

IBA SCHOOL OF BUSINESS STUDIES  
**INTERNATIONAL CONFERENCE 2023**

**SUSTAINABILITY: GLOBAL & LOCAL CHALLENGES**

**PROGRAM**

 **May 26-27, 2023**

 **IBA Karachi, Main Campus**

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## FOREWORD

As the global business community faces a myriad of social and environmental challenges they need to battle with, the need for sustainability has become increasingly important. Industry leaders and renowned academicians alike understand the intricacies surrounding the implementation of sustainability and advocate for a balanced world where sustainability is constant.

Some of these global challenges that pose a threat to corporations today come in the form of climate change, biodiversity loss, resource scarcity, regulatory changes as well as social and labor issues. As a result, in addition to accounting for everyday problems, leaders across the board now have to think of innovative solutions to counter the disruptions in supply chains, rising pollution levels that call into question current production techniques, inclusion and diversity in labor force as well as compliance problems. Moreover, organizations have to stay vigilant and proactive about sustainability considerations while managing consumer expectations as demand shifts towards sustainable services.

The IBA-SBS second International Conference provides a platform with the aim of not only discussing these dilemmas at length but also to understand and raise awareness about the complex nature of sustainability. Additionally, the conference also brings forward global and local panel experts whose work in the domain of sustainability is widely acclaimed to share their insights and increase awareness while offering practical solutions that suit our society's needs.

Research is an integral part of underscoring problems and to this end, the IBA-SBS conference has invited research papers across a multitude of disciplines ranging from finance to marketing and accounting and law and management. This year, the IBA-SBS received a total number of 115 papers across all tracks and accepted 50 papers for presentations. The research papers focus on the theme of sustainability, how it is impacting their domain and outline realistic solutions.

# DAY 1: FRIDAY, 26 MAY

 G&T Auditorium, Main Campus

8:30 am - 9:30 am	Registration
9:30 am - 9:35 am	Recitation of the Holy Quran
9:35 am - 9:40 am	65 Years Journey of IBA (Video)
9:40 am - 9:45 am	Welcome Remarks by Prof. Dr. Abdullah Z. Sheikh, Dean School of Business Studies (SBS), IBA
9:45 am - 10:00 am	Introductory Remarks by Dr. Irum Saba, Conference Convener, SBS, IBA
10:00 am - 10:20 am	Address by the Chief Guest: Ms. Sima Kamil, Deputy Governor State Bank of Pakistan
10:30 am - 11:30 am	<p>Panel Discussion on '<b>Business Case for Sustainability: Insights from the Private Sector</b>' in Collaboration with Pakistan Business Council.</p> <p>PANELISTS:</p> <ol style="list-style-type: none"><li><b>Mr. Amir Paracha</b> Chairman and CEO, Unilever Pakistan</li><li><b>Ms. Faryal Sadiq</b> Vice President for Sales and Marketing, Interloop Ltd</li><li><b>Mr. Muhammad Aurangzeb</b> President and CEO, Habib Bank Ltd.</li><li><b>Ms. Nazish Shekha</b> Head of Research, Center of Excellence in Responsible Businesses Pakistan Business Council</li></ol>

**5. Dr. Abdullah Zafar Sheikh**  
Prof. & Dean, SBS, IBA

**MODERATOR:**

**Dr. Ehsan Malik**  
CEO, Pakistan Business Council  
Souvenir Presentation by Chief Guest

**11:30 am - 1:00 pm**

**KEYNOTE ADDRESS**

**TOPIC: Towards the Natural Environment Agency Theory**

**SPEAKER: Dr. Amama Shaukat**  
Associate Professor in Accounting & Finance at Brunel Business School, Brunel University London, UK

**TOPIC: What the Covid Lockdowns Tell Us About 'Subtractive' Approaches to Sustainable Consumption**

**SPEAKER: Dr. Mike Molesworth**  
Associate Professor in Marketing at Birmingham Business School at the University of Birmingham, UK

