



# Abstract Book

## 2022



Prepared by  
IoBM Research Office (IRO)

## Table of Contents

<b>Table of Contents</b>	<b>2</b>
<b>President's Message</b>	<b>- 4 -</b>
<b>Talib Syed Karim President-IoBM</b>	<b>- 4 -</b>
<b>Executive Director's Message</b>	<b>- 5 -</b>
	Error! Bookmark not defined.
<b>Rector's Message</b>	<b>6</b>
<b>Office of Director Research (ODR)</b>	<b>7</b>
<b>Team Members</b>	<b>7</b>
<b>Foreword</b>	<b>8</b>
<b>Summary of Faculty Research Publications 2022:</b>	<b>9</b>
<b>IoBM Faculty Research Publications 2022 at Glance:</b>	<b>9</b>
<b>1. College of Business Management (CBM)</b>	<b>10</b>
<b>1 (a). Department of Accounting &amp; Finance</b>	<b>10</b>
<b>1(b). Department of Supply Chain Management</b>	<b>25</b>
<b>1(C). Department of Management &amp; HRM</b>	<b>41</b>
<b>1(d) Department of Marketing</b>	<b>67</b>
<b>1(e) Department of Health Management</b>	<b>86</b>
<b>1(f) Department of Entrepreneurship</b>	<b>97</b>
<b>1(g) Department of Industrial Management and Environment &amp; Energy Management</b>	<b>103</b>
<b>1(h) Department of Commercial &amp; Professional Studies</b>	<b>107</b>
<b>2. College of Computer Science and Information System (CCSIS)</b>	<b>112</b>
<b>2(a) Department of Computer Science &amp; MIS</b>	<b>112</b>
<b>2(a) Department of Mathematics &amp; Statistics</b>	<b>117</b>
<b>3. College of Engineering and Sciences (CES)</b>	<b>122</b>
<b>3(a) Department of Electrical Engineering</b>	<b>122</b>
<b>3(a) Department of Engineering Management</b>	<b>125</b>
<b>4. College of Economics and Social Development (CESD)</b>	<b>130</b>
<b>4(a) Department of Economics</b>	<b>130</b>
<b>4(b) Department of Education</b>	<b>143</b>
<b>4(c) Department of Business Psychology</b>	<b>148</b>

## **President's Message**



I am delighted to witness the culmination of efforts by the IoBM Research Office (IRO) in presenting the Abstract Book-2022, a comprehensive compilation featuring abstracts of research endeavors undertaken by IoBM's esteemed faculty. This publication incorporates research papers presented at a myriad of local and international conferences. We anticipate that this meticulously curated document will serve as a pivotal tool, enabling the Institute and its faculty to effectively showcase their research outputs. Moreover, it is poised to foster collaborative research endeavors both domestically and on the global stage.

In an era characterized by unprecedented interconnectedness and the omnipresence of information, it is imperative for researchers, particularly those hailing from developing nations such as Pakistan, to leverage the wealth of global knowledge at their disposal. This endeavor is pivotal in facilitating the development of innovative solutions to address local challenges and propel societal progress.

As the President, it brings me immense satisfaction to witness the remarkable surge in the intellectual contributions of IoBM's esteemed faculty. Their dedication and scholarly endeavor deserve my highest commendations.

However, in our pursuit to contribute meaningfully to our nation's advancement, I urge all researchers to explore avenues for applied research aligned with the needs of our community and industry. By doing so, we can effectively address the persistent challenges that hinder our nation's progress and impede social development. This proactive approach not only enhances our relevance but also underscores our commitment to serving the broader societal interests.

In conclusion, I extend my sincere appreciation to the IoBM Research Office for their diligent efforts in producing the Abstract Book-2022, and I convey my best wishes for their continued success in future endeavors.

**Talib Syed Karim**

**President, IoBM**

## Vice President's Message



Research constitutes a vital component of the work of every higher education institution, and Alhamdulillah, the Institute of Business Management (IoBM) demonstrates unwavering focus on this reality. We leave no stone unturned in terms of facilitating our faculty in their research endeavors. While reviewing the Abstract Book-2022, I feel gratified to note a significant upsurge in institutional research output, meriting the highest appreciation and commendation for our faculty. I anticipate their sustained dedication to propel this institution to unprecedented heights, in alignment with the visionary aspirations of its esteemed founder, Shahjehan Syed Karim - may his soul rest in peace Aa'meen.

It is an opportune time to encourage our faculty to prioritize applied research endeavors aimed at addressing societal and industrial challenges, thereby contributing to the betterment of our communities and industries. They should remain cognizant of UN SDG-17, that calls for ensuring alignment with the UN's Sustainable Development Goals, thereby positioning our institution alongside other outstanding centers of learning. I am confident that the Abstract Book-2022 serves as a valuable platform for our faculty and research scholars to showcase their work effectively, and provide them with opportunities to forge local and international research partnerships. This endeavor would not only enrich their academic pursuits but also contribute towards generating collaborative solutions to pressing global problems.

I take this opportunity to deeply appreciate the efforts of the IoBM Research Office (IRO), towards producing Abstract Book-2022, under the guidance of the Director Research, and I wish them success in their future endeavors.

**Sabina Mohsin**  
**Vice President, FHE and Chief Advisor, IoBM**

## **Rector's Message**



Research and its associated activities serve as a cornerstone of excellence for institutions of higher learning. In today's era of information, the quality of research output distinguishes higher education institutions (HEIs). Particularly in developing nations like Pakistan, the imperative for conducting applied research in partnership with the broader community and industry cannot be overstated. I commend the faculty of IoBM for their significant contributions to research throughout 2022, as evidenced by the comprehensive documentation in the Abstract Book-2022. It is gratifying to witness an upward trajectory in academic research across various fields and subjects. With full confidence, I believe that this second edition of the IoBM Abstract Book will effectively showcase the research endeavors of our faculty, fostering opportunities for collaborative research both locally and internationally.

I also take this opportunity to appreciate hard work and dedication put in by IoBM Research Office (IRO), headed by Director Research, in bringing out this wonderful second edition of IoBM's Abstract Book-2022.

**Prof. Tariq Rahim Soomro, PhD**

**Acting Rector-IoBM**

## IoBM Research Office (IRO)

### Team Members

**Dr. Muhammad Arif**

Director Research

[muhammad.arif@iobm.edu.pk](mailto:muhammad.arif@iobm.edu.pk)

Phone: (021)-111-002-004

Ext.: 755



**Anam Iqbal**

Officer – I

[anam.iqbal@iobm.edu.pk](mailto:anam.iqbal@iobm.edu.pk)

Phone: (021)-111-002-004

Ext: 738



## **Foreword**

It is a matter of great privilege and pleasure for the IoBM Research Office (IRO) to successfully bring out Abstract Book-2022. This comprehensive document spanning over 286 pages archives all the academic research undertaken by IoBM's faculty and research scholars during the year 2022. It includes abstracts of all the journal publications, Book chapters, papers presented at various local and international conferences and thesis/dissertations submitted by successfully graduating M Phil/Ms & PhD scholars. Most importantly, AB-2022 provides all the relevant information about any publication.i.e. URLs, DOIs, SSNs, Journals, Volume/Issue numbers and the publishers' addresses at one common place; facilitating the readers/researcher to delve further deep into this trove of latest research.

The overarching purpose of AB-2022 is to disseminate published research work of IoBM faculty and research scholars to a greater community of researchers in other universities, professional associations and policymakers. In this book, the prospective readers/researchers would observe diverse research streams ranging from business management and economics to computer science and engineering. It is fervently hoped, that this Abstract Book shall help in creating opportunities for collaborative research for IoBM faculty and scholars at local as well as international level; motivating researchers from other research centers and universities to cooperate and organize joint projects with the researchers at IoBM, facilitating mutual transfer of knowledge, skills, experiences and innovative ideas.

As Director Research, it is a matter of great satisfaction to note a remarkable increase in the institutional research output for which, our faculty and research scholars deserve highest appreciations and commendations.

Lastly, I would like to thank whole-heartedly to my team members for rendering their wonderful support to make AB-2022 a success.

**Dr. Muhammad Arif**

**Director Research**

## Summary of Faculty Research Publications 2022:

### IoBM Faculty Research Publications 2022 at Glance:

S. No.	Department	No. of Papers Published by the Faculty Members and Scholars in 2022		
1.	College of Business Management	a	Accounting & Finance	12
		b	Commercial & Professional Studies	5
		c	Entrepreneurship	7
		d	Health Management	12
		e	Industrial Management & Environment and Energy Management	4
		f	Management & HRM	29
		g	Marketing	20
		h	Supply Chain & Logistics	17
2.	College of Computer Science and Information Systems	a	CS and MIS	5
		b	Math & Statistics	6
3.	College of Engineering Science	a	Electrical Engineering	3
		b	Engineering Management	5
4.	College of Economics and Social Development	a	Education	6
		b	Business Psychology	5
		c	Economics	16
		Total		152





## 1. College of Business Management (CBM)

S. No.	Faculty	Department	No. of paper published by Faculty Members
1	Faculty/College of Business Management	a Accounting & Finance	12
		b Commercial & Professional Studies	5
		c Entrepreneurship	7
		d Health Management	12
		e Industrial Management & Environment and Energy Management	4
		f Management & HRM	29
		g Marketing	20
		h Supply Chain & Logistics	17
		<b>Total</b>	<b>106</b>

### 1 (a). Department of Accounting & Finance

1.	<b>Author(s)</b>	Aniqa Arslan, Arslan Qayyum, Sharique Ayyubi	To help the industry, outsourcing was found to be the most efficient method. An extensive literature analysis was done to assess the macroeconomic factors associated with outsourcing to supplement the anxious parties' decision-making process with evidence-based comprehensive tools. As a theoretical framework for evaluating these issues, transaction cost economies and resource-based perspective theories are investigated. Outsourcing is proven to be a result of energy crises and political instability. The advantages of outsourcing assist major industries in the economy. To discover the key drivers behind outsourcing, we used the vector autoregressive (VAR model) and step-wise regression techniques for the period 1992 to 2016. This research adds to the literature in that it not only explains the energy issue but also discusses
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The Impact of Energy Crisis and Political Instability on Outsourcing: An Analysis of the Textile Industry of Pakistan	
	<b>Journal Name</b>	Journal of Asian Finance, Economics & Business	
	<b>College</b>	College of Business	

		Management	the dilemma of political instability in the country in the context of outsourcing. The findings indicate that labor cost and export tendency have a positive impact on outsourcing strategy, which confirms the study's third and fourth hypotheses. Customs tax, inflation, and the unemployment rate, on the other hand, have a negative impact on textile outsourcing in Pakistan, according to the study's fifth, sixth, and seventh hypotheses
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Outsourcing, Political Instability, Energy Shortage, Custom Duty, Inflation, Textile Industries	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	0235–0243	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	2213-6975	
	<b>DOI</b>	10.13106/jafeb.2022.vol9.no3.0235	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/369231067_The_Impact_of_Energy_Crisis_and_Political_Instability_on_Outsourcing_An_Analysis_of_the_Textile_Industry_of_Pakistan">https://www.researchgate.net/publication/369231067_The_Impact_of_Energy_Crisis_and_Political_Instability_on_Outsourcing_An_Analysis_of_the_Textile_Industry_of_Pakistan</a>	

2.	<b>Author(s)</b>	Yousuf Aboya, Nayeem-ul-Ansari, Bilal Ahmed Chishty, Arsalan Hussain	<p>Purpose:</p> <p>This current study aims to identify the socioeconomic determinants of crime in Pakistan and India and compare the results of both the countries, which are unemployment, education, poverty, and economic growth.</p> <p>Methodology:</p> <p>The study is quantitative. Time series data for the period 1996 to 2020 has been taken and Autoregressive Distributed Lag (ARDL) bound testing approach to cointegration is applied for empirical verifications</p> <p>Findings:</p> <p>The results show that in Pakistan education and poverty are the important determinants of crime in the long run whereas in the short-run education is found to be the key cause of crime. On the other hand, in India poverty is an important determinant of crime.</p> <p>Conclusion:</p> <p>All over the world, the rate of crime has been increasing over time. The study is unique in the sense that causes of crime is studied in the two major south Asian countries India &amp; Pakistan with a total population of over 1,500 million peoples. The outcome of the study will be helpful for the policymakers to overcome the shortfall in battling the crimes in the countries.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Comparative study of socioeconomic determinates of crime in Pakistan and India: An econometric analysis	
	<b>Journal Name</b>	Review of Management Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Crime, socioeconomic, unemployment, education, economic growth, poverty	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	211-224	
	<b>Volume No.</b>	4	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.53909/rms.04.01.0116">https://doi.org/10.53909/rms.04.01.0116</a>	
	<b>URL/Link</b>	<a href="https://scholar.google.com/citations?view_op=view_citation&amp;hl=en&amp;user=HiEgWPsAAAAJ&amp;c">https://scholar.google.com/citations?view_op=view_citation&amp;hl=en&amp;user=HiEgWPsAAAAJ&amp;c</a>	

		itation_for_view=HiEgWPsAA AAJ:d1gkVwhDpl0C	
--	--	--	--

<b>3.</b>	<b>Author(s)</b>	Zhang Yu , George Thomas, Kiran Jameel , Muhammad Tanveer, Laeeq Janjua	<p>This research aims to investigate the connection between logistic indicators, trade, renewable energy, and ICT on transport services in the selected 33 developed European countries. The researchers used the panel data from the 33 developed European countries to test the hypothesis. Panel GMM is an optimal modeling choice in this study from data sets ranging from 2007 to 2020. The results revealed that transport services have a significant positive relationship with trade, renewable energy, ICT, and internet usage. Also, the logistic indicators have a significant positive connection with transport services. Furthermore, renewable energy and transport services have a significant positive association with transport services. ICT adoption positively affects road freight transport by enhancing operations' safety, suitability, visibility, and accountability. The effectiveness of these indicators is considerably affected by transport flow predictions and resource allocation strategy. Moreover, the management of high-quality operations requires optimization, and using transport and logistics management systems for transportation services makes it feasible to get optimal outcomes.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Nexuses between international trade, renewable energy, and transport services: Leading toward practical implications and trade policies	
	<b>Journal Name</b>	Frontiers in Environmental Science	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	logistic indicators, transport services, trade, renewable energy, information communication technology	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-9	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.3389/fenvs.20">https://doi.org/10.3389/fenvs.20</a>	

		22.980648	
	<b>URL/Link</b>	<a href="https://www.frontiersin.org/articles/10.3389/fenvs.2022.980648/full">https://www.frontiersin.org/articles/10.3389/fenvs.2022.980648/full</a>	
<b>4.</b>	<b>Author(s)</b>	Ahsan Akbar, Arsalan Hussain, Arfan Shahzad, Hana Mohelska and Rohail Hassan	<p>The adoption of e-commerce is essential in today's dynamic business environment to optimize the overall firm performance of manufacturing SMEs. This research investigates the influence of environmental and technological factors to promote e-commerce adoption and subsequent firm performance in manufacturing SMEs. Technology usage for sustainable production is becoming a global phenomenon, though it seems less prevalent in emerging economies. Fewer studies address technology adoption issues to enhance corporate performance in Pakistani manufacturing SMEs. The present study adopted a resource-based view with the diffusion of innovation theory to formulate a research framework. We chose a stratified proportionate random sampling method to collect data by selecting four heterogeneous strata. Out of 800 distributed questionnaires, 368 top- and middle-level managers of textile, leather, sports, and surgical SMEs of Pakistan returned the questionnaire. This study employed PLS-SEM for empirical analysis. The results showed that both the technological factors' relative advantage and technology readiness have a significant positive relationship with the use of e-commerce. However, environmental factors, i.e., competitive pressure, have an insignificant effect on e-commerce usage. Nevertheless, the government support has a significant positive effect on e-commerce usage in SMEs. Overall, e-commerce adoption depicts a positive association with firm performance.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Environmental and technological factor diffusion with innovation and firm performance: Empirical evidence from manufacturing SMEs	
	<b>Journal Name</b>	Frontiers in Environmental Science	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	resource-based view, e-commerce adoption, technology readiness, environmental factors, technological factors, firm performance	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-16	

	<b>Volume No.</b>	10	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2296-665X	
	<b>DOI</b>	<a href="https://doi.org/10.3389/fenvs.2022.960095">https://doi.org/10.3389/fenvs.2022.960095</a>	
	<b>URL/Link</b>	<a href="https://www.frontiersin.org/articles/10.3389/fenvs.2022.960095">https://www.frontiersin.org/articles/10.3389/fenvs.2022.960095</a>	
<b>5.</b>	<b>Author(s)</b>	Arslan Qayyum, Anika Arslan, Sharique Ayyubi	<p>The goal of the study is to find out how the growth of pension funds and their accumulation factors are related. Step-wise regression approach was utilized on a dynamic panel data model to verify the individual significance of included variables in the model systematically in order to bring out the core accumulation elements which are driving the pension fund's development, and R2-change was observed for this purpose. The study explores that OECD economies behave differently on the bases of their growth perspective i.e., Defined Benefits, and Employers' Contributions are positively contributing to pension funds in HGO economies and negative in LGO ones, showing that DB is hardly practised in the latter ones and is replaced by DC plan. The approach utilized in this article could be of practical value to policymakers and data analysts in OECD pension funds departments when making decisions on pension fund governance and the underlying fundamental drivers.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Shifting Patterns from Defined Benefit to Defined Contributions: An Empirical Analysis of Selected OECD Countries	
	<b>Journal Name</b>	Global Economics Review	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Pension Funds' Growth, Defined Contribution, Defined Benefit, Occupation Pension Funds, Employee Contribution, Employer Contribution	

	<b>HEC Category</b>	Y	
	<b>Pages</b>	177-193	
	<b>Volume No.</b>	7	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://dx.doi.org/10.31703/ger.2022(VII-I).15">https://dx.doi.org/10.31703/ger.2022(VII-I).15</a>	
	<b>URL/Link</b>	<a href="https://www.gerjournal.com/article/shifting-patterns-from-defined-benefit-to-defined-contributions-an-empirical-analysis-of-selected-oecd-countries">https://www.gerjournal.com/article/shifting-patterns-from-defined-benefit-to-defined-contributions-an-empirical-analysis-of-selected-oecd-countries</a>	
<b>6.</b>	<b>Author(s)</b>	Muhammad Faisal Sultan, Muhammad Nawaz Tunio, Imam Uddin	<p>The COVID-19 pandemic has caused several changes in society, especially in the educational context, where several learning methodologies and social interactions have been modified significantly. This fact could have had a negative impact on academic stress levels of students and the classroom climate, especially in the university context. The main aim of the present study was to identify changes in academic stress and the perceived classroom climate caused by COVID-19 in a sample of Spanish university students. Academic stress was evaluated through the Stressor Academic Scale (SAS) and perceived classroom climate employing the Perceived Classroom Responsibility Climate (PCRC) questionnaire. A longitudinal study was conducted. 135 students (97 females and 38 males) from the Gastronomy (n = 31) and Criminology (n = 104) degrees were evaluated before and after the COVID-19 lockdown in Spain. Academic stress levels and perceived classroom climate were analyzed before (Time</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Gauging the COVID-19 on Academic Stress on Tertiary Level Female Students on the eve of COVID-19	
	<b>Journal Name</b>	KASBIT Business Journal	
	<b>College</b>	College of Business Management	



	<b>Department</b>	Accounting & Finance	1) and after (Time 2) the lockdown declaration. An increase in academic stress was found, especially in the categories regarding Teachers' Methodological Deficiencies, Academic Over-Burden and Beliefs About Performances. Females and final year students suffered higher levels of academic stress. No differences were found between Time 1 and 2 in perceived classroom climate. The obtained results point out a significant increase of academic stress in university students due to the COVID-19 pandemic in Spain. The implemented educational changes and the uncertainty that resulted from the pandemic could have a significant negative impact on mental health in this population, resulting in higher levels of academic stress, especially in females and final year students. Future studies should analyze the strategies that students are employing to cope with these educational challenges and intervention strategies to promote them in the context of higher education.
	<b>Keywords</b>	COVID-19; academic stress; perceived classroom climate; university; students	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-15	
	<b>Volume No.</b>	19	
	<b>Issue No.</b>	7	
	<b>ISSN</b>	4398	
	<b>DOI</b>	<a href="https://doi.org/10.3390/ijerph19074398">https://doi.org/10.3390/ijerph19074398</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/1660-4601/19/7/4398">https://www.mdpi.com/1660-4601/19/7/4398</a>	
7.	<b>Author(s)</b>	Arfan Shahzad, Nurhana Zahrullail, Ahsan Akbar, Hana Mohelska and Arsalan Hussain	As Fintech has grown exponentially in recent years, several researchers have examined how information technology is applied in the financial services sector, with a focus on the extended practice of its application. However, fewer studies have investigated the factors influencing the acceptance of Fintech services. In order to examine how consumers adopt Fintech services, this research presents an enhanced technology acceptance model (TAM) that integrates perceived usefulness, perceived ease of use, user innovativeness, and trust as factors of attitude towards using Fintech platforms and behavioral intention to use Fintech platforms. The questionnaires were sent to 867 of Portal MyAzZahra's customers, and 273 complete questionnaires were received. The data were then analyzed to comprehend whether the proposed hypotheses
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	COVID-19's Impact on Fintech Adoption: Behavioral Intention to Use the Financial Portal	
	<b>Journal Name</b>	Journal of Risk and Financial Management	

	<b>College</b>	College of Business Management	<p>were accepted or rejected. The findings depict that consumers' trust, perceived ease of use, and customer innovation in Fintech services substantially impact the attitude towards adoption and behavioral intention to use the Fintech online platform. However, perceived usefulness does not significantly influence the attitude towards adoption and the behavioral intention to use the online loan aggregator. By integrating these factors into Fintech services with TAM, this study adds to the literature on adopting Fintech services by offering a more holistic perspective of the factors affecting consumers' attitudes</p>
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	technology acceptance model (TAM); Fintech services; attitude; trust and perceived ease of use	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	438(1-18)	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	10	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.3390/jrfm15100428">https://doi.org/10.3390/jrfm15100428</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/1911-8074/15/10/428">https://www.mdpi.com/1911-8074/15/10/428</a>	
<b>8.</b>	<b>Author(s)</b>	Arsalan Hussain, Minhas Akbar, Arfan Shahzad, Petra Poulouva, Ahsan Akbar	<p>This research aims to examine the mediating role of the use of the e-commerce and moderating influence of entrepreneurial competencies on the performance of small and medium enterprises (SMEs). The study data were collected via a structured questionnaire comprised of a seven-point Likert scale from practitioners serving at the top and middle-level positions in Pakistani SMEs. The Partial Least Squares Structural Equation Modelling (PLS-SEM) technique was applied on 250 useable returned questionnaires. The results showed that the association between the use of e-commerce and firm performance is positively significant. Moreover, the use of e-</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	E-Commerce and SME Performance: The Moderating Influence of Entrepreneurial Competencies	

	<b>Journal Name</b>	International Review of Administrative Sciences	commerce mediates the positive association between technological readiness, adoption cost, and firm performance. However, the moderating role of entrepreneurial competencies does not appear as significant between the use of e-commerce and manufacturing SMEs' performance. The present study is the first to explore entrepreneurial competencies as a moderator between e-commerce adoption and firm performance. The empirical outcomes of this research provide useful theoretical and practical implications for the managers and practitioners to understand the underlying factors for the successful implementation of e-commerce in the SME sector to enhance firm performance.
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	e-commerce; entrepreneurial competencies; small and medium enterprises; technological readiness; adoption cost; resource-based view; diffusion of innovation; Pakistan	
	<b>HEC Category</b>	W	
	<b>Pages</b>	13	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.3390/admsci12010013">https://doi.org/10.3390/admsci12010013</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2076-3387/12/1/13">https://www.mdpi.com/2076-3387/12/1/13</a>	

<b>9.</b>	<b>Author(s)</b>	Arslan Qayyum, Anika Arslan, Tania Laghari	Significance of economy of Pakistan cannot be ignored in Asia. The paper targets the backbone industry of Pakistan. The purpose of the study is to facilitate the Outsourcing practitioners, policy makers, production
	<b>Author(s)</b>	Institute of Business	

	<b>Affiliation</b>	Management	<p>managers to analyze the outsourcing encouraging factors in the textile industry of Pakistan. The economy is facing a massive industry drain in the past few years as around forty percent of the industry has moved abroad, which become the issue of concern for the state to take effective step to stop further industrial drain, in such situation outsourcing popped up to be suitable remedy to support the industry. The study applies multiple case studies method to identify the exact factors that encourage outsourcing in the economy. By way of in-depth interviews and triangulation confirmation, the textile firms located in industrial hubs of the country were interviewed and qualitative data was gathered. The investigation brought out cost competency, quality enhancement, core competency, firm ownership, geographical location, energy shortage, and political instability along with some other factors to be important in driving the textile firms to outsource. A cross case analysis is also made to compare inter firm outsourcing scenario. The research is based on three textile giants and has come up with exploratory findings which will help to continue the research in future to improve the industry production. The research paper contributes towards the policy making of the country by lightening the path that leads towards the betterment of the textile industry by depicting the core factors which hold behind outsourcing decision and makes its practice justified economically.</p>
	<b>Title</b>	An In-Depth Analysis of Outsourcing Factors from Textile Industry of Pakistan	
	<b>Journal Name</b>	Pakistan Journal of Social Research	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Outsourcing, Cost Efficiency, Focus on Core, Energy Shortage, Textile Industry	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-13	
	<b>Volume No.</b>	4	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.52567/pjsr.v4i04.911">https://doi.org/10.52567/pjsr.v4i04.911</a>	
	<b>URL/Link</b>	<a href="https://pjsr.com.pk/ojs/index.php/PJSR/article/view/911">https://pjsr.com.pk/ojs/index.php/PJSR/article/view/911</a>	

<b>10.</b>	<b>Author(s)</b>	Zhang Yu · Hafz Muhammad Zia-ul-haq, Kiran Jameel · Muhammad Tanveer, Laeeq Razzak Janjua	<p>This research attempts to model the association of crude oil imports with several macroeconomic factors such as renewable energy, transport services, trade, industrial value-added, and patents, using Germany's</p>
------------	------------------	---	--

	<b>Author(s) Affiliation</b>	Institute of Business Management	<p>annual data covering the period of 1990–2020. Employing the Autoregressive Distributed Lag model, this study finds a significant co-integration relationship among targeted variables. Moreover, this study provides empirical evidence on the influence of given macroeconomic factors in determining crude oil imports of Germany. Results reveal that transport services and industrial value-added positively and significantly influence crude oil imports in the long and short run. Similarly, trade is discovered to have a significant positive impact on oil imports only in the long run. In contrast, findings reveal a significant negative association of renewable energy with crude oil imports. Hence, this research implies that the transportation sector and industrial production strongly depend on crude oil consumption. At the same time, promoting renewable energy in these segments could significantly help economies control crude oil demand and achieve sustainability by reducing the economic burden and protecting the environment.</p>
	<b>Title</b>	Nexus between crude oil imports, renewable energy, transport services, and technological innovation: a fresh insight from Germany	
	<b>Journal Name</b>	Journal of Petroleum Exploration and Production Technology	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Crude oil · Renewable energy · Trade · Transport services · Industrial value-added	
	<b>HEC Category</b>	X	
	<b>Pages</b>	2887-2897	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1007/s13202-022-01487-0">https://doi.org/10.1007/s13202-022-01487-0</a>	
	<b>URL/Link</b>	<a href="https://link.springer.com/article/10.1007/s13202-022-01487-0">https://link.springer.com/article/10.1007/s13202-022-01487-0</a>	

11.	<b>Author(s)</b>	Muhammad Asim Khan, Arsalan Hussain, Muhammad Muzaffar Ali, Mohsin Ali	<p>The concept of liquidity has been widely discussed in the literature of financial management to determine its influence on the different aspects of company's financial performance. In a firm, there is a deficit and surplus in liquidity related to stock and it needs to be monitored to control the equity of a company. Deficit liquidity arises from a shortage in stocks and this can cause the profitability to below and this can cause a cashflow concern for the company. Hence, it is critical to evaluate the impact of liquidity on the returns and value of the study. Therefore, the following research is mainly conducted to investigate the effect of liquidity on the stock return from the context of two markets which are Pakistan and the United Kingdom. The data is gathered from total of 60 companies where the 30 companies belong to Pakistan whereas the remaining 30 companies are from UK. The time frame from which the data is collected is from 2005 till 2019 which makes a total time period of 15 years. With respect to the results of regression of the Pakistani data, it was determined that the illiquidity has significant and negative influence on the stock return whereas interest rate and HML has significant and positive influence on stock return. It is clear that the investors are highly concerned with the liquidity of the Pakistani companies as the increase of liquidity would cause reducing the stock return. While reflecting to the results of regression on UK data, it was identified that illiquidity has insignificant influence whereas the book to market, SMB, HML, IR and LNGDP has significant influence. Book to market and interest rate has negative influence on stock return whereas SMB, HML, interest rate and GDP have positive effect on stock return. Furthermore, recommendation and limitations are also highlighted in the study.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Assessing the impact of liquidity on the value of assets return	
	<b>Journal Name</b>	Global Business Review (GBMR)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Liquidity, Stock Return, Pakistan Stock Exchange, London Stock Exchange	
	<b>HEC Category</b>	X	
	<b>Pages</b>	54-76	
	<b>Volume No.</b>	14	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.32890/gbmr.2022.14.1.4">https://doi.org/10.32890/gbmr.2022.14.1.4</a>	

