



**3rd INTERNATIONAL CONFERENCE ON
ADVANCING RESEARCH IN SOCIAL SCIENCES (ICARSS)**
*Innovations and Interdisciplinary Strategies in Social Sciences
for Sustainable and Inclusive Development*

17-18 November, 2025

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD

PROGRAM BOOK



**3rd International Conference on Advancing Research in Social
Sciences (ICARSS-2025)**

3rd ICARSS

17-18 November 2025 (Monday & Tuesday)

Conference Program Book

**Faculty of Social Sciences and Humanities
Allama Iqbal Open University, Islamabad Pakistan**

**3rd International Conference on Advancing Research in Social Sciences hosted
by the Department of Business Administration, Faculty of Social Sciences and
Humanities, Allama Iqbal Open University, Islamabad Pakistan**

17-18 November 2025 (Monday & Tuesday)

1st Day, 17 November 2025, Monday	
8:30 – 9:30	Registration & Networking
	Inaugural Ceremony: WM Zaki Hall Dr Salman A. Qureshi & Dr. Nasim Khan Mehsud
9:30 – 9:35	National Anthem
9:35 – 9:40	Recitation from the Holy Quran
9:40 – 9:45	Na'at-e-Rasool-e-Maqbool (SAW)
9:45 – 9:50	Introduction to the Conference: Conference Secretary, ICARSS-2025
9:50 – 10:15	Welcome & Keynote-1: Prof. Dr. Abdul Aziz Sahir, Dean, Faculty of Social Sciences and Humanities, Allama Iqbal Open University, Islamabad
10:15 – 10:40	Keynote-2: Prof. Dr. Tanvir Anjum, Department of History, Quaid-e-Azam University, Islamabad
10:40 – 10:50	VC's Remarks: Prof. Dr. Nasir Mahmood, Vice Chancellor, Allama Iqbal Open University, Islamabad, Pakistan
10:50 – 10:55	Vote of Thanks-Conference Chair
10:55 – 11:00	Presentation of Shields
11:00 – 11:05	Photograph Session
11:05 – 11:30	Tea & Coffee Break
11:30 – 13:30	Parallel Academic Session-1 Rooms: 104, 107, 108, 109, 203, 207, 209 Academic Complex (Floors 1&2)
13:30 – 14:30	Lunch and Prayer Break
14:30 – 16:30	Parallel Academic Session-2 Rooms: 107, 108, 109, 203, 207, 209 Academic Complex (Floors 1&2)
14:30 – 16:30	Book Launch: Chhar Aks [Urdu Translation of Persian Poets by Mr. Fazal Ullah Fani] During Parallel Academic Session-2 Room: 209 - Academic Complex (Floor 2) Chairs: Abdul Aziz Sahir, Abdullah Jan Abid & Muzaffar Ali Kashmiri Panelists: Akhtar Usman, Noorul Amin Yousafzai, Hanif Khalil, Tahir Islam Askari Moderator: Zia-ur-Rehman
16:30 – 19:00	Break & Networking
19:00 – 20:00	Cultural Evening and Mushaira (Poetic Symposium) Dr Arshad Mehmood Nashad
20:00 – 21:00	Conference Dinner

2nd Day, 18 November 2025, Tuesday	
8:30 – 9:00	Registration
9:00 – 11:00	Parallel Academic Session-3 Rooms 107, 108, 109, 203, 205, 206, 207, 209 Academic Complex (Floors 1&2)
11:00 – 11:30	Tea & Coffee Break
11:30 – 13:30	Parallel Academic Session-4 Rooms 107, 108, 109, 203, 205, 206, 207, 209 Academic Complex (Floors 1&2)
13:30 – 14:30	Lunch & Prayer Break
	Closing Ceremony WM Zaki Hall Dr. Salman A. Qureshi & Dr. Nasim Khan Mehsud
14:30 – 14:35	Recitation from the Holy Quran
14:35 – 14:40	Na'at-e-Rasool-e-Maqbool (SAW)
14:40 – 15:20	Concluding Remarks: Prof. Dr. Syed Muhammad Amir Shah & Prof. Dr. Abdullah Jan Abid
15:20 – 15:40	Chief Guest Speech / Prof. Dr. Nasir Mahmood, Vice Chancellor AIOU Islamabad
15:40 – 16:00	Vote of Thanks by Dean Faculty of Social Sciences & Humanities, AIOU Islamabad
16:00 – 16:30	Certificates / Shields Presentation
16:35 – 16:40	Photograph Session
16:40 – 17:00	Refreshments
17:00	Bon Voyage

Conference Detailed Program

Program - ICARSS 2025
3rd International Conference on Advancing Research in Social Sciences
Faculty of Social Sciences and Humanities, Allama Iqbal Open University, Islamabad Pakistan
17-18 November 2025 (Monday & Tuesday)

Parallel Academic Sessions-1
Day-1: 17 November 2025
Timing: 11:30-1:00
Sessions: A, B, C, D, E, F
Rooms: 107, 108, 109, 203, 104, 207
Venue: Academic Complex

