International Conference
on Business Management &
Sustainability 2023

ICBMS

The Sustainable and Innovative Businesses in
Uncertain Times: Challenges and Opportunities
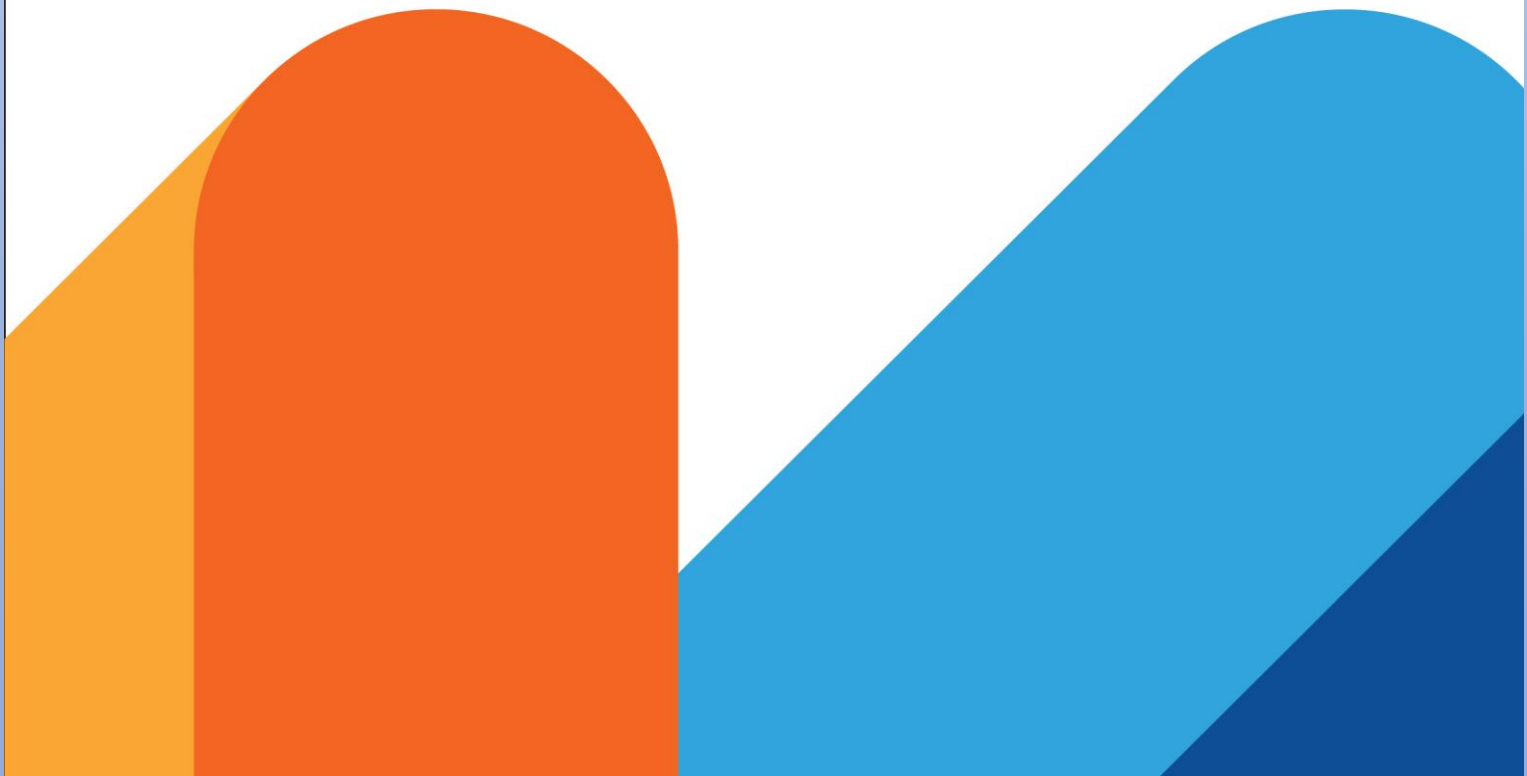
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International Conference on Business Management and Sustainability

ICBMS – 2023

Theme: The Sustainable and Innovative Businesses in Uncertain Times: Challenges and Opportunities.

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Message from the President

It is with great pleasure that I invite you to the International Conference on Business Management and Sustainability (ICBMS 2023) scheduled to take place on November 7-8, 2023.

The Institute of Business Management (IoBM) is always committed to promote quality research, and hosting this conference is a testament to our mission of fostering connections between the corporate world and academia.

The theme for this year's conference is "The Sustainable and Innovative Business in Uncertain Times: Challenges and Opportunities." It reflects the current state of the world, the need for innovation in business amidst the uncertainties of our times and the importance of sustainability in ensuring long-term success.

This conference is a great opportunity for academic and corporate collaboration, and we look forward to sharing insights, research, and best practices that benefit both sectors, leading to holistic growth and development.

We extend our gratitude to our chief guest, researchers, academics and corporate attendees for their invaluable contribution towards the success of events like ICBMS.

Thank you for being a part of this collaborative journey. We look forward to a successful conference and the continued advancement of knowledge in business and sustainability.

Talib S. Karim
President
Institute of Business Management

Message from Executive Director

This International Conference on Business Management & Sustainability 2023 (ICBMS) organized by IoBM resonates profoundly with our abiding commitment towards professional business management, sustainability, and societal values.

The theme this year focuses on 'Sustainable and Innovative Business Operations in Uncertain Times'. In this age of technological advancements and shifting socioeconomic environments, it is essential to incorporate sustainability, innovation, and cultural awareness in our discourse.

Our aim is to engage in deliberations that meld business acumen with focus on social responsibility, through the participation of a diversified group of academics and industry pioneers on major business issues. ICBMS 2023 will provide a learning platform where knowledge meets values, and innovation connects with tradition.

To the dedicated team behind this conference, I commend your persistent efforts in making IoBM not just an outstanding institution of learning, but a beacon of cultural preservation and societal responsibility as well.

To our esteemed participants and attendees, I hope this experience enriches your professional journey and deepens your appreciation of the values and traditions that IoBM holds very dear.

Welcome to ICBMS - and may this conference inspire you to carry forward the legacy of excellence and cultural reverence that IoBM stands for.

Sabina Mohsin
Executive Director
Institute of Business Management

Message from President AMDIP

It gives me immense pleasure to extend a warm welcome to all the participants, scholars, and practitioners attending the International Conference on Business Management and Sustainability (ICBMS) 2023.

Sustainability is more than a concept; it's a fundamental approach to business that ensures longevity, ethical responsibility, and a harmonious relationship with our environment.

As educators, we possess a profound capacity to shape the minds of those who will construct the world of tomorrow. It is within our classrooms, our lectures, and our research facilities that the next generation of leaders is being nurtured. The convergence of diverse perspectives at ICBMS 2023 reflects our shared commitment to advancing management education and sustainable business practices. As the world evolves, so does the landscape of business management, making it imperative for us to discuss, dissect, and disseminate innovative and sustainable strategies.

I look forward to the insights and discussions that will emerge from this gathering. Together, we will explore new horizons in business management, paving the way for sustainable and responsible leadership in the corporate world.

I extend my sincere appreciation to the organizing committee for arranging this conference to highlight the sustainable and innovative business practices for various disciplines and ensure our full support from the platform of AMDIP. I believe the Universities across Pakistan should unite with a common goal: to integrate sustainable business practices and strategies within the education sector.

Let us embrace the collective wisdom of this conference to enrich our understanding and shape a future that values sustainability as much as it does progress.

Welcome to ICBMS 2023.

Dr. Asif Raza
President
Association of Management Development Institutions in Pakistan (AMDIP)

Message from Rector

The International Conference on Business Management and Sustainability (ICBMS-2023) stands as a testament to the diligent efforts and collaborative spirit that define its creation. This significant endeavor has been made possible through the joint efforts of the College of Business Management (CBM) at the Institute of Business Management (IoBM), in partnership with both local and international organizations.

IoBM remains resolute in its commitment to providing a platform for academic discourse and the exchange of knowledge, and we eagerly embrace this opportunity. Our profound appreciation extends to our distinguished keynote speakers, devoted research scholars, and participants for their invaluable contributions to ICBMS-2023.

A heartfelt acknowledgment goes out to the dedicated ICBMS team and the faculty members of CBM, who, alongside their regular commitments, dedicated their time and energy to orchestrate this International event. We applaud the unwavering dedication and efforts of the students from the College of Business Management (CBM).

Our deep gratitude is extended to Mr. Talib S. Karim, the President of IoBM, and Ms. Sabina Mohsin, the Executive Director, for their unwavering support and encouraging leadership.

We hope that all participants will find this platform enriching for learning, networking, and building meaningful connections. In conclusion, on behalf of the ICBMS team, we extend our heartfelt gratitude to all who are participating in this endeavor.

Prof. Dr. Tariq Rahim Soomro
Acting Rector
Institute of Business Management

Message from Dean

I am delighted to extend a warm welcome to all of you at the *International Conference on Business, Management, and Sustainability.* This conference, with its theme centered on the multifaceted realms of business management, including marketing, finance, management, SCM, and HRM, holds particular significance in today's rapidly evolving world. Moreover, its emphasis on sustainability and technology adoption resonates deeply with the pressing challenges and opportunities of our times.

As the Dean of the College of Business Management, I am heartened by the gathering of minds from diverse backgrounds, hailing from various corners of the globe. This convergence of knowledge, ideas, and experiences is what makes conferences like these immensely valuable. It is a platform for scholars, practitioners, and students alike to engage in stimulating discussions, share their latest research findings, and exchange insights on the latest trends and best practices in the world of business and management. In the face of global challenges, such as climate change, economic uncertainties, and the rapid pace of technological advancements, sustainability has emerged as a critical component of responsible business practices. We must strive to create and promote business models that not only drive profitability but also contribute positively to society and the environment. This conference provides an ideal setting to explore innovative strategies and solutions that can lead us towards a more sustainable future.

Additionally, the integration of technology into business processes has never been more vital. The adoption of cutting-edge technologies, such as artificial intelligence, blockchain, and data analytics, has the potential to reshape industries, enhance efficiency, and create new opportunities for growth. Therefore, this conference offers a unique platform to discuss the implications of technology adoption in the context of business management.

I encourage all participants to actively engage in the conference sessions, network with fellow attendees, and seize the opportunity to learn and collaborate. Together, we can contribute to the advancement of knowledge in business and management while promoting sustainable practices and harnessing the power of technology for a brighter future.

I wish you all a productive and inspiring conference experience. Stay blessed.