	<b>URL/Link</b>	<a href="https://e-journal.uum.edu.my/index.php/gbmr/article/view/16710">https://e-journal.uum.edu.my/index.php/gbmr/article/view/16710</a>	
--	-----------------	---	--

<b>12.</b>	<b>Author(s)</b>	Shafaque Fatima, Muhammad Ali, Muhammad Ismail Saad	<p><b>Purpose</b></p> <p>This study investigated the influence of students' conceptions of feedback (ScoF) dimensions on academic self-efficacy (SE) and self-regulation (SRG).</p> <p><b>Design/methodology/approach</b></p> <p>The study employed the partial least squares structural equation modeling (PLS-SEM) approach on a sample data of 528 students from ten different universities of Karachi city.</p> <p><b>Findings</b></p> <p>Results indicate that active use of feedback (AUF) and enjoyment (ENJ) has a positive and significant impact on SE, while ignorance showed an adverse and significant effect on SE. Additionally, SE showed its positive and significant influence on self-regulation. However, meet expectation (MEXPT), peers' help (PHP) and tutor comment (TC) showed a positive but insignificant impact on SE.</p> <p><b>Originality/value</b></p> <p>The study provides useful insights for academicians and policymakers to develop a comprehensive strategy for university students to improve their academic SE and self-regulation.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Effect of Students' Conceptions of Feedback on Academic Self-efficacy and Self-regulation: Evidence from Higher Education in Pakistan	
	<b>Journal Name</b>	Journal of Applied Research in Higher Education	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Conceptions of feedback, Academic self-efficacy, Self-education, Higher education	
	<b>HEC Category</b>	X	
	<b>Pages</b>	180-199	
	<b>Volume No.</b>	14	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2050-7003	

	<b>DOI</b>	<a href="https://doi.org/10.1108/JARH-E-07-2020-0209">https://doi.org/10.1108/JARH-E-07-2020-0209</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/JARH-E-07-2020-0209/full/html#:~:text=Results%20indicate%20that%20active%20use,significant%20influence%20on%20self%2Dregulation.">https://www.emerald.com/insight/content/doi/10.1108/JARH-E-07-2020-0209/full/html#:~:text=Results%20indicate%20that%20active%20use,significant%20influence%20on%20self%2Dregulation.</a>	

#### 1(b). Department of Supply Chain Management

<b>Sr. No.</b>			<b>Abstract</b>
<b>1</b>	<b>Author(s)</b>	Sharfuddin Ahmed Khan, Muhammad Shujaat Mubarik, Simonov Kusi-Sarpong, Himanshu Gupta, Syed Imran Zaman, Mobashar Mubarik	The advent of blockchain technologies is transmuting the way conventional supply chains are being managed. Due to the complexity of dealing with many actors involved in the supply chain networks, contemporary supply chains have limited visibility, transparency, and accountability. Likewise, supply chains are increasingly facing the challenge of integration and sustainability. In this vein, blockchain technologies can play a groundbreaking role in improving the traceability, accountability, and sustainability of complex supply chain networks. The present study examines the instrumentality of blockchain technologies in enabling supply chain mapping and supply chain integration. The study also tests the direct impact of blockchain technologies on supply chain sustainability. Data are collected from 132 Malaysian Electrical and Electronics firms using a close-ended questionnaire. The study employs Partial Least Squares-Structural Equation Modelling (PLS-SEM) and Partial Least Squares-Multi Group Analysis (PLS-MGA) for analyzing the hypothesized relationships. The results show that blockchain technologies do not have a direct impact on supply chain sustainability. Nevertheless, this finding reveals a robust indirect effect of BT, through SC integration and SC mapping, on the SC sustainability. The study's findings imply that the notion of the sustainable supply chain can be significantly attained by mapping
	<b>Author(s) Affiliation</b>	Institute of Business Management, Karachi  School of Economics and Management, Southwest Jiaotong University, Chengdu, China,  Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST), Karachi,  Jinnah University for Women, Karachi.	
	<b>Title</b>	Blockchain technologies as enablers of supply chain mapping for sustainable supply chains	
	<b>Journal Name</b>	Business Strategy and the Environment	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	



	<b>Keywords</b>	Sustainability, supply chain mapping, supply chain integration	upstream, midstream, and downstream supply chains. The well-mapped supply chain can further improve supply chain sustainability. The findings of the study also suggest the adoption of blockchain technologies as a broad-based strategy to attain multi-tier goals, for example, supply chain mapping, sustainability, and integration.
	<b>HEC Category</b>	W	
	<b>Pages</b>	3742-3756	
	<b>Volume No.</b>	31	
	<b>Issue No.</b>	8	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1002/bse.3029">https://doi.org/10.1002/bse.3029</a>	
	<b>URL/Link</b>	<a href="https://onlinelibrary.wiley.com/doi/10.1002/bse.3029">https://onlinelibrary.wiley.com/doi/10.1002/bse.3029</a>	
<b>2.</b>	<b>Author(s)</b>	Zeeshan Asim, Ibrahim Rashid Al Shamsi, Surriyya Sarwat	The evolution of the smart healthcare system under industry 4.0 is going through the reshaping of Health 5.0. The paramount urgency came from the management of the electronic health records (EHR) system that helps clinical professionals upload, screen, share and access the healthcare data hosted from cloud databases at any time. However, hosted information at cloud servers was susceptible to vigorous security outbreaks by maleficent entities to access patient clinical data, which undoubtedly was sold for illegal purposes. To dilute such obstacles, emerging technologies such as AI (artificial intelligence), machine learning (ML), deep learning (DL), augmented reality (AR), virtual reality (VR), big data analytics, block chain, cloud computing, 5G, digital mobile technologies, advance robotics, Internet of thing, (IoT) and Web 3.0 were integrated to previous healthcare generations [4].
	<b>Author(s) Affiliation</b>	Institute of Business Management, Karachi	
	<b>Title</b>	Shaping Healthcare System Under Industry 5.0: Trends and Barriers	
	<b>Journal Name</b>	Sudan Journal of Medical Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	Industry 4.0, 5G, augmented reality (AR), virtual reality (VR), big data analytics, block chain, cloud computing	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	424–426	
	<b>Volume No.</b>	17	

	<b>Issue No.</b>	3	
	<b>ISSN</b>	-	
	<b>DOI</b>	10.18502/sjms.v17i3.12115	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/364078004_Shaping_Healthcare_System_Under_Industry_50_Trends_and_Barriers">https://www.researchgate.net/publication/364078004_Shaping_Healthcare_System_Under_Industry_50_Trends_and_Barriers</a>	
<b>3.</b>	<b>Author(s)</b>	Muhammad Shujaat Mubarik, Navaz Naghavi	<p>Globalization has enabled firms to specialize and to increase the intensity of R&amp;D, innovation, and capital in their output. Likewise, globalization has also spurred new technology, helping to make economies greener and more productive. Owing to the opportunities provided by globalization, firms are increasingly tapping cross-border markets through internationalization. We argue that firms operating in the countries more prone to the environment and energy than the home country face external and internal challenges to reduce their nonrenewable energy consumption. The external challenge appears in the shape of the increasing regulations and environmental compliance pressures from the country in which a firm operates. Internal pressure comes from the firm's human capital. Firms need a comparatively higher level of human capital to operate in countries with stringent environmental and energy consumption regulations. The higher level of human capital pushes firms to go green by reducing nonrenewable energy consumption. This chapter reviews the literature on the paradox of firm internationalization, human capital, and energy consumption to develop a testable model. The developed model is then tested by using the data from the manufacturing sector of Pakistan. The country has a comparatively higher tolerance toward environmental degradation and nonrenewable energy consumption. The results of the study highlight that the quest for internationalization can drastically increase the consumption of nongreen energy in Pakistan in the short and medium run. Further, human capital can play an influential role in channeling the demand for energy toward demand for green energy. The findings of the study yield important policy insights from the perspective of domestic</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Quest for energy efficiency: the role of human capital and firm internationalization	
	<b>Journal Name</b>	Journal of Internationalization and Localization	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	Energy consumption; Environmental degradation; Globalization; Internationalization	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	311-322	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	9780128244401	
	<b>DOI</b>	<a href="https://doi.org/10.1016/B978-0-12-824440-1.00018-7">https://doi.org/10.1016/B978-0-12-824440-1.00018-7</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/B9780128244401000187">https://www.sciencedirect.com/science/article/pii/B9780128244401000187</a>	

			environmental performance of the firms operating in South Asia.
4.	<b>Author(s)</b>	Midhat Nadeem, Muhammad Junaid, Irfan Hameed	The widespread adoption of energy-saving appliances has emerged as a key strategy for energy conservation and emission reduction in Pakistan under the simultaneous pressures of a lack of electricity and air pollution. On the other side, despite having an increased awareness about climate issues including haze, the translation of favorable attitudes and positive purchase intention into proenvironmental consumer behavior and the anti-haze properties of energy-efficient household appliances is explorable. The structural equation model and the hierarchical regression model were used to evaluate the 389 valid questionnaires. The initiative used non-probability purposive sampling to collect data. For the analysis of the structural model, SmartPLS-SEM 4.0.8.1 was employed. The findings demonstrate that haze pollution has encouraged urban residents in Pakistan to use energyefficient appliances. Environmental concerns and perceived consumer effectiveness have a significant favorable impact on consumers' purchase intention of energy-efficient household appliances. Consumers' pro-environmental behavior is influenced by purchase intention, which is in itself shaped by subjective norms, attitudes perceived consumer effectiveness,s and environmental concern. On the basis of the empirical findings, this research also suggests strategies to encourage consumers to purchase energy-efficient appliances
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Factors Influencing Environmentally Sustainable Consumer Behavior-Extended Theory of Planned Behavior (TPB) in the Context of Haze Governance.	
	<b>Journal Name</b>	Abasyn Journal of Social Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	Theory of planned behavior, Energy efficient household appliances, Environmental concern, Perceived consumer effectiveness, Herd mentality theory of planned behavior, trust, price consciousness.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	167-184	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.34091/AJSS.15.2.07">https://doi.org/10.34091/AJSS.15.2.07</a>	
	<b>URL/Link</b>	<a href="http://ajss.abasyn.edu.pk/admineditor/papers/AJSS-15-2-07.pdf">http://ajss.abasyn.edu.pk/admineditor/papers/AJSS-15-2-07.pdf</a>	
5.	<b>Author(s)</b>	Syed Abdul Rehman Khan, Adeel Syed Ali Shah, Zhang Yu, Muhammad Tanveer	Purpose The circular economy (CE) is an evolving subject transitioning from conceptualization

	<b>Author(s) Affiliation</b>	Institute of Business Management	<p>to empirical testing. Over the past decade, researchers have done an exhaustive study to understand the concept of CE and its realized values both financially and environmentally on organizations that have traditional business models based on linear consumption. For understanding the transitional phenomena completely, the paper aims to review the current and emerging research trends in CE to ascertain future direction.</p> <p>Design/methodology/approach The research was conducted on 91 articles published in the study area during the past decade (2016–2021) in renowned peer-reviewed journals. The criteria set to review literature are based on the following assortment: CE drivers, CE barriers, definitions by different authors, yearly distribution of the publication, research publisher and journals, google citation and methodology used in the selected research articles.</p> <p>Findings The study suggests that researchers from the selected years are keen to understand the transition and its critical factors by bringing forward frameworks and incorporating CE with digital technologies. The digital technology implied are Industrial Technology (IR) 4.0, Big Data, Internet of Things (IoT), Artificial Intelligence, Blockchain and Data Analytics to increase organizational and environmental performance. CE researchers need to use empirical testing in different sectors to understand and bring forward more improvised business models and practices according to the dynamics of the industry.</p> <p>Originality/value The literature review suggests gaps exist to integrate the micro, meso and macro levels to get CE implementation's system-wide benefits. The study has also identified that many CE frameworks available in the literature for implementation must be empirically tested to yield performance results.</p>
	<b>Title</b>	A systematic literature review on circular economy practices: challenges, opportunities and future trends	
	<b>Journal Name</b>	Journal of Entrepreneurship in Emerging Economies	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	Sustainability, Green technology, systematic literature review, meta-analysis. Circular economy	
	<b>HEC Category</b>	X	
	<b>Pages</b>	754-795.	
	<b>Volume No.</b>	14	
	<b>Issue No.</b>	5	
	<b>ISSN</b>	2053-4604	
	<b>DOI</b>	<a href="https://doi.org/10.1108/JEEE-09-2021-0349">https://doi.org/10.1108/JEEE-09-2021-0349</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/JEEE-09-2021-0349/full/html">https://www.emerald.com/insight/content/doi/10.1108/JEEE-09-2021-0349/full/html</a>	
<b>6.</b>	<b>Author(s)</b>	Qader Ghulam, Junaid Muhammad, Abbas Qamar, Mubarik Muhammad Shujaat	Drawing on information processing theory and resource-based view (RBV), this study examines the impact of industry 4.0 on

			<p>supply chain performance (SCP). The study also explores how supply chain resilience (SCRes) and supply chain visibility (SCV) influence the association between Industry4.0 and SC performance. Cross-sectional data was collected from 458 respondents working in food, beverage, and pharmaceutical companies using a close-ended questionnaire. The study employed partial least square structural equation modeling (PLS-SEM) to analyze the hypothesized relationships. The findings confirmed a significant and substantial impact of Industry4.0 on SC performance. Similarly, findings also depicted a significant mediating role of SCRes between Industry 4.0 and SCP. Furthermore, results also found a significant moderating role of SCV in a way that it reinforced the impact of Industry 4.0 on SCRes. This study provides an understanding of Industry 4.0 applications and their role between SCRes and SCV. The results of the study suggest the adoption of Industry 4.0 technologies uplifts SC resilience and SC performance thereon.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Industry 4.0 enables supply chain resilience and supply chain performance	
	<b>Journal Name</b>	Technological Forecasting and Social Change	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	Industry 4.0; IoT; Machine learning; Supply chain resilience; Supply chain visibility; Supply chain performance	
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	185	
	<b>Issue No.</b>	122026	
	<b>ISSN</b>	00401625	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.techfore.2022.122026">https://doi.org/10.1016/j.techfore.2022.122026</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0040162522005479?via%3DiHub">https://www.sciencedirect.com/science/article/abs/pii/S0040162522005479?via%3DiHub</a>	
<b>7.</b>	<b>Author(s)</b>	Ghulam Qader, Zubair Ali Shahid, Muhammad Junaid, Imran Mehboob Shaikh, Muhamamd Asif Qureshi	<p><b>Purpose</b> This paper aims to examine the factors that drive the exporter's influence toward halal meat supply chain adoption by encompassing the diffusion of innovation (DOI) theory in the context of Pakistan.</p> <p><b>Design/methodology/approach</b> Using DOI as an underpinning theory, this study evaluates halal supply chain adoption by collecting data from the members of associations from Pakistan. A total of 258 useable responses were received, and PLS-</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The role of diffusion of innovation theory towards the adoption of halal meat supply chain	

			SEM was adopted using SmartPLS.
	<b>Journal Name</b>	Journal of Islamic Marketing	<p>Findings The exporter's adoption of the halal supply chain is determined not only by perceived relative advantage and perceived compatibility but also by perceived complexity, religious beliefs and awareness.</p> <p>Research limitations/implications Though this study has practical and managerial implications, it has few limitations. Further studies need to be conducted in other contexts as well with a larger population.</p> <p>Originality/value There are limited studies that have tested DOI theory in the context of the halal meat supply chain in Pakistan. Therefore, the author extends the diffusion theory of innovation in the current work. Further, this paper will be a helpful reference guide for academicians, practitioners and researchers.</p>
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	Halal supply chain, Halal meat, Pakistan, Diffusion of innovation theory	
	<b>HEC Category</b>	X	
	<b>Pages</b>	1221-1228	
	<b>Volume No.</b>	14	
	<b>Issue No.</b>	5	
	<b>ISSN</b>	1759-0833	
	<b>DOI</b>	<a href="http://doi.org/10.1108/JIMA-01-2021-0032">http://doi.org/10.1108/JIMA-01-2021-0032</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/JIMA-01-2021-0032/full/html">https://www.emerald.com/insight/content/doi/10.1108/JIMA-01-2021-0032/full/html</a>	

8.	<b>Author(s)</b>	Muhammad Mujtaba Muhammad Shujaat Mubarak Kamran Ahmed Soomro	Purpose The study aims to develop a construct to measure talent management (TM) in an organization.
	<b>Author(s) Affiliation</b>	Institute of Business Management	Design/methodology/approach The study adopts a fourfold approach to develop the construct. Data were collected through close-ended questionnaires by conducting surveys from human resource professionals. Exploratory factor analysis and confirmatory factor analysis techniques were employed to analyze the data and develop the construct.
	<b>Title</b>	Measuring talent management: a proposed construct	
	<b>Journal Name</b>	Employee Relations	
	<b>College</b>	College of Business Management	Findings Results of the study indicate that TM practices are crucial in changing business dynamics. A final 26 items under 5 factors
	<b>Department</b>	Supply Chain Management	

	<b>Keywords</b>	Talent Management, Strategies, Construct	<p>(identification of critical positions, talent acquisition, talent development, talent engagement, and talent retention) were found significant and integrated TM strategies in uncertain economic environments.</p> <p>Practical implications</p> <p>This research focuses on the entire process of the TM cycle and develops an integrated construct of TM; thus, the study will provide an in-depth understanding of TM strategies to practitioners and researchers, facilitate researchers for the effective conduct of empirical research work on TM, whereas, for practitioners, this work will support in designing of TM strategies leading to organizational performance.</p> <p>Originality/value</p> <p>This is the first research study that has been done in the context of South Asia. It will help build up TM strategies to the necessity of a business environment.</p>
	<b>HEC Category</b>	W	
	<b>Pages</b>	1192-1215	
	<b>Volume No.</b>	44	
	<b>Issue No.</b>	5	
	<b>ISSN</b>	0142-5455	
	<b>DOI</b>	<a href="https://doi/10.1108/ER-05-2021-0224">https://doi/10.1108/ER-05-2021-0224</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/ER-05-2021-0224/full/html">https://www.emerald.com/insight/content/doi/10.1108/ER-05-2021-0224/full/html</a>	

<b>9.</b>	<b>Author(s)</b>	Wenyu Zhang, Changyou Zhang, Songbo Wei, Qiang Zhang, Abdul Rehman and Adeel Shah	<p>The increasing concentration of carbon emission (CE) in the atmosphere, which causes climate change (CC), has become a priority at the global level. The Chinese govt has enacted a series of CE reduction policies and regulations during the recent decades, which have effectively encouraged the country's green and sustainable growth. For sustainable development and subsequent policy design, it is critical to investigate the features and evolution of CE reduction programs. First, we collected China's national-level CE reduction policy texts from 2007 to 2021 as research objects. Second, using content analysis and NVivo software, a three-dimensional analytical framework of "Policy tools--Development stages--Policy implementation objects" is developed and investigated based on the theory of policy tools. Finally, the CE reduction policy language is coded line by line using empirical analysis, yielding 725 reference points. The results show that 1) The results show that: 1) in the evolution of CE reduction policy, environmental policy tools are the most used, accounting for 51.17%, and the use of supply-based and</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management, Xi'an University of Posts and Telecommunications	
	<b>Title</b>	Characteristics and Evolution of China's Carbon Emission Reduction Measures: Leading Towards Environmental Sustainability	
	<b>Journal Name</b>	Frontiers in Environmental Science	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	Carbon emission, Climate change, sustainable development	

	<b>HEC Category</b>	W	demand-based policy tools account for 32.28 and 16.55%, respectively; 2) demand-based policy tools need to be strengthened, and the structure of supply-based and environmental policy tools needs to be adjusted; 3) the govt's coordination with research institutions and the public is not sufficient The implementation of policy instruments is insufficient; 4) China's CE reduction policy is gradually developing from a macroscopic single subject policy to a diversified and specific policy with specialized content. Therefore, we recommend optimizing the policy structure in the light of social characteristics and strengthening the government's guiding role in China's CE reduction efforts. It is also recommended to increase financial instruments and enhance the binding force of laws and regulations.
	<b>Pages</b>	1-10	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	2296-665X	
	<b>DOI</b>	<a href="https://doi.org/10.3389/fenvs.2022.924887">https://doi.org/10.3389/fenvs.2022.924887</a>	
	<b>URL/Link</b>	<a href="https://www.frontiersin.org/article/10.3389/fenvs.2022.924887">https://www.frontiersin.org/article/10.3389/fenvs.2022.924887</a>	

<b>10.</b>	<b>Author(s)</b>	Arsalan Zahid Piprani, Noor Ismawati Jaafar, Suhana Mohezar Ali, Muhammad Shujaat Mubarik, Muhammad Shahbaz	Natural disasters and unexpected disruptive events have forced practitioners and researchers to build resilience capability into their systems to survive and grow in tempestuous and turbulent times. This study empirically examined the effect of multi-dimensional supply chain flexibility (MDSCF) in improving supply chain resilience (SCRES) under a high supply chain (SC) risk environment. The study incorporated a survey technique and utilized valid responses from 191 large-scale manufacturing (LSM) firms of Pakistan. PLS-SEM is employed to analyze the hypothesized relationships. The findings indicated that MDSCF significantly contributes to improving SCRES. Moreover, the study shows strong significant moderating effects of the customer-oriented and external risks and the weak moderating effect of supplier-oriented risks towards augmenting SCRES. The study contributes to the SC (SC) risk management literature by providing empirical support for the need for multi-dimensional SC flexibility measures in bolstering SCRES under the high SC risk environment.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Multi-dimensional supply chain flexibility and supply chain resilience: the role of supply chain risks exposure	
	<b>Journal Name</b>	Operations Management Research	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	Disruptions · Resilience · Supply chain flexibility · Supply chain risks	
	<b>HEC Category</b>	W	
	<b>Pages</b>	307-325	
	<b>Volume No.</b>	15	



	<b>Issue No.</b>	-	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1007/s12063-021-00232-w">https://doi.org/10.1007/s12063-021-00232-w</a>	
	<b>URL/Link</b>	<a href="https://link.springer.com/article/10.1007/s12063-021-00232-w">https://link.springer.com/article/10.1007/s12063-021-00232-w</a>	

<b>11.</b>	<b>Author(s)</b>	Arwa Mohamed Alzarooni, Sharfuddin Ahmed Khan, Angappa Gunasekaran & Muhammad Shujaat Mubarik	<p>Businesses across the globe are adopting digital supply chain (DSC) management parameters to attain supply chain resilience, flexibility and efficiency together. Interestingly, in some cases, businesses claim that the adoption of DSC has proven to be counter-productive. We argue that such firms faced issues because of their poor/lack of readiness to adopt DSC. The readiness for DSC includes identification of DSC enablers and development of a strategy to capitalize on them. Against this backdrop, the objective of the present study is to identify the enablers of DSC from the literature, validate them with help of experts and explore the contextual relationship between them. The list of enablers highlighted in this study can be used in the future, as a guideline to evaluating the service organisations' readiness to adopt the DSC. The study adopts a threefold approach. In the first step, DSC enablers are identified from the literature. In the second step, the Interpretive structural model is developed using the expert opinion of 17 professionals from different service sector organisations in the United Arab Emirates, selected using the defined criterion. In the third step, decision-making trial and evaluation laboratory is employed to prioritise and find interrelationships among identified enablers. The results revealed that "smart warehousing" is the most influential enabler with high driving power and weak dependence power. Similarly, "Intelligence" and "Real-time" are operative enablers in the transformation process of DSC and have strong driving power and dependence power. The findings of this study can help organisations and decision-makers to focus on specific DSC transformation enablers, to transform their traditional supply chain to DSC.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Enablers for digital supply chain transformation in the service industry	
	<b>Journal Name</b>	Annals of Operations Research	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	DEMATEL, MCDM, Digital supply chain	
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	1572-9338	
	<b>DOI</b>	<a href="https://doi.org/10.1007/s10479-022-05047-x">https://doi.org/10.1007/s10479-022-05047-x</a>	
	<b>URL/Link</b>	<a href="https://link.springer.com/article/10.1007/s10479-022-05047-x#citeas">https://link.springer.com/article/10.1007/s10479-022-05047-x#citeas</a>	

12.	<b>Author(s)</b>	Arwa Mohamed Alzarooni, Sharfuddin Ahmed Khan, Angappa Gunasekaran & Muhammad Shujaat Mubarik	<p>Objective: The aim of the article is to analyse the mediating effect of internationalisation between socioemotional wealth (SEW) dimensions and family firm performance. Research Design &amp; Methods: The study is quantitative and uses a survey method. A sample of 303 family firms was surveyed from four cities in Pakistan. The partial least squares structural equation modeling (PLS-SEM) was used to assess the relationship between the SEW dimensions and firm performance with internationalisation as the mediating variable. Findings: The findings revealed that internationalisation has a partial mediation with four dimensions of SEW and firm performance. Moreover, the authors propose that the dimensions of SEW in themselves are not negative or positive, but rather their effect becomes such when interacting with certain variables. Implications &amp; Recommendations: The study guided family firm owner-managers to leverage the positive effect of some dimensions of SEW while resolving the negative impact of other dimensions for firm's growth and success. Contribution &amp; Value Added: The study used the individual dimensions of socioemotional wealth from the FIBER scale in contrast to single proxies and higher-order composite SEW construct to analyse the impact of each dimension on firm performance via the mediating effect of internationalisation.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Taking the international route: Investigating the impact of socioemotional wealth dimensions on family firm performance via internationalization	
	<b>Journal Name</b>	Entrepreneurial Business and Economics Review	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	socioemotional wealth; SEW; FIBER; family business; family dynamics; firm performance	
	<b>HEC Category</b>	W	
	<b>Pages</b>	73-88	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	-	
13.	<b>Author(s)</b>	Sharfuddin Ahmed Khan a, Muhammad Shujaat Mubarik, Sanjoy Kumar Paul	<p>The circular economy (CE) concepts have attained great attention to achieve sustainable development goals. However, the implementation of CE requires identifying its drivers and barriers. These drivers and barriers further require identification of the pathways to execute the</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	

			<p>implementation plan. To address this gap, this study explores the drivers and barriers of CE implementation to evaluate their cause and effect relationships and implementation pathways in the context of the Pakistani manufacturing industry – an emerging economy. The results show that resource efficiency sits at the top of the list of internal drivers. Among the external drivers, support from parent company, social responsibility, and international competition and push appear as equally important drivers of CE. The results on the external barriers show a significant role of all three barriers: lack of government policies, lack of industrial support, and lack of supply chain integration and effects of supply chain complexity. Reduction of cost exhibits its multi-faceted effect on profitability/market share and customer-supplier relationship, and lack of expertise affects profit and market demand level. The study provides valuable guidelines for managers and policymakers to develop strategic approaches for CE adoption and transition manufacturing organizations of emerging and developing economies to sustainability.</p>
	<b>Title</b>	Analyzing cause and effect relationships among drivers and barriers to circular economy implementation in the context of an emerging economy	
	<b>Journal Name</b>	Journal of Cleaner Production	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	Circular economy; Barriers and drivers; Cause and effect relationships; Automotive sector; Emerging economy	
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	364	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	0959-6526	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.jclepro.2022.132618">https://doi.org/10.1016/j.jclepro.2022.132618</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S095965262202217X">https://www.sciencedirect.com/science/article/pii/S095965262202217X</a>	

<b>14.</b>	<b>Author(s)</b>	Muhammad Shujaat Mubarik, Nick Bontis	<p>The primary objective of this study was to examine the mediating role of intellectual capital in the association between strategic leadership capabilities and competitive advantage. The secondary objective was to examine the role of knowledge management in the association between strategic leadership capabilities and intellectual capital. Data was collected from 184 Malaysian electrical and electronics sector firms using previously published scales. Partial least square-structural equation modelling (PLS-SEM) was employed to</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Intellectual capital, leadership and competitive advantage: a study of the Malaysian electrical and electronics industry	
	<b>Journal</b>	International Journal of Learning	

	<b>Name</b>	and Intellectual Capital	analyse seven hypothesised relationships. Results revealed that strategic leadership capabilities play an apex role in attaining competitive advantage, whereas intellectual capital mediates the association between SLC and competitive advantage. Knowledge management further amplifies the role of human capital but does not play a significant role with relational or structural capital. This study represents a novel assessment of the role of intellectual capital in the association of strategic leadership capabilities and competitive advantage in the Malaysian electronics context.
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	strategic leadership capabilities, intellectual capital, competitive advantage, partial least square, PLS, knowledge management	
	<b>HEC Category</b>	X	
	<b>Pages</b>	562-583	
	<b>Volume No.</b>	19	
	<b>Issue No.</b>	6	
	<b>ISSN</b>	1479-4853	
	<b>DOI</b>	<a href="http://doi.org/10.1504/IJLIC.2021.10042966">http://doi.org/10.1504/IJLIC.2021.10042966</a>	
	<b>URL/Link</b>	<a href="https://www.inderscienceonline.com/doi/abs/10.1504/IJLIC.2022.126298">https://www.inderscienceonline.com/doi/abs/10.1504/IJLIC.2022.126298</a>	