Time	Paper ID / Mode Paper Title Primary Author Name	Primary Subject Area
Session A Venue: Academic Complex Room 107 Session Chair: Prof. Dr. Syed Muhammad Amir Shah Moderator: Dr. Ahmed Hassan Jamal		
11:30-11:45	38 Sustainability Practices in Global Supply Chains: Examining the Moderating Role of Regulatory Environments and Responsible Consumption and Production (SDG 12) Ahmad Noor	Business Administration
11:45-12:00	39 Fintech Adoption and Cognitive Biases in Personal Financial Management: A Systematic Literature Review Ahmad Noor	Business Administration
12:00-12:15	56 The Role of AI-Powered Virtual Assistants in Enhancing Student Engagement in Distance Learning Sadia Kausar	Business Administration
12:15-12:30	62 (ONLINE) "From Financial Literacy to Human Development: The Mediating Role of Financial Inclusion and Contextual Moderation by Fintech and Social Influence Aneeqa Sultan	Business Administration
12:30-12:45	148 (ONLINE) The Pathways to Entrepreneurial Financial Well-Being: The Roles of Family Socialization, Social Capital, and Self-Efficacy, with Financial Behavior as a Mediator Muhammad Raza Qizilbash	Business Administration
12:45-1:00	112 Exploring Inclusive Leadership as a Catalyst for Employee Outcomes: Mediating Role of Perceived Organizational Support and Moderating Role of LMX in Education Sector of Pakistan Kafait Hussain	Business Administration
1:00-1:15	120 Impact of High Commitment HR Practices on Job Performance; the Mediating Role of Job Crafting Zunaira Sharif	Business Administration
1:15-1:30	127 (ONLINE) Navigating Faith and Fame: A Netnographic Exploration of Audience Skepticism and Perceived Religious Authenticity in Showbiz Endorsements in Pakistan Nida Qamar	Business Administration
Session B Venue: Academic Complex Room 108 Session Chair: Dr Sadia Saeed Moderator: Dr. Nasim Khan Mahsud		
11:30-11:45	4 (ONLINE) The Role of Women in Ensuring Domestic Food Security in Rural Communities: A Comparative Study of Punjab, Pakistan Dr. Madiha Naz	Sociology
11:45-12:00	9 Chitral, Climate Change and Sustainable Development: Navigating challenges and opportunities Zahid Ali	Sociology
12:00-12:15	10 Public Perception and Institutional Performance: A Study on Tahafuz Markaz's Role in Women Protection in Sargodha Touqeer Abbas	Sociology
12:15-12:30	34 (ONLINE) Water Consumption Behavior and Awareness in Rural Pakistan: Evidence from District Karak Abid Rasool	Sociology
12:30-12:45	68 Gendered Dynamics in Digital Parenting: A Comparative Study of Fathers' and Mothers' Perspectives on Digital Parenting Practices Sadia Jabeen	Sociology

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12:45-1:00	83 Understanding the shift in patterns of Adaptation strategies against climate related disasters in Thore Valley, District Diamer, Gilgit Baltistan Arshad Alam	Sociology
1:00-1:15	138 (ONLINE) Identifying the Role of Special incentives for Students to Promote Academic Quality at Workers' Welfare Schools in Punjab, Pakistan Muhammad Aslam	Sociology
1:15-1:30	145 (ONLINE) Informed Consent in Cesarean Deliveries-A medicolegal analysis of Ethical and Legal Challenges in Emergency and Elective procedures Muhammethu Jakeypher Risalath	Sociology
Session C Venue: Academic Complex Room 109 Session Chair: Dr. Sadia Mushtaq Moderator: Ms. Maria Mustafa		
11:30-11:45	35 Exploring The Relationship Between Emotional Intelligence and Motivational Strategies of Learners at University Level Fatima Ikram	Psychology
11:45-12:00	44 Relationship between Perfectionism and Mental Health Bakhtawar Aijaz	Psychology
12:00-12:15	321 Effect of Emotional Intelligence on Personal Well-being of Distance Learners in Remote Areas Muqaddas Saleem	Psychology
12:15-12:30	165 (ONLINE) The link between self-compassion and life satisfaction in university students: Mediating mechanism of emotional intelligence Soumik Dey Dipta	Psychology
12:30-12:45	155 Artificial Intelligence and Human Values: A Social Sciences Perspective Frah Rehman	Psychology
12:45-1:00	182 (ONLINE) A Moderated Double Mediation Model of Emotional Dysregulation in Pakistani Youth: The Roles of Disorganized Attachment, Alexithymia, and Social Media Engagement with Family Vlogger Content, Moderated by Social Comparison Orientation and Gender Muhammad Omer Shehzad	Psychology
1:00-1:15	200 (ONLINE) Scrolling in Silence: Internet Addiction and Social Anxiety among College Students Nabia Siddiquei	Psychology
1:15-1:30	202 (ONLINE) From Memes to Movements: Psychological Drivers of Gen Z Digital Activism in South Asia – A Case Study of Pakistan with Parallels from Nepal and Bangladesh Ummul Huda	Psychology
Session D Venue: Academic Complex Room 203 Session Chair: Prof. Dr. Abdullah Jan Abid Moderator: Dr. Zaib-un-Nisa		
11:30-11:45	91 Balochi Language in the Digital Age: Challenges, Opportunities, and Technological Integration Dr Zia Rehman	Pakistani Languages
11:45-12:00	92 "Perils faced by the Punjabi language in Pakistan "ٹہ خطراتی زبان کو درپ یر پنجابی پاکستان م" Zaib Un Nisa	Pakistani Languages
12:00-12:15	94 سرائیکی شاعر ی کے جدید رجحانات Zee Waqar Najeeb	Pakistani Languages
12:15-12:30	95 "تہانہ رواں صوفیم شاعر ی سچل سرمست ک" Dr. Hakim Ali	Pakistani Languages
12:30-12:45	101 LANGUAGE AND TRANSLATION WORK IN BRAHUI براہوی زبان و ادب میں ترجمہ نگاری 1950 تا 2025 ایک تحقیقی جائزہ LITERATURE 1950 to 2025 A RESEARCH REVIEW Waheed Razaq	Pakistani Languages