Prof. Dr. Muhammad Shujaat Mubarik
Dean, College of Business Management
Institute of Business Management

Message from Organizing Committee

We are pleased to extend a warm welcome to all participants of the International Conference on Business Management and Sustainability (ICBMS) 2023. As the organizing team, we have worked diligently to bring together a diverse group of thought leaders, academics, practitioners, and students to engage in vital discussions that shape the future of business and sustainability.

This conference serves as a prominent platform for exchanging ideas, sharing innovative research, and building new partnerships. It is our collective commitment to address the dynamic challenges and opportunities within the spheres of business management and sustainable practices.

Your presence here is a shared dedication to this cause. We look forward to your contributions and insights, which are invaluable to the success of this conference. Together, let's embark on this journey of learning, collaboration, and growth towards a more sustainable tomorrow.

Organizing Committee
ICBMS 2023

Organizing Committee

Dr. Shagufta Ghauri

Director ICBMS 2023

Dr. Junaid Ansari

Convener ICBMS 2023

Ms. Rabia Sabri

Asst. Director ICBMS 2023

Dr. Mubbasher Munir

Secretary Association of Management Development Institutions in Pakistan

Ms. Neha Arshad

Member Organizing Committee ICBMS 2023

Ms. Bushra Javed

Member Organizing Committee ICBMS 2023

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International Conference on Business Management and Sustainability - 2023

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International Conference on Business Management and Sustainability - 2023		
Theme: The Sustainable and Innovative Businesses in Uncertain Times: Challenges and Opportunities.		
7th & 8th November 2023 at Institute of Business Management (IoBM)		
DAY ONE: November 7th 2023		
8:30am to 9:00am	REGISTRATION	
9:00am to 11:00am	INAUGURAL SESSION Venue: CBM AUDITORIUM	
	1. Tilawat	
	2. National Anthem	
	3. Conference Flow by Prof. Dr. Shujaat Mubarik	Dean CBM-IoBM
	4. Welcome Address by Mr. Talib S. Karim	President, IoBM
	5. Address by Dr. Shakeel Sadiq Jajja	Fulbright Scholar, Stanford University & Associate Professor, LUMS
	6. Address by Keynote Speaker: Dr Asif Raza	President AMDIP
	7. Address by Keynote Speaker: Mr. Imran Haleem Shaikh	Chief Operating Officer, JS Bank
	8. Address by Guest of Honor: Mr. Iftikhar Ahmed Sheikh	President Karachi Chambers of Commerce
	9. Address by Guest of Honor: Muhammad Azfar Ahsan	President Marketing Association of Pakistan
	10. Address by Guest of Honor: Syed Muhammad Tariq Rafi	Chairman Sindh HEC
	11. Address by Chief Guest: Mr. Younus Dagha	Minister for Revenue, Industries and Commerce, Sindh
	12. Distribution of Souvenirs	
	13. Group Photo (CBM main Gate)	
11:00am to 11:30am	NETWORKING TEA Venue: Special Dignitaries: Room 211 CBM building Guests: Room 314 CBM building	
11:30am to 1:30pm	Corporate Panel Discussion: Sustainable Business models: A paradigm shift in Uncertain times Venue: EMEC Conference Room, Administration Building	
	Fatima Arshad (Moderator)	Head of Sustainability and Corporate Communications, Unilever
	Mr. Amir Shehzad	Executive Director, Unity Foods
	Mr. Sami Wahid	Managing Director, Mondelez Pakistan
	Mr. Arif Hussain Nomani	Sr. General Manager HR, Ismail Industries
	Ms Asma Faraz	Entrepreneur, HOD Art & Design Department, MITE

International Conference on Business Management and Sustainability - 2023

	Mr. Humayun Akhlaq	Country President, Schneider Electric
	Ms. Rabia Azfar Nizami	Country Head – Jaffer Consulting, Jaffer Business Systems
	Mr. Abrar Ahmed Khan	CEO & Founder, TruFocus Consulting
11:30am to 2:00pm	Workshop 1: Leveraging Artificial Intelligence for Business Excellence Venue: IT Room No 303, College of Computer Science and Information Systems	
	Presenter: Dr. Fazeel Abid	Chairperson of Department of Information Systems, UMT
11:30am to 1:30pm	Academic Panel Discussion: The role of education and research in shaping sustainable and innovative businesses Venue: AMPHITHEATRE, SSK Building	
	Dr. Amber Raza (Moderator)	HoD Academics, IoBM
	Dr. Shujaat Mubarik	Dean, CBM, IoBM
	Dr. Shakeel Sadiq Jajja	Fulbright Scholar, Stanford University, USA
	Dr. Naveda Kitchlew	Associate Professor, HSM. Chairperson (Lahore Chapter), Association of Management Development Institute, Pakistan (AMDIP).
	Dr. Ghulam Ali Arain	Associate Professor, LUMS
	Dr. Nyla Aleem Ansari	Chairperson of Management Department of SBS (School of Business Studies), IBA
	Dr. Noureen Mujahid	Director, AERC, UoK
	Dr. Farhan Ahmed	Deputy Convener CSC-United Nations, FPCCI & Assistant Professor, Economics & Management Science Dept. NED University
	Dr. Shumaila Kashif	Head of Marketing Cluster, SZABIST
1:30pm to 2:30pm	LUNCH & PRAYER BREAK Venue: ROOM 314, CBM Building	
2:00pm to 4:00pm	PAPER PRESENTATIONS – Session 1: Business Management and Organizational Behavior Room No: 205 CBM Building Session Chair: Dr. Aamir Firoz Shamsi Session Co-Chair: Dr. Tehzeeb Sakina Amir Moderator: Dr. Qamar Abbas	
	PAPER PRESENTATIONS – Session 2: Banking, Finance & Economy Room No: 207 CBM Building	

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2:00pm to 4:00pm	Session Chair: Dr. Dilshad Zafar Session Co-Chair: Dr. Abid Mehmood Moderator: Dr. Muhammad Asadullah
	PAPER PRESENTATIONS – Session 3: Marketing & Environment Room No: 213 CBM Building Session Chair: Dr. Muhammad Sufyan Ramish Session Co-Chair: Dr. Safeena Yaseen Moderator: Dr. Muhammad Adnan Bashir
	PAPER PRESENTATIONS – Session 4: Leadership & Human Resource Management Room No: 217 CBM Building Session Chair: Dr. Faryal Salman Session Co-Chair: Dr. Asif Khan Moderator: Ms. Bushra Javed
12:30pm To 2:00pm	Virtual Paper Presentation – Session 1 Session Chair: Dr. Ummi Naiemah Saraih Moderator: Dr. Muhammad Azeem Qureshi Room No: 429 CBM Building
2:00pm To 3:00pm	Virtual Paper Presentation – Session 2 Session Chair: Dr Ijaz Yusuf Session Co-Chair: Dr Syed Ahmed Ali Moderator: Dr Saira Sharif Facilitator: Dr. Tayyaba Fasih Room No: C 121 SSK Building
3:30pm To 4:30pm	Virtual Paper Presentation – Session 3 Session Chair: Dr. Abdul Waheed Session Co-Chair: Dr. Irem Batool Moderator: Mr. Salman Zaheer Facilitator: Dr. Muhammad Tabish Room No: 222 CBM Building
6:30pm to 8:30pm	Workshop 2: Business Analytics Tools (Power BI and Tableau) – Venue: IT Lab No. 2 &3, College of Computer Science and Information Systems

Presenter: Mr. Fawad Alam	Consultant, Cosmos Group

International Conference on Business Management & Sustainability 2023

ICBMS

International Conference on Business Management and Sustainability – 2023	
Theme: The Sustainable and Innovative Businesses in Uncertain Times: Challenges and Opportunities.	
7th & 8th November 2023 at Institute of Business Management (IoBM)	
DAY TWO: November 8th 2023	

9:00am to 12:00pm	Workshop 3: Fundamentals of R Software: Data Analysis and Visualization Venue: IT Room 403, College of Computer Science and Information Systems	
	Presenter: Dr. Ayesha Iftikhar	Assistant Professor, Lahore Business School
9:30am to 11:30am	Workshop 4: The Art of Smart Investment Venue: IT Room 303, College of Computer Science and Information Systems	
	Presenter: Mr. Baqar Jafri	CEO, Investor Lounge
12:30pm to 1:30pm	CLOSING SESSION Venue: EMEC Conference Room, Administration Building	
	Vote of Thanks by: Prof. Dr. Tariq Raheem Soomro	Acting Rector, IoBM
	Distribution of Souvenirs	
1:30pm Onwards	LUNCH Venue: EMEC Dining Room, Administration Building	

Topic: Sustainable Business models: A paradigm shift in Uncertain times

Ms. Fatima Arshad (Moderator)

Head of Sustainability and Corporate Communications Unilever

Mr. Amir Shehzad

Executive Director, Unity Foods

Mr. Sami Wahid

Managing Director, Mondelez Pakistan

Mr. Arif Hussain Nomani

Sr. General Manager HR, Ismail Industries

Ms. Asma Faraz

Entrepreneur, HOD Art & Design Department, MITE
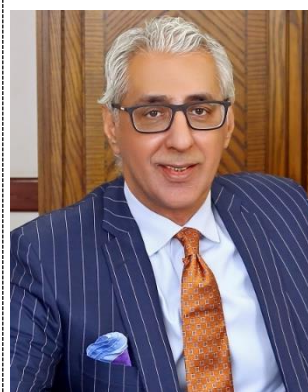
Mr. Humayun Akhlaq

Country President, Schneider Electric

Mr. Abrar Ahmed Khan

Founder, TruFocus Consulting

Rabia Azfar Nizami

Country Head- Jaffer Consulting

Topic: The role of education and research in shaping sustainable and innovative businesses

Dr. Amber Raza (Moderator) *Head of Academics, IoBM*	**Dr. Naveda Kitchlew** *Associate Professor (HSM) Chairperson (Lahore Chapter), Association of Management Development Institute, Pakistan (AMDIP)*
Dr. Muhammad Shujaat Mubarik *Dean CBM, IoBM*	**Dr. Ghulam Ali Arain** *Associate Professor, LUMS*
Dr. Nooreen Mujahid *Director AERC, University of Karachi*	**Dr. Nyla Aleem Ansari** *Chairperson of Management Department of SBS (School of Business Studies), IBA*
Dr. Shumaila Kashif *Assistant Professor & Head of Marketing Cluster, SZABIST*	**Dr. Farhan Ahmed** *Deputy Convener CSC-United Nations, FPCCI & Assistant Professor, Economics & Management Science Dept. NED University*

Workshops

Workshop 1: Best practices of Artificial Intelligence in Business Schools in Pakistan