<b>15.</b>	<b>Author(s)</b>	Simonov Kusi-Sarpong, Muhammad Shujaat Mubarak, Sharfuddin Ahmed Khan, Steve Brown, Muhammad Faraz Mubarak	The production and consumption of products are held responsible for most environmental challenges and climatic changes, which adversely affect human lives and compromise the future of generations to come. Sustainable production appears as a strategic route to combat these adversities, the pursuit of which is highly challenging. In this study, we argue that Intellectual capital (IC), featured by human capital, relational capital, and structural capital, can play a dual role in improving the sustainable production of a firm. We put forward that IC contributes to sustainable production directly and indirectly through the adoption of blockchain-driven supply chain management (BCSCM). In this context, the objective of this study is to examine the impact of intellectual capital (IC) on sustainable production. The study also
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Intellectual capital, blockchain-driven supply chain and sustainable production: Role of supply chain mapping	
	<b>Journal Name</b>	Technological Forecasting and Social Change	
	<b>College</b>	College of Business Management	

	<b>Department</b>	Supply Chain Management	<p>investigates the role of SC mapping and BCSCM in the association between IC and sustainable production. Data were collected from 289 textile firms of Pakistan and Bangladesh with the help of a designed questionnaire. The study employed CB-SEM to examine the modeled relationship. Further, PLS-Multi-group Analysis (MGA) was used for cross-country comparison of the results. The results diverge from the conventional wisdom exhibiting an insignificant direct impact of IC in sustainable production. Nevertheless, the results show a meaningful indirect effect of IC through BCSCM and SC mapping on sustainable production. Results also exhibit a significant direct impact of BCSCM on the sustainable production of a firm. The results call for consideration of IC and BCSCM in improving the sustainability of a firm.</p>
	<b>Keywords</b>	Intellectual capital; Sustainable production; Role of industry 4.0 based supply chain; Supply chain mapping	
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	175	
	<b>Issue No.</b>	5	
	<b>ISSN</b>	0040-1625	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.techfore.2021.121331">https://doi.org/10.1016/j.techfore.2021.121331</a> .	
	<b>URL/Link</b>	( <a href="https://www.sciencedirect.com/science/article/pii/S0040162521007629">https://www.sciencedirect.com/science/article/pii/S0040162521007629</a> )	

<b>16.</b>	<b>Author(s)</b>	Nazir Imran, Muhammad Shujaat Mubarik, Navaz Naghavi, Sharfuddin Ahmed Khan	<p>This study aims to identify, validate, and prioritise the causes of delayed clearance of imported cargo at the seaport with a viewpoint to recommend appropriate policy measures for the refining clearance process. The study adopted a three-fold approach for attaining the objectives. First, a comprehensive literature review was conducted to identify the causes of the delayed customs clearance. Second, the experts were interviewed to validate the identified causes in the context of Pakistan. Third, the study adopted the analytical hierarchical process (AHP) approach for prioritisation of the identified causes. The results of the study reveal that incomplete documentation, incorrect goods declaration, corruption, manipulation by customs brokers, and lack of procedural knowledge of the importer were the major hurdles in the timely clearance of imported cargo.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	An application of multi-criteria data management approach for prioritisation of unwarranted causes of delay in international shipments	
	<b>Journal Name</b>	International Journal of Integrated Supply Management	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	Global supply chain management, customs clearance, analytical hierarchical process, AHP, delay causes	

	<b>HEC Category</b>	Y	
	<b>Pages</b>	233-252	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	1477-5360	
	<b>DOI</b>	<a href="https://doi.org/10.1504/IJISM.2022.124440">https://doi.org/10.1504/IJISM.2022.124440</a>	
	<b>URL/Link</b>	<a href="https://ideas.repec.org/a/ids/ijisma/v15y2022i3p233-252.html">https://ideas.repec.org/a/ids/ijisma/v15y2022i3p233-252.html</a>	

17.	<b>Author(s)</b>	Muhammad Mumtaz Khan, Muhammad Shujaat Mubarik, Syed Saad Ahmed, Tahir Islam, Essa Khan	<p><b>Purpose</b> This paper intends to ascertain whether servant leadership can trigger servant colleagueship among subordinates. Additionally, the study is set out to divulge the mediating role of self-transcendence relating servant leadership to servant colleagueship.</p> <p><b>Design/methodology/approach</b> Data were collected from the respondents in three waves that were two months apart. In the first wave, employees rated their managers' servant leadership behavior. In the second wave, employees rated their self-transcendence, and finally, they rated their colleague-directed servant behavior. The final sample size for the study was 209 employees employed in the service sector. Structural equation modeling through Smart-PLS and hierarchical regression through SPSS were used for data analysis.</p> <p><b>Findings</b> The study found servant leadership to be related to self-transcendence and employees' enacted servant colleagueship. Additionally, the study found self-transcendence to mediate the relationship between servant leadership and servant colleagueship.</p> <p><b>Originality/value</b> The study has established the previously unexplored mediating role of self-</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The contagious servant leadership: exploring the role of servant leadership in leading employees to servant colleagueship	
	<b>Journal Name</b>	Leadership & Organization Behavioral Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain Management	
	<b>Keywords</b>	Servant leadership, self-transcendence, servant colleagueship	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	847-861	
	<b>Volume No.</b>	43	

	<b>Issue No.</b>	6	transcendence linking servant leadership to servant colleagueship. The study is also the first to empirically test the relationship between self-transcendence and servant colleagueship.
	<b>ISSN</b>	0143-7739	
	<b>DOI</b>	<a href="https://doi/10.1108/LODJ-06-2021-0305">https://doi/10.1108/LODJ-06-2021-0305</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/LODJ-06-2021-0305/full/html">https://www.emerald.com/insight/content/doi/10.1108/LODJ-06-2021-0305/full/html</a>	

1(c). Department of Management & HRM

1.	<b>Author(s)</b>	Saqib Ghias, Dr Afaq	Purpose: Online retailing has grown tremendously over the last decade, particularly in the COVID 19 period but little attention has been given to ethical problems arising from it. The purpose of this study is to investigate the impact of e-retailing ethics on consumer repurchase intention aiming to highlight the significance of ethical consideration in e-retailing business.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Impact of E-retailing Ethics on Consumer Repurchase Intention	
	<b>Journal Name</b>	Journal of Business and Social Review in Emerging Economies	Design/Methodology/Approach: This is a quantitative study and the sample size is 212 participants. Male participants were 129 and Female participants were 83. Respondents mainly included consumers with varying frequencies of online purchasing. The conceptual framework comprised of reliability, non-deception, security, trust and e-service quality as independent variables moderated by shopping habits. The dependent variable was repurchased intention. PLS-SEM was used to analyze the data. The participants mostly were residents of Karachi.
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Keywords: E-retailing ethics, Repurchase Intention, Shopping Habits	Findings: The repurchase intention of consumers is directly impacted by three independent variables of e-retailing ethics out of five tested in the study i.e. e-service quality, reliability and non-deception while remaining variables trust and security proved insignificant. The study results further revealed that reliability, non-deception, and e-service quality are also positively moderated by shopping habits while security and trust proved insignificant.
	<b>HEC Category</b>	Y	
	<b>Pages</b>	251-264	
	<b>Volume No.</b>	8	Implications/Originality/Value: The findings can be used by online retailing outlets to design marketing strategies for successfully running their store.
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2519-089X	
2.	<b>DOI</b>	<a href="https://doi.org/10.26710/jbsee.v8i1.2194">https://doi.org/10.26710/jbsee.v8i1.2194</a>	Employee turnover is a significant factor that is of vital importance to the employees of the organization. The prerequisite to leave one's job or organization is the intention to leave that can be referred as turnover intention. It is the thinking and planning of employees to leave their job and
	<b>URL/Link</b>	<a href="https://publishing.globalcsrc.org/ojs/index.php/jbsee/article/view/2194/1369">https://publishing.globalcsrc.org/ojs/index.php/jbsee/article/view/2194/1369</a>	
	<b>Author(s)</b>	SA Poona Bai, Sughand Suresh, Junaid Ansari	
	<b>Title</b>	Why Employees are not loyal to their Workplace in Private Sector?	



	<b>Journal Name</b>	Global Management Journal for Academic and Corporate Studies	organization due to different reasons. Since turnover intention is not explicit; it is difficult to determine the factors, these lead to leave one's job and organization. So, this conceptual paper tried to summarize different factors affecting turnover intention of employees which are identified by different scholars and researchers. The population of research is the private sector of Pakistan because this issue of turnover and organization performance is of major concern in private companies. The size of the sample of 251 respondent was selected. The main objective of this research is to study the relationship between (Abusive Supervision, Emotional Exhaustion, Organizational Politics, Psychological Contract Breach, Perceived organization support, Remuneration, Workplace Bullying, Work life imbalance, turnover and organizational performance
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Abusive Supervision, Emotional Exhaustion, Organizational Politics, Psychological Contract Breach, Perceived organization support, Remuneration, Workplace Bullying, Work life imbalance, turnover and organizational performance	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	57-73	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.59263/gmjacs.12.01.2022.220">https://doi.org/10.59263/gmjacs.12.01.2022.220</a>	
	<b>URL/Link</b>	<a href="https://gmjacs.bahria.edu.pk/index.php/ojs/article/view/220">https://gmjacs.bahria.edu.pk/index.php/ojs/article/view/220</a>	For analyzing the data, we have used Smart PLS 3.0. After the results revealed all the hypothesis were accepted except workplace bullying, perceived organization support and work life imbalance. This research will help Organization that organizations have to work on the environment conditions with the support of developing career and value towards the promotional opportunities for employees that give them motivation to retain in organization.

<b>3.</b>	<b>Author(s)</b>	Batool, E., Usmani, S., & Rizvi, S. A. A.	Practices of succession planning maybe regarded as the backbone of an organization's retention strategy. To boost employee productivity and excitement, succession planning and career planning are intertwined. The objective of the study is to determine effective Succession Planning Practices for Employee Retention in the telecommunication sector of Pakistan using the mediating effect of Career Attitudes. To conduct the research, convenience sampling was used, 363 samples were analyzed by using SPSS 21 to carry out descriptive tests, reliability, and validity. Structural Equation Model (SEM) was conducted using Partial Least Square by utilizing Smart PLS 3. The findings of the study reveal that succession
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Succession Planning Practices and Employee Retention: Mediating Role of Career Attitudes	
	<b>Journal Name</b>	City University Research Journal	
	<b>College</b>	College of Business	

		Management	<p>planning practice is a strong factor in employee retention in the telecom sector. We also found that Succession Planning Practices have a direct significant relationship with Career Attitude. This research also suggested that Career Attitude has a significant positive relation with Employee's retention. We also found that Career Attitude mediates between Succession Planning Practices and Employee Retention in the Telecommunication Sector of Pakistan.</p>
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Career Attitude, Employee Retention, Succession Planning	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	208-220	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2409-0441	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="http://www.cusitjournals.com/index.php/CURJ/article/view/742/411">http://www.cusitjournals.com/index.php/CURJ/article/view/742/411</a>	

<b>4.</b>	<b>Author(s)</b>	Ghauri, S., Arsalan, T., Chisty, B., Hassan, N.	<p>This research paper aims to analyze the stock exchanges of developed, emerging and developing countries to investigate the volatility in stock markets and to evaluate the rate of mean reversion.</p> <p>Design/methodology/approach:</p> <p>The stock exchanges included in the research are NASDAQ, Tokyo stock exchange, Shanghai stock exchange, Bombay stock exchange, Karachi stock exchange and Jakarta stock exchange. Secondary daily data from Bloomberg are used to conduct the research for the period from January 2011 to December 2018. Generalized autoregressive conditional heteroskedasticity (GARCH) (1,1) model was applied to examine volatility and the half-life formula was used to calculate mean reversion in days.</p> <p>Findings:</p> <p>The research concluded that all the stock exchanges included in the research satisfy the assumptions of mean reversion. Developing countries have the lowest</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Comparison of volatility and mean reversion among developed, developing and emerging countries.	
	<b>Journal Name</b>	Journal of Economic and Administrative Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	ARCH and GARCH, Volatility, Mean reversion, Stock returns, developed, Developing and reverting stock markets	

	<b>HEC Category</b>	Y	<p>volatility while emerging countries have the highest volatility which means that the rate of mean reversion is fastest in developing countries and slowest in emerging countries. Research limitations/implications: Future studies can determine the reasons for fastest rate of mean reversion in developing countries and slowest rate of mean reversion in emerging countries.</p> <p>Practical implications: Developing countries show the lowest mean reversion in days while the emerging countries show the highest mean reversion in days indicating that developing countries take less time to revert to their mean position.</p> <p>Originality/value: The majority of previous studies on univariate volatility models are mostly on applications of the models. Only a few researchers have taken the robustness of the models into account when applying them in emerging countries and not in developed, developing and emerging countries in one place. This makes the current study unique and more rigorous.</p>
	<b>Pages</b>	Ahead-of-print	
	<b>Volume No.</b>	Ahead-of-print	
	<b>Issue No.</b>	Ahead-of-print	
	<b>ISSN</b>	1026-4116	
	<b>DOI</b>	<a href="https://doi.org/10.1108/JEAS-01-2022-0009">https://doi.org/10.1108/JEAS-01-2022-0009</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/JEAS-01-2022-0009/full/html#:~:text=Developing%20countries%20have%20the%20lowest,and%20slowest%20in%20emerging%20countries">https://www.emerald.com/insight/content/doi/10.1108/JEAS-01-2022-0009/full/html#:~:text=Developing%20countries%20have%20the%20lowest,and%20slowest%20in%20emerging%20countries</a>	

<b>5.</b>	<b>Author(s)</b>	Muhammad Qamar Zia, Muhammad Naveed, Syeda Tayyaba Fasih, Muhammad Usman Aleem, Muhammad Sufyan Ramish	<p>Purpose: Drawing upon conservation of theory, this study aims to extend the scant literature on the effect of leader-member exchange (LMX) on workplace deviance behaviour (WDB) and adaptive performance by investigating the role of Islamic work ethics as moderators.</p> <p>Design/methodology/approach: A time-lagged and multi-source data of (269 paired responses) of employees working in Islamic banks were used for hypotheses testing.</p> <p>Findings: Taken together, the findings revealed that Leader Member Exchange (LMX) has a positive and significant impact on adaptive performance and is negatively related to employees' WDB. The results of the moderation effect showed the positive relationship of LMX with adaptive performance and the negative relationship with WDB is stronger for high Islamic work ethics (IWE).</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The interactive effect of Islamic work ethics and leader-member exchange on workplace deviance behavior and adaptive performance	
	<b>Journal Name</b>	International Journal of Ethics and Systems	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	

	<b>Keywords</b>	Leader-member exchange, Islamic work ethics, Adaptive performance, Workplace deviant behavior	<p>Practical implications: This study provides practical insight that Islamic business ethics plays a significant role in fostering adaptive performance and reducing the deviance behavior of employees. Originality/value To the best of the authors' knowledge, this is the first study that examined the moderating role of IWE between LMX-adaptive performance and LMX-WDB. This study has also filled the gap of scant literature about the impact of LMX on adaptive performance and WDB.</p>
	<b>HEC Category</b>	W	
	<b>Pages</b>	530-548	
	<b>Volume No.</b>	38	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	2514-9369	
	<b>DOI</b>	<a href="https://doi.org/10.1108/IJOES-06-2021-0123">https://doi.org/10.1108/IJOES-06-2021-0123</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/IJOES-06-2021-0123/full/html">https://www.emerald.com/insight/content/doi/10.1108/IJOES-06-2021-0123/full/html</a>	

<b>6.</b>	<b>Author(s)</b>	Bilqees Ghani, Khalid Rasheed Memon, Muhammad Zada, Rezwan, Afsaryab Khattak	<p>The study intends to investigate the relationship between work stress and job insecurity, as well as technological changes and job insecurity, with job satisfaction acting as a mediator. The study was conducted among Pakistani retail industry employees using survey questionnaires distributed online and in stores. The sample was composed of 262 retail workers from the FMCG and shopping mall industries. The responses were screened using the statistical software tool SPSS, and hypotheses were examined through SMART-PLS. The findings show that work stress has a strong relationship with job insecurity; additionally, the relationship appears to be statistically significant (<math>\beta = 55.7\%</math>, <math>p &lt; 0.05</math>), indicating that there is an increased level of job insecurity if work stress is increased. However, technological advancements showed less influence on job insecurity and had statistically insignificant results (<math>\beta = 5.9\%</math>, <math>p &gt; 0.05</math>). This demonstrates that many technological changes cause high levels of job insecurity because employees fear that they will be unable to</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Work stress, technological changes, and job insecurity in the retail organization context	
	<b>Journal Name</b>	Frontiers in Psychology	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	job stress, technological changes, job insecurity, retail industry, employees	
	<b>HEC Category</b>	W	

	<b>Pages</b>	01-14	cope with the changing environment. Furthermore, the mediating mechanism of job satisfaction was found to be significant, as employees with lower levels of satisfaction reported higher levels of insecurity, aiding in the narrowing of the gap in this section of the study. The study also has practical implications because the results show that the retail industry needs to act quickly to make sure workers do not worry about losing their jobs, especially now that COVID-19 is spreading like wildfire.
	<b>Volume No.</b>	13	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	1664-1078	
	<b>DOI</b>	<a href="https://doi.org/10.3389/fpsyg.2022.918065">https://doi.org/10.3389/fpsyg.2022.918065</a>	
	<b>URL/Link</b>	<a href="https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.918065/full">https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.918065/full</a>	

7.	<b>Author(s)</b>	Khalid Rasheed Memon, Bilqees Ghani, Syed Irfan Hyder, Hessup Han, Muhammad Zada, Antonio	The fourth industrial revolution will be ushered in by future high technology, and as a result, the world will face new difficulties relating to people, the environment, and profitability. Accordingly, the competitive edge and long-term viability of businesses would depend on the knowledge workers who could overcome these excruciatingly difficult obstacles and have the knowledge and competency to influence the overall performance of any type of company. But managing knowledge workers falls under the purview of human resources, and only effective human resources tools, plans, and procedures can ensure the success of this task. One such tool, which has the capacity and capability to change the whole scenario in an organization's favor, is the human resource information system (HRIS). The purpose of this structured review is to provide insight into a field of HRM (i.e., HRIS) that has largely been neglected by other reviews of the literature and has only been briefly discussed by a small number of publications published in reputable, top-tier journals. A customized HRIS framework is the result of this structured literature review for managing knowledge and competence. The study presents the content analysis of 48 articles, systematically and purposefully selected for this literature review, published during the past three decades. The study has several implications for policymakers and
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Management of Knowledge and Competence Through Human Resource Information System (HRIS) -A Structured Review	
	<b>Journal Name</b>	Frontiers in Psychology	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	human resource information system (HRIS), knowledge management system (KMS), HRIS expertise, top management support, strategic decision making, competency management, Literature review, information and communication technology	
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	

	<b>Volume No.</b>	13	HR practitioners.
	<b>Issue No.</b>	-	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.3389/fpsyg.2022.944276">https://doi.org/10.3389/fpsyg.2022.944276</a>	
	<b>URL/Link</b>	<a href="https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.944276/full">https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.944276/full</a>	

<b>8.</b>	<b>Author(s)</b>	Shaikh, W., & USMANI, S.	This study examines the association between workplace hazing and turnover intentions in the police department of Larkana city. In addition to it, the mediating effect of emotional exhaustion is also checked with workplace hazing and turnover intention. A survey-based method is used to collect data from respondents. A sample of 346 sizes was used in this study. Data was collected from the employees of the police department. A convenience sampling technique is used to collect data. The study is quantitative and it is conducted to measure the cause-and-effect relationship of the variables. Workplace hazing is an independent variable, the turnover intention is a dependent variable and emotional exhaustion is a mediating variable. It was found that employees are willing to leave an organization when they became victims of hazing-based activities like verbal abuse and mental stress. This system affects the performance of the organization. For the analysis of data SPSS and PLS-SEM were used to check validity, reliability, correlation and other tests were also done.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Workplace Hazing and Employee Turnover Intention: Understanding the Mediating Effect of Emotional Exhaustion	
	<b>Journal Name</b>	KASBIT Business Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Workplace hazing, Emotional Exhaustion, Turnover Intention	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	20-32	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	-	
	<b>DOI</b>	-	

	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/364309241_Workplace_Hazing_and_Employee_Turnover_Intention_Understanding_the_Mediating_Effect_of_Emotional_Exhaustion">https://www.researchgate.net/publication/364309241_Workplace_Hazing_and_Employee_Turnover_Intention_Understanding_the_Mediating_Effect_of_Emotional_Exhaustion</a>	
--	-----------------	---	--

<b>9.</b>	<b>Author(s)</b>	Usmani, S.	<p>Developing customer loyalty is the primary objective for retailers. Price pressures faced by the developing economies leave a small margin for retailers. Increasing the frequency and repeat purchases can help retailers to increase their profit margins. Customers can only be retained if they are loyal. This research is carried out to understand the dynamics underlying the store attributes and customer loyalty. It has examined the impact of Store attributes on Customer Store Loyalty mediated through Customer Value. In this research, a sample of 300 customers was taken from two departmental stores, particularly, Chase Up and Imtiaz. This study has taken 3 Store attributes; Store Atmosphere, Merchandise Quality, and Relationship Marketing and assessed their impact on Store Loyalty mediated through 3 types of Customer Values; Hedonic, Social and Utilitarian. Structural equation modeling was carried out using the Partial Least Squares method in SMART-PLS software. The results showed that Merchandise Quality, Relationship Marketing and Store Atmosphere impact Store Loyalty mediated through Hedonic and Utilitarian Values. Social Value is not significant and does play a role in creating Loyalty. The study concludes by identifying gaps in the literature and recommending practical and theoretical implications for the same.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Signaling the Store Attributes on Customer Store Loyalty Mediated Through Hedonic, Social and Utilitarian Customer Values	
	<b>Journal Name</b>	Pakistan Business Review	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Customer store loyalty; hedonic value; social value; utilitarian value; merchandise quality; store atmosphere; relationship marketing	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	373-394	
	<b>Volume No.</b>	23	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.22555/pbr.v23i4.605">https://doi.org/10.22555/pbr.v23i4.605</a>	
	<b>URL/Link</b>	<a href="https://jmsnew.iobmresearch.com/index.php/pbr/article/view/605">https://jmsnew.iobmresearch.com/index.php/pbr/article/view/605</a>	

10.	<b>Author(s)</b>	Saima Munawar, Muhammad Azeem Qureshi, Syed Muhammad Fahim	This study consolidates existing literature through a systematic review to develop a comprehensive conceptual framework. This study followed Pollock and Berge's (2018) six-stage systematic review methods to achieve the aims. We conducted a bibliometric and content analysis using 48 articles from six databases: Science Direct, Emerald Insight, Wiley online Library, Sage Pub, Springer Link, and Taylor & Francis. The content analysis discloses three major categories of the antecedent: advert attributes, personal factors, and environmental factors that affect mobile advertising value, attitude, and acceptance. We found the antecedents to mobile advertising acceptance are not the same for all. They vary across age groups, regions, advertising types, and cultures. The study concludes with theoretical implications and future research directions. The study identified some regions where more research on mobile advertising is needed. These consolidated findings are useful for advertisers in planning future mobile advertising campaigns.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Take it on the Chin! Advertising Acceptance on Mobile Platforms - A Review of Literature	
	<b>Journal Name</b>	Market Forces	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Mobile advertising attitude, mobile advertising value, location-based advertising, permission-based advertising, app-based advertising, mobile platforms.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	121-162	
	<b>Volume No.</b>	17	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
11.	<b>DOI</b>	10.51153/mf.v7i1.540	This empirical research investigates whether investors in Pakistan Stock Exchange are influenced by a set of behavioral biases while making stock buying decisions. Subsequently, this study evaluates as to what
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/361463527_Take_it_on_the_Chin_Advertising_Acceptance_on_Mobile_Platforms_-_A_Review_of_Literature">https://www.researchgate.net/publication/361463527_Take_it_on_the_Chin_Advertising_Acceptance_on_Mobile_Platforms_-_A_Review_of_Literature</a>	
11.	<b>Author(s)</b>	Ranjnesh Shahani & Dr. Kazi Afaq Ahmed	This empirical research investigates whether investors in Pakistan Stock Exchange are influenced by a set of behavioral biases while making stock buying decisions. Subsequently, this study evaluates as to what
	<b>Author(s)</b>	Institute of Business	



	<b>Affiliation</b>	Management	<p>extent active stock investors are financially literate at basic and advanced level and test whether basic and advanced financial literacy moderate the effects of behavioral biases on stock buying decisions. Five-point Likert scale has been used to measure the reflective constructs of behavioral biases and stock buying decisions. Sample size of 326 respondents from Karachi and Hyderabad cities in Pakistan has been used, employing convenience sampling, to analyze the data using descriptive statistics and Partial Least Square Structural Equation Modeling. Out of seven biases tested, Anchoring and Adjustment bias is found to have negative significant effect on stock buying decisions while Herd Mentality bias and Availability bias are found to have significant positive effect on stock buying decisions. Active stock investors were found to have high level of basic financial literacy whereas advanced financial literacy was present at a moderate level. Basic financial literacy moderates the association between herd mentality bias and stock buying decisions while advanced financial literacy moderates the relationship between mental accounting bias and stock buying decisions.</p>
	<b>Title</b>	Investigating the Moderating Roles of Basic and Advanced Financial	
	<b>Journal Name</b>	Journal of Organizational Studies and Innovation	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Behavioral biases, stock buying decisions, basic and advanced financial literacy.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-19	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.51659/josi.21-141">https://doi.org/10.51659/josi.21-141</a>	
	<b>URL/Link</b>	<a href="https://mbacademy.org.uk/index.php?option=com_content&amp;view=article&amp;layout=edit&amp;id=583">https://mbacademy.org.uk/index.php?option=com_content&amp;view=article&amp;layout=edit&amp;id=583</a>	

12.	<b>Author(s)</b>	Bilqees Ghani, Khalid Rasheed Memon, Muhammad Zada, Rezwan, Afsaryab Khattak	<p>Despite the issues that the hospitality industry encounters in retaining talented employees, little attention has been paid to the development of retention strategies, resulting in poor organizational performance and sustainable growth. The current study, therefore, aims to review and discuss the employee retention strategies in the hospitality industry in order to keep talented employees for a longer period of time. The study is based on past literature and peer-reviewed articles published between 2010 and 2020. The databases Web Knowledge,</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Challenges and Strategies for Employee Retention in the Hospitality Industry: A Review	

	<b>Journal Name</b>	Sustainability	Emerald, Google Scholar, and Science Direct were used to find the relevant papers using the key words such as “Hospitality Industry”, “employee retention”, “employee turnover”, and “employees”. The findings of this study suggest that employee retention is contingent on employee satisfaction, which is comprised of four factors: sustainable positive work environment; sustainable growth opportunities; sustainable & effective communication; and sustainable & effective recruitment and selection practices. The paper contributes to a comprehensive review of the literature on employee retention strategies in the hospitality context. The study proposes a model for the hospitality industry to revamp its recruitment and selection practices in order to retain its employees. Furthermore, the study provides a focused directions that will aid in the establishment of employee retention strategies and practices. It was concluded that satisfied employees are less likely to leave their current job, while unsatisfied employees are expected to leave their current job for a better career opportunity. Managerial implications were also discussed.
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	comprehensive literature review; recruitment and selection; HR practices; employee retention; hospitality industry	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-26	
	<b>Volume No.</b>	14	
	<b>Issue No.</b>	5	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.3390/su14052885">https://doi.org/10.3390/su14052885</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2071-1050/14/5/2885">https://www.mdpi.com/2071-1050/14/5/2885</a>	

13.	<b>Author(s)</b>	Mudasser Ali Khan, Dr. Muhammad Azeem Qureshi, Muhammad Irshad	Continuous expansion of knowledge in supply chain management demands consolidated instead of dispersed information for decision-makers. The study undertakes a systematic literature review to provide an up-to-date look into Supply Chain Risk Management through the syntheses of the most recent report based on evidence. This review further classifies gaps in the literature and provides directions for future research. Considering the previous systematic reviews, this study employs the established method of 'Systematic Review' to review the articles that have been published comprehensively in high-impact factor journals over the last five years. This study provides a conceptual framework to comprehend various risks that can make a firm's supply chain vulnerable. The study's
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	A Systematic Review on Supply Chain Risk Management: Issues, Challenges, and Future Agenda	
	<b>Journal Name</b>	PAKISTAN LANGUAGES AND HUMANITIES REVIEW (PLHR)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	