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12:45-1:00	113 Feminism in Saraiki poetry. سرائیکی شاعری میں تائیتیت. Arifa Khan	Pakistani Languages
1:00-1:15	114 (ONLINE) سرائیکی نثر میں سیرت نگاری اور عصری تقاضے Shagufta Naaz	Pakistani Languages
1:15-1:30	115 (ONLINE) "A PSYCHOLOGICAL ANALYSIS OF SASUT'S CHARACTER IN SHAH ABDUL LATIF BHITTAI'S POETRY" Nazir Wadho	Pakistani Languages
1:30-1:45	97 The Semantic Dimensions of poetics of Balóchi Folktales. چہات واتی معن یات کی شعر یوں کی لوک کہان یلوچ Abdul Raziq	Pakistani Languages
Session E Venue: Academic Complex Room 104 Session Chair: Dr. Faisal Javaid Moderator: Dr. Mahmood Hussain		
11:30-11:45	13 (ONLINE) Smart Governance: Leveraging Data-Driven Decision-Making for Public Policy Impact Assad Mehmood Khan	Politics and International Relation
11:45-12:00	296 Dual Hegemonies: The Future of United States-China Strategic Engagements in the Asia-Pacific Physical Participation Dr. Mehmood Hussain	Politics and International Relation
12:00-12:15	99 Exposing Colonial Legacies: Mental Captivity and the Colonial Matrix of Power in Pakistan's Public Policy Shahzadi Fatima Ali	Politics and International Relation
12:15-12:30	192 The Criminalisation of Migration as a Human Rights Crisis: Afghan Refugees in Pakistan Dr. Munazza Razzaq	Politics and International Relation
12:30-12:45	216 Analysing the Fault Lines in Liberal Ideology from the Lens of Brexit and its Impact on Liberal Internationalism Muhammad Tabish Sarfaraz	Politics and International Relation
12:45-1:00	229 Beyond Borders: New Technologies and the Reconfiguration of Territorial Identity Aqsa Aslam	Politics and International Relation
1:00-1:15	231 The Constructivist Analysis of Narrative Building by Pakistan and India through Official Statements during May 2025 Conflict Muhammad Yasser Ghayoor Khan	Politics and International Relation
1:15-1:30	243 Role of Local Government in Women Political Participation: A Case Study of Punjab (2001-2008) Dr. Waqar Ilahi	Politics and International Relation
1:30-1:45	49 (ONLINE) War of Narrative on Kashmir: Changing Dynamics of India-Pakistan Traditional Rivalry Nadia Ali	Politics and International Relation
Session F Venue: Academic Complex Room 207 Session Chair: Dr. Kamal Khan Moderator: Mr. Muhammad Munhib Shah		
11:30-11:45	31 Framing Poverty: A Discourse Analysis of Economic Editorials in Pakistan's Post-Covid Policy Landscape Muhammad Saad Jan	English
11:45-12:00	32 Climate Discourse in the Wake of Climatic Events: A Critical Discourse Analysis of Climate Editorials in Pakistani Newspapers Suliman Ali	English
12:00-12:15	59 Applied Linguistics in English Language Teaching: A Postcolonial Perspective Esha Khan	English