Dr. Fazeel Abid
Chairperson, Department of Information System – HSM,
University of Management and Technology (UMT), Lahore

Date: Tuesday November 7, 2023
Time: 11:30 AM – 1:30 PM

Workshop 2: Business Analytics Tools (Power BI and Tableau)

Mr. Fawad Alam
Technical & Management Consultant
Cosmos Group of Companies

Date: Tuesday November 7, 2023
Time: 6:30 PM – 8:30 PM

Workshop 3: R Fundamentals for Business Students: Data Analysis and Visualization

Dr. Ayesha Iftikhar
Assistant Professor,
Lahore Business School, Lahore

Venue:
Date: Wednesday November 8, 2023
Time: 9:00 AM – 11:00 AM

Workshop 4: The Art of Smart Investment Decisions

Mr. Baqar Jafri
CEO of Investors Lounge
Founding Director,
Pakistan Fintech Network

Date: Wednesday November 8, 2023
Time: 9:30 AM – 11:00 AM

Supporting Team

S. No.	Members
1	Dr. Amber Raza (HoD Academics)
2	Ms. Javeria Baig (HoD Internship, Placement, and International Office)
3	Dr. Abdul Rehman Aleemi (HoD, Graduate Business Research)
4	Mr. Nabhan S. Karim (HoD Marketing and Communications)
5	Mr. Muhammad Omar Iftikhar (Assistant Manager, Public Relations)
7	Mr. Tariq Majeed (Website Development & Management)
8	Mr. Hussain Ali (MARCOM Department)
9	Dr. Aliya Sikender (HoD, Communications)
10	Mr. Ekhlaq Ahmed (HoD Marketing)
11	Ms. Kanwal Hussain (Management & HR Department)

Paper Review

Theme	Members
Business Management	Dr. Muhammad Azeem Qureshi
	Dr. Bilqees Ghani
Organizational Behavior, Leadership & HRM	Dr. Bilqees Ghani
	Dr. Tayyaba Fasih
Marketing	Dr. Muhammad Adnan Bashir
	Dr. Muhammad Tabish
Banking & Finance	Ms. Rabia Sabri
	Dr. Asadullah
Health Professions and Healthcare Management	Dr. Ather Ikhlaq
	Dr. Abdul Rehman Aleemi
Advertising, Communication & Media Management	Dr. Aaliya Sikender
	Dr. Muhammad Tabish

ABSTRACTS

Green Approach towards Cloud-Based Business Solutions

Urooj Yousuf Khan
Lecturer, CCSIS

Tariq Rahim Soomro, Rector
Institute of Business Management, Karachi

Today's business world has shrunk to finger tips. One-touch choices have given way to hyper personalization and instant responses to individual consumer queries. These leaps and bounds are made possible due to solid network infrastructure and communication systems over the past decade. Humongous data traffic generated by ever-increasing industries is handled successfully at the Cloud. However, with the ever-growing corporate demands, the current infrastructure of the Cloud is reaching its maximum threshold. This implies that in the near future, the astounding data management, storage and security needs can no longer be met by the Cloud network. An extension to the Cloud infrastructure is the need of the day. One possible solution to the existing architecture lies in deploying Fog Networks. The paper provides a design extension to the existing Cloud platform namely Fog Networks. This design extension aims at providing better bandwidth utilization and reduced energy consumption. This implies that the proposed design is an intelligent, achievable and green approach towards the existing Cloud-based business solutions.

The Need and Acceptance of Islamic Marketing in Modern Era

Usama Iqbal
Umer Farooq
KASBIT, Karachi, Pakistan

There are three main dominant approaches that revolve around the term Islamic Marketing. One is linked with development of this paradigm with Islamic Shariah sources, second deals with incorporating marketing laws upon Islamic Marketing, whereas third is based on combination of both. This research summarizes these three approaches at one place in order to identify the main factors or pillars of Islamic Marketing. The aim is to formulate a framework which will be tested further by developing scales to unfold the true meaning of Islamic Marketing. The period of time is from (Jan 2010 to December 2020). The main influencing factors of Islamic marketing which are Islamic Philosophy, Halal Aspects, Muslim Consumer behavior and Religiosity. It is concluded that specific model of Islamic marketing is not yet formulated and this research have identified factors upon which the Islamic marketing framework would be formulated and tested in future with the help of mix method research

Keywords: *Islamic Marketing, Halal Marketing Aspects, Islamic Philosophy of Marketing*

Inbound Marketing for Sustainable Business Growth: Bibliometric Review

Syeda Zuimah Wasim

NED University of Engineering and Technology

The rapidly changing business dynamics and heightened competition have forced businesses to turn their attention towards sustainable business growth and innovation. Ever growing business challenges in the form of clutter and usage of technologies have fuelled competition for market share. In this vein, inbound marketing has proved to be instrumental for businesses to form strong sustainable and profitable customer relationships. The increased usage of tools such as Google Analytics, Agora Pulse, Demographic Insight, Brandwatch Audience, Com Score have not only enhanced but also made inbound marketing an effective strategy for companies to gain competitive advantage. This research employed three-step methodology. First, 507 documents on inbound marketing were identified and evaluated using bibliometric analysis on basis of citation, co-citation, authors' country of origin, bibliographic coupling, co-authorship. Second, content analysis was conducted of these selected documents. Third, future research agenda is recommended on the basis of content analysis conducted. The bibliometric review and content evaluation of developments made in inbound marketing is done by analyzing dataset extracted from Web of Science containing 507 documents from years 1992 to 2022.This study also identifies various categories of these selected documents such as management, business, environment, sustainability, regional and urban planning, education, educational research. This paper highlights research streams such as implementing sentimental analysis and also provides guidance to marketers, policy makers and academicians on how businesses can tackle competition and achieve sustainable growth.

Keywords: *business growth innovation, bibliometric review, inbound marketing*

Diversity & Inclusion since its Inception: A systematic review

Neha Arshad

Institute of Business Management

Diversity and Inclusion (D&I) is a cardinal concept for a well-balanced society where individuals feel respected and valued. This is a Systematic Literature Review which is an analysis of the current state of diversity and its management since the year 2019 till present. This analysis includes Qualitative, Quantitative, and Mixed Methods studies of three years; 2019, 2020, and 2021. After careful assessment, a number of 40 articles were found to be eligible to be taken under study. The major findings include that even after the importance of D&I has been established, organizations and policy makers are still unable to fully incorporate it in all segments. This calls for an inspection of what more can be done which makes the future agenda of this paper.

Keywords – *Diversity, Inclusion, Equity, Value, Education, Culture, Practices, Management, Organization, Institutions*

Factors affecting Career Choices of fresh Graduates and Moderating Role of Parent's Profession on their Career Choice

Seema Obaid
Dr. Junaid Ansari
Abdul Samad Shaikh
Institute of Business Management, Karachi, Pakistan

The career choice is one of the most important decisions that the fresh graduates have to make after completing their academic studies. But they do not make it alone. There are many factors that have impact on their career choice decision. This study has investigated the impact of many factors and the moderating role of the parents' profession between the career choice and the career decision self-efficacy of the fresh graduates of students studying in the universities of Karachi and Balochistan. Primary data was collected through a questionnaire from the students of universities in Karachi and Balochistan. Pearson correlation and Regression was applied for the data analysis using SPSS software. The data analysis shows that there is a significant impact of family factors, personal interest and parents' profession on the career choice of the fresh graduates. And no significant impact of career choice self- efficacy, social media, financial benefits, and peers influence on the career choice of.

Impact of Work-Family Conflict on Supply Chain Professional's Job Performance and Turnover Intentions

Umair Abbasi

MS Supply Chain Management Scholar, University of Management & Technology, Lahore, Pakistan

Haris Aslam

Professor, University of Lahore, Lahore, Pakistan

Rafia Shafqat

Lecturer, University of Lahore, Lahore, Pakistan

This paper investigates the critical relationship between work-family conflict, job performance, and turnover intentions among supply chain professionals, an area of research that has received limited attention in the literature. The supply chain industry faces increasing competitive pressures, globalization, and demanding workloads, which can lead to conflicts between professionals and their personal lives. The study examines the mediation role of turnover intentions in the relationship between work-family conflict and job performance. Furthermore, it explores the moderation role of managers' dynamic capabilities in managing the effects of work-family conflict. Our findings show that work-family conflict does not have a negative impact on managers' job performance. However, it has a positive impact on manager's turnover intentions. Findings also showed that turnover intention act as a full mediator between work-family conflict and manager's job performance. Manager's dynamic capabilities moderate the relationship between work-family conflict and job performance such that stronger dynamic capabilities weaken the negative relationship.

Keywords: work-family conflict, job performance, turnover intentions, manager's dynamic capabilities

Entrepreneurial Orientation Sprit: A Quantitative Research with Karachi based student

Sanjana Rai
Sana Ilyas
Syeda Hiba Munawer
Murk Qazi

This research aims to investigate the influence of intrinsic or extrinsic motivation on entrepreneurial orientation (EO) in students, in which an individual's natural inclination or attitude toward entrepreneurship, Intrinsic motivation refers to "inner satisfaction and pleasure in which an internally motivated person is," and extrinsic motivation refers to "obtaining external reward and occurs in the presence of external pleasures and pressures". This study mainly focuses on assessing the drive of students toward having their own startup in the future and finding the impact and relationship of factors that are motivating and affecting their drive to EO. This study has been conducted on students of different levels with a sample size of 200 from universities in Karachi using a convenient sampling style. The questionnaire consists of a consent form, demographics, SWEIMS, and IEO scale and has been analyzed through Pearson correlation for intrinsic and extrinsic motivation to EO and a T-test for demographics. Findings indicate that intrinsic and extrinsic motivation have a significant, moderately positive correlation with EO, other findings of demographics like father's occupation, gender difference, age, socioeconomic status, and consumption of business-related content show that there is no significant relationship with EO except socioeconomic status. Limitation of the study is also indicating recommendation for further studies that these research studies be done in different cities in Pakistan, excluding the student population, to get a clearer picture of cultural dynamics. There is scope of other factors is regards to be this research which can be based on individual factors or situational factors such as, professions, emotions, attitude, competence and mindset

Keywords: *Extrinsic motivation, intrinsic motivation, Business Content Consumption, Entrepreneurial orientation (EO).*

Emergence of the Gig-economy: An Empirical analysis about the potential growth and challenges of freelancing in Pakistan