	<b>Keywords</b>	Disruption, Risk Management, Supply Chain Risk, Systematic Review Uncertainty	findings suggest that integrated supply chain risk is the most crucial risk to identify, assess, mitigate and monitor due to the extended nature of global supply chains. It is also concluded that the supplier-related risk is also essential to be recognized and shall be treated accordingly. The study also provides vital tools to diagnose and mitigate risk factors in the supply chain and its management based on the identified gaps.
	<b>HEC Category</b>	Y	
	<b>Pages</b>	159-173	
	<b>Volume No.</b>	6	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="http://doi.org/10.47205/plhr.2022(6-II)14">http://doi.org/10.47205/plhr.2022(6-II)14</a>	
	<b>URL/Link</b>	<a href="https://plhr.org.pk/article/a-systematic-review-on-supply-chain-risk-management-issues-challenges-and-future-agenda">https://plhr.org.pk/article/a-systematic-review-on-supply-chain-risk-management-issues-challenges-and-future-agenda</a>	

<b>14.</b>	<b>Author(s)</b>	Azhar Ali, Eruj Wajidi Rehan, Faraz Ahmed Wajidi, Madiha Zaib, Mirza Dilshad Baig	HRM practices play a vital role in organizational performance of banking sectors. The objective of this study is to determine how Human Resource Management processes have impacted the organizational performance of public and private banking industry in Pakistan, for that purpose, a public bank i.e. National bank of Pakistan (NBP), and a private bank, United Bank Limited (UBL) was selected. In the current company environment, HRM strategies are essential for two key reasons: talent cultivation and employee motivation. A questionnaire was used to collect quantitative data from both the banks, and the aim of the study was explanatory. The survey was completed by an estimated 270 employees from NBP and UBL from various divisions. The analysis was conducted using SPSS version 22, specifically the Regression and Correlation functions. According to the research, NBP and UBL, Karachi's hiring practices had no bearing on organizational performance. Other HRM strategies, like as training and development, performance evaluation, remuneration, and incentives and recognition, favorably influence organizational performance. According to
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Impact of HRM Practices on Organizational Performance and Growth with Reference to Pakistan Public and Private Banks	
	<b>Journal Name</b>	Propel Journal of Academic Research (PJAR)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	HRM Practices, Organizational performance, Training and Development, Performance Appraisal System, Compensation, Recruitment and	

		Selection, Rewards and Recognition	researchers, the study's results are useful for public and private banking sectors of Pakistan. The results of this study may be beneficial not just to the participating banks, but also to other financial organizations.
	<b>HEC Category</b>	Y	
	<b>Pages</b>	142-159	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2790-3001	
	<b>DOI</b>	<a href="https://doi.org/10.55464/pjar.v2i2.45">https://doi.org/10.55464/pjar.v2i2.45</a>	
	<b>URL/Link</b>	<a href="https://www.pjar.propelmas.com/index.php/pjar/article/view/45">https://www.pjar.propelmas.com/index.php/pjar/article/view/45</a>	

15.	<b>Author(s)</b>	Dr.Faraz Ahmed Wajidi, Dr.Mirza Dilshad Baig, Dr.Tasneem Razzak, Eraj Waidi Rehan, Madiha Zaid	Pakistan has been one of the fastest-growing economies in developing countries. Therefore, it is not surprising that the healthcare industry is also expanding rapidly. In the past two decades, Pakistan's healthcare industry has risen astoundingly. This study seeks to determine the extent to which TQM has been implemented in Pakistan's healthcare sector, as well as how it influences and is influenced by organizational effectiveness. Numerous TQM characteristics and organizational performances were analyzed to achieve this objective, and the results were analyzed to determine how well they were utilized. To achieve this objective, research was conducted on several facets of TQM, including organizational leadership, customer satisfaction, and customer relationships, emphasizing human resources. Also, structural equation modeling was utilized to examine the relationships between TQM elements and an organization's performance (SEM). The primary objective of this study is to investigate how Total Quality Management (TQM) influences the performance of healthcare institute. The research was conducted with the assistance of National Institute of Cardiovascular Diseases (NICVD). This research utilized both
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The Effect of Total Quality Management in Organizational Performance- A Case Study of National Institute of Cardiovascular Diseases (NICVD)	
	<b>Journal Name</b>	Propel Journal of Academic Research (PJAR)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	TQM, Healthcare institute, Organizational performance	
	<b>HEC Category</b>	Y	

	<b>Pages</b>	85-102	primary and secondary data to determine the extent to which pharmaceutical businesses had implemented TQM.
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2790-3001	
	<b>DOI</b>	<a href="https://doi.org/10.55464/pjar.v2i2.42">https://doi.org/10.55464/pjar.v2i2.42</a>	
	<b>URL/Link</b>	<a href="https://www.pjar.propelmas.com/index.php/pjar/article/view/42/34">https://www.pjar.propelmas.com/index.php/pjar/article/view/42/34</a>	

16.	<b>Author(s)</b>	Muhammad Azeem Qureshi, Muhammad Sufyan Ramesh, Junaid Ansari, Muhammad Adnan Bashir	Several studies have found adverse effects of abusive leadership on employees and organizations in the recent past. However, the cultural norms in Pakistan demand an abusive leadership approach. Pakistani culture is high in power distance, abuse of power is a norm, and people are accustomed to autocracy. Since most of the studies addressing the negative effects of abusive leadership were conducted in the west, it is necessary to examine whether abusive leadership is an effective leadership approach in the cultures that experience high power distance. There is a paucity of literature addressing the issue in question. In addition, existing literature does not explain how abusive leaders affect employees' attitudes and behaviors with clarity. This research makes an ontological contribution and discusses the philosophical origins of abusive leadership theory. Furthermore, this research draws the inference using the groundings of conservation of resource theory, leader-member exchange theory, and aggression displaced theory to propose that abusive leaders deteriorate employees' quality of working life experience. Employees with poor working-life experience are more likely to be involved in counterproductive work behavior, planning to leave the organization, and are less likely to show organizational citizenship behavior. Dyadic data were collected from 474 respondents based on purposive sampling technique from private sector organizations in Pakistan. Results of structural equation modeling using AMOS v23 supported all the
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Leader's Toxicity at Workplace: How Leader's Decadence Affect Employees? A Pakistani Perspective	
	<b>Journal Name</b>	SAGE Open	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	abusive leadership, philosophy, quality of working life, counterproductive work behavior, turnover intention, organizational citizenship behavior	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-15	
	<b>Volume No.</b>	12	

	<b>Issue No.</b>	2	proposed hypotheses. Results imply that the moral content of leadership requires special attention, and abusive leadership is not an appropriate leadership approach because of its adverse effects on employees' attitudes and behaviors.
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1177/21582440221096425">https://doi.org/10.1177/21582440221096425</a>	
	<b>URL/Link</b>	<a href="https://journals.sagepub.com/doi/10.1177/21582440221096425">https://journals.sagepub.com/doi/10.1177/21582440221096425</a>	

17.	<b>Author(s)</b>	Raza, S. Usmani. S, Kazmi. A.,	<p><b>Purpose:</b> Supervisors' Incivility is considered a key antecedent of workplace ostracism and it is one of the burning issues and has a direct relationship with Job Insecurity, similarly, Job Insecurity generates the intention to leave the organization among employees.</p> <p><b>Methodology:</b> The targeted population was the employee of healthcare institutions working in Pakistan. The sample of 336 was collected using the purposive sampling technique and the quantitative approach was applied due to the explanatory nature of the study. A five-level Likert scale questionnaire was employed to collect the data from the employees of the healthcare institutions regardless of their role and designation. Data analysis was run in two steps, first demographic &amp; descriptive by using Statistical Package for social science (SPSS 25.0), and in the second stage we used structural equation modeling to test the hypotheses, and confirmatory factor analysis (CFA) was used for convergent &amp; discriminant validities the Partial least squares (PLS) approach was adopted by using the smart PLS software for the analysis of data.</p> <p><b>Findings:</b> The results revealed that there is a direct positive relationship between leadership incivility and employee leaving intention and job security. The mediating role of workplace ostracism is not established among the dependent and independent variables however job insecurity ignites and mediates the employee leaving intentions.</p> <p><b>Conclusion:</b> The study in Pakistan revealed that the</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Impact of Leadership Incivility on Employee Leaving Intention and Job Insecurity: Mediating role of Workplace Ostracism	
	<b>Journal Name</b>	Reviews of Management Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Leadership Incivility Employee leaving Intention Job Insecurity Workplace ostracism	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	139-154	
	<b>Volume No.</b>	4	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.53909/rms.04.01.0135">https://doi.org/10.53909/rms.04.01.0135</a>	
	<b>URL/Link</b>	<a href="https://web.archive.org/web/20220726052300/https://rmsjournal.com/index.php/admin/article/do">https://web.archive.org/web/20220726052300/https://rmsjournal.com/index.php/admin/article/do</a>	

		wnload/135/77	workplace environment contributes 32% to job performance and 23% to Employee Leaving Intention. The study aims to evaluate leadership incivility and its effects on employee leaving intention and job insecurity, and also moderate the relationship between workplace ostracism with job insecurity and employee leaving intentions.
--	--	---------------	--

18.	<b>Author(s)</b>	Bilqees Ghani, Muhammad Abdur Rahman Malik	Social media is a powerful tool that can encourage collaboration and communication in several domains of life, including the workplace. Through this literature review, we explored the impact of social media on employee voice at the workplace. We developed five research questions related to the following themes: use of social media as a voice channel, the personal, group and organizational level factors that affect the use of social media, and the implications of this for organizations. Through a comprehensive literature search, 91 relevant studies were identified and reviewed to answer these questions. We highlight some important gaps in the existing literature and provide directions for future research. We also provide a five-step process for organizations to extract maximum benefits from the use of social media as a channel for employee voice.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Social media and employee voice: a comprehensive literature review	
	<b>Journal Name</b>	Behavior and Information Technology	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Social media, employee voice, organizations, work relationship, literature review	
	<b>HEC Category</b>	W	
	<b>Pages</b>	2407-2427	
	<b>Volume No.</b>	42	
	<b>Issue No.</b>	14	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1080/0144929X.2022.2126329">https://doi.org/10.1080/0144929X.2022.2126329</a>	
	<b>URL/Link</b>	<a href="https://www.tandfonline.com/doi/full/10.1080/0144929X.2022.2126329">https://www.tandfonline.com/doi/full/10.1080/0144929X.2022.2126329</a>	

19.	<b>Author(s)</b>	Dr. Mahwish Saeed, Dr. Mirza Dilshad Baig, Dr. Faraz Ahmed Wajidi, Eruj Wajidi Rehan, Kiran Farooq	<p>The results of managing e-recruitment in various organizations assessed the delicate fashion of online process-looking activities, which increased significantly. Five motivators of job seekers have been recollecting on this take a look, "Time-saving" is the top motivator, followed by the way of "surfing extensive places of employment", "global employment pool", "easiness" and "value-effective", respectively. These motivators encourage job seekers to go online to look for employment. The study recommends that HR practitioners be more aware and focus on online recruitment in Pakistan to attract many able-bodied personnel in less time. Invest more in developing online recruitment devices to get big go back on funding in a long way for cost-effective strategies. Technology has become an essential factor for a business community; e-recruitment also plays a vital role in the development of a talent pool for an organization. E-Recruitment thus helps to create the value of human resources, which can align and achieve business value. This paper aims to examine factors that are affecting the implementation of e-Recruitment in Pakistan. This research is based on four elements: age, education, cheating insecurity, and lack of information. It reveals that age, cheating issues, and low intake affect the implementation of E-Recruitment in Pakistan, whereas education level does not have any impact. This research will provide a framework for an organization to work accordingly and start implementing e-Recruitment in Pakistan, which is essential in a modern era of technology.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Managing E-Recruitment in Pakistani organizations: Cost and time efficient approach to create HR Value leading to Business Value	
	<b>Journal Name</b>	International Journal of Social Sciences and Entrepreneurship (IJSSE)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	E-Recruitment in Pakistan, Hiring Variables, Cheating Issues in E-Recruitment, Education Level in the Implementation of E-Recruitment, Age Factor in the Implementation of E-Recruitment, Issues of E-Recruitment, Challenges of E-Recruitment	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	185–201	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2790-7724	
	<b>DOI</b>	<a href="https://doi.org/10.58661/ijssse.v2i2.49">https://doi.org/10.58661/ijssse.v2i2.49</a>	
	<b>URL/Link</b>	<a href="https://ijssse.salmaedusociety.com/index.php/ijssse/article/view/49">https://ijssse.salmaedusociety.com/index.php/ijssse/article/view/49</a>	



--	--	--	--

20.	<b>Author(s)</b>	Dr.Mahwesh Saeed, Dr.Muhammad Siddique,Dr.Faraz Ahmed Wajidi Dr.Mirza Dilshad Baig, Eruj Wajidi Rehan	For the development of an organization, effective human resource management practices for social networking is necessary as employees are considered as the backbone of an organization. The research objective is to find out the development of human resource management networking in female faculty performances of Karachi based degree awarding business management institutes. Networking is defined as meeting both formally and informally to discuss business matters, maintaining relationships and staying in contact with colleagues are vital to career development. Research is based on human resource management networking and female faculty performances. A positivist approach adopted; hypothesis was formulated after taken dependent variables of faculty performance from the relevant literature. A research instrument in the form of a well-structured questionnaire was developed for collection of quantitative primary data from a sample of 110 respondents. The collected data was then treated by applying regression analysis tool. The impact of independent variable on dependent variable was established. The outcome of this study is beneficial to the human resource management of degree awarding business management institutes for establishing institute development by adopting quality management practices to enhance female faculty performances.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The Role of HR Policies and Social Networks on Enhancing Women's Faculty Performance	
	<b>Journal Name</b>	International Journal of Social Sciences and Entrepreneurship (IJSSE)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	human resources, social networking, female faculty performances, degree awarding business management institute	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	239-248	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2790-7724	
21.	<b>Author(s)</b>	Kazmi, S. A., & Usmani, S.	Purpose:  The main aim to conduct this research is to identify whether LMX mediates the
	<b>Author(s)</b>	Institute of Business	

	<b>Affiliation</b>	Management	<p>relationship between despotic leadership and acquiescence silence. In addition, the study also takes into account the role of Quality of work life as a mediator in the relationship between despotic leadership and work withdrawal behavior.</p> <p>Methodology:</p> <p>The data was collected by sharing the adopted questionnaire with the target population a total of 247 valid responses were received from the employee working in the manufacturing sector of Pakistan. Smart PLS was used to measure the model. The research is conducted for the managers leading a team of professionals and the community of Human Resource Development that includes business consultants, advisors, employees, top management, scholars, specialists, and students.</p> <p>Findings:</p> <p>The study found that despotic leadership increases withdrawal behavior and acquiescence in silence among employees. Moreover, leader-member exchange mediates the relationship between despotic leadership and work withdrawal behavior and quality of work-life mediates the relationship between despotic leadership and work withdrawal behavior.</p> <p>Conclusion:</p> <p>The findings declared that despotic leadership has a destructive influence on subordinates concerning increased work withdrawal behavior and acquiescent silence.</p>
	<b>Title</b>	The Effect of Despotic Leadership on the Employee Work Withdrawal Behavior and Acquiescent Silence.	
	<b>Journal Name</b>	Reviews of Management Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Despotic Leadership, Work Withdrawal Behavior, Leader-Member Exchange, Acquiescent Silence, Quality of Work	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	31-49	
	<b>Volume No.</b>	4	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="http://doi.org/10.53909/rms.04.02.0165">http://doi.org/10.53909/rms.04.02.0165</a>	
	<b>URL/Link</b>	<a href="https://rmsjournal.com/index.php/admin/article/view/165">https://rmsjournal.com/index.php/admin/article/view/165</a>	

22.	<b>Author(s)</b>	Ghauri, S., Gulzar, S., Hussain, K., Akhlaq, A., Abbas., (2022).	<p>Purpose</p> <p>Recent advancements in the field of organizational psychology have transformed the employees' perceptions related to the reactions of the employment relationship. The main aim of the study is to explore the consequences of psychological contracts among the nursing staff and how to provide better patient care and quality service in the health-care system as nurses play a pivotal</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Exploring the psychological contract breach of nurses in	

		healthcare: an exploratory study.	<p>role in the context of Pakistan. Significantly, this study attempts to bridge the research gap by exploring consequences of psychological contracts. Drawing on the social exchange theory, this study examined the psychological contracts of nurses and their reactions to the perceived violation.</p> <p><b>Design/methodology/approach</b> This research adopted a qualitative method and was based on an exploratory approach. Data were collected through in-depth semi-structured interviews from 21 nurses working in public, private and charity hospitals in Karachi, Pakistan. The thematic content analysis is employed for the analysis of data by using NVivo software.</p> <p><b>Findings</b> The study identified the relational and transactional elements related to the psychological contract of nurses who predominantly consisted of supervisor support, autonomy, tangible/intangible rewards and trust. The intrinsic motivation which relates to their devotion to work was found as an additional element to balance their psychological contract. This research also establishes that the psychological contract of nurses is being violated in their work settings.</p> <p><b>Practical implications</b> By highlighting the importance of psychological contract breach, the findings demonstrate that health-care institutions should take measures to cope with psychological contract breach issues at the workplace.</p> <p><b>Originality/value</b> This study contributes to the body of knowledge by exploring psychological contract breach. Substantially, there are rare studies conducted on psychological contract breach among nurses in developing country context (Pakistan). However, this study adds to the previous studies related to the psychological contract of nurses in the context of Pakistan by using social exchange theories. Finally, this study enables the management of healthcare to balance the psychological contract issues effectively.</p>
	<b>Journal Name</b>	Asia-Pacific Journal of Business Administration	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Psychological contract breach, Healthcare, Benefits, Motivation, Autonomy, Pakistan	
	<b>HEC Category</b>	X	
	<b>Pages</b>	204-230	
	<b>Volume No.</b>	16	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	1757-4323	
	<b>DOI</b>	<a href="https://doi.org/10.1108/APJBA-03-2021-0102">https://doi.org/10.1108/APJBA-03-2021-0102</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/APJBA-03-2021-0102/full/html">https://www.emerald.com/insight/content/doi/10.1108/APJBA-03-2021-0102/full/html</a>	

<b>23.</b>	<b>Author(s)</b>	Ghauri, S., Arsalan, T., Chisty,	<b>Purpose</b> This research paper aims to analyze the
------------	------------------	----------------------------------	---

		B., Hassan, N.	<p>stock exchanges of developed, emerging and developing countries to investigate the volatility in stock markets and to evaluate the rate of mean reversion.</p> <p>Design/methodology/approach</p> <p>The stock exchanges included in the research are NASDAQ, Tokyo stock exchange, Shanghai stock exchange, Bombay stock exchange, Karachi stock exchange and Jakarta stock exchange. Secondary daily data from Bloomberg are used to conduct the research for the period from January 2011 to December 2018. Generalized autoregressive conditional heteroskedasticity (GARCH) (1,1) model was applied to examine volatility and the half-life formula was used to calculate mean reversion in days.</p> <p>Findings</p> <p>The research concluded that all the stock exchanges included in the research satisfy the assumptions of mean reversion. Developing countries have the lowest volatility while emerging countries have the highest volatility which means that the rate of mean reversion is fastest in developing countries and slowest in emerging countries. Research limitations/implications</p> <p>Future studies can determine the reasons for fastest rate of mean reversion in developing countries and slowest rate of mean reversion in emerging countries.</p> <p>Practical implications</p> <p>Developing countries show the lowest mean reversion in days while the emerging countries show the highest mean reversion in days indicating that developing countries take less time to revert to their mean position.</p> <p>Originality/value</p> <p>The majority of previous studies on univariate volatility models are mostly on applications of the models. Only a few researchers have taken the robustness of the models into account when applying them in emerging countries and not in developed, developing and emerging countries in one place. This makes the current study unique and more rigorous.</p>
	<b>Author(s)</b>	Institute of Business Management	
	<b>Title</b>	Comparison of volatility and mean reversion among developed, developing and emerging countries.	
	<b>Journal Name</b>	Journal of Economic and Administrative Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	ARCH & GARCH, Volatility, Mean reversion, Stock returns, Developed, Developing & emerging stock markets	
	<b>HEC Category</b>	Y	
	<b>Pages</b>		
	<b>Volume No.</b>	Ahead-of-print	
	<b>Issue No.</b>	Ahead-of-print	
	<b>ISSN</b>	1026-4116	
	<b>DOI</b>	<a href="https://doi.org/10.1108/JEAS-01-2022-0009">https://doi.org/10.1108/JEAS-01-2022-0009</a>	
	<b>URL/Link</b>	/www.emerald.com/insight/content/doi/10.1108/JEAS-01-2022-0009/full/html#:~:text=Developing%20countries%20have%20the%20lowest,and%20slowest%20in%20emerging%20countries.	

<b>24.</b>	<b>Author(s)</b>	Arif Ashraf, Muhammad Azeem Qureshi, Irfan Hameed	In recent years Social Media Influencers (SMIs) have shown unprecedented growth
------------	------------------	---	---

			<p>worldwide. They build strong relationships and gain the trust of followers to induce their purchase intentions. Brand managers can take advantage of this relationship by having their products endorsed through them. Based on the two dimensions of source credibility, expertise &amp; authenticity, and knowledge sharing, this research investigated how SMIs can gain followers' trust and whether this trust of followers translates into purchase intentions. For research, purposive sampling was employed. Data was collected from 401 respondents living in Karachi, Pakistan, aged 18 years or older. The result of the study suggested that expertise, authenticity and knowledge sharing have a significant positive influence on fostering followers' trust. Moreover, all three constructs have a significant positive influence on purchase intentions via trust. However, price consciousness does not moderate the influence between trust and purchase intentions. Thus, this research is useful both for academia and industry since it fills many important and stated gaps in the literature and gives recommendations to brand managers on how they can select trusted SMIs for the brands' endorsements which could subsequently result in the enhancement of purchase intentions of followers.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing	
	<b>Journal Name</b>	Periodicals of Social Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	SMIs, Purchase intention, brand, price	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	83-100	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/369048960_Trust_Me_or_Trust_Me_Not_An_Apocryphal_View_of_Influencer_Marketing">https://www.researchgate.net/publication/369048960_Trust_Me_or_Trust_Me_Not_An_Apocryphal_View_of_Influencer_Marketing</a>	

<b>25.</b>	<b>Author(s)</b>	Anam Qamar	<p>The aim of this research was to examine the impact of behavioral, technological, and social antecedents on the continuous usage intentions for mobile banking, through the integration of well-known theories such as TTF, DOI, ECM, and UTAUT 02. The research design is built on the positivist approach supported by the quantitative</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	

	<b>Title</b>	Impact of Behavioral, Technological & Societal Antecedents on Continuous Usage of Mobile Banking	method. A survey questionnaire was used to gather data. PLS-SEM 3.0 was implemented to empirically validate the stated hypotheses. The sample comprised of 234 mobile banking users in Karachi, Pakistan. The results indicated the strength of the model (R2) was 71.8%, while the predictive relevance (Q2) was 51%. Furthermore, price value, habits, satisfaction, and word of mouth, were significant antecedents of continued usage intentions, while performance expectancy, hedonic motivation, social influence, and effort expectancy, were found to be insignificant. A statistically significant mediating role of satisfaction and word of mouth was identified. These findings will be helpful for financial institutions, telecommunication companies, software providers, and other stake holders, to efficaciously execute financial inclusion by focusing on technological, behavioral, and societal aspects of mobile banking users.
	<b>Journal Name</b>	ABAC Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Continued Usage Intentions, ECM, TTF, UTAUT02, DOI, Mobile banking, PLS-SEM	
	<b>HEC Category</b>	X	
	<b>Pages</b>	46-63	
	<b>Volume No.</b>	42	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	0858-0855	
	<b>DOI</b>	<a href="https://doi.nrct.go.th/ListDoi/listDetail?Resolve_Doi=10.14456/abacj.2022.52">https://doi.nrct.go.th/ListDoi/listDetail?Resolve_Doi=10.14456/abacj.2022.52</a>	
	<b>URL/Link</b>	<a href="https://doi.nrct.go.th/ListDoi/listDetail?Resolve_Doi=10.14456/abacj.2022.52">https://doi.nrct.go.th/ListDoi/listDetail?Resolve_Doi=10.14456/abacj.2022.52</a>	

26.	<b>Author(s)</b>	Usman Muhammad Nooruddin, Muhammad Sufyan Ramish, Naureen Munir, Shiraz Ahmed, Junaid Ansari	The paper proposes a model for quantitatively analyzing the link between Privacy, Usability, Government Support, Perceived Ease of Use, Perceived Usefulness, Intention to Use and Commitment in the online banking context in Pakistan. In Pakistan (comparing to the size of bank accounts open), few people benefit from online banking and prefer the physical approach. This study analyzes how conventional banking users can be converted to online users, thus reducing the crowds at banks for menial tasks, giving banks more time to focus on corporate clients. For this purpose, an online survey was distributed via social messengers and websites. Out of
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Adoption and Commitment to Online Banking in Pakistan Using the Technology	

		Acceptance Model	<p>the collected data, 310 normalized samples were analyzed using correlation and multiple linear regressions. The findings showed that except “Privacy”, “Usability” and “Government Support” had a relationship with “Perceived Ease of Use” where “Privacy” showed no significant impact. “Privacy” had a significant relationship with “Perceived Usefulness”, as did “Perceived Ease of Use”, and “Perceived Usefulness” and “Perceived Ease of Use” had a significant relationship with “Intention to Use”; “Intention” also had a significant relationship with “Commitment to Use Online Banking”. Thus, it is concluded that banks need to realize that bank customers require ease of access and use in order to successfully adapt to the use of online banking, despite the users not being very cautious about online privacy that banks require to ensure on their end, regardless of the user’s thought process.</p>
	<b>Journal Name</b>	Banks and Bank Systems	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	commitment, intention to use, online banking, technology adoption model	
	<b>HEC Category</b>	X	
	<b>Pages</b>	154-166	
	<b>Volume No.</b>	17	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="http://dx.doi.org/10.21511/bbs.17(4).2022.13">http://dx.doi.org/10.21511/bbs.17(4).2022.13</a>	
	<b>URL/Link</b>	<a href="https://www.businessperspectives.org/index.php/journals/banks-and-bank-systems/issue-418/adoption-and-commitment-to-online-banking-in-pakistan-using-the-technology-acceptance-model">https://www.businessperspectives.org/index.php/journals/banks-and-bank-systems/issue-418/adoption-and-commitment-to-online-banking-in-pakistan-using-the-technology-acceptance-model</a>	

27.	<b>Author(s)</b>	Mirza Dilshad BaigEruj Wajidi RehanMadiha Zaib	<p>Pakistan has been one of the fastest-growing economies in developing countries. Therefore, it is not surprising that the healthcare industry is also expanding rapidly. In the past two decades, Pakistan's healthcare industry has risen astoundingly. This study seeks to determine the extent to which TQM has been implemented in Pakistan's healthcare sector, as well as how it influences and is influenced by organizational effectiveness. Numerous TQM characteristics and organizational performances were analyzed to achieve this objective, and the results were analyzed to determine how well they were utilized. To achieve this objective, research was</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The Effect of Total Quality Management in Organizational Performance- A Case Study of National Institute of Cardiovascular Diseases (NICVD)	

	<b>Journal Name</b>	International Journal of Social Sciences and Entrepreneurship	conducted on several facets of TQM, including organizational leadership, customer satisfaction, and customer relationships, emphasizing human resources. Also, structural equation modeling was utilized to examine the relationships between TQM elements and an organization's performance (SEM). The primary objective of this study is to investigate how Total Quality Management (TQM) influences the performance of healthcare institute. The research was conducted with the assistance of National Institute of Cardiovascular Diseases (NICVD). This research utilized both primary and secondary data to determine the extent to which pharmaceutical businesses had implemented TQM.
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	TQM, Healthcare institute, Organizational performance	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	85-102	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2790-3001	
	<b>DOI</b>	<a href="https://doi.org/10.55464/pjar.v2i2.42">https://doi.org/10.55464/pjar.v2i2.42</a>	
	<b>URL/Link</b>	<a href="https://www.pjar.propelmas.com/index.php/pjar/article/view/42">https://www.pjar.propelmas.com/index.php/pjar/article/view/42</a>	

28.	<b>Author(s)</b>	Muhammad Naeem Ahmed, Dr. Muhammad Azeem Qureshi	<b>Purpose:</b>  Employee behaviors play a key role in the development of any organization. Its positive behavior will boost up the performance of the organization while the negative will lower the performance of the organization. The behavior of the employee is affected by many factors but mainly they are affected by the other employees like their supervisor or colleagues who are working with them. Deviant workplace behavior is a challenge that almost all businesses face, particularly in underdeveloped and developing countries where literacy rates are poor and poverty is high. Theft, stealing, taking excessive breaks, working slowly, expressing favoritism, leg dragging, verbal harassment, and so on are all examples of deviance behavior. This study aims to examine the impact of abusive supervision on employee deviance behavior in Baluchistan's public
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Abusive Supervision: A Catalyst for the Employee Deviance Work Behavior	
	<b>Journal Name</b>	Journal of Critical Reviews	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Abusive Supervision, Employee Deviance, Behaviors,	