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12:15-12:30	60 Evaluating Speech Perception and Motivation in a Bilingual Speaker for Strengthening Cognitive Abilities and the Impact of Bilingualism in an Idiolect (ONLINE) Saman Ashraf	English
12:30-12:45	288 From Submission to Sovereignty: The Transformative Power of Iqbal's Words Physical Participation Attia Kanwal	English
12:45-1:00	110 Effect Of Task-Based Language Teaching on Writing Skills of English Learners at Bs Level Junaid Iqbal	English
1:00-1:15	149 A Comparative Study of Democratic and Dictatorial Rule in the Novel 'Lord of the Flies' Ikram Ullah	English
1:15-1:30	151 A linguistic analysis of the cosmetics billboards in Bahawalpur (ONLINE) Amir Sajjad	English
Parallel Academic Sessions-2 Day-1: 17 November 2025 Timing: 2:30-4:30 Sessions: G, H, I, J, K, L Rooms: 107, 108, 109, 203, 104, 207 Venue: Academic Complex		
Session G Venue: Academic Complex Room 107		
Session Chair: Dr. Ayaz Ul Haq Moderator: Dr. Ehsan Javaid		
2:30-2:45	71 Governance and Human Resource Management as Catalysts for Institutional Performance: A Contemporary Analysis of Public Sector Universities in Pakistan Dr. Syed Muhammad Amir Shah	Business Administration
2:45-3:00	170 (ONLINE) Digital Registration of Identities: A Study on The Difficulties Faced During Digital Registration of Female Subjects in Pakistan Qurat Ul Ain	Business Administration
3:00-3:15	171 (ONLINE) Digital Well-Being Interventions in Hybrid Work Models: A Pathway to Sustainable Productivity Shahneela Aziz	Business Administration
3:15-3:30	174 Assessing Investment Intentions through Personality and Cultural Factors: The Role of Phantasy and Mindfulness in a CFA Framework Lubna Riaz	Business Administration
3:30-3:45	176(ONLINE) Sustainability Practices in After-Sales Services in the Saudi Arabian Oil and Gas Sector Ahmed S. Abdullah Ibrahim	Business Administration
3:45-4:00	184 (ONLINE) Employee Perceptions of Career Advancement Expectations in Middle Eastern Organizational Contexts Thandiwe Davis-Groener	Business Administration
4:00-4:15	185 (ONLINE) Assessing Emergency Preparedness in Hospital Settings: A Study Conducted in a Hospital in the UAE. Manjula Thavamani Karkera	Business Administration
4:15-4:30	198 (ONLINE) Top-Down Interventions in Pakistan's Subsistence Markets: Bridging or Deepening Institutional Voids? Asifa Ilyas	Business Administration

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Session H Venue: Academic Complex Room 108		
Session Chair: Dr Adeela Rehman Moderator: Dr. Asma Khalid		
2:30-2:45	157 Aging, Technology, and Marginalization in the Developing World: Policy Gaps and the Digital Divide in Pakistan Farhat Jabeen	Sociology
2:45-3:00	166 Plagiarism in Higher Education in Digital Era: Causes and Practical Solutions Sidra Noreen	Sociology
3:00-3:15	169 Navigating Dreams and Realities: Understanding Youth Aspirations for International Migration Iqbal Hussain	Sociology
3:15-3:30	180 Negative effect of Teachers Attitude and Curriculum on Students Mental Health Nimra Afzal	Sociology
3:30-3:45	201 Social media, Confirmation Bias and Voting Patterns: Understanding Young Electoral Decisions in Pakistan Sana Ullah	Sociology
3:45-4:00	250 (ONLINE) Parental Consanguinity and Its Perceived Role in the Occurrence of Duchenne Muscular Dystrophy: A Qualitative study from a tertiary hospital in Karachi, Pakistan Muhammethu Jakeypher Risalath	Sociology
4:00-4:15	259 Bridging Educational Gaps through Space Science Education: A Sociological Approach for Access and Inclusivity Iqra Abid	Sociology
Session I Venue: Academic Complex Room 109		
Session Chair: Ms. Maria Mustafa Moderator: Dr. Sadia Mushtaq		
2:30-2:45	221 Digital mob lynching and its effect on cyber justice of Pakistan Saeed Aman	Psychology
2:45-3:00	232 Islamic Guidance for Mental Health During Pandemics: A Seerah-Based Ethical Framework with Lessons from the COVID-19 Experience Sana Munawar	Psychology
3:00-3:15	239 Effect of Persistent Teacher–Head Teacher Conflicts on Head Teacher’s Professional Wellbeing: A Phenomenological Study in a Public School Rehana Kausar	Psychology
3:15-3:30	244 (ONLINE) Emotional and Behavioural Adjustment Following Hysterectomy: A Clinical Study Muhammethu Jakeypher Risalath	Psychology
3:30-3:45	286 (ONLINE) Unveiling The Nexus: Covert Narcissism, Distress Tolerance, And Their Impact on Self-Esteem Rania Saqib	Psychology
3:45-4:00	317 (ONLINE) The Paradox of Fatherlessness: The Psychology of Fatherlessness in Religious and Sociocultural Frames Asma Iqbal	Psychology
4:00-4:15	320 Fostering Social and Emotional Learning in Non-Formal Schools: An Interdisciplinary Mixed-Method Study for Inclusive Development Sumara Bibi	Psychology
Session J Venue: Academic Complex Room 203		
Session Chair: Dr. M. R. Shafaq Moderator: Dr. Hakim Ali Buriro		
2:30-2:45	119 (ONLINE) پښتو شاعرۍ مېن عصرۍ شعور Muhammad Israr	Pakistani Languages