Noureen Aziz

Institute of Business Management

Digital transformation has revolutionized the employment landscape all over the globe. The number of freelancers in Pakistan has skyrocketed in past few years. With its estimated 60% youth population and growing IT infrastructure, Pakistan is uniquely positioned to harness the benefits from freelancing. This research paper would highlight the potential scope of freelancing in Pakistan and its role as an effective tool in boosting the economic conditions of the country. The multifaceted effects of freelancing in job creation, augmentation of foreign remittances, and its entrepreneurial effects will also be studied in this research. The objective of this research is to identify and analyze the dynamics, implications and key determinants that contribute to the growth of freelancing in Pakistan. The research aims to study Pakistan's current employment landscape, where existing job opportunities often fall short of catering to the country's growing workforce. Hence, unemployment has become one of the pressing issues that increases the urge for the exploration of alternative employment avenues. The research will highlight the potential of freelancing to address unemployment and promote inclusive economic development, with a particular focus on marginalized communities and underserved areas. It will also highlight the challenges and barriers faced by the freelancers of Pakistan, such as payment gateway, digital literacy, IT infrastructure. For this research, Quantitative study would be conducted and a sample of 250 Pakistani freelancers will be selected as a purposive sampling for the study. The Smart PLS 3.0 software will be used to test the model. This research seeks to provide a comprehensive understanding by uncovering the opportunities, challenges, and socio-economic implications. The findings will not only enhance the understanding of the factors influencing freelancing but also inform policymakers, stakeholders, and freelancers themselves about the potential opportunities, challenges, and policy interventions necessary to promote the growth and sustainability of freelancing as a viable employment option in Pakistan. The results of this study would help policy makers to evaluate and design policies that would benefit and encourage the Pakistani freelancers to further excel in this field that would ultimately flourish the Gig economy of Pakistan. It aims to facilitate evidence-based decision-making for the creation of a supportive ecosystem that nurtures the growth and sustainability of freelancing in Pakistan.

Keywords: *Gig-economy, Freelancers, Self-employment, Freelancing potential, Digital transformation, unemployment, IT infrastructure.*

Weather Derivatives: A Literature Review

Muddassir Sayeed Siddiqui
Dr. Syed Muhammad Noaman Ahmed Shah
ILMA University, Karachi

Climate change is caused by disrupt in nature. Due to industrial revolution nature is affected badly thus the world is experiencing climate change all over the world. Therefore, weather derivative is developed to hedge the risk related to extreme weather conditions. This literature reviews follows 2 step process, bibliometric review and systematic literature review. The review is conducted to study the weather derivative and its pricing methodologies that is why 272 articles related to weather derivative were included from the Scopus database in the bibliometric analysis. Later on the articles from 2019 till 2023 were selected related to pricing methodologies of weather derivative. We found that various methodologies were used in estimation of weather derivative price but we suggest that machine learning techniques, deep learning and neural networks, ensemble methods, hybrid methods, geospatial analysis and high frequency data analysis should also be used to develop pricing methodologies. Furthermore, it is also suggested that comparative studies to compare different methodologies of pricing and empirical studies in real time data should also be conducted to address the effectiveness of the methodologies.

Keywords: weather derivative, literature review, asset pricing

Factors Influencing Motivational Level of Differently Able Persons and Evaluating Society Implications

Usama Iqbal
Institute of Business Management

Muhammad Zain
Institute of Business Management

Differently able people are often considered as burden and are generally not accepted much by society in honorable manner. But some persons had made a remarkable difference in society. The objective of this study is to explore the factors that motivate such persons to bring dynamic changes in life by making remarkable contribution in society. Interview of Six differently able people were conducted from versatile background by making use of thematic analyze and three main themes were identified. Which are societal implications, Factors motivating which include Family, Self-Dedication, and Survival approach and last were Message to society. It is obtained from following thematic analysis steps. None of the people were born disabled and later they become victim of such disability. They didn't give up in life and still living a good life by performing their life and some of them are also contributing to society in great manner.

Keywords: Differently Able People, Motivating factors, Societal Support.

Embracing the Digital Revolution: The Impact of Artificial Intelligence on Human Resources

Muhammad Hussain

In the midst of the fourth industrial revolution during turbulent times, this study explores the transformative role of Artificial Intelligence (AI) in Human Resources (HR) practices. Rapid advancements in AI technology are reshaping the different facets of HR, including talent acquisition, employee engagement, performance management, learning & development, and compensation & benefits. This research delves into the profound implications of AI, empowering HR professionals to streamline operations and enhance organizational effectiveness. This research synthesizes insights from extensive secondary sources, incorporating academic papers and case studies. The choice of secondary research allows for a comprehensive overview of developments and trends in the field, offering valuable insights into AI's impact on HR practices. AI-driven tools facilitate automation of manual processes and data-driven decision-making in HR, enabling professionals to focus on the strategic dimensions of HRM. However, the implementation of AI in HR raises ethical concerns, particularly regarding data privacy and biases, necessitating transparent and responsible practices. This research underscores the critical need for HR professionals to embrace AI technologies while nurturing a culture of continuous learning. To mitigate ethical challenges, organizations must establish robust regulations and ethical guidelines, ensuring the harmonious integration of AI in HR practices while upholding human-centric values.

Keywords: artificial intelligence, human resources, sustainable business, innovation, turbulent times.

A Challenging Linearity: Pscbs 'Non-Performing Loan to Gross Advances' In Wake of Inflation In Pakistan

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This research investigates the effects of 'inflation' on the 'non-performing loan to gross advances' of Public Sector Commercial Banks (PSCBs) in the economy of Pakistan. The study uses a quantitative research approach, analyzing panel data of ten years (from 2012 to 2021) and applying regression analysis to test the research hypothesis at the significance level of 5%. The results of the study suggest that there is a positive and insignificant relation between 'inflation' and 'non-performing loan to gross advances' of PSCBs in the economy of Pakistan. Based on the study of existing literature, the study also highlights that the linearity between 'inflation' and 'non-performing loan to gross advances' is challenging, specifically in the economy of Pakistan and it's not always necessary to have a significant effect of 'inflation' on the 'non-performing loan to gross advances.

Keywords: Public Sector Commercial Banks (PSCBs); inflation; non-performing loan to gross advances

The Impact of Intended Use and Perceptions of Micro-Credentials on Professional Development of Teachers in Academia: An Empirical Evidence from an Emerging Economy

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The purpose of this research paper is to analyze the impact of perceptions and intended use of micro-credentials on professional development of teachers. Alternatively, this study focuses on how micro-credentials can play a role in enhancement of teachers' content knowledge, collaboration, employability, and competence. This research paper followed the positivist approach to analyze data and therefore quantitative analysis was undertaken to examine the problem by circulating a questionnaire among 256 people who were selected by using purposive sampling technique as the target audience was teachers working in higher education institutes in Pakistan who have prior experience with micro-credentials. The findings of this study support that the perceptions and intended use of micro-credentials have a positive effect on collaboration and employability enhancement of teachers. However, the hypotheses that perceptions and intended use of micro-credentials have an impact on teachers' content knowledge were rejected. Research also suggested that positive perceptions of micro-credentials have a high effect on perceived competence. This paper provides evidence to conclude that micro-credentials play a vital role in the professional development of teachers. Educators perceive micro-degrees as an important element in their career growth as it provides them an opportunity to learn new skills, discuss their ideas, and increase their employability and competence. Thus, policymakers should take the necessary steps to promote micro-learning prospects for teachers.

Keywords: *Micro-credentials, Perceptions of Micro-credentials, Use of Micro-credentials, Teachers' professional development.*

Investments in Renewable Energy and Environmental Sustainability

Jameel Ahmed Khan

SZABIST, Larkana

Given the significance of Green Finance post Paris agreement 2015 and catering to environmentally friendly projects and achieving environmental sustainability. The global financial crisis induced by various events have hindered investments in renewable energy and threatening the UN sustainable development goals. Using data from 2008 to 2022 from top global investor countries, this paper sheds light on the significant roles played by geopolitical risk, economic policy uncertainty, green finance, environmental tax, and moderating role of human capital in investment in renewable energy (IRE). It also investigated how IRE affects environmental sustainability. The data were analyzed through panel quantile regression. The result show geopolitical risk significantly improves investment in renewable energy whereas, economic policy uncertainty impedes the flow of investment to renewables, lastly, IRE increases environmental sustainability of top ten global investor countries. The study is unique in terms of providing valuable insights particularly relating to geopolitical risk and human capital.

Keywords: *Investment in Renewable Energy (IRE), Geopolitical Risk, Economic Policy Uncertainty, Environmental Taxes, Human Capital.*

A Systematic Review of E-Services: Future Trends and Prospectus in Pakistan's Economy

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The world witnessed a vast adoption of electronic banking and payment in the 2019 Pandemic Era. Since then, customers have been moving towards these online facilities. One of the major reasons is the trust which different banks and financial services can develop among their customers. The other is the security checks adopted by these institutions. As the major issues are overcome, the customers tend to use these facilities that provide them quick and time-saving facilities available anywhere anytime. In addition, financial institutions are also gaining through these services with better services at the disposal of their customers without any physical work to do. By adopting the UTAUT2 model, this study explores the phenomenon of adopting online financial facilities affecting customers and the financial sector. The study conducts a meta-analysis and investigates how this phenomenon has emerged. Based on these findings and the UTAUT2 model the study will further predict the future of online financial facilities, regarding the consumers' adoption and financial institutions' performance. The findings from this paper will be helpful for the financial sector which would gain insights into their potential customers and means to target them for future online endeavours.

Keywords: *UTAUT2; Meta-Analysis; Online Financial services; E-payments; E-Banking.*

Influencing outcomes through family financial socialization measurement: An Impact assessment of Collaborative financial socialization decision making model among young adults of Pakistan

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Young adults have been considered important asset in building the society. The ability of the young financial decision makers in contemporary financial environment has become a heated debated. The aim of the study was to investigate the influence of Parental financial modeling, Parental child financial discussion and Experimental Learning of finance on financial distress, financial satisfaction and financial independence through the mediation effect of financial management behavior and financial self-efficacy and moderation effect of financial capability. Previous studies have measured financial socialization in terms financial capability but no such model has been used to investigate the model of family financial socialization in Pakistan. Using purposive sampling technique, the data was collected from 392 young adults. The collected data was analyzed using PLS Smart 3.3.2. Study findings suggest that financial self-efficacy plays a significant role between family financial socialization model financial wellbeing. However, the role of financial management is found insignificant implying that the financial behavior of young adults in Pakistan depend on collective family decisions. Furthermore, this study does not find any moderating effect of financial capability suggesting that financial capability develops with age and experience. This research has several practical implications; parents can enhance the financial well-being of their child through indulging their child in more practical learning experiences, improving their own financial management behavior and consult with some financial analyst in order to ensure child is learning contemporary understanding of finance.