		Organizational Injustice, Public Universities, Work Stress	<p>universities, with the mediating influence of work stress and organizational injustice. This study also aims to examine the moderating role of subordinate ingratiation behavior on the relationship between abusive supervision and employee deviance behavior.</p> <p>Methodology:</p> <p>Primary data was collected by a closed-ended questionnaire from the 397 permanent employees of the public sector universities of Baluchistan. The data analysis technique was PLS-SEM done by the PLS Smart.</p> <p>Findings:</p> <p>From the findings of this study, it is concluded that abusive supervision will lead to work stress which results produce deviant behavior in the employees of the public sector universities of Baluchistan.</p> <p>Conclusion:</p> <p>It is recommended to the public sector universities of Baluchistan control the abusive behaviors of the supervisor to reduce the work stress of the employees and make them productive.</p>
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	114-130	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.53909/rms.03.02.0102">https://doi.org/10.53909/rms.03.02.0102</a>	
	<b>URL/Link</b>	<a href="https://rmsjournal.com/index.php/admin/article/view/102/60">https://rmsjournal.com/index.php/admin/article/view/102/60</a>	

<b>29.</b>	<b>Author(s)</b>	Dr. Kazi Afaq Ahmed	<p>The inflation instability creates destruction on the economy not only concerning change in prices but also over rising in the level of prices instability. The purpose of this paper is to investigate the relationship between inflation volatility, openness, and quality of institutions for the panel of 182 economies, OECD, and Non-OECD economies for the period of 1998 to 2018. The paper found that institutional quality has a significant impact on inflation volatility. It also suggests political stability and the absence of violence, regulatory quality, and rule of law dampen the inflation volatility of OECD. However, government effectiveness increases the inflation volatility in non-OECD economies. Trade openness reduces the inflation volatility of OECD conversely</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	How Islamic banking can grow in youth: Empirical Evidence from urban center	
	<b>Journal Name</b>	Journal of Contemporary Issues in Business and Government	
	<b>College</b>	College of Business Management	

	<b>Department</b>	Management & HRM	increases inflation volatility of non-OECD economies. The volatility of inflation of OECD and non-OECD can be improved by a low exchange rate. The policy implications are central banks do use measures internally and emphasize the stability of headline inflation rates over the medium term. It has to be taken into consideration that institutional quality influences average inflation rates,
	<b>Keywords</b>	Inflation Volatility, Institutions Quality, Voice Accountability, Control of Corruption	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-19	
	<b>Volume No.</b>	25	
	<b>Issue No.</b>	7	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://mpra.ub.uni-muenchen.de/111151/">https://mpra.ub.uni-muenchen.de/111151/</a>	
	<b>URL/Link</b>	<a href="https://ideas.repec.org/p/pramprapa/111151.html">https://ideas.repec.org/p/pramprapa/111151.html</a>	

#### 1(d) Department of Marketing

<b>1.</b>	<b>Author(s)</b>	Kamran Khan, Irfan Hameed, Umair Akram, Syed Karamatullah Hussainy	<p>Purpose Human health, food safety and environmental concerns are growing issues for policymakers, firms and the general public. Food without chemicals and pesticides is healthy for the human body and hence, relevant motives to promote organic food consumption needs to be explored. This study used three motivational factors, i.e. hedonic, gain and normative motivations proposed by goal-framing theory (GFT) that affect sustainable consumption. Considering the local scenario, constructs like normative triggers and knowledge have also been incorporated into the model. Therefore, this study attempts to explore whether normative triggers and motivations influence the intention to purchase organic food with the application of GFT</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Do normative triggers and motivations influence intention to purchase organic food? an application of the Goal-Framing theory	
	<b>Journal Name</b>	British Food Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Organic food, environmental concerns, organic foods, hedonic motivations	<p>Design/methodology/approach Data were collected from 467 consumers using the purposive sampling technique. The span of the collection of data collection was around five months. Partial least square</p>

	<b>HEC Category</b>	W	<p>structural equation modeling (PLS-SEM) has been applied and after checking the validity and reliability indicators, bootstrapping has been used for hypotheses testing.</p> <p><b>Findings</b> All the motivational factors were found significant and positive to consumers' intentions toward organic food. Moreover, normative triggers also influence intentions. The construct knowledge was not found in a direct relationship with intentions; however, a moderating role was established between gain motivations and intentions.</p> <p><b>Research limitations/implications</b> The study validated and extended the concepts presented in the GFT. Motivational constructs were found important and can be implied in low-cost product categories. The policymakers are suggested to take appropriate measures, based on empirical results.</p> <p><b>Originality/value</b> The study provides an understanding of motivational factors, normative triggers and knowledge in the organic food consumption extent. This will help administrative authorities, marketers and producers of organic food in making their policies, communication strategies and production preferences</p>
	<b>Pages</b>	886-906	
	<b>Volume No.</b>	125	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	0007070X	
	<b>DOI</b>	10.1108/BFJ-11-2021-1194	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/BFJ-11-2021-1194/full/html">https://www.emerald.com/insight/content/doi/10.1108/BFJ-11-2021-1194/full/html</a>	

<b>2.</b>	<b>Author(s)</b>	Muhammad Qamar Zia, Muhammad Naveed, Muhammad Adnan Bashir, Asif Iqbal	<p><b>Purpose</b> Drawing from social exchange theory, the purpose of this study is to investigate the influence of servant leadership on organizational citizenship behavior, turnover intentions and work performance through mediating role of job embeddedness.</p> <p><b>Design/methodology/approach</b> The data were gathered from 252 frontline employees of Pakistan's hotel industry in two-time lags with an interval of two months by using purposive sampling. PLS-SEM was applied for the analysis of data and hypothesis testing.</p> <p><b>Findings</b> The study ascertained that job</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The influence of servant leadership on employees' outcomes via job embeddedness in hospitality industry	
	<b>Journal Name</b>	Journal of Hospitality and Tourism Insights	
	<b>College</b>	College of Business	

		Management	<p>embeddedness is a potent mediator between the nexus of servant leadership and aforementioned work outcomes. The study results portray that servant leadership promotes job embeddedness, OCB, work performance and reduces turnover intentions.</p> <p>Research limitations/implications Hotel management can use job embeddedness to boost servant leadership and reduce turnover intentions. In addition, management should also increase servant leadership by organizing training and workshops for their managers, which ultimately improves followers' organizational citizenship behavior and work performance.</p> <p>Practical implications Hotel management can use job embeddedness to boost OCB, work performance and reduce turnover intentions. In addition, management should also increase servant leadership by organizing training and workshops for their managers, which ultimately improves followers' citizenship behavior and work performance.</p> <p>Originality/value There are numerous calls for research to ascertain as well as sparse literature available whether job embeddedness act as a mediator in the nexus of servant leadership and work outcomes or not. The current study fills these voids and contributes to the literature by empirically examining the mechanism of job embeddedness between servant leadership and the work outcomes.</p>
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Servant leadership, work performance, turnover intentions	
	<b>HEC Category</b>	X	
	<b>Pages</b>	612-638	
	<b>Volume No.</b>	5	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	2514-9792	
	<b>DOI</b>	<a href="https://doi.org/10.1108/JHTI-01-2021-0003">https://doi.org/10.1108/JHTI-01-2021-0003</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/JHTI-01-2021-0003/full/html">https://www.emerald.com/insight/content/doi/10.1108/JHTI-01-2021-0003/full/html</a>	

<b>3.</b>	<b>Author(s)</b>	Muhammad Qamar Zia, Muhammad Adnan Bashir, Riaz Ahmed Mangi, AAmir Feroz Shamsi	<p><b>Purpose</b> Based on trait activation theory, the purpose of the present study is to explore the relationship between the antecedents and outcomes of informal learning with the moderating effect of supervisor feedback environment (SFE) in small- and medium-sized enterprises (SMEs).</p> <p><b>Design/methodology/approach</b> Data (n = 388) were gathered from middle managers of Pakistan's SME sector by following the purposive sampling technique.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	A person-situation perspective of informal learning: the role of supervisor feedback environment	

	<b>Journal Name</b>	European Journal of Training and Development	<p>The proposed model was examined by means of structural equation modeling analysis with AMOS 24.</p> <p><b>Findings</b> The study results delineate that middle managers with high-level self-efficacy and motivation to learn more actively participate in informal learning activities. The study also found that the SFE is a strong contextual moderator between the nexus of personal factors and informal learning. In addition, informal learning also has significant and positive effect on work engagement.</p> <p><b>Practical implications</b> Human resource practitioners and organizational leaders of small businesses can use informal learning to improve employees' skills and knowledge with less cost. For instance, management should use different strategies to enhance the effectiveness of informal learning by providing SFE.</p> <p><b>Originality/value</b> There are numerous recent calls for research to ascertain the interaction of individual, contextual factors and outcomes of informal learning. The study addresses these voids by empirically examining antecedents and outcomes of informal learning simultaneously through the person–situation interaction perspective. It demonstrates that informal learning at the workplace becomes more effective in SFE</p>
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Informal learning, Motivation to learn, Self-efficacy	
	<b>HEC Category</b>	X	
	<b>Pages</b>	120-138	
	<b>Volume No.</b>	4	
	<b>Issue No.</b>	1/2	
	<b>ISSN</b>	2046-9012	
	<b>DOI</b>	<a href="https://doi.org/10.1108/EJTD-09-2020-0142">https://doi.org/10.1108/EJTD-09-2020-0142</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/EJTD-09-2020-0142/full/html">https://www.emerald.com/insight/content/doi/10.1108/EJTD-09-2020-0142/full/html</a>	

<b>4.</b>	<b>Author(s)</b>	AsadUllah, Muhammad;Bashir, Muhammad Adnan;Aleemi, Abdur Rahman	<p><b>Purpose</b> The purpose of this study is to examine the accuracy of combined models with the individual models in terms of forecasting Euro against US dollar during COVID-19 era. During COVID, the euro shows sharp fluctuation in upward and downward trend; therefore, this study is keen to find out the best-fitted model which forecasts more accurately during the pandemic.</p> <p><b>Design/methodology/approach</b> The descriptive design has been adopted in this research. The three univariate models, i.e. autoregressive integrated moving</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Forecasting Euro against US dollar via combination of NARDL and Univariate techniques during COVID-19	
	<b>Journal</b>	Foresight	

	<b>Name</b>		<p>averages (ARIMA), Naïve, exponential smoothing (ES) model, and one multivariate model, i.e. nonlinear autoregressive distributive lags (NARDL), are selected to forecast the exchange rate of Euro against the US dollar during the COVID. The above models are combined via equal weights and var-cor methods to find out the accuracy of forecasting as Poon and Granger (2003) showed that combined models can forecast better than individual models.</p> <p><b>Findings</b> NARDL outperforms all remaining individual models, i.e. ARIMA, Naïve and ES. By applying a combination of different models via different techniques, the combination of NARDL and Naïve models outperforms all combination of models by scoring the least mean absolute percentage error value, i.e. 1.588. The combined forecasting of NARDL and Naïve techniques under var-cor method also outperforms the forecasting accuracy of individual models other than NARDL. It means the euro exchange rate against the US dollar which is dependent upon the macroeconomic fundamentals and recent observations of the time series.</p> <p><b>Practical implications</b> The findings could help the FOREX market, hedgers, traders, businessmen, policymakers, economists, financial managers, etc., to minimize the risk indulged in global trade. It also helps to produce more accurate results in different financial models, i.e. capital asset pricing model and arbitrage pricing theory, because their findings may not be useful if exchange rate fluctuations do not trace effectively.</p> <p><b>Originality/value</b></p>
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Economic forecasting, Forecasting, Modelling	
	<b>HEC Category</b>	X	
	<b>Pages</b>	319-335	
	<b>Volume No.</b>	24	
	<b>Issue No.</b>	3/4	
	<b>ISSN</b>	1463-6689	
	<b>DOI</b>	<a href="https://doi.org/10.1108/FS-04-2021-0082">https://doi.org/10.1108/FS-04-2021-0082</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/FS-04-2021-0082/full/html?skipTracking=true">https://www.emerald.com/insight/content/doi/10.1108/FS-04-2021-0082/full/html?skipTracking=true</a>	

<b>5.</b>	<b>Author(s)</b>	Shiraz Ahmed, Muhammad Adnan Bashir, Asima Faisal	<p>Higher education institutes are the backbone of the education system of any country. They are the terminal institutes that provide human intellectual resources to the overall industry. This study examines the impact of working conditions on the performance of faculty members by the mediating role of psychological well-being at the higher education institutes of Balochistan. Working conditions include the working environment, workload, and working hours. The nature of the study is quantitative. Primary data was</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Factors Affecting Performance of the Faculty Members: Mediating Role of the Psychological Well-Being	

	<b>Journal Name</b>	Annals of Human and Social Sciences AHSS	collected from the 395 faculty members of the higher education institutes of Balochistan. PLS-SEM technique via SmartPLS was used to analyze the data. From the findings of this study, it was concluded that the working environment, workload, and working hours play a significant role in the performance of the faculty members of the higher education institutes of Balochistan. These poor working conditions first reduce the psychological well-being of the faculty members; as a result, they will gradually start losing their performance.
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Performance, Psychological Well-Being, Working Environment, Working Hours, Workload	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	191-200	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.35484/ahss.2022(3-II)18">https://doi.org/10.35484/ahss.2022(3-II)18</a>	
	<b>URL/Link</b>	<a href="https://ojs.ahss.org.pk/journal/article/view/46">https://ojs.ahss.org.pk/journal/article/view/46</a>	

<b>6.</b>	<b>Author(s)</b>		<p><b>Purpose</b> This explanatory research aims to describe the factors that impact YouTube ad intrusiveness, value, and avoidance in light of psychological reactance theory.</p> <p><b>Research Design</b> The research has a causal–predictive design. It describes the relationship between the construct with an underpinning theory. Data from a sample of 294 respondents were analyzed using partial least square structural equation modeling to test within sample explanatory power and out-of-sample prediction power.</p> <p><b>Findings</b> The results show that informativeness does not significantly impact intrusiveness and ad avoidance. Entertainment has a negative direct and mediated impact on ad avoidance. Moreover, irritation was found to moderate</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Skipping the skippable: An empirical study with out-of-sample predictive relevance	
	<b>Journal Name</b>	Journal of Community Psychology	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Ad value, irritation, entertainment, intrusiveness	

	<b>HEC Category</b>	W	<p>the impact of informativeness on intrusiveness negatively. Importance–Performance Map Analysis revealed that entertainment lacks in performance despite being an essential factor. Besides explanatory power, the model has a moderate out-of-sample predictive relevance power.</p> <p>Practical Implications The relative importance of the entertainment and interactive impact of irritation with informativeness is established for the first time in this study. The new finding is a significant contribution to theory while leading to practical implications for the industry.</p>
	<b>Pages</b>	752-759	
	<b>Volume No.</b>	50	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1002/jcop.22674">https://doi.org/10.1002/jcop.22674</a>	
	<b>URL/Link</b>	<a href="https://onlinelibrary.wiley.com/doi/10.1002/jcop.22674">https://onlinelibrary.wiley.com/doi/10.1002/jcop.22674</a>	

7.	<b>Author(s)</b>	Muhammad Tabish, Zhang Yu, George Thomas, Syed Abdul Rehman, and Muhammad Tanveer	<p>This article seeks to study how the extensive usage of social networking sites (SNSs) and interaction in consumer-to-consumer (C2C) communities influence brand trust. Social networking sites have impacted internet commerce in a technologically advanced era; it connects global users. Social media ads have changed our thinking; new market trends are reshaping the business industry. This study empirically investigates a model based on media richness theory and social capital theory. Using data collected from users who conducted transactions on these sites, a theoretical model was developed to analyze the inspirations behind trust. The results show that Instagram’s media-rich platform enhances social capital and a sense of virtual community between its members, affecting trust. Instagram usage intensity does not immediately affect brand trust, but it has an indirect effect; community trust also positively influences brand trust. This study defines the role of a sense of virtual community (SOVC) and social capital (SC) in C2C communities only. This study delivers insights to managers on how to increase brand trust via SNSs. Prior studies on social commerce do not apply to C2C communities on social media platforms, especially Instagram. This study presents a novel standpoint of social capital and media richness structures as precursors of brand trust in C2C communities.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	How does C2C community interaction affect brand trust?	
	<b>Journal Name</b>	Frontiers in Environmental Science	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	consumer-to-consumer, brand trust, social capital theory, media richness theory, virtual community	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-14	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	-	



	<b>ISSN</b>	2296-665X	
	<b>DOI</b>	10.3389/fenvs.2022.1002158	
	<b>URL/Link</b>	<a href="https://www.frontiersin.org/articles/10.3389/fenvs.2022.1002158">https://www.frontiersin.org/articles/10.3389/fenvs.2022.1002158</a>	

<b>8.</b>	<b>Author(s)</b>	Midhat Nadeem, Dr. Muhammad Junaid, Dr. Irfan Hameed	<p>The widespread adoption of energy-saving appliances has emerged as a key strategy for energy conservation and emission reduction in Pakistan under the simultaneous pressures of a lack of electricity and air pollution. On the other side, despite having an increased awareness about climate issues including haze, the translation of favorable attitudes and positive purchase intention into pro environmental consumer behavior and the anti-haze properties of energy-efficient household appliances is explorable. The structural equation model and the hierarchical regression model were used to evaluate the 389 valid questionnaires. The initiative used non-probability purposive sampling to collect data. For the analysis of the structural model, Smart PLS-SEM 4.0.8.1 was employed. The findings demonstrate that haze pollution has encouraged urban residents in Pakistan to use energy efficient appliances. Environmental concerns and perceived consumer effectiveness have a significant favorable impact on consumers' purchase intention of energy-efficient household appliances. Consumers' pro-environmental behavior is influenced by purchase intention, which is in itself shaped by subjective norms, attitudes perceived consumer effectiveness and environmental concern. On the basis of the empirical findings, this research also suggests strategies to encourage consumers to purchase energy-efficient appliances.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Factors Influencing Environmentally Sustainable Consumer Behavior – Extended Theory of Planned Behavior (TPB) in the Context of Haze Governance	
	<b>Journal Name</b>	Abasyn Journal of Social Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Theory of planned behavior, Energy efficient household appliances, Environmental concern, Perceived consumer effectiveness, Herd mentality theory of planned behavior, trust, price consciousness	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	167-184	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.34091/AJSS.15.2.07">https://doi.org/10.34091/AJSS.15.2.07</a>	

	<b>URL/Link</b>	<a href="http://ajss.abasyn.edu.pk/article?paperID=352">http://ajss.abasyn.edu.pk/article?paperID=352</a>	
--	-----------------	---	--

<b>9.</b>	<b>Author(s)</b>	Yamna Khan, Irfan Hameed, Umair Akram	<p><b>Purpose</b> The current study aims to investigate the impact of various types of motivational factors on consumers' behavior regarding the purchase and consumption of organic food. A favorable attitude among consumers may translate into positive purchase intention and actual buying behavior. For this, variables have been extracted from well-established theories, i.e. self-determination theory (SDT) and theory of planned behavior (TPB), to address the issue more proficiently.</p> <p><b>Design/methodology/approach</b> A self-Administered close-ended questionnaire was distributed to twelve hundred and sixty-five consumers using purposive sampling technique. Seven hundred and eighty-seven responses were retained after preliminary analysis. Partial least squares structural equation modeling (PLS-SEM) was applied using Smart PLS 3 to analyze validity and reliability. Furthermore, 5,000 boot-strapping method was used to test hypotheses.</p> <p><b>Findings</b> The findings of the study suggested that two of the SDT variables [external regulations (ER) and integrated regulation (IR)] lead to a significant impact on “consumers” attitudes, while the effects of intrinsic motivation (IM) and introjected regulation (INR) appeared to be insignificant. All the variables extracted from TPB (attitude, subjective norm, perceived behavioral control, purchase intention, and buying behavior) appeared to have a significant impact, while the trust was found to moderate the relationship between attitude (ATT) and purchase intention (PI). Moreover, the values of Q-square depicted that the combined model had more predictive relevance (BB = 0.153; PI = 0.211), as compared to the TPB model (BB = 0.147; PI = 0.186).</p> <p><b>Originality/value</b> Marketers can make use of the study's</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	What drives attitude, purchase intention and consumer buying behavior toward organic food? A self-determination theory and theory of planned behavior perspective	
	<b>Journal Name</b>	British Food Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Trust, Self-determination theory, Theory of planned behaviour	
	<b>HEC Category</b>	W	
	<b>Pages</b>	2572-2587	
	<b>Volume No.</b>	125	
	<b>Issue No.</b>	7	
	<b>ISSN</b>	0007-070X	
	<b>DOI</b>	<a href="https://doi.org/10.1108/BFJ-07-2022-0564">https://doi.org/10.1108/BFJ-07-2022-0564</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/BFJ-07-2022-0564/full/html">https://www.emerald.com/insight/content/doi/10.1108/BFJ-07-2022-0564/full/html</a>	

			findings to develop marketing strategies by considering particularly extrinsic motivational influences. Hence, advertising could be used to emphasize extrinsic benefits such as increasing individual self-esteem through social status (positive consequences) and appealing to consumers' desire for communal or societal approval. Such campaigns should also consider external regulatory factors, such as the fear of having hazardous effects on the individual's health due to the use of inorganic and processed food. Furthermore, policymakers can develop a sense of trust in the legitimacy of organic labeling by educating consumers about various organic certifications.
--	--	--	---

10.	<b>Author(s)</b>	Muhammad Azeem Qureshi, Muhammad Sufyan Ramish, Junaid Ansari , Muhammad Adnan Bashir	Several studies have found adverse effects of abusive leadership on employees and organizations in the recent past. However, the cultural norms in Pakistan demand an abusive leadership approach. Pakistani culture is high in power distance, abuse of power is a norm, and people are accustomed to autocracy. Since most of the studies addressing the negative effects of abusive leadership were conducted in the west, it is necessary to examine whether abusive leadership is an effective leadership approach in the cultures that experience high power distance. There is a paucity of literature addressing the issue in question. In addition, existing literature does not explain how abusive leaders affect employees' attitudes and behaviors with clarity. This research makes an ontological contribution and discusses the philosophical origins of abusive leadership theory. Furthermore, this research draws the inference using the groundings of conservation of resource theory, leader-member exchange theory, and aggression displaced theory to propose that abusive leaders deteriorate employees' quality of working life experience. Employees with poor working-life experience are more likely to be involved in counterproductive work behavior, planning to leave the organization, and are less likely to show organizational citizenship behavior. Dyadic data were collected from 474 respondents based on purposive sampling technique from private sector organizations
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Leader's Toxicity at Workplace: How Leader's Decadence Affect Employees? A Pakistani Perspective	
	<b>Journal Name</b>	SAGE Open	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Abusive leadership, philosophy, quality of working life, counterproductive work behavior, turnover intention, organizational citizenship behavior	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-15	
	<b>Volume No.</b>	12	

	<b>Issue No.</b>	2	in Pakistan. Results of structural equation modeling using AMOS v23 supported all the proposed hypotheses. Results imply that the moral content of leadership requires special attention, and abusive leadership is not an appropriate leadership approach because of its adverse effects on employees' attitudes and behaviors.
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1177/21582440221096425">https://doi.org/10.1177/21582440221096425</a>	
	<b>URL/Link</b>	<a href="https://journals.sagepub.com/doi/10.1177/21582440221096425">https://journals.sagepub.com/doi/10.1177/21582440221096425</a>	

<b>11.</b>	<b>Author(s)</b>	Yasir Ali Soomro, Irfan Hameed, Muhammad Yaseen Bhutto, Idrees Waris, Badar Al-Batati	This extant study attempts to present a comprehensive predictive model for solid waste recycling behavior. Solid waste is a major environmental concern globally. Particularly, the kingdom of Saudi Arabia (KSA), being the larger gulf country in the Middle East is a major contributor to solid waste. Consequently, this study was carried out to identify the motivational factors that consumers consider important for recycling their household waste. We extended the theory of planned behavior (TBP) and utilized actual behavioral variables such as resell, reuse, and donation. A structured questionnaire was carried out with 365 purposively selected respondents in the KSA. Among several other noteworthy findings consistent with previous studies, we found that reselling was the most significant factor of recycling behavior followed by donation. Further, the multi-group analysis (MGA) results reveal significant group differences in gender and age variables; the significance test indicates that the male group has much better pro-environmental behavior than the female group. In terms of age, our results showed that recycling intention and reselling behavior passed a significant test in the elderly group when compared to a younger group. This study has unique contributions and findings leading to practical implications for government authorities, businesses, and non-governmental organizations. The findings will particularly aid in increasing the recycling intention and behavior among household consumers. This research will guide in making laws and policies that can help to embrace the green challenges and boost recycling activities for a sustainable environment.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	What Influences Consumers to Recycle Solid Waste? An Application of the Extended Theory of Planned Behavior in the Kingdom of Saudi Arabia	
	<b>Journal Name</b>	Sustainability	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Recycling waste; theory of planned behavior; moral norms; convenience; awareness of consequence; resell; reuse; donate	
	<b>HEC Category</b>	W	
	<b>Pages</b>	998	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.3390/su14020998">https://doi.org/10.3390/su14020998</a>	

	<b>URL/Link</b>	<a href="https://www.mdpi.com/2071-1050/14/2/998">https://www.mdpi.com/2071-1050/14/2/998</a>	
--	-----------------	---	--

12.	<b>Author(s)</b>	Waris, Idrees, Rashid Ali, Anand Nayyar, Mohammed Baz, Ran Liu, and Irfan Hameed	A single technological advancement in the business sector tremendously changed customers' lifestyles and consumption behavior. Drone technology is one of the main revolutions that increase business efficiency at a lower cost. However, the acceptance of emerging technologies is not rapid in developing markets. Therefore, this study aims to evaluate customers' adoption of drone technology in the context of food delivery services. This study has used an extended technology acceptance model (TAM) to assess customers' behavior. Product processing innovativeness, information processing innovativeness, and subjective norms have been added as additional constructs into TAM. The data of 354 customers from five different cities of Pakistan have been collected and analyzed through partial least square structural equation modeling (PLS-SEM). The results of the study revealed that all proposed hypotheses, except the positive influence of perceived ease of use on perceived usefulness, were accepted. Further, the results depict that perceived usefulness, subjective norms, and attitude were the major predictors of customers' adoption of drone food delivery services. In addition to this, customers' word of mouth has a greater influence and reach than other forms of marketing communication. Therefore, practitioners and marketers may consider hosting competition programs to experiment with drone food delivery systems to enhance the acceptance of this technology among the masses.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	An empirical evaluation of customers' adoption of drone food delivery services: An extended Technology Acceptance Model.	
	<b>Journal Name</b>	Sustainability	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Product processing innovativeness; information processing innovativeness; subjective norms; perceived ease of use; perceived usefulness	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-18	
	<b>Volume No.</b>	14	
	<b>Issue No.</b>	5	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.3390/su14052922">https://doi.org/10.3390/su14052922</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2071-1050/14/5/2922">https://www.mdpi.com/2071-1050/14/5/2922</a>	

13.	<b>Author(s)</b>	Zhang Yu, Muhammad Waqas, Muhammad Tabish, Muhammad Tanveer, Ikram Ul Haq Syed	To attain ecological sustainability and transition to sustainable supply chain management (SSCM), effective
-----	------------------	--	---

	<b>Author(s)</b>	Institute of Business Management	<p>technological innovation (TI) and solid waste management (SWM), as likely impending resources, are essential components. From 2000 through 2021, a detailed map of SSCMs in the context of TI and systematic history will be created, highlighting the most significant research themes and trends, primary features, development, and possibly relevant areas for future study. Due to utilizing bibliometric analysis, text mining, and content analytics methodologies, the following concerns were addressed: (1) How has SSCM research progressed over time in the TI domain? (2) Which SSCM research areas and trends receive the most attention in the TI domain? Additionally, (3) what are the research directions for SSCM in the context of TI? As a result, bibliometric networks were developed and examined using 983 journal articles from the Scopus database to highlight the substantial body of literature. As a result, SSCM has been divided into five crucial study themes: (i) transition to TI, (ii) SSCM in closed-loop supply chains, (iii) municipal solid waste management (MSWM), (iv) environmental consequences and life-cycle evaluation, and (v) policymakers and practitioners in SSCM can use the SSCM research landscape and its primary highlight patterns to guide and add in the TI. Considering SSCM research as a way to reduce waste, future study directions are also suggested.</p>
	<b>Affiliation</b>		
	<b>Title</b>	Sustainable supply chain management and green technologies: a bibliometric review of literature	
	<b>Journal Name</b>	Environmental Science and Pollution Research	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Sustainable supply chain management (SSCM), effective technological innovation (TI), Solid waste management (SWM)	
	<b>HEC Category</b>	W	
	<b>Pages</b>	58454-58470	
	<b>Volume No.</b>	29	
	<b>Issue No.</b>	39	
	<b>ISSN</b>	1614-7499	
	<b>DOI</b>	<a href="https://doi.org/10.1007/s11356-022-21544-9">https://doi.org/10.1007/s11356-022-21544-9</a>	
	<b>URL/Link</b>	<a href="https://link.springer.com/article/10.1007/s11356-022-21544-9">https://link.springer.com/article/10.1007/s11356-022-21544-9</a>	