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2:45-3:00	121 (ONLINE) The Traditions of Balochi Lexicography: An Analytical Study? Noor Ul Hasan Aziz	Pakistani Languages
3:00-3:15	122 (ONLINE) خوشحال خان خٹک کی شاعری اور اس میں معنوی توسیع Sudheer Khan	Pakistani Languages
3:15-3:30	125 بلوچی زبان و ادب کی تواریخ: تحقیقی و تجزیاتی مطالعہ (ادبی تاریخ نویسی کے اصولوں کی روشنی میں) Physical Participation Tanvir Ahmed	Pakistani Languages
3:30-3:45	136 (ONLINE) Acoustic Phonetics and Digital Tools for Sindhi: A Step towards AI Imran Khan	Pakistani Languages
3:45-4:00	147 An Analytical Study of Mythological Elements in Balochi Novels Rakhshanda Baloch	Pakistani Languages
4:00-4:15	154 پاکستانی زبانوں کے ذریعے قومی یکجہتی کا پیغام Mr. Mumtaz Ali	Pakistani Languages
4:15-4:30	161 (ONLINE) پشتو رزمیہ شاعری – ایک تحقیقی و تنقیدی مطالعہ Haroon Rashid	Pakistani Languages
4:15-4:45	108 برابوئی اور فارسی کے مابین لسانی اشتراکات کا تجزیاتی مطالعہ Dr. Hafeez Sarparra	Pakistani Languages
Session K Venue: Academic Complex Room 104 Session Chair: Dr. Sameena Yasmeen (PAK Study) / Dr. Mehmood Hussain Moderator: Dr. Waqar Illahi		
2:30-2:45	282 (ONLINE) Democratic Consolidation through Sustainable Economic Development in Pakistan: An Analysis of the PML-N's Governance Performance (2013–2018) Jamal UD Din	Politics and International Relation
2:45-3:00	283 Durand Line: Reshaping Pakistan-Afghanistan Relations Physical Participation Dr. Saima Khan	Politics and International Relation
3:00-3:15	28 A Critical Analysis of Gender in South Asian Cyber Security Discourse Fahad Nabeel	Politics and International Relation
3:15-3:30	313 (ONLINE) Digital Solidarity and Muslim Youth: Reactions to the Global Sumud Flotilla on Social Media Zainab Akmal	Politics and International Relation
3:30-3:45	117 The Journey from Ambassador of Hindu-Muslim Unity to Architect of Pakistan: Exploring the Political Transformation of Muhammad Ali Jinnah Tauqir Khan	Pakistan Studies
3:45-4:00	264 A Phenomenological Study of Glass Ceiling Faced by Female STEM Graduate Students in Islamabad Ayesha Latif	Pakistan Studies
4:00-4:15	53 An Analysis of the Evolution of China-Pakistan Economic Relations under CPEC Sabahat Jaleel	Politics and International Relation
4:15-4:30	284 Building Climate Resilience through Inclusive Social Protection Policies: A Case of Rajanpur Imran Zahoor	Politics and International Relation

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Session L		
Venue: Academic Complex Room 207		
Session Chair: Dr. Ghulam Ali		
Moderator: Dr. Farrukh Abbas		
2:30-2:45	177 Actantial Model and Post-Classical Discourse Analysis of Allama Iqbal’s "Ek Pahar Aur Gilehri" Aysha Khan	English
2:45-3:00	103 Promotion and preservation of heritage languages and cultures through tourism: The CREFIT framework. Shumaila Ali	English
3:00-3:15	306 Ecological Lexicons Analysis of Nature Poem Written by William Wordsworth (ONLINE) Qurat Ul Ain	English
3:15-3:30	87 Emerging perspectives on Corpora Development in Translation Studies Physical Participation Tahira Shabbir	Centre for Languages and Translation Studies
3:30-3:45	178 Analysis of Vocabulary Development Strategies among English Language Learners Physical Participation Mr. Altaf Ali Jakhar	Centre for Languages and Translation Studies
Book Launch		
Venue: Academic Complex Room 209		
2:30-4:30	Book Launch: Chhar Aks [Urdu Translation of Persian Poets by Fazal Ullah Fani] During Parallel Academic Session-2 Room: 209 - Academic Complex (Floor 2) Chairs: Abdul Aziz Sahir, Abdullah Jan Abid & Muzaffar Ali Kashmiri Panelists: Akhtar Usman, Noorul Amin Yousafzai, Hanif Khalil, Tahir Islam Askari Moderator: Zia-ur-Rehman	
DAY 02, November 18, 2025		
Parallel Academic Sessions-3		
Day-2: 18 November 2025		
Timing: 09:00 -11:00		
Sessions: M, N, O, P, Q, R		
Rooms: 107, 108, 109, 203, 205, 207		
Venue: Academic Complex		
Session M		
Venue: Academic Complex Room 107		
Session Chair: Dr. Muhammad Majid Mehmood Bagram		
Moderator: Dr. Muhammad Munir Ahmad		
9:00-9:15	203 (ONLINE) Sustainability through Green HRM Practices: Insights from Generation Z in Hyderabad, Sindh Zainab Keerio	Business Administration
9:15-9:30	204 Unlocking Access to Finance: The Social Edge of ESG Sub-Pillars – Global Insights from Manufacturing and Service Firms Shahbaz Bhatti	Business Administration
9:30-9:45	208 (ONLINE) Sustainable AI-Driven Personalization in Luxury Automotive CRM: Enhancing Experience & Anticipating Client Needs Nazeeh Almajaidah	Business Administration