Keywords: *Financial Socialization, Financial attitude, Experimental Learning of finance*

Leadership Curricula for Healthcare Professionals in Pakistan: An Interview based Need Analysis

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Healthcare leadership is crucial for improving patient outcomes and the overall performance of healthcare systems. South Asian countries like Pakistan are increasingly recognizing the importance of incorporating leadership development programs into physician and healthcare professionals' education. However, there is a need to enhance these programs and align them with regional requirements. This study aims to investigate existing leadership programs in Pakistan, assess their content and duration, and gather insights from healthcare professionals regarding the importance and impact of leadership training in healthcare settings. The study utilized a qualitative secondary data analysis approach, supplemented by semi-structured interviews with healthcare professionals in Pakistan. Secondary data included scholarly articles, reports, and relevant literature, while interviews were conducted with diverse healthcare professionals working in clinical settings. Thematic analysis was used to identify recurring themes and patterns in the data. The study revealed variations in the content, duration, and depth of leadership programs. While recognizing the importance of leadership development, healthcare professionals expressed the need for an enhanced curriculum, focusing on both technical and soft skills. Several themes emerged, including the importance of leadership development, the need for a comprehensive curriculum, program duration, practical training, and interprofessional collaboration. The analysis revealed that offer leadership programs targeting healthcare professionals, but there is considerable variation in program duration and content. The existing programs predominantly focus on technical skills, with limited attention to soft skills crucial for effective leadership. Participants emphasized the importance of leadership development for improved patient outcomes, crisis management, and teamwork. They also advocated for a comprehensive leadership curriculum and interprofessional collaboration. The study underscores the importance of enhancing leadership development programs in the country by developing a comprehensive curriculum, increasing program duration, promoting interprofessional collaboration, and evaluating program effectiveness. These improvements can lead to better leadership capabilities among healthcare professionals, resulting in improved healthcare systems and patient outcomes. This study highlights the significance of leadership development in healthcare settings and provides valuable recommendations for its enhancement in Pakistan. Future research should aim to expand the study's scope to a more diverse population and different healthcare settings.

Autism prevalence in Pakistan, early diagnosis of ASD, challenges of ASD, perceptions of parents about ASD, improved autism outcomes, costs of ASD, economic cost of ASD.

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The increasing global prevalence of Autism Spectrum Disorder (ASD) and the subsequently increasing requirements for life-long care and support for individuals with ASD makes it a major health concern and involves tremendous costs across multiple domains such as education, healthcare, and community services. This cost is borne by not only the families of the individuals diagnosed with ASD, but also public health insurance systems and financial aid programs and overall society. The prevalence of ASD in Pakistan is unknown and there is virtually no data available from Pakistan regarding the economic cost of ASD. It is also unclear from existing global data whether the cost burden increases due to delayed diagnosis and delayed access to intervention. This presents a challenge in estimating the economic and healthcare services burden owing to this condition. It is important to estimate these costs in the Pakistani context in order to make a case for promoting universal health coverage for developmental disabilities in Pakistan, as warranted by the Sustainable Development Goals. A study of the costs is therefore undertaken in this study in Pakistan's context to describe the magnitude of the costs, the various contributors of costs and the extent of the cost burden for the families of children with ASD and male recommendations for an inclusive health policy. Families with children registered as having an ASD were identified from the outpatient departments of the study locations (Rehabilitation Center of Agha Khan University Hospital, Karachi, Ziauddin Hospital, Therapy Coach, Centre of Inclusive Care, Umatter and Center for Autism Rehabilitation and Therapy Services, Karachi). A cross-sectional multi-center survey investigating the various domains of expenditures across ASD care were self-administered to parents of children with diagnosed ASD. The mean economic cost of ASD was computed to be approximately PKR 83,500 per month with a median cost of PKR 75,800 per month. On average, 49% of the income was spent towards ASD-related expenses. The cumulative costs increase by PKR 7653 per month as the age of diagnosis increases by one year (R^2 4.4%, p = 0.013 and β = 7653). The delay in diagnosis increasing by one year also causes the cost to increase by PKR 8078 per month (R2 3.1%, p=0.037 and B 8078). This represents that receiving a diagnosis at a later age and a delay in diagnosis significantly increase the cumulative cost of ASD. A higher number of ASD symptoms (R^2 5.5%, p = 0.005 and β = 1976) and therapy visits (R^2 37.5%, p = 0.00 and β = 3390) also significantly increase the cumulative cost of ASD and the income bracket is also significantly correlated with the cumulative cost of ASD. The timeliness of the diagnosis and intervention and the frequency of ASD symptoms and therapy visits have a statistically significant direct effect on the cumulative cost of ASD. Therefore, it seems that as the ages of diagnosis and intervention increase, and as delays in diagnosis and intervention increase, the monthly costs of ASD management increase.

Errors in Organization: A systematic Literature Review

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Connection between errors and organizational performance and discrepancies in existing error approaches creates an urge to develop systematic literature review to address the multifaceted forces that effects errors in organization. This study includes research articles published in peer reviewed journals, addressing error and its approaches along with their antecedents. This systematic literature survey, through examining existing literature on errors made three contribution by developing taxonomy in accordance with existing literature along with their definition and identification of instruments from existing literature, and summarizing empirical findings. This literature review identified that triangulation of multi-level approaches of errors needs to be investigated for understanding the underlying mechanism.

Keywords: *organizational errors, error management, error culture, organizational learning.*

Does Social Media Marketing Activities Enhance Brand Awareness, Brand Image and Brand Loyalty with Moderating Role of Negative Word of Mouth

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In the current hypercompetitive environment, every company would like to have loyal customers in order to have regular stream of profit. Previous studies have shown that Social Media Marketing Activities (SMMA) does not only enhance Brand Awareness (BA), Brand Image (BI) but it could also lead to Brand Loyalty (BL). To test whether this theory holds true in developing countries like Pakistan, using epistemology of objectivism, theoretical preceptive of positivism/post positivism quantitative study was conducted by employing methodology of survey and data was collected from 411 respondents using convenience sampling through Google Forms, then by using method of statistical analysis data was analyzed using advanced second-generation techniques of Structural Equation Modelling (SEM), through Smart PLS 3.3.2. Moreover, this study also contributed to literature in the manner that moderating role of negative word of mouth was never explored before in the literature in the context of SMMA and BL. In addition, all previous studies conducted in Pakistan mainly focuses on first generation techniques of SPSS, like regression, ANOVA etc. and sophisticated path modelling was lacking in the context of Pakistan. The result of the study suggested that SMMA can enhance BA, BI and have statistically significant impact on BL, Moreover, moderating role of negative word of mouth is not statistically significant in case of Careem in Pakistan. Finally, limitations of study were stated and managerial implications were suggested.

Keywords: *Social media marketing activities; brand awareness; brand image; brand loyalty; moderating role of negative word of mouth.*

Exploring contribution of organizations (public/private) to uplift women entrepreneur and their perspective towards the role of women entrepreneur in achieving success in Pakistan.

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Exploring contribution and perspective of organizations (public/private) including government sector, private companies, academia, and social purpose, for the success of women entrepreneurs in Pakistan. Data collection comprised of interviews with academic expert and organization representatives (public/private) across Pakistan, articles from newspapers and related papers were studied. The result of this study shows a consensus among respondents that the women entrepreneurs have the potential and they are making their contribution towards betterment of the society. Various organizations (public/private) supporting women entrepreneur in uplifting and scaling their businesses. There are a few challenges that still exist, but the future of women entrepreneur is bright if they are provided with conducive environment and focus on their personality development. The existing opportunities for women entrepreneurs are not sufficient and lacks to provide them sufficient support in enlightening their entrepreneurial journey. Thus, the results of this research highlight the fact that opportunities to trade for women entrepreneurs must be increased. Avenues must be created by both public and private sector, to uplift women entrepreneurs where they can seek support and guidance to streamline their venture and showcase their skills and talents via their product/service. Women entrepreneurs have the skill and know the art to perform multitask simultaneously. Hence, if they are supported and provided with opportunities where they are supported with conducive policies and environment, they can better progress and prosper.

Determinants of Internal and External Factors of Non-Performing Loans of Local Commercial Banks

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The Banks play a major role in fostering the economic well-being of a State. Their basic objective is to bridge the gap between the people who have surplus funds and the ones who have the scarcity of funds. The role of financial institutions as financial intermediaries is well established and is highly regulated throughout the world. After the financial turmoil of 2008 which was triggered due to the non-performing mortgages loans of US and had a spill over affect throughout the world. The regulators as well as the researchers have focused on the menace of non-performing loans in order to unveil the factors which should be curtailed in order to avoid any such situation in the future. This study analyzed the bank internal factors and bank external factors which had an impact on the Non-Performing Loans (NPL). The objective was to provide the factors which significantly influence the non-performing loans and such elements can be controlled by the Bank's management. The impact of ROA, SIZE, CAR (Capital Adequacy Ratio) and Ownership concentration with a level of more than 10%, 25% and 50% and external factor INFLATION, UN EMPLOYEMENT and PUBLIC DEBT was analyzed by using Fixed Effect Method and the validity was tested by Hausman test. The data of 17 Pakistani Commercial Banks and economic variables which was gathered for the period 2010-2016.The results revealed that the ROA, SIZE and CAR have a significant and negative impact on the non-performing loans. It was also observed that ownership concentration more than 10% and less than 25% was significant but was inversely related to the NPLs.

Impact of Decent Work on Organizational Citizenship Behavior

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Drawing on social exchange and conversation of resource theory, this study examines the relationship between decent work (DW) and organizations' citizenship behavior (OCB) with the mediating role of emotional exhaustion (EE) and the moderating role of financial anxiety (FA). The study took a cross-sectional descriptive and analytical design. Using a sample of 320 respondents from the manufacturing sector of the Metropolitan city of Karachi, Pakistan, data was collected in 45 days. The Five-point scale questionnaire was sent through WhatsApp and LinkedIn. The literature reviewed was mainly based on published works, including papers, books, and reports. Hypotheses were tested using structural equation modelling (SEM), and the research model was determined through the Smart PLS 3.0 software (Ringle et al., 2012). PLS-SEM is nonparametric testing and has been used to assess cause-effect relationship models. The result of this study supports the hypothesis proposed in the theoretical model. In particular, the results indicated that DW is positively associated, both directly and indirectly, via the mediation of emotional exhaustion with OCB; the positive relationship between DW and OCB is negatively moderated by financial anxiety. This is a unique study evaluating Emotional Exhaustion as a mediator between DW and OCB. Further, this study uses FA as a moderator between DW and EE. This study is also unique in its methodology. It uses advanced techniques like IPMA, PLS Predict, and MGA to analyze data and interpret results.