14.	<b>Author(s)</b>	Munawar, S., Bashir, A., Fahim, S.M., Rehman, A., & Mukhtar, B	<p>This explanatory research aims to test the indirect effect of the FOMO-laden appeal of Facebook posts on the purchase likelihood of hedonic services moderated by gender in a collectivist and non-indulgent society. Research Design: covariance-based-structural equation modeling (PLS-SEM) was used to analyze the data of 324 respondents collected during November 2020 through the purposive sampling method. Findings: The results show that anticipated elation and anticipated expense regret perfectly mediate the impact of</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The Effect of Fear-of-Missing-Out (FOMO) on Hedonic Services Purchase in Collectivist and Restrained	

		Society: A Moderated – Mediated Model	FOMO on the purchase likelihood of hedonic services. Moreover, gender moderates these mediation effects. Hence, females are more sensitive to FOMO as compared to males. Theoretical implications: Impact of FOMO laden appeal on purchase likelihood of hedonic services is different across cultures and gender.
	<b>Journal Name</b>	Academy of Strategic Management Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Fear-of-moving-out (FOMO), hedonic, gender	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-20	
	<b>Volume No.</b>	20	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	1544-1458	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/351657971_THE_EFFECT_OF_FEAR-OF-MISSING-OUT_FOMO_ON_HEDONIC_SERVICES_PURCHASE_IN_COLLECTIVIST_AND_RESTRAINED_SOCIETY_A_MODERATED-_MEDIATED_MODEL_Saima_Munawar_Usman_Institute_of_Technology_Adnan_Bashir">https://www.researchgate.net/publication/351657971_THE_EFFECT_OF_FEAR-OF-MISSING-OUT_FOMO_ON_HEDONIC_SERVICES_PURCHASE_IN_COLLECTIVIST_AND_RESTRAINED_SOCIETY_A_MODERATED-_MEDIATED_MODEL_Saima_Munawar_Usman_Institute_of_Technology_Adnan_Bashir</a>	

<b>15.</b>	<b>Author(s)</b>	Idrees Waris, Irfan Hameed	The ubiquity of the World Wide Web has provided massive opportunities to teachers and learners around the globe to share knowledge anytime anywhere via learning management system. Hence, considering the needs of the students; universities have arranged the facilities of the learning management system. This study is an empirical evaluation of university faculty members' intention to use a learning management system. We extended Davis's (1989) Technology Acceptance Model (TAM) to evaluate faculty members'
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Modeling teachers' acceptance of learning management system in higher education during COVID-19 pandemic: A developing country perspective.	
	<b>Journal</b>	Journal of Public Affairs	

	<b>Name</b>		intention to use learning management system amid COVID-19. Data were obtained from the faculty members of Pakistani universities through the convenience sampling technique and analyzed using PLS-SEM. The outcomes of the study revealed that perceived ease of using a learning management system, user-interface design, and faculty members' innovativeness have a favorable impact on their intention to use learning management system. Facilitating conditions positively influenced intention to use learning management system. However, the positive relationship between facilitating conditions and perceived ease of using the learning management system was insignificant. The results indicate that the extended TAM model has effectively predicted faculty members' intention to use the learning management system. The findings of the current study can be used for the training and development of faculty members by institutions and regulatory bodies in developing countries.
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Innovativeness, Perceived ease of use, Perceived usefulness, Facilitating conditions	
	<b>HEC Category</b>	X	
	<b>Pages</b>	688–693	
	<b>Volume No.</b>	21	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1002/pa.2821">https://doi.org/10.1002/pa.2821</a>	
	<b>URL/Link</b>	<a href="https://onlinelibrary.wiley.com/doi/10.1002/pa.2821">https://onlinelibrary.wiley.com/doi/10.1002/pa.2821</a>	

16.	<b>Author(s)</b>	Irfan Hameed, Mirza Amin ul Haq, Najmunnisa Khan, Bibi Zainab	<p><b>Purpose</b> Social media has shown a substantial influence on the daily lives of students, mainly due to the overuse of smartphones. Students use social media both for academic and non-academic purposes. Due to an increase in the usage of social media, academicians are now confronting pedagogical issues, and the question arises as to whether the use of social media affects students' performance or not. Considering this, this study aims to examine the role of social media usage on students' academic performance in the light of cognitive load theory.</p> <p><b>Design/methodology/approach</b> Using a quantitative research approach, 220 valid responses were received through an e-survey administered to university students. The proposed claims were tested through structural equation modeling using AMOS version 24.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Social media usage and academic performance from a cognitive loading perspective.	
	<b>Journal Name</b>	On the Horizon	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Social media, Self-control failure, Mobile learning, Pedagogical issues	



	<b>HEC Category</b>	X	<p><b>Findings</b> Findings revealed that social media usage for non-academic purposes harmed students' academic performance. Additionally, social media usage for academic purposes and social media multitasking did not affect students' academic performance. Most importantly, social media self-control failure moderates the relationship between "social media usage for non-academic purposes" and students' academic performance.</p> <p><b>Practical implications</b> The findings of the study can be used by the academic policymakers of institutions and regulatory bodies.</p> <p><b>Originality/value</b> The study suggests that teachers not only rely on using social media as a learning tool but also concentrate on improving student self-control over the use of social media through various traditional and non-traditional activities, such as online readings, group discussions, roleplays and classroom presentations.</p>
	<b>Pages</b>	12-27	
	<b>Volume No.</b>	30	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	1074-8121	
	<b>DOI</b>	<a href="https://doi.org/10.1108/OTH-04-2021-0054">https://doi.org/10.1108/OTH-04-2021-0054</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/OTH-04-2021-0054/full/html">https://www.emerald.com/insight/content/doi/10.1108/OTH-04-2021-0054/full/html</a>	

17.	<b>Author(s)</b>	Idrees Waris, Irfan Hameed, Rashid Ali	<p><b>Purpose</b> This study aims to understand households' adoption of small-scale solar energy to reduce carbon dioxide emissions that cause due to conventional energy consumptions.</p> <p><b>Design/methodology/approach</b> This study is quantitative in nature and households were selected as unit of analysis. Online data has been collected from seven main cities of Pakistan to understand households' intention to use small-scale solar energy for domestic consumption. A total of 370 valid data were analyzed through partial least square structural equation modeling.</p> <p><b>Findings</b> The study findings reveal that publicity information, attitude green norm and perceived behavioral control are the strongest predictors of households' intention to use small-scale solar energy.</p> <p><b>Practical implications</b></p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Predicting Household Sign up for Solar Energy: An empirical study based on the extended theory of planned behavior.	
	<b>Journal Name</b>	International Journal of Energy Sector Management	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Publicity information, Green norms, Attitude, Intention, Subjective norms	

	<b>HEC Category</b>	X	<p>The considered model practically contributes to the literature by understanding households' intention to adopt solar technologies that are viable means to conserve conventional energy and preserve the environment through less emission of carbon dioxide. In addition to this, understanding the green norm of households is imperative in a developing country, Pakistan where climate risk is high. Understanding household' green norms would help marketers and practitioners to design and introduce new and more efficient renewable technologies that maintain environmental sustainability.</p> <p>Originality/value This study has contributed to theory of planned behavior (TPB) by the inclusion of publicity information and green norms. Previous studies focused on the environmental benefits of using renewable energy sources. This study added novel antecedents into TPB that help to understand the adoption of small-scale solar energy for domestic consumption.</p>
	<b>Pages</b>	455-473	
	<b>Volume No.</b>	17	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	1750-6220	
	<b>DOI</b>	<a href="https://doi.org/10.1108/IJESM-06-2021-0010">https://doi.org/10.1108/IJESM-06-2021-0010</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/IJESM-06-2021-0010/full/html">https://www.emerald.com/insight/content/doi/10.1108/IJESM-06-2021-0010/full/html</a>	

<b>18.</b>	<b>Author(s)</b>	Muhammad Tabish, Muhammad Adnan Bashir, Muhammad Mansoor Alam, Zalizah Awang Long, Mohd. Khairil Rahmat	<p>The purpose of this study is to examine the role of virtual community participation and engagement in the brand decision by building community and brand trust. In this study, two theories (Social Capital Theory and Theory of Collective Action) were tested. Both theories were linked based on existing literature, and empirical evidence was obtained through testing hypotheses. Students from five prestigious Pakistani business schools provided a total of 849 replies. The measurement model and structural model were both analyzed using the partial least square (PLS) method. The findings show that virtual community engagement and participation have a positive and significant impact on virtual community trust. Although virtual community engagement has a positive effect on brand trust, we found no evidence of a link between virtual community participation and brand trust. Later, these trusts positively influence brand choice. This study has several managerial implications. The suggested model of this study helps managers to get customers' insight, choose</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The Role of Virtual Community Participation and Engagement in Building Brand Trust: Evidence from Pakistan Business Schools	
	<b>Journal Name</b>	Journal of Asian Finance, Economics and Business	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Virtual Community Engagement; Virtual Community Participation; Virtual Community Trust; Brand	

		Trust; Brand Choice	the right target market, and set integrated marketing communication strategies besides social media marketing strategies. The study represents a new perspective of consumer behavior that helps to understand how a customer behaves in virtual communities to trust and take the final decision to purchase.
	<b>HEC Category</b>	Y	
	<b>Pages</b>	399-409	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.13106/jafeb.2022.vol9.no3.0399">https://doi.org/10.13106/jafeb.2022.vol9.no3.0399</a>	
	<b>URL/Link</b>	<a href="http://koreascience.or.kr/article/JAKO202206159740813.page">http://koreascience.or.kr/article/JAKO202206159740813.page</a>	

19.	<b>Author(s)</b>	Yamna Khan, Irfan Hameed	The study aims to utilize the extended model of the theory of planned behavior (TPB), to test the impact on organic food consumption in Pakistan. Despite having an increased awareness about the benefits of organic food, the translation of favorable attitude and positive purchase intention into actual buying behavior remains quite low. A final sample of 778 was taken from Karachi through an online medium by using the purposive sampling technique. The data was analyzed by implementing the partial least squares structural equation modeling (PLS-SEM) technique through SmartPLS software. Findings of the study suggested that all the variables of TPB had a significant positive relationship, whereas the additional variables, including food safety concern, health consciousness, and environmental concern, also had a significant impact on consumers' attitudes towards organic food. However, the moderating effect of trust between attitude-purchase intention as well as price consciousness between purchase intention-buying behavior relationship appeared to be insignificant. Thus, marketers can utilize the findings of the study to create appealing promotional messages by highlighting the benefits of organic food related to environmental sustainability, food safety as well as on consumers' well-being. Further,
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	An Empirical Investigation to Extend the Theory of Planned Behavior in the Organic Food Context	
	<b>Journal Name</b>	Pakistan Journal of Social Research	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Organic food, theory of planned behavior, trust, price consciousness.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-15	
	<b>Volume No.</b>	4	
	<b>Issue No.</b>	2	

	<b>ISSN</b>	-	government and policymakers can take actions to create awareness about the organic food consumption among locals to promulgate its usage in Pakistan.
	<b>DOI</b>	<a href="https://doi.org/10.52567/pjsr.v4i2.466">https://doi.org/10.52567/pjsr.v4i2.466</a>	
	<b>URL/Link</b>	<a href="https://pjsr.com.pk/ojs/index.php/PJSR/article/view/466/version/466">https://pjsr.com.pk/ojs/index.php/PJSR/article/view/466/version/466</a>	

<b>20.</b>	<b>Author(s)</b>	Abdul Samad, Dr.Aamir Saeed, Asma Rehman	The present research aimed to examine the mediating role of organizational trust between perceived organizational justice (i.e., distributive justice, procedural justice, and interactional justice) and employee engagement (i.e., job engagement and organizational engagement). The data was collected from 251 employees of different organizations who filled in standardized measures of perceived organizational justice, organizational trust, and employee engagement. Using AMOS 26, path analysis was conducted to see the mediational role of organizational trust between organizational justice and employee engagement. The analyses indicated significant indirect effects of all three dimensions of organizational justice on job engagement as well as on organizational engagement through organizational trust. However, the strength of the indirect paths of all three dimensions of organizational justice for job engagement was relatively weak. These findings supported the expected mediational role of organizational trust between organizational justice and employee engagement. The findings implicate that justice-based dealings of organizations with their employees can build up their trust in the organizations which may improve their job engagement and organizational engagement.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Impact of organizational justice on employee engagement the mediating role of leader member exchange.	
	<b>Journal Name</b>	Periodicals of Social Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Organizational justice, organizational trust, job engagement, organizational engagement	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-20	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1080/23311908.2022.2080325">https://doi.org/10.1080/23311908.2022.2080325</a>	
	<b>URL/Link</b>	<a href="https://www.tandfonline.com/doi/full/10.1080/23311908.2022.2080325">https://www.tandfonline.com/doi/full/10.1080/23311908.2022.2080325</a>	

# 1(e) Department of Health Management

1.	<b>Author(s)</b>	Nazia Atiq, Ather Akhlaq	For organizations, conducting work in a safe environment has become mandatory under the provisions and guidelines provided by international and local laws. Occupational health and safety (OHS) standards have become a requisite in almost every industry these days. However, many organizations in developing countries are negligent in adhering to safety measures, and there is also an absence of proper monitoring. This study, therefore, tends to determine the occupational health and safety standards that are prevailing in the food manufacturing sector of Karachi, Pakistan. For this purpose, several food manufacturing companies were approached and interviews were conducted with quality assurance managers and health and safety executives to evaluate and examine the workplace conditions to better understand their OHS practices. The interviews revealed that the export-oriented food manufacturing companies in Pakistan are following occupational health and safety standards as it has now become a necessity; however, the extent to which these measures are implemented and strictly followed varies. Secondly, certain issues arise when companies try to follow and implement OHS practices, these problems also vary from company to company however, most of them relate to worker adaptability, costs, and training needs. The situation in local firms is pathetic. Most of them do not have HSE officers, no concept of toolbox talk, and no preventive and safety measures and these all things make the situation worst and lead to fatalities as law enforcement is missing. Keeping in view the perspectives of management, this study concludes that by establishing a national framework for policies and legislations as per the conventions of ILO for a better workplace environment along with proper law enforcement, improvement in the occupational health and safety domain can be achieved.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Determining the Occupational Health and Safety of Workers in The Food Manufacturing Sector of Pakistan	
	<b>Journal Name</b>	International Journal of Experiential Learning & Case Studied	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Necessity; Occupational Health and Safety; better workplace environment; Pakistan	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-16	
	<b>Volume No.</b>	7	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.22555/ijelcs.v7i1.625">https://doi.org/10.22555/ijelcs.v7i1.625</a>	
	<b>URL/Link</b>	<a href="https://www.academia.edu/101125312/Determining_the_Occupational_Health_and_Safety_of_Workers_in_The_Food_Manufacturing_Sector_of_Pakistan?uc-sb-sw=2365478">https://www.academia.edu/101125312/Determining_the_Occupational_Health_and_Safety_of_Workers_in_The_Food_Manufacturing_Sector_of_Pakistan?uc-sb-sw=2365478</a>	

2.	<b>Author(s)</b>	Asima Faisal, Maha Hameed, Abdur Rehman Aleemi	Work-life balance has become a critical issue in the service sector, especially in the
----	------------------	--	--

	<b>Author(s)</b>	Institute of Business Management	banks. Given its importance, we have developed a model with four direct and two indirect hypotheses. We developed a questionnaire based on the past studies, containing five variables and 27 indicator variables. We collected a sample of 433 responses from the private banks of Karachi non-randomly. For statistical analysis, we used the Smart PLS software. The study tested four direct and two indirect hypotheses, and we failed to reject all of them. We found that work-life balance promotes job satisfaction and psychological well-being. And job satisfaction and psychological well-being are precursors of job performance. Psychological well-being mediates work-life balance and job performance. At the same time, we found that intrinsic motivation moderates psychological well-being, work-life balance, and psychological well-being. Apart from other implications, we suggest that organizations develop policies on work-life balance, as it affects organizational performance and psychological well-being. Such policies may increase costs significantly. Thus, while developing such policies, organizations must also examine their sustainability and growth.
	<b>Affiliation</b>		
	<b>Title</b>	Work-Life Balance and Job Performance: A Mediating and Moderating Model	
	<b>Journal Name</b>	Market Forces	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Job satisfaction, psychological well-being, work-life balance, organizational performance, intrinsic motivation.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-22	
	<b>Volume No.</b>	17	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.51153/mf.v17i1.558">https://doi.org/10.51153/mf.v17i1.558</a>	
	<b>URL/Link</b>	<a href="https://kiet.edu.pk/marketforces/index.php/marketforces/article/view/558">https://kiet.edu.pk/marketforces/index.php/marketforces/article/view/558</a>	

3.	<b>Author(s)</b>	Shamsa Khawaja, Abdur Rahman Aleemi	The objective of the study is to explore the relationship between body image, self-esteem and academic behavior amongst adolescent girls living in Karachi, Pakistan, and simultaneously explore the mediating role of self-esteem in the relationship of the other two variables. It was a cross-sectional study design with a sample size of 400 adolescent girls belonging to a selected community of Karachi, Pakistan. Pre-validated tools, Body Shape Questionnaire, Rosenberg Self-Esteem Scale and Academic Behavior Scale
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Relationship between Body Image, Self-Esteem and Academic Behavior of Adolescent Girls in Karachi, Pakistan	

	<b>Journal Name</b>	International Journal of Experiential Learning & Case Studied	<p>were used for data collection of the study. The data was then analyzed using SPSS 17. Results: The results proved significant associations between all three variables with <math>p &lt; 0.05</math>. Moreover, a partially mediating role of self-esteem was noticed to be causing 74.8% variation in the relationship between body image and academic behavior. As per the study findings, body image, self-esteem and academic behavior of adolescent girls residing in Karachi, Pakistan is associated with each other. It was also concluded that higher body image dissatisfaction may lead to poor self-esteem which in turn negatively impacts the positive academic behavior of the girls. Hence, representing a mediating role of self-esteem in the relationship. Overall, parents, educators, academic professionals, counselors and healthcare professionals can benefit from the study findings to positively play their parts in improving the lives of adolescents around them.</p>
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Body Image, Self-Esteem., Academic Behavior., Adolescent Girls., Pakistan.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	87-108	
	<b>Volume No.</b>	7	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.22555/ijelcs.v7i1.761">https://doi.org/10.22555/ijelcs.v7i1.761</a>	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/365766002_Relationship_between_Body_Image_Self-Esteem_and_Academic_Behavior_of_Adolescent_Girls_in_Karachi_Pakistan/link/638211a8c2cb154d292ce3f3/download?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19">https://www.researchgate.net/publication/365766002_Relationship_between_Body_Image_Self-Esteem_and_Academic_Behavior_of_Adolescent_Girls_in_Karachi_Pakistan/link/638211a8c2cb154d292ce3f3/download?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19</a>	

<b>4.</b>	<b>Author(s)</b>	Romana Khokhar, Ather Akhlaq	<p>As the contemporary environment is infused with change, organizations push for change, and the notions of failure and success associated with organizational change management interventions are linked to (perceived) barriers and facilitators.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The Barriers to and Facilitators of Sustainable Organizational Change	
	<b>Journal Name</b>	Journal of Business and Social Review in Emerging Economies	
	<b>College</b>	College of Business	

		Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Barriers, Facilitators, Failure, Change, Organization	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	469-480	
	<b>Volume No.</b>	8	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.26710/jbsee.v8i2.2334">https://doi.org/10.26710/jbsee.v8i2.2334</a>	
	<b>URL/Link</b>	<a href="https://publishing.globalcsrc.org/ojs/index.php/jbsee/article/view/2334">https://publishing.globalcsrc.org/ojs/index.php/jbsee/article/view/2334</a>	

<b>5.</b>	<b>Author(s)</b>	Pireh Sikandar, Abdur Rahman Aleemi, Muhammad Irshad, Sundus	<p>Purpose: Cutthroat competition between the organizations has created tremendous job demands for employees, leading to increased implications for occupational health. This study investigated the impact of physical job stressors, i.e., workplace ergonomics, working conditions, and physical demands, on sickness presenteeism and the moderation of organizational justice (OJ). All the three dimensions of Organizational Justice, namely distributive justice, procedural justice, and interactional justice, were used as a moderator.</p> <p>Design/Methodology/Approach: The current paper follows the positivism approach, and therefore, responses were collected on a structured questionnaire following a quantitative technique. The respondents belonged to the banking industry of Karachi. Using a two-step approach, structural equation modeling on smart PLS was used for analysis.</p> <p>Findings: Findings indicate that physical job stressors, i.e., workplace ergonomics, physical demands, and working conditions,</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Feeling Black & Blue yet at Work: Physical Job Stressors and Sickness Presenteeism with the Moderation of Organizational Justice	
	<b>Journal Name</b>	Sustainable Business and Society in Emerging Economies	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Physical stressors, Workplace Ergonomics, Physical Demands, Working Conditions, Organizational Justice	



	<b>HEC Category</b>	Y	<p>statistically impact sickness presenteeism.</p> <p>Implications/Originality/Value: Furthermore, organizational justice alleviated the impact of physical job stressors on sickness presenteeism. This paper lays down implications for organizations as well as future research.</p>
	<b>Pages</b>	167-178	
	<b>Volume No.</b>	4	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="http://dx.doi.org/10.26710/sbsee.v4i1.2207">http://dx.doi.org/10.26710/sbsee.v4i1.2207</a>	
	<b>URL/Link</b>	<a href="https://publishing.globalcsrc.org/ojs/index.php/sbsee/article/view/2207">https://publishing.globalcsrc.org/ojs/index.php/sbsee/article/view/2207</a>	

6.	<b>Author(s)</b>	Saba Gulzar, Kanwal Hussain, Ather Akhlaq, Zuhair Abbas, Shagufta Ghauri	<p><b>Purpose</b> Recent advancements in the field of organizational psychology have transformed the employees' perceptions related to the reactions of the employment relationship. The main aim of the study is to explore the consequences of psychological contracts among the nursing staff and how to provide better patient care and quality service in the health-care system as nurses play a pivotal role in the context of Pakistan. Significantly, this study attempts to bridge the research gap by exploring consequences of psychological contracts. Drawing on the social exchange theory, this study examined the psychological contracts of nurses and their reactions to the perceived violation.</p> <p><b>Design/methodology/approach</b> This research adopted a qualitative method and was based on an exploratory approach. Data were collected through in-depth semi-structured interviews from 21 nurses working in public, private and charity hospitals in Karachi, Pakistan. The thematic content analysis is employed for the analysis of data by using NVivo software.</p> <p><b>Findings</b> The study identified the relational and transactional elements related to the psychological contract of nurses who predominantly consisted of supervisor</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Exploring the psychological contract breach of nurses in healthcare: an exploratory study	
	<b>Journal Name</b>	Asia-Pacific Journal of Business Administration	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Healthcare, Benefits, Motivation, Autonomy, Pakistan	
	<b>HEC Category</b>	X	
	<b>Pages</b>	204-230	
	<b>Volume No.</b>	16	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	1757-4323	

	<b>DOI</b>	<a href="https://doi.org/10.1108/APJBA-03-2021-0102">https://doi.org/10.1108/APJBA-03-2021-0102</a>	<p>support, autonomy, tangible/intangible rewards and trust. The intrinsic motivation which relates to their devotion to work was found as an additional element to balance their psychological contract. This research also establishes that the psychological contract of nurses is being violated in their work settings.</p> <p>Practical implications By highlighting the importance of psychological contract breach, the findings demonstrate that health-care institutions should take measures to cope with psychological contract breach issues at the workplace.</p> <p>Originality/value This study contributes to the body of knowledge by exploring psychological contract breach. Substantially, there are rare studies conducted on psychological contract breach among nurses in developing country context (Pakistan). However, this study adds to the previous studies related to the psychological contract of nurses in the context of Pakistan by using social exchange theories. Finally, this study enables the management of healthcare to balance the psychological contract issues effectively.</p>
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/APJBA-03-2021-0102/full/html">https://www.emerald.com/insight/content/doi/10.1108/APJBA-03-2021-0102/full/html</a>	

7.	<b>Author(s)</b>	Muhammad Arsam Qazi, Muhammad Aiyaz Sharif, Ather Akhlaq	<p>Integrating e-learning into higher education institutions (HEIs) is a complex process. Several universities had tried to impart learning online, especially amid the spread of COVID-19. However, they failed miserably due to the many barriers to online learning platforms' delivery and acceptance. This study aims to explore the barriers and facilitators in adopting e-learning in HEIs of Pakistan by taking the perspective of key stakeholders involved in the management and administration of HEIs.</p> <p>Design/methodology/approach The authors recruited participants using purposive and snowball sampling. Interviews were conducted from a variety of participants, including academicians, administrators and information technology (IT) personnel. Data recorded was transcribed into verbatim and then analyzed using thematic analysis.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Barriers and facilitators to adoption of e-learning in higher education institutions of Pakistan during COVID-19: perspectives from an emerging economy	
	<b>Journal Name</b>	Journal of Science and Technology Policy Management	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	

	<b>Keywords</b>	Barriers, E-learning, Facilitators, Pakistan	<p><b>Findings</b> The analysis identified barriers and facilitators to the e-learning implementation. Barriers included lack of resources and training, lack of infrastructure, inadequate e-learning policies, absence of positive mindset among teachers and students and reservations and concerns about e-learning of parents and teachers. By contrast, facilitators included prior training and awareness (provided by HEIs regarding e-learning), the assistance of government and regulatory bodies (in terms of policy and training on e-learning), the role of IT (in development and implementation of online learning system) and good computer knowledge and skills of students and faculty. Moreover, respondents believed that teaching subjects online requires the availability of proper and complete gadgets, but these were hardly available due to high demand. Finally, the academicians and administrators believed that e-learning is indispensable in health emergencies such as COVID-19 and similar events ahead.</p> <p><b>Originality/value</b> For the HEIs to sustain and grow, the adoption of e-learning is fundamental. Therefore, the government should provide the essential infrastructure for the HEIs to deploy e-learning modules, train faculty and ensure the availability of necessary equipment (e.g. network) and gadgets to faculty and students. From a theoretical perspective, the study provides a framework for similar future studies in other emerging markets, whereas practical implications of the study can assist the governments and HEIs of emerging markets in implementing the e-learning modes of education in times of health emergencies, such as COVID-19.</p>
	<b>HEC Category</b>	X	
	<b>Pages</b>	31-52	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2053-4620	
	<b>DOI</b>	10.1108/JSTPM-01-2022-0002	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/361941289_Barriers_and_facilitators_to_adoption_of_e-learning_in_higher_education_institutions_of_Pakistan_during_COVID-19_perspectives_from_an_emerging_economy/citation/download?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19">https://www.researchgate.net/publication/361941289_Barriers_and_facilitators_to_adoption_of_e-learning_in_higher_education_institutions_of_Pakistan_during_COVID-19_perspectives_from_an_emerging_economy/citation/download?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19</a>	

<b>8.</b>	<b>Author(s)</b>	Minnat Seema Nasser, Ather Akhlaq, Hijaz Ali, Dawood Nasser	<p>Background: At present, South Asian Association for Regional Cooperation (SAARC) countries have tremendous pressure on child stunting along with the impact it is making on economic growth. World Health Organization (WHO), United Nations International Children's Emergency Fund (UNICEF), and The World Bank (WB) have emphasized for this region to reduce</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	

	<b>Title</b>	Evidence Linking Stunting to Economic Outcomes in the SAARC Region: a Systematic Review	<p>stunting by 40%. The objective of this paper is to analyze the impact of stunting on economic outcomes in SAARC countries so that to scale up policies and programs aiming to reduce child stunting.</p> <p>Methods: The systematic review has assessed five international databases; PubMed, JSTOR, Cochrane Library, Web of Science, and CINAHL Plus for published, unpublished, and ongoing research till the year 2020. Grey literature is searched using Google Scholar and Google search engines. The systematic review registration number in PROSPERO is CRD42021230279.</p> <p>Results: Thirty-three (33) studies matched the criteria. Most quantitative studies link stunting with economic repercussions. Three investigations found no or a weak link between the two. Nutritional intervention synthesis predicts a 12 percent return, a 5:1-6:1 benefit-cost ratio, and a 14mm height gain. A 1 cm increase in height increases pays by 4% for men and 6% for women. Stunting caused a 5%-7% income penalty and lower lifetime pay. Studies show that a 10% increase in agricultural growth reduces stunting by 9.6%, while a 10% increase in non-agricultural growth reduces stunting by 8.4%.</p> <p>Conclusion: To reduce stunting prevalence, policies should be scaled up, as well as targeted and structural interventions are needed.</p>
	<b>Journal Name</b>	Pakistan Journal of Public Health	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Economic Outcomes, Poverty,, Review, SAARC Countries, Stunting	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	88-101	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2225-0891	
	<b>DOI</b>	<a href="https://doi.org/10.32413/pjph.v12i2.978">https://doi.org/10.32413/pjph.v12i2.978</a>	
	<b>URL/Link</b>	<a href="https://pjph.org/index.php/pjph/article/view/978">https://pjph.org/index.php/pjph/article/view/978</a>	