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9:45-10:00	226 (ONLINE) Importance of Skills Training Development in Reducing Youth Unemployment A case study of Youth Association in Eritrea Medhanie Mussie	Business Administration
10:00-10:15	230 Employee Insights into SME Resilience Amidst Contemporary Challenges Physical Participation Tayyaba Makhdoom	Business Administration
10:15-10:30	256 (ONLINE) Integration of AI in Supply Chain Management to Revolutionise Healthcare Decision-Making Mahdi Alghubari	Business Administration
10:30-10:45	258 Impact of Envy pride and sloth on deviant workplace behavior with moderating effect of organizational culture A study of public sector organizations in Rawalpindi Islamabad Pakistan Physical Participation Abdul Qadeer	Business Administration
10:45-11:00	260 Navigating the Digital Shift; A case-study of Workplace Transformation at Accenture Physical Participation Aniqa Raza	Business Administration
Session N Venue: Academic Complex Room 108 Session Chair: Dr. Asma Khalid Moderator: Ms. Mehreen Qaiser		
9:00-9:15	270 Culture of Takfeer as a Space of Sectarian Hegemony: A Netnography of Pakistani Social Media Muhammad Bilal	Sociology
9:15-9:30	274 Social Expectations and Inclusive Education in Non-Formal Basic Education Schools: Exploring Peer, Administrative, and Community Influences on Teachers' Attitudes Saima Almas	Sociology
9:30-9:45	299 Embodied Empowerment: Feminist Consciousness and Identity Negotiation in the Aurat March Malaika Niaz	Sociology
9:45-10:00	301 Parental Awareness About Autism Spectrum Disorder; A Case Study of Bhara-Kahu Islamabad Farkhanda Khalil	Sociology
10:00-10:15	314 (ONLINE) Non-Formal Education: Enhancing women empowerment, particularly in slum areas in Lahore Muhammad Aamer Kamran	Sociology
10:15-10:30	240 Exploring the live Experience of Divorced Women in Gilgit - Baltistan. A Case Study on Causes, Consequences, and Coping Strategies within Sociocultural Context Nasima	Sociology
10:30-10:45	268 Beyond Right Answers: How AI Feedback Teaches Postgraduate Students to Think, Reflect, and Refine — A Narrative Review Mah Noor	Sociology
Session O Venue: Academic Complex Room 109 Session Chair: Dr. Atifa Nasir Moderator: Ms. Aqleem Fatima		
9:00-9:15	11 Societal Barriers to Women Leadership and Empowerment In South Asian Countries Aneela Sheikh	Gender and Women Studies
9:15-9:30	90 Invisible Burden: Caste, Gender, and Women's Work in Rural Punjab, Pakistan Zainab Hussain	Gender and Women Studies
9:30-9:45	131 "Reaffirming the Gender Binary: Islam, Biology, and Human Development in the 21st Century" Yashfa Javed	Gender and Women Studies

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9:45-10:00	191 Women's Inheritance Rights in Pakistan: A Critical Analysis of the Islamic Mandate and Legal Framework Dr. Munazza Razzaq	Gender and Women Studies
10:00-10:15	290 (ONLINE) Religious and Cultural Influences on the acceptance of IVF in Muslim Majority Communities: A Cross-sectional study in Karachi Muhammethu Jakeypher Risalath	Gender and Women Studies
10:15-10:30	291 (ONLINE) Awareness Of Teratogenic Drug Risks and Legal Duties in Pregnancy: A Qualitative Cross-Sectional Study Muhammethu Jakeypher Risalath	Gender and Women Studies
10:30-10:45	292 (ONLINE) Bodily Justice and Gender Inequality: The Legal Invisibility of Menstrual Pain in Women's Health Discourse Muhammethu Jakeypher Risalath	Gender and Women Studies
Session P Venue: Academic Complex Room 203 Session Chair: Dr. Kausar Perveen Moderator: Dr. Sadia Aziz		
9:00-9:15	133 Reformist Religious Economy of Madho Lal Husayn (d. 1599)'s Shrine in Colonial Lahore: An Epistemological Transition of Sufi Hagiographies and Shrine's Economy Dr. Saima Perveen	History
9:15-9:30	209 US Role in Pak-China Relations During Ayub Khan's Era Abdul Naeem	History
9:30-9:45	213 Historical Correction of a Misattributed Temple in Moti Chowk, Lahore Sehar Tahir	History
9:45-10:00	234 The Frontier Crimes Regulation (1901): From Colonial Oppression to Postcolonial Neglect Shahid Ali	History
10:00-10:15	249 Democracy in Chains: Pakistan's Transition from Hybrid to Tutelary Regime (2018–2025) Muhammad Nisar	History
10:15-10:30	266 Pakistan–Afghanistan Relations: The Geography of Conflict Farida Rani	History
10:30-10:45	280 Safeguarding the Ancient Past, Sustaining the Future: Preservation of Swat Heritage and the Role of National and International Organizations Maira Hilal	History
10:45-11:00	135 An Analysis of Economic System of Tehsil Kabal under the Swat State (1915-1969 CE) Raham Bacha	History
11:00-11:15	255 The War on Terror and Its Social-Religious Impact on Khyber Agency Muhammad Junaid	History
11:15-11:30	298 (ONLINE) Epitaph Studies in Pakistan Shahnaz Bibi	History
Session Q Venue: Academic Complex Room 205 Session Chair: Dr. Bakht Rawan Moderator: Dr. Asad		
9:00-9:15	69 Media and AI: Analysing Journalistic discourse on AI deep fakes and disinformation in Pakistan's political campaigns. Umer Mehmood Ahmed	Mass Communication