Keywords: Decent work, Emotional Exhaustion, Financial Anxiety, and Organization Citizenship Behavior (OCB).

Nexus between Green Human Resource Practices and Environmental Performance; Mediating Role of Green Work Engagement in Higher Education Institutes

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Higher education institutes are facing pressure in incorporating green practices due to inefficient environmental performance and key sustainability concerns. Sustainability in higher education drawing the attention of researchers towards the behavioral change among employees in adopting green human resource practices. The study aims to offer novel insights in bringing change by examining the mediation role of employee green engagement with environmental initiatives between green HRM practices and environmental performance. Further, this study integrates the Conservation of resources theory to examine the role of GHRM in improving environmental performance of universities. A quantitative survey method with a purposive sampling technique was used to collect data from employees of public and private universities of Lahore through questionnaires. The study provides original findings indicating that GHRM significantly impacts environmental performance, and green work engagement partially mediates the association between GHRM practices and environmental performance. Additionally, this study emphasizes the importance of organization in fostering employee work engagement. The data was analyzed using a SEM technique based on AMOS software version 2 for confirmatory factor analysis and mediation results. Overall findings indicate that Green HRM practices such as green staffing, training, compensation have a significant impact on EP. Furthermore, green work engagement exhibited by academic faculty and staff acted as a means through which the Green HRM practices of a university can positively influence the environmental performance. The originality of this study rests in shedding light on Green HRM practices in the higher education sector and highlighting the critical role of academic staff's for improving the environmental performance of a university.

Adoption
of supplier development practices by leading suppliers in Gas Sector

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The purpose of this paper was to explore role of leading suppliers in implementation of supplier development practices by Gas sector buyer, while taking into consideration the "institutional theory" as a lens. A literature review and a single case study investigated the underlying reasons for the adoption of supplier development practices by buyer after being influenced by leading suppliers by conducting in depth interviews, observing actual behavior of interviewees. The methodology used for studying this phenomenon was exploratory case study with inductive data analysis of Oil & Gas Sector organizations in the context of Pakistan. This study identifies that leading suppliers do influence buyer in adopting/implementing supplier development practices. Furthermore, the author identifies that both suppliers and buyer are influenced by institutional pressures in a public Gas utility company of a developing country. This study is sector specific and is being made in the context of developing country. The potential study can also use for future research in different organizations to authenticate the findings and support its peripheral legitimacy. This study shows the potential impact leading suppliers put on buyer in implementing supplier development practices. A part from this it will aid in spotting the implied and open features influencing the management of supplier development concerns of supplying side dealing with public limited buying side making it possible to take corrective measures in existing organizational practices. The literature focuses on supplier's perspective regarding implementation of supplier development practices, as much research has been done from buyer's perspective, so this study will give a 360-degree view of what factors drive suppliers/buyer to implement supplier development practices.

Keywords: *Sustainable supplier development, Strategic (dominant) suppliers, OEM (Original equipment manufacturer)*

How Fashion Brands do Ethical Marketing Practices

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This study investigated the components of fashion brand ethical marketing such as fashion brand product, fashion brand price, fashion brand place, and fashion brand promotion using ethical views on the consumer-fashion brand relationship and perceived product quality in B2C (business to consumer) transactions. It examined whether the quality and consumer-perceived product quality of a consumer-fashion brand relationship affects corporate fashion brand loyalty. Data from a panel of 386 consumers who had multiple experiences with a fashion company's products and fashion brands were used to test the hypotheses, which were verified using structural equation modelling. The results support the proposed research model with statistical significance. A fashion corporate marketing mix strategy with respect to fashion brand ethical issues was crucial to generate a consumer-fashion brand relationship and perceived product quality, which were influenced by corporate fashion brand loyalty. However, the outcomes associated with each area of fashion brand ethical marketing practice—through the relationship between the mediating variables and the dependent variable—vary with the business type and other characteristics. Without considering this aspect, it is difficult to generalize the current results. Thus, further analyses are required in future studies. However, this study identifies influential factors for building a relationship that involves fashion brand ethical marketing practice, relationship quality, and fashion brand loyalty in B2C transactions. Finally, this study suggests implications for companies regarding which aspects of fashion brand (un)ethical marketing practices should be reinforced to achieve corporate fashion brand loyalty. This study confirmed the significant correlation between the fashion marketing mix strategy from fashion brand ethical issues, which form the basis of transactions and relationship quality.

Overcoming the Challenges and Obstacles in the Implementation of 4.0 in the Supply Chain of the Pharmaceutical Industry

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The technological revolution and industry 4.0 is the future of production and manufacturing industry, which has the potential to completely transform the manufacturing industry particularly the pharmaceutical industry. The idea of 4.0 is very vast and contains various categories of technologies like self-regulating systems, AI, cloud computing, smart manufacturing and many more technologies. This study explores, identifies and overcome challenges that are faced by supply chain of the pharmaceutical industry while implementing I4.0. Various researcher have suggested that implementation of industry 4.0 in the supply chain will enhance the efficiency of the pharmaceutical industry. This study also contains literature support in the form of critical literature review to highlight the obstacles faced by pharmaceutical industry. This research also increases the generalizability of challenges faced by supply chain 4.0. Data was collected through interviews followed by thematic analysis for highlighting the challenges in the pharmaceutical industry for implementation of supply chain 4.0 using NVIVO. Findings demonstrated that there are a lot of challenges to the implementation like environmental challenges, technological challenges, economic, political, and security challenges, etc. However, a proper solution provides a remedy to these problems through designed theoretical framework by the help of interviews conducted from industry. This research study outcome focuses on the implementation of advanced and innovative technologies in the pharmaceutical industry. The study also gives an action plan to improve the performance of this sector. The proposed framework with qualitative research helps to analyze the challenges using interviews and observation to build construct validity this will help the organizations to emphasize drivers to overcome challenges and will help the managers in decision making. Further, the study provides recommendations that is helpful for professionals and organizations for the successful execution of I 4.0 in supply chain of pharmaceutical industry. Identified challenges, proposed solutions, and recommended plan to solve them is the main theme of the study for proper implement the 4th industrial technology in the supply chain management of pharmaceutical industry using qualitative research. The resistance from people working in pharmaceutical industry, fear of change, less understanding and awareness to latest technologies, lack of technological investment, unacceptability in environment, poor or no training of technologies, government regulations and standardizations, role of top management, information flow in the organization etc. are the major obstacles faced by the industry. These research study outcomes provide a foundation for creative strategies that should be used to enhance the industry's performance.

Investigating the Social factors that Affect Z-Consumer Online Buying Behavior in the perspectives of Footwear industry, mediation of social media marketing activities and perceived value

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The present study examines the social factors affecting z consumers' online buying behavior from the perspective of the footwear industry with mediation of social media marketing activities and perceived value. In order to empirically review the impact of variables, data was collected from the respondents through structured questionnaire by sharing online as well as personal visits using convenience sampling technique. Quantitative methodology will be used and for descriptive statistics and for inferential statistics SPSS, and Samar PLS-4 will be used for hypotheses testing. The results and findings will inform the direct or indirect effect of social factors on online buying behavior of z-consumer. This study intends to highlight important insights for the management of Pakistani footwear industry to opt the effective productive strategies for profit maximization and engage online users at optimal level.

Keywords: Online buying, social factors, z-generation, social media marketing activities, perceived value

An Empirical Investigation of the Knowledge Economy and Urbanization Based Environment Kuznets Curve

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The environment degradation has emerged as an alarming global issue to the quality of life. Many reasons have been identified accentuating the problem like, industrialization, population explosion, and changes in demand pattern and life style. Rural-urban migration is also considered one of the primary causes of environment degradation. The objective of this study is to test the impact of rural-urban migration on environment quality by utilizing the panel data technique for top ten highly populated countries of the world during the period 1996 to 2020. For this purpose, this study has formulated non-linear relationship between urbanization and environment quality known as urbanization-based Environment Kuznets Curve (EKC). Further this study has examined the moderating role of knowledge economy indicators viz.; technology, innovations, education and institutional quality. It is hypothesized that knowledge indicators play a moderating role in environment quality through urbanization. The findings of the study confirm the inverted U-Shaped existence of urbanization based EKC. Results reveal that except technology, all knowledge-based indicators have the potential to shift down the urbanization based EKC.

Keywords: Urbanization, EKC, Knowledge Economy

Impact of Organizational Climate and Performance on Job Satisfaction: A Case Study of Islamic Banks

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The study examined the organizational climate and organizational performance of the banking sector of Pakistan with the mediating role of employee job satisfaction. The data was collected through a survey method from 327 Islamic bankers working in the Islamic banks of Lahore, Pakistan. The collected information was analyzed through Statistical Package for Social Sciences (SPSS) and Partial Least Square Structural Equation Modelling (PLS-SEM) to test the hypothesized relationships. The results indicated a significant positive association exists in hypothesized relationships except for organizational performance with reward and incentive, risk and conflict, and support and commitment. While employee satisfaction has an insignificant relationship with risk and conflict, and structure. Furthermore, organizational climate and organizational performance positively appeared to be mediated by employee job satisfaction. A significant role of organizational climate to enhance employees' productivity and organizational performance is concluded.

Keywords: Organization climate, employee satisfaction, organizational performance, Islamic banks, Pakistan.

Female Board Members and Their Influence on Firm Performance and Corporate Innovation: Empirical Evidence from Pakistan

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Female representation in the boardroom has increased over the period of time. Gender differences in the boardroom plays a critical role in improving firm's performance by adopting innovative ideas. This paper emphasizes the innovative success associated with the female representation in the board. Sample size comprises of textile companies listed on Pakistan stock exchange. This has been observed that the firms with the female board representation tend to invest more in innovative projects. Innovation acts as a moderator variable and it strengthens the relationship between female board members and firm performance.

Keywords: Female board representation, Board of directors, corporate innovation, Firm performance.