**1:00 pm - 2:45 pm**

**Lunch and Prayer Break**  
**Venue: Student Center, Event Hall**

**2:45 pm - 4:45 pm**

**PARALLEL TECHNICAL SESSION 1**

**SESSION 1A: MARKETING TRACK**

Venue: MCS-5, Aman-CED, Second Floor  
Session Chairs: Dr. Huma Amir and Dr. Asim Shabbir

**SESSION 1B: FINANCE TRACK**

Venue: MCS-4, Aman-CED, First Floor  
Session Chairs: Dr. Sana Tauseef and Dr. Mohsin Khawaja

**SESSION 1C: MANAGEMENT TRACK**

Venue: MCS-3, Aman-CED, Ground Floor  
Session Chairs: Dr. Nyla Aleem Ansari and  
Dr. Yasir Mansoor Kundi

**SESSION 1D: ACCOUNTING AND LAW TRACK**

Venue: G-13, Aman-CED, Ground Floor  
Session Chairs: Mr. Haroon Tabraze and  
Mr. Mohsin Patel

**7:00 pm - 9:00 pm**

**Conference Dinner**

**Venue: Fauji Lawn, IBA Main Campus**

# DAY 2: SATURDAY, 27 MAY

 G&T Auditorium, Main Campus

9:30 am - 9:35 am	Recitation of the Holy Quran
9:35 am - 9:40 am	Opening Remarks by Executive Director, IBA, Dr. S. Akbar Zaidi
10:00 am - 11:30 am	<p><b>KEYNOTE ADDRESS</b></p> <p><b>TOPIC: Carbon Markets: Actors and Networks</b></p> <p><b>SPEAKER: Dr. Naeem Ashraf</b> Professor of Sustainability Management at EDHEC Business School, France</p> <p><b>TOPIC: Responsibility Managers' Modes of Organising: Splitting, Reparations, Boundaries and Bubbles</b></p> <p><b>SPEAKER: Dr. Georgiana Grigore</b> Associate Professor in Marketing at the School of Business, University of Leicester, UK</p>
11:30 am - 1:30 pm	<p><b>PARALLEL TECHNICAL SESSION 2</b></p> <p><b>SESSION 2A: MARKETING TRACK</b> Venue: MCS-5, Aman-CED, Second Floor Session Chairs: Dr. Farah Naz Baig and Dr. Ubedullah Khoso</p> <p><b>SESSION 2B: FINANCE TRACK</b> Venue: MCS-4, Aman-CED, First Floor Session Chairs: Dr. Ashraf Khan and Dr. Mohsin Sadaqat</p>

	<p><b>SESSION 2C: MANAGEMENT TRACK</b>  Venue: MCS-3, Aman-CED, Ground Floor  Session Chairs: Dr. Kamran Mumtaz and Dr. Amer Awan</p>
<p>1:30 pm - 2:30 pm</p>	<p>Lunch and Prayer Break  Venue: Student Center, Event Hall</p>
<p>2:30 pm - 4:30 pm</p>	<p><b>PARALLEL TECHNICAL SESSION 3</b></p> <p><b>SESSION 3A: MARKETING TRACK</b>  Venue: MCS-5, Aman-CED, Second Floor  Session Chairs: Dr. Wajid Rizvi and Dr. Nida Aslam Khan</p> <p><b>SESSION 3B: FINANCE TRACK</b>  Venue: MCS-4, Aman-CED, First Floor  Session Chairs: Dr. Saqib Sharif and Dr. Nauman J. Amin</p> <p><b>SESSION 3C: MANAGEMENT TRACK</b>  Venue: MCS-3, Aman-CED, Ground Floor  Session Chairs: Dr. Muhammad Shafique and Dr. Sahar Awan</p> <p><b>SESSION 3D: MANAGEMENT TRACK</b>  Venue: G-13, Aman-CED, Ground Floor  Session Chairs: Dr. Rameez Khalid and Dr. Muhammad Imran</p>
<p>4:30 pm - 5:30 pm</p>	<p>Panel Discussion on “<b>Sustainability: An Academic Perspective</b>”.</p> <p><b>PANELISTS:</b></p> <ol style="list-style-type: none"> <li><b>Dr. Amama Shaukat</b>  Associate Professor in Accounting and Finance at Brunel Business School, Brunel University London, UK</li> <li><b>Dr. Naeem Ashraf</b>  Professor of Sustainability Management at EDHEC Business School, France</li> </ol>