<b>9.</b>	<b>Author(s)</b>	Aisha Yusuf Mesiya, Nawaz Ahmad, Helena Nobre, Abdur Rahman Aleemi	<p>Despite having almost 50% share of the total population, women have not gained equivalent representation in the senior-level workforce in Pakistan. This study attempts to look at the impact of female inclusion in the corporate boards on the performance of firms through accounting and marketing-based measurements while shedding light on the moderating effect of national culture on this relationship. The sample comprises data from 50 firms in Pakistan. A dynamic model of the generalised method of moments (two-step system) supported the data analysis. Findings indicate that firm performance is positively affected by board gender diversity. The power distance dimension of</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Cultural Conditionality of Board Gender Diversity and Firm Performance: Evidence from Pakistan	
	<b>Journal Name</b>	International Journal of Business Excellence	

	<b>College</b>	College of Business Management	national culture interacting with the female director ratio seems to affect firm performance positively. However, this dimension, in combination with the critical mass (three women directors) variable, negatively affects performance. The other dimension of culture, masculinity.
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Corporate governance; female directors; critical mass theory; firm performance; board gender diversity; national culture; Pakistan.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-20	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	-	
	<b>DOI</b>	10.1504/IJBEX.2022.10050083	
	<b>URL/Link</b>	<a href="https://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijbex#109485">https://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijbex#109485</a>	

<b>10.</b>	<b>Author(s)</b>	Aleemi, Abdur Rahman; Imam Uddin Kashif, Muhammad	In this study, we invoke the theoretical notion of different competitive conditions in lending and deposit market power for the banking industry of Pakistan. We find highly monopolistic conditions in lending market whereby majority of the banks are enjoying high market power. On the other hand, the deposit market is found to be highly competitive. Subsequently, we find the effects of the lending and deposit market measures of market power on the riskiness of banks to be asymmetric. In addition, we introduce charter value as a determinant of banks' risk for the first time in the case of Pakistan and tested for whether or not greater higher valuable charters enhance the risk averse tendencies of banks to preserve charter value? Our findings suggest that the theoretical link between charter value and market power is sufficiently strong to restrain risky behavior of banks.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Competitive Conditions and Banking Stability in Pakistan: New Evidence from Market Power and Charter Value	
	<b>Journal Name</b>	South Asian Journal of Management Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Competition, Market Power, Charter Value, Bank stability	
	<b>HEC</b>	Y	

	<b>Category</b>		
	<b>Pages</b>	20-38	
	<b>Volume No.</b>	16	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="http://dx.doi.org/10.21621/sajms.202216.02">http://dx.doi.org/10.21621/sajms.202216.02</a>	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/357876615_Competitive_Conditions_and_Banking_Stability_in_Pakistan_New_Evidence_from_Market_Power_and_Charter_Value">https://www.researchgate.net/publication/357876615_Competitive_Conditions_and_Banking_Stability_in_Pakistan_New_Evidence_from_Market_Power_and_Charter_Value</a>	

<b>11.</b>	<b>Author(s)</b>	Sarah Ikram, Abdur Rahman Aleemi, Madiha Hashmi, Zareen Imam	<p><b>Objective:</b> To evaluate improvement in nutrition support therapy after the implementation of nutritional protocols in critically ill surgical patients.</p> <p><b>Methods:</b> The ambi directional study was conducted at the surgical intensive care unit of Aga Khan University Hospital, Karachi, using an evidenced-based nutritional protocol. The pre-protocol retrospective data group A comprised patient records from July to September 2018, while the post-protocol prospective data group B related to the period between October and December 2018. Both data sets involved patients of either gender aged at least 18 years who needed admission to surgical intensive care unit and were unable to take oral nutrition for &gt;2 days and remained under intensive care for up to seven days. Data was analysed using SPSS 21.</p> <p><b>Results:</b> Of the 65 patients, 30(46.2%) were in group A; 21(70%) males and 9(30%) females with mean age 40±16.55 years (range: 18-80 years). The remaining 35(53.8%) were in group B; 27(77%) males and 8(23%) females with mean age 48.66±17.7 years (range: 18-86 years). Nutritional screening indicated that 16(53.3%) patients in group A and 35(100%) in group B were at the risk of</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Adequacy of Nutritional Support in Critically ill patients post implementation of Nutritional Protocols in surgical intensive care unit of a university hospital	
	<b>Journal Name</b>	Journal of Pakistan Medical Association (JPMA)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Nutrition, nutritional support, malnutrition	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1355–1362	
	<b>Volume No.</b>	72	

	<b>Issue No.</b>	7	developing malnutrition. Patients receiving enteral nutrition within 24 hours of admission increased from 7(23.35%) in group A to 17 (48.3%) in group B. Overall, the amount of enterally administered calories increased from mean 321057±2495 kcal (29.6%) in group A to mean 384585±2343 (92.6%) in group B.
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.47391/JPMA.3349">https://doi.org/10.47391/JPMA.3349</a>	
	<b>URL/Link</b>	<a href="https://ojs.jpma.org.pk/index.php/public_html/article/view/3349">https://ojs.jpma.org.pk/index.php/public_html/article/view/3349</a>	

12.	<b>Author(s)</b>	M AsadUllah, M Adnan Bashir, Abdur Rahman Aleemi	<p><b>Purpose</b> The purpose of this study is to examine the accuracy of combined models with the individual models in terms of forecasting Euro against US dollar during COVID-19 era. During COVID, the euro shows sharp fluctuation in upward and downward trend; therefore, this study is keen to find out the best-fitted model which forecasts more accurately during the pandemic.</p> <p><b>Design/methodology/approach</b> The descriptive design has been adopted in this research. The three univariate models, i.e. autoregressive integrated moving averages (ARIMA), Naïve, exponential smoothing (ES) model, and one multivariate model, i.e. nonlinear autoregressive distributive lags (NARDL), are selected to forecast the exchange rate of Euro against the US dollar during the COVID. The above models are combined via equal weights and var-cor methods to find out the accuracy of forecasting as Poon and Granger (2003) showed that combined models can forecast better than individual models.</p> <p><b>Findings</b> NARDL outperforms all remaining individual models, i.e. ARIMA, Naïve and ES. By applying a combination of different models via different techniques, the combination of NARDL and Naïve models outperforms all combination of models by scoring the least mean absolute percentage error value, i.e. 1.588. The combined forecasting of NARDL and Naïve techniques under var-cor method also outperforms the forecasting accuracy of individual models other than NARDL. It means the euro exchange rate against the US dollar which is dependent upon the macroeconomic fundamentals and recent</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Forecasting Euro again US Dollar via combination of NARDL and univariate techniques during Covid 19	
	<b>Journal Name</b>	Foresight	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Economic forecasting, Forecasting, Modelling, Economic trends	
	<b>HEC Category</b>	X	
	<b>Pages</b>	319-335	
	<b>Volume No.</b>	24	
	<b>Issue No.</b>	3/4	
	<b>ISSN</b>	1463-6689	
	<b>DOI</b>	<a href="https://doi.org/10.1108/FS-04-2021-0082">https://doi.org/10.1108/FS-04-2021-0082</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/FS-04-2021-0082/full/html?skipTracking=true">https://www.emerald.com/insight/content/doi/10.1108/FS-04-2021-0082/full/html?skipTracking=true</a>	

			<p>observations of the time series.</p> <p><b>Practical implications</b> The findings could help the FOREX market, hedgers, traders, businessmen, policymakers, economists, financial managers, etc., to minimize the risk indulged in global trade. It also helps to produce more accurate results in different financial models, i.e. capital asset pricing model and arbitrage pricing theory, because their findings may not be useful if exchange rate fluctuations do not trace effectively.</p> <p><b>Originality/value</b> The NARDL models have been applied previously in different time series and only limited to the asymmetric or symmetric relationships. This study is using it for the forecasting exchange rate which is almost abandoned in earlier literature. Furthermore, this study combined the NARDL with univariate models to produce the accuracy which itself is a novelty. Moreover, the findings help to enhance the effectiveness of different financial theories as well.</p>
--	--	--	---

#### 1(f) Department of Entrepreneurship

<b>1.</b>	<b>Author(s)</b>	Muhammad Irshad, Dr. Munir Hussain, Mirza Aqeel Baig	<p>Gross Domestic Product (GDP) is one of the most important measurements used by experts to assess a country's economic health. Almost all Government and financial decision-makers use GDP as a planning and policy formulation indicator. GDP incorporates the market values of all a country's total products and services over a specified period. This study aims to examine the impact of the Foreign Direct Investment (FDI), Trade Volume, and the Exchange Rate of Pakistani Currency Rupees concerning the Dollar on the Gross Domestic Products of Pakistan from 1972 to 2021. The nature of this study is quantitative, so used the deductive approach. The Secondary data for the GDP, FDI, Exchange rate, and the balance of trade was taken from the World Bank's website from 1971 to 2020. The data analysis technique was the regression method which the E-Views did. From the results of this study, it</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Macroeconomic Variables the Indicators for the Economic Growth of Pakistan	
	<b>Journal Name</b>	PAKISTAN SOCIAL SCIENCES REVIEW (PSSR)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	Balance of Trade, Pakistan Exchange Rate Foreign Direct Investment Gross Domestic	



		Product	<p>was found that FDI and the exchange rate have a significant impact on the Economic growth GDP of Pakistan. The effect of the foreign direct investment was positive, while the effect of the exchange rate on the GDP was negative. Balance of trade has an insignificant effect on the GDP of Pakistan. From this study, it is concluded that the Government must create a Peaceful environment for a foreigner to invest in Pakistan because it has a significant positive impact on the economic growth of Pakistan. It is also suggested to the Government that the money value fall should be controlled because it negatively impacts the country's economic development</p>
	<b>HEC Category</b>	Y	
	<b>Pages</b>	58-72	
	<b>Volume No.</b>	6	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2664-0422	
	<b>DOI</b>	<a href="http://doi.org/10.35484/pssr.2022(6-II)06">http://doi.org/10.35484/pssr.2022(6-II)06</a>	
	<b>URL/Link</b>	<a href="https://pssr.org.pk/issues/v6/2/macro-economic-variables-the-indicators-for-the-economic-growth-of-pakistan.pdf">https://pssr.org.pk/issues/v6/2/macro-economic-variables-the-indicators-for-the-economic-growth-of-pakistan.pdf</a>	

2.	<b>Author(s)</b>	Zahid Shahab Ahmed, Munir Hussain	<p>There is little research done on the social agenda of the South Asian Association for Regional Cooperation (SAARC). As an analysis of the organization's social agenda is relevant to the challenges and opportunities offered by COVID-19, this article aims to draw lessons for SAARC from the development model of the European Union (EU). Erstwhile literature on SAARC has not compared its progress in terms of social development with that of the EU. Hence, this study aims to answer the following questions: What are the key differences between the social development approaches of the two organizations, and what can SAARC learn from the EU's social model? The analysis in this research is largely based on an extensive review of official documents from the EU and SAARC. This article argues that collective social development is in line with SAARC's functionalist approach that prioritizes cooperation in non-controversial areas like human security. Based on the comparative analysis, this article proposes a three-tier social development approach for comprehensive social development across South Asia. This study argues that, despite its socio-economic and political challenges, SAARC has a lot to gain from adopting the</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	South Asian regionalism, social development and COVID-19: Lessons for SAARC from the EU's social model	
	<b>Journal Name</b>	Asian Journal of Comparative Politics	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	SAARC, EU, Social agenda	
	<b>HEC Category</b>	X	
	<b>Pages</b>	820-835	
	<b>Volume No.</b>	7	

	<b>Issue No.</b>	4	EU's social model.
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1177/20578911221104275">https://doi.org/10.1177/20578911221104275</a>	
	<b>URL/Link</b>	<a href="https://journals.sagepub.com/doi/10.1177/20578911221104275">https://journals.sagepub.com/doi/10.1177/20578911221104275</a>	

3.	<b>Author(s)</b>	Muhammad Irshad, Mudasser Ali Khan, Ather Akhlaq, Munir Hussain	Oil products play a dynamic role in the overall energy domain because it supports country-wide transport, industries, and households. The oil market in most countries is deregulated and provides free access to every organization or independent player. Some of them have followed this policy from the very beginning, while others have followed the strategy regarding deregulation at a later stage. In Pakistan, there is a usual tug of war between Government authorities and Oil Marketing Companies (OMCs) concerning the decision of setting oil prices. This exploratory study aims to assess the prospects of deregulation of oil prices from the point of view of stockholders from the Oil Marketing Companies (OMCs). Data is gathered through interviews from the professional stakeholders who are working in the supply chain department in the downstream petroleum sector of Pakistan, and a thematic analysis method was used to analyze the data. As per the data obtained from the interviewees, there are both advantages and disadvantages of deregulation of petroleum. Advantages are like low prices of petroleum products, positive impact on the economy, opportunities for new entrants, and creation of new jobs. While the disadvantages are oligopoly created by the mafias, failure of the system, dumping of fuel, and increase in cross border smuggling. While the major barriers to deregulation are the Oil and Gas Regulatory Authority (OGRA) and political forces, and the facilitators for the deregulation are foreign direct investment and high tax collection of the Government. The deregulation must be done immediately to pass on the benefits of reduced and appropriate prices of petroleum products besides their availability in every city of the
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Strategies to Deregulate the Downstream Petroleum Sector of Pakistan	
	<b>Journal Name</b>	Journal of Economic Impact	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	Petroleum sector , Deregulation , Fuel prices, Diesel, Petrol	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	122-131	
	<b>Volume No.</b>	4	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.52223/jei4012214">https://doi.org/10.52223/jei4012214</a>	
	<b>URL/Link</b>	<a href="https://www.scienceimpactpub.com/journals/index.php/jei/article/view/278">https://www.scienceimpactpub.com/journals/index.php/jei/article/view/278</a>	

			country. Government should also promote bulk import and storage of petroleum products so that the companies get possible economic ordering benefits of low prices.
--	--	--	--

4.	<b>Author(s)</b>	Dr. Omar Javaid	The model of circular economy, inspired from the circular nature of the ecosystem, has emerged as an environmentally sustainable alternative against the contemporary environmentally destructive model of organizing the economy. However practical progress toward a circular economy is perhaps obstructed by the ideals and values of capitalism which encourage accumulation and competition for self-interest. So in contrast to the values and ideals of capitalism, this research paper takes the position that Islamic beliefs and values – where the Muslims are expected to view themselves as stewards toward nature, where wastage is a sin, where sharing and cooperating are highly encouraged – may act as facilitators in transition toward circularization and subsequent conservation of the natural environment. Keeping in view the criticality of the environmental crisis, it is perhaps urgently necessary to highlight the shortcomings of the capitalist values and ideals in contrast with the advantages of Islamic beliefs and values for the purpose of bringing the sociocultural and economic transformation necessary to avert the collapse of the ecosystem. Policy makers concerned with the preservation of the ecosystem can therefore engage the religious scholarship to convince the business community and the general public to consider economic circularization as a religious responsibility in the light of the analysis and recommendations put forward in this paper.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The Principles of a Circular Economy in light of Islamic values and beliefs	
	<b>Journal Name</b>	Journal of Islamic Thought and Civilization (JITC)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	Circular economy, social embeddedness, gift economy, Islamic economic, environmental crisis	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	214-30	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.32350/jitc.121.12">https://doi.org/10.32350/jitc.121.12</a>	
	<b>URL/Link</b>	<a href="https://journals.umt.edu.pk/index.php/JITC/article/view/2113">https://journals.umt.edu.pk/index.php/JITC/article/view/2113</a>	

5.	<b>Author(s)</b>	Muhammad Irshad, Dr. Munir Hussain, Syed Muhammad Fahim, Saqib Ghias	Purpose: The purpose of this study is to investigate the impact of service quality and social media marketing on customer satisfaction mediating through the brand image of food
	<b>Author(s)</b>	Institute of Business	

	<b>Affiliation</b>	Management	<p>panda. This study also aims to examine the moderating role of the price on the relationship between the brand image and customer satisfaction.</p> <p>Methodology: The nature of this study is quantitative so the researcher used the deductive approach. Primary data was collected by a closed-ended questionnaire from the 354 frequent users of the food panda of Karachi city. After the initial screening, 332 respondents' data was accurate for further analysis. The data analysis technique was PLS-SEM done by the PLS Smart.</p> <p>Findings: From the results of this study, it was found that social media marketing and the service quality of the food panda have a significant positive impact on customer satisfaction. Price doesn't exert any moderation effect on the satisfaction of the customers of food panda.</p> <p>Conclusion: From this study, it is concluded that service quality and social media marketing are highly affecting customer satisfaction. so that is why food panda must have to concentrate on its service quality to bring better satisfaction to its customers.</p> <p>Practical Implications: The findings will help the food panda to concentrate on proper factors which are practically responsible for the satisfaction of its customers.</p>
	<b>Title</b>	Factors Affecting Customer Satisfaction: A Case Study of Food Panda	
	<b>Journal Name</b>	Reviews of Management Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	Brand Image, Customer Satisfaction, Price, Service Quality, Social Media Marketing	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	63-82	
	<b>Volume No.</b>	4	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	10.53909/rms.04.01.0118	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/359998793_Factors_Affecting_Customer_Satisfaction_A_Case_Study_of_Food_Panda/link/625ac4651c096a380d099632/download?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19">https://www.researchgate.net/publication/359998793_Factors_Affecting_Customer_Satisfaction_A_Case_Study_of_Food_Panda/link/625ac4651c096a380d099632/download?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19</a>	

<b>6.</b>	<b>Author(s)</b>	Hira Mujahid, Rabia Sabri, Mushtaq, N., & Sardar Muhammad Nawaz	<p>The irruption of COVID-19 has had different consequences on mental health in the youth population. Specifically, the sector made up of university students has suffered an abrupt change of teaching modality because of the pandemic. As such, this paper aims to analyze the impact that COVID-19 has had on different personal factors of</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	

	<b>Title</b>	The Impact of Covid-19 on the stress level of University Students	students: (i) satisfaction with life; (ii) lived uncertainty; (iii) depression, anxiety, and stress, as well as factors related to academic development; (iv) motivation and the creation of teaching and learning strategies during this period; and (v) the perception of the degree of adaptability to the new scenario brought about by the university system. For this purpose, a cross-sectional quantitative design was advocated through the elaboration of an SEM model, which included 1873 university students from Andalusian Universities (Spain). The results reflected the strong negative impact that the pandemic had, especially on the levels of life satisfaction and the indices of depression, anxiety, and stress of the students. Likewise, the findings reflected the relevance of the correct adaptability on the part of the university to these new circumstances. It is necessary for university institutions to focus their efforts on quality attention to students, in order to establish fluid communication with them and to adapt to their academic and personal needs.
	<b>Journal Name</b>	Academy of Education and Social Sciences Review	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	COVID-19; life satisfaction; depression; academic motivation; higher education; structural equation modelling	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-15	
	<b>Volume No.</b>	19	
	<b>Issue No.</b>	16	
	<b>ISSN</b>	10433	
	<b>DOI</b>	<a href="https://doi.org/10.3390/ijerph191610433">https://doi.org/10.3390/ijerph191610433</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/1660-4601/19/16/10433">https://www.mdpi.com/1660-4601/19/16/10433</a>	

7.	<b>Author(s)</b>	Dr. Omar Javaid	<p><b>Purpose</b> The purpose of this paper is to highlight the Islamic character of entrepreneurial activity along with its systemic, ideological and ethical particularities in contrast to the tech-based entrepreneurial model of Silicon Valley.</p> <p><b>Design/methodology/approach</b> Hollingsworth's framework of institutional analysis is used to analyze and compare the institutional design of tech-based entrepreneurship originated in Silicon Valley with the Islamic alternative.</p> <p><b>Findings</b> An ideal Muslim entrepreneur will have a</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	An Islamic vision and approach for entrepreneurship: developing through a multi-stage comparative analysis of systems, ideologies and code of ethics	
	<b>Journal Name</b>	International Journal of Ethics and Systems	
	<b>College</b>	College of Business	

		Management	<p>service-oriented-collectivist mindset, as opposed to an individualistic-self-centric mindset, where solving problems for all stakeholders is a priority instead of profit maximization at the expense of other stakeholders. A Muslim entrepreneur while ensuring the financial sustainability of the firm would avoid complexity on a systemic level, thus would adopt a personalized-family-like atmosphere. A Muslim entrepreneur will also constructively engage local stakeholders and will not possess a disintegrating tendency toward the local social structures.</p> <p>Practical implications The paper can help Muslim entrepreneurs to critically evaluate their entrepreneurial activities and firm design in contrast to the contemporary tech-based model.</p> <p>Originality/value A number of papers already have discussed the features of an Islamic model of entrepreneurship; however, none has done so while sequentially comparing the Islamic alternative with the contemporary model using Hollingsworth's framework of institutional analysis. In this paper, the resulting model of Islamic entrepreneurship can be clearly evaluated and contrasted, feature by feature, with its tech-based counterpart.</p>
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	Start-up economy, Islamic entrepreneurship, Comparative analysis, Ethics, Tech entrepreneurship	
	<b>HEC Category</b>	X	
	<b>Pages</b>	125-146	
	<b>Volume No.</b>	38	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2514-9369	
	<b>DOI</b>	<a href="https://doi.org/10.1108/IJOES-03-2021-0066">https://doi.org/10.1108/IJOES-03-2021-0066</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/IJOES-03-2021-0066/full/html">https://www.emerald.com/insight/content/doi/10.1108/IJOES-03-2021-0066/full/html</a>	

#### 1(g) Department of Industrial Management and Environment & Energy Management

<b>1.</b>	<b>Author(s)</b>	Anqa Min Allah, Dr. Jamshaid Iqbal	<p>This paper aims to provide an overview of current solid waste management practices at gas fired powered plant in Karachi, Pakistan. During the annual maintenance activities at gas powered plant it is obvious that different type of waste is generated such as metal waste including, aluminum, copper, iron and other metals, electronic waste, non-metal waste such as cotton rags, wood, paper, hand gloves and other miscellaneous waste. Three gas powered plants located in Karachi were surveyed and interviews were conducted to comprehend the existing practices of solid waste management there. Waste disposal</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Solid Waste Management at Gas Fired Electric Powered Plant: A Case of Karachi, Sindh, Pakistan	
	<b>Journal Name</b>	Journal of Global Ecology and Environment	

	<b>College</b>	College of Business Management	and storage scraps yard of the selected power plants were also visited to study the process of waste segregation, reuse and recycling and final disposal. The results of this study indicate that highest amount of solid waste generated from selected power plants includes the heavy metals; aluminum, copper and iron comprising about 15% each. Cotton rags/ gloves, rubber and plastic make 11%, 6% and 4% respectively of the total waste stream. Study indicate that out of the total waste generated, approximately 70% is being disposed to scrap yard which is the source of revenue collection and remaining 30% is being lost as it is not being collected, segregated, and disposed as per the current practice of gas-powered plants. Study also finds that the waste that is currently not being disposed properly, can result in revenue increase of almost 27% (metal waste), 0.63% (cotton rags/hand gloves) and almost 4% (miscellaneous waste).
	<b>Department</b>	Industrial Management, Environment & Energy Management	
	<b>Keywords</b>	Solid waste, annual maintenance, gas-powered plant, Karachi, Pakistan	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	223-230	
	<b>Volume No.</b>	16	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.56557/jogee/2022/v16i47952">https://doi.org/10.56557/jogee/2022/v16i47952</a>	
	<b>URL/Link</b>	<a href="https://ikprress.org/index.php/JO GEE/article/view/7952">https://ikprress.org/index.php/JO GEE/article/view/7952</a>	

2.	<b>Author(s)</b>	Khaliq A, Elahi A A., Zahid A, Lassi ZS.	This study assesses the experiences of parents/caregivers regarding the refusal to childhood immunization. A cross-sectional study was conducted among the parents/caregivers of children under two years old from January 2019 to June 2019 who were residents of either Pathan Colony or Orangi Town, Karachi. In this study, the data collectors targeted parents/caregivers of 440 households who showed a refusal mark "R" in the Expanded Program of Immunization (EPI) H-chalking system. These households were approached using a 30 × 7 multistage-stratified-cluster random sampling technique and were interviewed using a structured questionnaire. The study sample produced two different types of refusals: true refusal (absence) and potential refusal (presence), based on the absence and presence of a vaccination card at the time of the survey. Multivariate logistic regression was used to analyze the data using Jamovi (V-1.6.13). A total of 230 households consented to participate in this study, of which 141 (61.3%) represented true refusals,
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	A Survey Exploring Reasons behind Immunization Refusal among the Parents and Caregivers of Children under Two Years Living in Urban Slums of Karachi, Pakistan	
	<b>Journal Name</b>	International Journal of Environmental Research and Public Health	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Industrial Management, Environment & Energy Management	
	<b>Keywords</b>	Immunization; refusal; reasons;	

		parents; caregivers; urban slums; children; Karachi	<p>while 89 (38.7%) represented potential refusals. More than half of the participants from both groups complained about fever and pain at the injection site following immunization. The use of alternative medicines and a history of adverse events following immunization (AEFI) were associated with increasing the odds of immunization refusals by four-to-five fold. However, advanced paternal age, a long distance to the clinic, a lack of trust in government, and the influence of community/religious leaders were associated with lower immunization refusal odds. Thus, an unawareness about self-limiting vaccine-related adverse events, the use of alternative medicines, and an increased concern about the safety and efficacy of vaccines were found to be barriers to immunization, which can be improved by increasing public awareness through media campaigns and policy reform.</p>
	<b>HEC Category</b>	X	
	<b>Pages</b>	1-11	
	<b>Volume No.</b>	19	
	<b>Issue No.</b>	18	
	<b>ISSN</b>	11631	
	<b>DOI</b>	<a href="https://doi.org/10.3390/ijerph191811631">https://doi.org/10.3390/ijerph191811631</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/1660-4601/19/18/11631">https://www.mdpi.com/1660-4601/19/18/11631</a>	

<b>3.</b>	<b>Author(s)</b>	Jamshaid Iqbal, Khawaja Faiyz Uddin, shahid amjad	<p>Pakistan being a developing country is observing a rapid rise in electricity demand and currently the big cities such as Karachi, Quetta, Rawalpindi and Lahore are most severely affected by the recent power crises. Therefore, at this time it is important to explore and investigate the alternate and renewable power sources in the country. This study investigates the significance in terms of economic feasibility of off-grid solar photovoltaic systems in the residential sector of Pakistan. Study area comprises the rural and urban residential sector of all four provinces of Pakistan. The return on investment and project payback periods are calculated using the NEPRA defined electricity tariff inclusive of tax so that a concrete conclusion of investing in off-grid solar could be drawn. Results of this study show that most selected areas in Pakistan have sufficient solar radiation potential for electricity generation. Study finds that solar electricity in Pakistan is one of the cost effective and environmental and social friendly forms of electricity. Payback periods of photovoltaic system in Sindh, Baluchistan, Punjab and KPK have been calculated 3.98, 2.33, 3.99 &amp; 6.78 years, respectively. Results of this study may be</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Return on Investment (ROI) Analysis of OFF-Grid Solar Photovoltaic System in Residential Sector of Pakistan	
	<b>Journal Name</b>	Journal of Sustainable Environment	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Industrial Management, Environment & Energy Management	
	<b>Keywords</b>	Photovoltaic System, Solar potential, Electricity, Off-Grid Solar System, Return on investment, economic feasibility, Pakistan.	