Evaluating the Effectiveness of OBE System in Higher Education Institute in Pakistan: A Case of Students' perspective

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Nowadays competition among higher educational institutions is enormously high. Most of the universities in Pakistan are unable to impart quality education to their students because despite having good grades, these students cannot apply their knowledge in professional life. To overcome this problem of program's learning outcomes that have impacted on students' intellectual, attitudinal and skilled learning ability, Bloom's Cognitive Taxonomy is used. The motive of this case study is to determine the current issues of academia in achieving intended students' learning outcomes and academic performance of higher education institutions in Pakistan with regard to educational process (students' contribution, learning environment, resources, course delivery, assessment and instructor) and student' demographics as predictors and how these two can be aligned with dependent variables: students' cognitive learning outcomes, motivational level and subject result as Grade Point Average (GPA) to enhance the outcome-based education of undergraduates. Eight hundred students of computer science were subjected to analysis regarding their quality of education and overall productivity of university. Findings of statistical analysis show that most of the students learning outcomes are between comprehension & application level of blooms' cognitive learning but motivation and result of student is quite high. Study time as demographic variable has significant impact on students' cognitive learning and motivational level but academic background causes impact only on cognitive learning outcomes, while only academic performance-result GPA affected by gender. Furthermore, student contribution causes impact on learning outcomes and academic performance regarding cognitive learning outcomes, motivation and result-GPA. While student's cognitive learning outcomes and motivation level are affected by course delivery. On the other hand, learning environment significantly impacted only on motivation level of students. Marking criteria and teaching style should be reconstructed to achieve intended goals. The results will be helpful in other disciplines as well as higher education institutions to remodel and rebuild their curricula as well as teaching styles to improve students' learning outcomes to achieve intended academic performance.

Keywords: *Cognitive learning outcomes, motivation, result, Higher education institutions, education process, Outcome based education (OBE), bloom's taxonomy*

Social Comparison to Spur Moral Disengagement: A Moderated Mediation Analysis

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The purpose of this study is to investigate how social comparison via benign and malicious envy affects the moral disengagement of FMCG employees. Specifically, by integrating the underlying model using social comparison theory, our study seeks to reveal whether social comparison can be explained by benign and malicious envy. The study sample included 550 FMCG employees through three-wave time-lagged data collection. The structural equation modelling was applied to examine the direct and indirect associations. The R Studio with LAVAAN and Scree Plot statistical package analyzed the survey-based quantitative data. Results suggested that employees' social comparisons have a positive impact on malicious envy that triggers the association with moral disengagement. While benign envy negatively impacts when fairness perception positively moderates this association. Furthermore, employable and embedded individuals perceive social causes from social comparison and these causes are positively as well as negatively related to their job behaviors. To address this trend, managers and the people in the upper echelon of organizations could develop social comparison strategies to address this phenomenon. Finally, this study contributes to the social comparison and moral disengagement literature by examining the mediating role of benign and malicious envy and the moderating role of fairness perception. Theoretical and practical implications are also discussed in this study.

Keywords: *Social comparison, Moral disengagement, Envy (Benign and Malicious), Fairness Perception, FMCGs in Pakistan*

Investigating the effect of social media influencers on brand awareness and customer video game engagement: mediating role of brand awareness

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Interactive marketing through social media platforms has become a useful tool to disseminate product- or service-related information to prospective customers. This study aims to investigate how online influencers' attributes bring gaming brand awareness and subsequently influence video game engagement. This study also investigated the mediating role of gaming brand awareness in explaining the association between online influencer attributes and gaming engagement in Pakistan. This study employed a convenient sampling technique for the respondents' selection. Participants following one or more social media influencers in the gaming context were contacted and asked to fill out the online survey form. Initially, we received 350 responses from the respondents. After employing data quality checks and screening out missing values and biased responses, the final 250 responses were used for final analysis in SPSS and Smart PLS software. The findings of the study evidenced that online influencer attributes (expertise, attractiveness, similarity, trustworthiness, informative value, and entertainment value) positively predict customer awareness; specifically, the influencer's expertise, entertainment value, and trustworthiness have a higher effect on brand awareness than informative value, attractiveness, and similarity. Moreover, brand awareness functioning as a mediator positively explains the effect of online influencer attributes on gaming brand engagement. Gaming brand engagement is a very important construct. This study tested a novel link, investigated the direct effect of online influencer attributes at a dimensional level, and also tested the mediating effect of brand awareness in explaining the association between online influencer attributes and customer video gaming engagement.

Keywords: social media influencers, customer engagement, customer brand awareness, video game engagement

Sustainability and Innovation in Turbulent Times: A Multi-Perspective Analysis of Businesses

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Sustainability and innovation are necessary for organizational resilience, stakeholder engagement, and strategic responses in today's dynamic business landscape. This study employs a thorough literature review methodology, systematically explores diverse sources, and identifies the key factors that enable sustainable and innovative development during turbulent times. Sustainability, ensuring present needs without compromising future generations, intertwines economic, social, and environmental concerns. Innovation that introduces new ideas and processes is essential for efficiency and value creation. Our findings highlight that organizations that incorporate sustainable and innovative practices adeptly navigate disruptions. They can withstand challenges, support robust stakeholder relationships, seize opportunities in uncertainty, and line effective responses through holistic and multi-perspective strategies. A strong commitment to these principles, coupled with a culture of collaboration, open innovation, and strategic investment, is the key to sustainable and innovative development. This study identifies the key factors essential for long-term success and provides practical recommendations for organizations to ensure their sustainability, underscoring the crucial role of collaboration and investment in research and development.

Keywords: *Businesses, Sustainability, Innovation, Turbulent Times, Multi-perspective analysis*

Empirical Investigation of Social Media Marketing on Online Buying Behavior: Mediation of Fashion Consciousness and Moderation of Digital Fashion Influencer

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Social media contributes a fundamental role in online shopping enabling businesses to reach a vast audience, showcasing products, and engaging with customers or consumers. Social media offers a platform for advertising, product reviews, and personalized recommendations to augment consumers' trust and convenience. It fosters a vigorous shopping experience by shaping the e-commerce landscape. The present study will instigate the effects of social media marketing activities on online buying behavior with mediation of fashion consciousness and moderation of digital fashion influencer. To empirically probe the impact of variables, data were collected from 402 respondents through structured questionnaire by sharing online as well as personal visits using convenience sampling technique. For descriptive statistics SPSS, and for inferential statistics and hypotheses testing SmartPLS-4 will be used. Results and findings are supposed to highlight the direct and indirect effect of social media marketing activities on online buying behavior considering intervening influence of fashion consciousness. This study intends to highlight important insights for the management of Pakistani apparel industry to opt the effective productive strategies for profit maximization and to engage online users at optimal level.

Keywords: *Social media marketing activities, fashion consciousness, online buying behavior, Digital fashion influencer*

The Effect of Green Human Resource Management (Green HRM) Practices on Employee Well-being: A Systematic Review

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By performing a thorough examination of the prior research that has been done on the subject of Green Human Resource Management (GHRM), this study provides an in-depth analysis of the rapidly developing field of GHRM. The notion of "Green Human Resource Management" which refers to the incorporation of principles of environmental sustainability into HRM practices, has attracted a lot of interest from academics as well as from business leaders. For this investigation, researcher opted to look at forty-eight academic publications published between the years 2012 and 2020. Since 2018, there has been a steady increase in the amount of empirical research on GHRM as well as an improvement in the quality of that research. This occurrence is important due to the attention that it draws to the idea of sustainability in the management of human resources. In recent years, there has been a spike in interest in various facets of organizational management, including training and development, performance management, incentives, and recruiting, to name just a few. In the field of job analysis and description, there is a dearth of recent academic research. These findings suggest that GHRM, which aims to improve environmental performance and foster green innovation, is effective in doing so. The unwavering dedication of top executives and the extent to which leadership emphasizes addressing environmental issues are two of the organizational features that have the potential to lessen the impact of this phenomenon.

Keywords: *Green Human Resource Management, improvement, environmental performance*

A Fake News Detection Using Machine Learning Approaches on Distinct Datasets

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In this age of modern technology where information flows freely across digital platforms, the extent of fake news has emerged as a critical societal challenge the deliberate dissemination of false or misleading information poses a substantial threat to the reliability of news sources and the informed decision-making of the public. The following research paper delves into the multifaceted landscape of fake news detection, leveraging cutting-edge technologies and innovative methodologies to address this pressing issue. This research employs advanced machine learning models, including decision trees, gradient boosting, logistic regression, random forests, linear support vector classifiers, and multinomial Naive Bayes to detect fake news. Utilizing publicly accessible datasets, we achieved an impressive 94% accuracy rate on the first dataset and 84% on the second. These results demonstrate the model's effectiveness in detecting fake news.

Keywords: Machine Learning, Fake News, Decision Making, social media, Digital Platforms

Influence of Hedonic Buying Motivation and Smart Phone Addiction on Consumer Buying Behavior: Moderation of Gender

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In this study, the impact of smartphone addiction and hedonic motivation factors analyzed on impulse consumer buying behavior and online consumer buying with a moderation of gender. Previous study with these factors was based on compulsive buying behavior while this study is evaluated based on impulsive buying behavior and online buying behavior of consumers. This study is based on some dependent variables such as Impulse consumer buying behavior, online consumer buying behavior and consumer behavior. The independent variables such as hedonic buying motivation and smartphone addiction. This study is based on data results collected from the audience via online and physical surveys i.e., students, corporate employees, teachers, professors, etc. Hedonic motivation and smartphone addiction both have positive impact on impulsive consumer buying behavior and online consumer buying behavior. The impact is equally good for both genders. The results have a significant co-relation between the dependent and independent variables. The less significant factors were already removed in the pilot study. This research can be utilized by researchers for future studies and practitioners for practicing in the industry to improve their marketing strategies to trigger the hedonic buying motivation and impulse buying via physical or online shopping stores.

Keywords: *Online consumer buying behavior, hedonic buying motivation, impulsive buying behavior, smart phone addiction, consumer behavior.*

The Role of Big Data Analytics in the Footwear Supply Chains: A Multiple Case Study Perspective

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The research aims to analyze the importance of big data analytics and supply chain analytics for sustainable supply chain management in all types of enterprises; small-medium enterprises, and national or multinational enterprises. The importance and implementation of BDA in supply chain management have been discussed in this research paper. The previous research indicates that the application of big data analytics and supply chain analytics is the key point to establishing sustainable supply chain management. Even though there are several types of research on the implications of BDA, still there is a gap in practical implications in organizations. For a better understanding comparison of six frameworks has been done for literature support. Further 11 interviews have been conducted with 4 organizations from the footwear industry and a proposed framework has been proposed. This research demonstrates an important gap in the literature through a thorough investigation of how firms can improve operational efficiency and productivity through the framework application and whether it is feasible to apply this within the global fashion industry or not. In conclusion, the research has denoted that despite of lack of understanding related to sustainability agendas and not having proper ERP or BDA systems, the organizations operating in Pakistan still met some standards of sustainability and moving towards achieving more. This study will help increase sustainability through the application of BDA technology, which will benefit various stakeholders, particularly those in the fashion industry. This research study has pointed out the importance of the integration of all stakeholders in the supply chain. As BDA helps the stakeholders to have live access to sales so they can forecast accordingly. The paper proposed a framework based on three stages for the implementation of BDA in the existing supply chain to maintain and achieve sustainability in the organization.