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9:15-9:30	237 (ONLINE) Reporting of Child Sexual Abuse Cases in Leading Pakistani TV News Channels Saima Quddoes	Mass communication
9:30-9:45	160 DIGITAL DIPLOMATIC DISCOURSE AND PUBLIC SENTIMENTS: How Political Debate on X (Twitter) Shapes Pakistan's Relations with Its Neighboring Countries Nadia Saleem	Mass communication
9:45-10:00	164 Exploring the Impact of AI-Generated Content on Public Perception Tamreena Tashfeen	Mass communication
10:00-10:15	181 AI-Driven Discourses and Media Narratives in South Asian Military Conflicts: A Comparative Analysis of Pakistan and India's Talk Shows During the Recent (May 7-10, 2025) Military Escalation Humaira Jamshed	Mass communication
10:15-10:30	227 On Combating Information Disorder in the era of AI Amna Gul	Mass communication
10:30-10:45	262 University Students' Perception of Climate Change and Climate Action Amna Gul	Mass communication
10:45-11:00	318 (ONLINE) Storytelling for Climate Action on TikTok – The Case Study of User Generated Content during 2025 Flood in Pakistan Dr. Syeda Afsheen	Mass communication
11:00-11:15	179 Reframing of Female Roles in Media Representation: A Study of Contemporary Pakistani Films Saba Sadiq	Mass communication
Session R Venue: Academic Complex Room 207 Session Chair: Dr. Shiraz Zaidi Moderator: Dr. Tariq Javed		
9:00-9:15	20 "The Concept of God and the Reality of Prayer": An Investigative and Critical Study Dr. Talib Hashmi	Iqbal Studies
9:15-9:30	36 تصوف کے فعال پہلوؤں کا توضیحی مطالعہ (فکر اقبال کی روشنی میں) Muhammad Mubashar Baig	Iqbal Studies
9:30-9:45	118 "اقبال خوش گمانیاں ، غلط بیانیوں" Yasmeen Mushtaq	Iqbal Studies
9:45-10:00	162 اقبال کا تصور امومت، دور جدید کے تناظر میں Sameea Yasmeen	Iqbal Studies
10:00-10:15	225 The epic elements of the incident of Karbala in Iqbal's thought Rida Batool	Iqbal Studies
10:15-10:30	271 A Comprehensive System of Education and Training in the Light of Iqbal's Thought Huma Hanif	Iqbal Studies
10:30-10:45	159 اقبال کی تجدیدی فکر اور قرآن: خودی، اجتہاد اور عصر حاضر کی معنویت Muhammad Amir Iqbal	Iqbal Studies