**3. Dr. Georgiana Grigore**

Associate Professor in Marketing at the School of Business, University of Leicester, UK

**4. Dr. Mike Molesworth**

Associate Professor in Marketing at Birmingham Business School at the University of Birmingham, UK

**5. Dr. Hilal Anwar Butt**

Professor of Finance, IBA, Karachi

**MODERATOR:**

**Dr. Saima Husain**

Assistant Professor of Marketing, IBA, Karachi

**5:30 pm onwards**

**Closing Ceremony**

1. Closing Remarks: Prof. Dr. Abdullah Z. Sheikh, Dean School of Business Studies, IBA.
2. Vote of Thanks
3. Souvenir Presentation to the Keynotes Speakers
4. Souvenir Presentations to the Sponsor

## PARALLEL SESSION 1

May 26, 2023 | 2:45 pm - 4:45 pm

### SESSION 1A: MARKETING

Venue: MCS-5, Aman-CED, Second Floor  
Chairs: Dr. Huma Amir & Dr. Asim Shabbir

#### PRESENTATIONS

Investigating the Determinants of Food Wastage in Pakistan: A Study of Consumer-Related Food Waste  
*Rachna Haresh Bhirmani*  
SZABIST

Effects of Green Marketing Awareness and Innovation on the Purchase Intention of Consumers In Hyderabad, Pakistan: Mediating Role of Perceived Quality and Perceived Value.  
*Aiza Aziz Qureshi*  
SZABIST

Circular Economy in the Perfume Industry: A Qualitative Investigation of Consumer Perception  
*Professor Dr. Dildar Hussain Rennes*  
School of Business, France

### SESSION 1B: FINANCE

Venue: MCS-4, Aman-CED, First Floor  
Chairs: Dr. Sana Tauseef & Dr. Mohsin Khawaja

#### PRESENTATIONS

Firm's ESG orientation, Dividend Policy, and the COVID-19 Pandemic: An empirical investigation  
*Dr. Falik Shear*  
National Textile University, Faisalabad

The Impact of Basel Accord on Bank Investment in Government Securities: A Case Study of Pakistani Commercial Banks  
*Zaira Anees*  
IBA, Karachi

The Market Response to Environmental Social and Governance Performance: A Global Analysis  
*Dr. Ashraf Khan*  
IBA, Karachi

Do Peers and National Culture Matter for Capital Structure Decisions of Emerging Market Corporations  
*Dr. Ameenullah Aman*  
SZABIST, Gharo

Adaptive Market Hypothesis: Evidence from Pakistan Stock Exchange  
*Midhat Jamil*  
IBA, Karachi

Stock Price Prediction Using Neural Networks: A Case of Pakistan  
*Maryam*  
IBA, Karachi

### SESSION 1C: MANAGEMENT

Venue: MCS-3, Aman-CED, Ground Floor  
Chairs: Dr. Nyta Aleem Ansari and Dr. Yasir Mansoor Kundi

#### PRESENTATIONS

Organizational Commitment To Sustainability: Considering the Role of Leadership, Green HRM, and Green Knowledge Sharing  
*Fatima Shaikh*  
IBA, Sukkur

Adding Fuel to The Fire: A Preliminary Investigation on the Devastating Effects of Environmental Racism After Pandemics on Health Disparities and Social Stress  
*Dr. Nosheen Sarwat*  
Institute of Management Sciences, Bahauddin Zakariya University

Impact of Job Burnout on Organizational Commitment with Mediating effect of Job Stress  
*Noman Hussain*  
Aga Khan University

