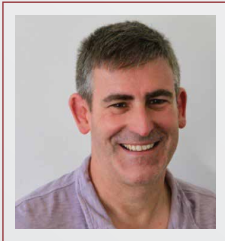
Can EEG measure emotion?

Neuromarketing firms that use electroencephalography (EEG) to measure emotion typically rely on a measure called "frontal alpha asymmetry," or FAA. How valid is FAA as a measure of emotion? Here, the workshop will review recent evidence that calls into question the utility of FAA but provides an alternate method for using EEG to quantify emotional arousal. An example will be presented on how EEG is used to enhance digital product design to improve user experience.

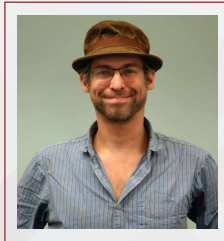
Future directions

The workshop will end with a brief review the current state of neuromarketing, highlighting trends that we expect to see develop more fully in the next 5-10 years.

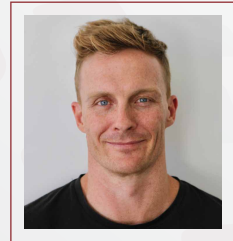
MEET THE TEAM



**Professor
Joe Devlin**
UCL



**Professor
Daniel Richardson**
UCL



**Dr.
John Hogan**
UCL

WORKSHOP PLAN

- 11.00 Introductions + Appeal of Consumer Neuroscience
- 11.30 Implicit and Explicit Attitudes (how to measure, predict and change attitudes)
- 12.00 Group activity: When have you tried to get answers from self-report?
- 12.30 Consumer brain (Overview of classic studies)
- 13.00 Break (prayer / lunch / eye tracking demos)
- 14.00 Perception (eye tracking + case study from Nielsen)
- 14.30 Neuroscience for Business (framework + case studies)
- 15.00 Group activity: Ocean Outdoor
- 15.30 Future directions and Open Discussion

WORKSHOPS

Workshop on Governance in Islamic Finance

The expected expansion of the Islamic finance industry to 3.69 trillion USD by 2024 (S&P, 2022) is a great success story. This growth is phenomenal, especially when considering the broader principles of equity, participation, and ownership in Islamic law in general. We will be holding a workshop on Islamic finance governance: theory and practice that aims to set this discourse and look for the answer to the noted questions from academic and practitioners' points of view on the **22nd of June 2-4 pm.**

This workshop will explore what has led to the growth in the Islamic finance industry, what we learn from it, what questions it raises and how we advance from here pragmatically.

The current state of affairs in Islamic finance governance

The layman's view of the Islamic finance and banking world is of transactional engagement that is interest-free, remember not a cost-free mode of financing. At a theoretical level, this distinction has been contentious. However, the broader theoretical issue is that 'riba' – despite the difficulties in defining it – is not the only condition in Islamic finance and banking. Are the market participants cognizant of these conditions and do they know if these conditions have been incorporated into the existing products while knowing the purpose statement and governance liability of Islamic finance principles?

Future discourse and governance challenges

This workshop is aligned with fundamental principles driving Islamic finance and the wide breadth of knowledge that enhances market stability, growth and trust in financial transacting and contracting. This alignment with Islamic finance will be explored along the lines of principles of equity, participation and ownership and a range of covenants and conditions that the Islamic finance industry and regulations must correspond to. This is essential to continue the growth story while delivering the good for its wider audience at a societal level for all its stakeholders.

Moving from top-down expansion to bottom-up growth

This workshop will cover the top-down expansion story of Islamic finance that has been the result of religiosity and demand or both and will explore how the market is maturing to ask questions that may spur a bottom-up growth when the Islamic finance industry has yet to meet the economic fundamentals of competitiveness, price and

cost-efficiencies. This workshop will aim to develop scenarios and will draw from consumers and industry experts of Islamic finance to shape the bottom-up growth in Islamic finance. Issues of market stability, information asymmetry, market awareness and trust, and value creation will be at the helm of these scenario discussions for Islamic finance consumers and practitioners.

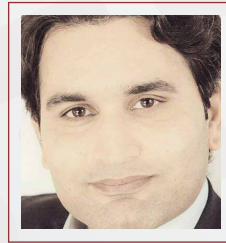
Future directions

The workshop will end with a survey on Islamic finance on the state of governance in Islamic finance at consumer and practitioner levels to provide policy suggestions for developing a system to understand consumer and practitioner expectations given the noted governance issues. This bottom-up understanding of the market will help in developing future corporate planning in the Islamic finance sector as well as a policy forum that learns from the market on how to best serve Islamic finance clients and contribute to the confidence of the practitioners in what they are doing can be upheld in dynamic market conditions.

MEET THE TEAM



Dr. Nadir Virk
Swansea University
School of Management



Dr. Tasawar Nawaz
University of Plymouth

CONFERENCE ORGANIZERS

- Dr. Wajid H. Rizvi – Conference Chair
- Dr. Huma Amir – Conference Convener
- Muhammad Sarim Shahab – Conference Manager

Track Chairs:

- Dr. Muhammad Ayaz – Track Chair, Management
- Dr. Beenish Tariq – Track Chair, Marketing
- Dr. Hilal Anwar Butt – Track Chair, Accounting, Finance & Law

Organizing Committee:

- | | |
|----------------------------|---------------------------------|
| • Dr. Muhammad Talha Salam | Head of Marketing Committee |
| • Dr. Sana Tauseef | Head of Finance Committee |
| • Sumayyah Khurshid Khan | Head of Communication Committee |
| • Dr. Mohsin Zahid Khawaja | Head Guest Relations Committee |
| • Dr. Nida Aslam Khan | Head of Organizing Committee |
| • Dr. Amber Gul Rashid | Team Member |
| • Dr. Farah Naz Baig | Team Member |
| • Dr. Muhammad Mohsin Butt | Team Member |
| • Ali Akbar | Team Member |
| • Muhammad Ali Raza | Team Member |
| • Dr. Amer Iqbal Awan | Team Member |
| • Zahra Rafique | Team Member |