Keywords: *Big data analytics, Supply chain analytics, Sustainability, Internet of things, Business intelligence*

Gen Z and eWOM: The Moderating Impact of Income on the Relationship between EWOM and Repurchases of Apparel

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Word-of-mouth (WOM) and electronic word-of-mouth (e-WOM) are crucial in contemporary marketing. WOM leverages personal recommendations and experiences, creating trust and authenticity. E-WOM amplifies this impact in the digital realm to reach a broader audience. A positive WOM and e-WOM can notably influence purchasing decisions and foster brand loyalty as well as making them essential components of any marketing strategy. A lot of research has already been conducted on e-WOM in comparison to WOM. However, this study specifically conducted within Pakistani domain to validate the findings based on empirical analysis. This study sheds light on the effect of eWOM on the repurchases of apparel within the Generation Z (Gen Z) cohort. Results of the study will be analyzed through SmartPLS based on 500 respondents. These efforts will help in the uncovering of purchase habits and hurdles that the customers might come across. Income would be employed to be utilized as a moderating variable. The questionnaire would be distributed through the online survey tool – Google Forms. Marketers can utilize the outcome of this study in order to formulate or optimize their current digital campaigns. Therefore, WOM and e-WOM is crucial for management as it impacts reputation, customer insights, marketing strategy, crisis management, competitiveness, trust-building, and cost-efficiency. Understanding and leveraging these can enhance decision-making, brand image, and customer relationships, contributing to long-term business success.

Keywords: *Generation Z, E-WOM, Repurchase behavior, Apparel Industry.*

Measuring Electronic Marketing in Developing Nations: A Scale Development Study

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Electronic marketing (eM) is one of the emerging marketing concepts in the existing literature that leads to a positive influence on business performance as a promotional strategic tool. In spite of the flourishing literature on such domain, to find the measurement scales for e-marketing are yet challenging, especially from business-to-business (B2B) and within developing nations like Pakistan. Although literature witnessed several factors that measure e-marketing though the comprehensive subjective scales, especially in term of industrial' context is still needed. This study attempts to furnish valid, comprehensive, and reliable constructs of e-marketing for B2B perspective. The scales were developed using a systematic scale development process to propose e-marketing measures. Data were collected from 100 marketing professionals and determined using exploratory factor analysis (EFA) to affirm factorial structure. The results and findings provided a four-dimensional B2B measurement construct of e-marketing, i.e., social media, SEOs, mobile devices, and email marketing which could be used to validate and execute e-marketing campaigns in developing nations for the aim of effective and dynamic marketing communications. The comprehensive items for each latent factor are also reported.

Keywords: electronic marketing, scales development, business-to-business, exploratory factor analysis.

Exploration of the Factors Influencing Customer Intention towards Life Insurance Product during Inflation in Pakistan: A Qualitative Study

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In Pakistan, inflation is a major issue that permeates all facets of the economy and has a significant impact on consumer behavior, especially when it comes to financial investments like life insurance. Insurance businesses and politicians must comprehend the aspects that affect consumer intentions towards life insurance products amid inflation in order to develop strategies that answer the changing demands and worries of the populace. This research attempts to investigate and grasp the wide range of factors influence customers intentions towards life insurance products in Pakistan during periods of inflation. The goal of the study is to delve into customer perceptions, attitudes, and preferences in order to deliver insightful information that may guide the creation of efficient marketing strategies and product offers in the insurance industry. Because of the unpredictable environment that inflation produces, people turn to insurance products for financial stability and risk reduction. A crucial financial tool, life insurance gives people and their family's financial security and peace of mind. In order to modify their products to customers' changing requirements and expectations, insurance companies may help by analyzing the factors influence customer desire to purchase life insurance during inflation. To gather information from a wide sample of future and current life insurance clients in Pakistan, this study utilizes a qualitative methodology, including in-depth interviews and focus group discussions. The qualitative data will be subjected to thematic analysis in order to extract patterns, themes, and insights.

Keywords: *Customer intention, Life insurance products, Inflation, Customer perception, financial stability, Risk mitigation.*

Social Media Marketing Strategies: Uncovering impact on Brand Image, Awareness and Purchase Intentions

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In today's competitive business environment, social media marketing (SMM) has become more crucial than before and has attracted increasing attention from marketers. Due to an increase in the use of social media marketing, one cannot deny the influence of SMM activities on goods purchased by consumers. Despite its significance, limited research has been done to analyze the impact of SMM on the brand knowledge of consumer. To fill this gap in the existing literature, this study examines the impact of SMM activities on brand image and brand awareness on purchase intention by using the method of Regression analysis. The data sample consists of 220 respondents, who actively follow the social media pages of different brands. Thus, the findings demonstrate that trendiness, entertainment interaction, customization, interaction, and Electric word of mouth (E-WOM) positively increase customer purchase intention towards the brand. In addition, results further indicate that brand awareness and brand image can also positively affect the decision-making process of the consumer through social media marketing. This research will provide guidelines to brands regarding how social media activities help companies to manage the buying process and have a beneficial impact on them.

Keywords: Brand awareness, brand image, social media marketing, E-WOM.

Hybrid deep learning approach to identify intrusion detection with imbalance datasets

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Intrusion detection system is a computer-based system to identify all type of malicious activities by monitoring the network traffic constantly. These intrusions and doubtful activities disturb all of the business activities performed over the public network such as internet and all types of connected networks. It is an essential system to provide consistent and reliable transfer of information to perform e-commerce and e-business transactions as well as private communication using social sites. Various deep learning techniques are used to identify security attacks by observing the normal profile of system usage and to restrict all of the network traffic if it is outside the scope of normal profile. Our proposed system is used to combine various deep learning techniques to develop a hybrid deep learning model to identify any security attack in the network. The proposed hybrid deep learning model is trained by using an integrated and balanced dataset by merging already available imbalanced benchmark datasets such as NSL-KDD, ISCX, CICIDS2017, and UNSWNB15. Our proposed system is limited to exactly identify security attacks in benchmark datasets as well as restricted to available deep learning techniques and algorithms.

Keywords: *Intrusion detection system, Network Security Attacks, Hybrid Deep Learning Model, Semi-Supervised Machine Learning*

Impediments of E-Procurement Deployment and Operationalizing Configuration: A Case of Waste Management Sector

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This paper is about the major hindrances faced during the deployment of E-Procurement and the recent scenario regarding the E-Procurement deployment and the framework analysis under the deployment of E-Procurement process along with the process involved in the public waste management sector for deployment of the E-Procurement. E-Procurement does not commonly used in the public waste management sector; however, most companies are using the conventional procurement systems. The motivation of the paper is to deliver & contend for detailed perspective of E-Procurement scenario that comprises the impediments of E-Procurement confronted for deployment in public sector waste management along with a framework analysis (Lahore Waste Management Company). This paper uses the single case study methodology for research and analyses through the qualitative methodology with the help of literature using the technique of semi-structured interview. The sample size is small and consists of targeted population. The research study results will recommend the public waste management sector may take ingenuity and success expected in the procurement procedures after deployment of the E-Procurement. This paper sheds light on the impediments faced by the different organization / companies during the deployment of E-Procurement also provide the analysis on the deployment framework for deployment process of E-Procurement. In particular, the paper discusses the pros and cons of deployment of E-Procurement systems in the public waste management sector particularly in waste management companies.

Prevalence of Depression and Anxiety among Young Adults Due to Rising Inflation and Financial Instability

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Young people who experience economic hardship are more stressed, more likely to experience behavioral problems, have fewer social skills, and have weaker cognitive function. Economic collapse makes it harder to get basic needs, worsens the job market, increases unemployment, lowers wages, creates unfavorable living conditions, and worsens wages, all of which can exacerbate stress and mental health problems. During recessions, adults have been found to have greater rates of mental disorders like anxiety, depression, melancholy, and suicide as well as physical ailments. A semi-structured interview topic guide was made by the help of literature review by the help of which data was collected and then the collected data was categorized into themes upon which thematic analysis was conducted. People that were most affected belonged to Socio-economic middle class between the ages of 20 to 40 years old since these were specified as the basic earning class/salaried class and had to bear all the expenses and combat the situation while adhering to a limited budget. These individuals were seen to be facing educational, economic and mental health issues due to the rising inflation and financial instability prevalent in Pakistan. In closing, the issue of rising inflation and financial instability negatively affected young adults' mental and physical health, education and economic prospects. It was recommended for the social media and the teachers to motivate the younger generation so that they may come forward and take steps to improve the conditions of the country.

Keywords: *Anxiety, Financial Instability, Inflation, Mental Health, Thematic Analysis.*

Impact of TV Advertising on Decision-Making of Consumers in Pakistan- A Case Study of Nestle Nesvita Advertisement

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Television Advertising has long been serving as a powerful tool in the introduction of any new product and influencing the consumer behavior and their decision-making process. This study investigates the "Impact of TV Advertising on decision making of consumers in Pakistan". The researcher used survey method and questionnaire as a tool of data collection. 300 female consumers were taken from three areas (Karim Park, Gulshan e Ravi and Defense) of Lahore with demographic characteristics like age, education and income. Through univariate and bivariate statistical procedures, the data was analyzed and results were generated. The hypothesis was tested using the statistical test Chi-Square and confirmed that 'More the advertising of TV ad of Nesvita, more acceptances are affiliated in real life among consumers. It was found that TV advertisements have a profound impact on consumer's cognitive processes such as information search and determination of the alternatives. The findings provide valuable insights on the effectiveness of Nestle Nesvita TV advertisement and its impact on consumer's decision-making processes in Pakistani market.

Keywords: *Television Advertising, Decision Making*

From Bad to Worse? Cronyism Perceptions to Impair Employees' Mental Health through Job Stress

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Using the theoretical lens of resources conservation perspective, the current research examines the impact of organizational cronyism on employee mental health through mediating role of job stress. A two-wave time lagged quantitative survey was used to collect data from 550 IT professionals working with various IT corporates operating in Lahore, Pakistan through simple random sampling. The data collected was analyzed through SPSS largely using Process Hayes Models. The results revealed that cronyism is positively related to job stress and negatively associated with employee's mental health. Job stress is negatively related to employee's mental health, while it mediates between cronyism and employee's mental health. The practical implications of our research provide managers with new perspectives regarding how organizational cronyism impairs employees' mental health. The uniqueness of our study is the identification of the relationship between organizational cronyism and employees 'mental health, which has not been investigated in the previous research work.