The Effect of Green HR Practices on Employee Proactive Environmental Behavior: Evidence From the Manufacturing Setting  
*Bilqees Ghani*  
Institute of Business Management

Technology as an Enabler of Sustainability: A Closer Look at Artistic Millers' Textile Supply Chain in Pakistan  
*Mian Saqib Sohail*  
Artistic Milliners

### SESSION 1D: ACCOUNTING & LAW

Venue: G-13, Aman-CED, Ground Floor  
Chairs: Mr. Haroon Tabraze and Mr. Mohsin Patel

#### PRESENTATIONS

The Impact of Sustainability Governance Indicators on Sustainable Development Goals  
*Prof. Dr. Rehana Kouser*  
Bahauddin Zakariya University

Contemporary Challenges and Issues Related to Minimum Wage Laws, Equity, Diversity and Inclusion to Social Justice in the Context of Pakistan  
*Mushtaque Ali*  
Bahria University, Karachi

The Interconnection Between TQM Practices with the Moderating Role of Technological Turbulence on SMES Performance in Pakistan  
*Ghias ul Hassan Khan*  
IBA, Karachi

Islamic Sustainability Finance - A Way for Islamic Financial Institutions  
*Annie Ahmad*  
IBA, Karachi

A Model for Maqasid Analysis of Islamic Banks & Its Application in Pakistan  
*Zahra Riaz Nakhoda*  
IBA, Karachi

## PARALLEL SESSION 2

May 27, 2023 | 11:30 am - 1:30 pm

### SESSION 2A: MARKETING

Venue: MCS-5, Aman-CED, Second Floor  
Chairs: Dr. Nida Aslam Khan and Dr. Ubaidullah Khoso

#### PRESENTATIONS

Social Media Marketing Practices for SMEs in Pakistan: A Qualitative Study  
*Erum Zahoor Zaidi*  
SZABIST

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The Impact of Facebook and Instagram Adoption on Marketing Performance: The Case of SMEs in Developing Countries  
*Muhammad Bilawal Khan*  
The Gloucestershire Business School, UK

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Adopting Marketing Analytics and Artificial Intelligence for Superior Marketing Performance: Insights From Information Technology-Enabled Firms  
*Dr. Jawaid Ahmed Qureshi*  
SZABIST

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Chasing Sustainability Marketing Ambitions: A Case Study of Pakistan Telecommunications Industry  
*Talha Arsheen*  
SZABIST

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### SESSION 2B: FINANCE

Venue: MCS-4, Aman-CED, First Floor  
Chairs: Ashraf Khan and Dr. Mohsin Sadaqat

#### PRESENTATIONS

Scoping Study of Corporate Sector's Energy Consumption  
*Dr. Amir Jahan Khan*  
IBA, Karachi

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Sovereign Credit Ratings, Firms' Environmental Performance, and Voice & Accountability: A Nexus  
*Dr. Anum Qureshi*  
IBA, Karachi

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The Financial Well-Being of Households Through Digital Financial Inclusion: Does Age, and Gender Play any Role? Evidence from Pakistan  
*Zahid Bashir*  
Hailey College of Commerce, University of Punjab, Lahore.

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Non-Performing Loans: What Matters For Non-Financial Sector of Pakistan?  
*Prof. Dr. Javed Iqbal*  
IBA, Karachi

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Islamic Finance - The Remedy to Rising Inflation in Pakistan  
*Naureen Amir Ali*  
IBA, Karachi

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The Statistical Value of Labor Force in Brick Kilns and Marble Industry: A Case Study of Peshawar  
*Shahdah Hanif*  
AERC, UoK

### SESSION 2C: MANAGEMENT

Venue: MCS-3, Aman-CED, Ground Floor  
Chairs: Dr. Kamran Mumtaz and Dr. Amer Awan

#### PRESENTATIONS

Critical Discourse Analysis of CEO's Message in Corporate Sustainability Report: Prevalence of Business Case for Sustainability  
*Masood Ahmed*  
SZABIST