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	Parallel Academic Sessions-4 Day-2: 18 November 2025 Timing: 11:30-1:30 Sessions: S, T, U, V, W, X Rooms: 107, 108, 109, 203, 205, 207 Venue: Academic Complex		
Session S Venue: Academic Complex Room 107 Session Chair: Dr. Adnan Riaz Moderator: Mr. Mehmood Ul Hassan			
11:30-11:45	261 (ONLINE) Impact of Artificial Intelligence (AI) and Digitalisation on the Environmental Sustainability of the Transportation and Automotive Industry in the United Arab Emirates (UAE) Abdelrahman Abu Zarqa	Business Administration	
11:45-12:00	277 (ONLINE) Assessing the Impact of Health and Safety Policies on Employee Well-being and Productivity in the Oil and Gas Sector in the UAE Mahtab Perwez	Business Administration	
12:00-12:15	281 (ONLINE) "Employee-Based Rotational Welfare System as Workplace Crowdfunding: A Case Study of Social Support in Mid-Sized Public Organizations of Southern Punjab, Pakistan" Shakil Anjum	Business Administration	
12:15-12:30	285 Educational Innovation in the 21st Century as a Catalyst for Sustainable and Inclusive Development: Interdisciplinary Approaches to Achieving SDG 4 (Quality Education) Shamaila Aslam	Business Administration	
12:30-12:45	289 Exploring the role of Entrepreneurship in Economic Empowerment of Women: Challenges & Opportunities Dr. Saira Yamin	Business Administration	
12:45-1:00	293 (ONLINE) Cultural Hybridization in Food Marketing: A Comparative Study of Korean-Flavored Instant Noodle Advertisements in Pakistan, South Korea, and Indonesia Alvina Kamal	Business Administration	
1:00-1:15	322 (ONLINE) The Impact of Servant Leadership on Organizational Commitment and Turnover Intention: A Systematic Literature Review of Studies from Karachi’s Corporate Sector Muhammad Zahir Hussain	Business Administration	
1:15-1:30	223 Exploring Barriers to Financial Inclusion and Economic Empowerment Among Women In Sindh: A Quantitative Perspective On Unemployment, Male Dependency, And Low Financial And Digital Literacy Zohra Asif Yousfani	Business Administration	
Session T Venue: Academic Complex Room 108 Session Chair: Prof. Dr. Abdul Jalil Moderator: Mr. Rizwan Ahmed Satti			
11:30-11:45	74 Ownership Dynamics and Firm Growth: Evidence from the Pakistan Stock Exchange Physical Participation Dr. Muhammad Sadil Ali	Commerce	
11:45-12:00	311 Does Trust in Institutions Foster Stock Market Participation? Evidence from Pakistan Physical Participation Muhammad Munir Ahmad	Commerce	
12:00-12:15	168 اقبال حکیم معیشت Physical Participation Asima Rashid	Economics	
12:15-12:30	199 Fiscal-Monetary Policy Coordination in The Eurozone: Challenges and Pathways to Reform Farwa Khan	Economics	
12:30-12:45	302 Ethical AI Innovations in Finance: Proposing a Virtue-Based Framework Syed Muhammad Abdul Rehman Shah	Economics	

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12:45-1:00	222 The Impact of Effective HR Practices on Organizational Performance in Private Banks of Hyderabad-Pakistan Summera Unar	Business Administration
1:00-1:15	316 District-Level Analysis on Maternal Health Poverty and Its Socioeconomic Determinants In Pakistan Muhammad Jamil	Economics
1:15-1:30	51 Assessing the Impact of Infrastructure and Environmental Quality on Tourism: Evidence from Pakistan Faqeer Muhammad	Economics
Session U Venue: Academic Complex Room 109 Session Chair: Dr. Muhammad Arif Moderator: Mr. Irfan		
11:30-11:45	12 Use Of Chatgpt in Research Among Faculty Members Of Universities Of Pakistan (ONLINE) Mariym Muhammad Ismail	Library and Information Sciences
11:45-12:00	67 Assessing Digital Library Anxiety among Higher Education Students: Insights from IUB Naila Shams Ul_Haq	Library and Information Sciences
12:00-12:15	89 Bibliometric Insights into the Influential Papers on Libraries and Information Management from Pakistan Ikram Ul Haq	Library and Information Sciences
12:15-12:30	251 Status, Challenges, and Satisfaction with Library Automation Software in Medical Libraries of Punjab Muhammad Asif Ali	Library and Information Sciences
12:30-12:45	263 Exploring Information Literacy through Artificial Intelligence. A Qualitative Study of Higher Education Students in Hyderabad, Sindh (ONLINE) Ahmed Raza	Library and Information Sciences
12:45-1:00	183 Transforming Library Service from knowledge Management and Digital Literacy Zain Ul Abdeen	Library and Information Sciences
Session V Venue: Academic Complex Room 203 Session Chair: Dr Arshad Mehmood Nashad Moderator: Dr. Qasim Yaqoob		
11:30-11:45	17 (ONLINE) Evolving Narratives: Interdisciplinary Approaches to Modern Urdu Literary Criticism Assad Khan	Urdu
11:45-12:00	190 اردو زبان کے لسانی ارتقا کا تدریجی جائزہ: تاریخ و تہذیب کی روشنی میں Abdul Sattar Malik	Urdu
12:00-12:15	235 (ONLINE) اردو زبان کے بدلتے معیارات میں سماجی نفسیات کا کردار Sadaf Tabassum	Urdu
12:15-12:30	323 تصوف کی روایات Noreen Akhtar	Urdu
12:30-12:45	172 سرائیکی زبان کے حوالے سے مستشرقین کی خدمات Riffat Khichi	Pakistani Languages
12:45-1:00	267 ”ہو“ کی صدا: سلطان بابو کی پنجابی شاعری میں روحانی تجربے اور وجد کی جمالیات Faisal Abbas	Pakistani Languages
1:00-1:15	269 بابا فریدؒ — ایک افاقی شاعر Naila Lalwani	Pakistani Languages



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