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Impact of Goal Orientation on Employee Creativity with the Mediating Role of Knowledge Manipulation in the Information Technology Sector of Pakistan  
*Dr. Sana Aroos Khattak*  
Bahria University, Karachi Campus

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The Nexus Between Attitude Towards Technological Change and Academic Self Concept with the Mediation of Students' Creativity Reexamining Kurt Lewin Model in Higher Education Institutes (HEIs), Sindh, Province Pakistan.  
*Aisha Sharif Ansari*  
Institute of Business Administration, University of Sindh Jamshoro, Sindh

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Examining The Role of Green Knowledge Management on Corporate Environmental Performance with the Mediation of Eco-Technology Innovation and Moderating Role of Organizational Agility  
*Muhammad Kamran*  
Institute of Banking & Finance, Bahauddin Zakariya University, Multan

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Sustainability Secret: Goals Achievability (GA), Political Feasibility (PF), and Economical Viability (EV)  
*Muhammad Shahbaz*  
National Defence University, Islamabad

## PARALLEL SESSION 3

May 27, 2023 | 2:30 pm - 4:30 pm

### SESSION 3A: MARKETING

Venue: MCS-5, Aman-CED, Second Floor  
Chairs: Dr. Wajid Rizvi and  
Dr. Farah Naz Baig

PAPERS PRESENTED BY THE STUDENTS OF  
MS MARKETING AT IBA

#### PRESENTATIONS

Inculcation of Sustainable Fashion  
Consumption in the Lives of Generation Z  
*Laila Batool*

The Environment Needs a Lift! Focus on  
Thrift: A New Mantra of the Younger  
Generation  
*Anusha Samad Khan*

Powering Sustainability: Electric  
Vehicles and V2G Technology  
*Sarah Shahzad*

The War Between Social Standing and  
Environmental Sustain: Review of  
Possible Synergies Between  
Conspicuous and Sustainable  
Consumption  
*Ayesha Feroz*

### SESSION 3B: FINANCE

Venue: MCS-4, Aman-CED, First Floor  
Chairs: Dr. Saqib Sharif and  
Dr. Nauman J. Amin

#### PRESENTATIONS

Readiness for Climate Finance: A  
Review of Policy, Institutional Framework,  
& Financial Mechanism In Pakistan  
*Sumaira Ghafoor*  
IBA, Karachi

The Intersection of Financial Literacy,  
Cognitive Ability, and Numeracy Skills in  
Pakistani Adults  
*Umema Siddiqi*  
IBA, Karachi

Effect of Machine Learning in Better  
Portfolio Management: Evidence from  
PSX  
*Muddassir Sayeed Siddiqi*  
ILMA

Ethical (Islamic) Microfinance to  
Create the Development Wonder?  
*Muhammad Ahtesham Khan*  
IBA, Karachi

The Gender Divide in Cryptocurrency  
Investment: Exploring the Link Between  
Financial Knowledge and Parental  
Financial Socialization  
*Khalid Abdul Ghafoor*  
NUCES, Islamabad

Green Sukuks in Pakistan-Financing  
the Future  
*Dr. Fawad Ahmed*  
IBA, Karachi

### SESSION 3C: MANAGEMENT

Venue: MCS-3, Aman-CED, Ground Floor  
Chairs: Dr. Muhammad Shafique and  
Dr. Sahar Awan

#### PRESENTATIONS

The Push and Pull of Gig Work: A  
Behavioral Bias and JDR Perspective on  
Occupational Wellbeing  
*Dr. Fazeelat Masood*  
Bahria University, Karachi Campus

Asset Management System Design for  
Electric Utilities in Developing  
Economies: A Case of Pakistan  
*Muhammad Afsand Yar*  
IBA, Karachi

A Systematic Study of Pakistan's Circular  
Debt to Determine a Pathway for  
Immediate: Medium-Level and  
Long-Term Policy Directives to Curb  
its Burgeoning Volume.  
*Neha Masroor*  
USPCASE, NUST

Exploring the Link between Family and  
Community Embeddedness on  
Employee Retention: The Role of Gender.  
*Dr. Zaheer Abbas*  
NBP

Fostering innovativeness among nurses:  
it's not what I am, it's what I do  
*Hina Amin*  
SZABIST Gharo

### SESSION 3D: MANAGEMENT

Venue: G-13, Aman-CED, Ground Floor  
Chairs: Dr. Rameez Khalid and  
Dr. Muhammad Imran

#### PRESENTATIONS

Fuel Optimization of a Cement Industry,  
Case Study  
*Syed Rehan Ashraf*  
University of Management and  
Technology, Lahore

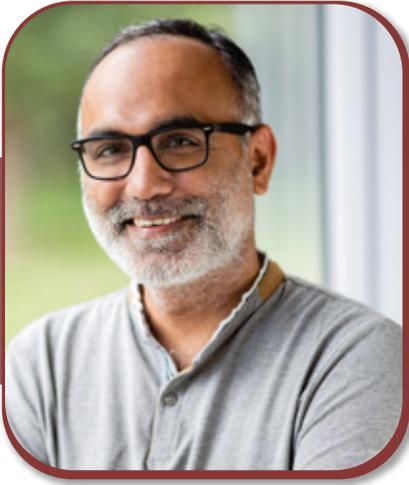
Impact of Service Quality Using  
Healthqual Model on Patient Trust and  
Patient Re-visit Intention; A Cross-  
sectional Study Of Tertiary Care  
Hospitals in Karachi City  
*Ifrah Habib*  
Dow University of Health Sciences

The Impact of Waiting Time and Frontline  
Employee's Behavior on Patient Behavior  
in OPD of Tertiary Care hospitals in  
Karachi  
*Syeda Baseerat Fatima Jafri*  
Institute of Business and Health  
Management

The Role of Green Work Engagement as  
an Intermediary Mechanism for The  
Impact of Human Resource  
Management on The Green Behavior of  
Higher Education Employees  
*Kifayat Ali Larik*  
Aror University of Art, architecture,  
Design & Heritage Sukkur

# KEYNOTE SPEAKERS

## Keynote Speaker 1



**Dr. Naeem Ashraf**  
Professor - Sustainability Management  
EDHEC Business School

Dr. Naeem Ashraf is a Professor of Sustainability Management at EDHEC Business School. He received his MBA and PhD in Management Science from IAE, Aix-Marseille University, France. During his professional career that spans more than twenty years, he served in senior positions in different sectors that include higher education, fertilizers, automobile, & Pakistan's national space agency. He was also a member of the core team of consultants at Lahore University of Management Sciences, to train C-suite executives, and board of directors. His areas of research interest are inter-organizational relationships, organizational behavior, and business ethics. He has published in Organization, Journal of Management Studies, Long Range Planning, Journal of Business Ethics besides other journals.

## Keynote Speaker 2



**Dr. Georgiana Grigore**  
Associate Professor - Marketing  
University of Leicester

Georgiana Grigore is an Associate Professor in Marketing at the School of Business, University of Leicester. Georgiana's research has focused on the intersections between corporate social responsibility & marketing, including changes that result from digital media. Based on funded grants from the British Academy & from the Arthur Page Centre, and drawing from sociological and psychological theory, she has also examined the experiences of those working in responsibility roles in different European cultures, noting how their lived experiences impact on how corporate social responsibility gets done, or otherwise. Her recent interests include the impact of Covid on consumer culture and particularly how our reflections (in the UK) on experiences of lockdown have resulted in people questioning their work & spend lifestyles. She is also currently involved with a project to establish marketing strategies for a UK National Conservation Centre. In 2012, she co-founded an annual international conference in Social Responsibility, Ethics and Sustainable Business that has built a network of CSR researchers and practitioners across Europe and beyond. She has published edited collection book series, and journal articles including in Journal of Business Ethics, Marketing Theory, Organization, Journal of Business Research, or Internet Research.

# KEYNOTE SPEAKERS

## Keynote Speaker 3



**Dr. Amama Shaukat**  
Associate Professor - Accounting & Finance  
Brunel University London

Dr. Amama Shaukat is an Associate Professor in Accounting and Finance at Brunel Business School, Brunel University London. She teaches and researches in the areas of sustainability performance and reporting and is a highly cited and influential author in these areas. One her papers, 'Environmental and social disclosures: Link with corporate financial performance' is an all-time top cited paper (as of 2021) of British Accounting Review - a premier accounting and finance journal. She regularly referees papers for many top journals and is a member of the editorial boards of British Accounting Review, Accounting Forum and Journal of Business Ethics (all CABS3 Journals.) In 2022, she was also recognized as a Top Reviewer for Journal of Business Ethics, an FT50 journal. Dr Shaukat's research is currently informing policy on sustainability reporting as she continues to work with the European Financial Reporting Advisory Group (EFRAG) on their European Sustainability Reporting Standards (ESRS) development project.

## Keynote Speaker 4



**Dr. Mike Molesworth**  
Associate Professor - Marketing  
University of Birmingham

Mike Molesworth is an Associate Professor in Marketing at Birmingham Business School at the University of Birmingham. He has been researching critical aspects of consumer culture and marketing for over 20 years drawing from sociological and psychological traditions to examine a range of topics including education, digital goods, and sharing and possession. Much of this work has questioned why we buy what we buy, implicitly arguing that consumption is wasteful, and that marketing is manipulative. His recent work also considers corporate social responsibilities and so takes a more explicitly ethical turn. His research has been published in leading journals including Journal of Consumer Research, Journal of Business Ethics, Journal of Business Research, Marketing Theory, Internet Research, and Organization. His current research interests include the impact of Covid on consumer culture and particularly how our reflections (in the UK) on experiences of lockdown have resulted in people questioning their work and spend lifestyles. This has led to an observation that too much research on sustainable consumer practices focusses on 'additive' logics (consumers should buy more sustainable goods), whereas what we need is more focus on 'subtractive' consumer cultures, i.e., where people consume less and do more to enjoy what they have.

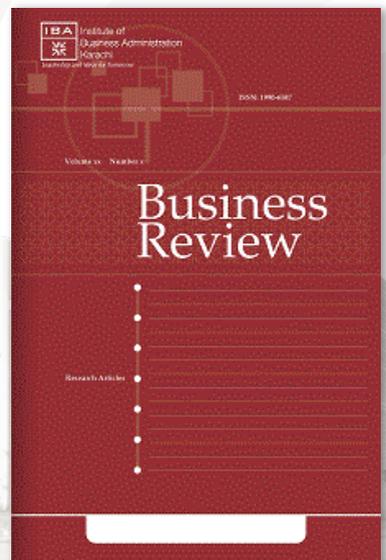
# POTENTIAL PUBLICATION OPPORTUNITIES

Selected papers will be invited for further review and consideration for publication in the following refereed journals:

## 1 International Journal of Ethics and Systems



## 2 IBA Business Review



\*Submission fees or/and publication fees may apply to some of these journals, to be followed up by the respective journal with the author after the conference

# CONFERENCE ORGANIZERS

## Conference Chair



**Dr. Abdullah Zafar Sheikh**  
Professor and Dean  
School of Business Studies  
IBA

## Conference Convener



**Dr. Irum Saba**  
Associate Professor and  
Program Director MS-IBF

## TRACK CHAIRS

### Marketing



**Dr. Amber Gul Rashid**  
Assistant Professor  
IBA - SBS

### Accounting & Law



**Dr. Syed Sharjeel Ahmed Hasnie**  
Assistant Professor and  
Head of Testing Services  
IBA - SBS

### Finance



**Dr. Fawad Ahmad**  
Assistant Professor & Head of ELP  
(Experiential Learning Project)  
IBA - SBS

### Management



**Dr. Muhammad Ayaz**  
Assistant Professor  
IBA - SBS

## Conference Manager



**Muhammad Sarim Shahab**

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