	<b>HEC Category</b>	Y	useful for collective as well as individual consumers while calculating the economic viability of an off grid solar system.
	<b>Pages</b>	1-16	
	<b>Volume No.</b>	1	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.58921/jse.01.01.014">https://doi.org/10.58921/jse.01.01.014</a>	
	<b>URL/Link</b>	<a href="http://jse.smiu.edu.pk/jse/index.php/jse/article/view/14">http://jse.smiu.edu.pk/jse/index.php/jse/article/view/14</a>	

<b>4.</b>	<b>Author(s)</b>	Falak shad memon, Fahad Bin Abdullah, Rizwan Iqbal, Sadique Ahmad, Imtiaz Hussain, Maria Abdullah	Understanding climate change through knowledge and researching its level of awareness are critical for building resilience in vulnerable populations. Climate change comprehension is not a gender-neutral construct. The purpose of this paper is to investigate women's perceptions of climate change in both rural and urban Sindh, Pakistan, as it is one of the ten most vulnerable countries to climate change. This study also looks into the sources of local women's climate change awareness and knowledge. The study employed a mixed methodology approach, with 400 women from urban and rural areas polled for quantitative data and subject/field experts interviewed to validate the findings using informed opinion. According to the study's findings, women in Sindh, Pakistan, are aware of climate change, but their sources of awareness are secondary, and their knowledge is based on personal experience. Therefore, the study recommends robust government initiatives to raise climate change awareness among women across the country.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Addressing women's climate change awareness in Sindh, Pakistan: an empirical study of rural and urban women	
	<b>Journal Name</b>	Climate and Development	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Industrial Management, Environment & Energy Management	
	<b>Keywords</b>	Climate change awareness, women, Pakistan, rural, urban	
	<b>HEC Category</b>	W	
	<b>Pages</b>	565-577	
	<b>Volume No.</b>	15	

	<b>Issue No.</b>	7
	<b>ISSN</b>	1756-5529
	<b>DOI</b>	<a href="https://doi.org/10.1080/17565529.2022.2125784">https://doi.org/10.1080/17565529.2022.2125784</a>
	<b>URL/Link</b>	<a href="https://www.tandfonline.com/doi/citedby/10.1080/17565529.2022.2125784?scroll=top&amp;needAccess=true">https://www.tandfonline.com/doi/citedby/10.1080/17565529.2022.2125784?scroll=top&amp;needAccess=true</a>

#### 1(h) Department of Commercial & Professional Studies

<b>1.</b>	<b>Author(s)</b>	Rabia Sabri, Masood Hassan, Muhammad AsadUllah	<p>The aim of the research was to analyse the relationship between stock returns (KSE-100 index) and USDPKR exchange rate. Additionally, the analysis was conducted separately for Khan's and Sharif's era. In order to attain this aim, VAR and SVAR models were used. The sample was considered from June 2010 to June 2019 of monthly frequency related to stock returns and exchange rates. The results inferred that there was no relationship found between FX returns and stock returns in the case of Pakistan. However, a minor unidirectional relationship was found which implied that the stock returns were Granger-caused by exchange rate returns at 10% significance level. Besides, analysing Khan's and Sharif's regime separately, no significant association was found between exchange rate returns and stock returns. This research is the first one where Khan and Sharif's have been analysed separately in the context of FX returns and stock returns. The results implied that the theories related to no relationship between exchange rates and stock returns are sustained but a minor association was found. The underlying reason for such behaviour can be regarded as a result of psychological influence on the investors of the deteriorating value of PKR affecting their investments in the stock market.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>		
	<b>Journal Name</b>	Journal of Grassroots	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Commercial & Professional Studies	
	<b>Keywords</b>	Stock returns, exchange rate, PSX, KSE-100 index, USDPKR, Khan, Sharif, VAR, SVAR	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	255-276	
	<b>Volume No.</b>	55	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.52806/grassroots.v55iII.4282">https://doi.org/10.52806/grassroots.v55iII.4282</a>	

	<b>URL/Link</b>	<a href="https://sujo.usindh.edu.pk/index.php/Grassroots/article/view/4282">https://sujo.usindh.edu.pk/index.php/Grassroots/article/view/4282</a>	
--	-----------------	---	--

2.	<b>Author(s)</b>	Rabia Sabri, Abdul Aziz Abdul Rehman, Abdelrhman Meero, Liaqat Ali Abro, Muhammad AsadUllah	The aim of this study is to predict the Turkish Lira's exchange rate against the US Dollar by combining models . As a result, the authors include three univariate forecasting models: ARIMA, Naive, and Exponential smoothing, and one multivariate model: NARDL for the first time with Artificial Neural Network model. To the best of our knowledge, it is a unique study to integrate univariate models, ANN with NARDL. The researchers utilize two combination criteria to forecast the Turkish Lira, namely, equal weightage and var-cor. The findings conclude that the combination of NARDL and Naive outperforms all standalone and combined time series techniques. The results indicate that the Turkish Lira's currency rate against the USD is strongly reliant on recent time-series observations with symmetric and asymmetric behavior of macro-economic fundamentals.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Forecasting Turkish lira against the US Dollars via forecasting approaches	
	<b>Journal Name</b>	Cogent Economics and Finance	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Commercial & Professional Studies	
	<b>Keywords</b>	Projection, exchange rate changes, auto-regressive, naïve exponential smoothing ANN	
	<b>HEC Category</b>	X	
	<b>Pages</b>	1-14	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2049478	
	<b>DOI</b>	<a href="https://doi.org/10.1080/23322039.2022.2049478">https://doi.org/10.1080/23322039.2022.2049478</a>	
	<b>URL/Link</b>	<a href="https://www.tandfonline.com/doi/full/10.1080/23322039.2022.2049478">https://www.tandfonline.com/doi/full/10.1080/23322039.2022.2049478</a>	

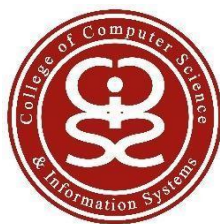
3.	<b>Author(s)</b>	Linda Nalini Daniel, Muhammad Asad Ullah, Mosab I. Tabash	<p>This study is on the foreign exchange rate and export sector and its impact on macroeconomic variables. The objective is to research the experiential association between the rate of exchange and the export sectors of Pakistan. The time series data has been used which covered 1980- 2021. In this study, we used three major sectors that have been selected for this research with the Agricultural sector as the dependent variable. Rate of exchange, foreign direct investment, rate of inflation, and interest rate are being used as explanatory variables in this study. For the long run and short run estimation among variables; we used the Auto regressive distributed lag model (ARDL). The long-run findings of this study illustrated that in the model, the exchange rate is a positive and significant impact on agriculture production. Foreign direct investment, money supply (M2). Trade openness has a positive and significant impact on agriculture.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Mapping the casual connections among exchange rate indicators and exchange rate: new evidences from NARDL econometric approach	
	<b>Journal Name</b>	Pakistan Business Review	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Commercial & Professional Studies	
	<b>Keywords</b>	Foreign Exchange rate, Agricultural Sector, Pakistan, Autoregressive Distributed Lag Model	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	241-256	
	<b>Volume No.</b>	5	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2708-1486 (E)	
	<b>DOI</b>	<a href="https://journals.iub.edu.pk/index.php/pjes/index">https://journals.iub.edu.pk/index.php/pjes/index</a>	
	<b>URL/Link</b>	<a href="https://journals.iub.edu.pk/index.php/pjes/index">https://journals.iub.edu.pk/index.php/pjes/index</a>	

4.	<b>Author(s)</b>	Arslan Qayyum, Anika Arslan, Mosab Tabash, Kiran Nair, Muhammad AsadUllah, Linda Nalini Daniel	<p>This study tries to investigate the impact of economic complexity, usage of energy, tourism, and economic growth on carbon emissions. Economic complexity, economic growth, air travel, and renewable and non-renewable energy consumption have all been the subject of several studies looking at environmental impact on humans. In light of</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	

			<p>the Environmental Kuznets Curve concept, it is critical to re-evaluate environmental challenges in today's complex economy. For this purpose, we took the data of 102 countries ranging from 1994 to 2018 and divided such countries into low-income and high-income groups on the basis of GDP per capita. This study applied static models such as pooled, random, and fixed effects. In addition to that, it also applies dynamic model i.e. step-wise system GMM approach for testing the individual and combined effects by controlling for endogeneity. Our results show that tourism has positive and significant impact on carbon emissions. Moreover, the effects are more pronounced for high-income groups. Economic complexity has negative and positive effect on carbon emissions for high-income groups and low-income groups respectively. Moreover, GDP has negative and positive effect on carbon emissions for low-income groups and high-income groups. Our results are consistent by using step-wise system GMM and are robust in nature. Hence, static and dynamic models provide same results with minor differences. This study divides the 102 countries into low-income and high-income groups on the basis of their GDP per capita. It applied static and dynamic models for checking the impact of ecological footprints, economic complexity index, and air travel on environment by supporting Environment Kuznets Curve.</p>
	<b>Title</b>	The impact of economic complexity, usage of energy, tourism, and economic growth on Carbon Emissions: Empirical evidences of 102 countries	
	<b>Journal Name</b>	International journal of energy economics and policy	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Commercial & Professional Studies	
	<b>Keywords</b>	Economic Complexity, Usage of Energy, Tourism, Economic growth, Carbon Emissions	
	<b>HEC Category</b>	X	
	<b>Pages</b>	315-324	
	<b>Volume No.</b>	13	
	<b>Issue No.</b>	5	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.32479/ijeep.14746">https://doi.org/10.32479/ijeep.14746</a>	
	<b>URL/Link</b>	<a href="https://econjournals.com/index.php/ijeep/article/view/14746">https://econjournals.com/index.php/ijeep/article/view/14746</a>	

5.	<b>Author(s)</b>	Imam Uddin Mahar, Hira Mujahid, Mosab.I Tabash, Sharique Ayubi, Muhammad Asad Ullah	<p>The inflation instability creates destruction on the economy not only concerning change in prices but also over rising in the level of prices instability. The purpose of this paper is to investigate the relationship between inflation volatility, openness, and quality of institutions for the panel of 182 economies, OECD, and Non-OECD economies for the period of 1998 to 2018. The paper found that institutional quality has a significant impact on inflation volatility. It also suggests political stability and the absence of violence, regulatory quality, and rule of law dampen the inflation volatility of</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Inflation Volatility, Quality Of Institutions, and Openness	
	<b>Journal Name</b>	Academy of Accounting and Financial Studies Journal	

	<b>College</b>	College of Business Management	OECD. However, government effectiveness increases the inflation volatility in non-OECD economies. Trade openness reduces the inflation volatility of OECD conversely increases inflation volatility of non-OECD economies. The volatility of inflation of OECD and non-OECD can be improved by a low exchange rate. The policy implications are central banks do use measures internally and emphasize the stability of headline inflation rates over the medium term. It has to be taken into consideration that institutional quality influences average inflation rates,
	<b>Department</b>	Commercial & Professional Studies	
	<b>Keywords</b>	Inflation Volatility, Institutions Quality, Voice Accountability, Control of Corruption	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-19	
	<b>Volume No.</b>	1	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	111151	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://mpa.ub.uni-muenchen.de/111151/1/MPRA_paper_111151.pdf">https://mpa.ub.uni-muenchen.de/111151/1/MPRA_paper_111151.pdf</a>	



## 2. College of Computer Science and Information System (CCSIS)

S. No.	Faculty	Department	No. of paper published by Faculty Members
2	Faculty/College of Computer Science and Information Systems	a. Computer Science & MIS	5
		b. Mathematics & Statistics	6
		<b>Total</b>	<b>11</b>

### 2(a) Department of Computer Science & MIS

1.	<b>Author(s)</b>	Waqas Haider Bangyal	Optimisation-based methods are enormously used in the field of data classification. Particle Swarm Optimization (PSO) is a metaheuristic algorithm based on swarm intelligence, widely used to solve global optimisation problems throughout the real world. The main problem PSO faces is premature convergence due to lack of diversity, and it is usually stuck in local minima when dealing with complex real-world problems. In meta-heuristic algorithms, population initialisation is an important factor affecting population diversity and convergence speed. In this study, we propose an improved PSO algorithm variant that enhances convergence speed and population diversity by applying pseudo-random sequences and opposite rank inertia weights instead of using random distributions for initialisation. This paper also presents a novel initialisation population method using a quasi-random sequence (Faure) to create the initialisation of the swarm, and through the opposition-based method, an opposite swarm is generated. We proposed an opposition rank-based inertia weight approach to adjust the inertia weights of particles to increase the performance of the standard PSO. The
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	An Improved Particle Swarm Optimization Algorithm for Data Classification	
	<b>Journal Name</b>	Applied Sciences-Basel	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	Feed-forward neural network; quasi-random sequence; opposition rank-based inertia weight; particle swarm optimization	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-18	

<b>Volume No.</b>	13	proposed algorithm (ORIW-PSO-F) has been tested to optimize the weight of the feed-forward neural network for fifteen data sets taken from UCI. The proposed techniques' experiment result depicts much better performance than other existing techniques.
<b>Issue No.</b>	1	
<b>ISSN</b>	283	
<b>DOI</b>	<a href="https://doi.org/10.3390/app13010283">https://doi.org/10.3390/app13010283</a>	
<b>URL/Link</b>	<a href="https://www.mdpi.com/2076-3417/13/1/283">https://www.mdpi.com/2076-3417/13/1/283</a>	

2.	<b>Author(s)</b>	Asim Iftikhar, Syed Mubashir Ali, Muhammad Alam, Shahrulniza Musa, Mazliham Mohd Su'ud	In today's competitive world, software organizations are moving towards global software development (GSD). This became even more significant in times such as COVID-19 pandemic, where team members residing in different geographical locations and from different cultures had to work from home to carry on their tasks and responsibilities as travelling was restricted. These teams are distributed in nature and work on the same set of goals and objectives. Some of the key challenges which software practitioners face in GSD environment are cultural differences, communication issues, use of different software models, temporal and spatial distance, and risk factors. Risks can be considered as a biggest challenge of other challenges, but not many researchers have addressed risks related to time, cost, and resources. In this research paper, a comprehensive analysis of software project risk factors in GSD environment has been performed. Based on the literature review, 54 risk factors were identified in the context of software development. These were further classified by practitioners into three dimensions, i.e., time, cost, and resource. A Pareto analysis has been performed to discover the most important risk factors, which could have bad impact on software projects. Furthermore, a modified firefly algorithm has been designed and implemented to evaluate and prioritize the pertinent risk factors obtained after the Pareto analysis. All-important risks have been prioritized according to the fitness values of individual risks. The top three risks are "failure to provide resources," "cultural differences of participants," and "inadequately trained development team
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Analysis of Risk Factors in Global Software Development: A Cross-Continental Study Using Modified Firefly Algorithm	
	<b>Journal Name</b>	Computational Intelligence and Neuroscience	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	-	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-13	
	<b>Volume No.</b>	1	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	1687-5265	
	<b>DOI</b>	<a href="https://doi.org/10.1155/2022/4936748">https://doi.org/10.1155/2022/4936748</a>	
	<b>URL/Link</b>	<a href="https://www.hindawi.com/journals/cin/2022/4936748/">https://www.hindawi.com/journals/cin/2022/4936748/</a>	



		members.”
--	--	-----------

3.	<b>Author(s)</b>	Samina Saleem Khalid Bin Muhammad, Tariq Rahim Soomro, Jamshed Butt, Hussain Saleem, Muhammad Asghar Khan,	Internet of things (IoT) provide connectivity of all physical objects and devices being used in daily life with each other and with systems for the purpose of data exchange and storage. Another important use of such data exchange is to enable better and errorfree decision making. IoT is being used these days in various fields, “Agriculture” is one of them. Modern methods are being adopted in the field of farming and so is the field of smart farming being developed. Huge volumes of data are generated from the farms, which remains unexplored. This paper suggests suitable sensors deployment for better crop yield and a framework, which can be adapted by farmers to enhance crop production in order to earn better revenue and also meet the demands of worlds food needs.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	IoT and Cloud based Smart Agriculture Framework to Improve Crop Yield Meeting World’s Food Needs	
	<b>Journal Name</b>	International Journal of Computer Science and Network Security (IJCSNS),	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	Cloud based; Deep Learning; Internet of Things; IoT in Agriculture; Smart Farming;	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	7-14	
	<b>Volume No.</b>	22	
	<b>Issue No.</b>	6	
	<b>ISSN</b>	-	
4.	<b>DOI</b>	<a href="https://doi.org/10.22937/IJCSNS.2020.20.10.01">https://doi.org/10.22937/IJCSNS.2020.20.10.01</a>	As technology and telecommunication equipment advances at a rapid pace in our daily lives, the e-learning system is gaining traction in educational institutions. Various academic institutions are attempting to transition from pen-and-paper exams to online exams for a myriad of purposes, like
	<b>URL/Link</b>	<a href="http://paper.ijcsns.org/07_book/202206/20220652.pdf">http://paper.ijcsns.org/07_book/202206/20220652.pdf</a>	

4.	<b>Author(s)</b>	Khalid Bin Muhammad, Ayoub Kamal, Muhammad Asghar Khan, Laiq Muhammad Khan	As technology and telecommunication equipment advances at a rapid pace in our daily lives, the e-learning system is gaining traction in educational institutions. Various academic institutions are attempting to transition from pen-and-paper exams to online exams for a myriad of purposes, like
	<b>Author(s) Affiliation</b>	Institute of Business Management	

			<p>a more customized atmosphere, a more access controls, and more precise assessment. This Digital Assessment Solution is a technological system that enables every corporation or institution to plan, administer, and organize examinations in an online setting. It is possible to do so using the World wide web and/or a Local Network. The designed OLES will be utilised to monitor and manage student data, exam results, resources, and functions at the school. Student information, upcoming blogs, paid and unpaid exams, a notification board, Exam Announcements, role-based access control, private messaging, exam results, types of exams, and self-services are the main features of proposed OLES.</p>
	<b>Title</b>	Online Examination System for Higher Education Institutes	
	<b>Journal Name</b>	Journal of Information & Communication Technology - JICT	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	Online Exam, Online Examination System, Exam System, Web-based Exam, Centralized Exam System	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-14	
	<b>Volume No.</b>	1	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2075-7239	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://scholar.google.com/scholar?q=Online+Examination+System+for+Higher+Education+Institutes&amp;hl=en&amp;as_sdt=0&amp;as_vis=1&amp;oi=scholar">https://scholar.google.com/scholar?q=Online+Examination+System+for+Higher+Education+Institutes&amp;hl=en&amp;as_sdt=0&amp;as_vis=1&amp;oi=scholar</a>	

5.	<b>Author(s)</b>	Asim Iftikhar, Shahrulniza Musa, Muhammad Mansoor Alam, Rizwan Ahmed, Mazliham Mohd Su'ud, Laiq Muhammad Khan, Syed Mubashir Ali	<p>Software development through teams at different geographical locations is a trend of the modern era, which is not only producing good results without costing a lot of money but also productive in relation to its cost, low risk, and high return. This shift of perception of working in a group rather than alone is getting stronger day by day and has become an important planning tool and part of their business strategy. In this research, classification approaches like SVM and K-NN have been implemented to classify the true positive events of global software development project risk according to time, cost, and resource. Comparative analysis has</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	"Risk Classification in Global Software Development Using a	

		Machine Learning Approach: A Result Comparison of Support Vector Machine and K-Nearest Neighbor Algorithms"	also been performed between these two algorithms to determine the highest accuracy algorithms. Results proved that support vector machine (SVM) performed very well in case of cost-related risk and resource related risk whereas KNN is found superior to SVM for time-related risk.
	<b>Journal Name</b>	Journal of Information Technology Research (JITR)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	Global Software Development, Kth Nearest Neighbor, Machine Learning, Risk Management in Global Software Development, Support Vector Machine	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-21	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	10.4018/JITR.299385	
	<b>URL/Link</b>	<a href="https://www.igi-global.com/pdf.aspx?tid=299385&amp;ptid=277876&amp;ctid=4&amp;oa=true&amp;isxn=9781683180340">https://www.igi-global.com/pdf.aspx?tid=299385&amp;ptid=277876&amp;ctid=4&amp;oa=true&amp;isxn=9781683180340</a>	

## 2(b) Department of Mathematics & Statistics

1.	<b>Author(s)</b>	S. M. Aqil Burney, Fawad Alam & Shamaila Burney	E-learning has brought great dynamics and parameters in the field of education and research. It has revolutionized the way learning has imparted to students. The perks of e-learning include consistency, scalability, cost cut down, in contrast to the traditional learning method. It is equally well-being and doing great in every field of learning. During this period of COvid-19 e-learning is developing and has completely taken over and administrated the education system. But along with the advancement of the field there comes the challenges. One would always keen to look up for the technology to make the learning process reliable, faster, easier to use, and can enhance with more interactive features. This is the spot where cloud computing stands with a bunch of its unmatched capabilities. Cloud Computing refers to provide the computing assets on the internet which may include storage, servers, software systems, databases, online management systems, and online applications. Having a paradigm like Cloud Computing gives an edge for innovators and entrepreneurs to design and develop their mainstream projects and products with ease. This paper provides an insight into how Cloud Computing has the potential and can be the primary driver of e-learning. How the field of e-learning can benefit from this revolutionary technology. This research discusses the cloud services, architecture nature as a service for the e-learning environment. Further, the comprehensive converses about the impact of Cloud Computing on e-learning along with the security fears and features can potentially get the most out of the combination of both fields with the introduction of auditing of the system.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Cloud Computing Revisited For E-Learning Systems	
	<b>Journal Name</b>	Transactions on Networks and Communications	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Mathematics & Statistics	
	<b>Keywords</b>	E-learning environment, Cloud Computing, E-Learning.	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-12	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
2.	<b>Author(s)</b>	S. M. Aqil Burney, Laiq Muhammad Khan, Shumaila Burney & Muhammad Humayoun	Modelling of data of claim amount is of paramount importance to manage risk reserve for payment of claims. Actuaries model uncertainty using probability distributions. In this research paper claim amount distribution of the data of an insurance concern has been estimated and analysis was performed on big-data of claim
	<b>Author(s) Affiliation</b>	Institute of Business Management	

			<p>amounts for better understanding and fitting of various probability distribution using R. It was noticed that the claim amounts distribution is highly positive skewed, therefore we have studied Exponential distribution, Gamma distribution and Weibull distribution as possible candidates for modelling the claim amount data. Chi-Square test has been used as goodness of fit technique to decide suitable statistical model to representing the claim amounts under study. Exponential distribution is found suitable for modelling the data under study. Proposed model is useful to estimate claim amount on aggregate for insurance concern when total loss is required to be computed to manage the risk reserve for the payments of claims. However, if parameters are also random then we may use Bayesian approach and report later elsewhere.</p>
	<b>Title</b>	Data Analysis and Modeling of Claim Amounts of Car Insurance using Big Data: A Study for Pakistan	
	<b>Journal Name</b>	Asian Journal of Probability and Statistics	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Mathematics & Statistics	
	<b>Keywords</b>	Probability distributions, Actuarial Modelling, Claim amounts, Maximum Likelihood Estimation.	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-19	
	<b>Volume No.</b>	1	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/359199984_Data_Analysis_and_Modeling_of_Claim_Amounts_of_Car_Insurance_using_Big_Data_A_Study_for_Pakistan">https://www.researchgate.net/publication/359199984_Data_Analysis_and_Modeling_of_Claim_Amounts_of_Car_Insurance_using_Big_Data_A_Study_for_Pakistan</a>	

3.	<b>Author(s)</b>	Rao Faisal Rajput, A. H. Sheikh, K. B. Amur	<p>A Long-time deflation preconditioner is used to speed up the convergence of the Krylov subspace method. The discretization of Helmholtz equation with Dirichlet boundary condition by finite difference method obtained any linear system. Resolving a large wavenumber requires a larger number of Grid points, i.e., large linear systems. Thus, due to the large linear system, many (sparse) direct methods have taken more memory, so we have used the (iterative technique) Krylov subspace method. One of the problems of the Krylov</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	"Analysis of Two-Level Complex Shifted Laplace Preconditioner and Deflation-Based Preconditioner for Helmholtz	

		Equation"	subspace method is the required preconditioner for better convergence. We use (CSLP) as a preconditioner and drive eigenvalues of (CSLP). However, with increasing wavenumber CSLP shows slow convergence behavior. Then we use another projection-type preconditioner as a deflation preconditioner. A rigorous Fourier analysis (RFA) is a separate research idea to examine the convergence of the iterative method included in this article. We analyze the deflation preconditioner with a complex shifted Laplace preconditioner (CSLP) which exhibition spectral behavior of the preconditioner, which is favorable to the Krylov method.
	<b>Journal Name</b>	VFAST Transactions on Mathematics	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Mathematics & Statistics	
	<b>Keywords</b>	Elm holtz Equation, Fourier Analysis, Spectral Analysis, Deflation Preconditioner, Krylov Solvers.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	147–163	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2411-6343	
	<b>DOI</b>	<a href="https://doi.org/10.21015/vtm.v10i2.1304">https://doi.org/10.21015/vtm.v10i2.1304</a>	
	<b>URL/Link</b>	<a href="https://vfast.org/journals/index.php/VTM/article/view/1304/1087">https://vfast.org/journals/index.php/VTM/article/view/1304/1087</a>	

<b>4.</b>	<b>Author(s)</b>	A. G. Shaikh, U. Keerio, Wajid Shaikh, A. H. Sheikh	Transient analysis of an RLC circuit (or LCR circuit) comprising of a resistor, an inductor, and a capacitor are analyzed. Kirchhoff's voltage and current laws were used to generate equations for voltages and currents across the elements in an RLC circuit. From Kirchhoff's law, the resulting first-order and second-order differential equations, The different higher-order Runge-Kutta methods are applied with MATLAB simulations to check how changes in resistance affect transient which is transitory bursts of energy induced upon power, data, or communication lines; characterized by extremely high voltages that drive tremendous amounts of current into an electrical circuit for a few millionths, up to a few thousandths, of a second, and are very sensitive as well important their critical and
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Numerical higher-order Runge-Kutta methods in transient and damping analysis	
	<b>Journal Name</b>	"International journal of advanced and applied sciences"	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Mathematics & Statistics	
	<b>Keywords</b>	RLC circuit, Numerical methods, Runge-Kutta,	

		MATLAB, Damping	careful analysis is also very important. The Runge-Kutta 5th and Runge-Kutta 8th order methods are applied to get nearer exact solutions and the numerical results are presented to illustrate the robustness and competency of the different higher-order Runge-Kutta methods in terms of accuracy.
	<b>HEC Category</b>	X	
	<b>Pages</b>	174-179	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	10	
	<b>ISSN</b>	2313-3724	
	<b>DOI</b>	<a href="https://doi.org/10.21833/ijaas.2022.10.020">https://doi.org/10.21833/ijaas.2022.10.020</a>	
	<b>URL/Link</b>	<a href="https://science-gate.com/IJAAS/Articles/2022/2022-9-10/1021833ijaas202210020.pdf">https://science-gate.com/IJAAS/Articles/2022/2022-9-10/1021833ijaas202210020.pdf</a>	

5.	<b>Author(s)</b>	AG Shaikh, Wajid Shaikh, AH Shaikh, Muhammad Memon	Parallel computing has recently gained widespread acceptance as a means of handling very large computational data. Since iterative methods are appealing for large systems of equations, and they are the prime candidates for implementations on parallel architectures, we presented based on exploration, through virtual technology having 30 cores, in literature solutions of Helmholtz equation is available up to 12 cores by Jacobi method, here we increased the number of cores and virtual machine having 30 cores first time used to find the solution of Helmholtz equation, our findings are encouraging and found that parallel computing by OpenMP implementations is effective on current supercomputing as well as virtual machine platforms and that is an auspicious programming model to use for applications to be run on emerging and future platforms with accelerated nodes.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Advanced efficient iterative methods to the Helmholtz equation	
	<b>Journal Name</b>	International Journal of Advanced and Applied Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Mathematics & Statistics	
	<b>Keywords</b>	API, Fork join, Master thread, Parallel computing, OpenMP	
	<b>HEC Category</b>	X	
	<b>Pages</b>	154-158	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	6	

	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.21833/ijaas.2022.06.020">https://doi.org/10.21833/ijaas.2022.06.020</a>	
	<b>URL/Link</b>	<a href="https://science-gate.com/IJAAS/Articles/2022/2022-9-6/1021833ijaas202206020.pdf">https://science-gate.com/IJAAS/Articles/2022/2022-9-6/1021833ijaas202206020.pdf</a>	

<b>6.</b>	<b>Author(s)</b>	Syed Asad Raza Shah, K. N. Memon, S. F. Shah, A. H. Sheikh, A. M. Siddiqui	In this paper, we theoretically investigate the lift problem for thin film flow of a third-grade fluid on a vertical moving belt by using of delta perturbation method (DPM). The continuity and momentum equations model the problem and DPM method is employed to solve equations analytically. The DPM is type of perturbation technique and introduced by Bender and his colleagues in 1980s. Substitutions $\eta_2 + \eta_3 = 0$ and subsequently DPM method leads to Newtonian solution. The closed form expressions for velocity and temperature profiles, average velocity, volume flux and net upward flow are worked out. The relation between various emerging parameters and velocity profile vs., and temperature profile are presented graphically and as well as by using table, from where, we have pointed out that third grade fluid will uplift quickly as the increase of dynamic viscosity and decrease of the constant parameters, density and uniform thickness, it is also noted for proposed model that temperature distribution rises for the constant parameters, uniform thickness and density of the fluid and small values of thermal conductivity and dynamic viscosity of the fluid.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Delta Perturbation Method for Thin Film Flow of a Third Grade Fluid on a Vertical Moving Belt	
	<b>Journal Name</b>	Journal of Statistics, Computing and Interdisciplinary Research	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Mathematics & Statistics	
	<b>Keywords</b>	Thin film flow, Delta perturbation method, third grade fluid	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	61-73	
	<b>Volume No.</b>	4	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2707-7101	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://scir.wum.edu.pk/index.php/ojs/article/view/94/58">https://scir.wum.edu.pk/index.php/ojs/article/view/94/58</a>	





### 3. College of Engineering and Sciences (CES)

S. No.	Faculty		Department	No. of paper published by Faculty Members
3	Faculty of College of Engineering and Science	a	Electrical Engineering	3
		b	Engineering Management	5
			<b>Total</b>	<b>8</b>

#### 3(a) Department of Electrical Engineering

1.	<b>Author(s)</b>	Suresh Kumar, Dr. Irfanullah Khan, Danish, Alveena Aslam and Dr. Muhammad Imran Majid	This paper aims to transform tidal energy into rotation energy for electricity generation and in the course evaluating sea parameters. This is accomplished by integrating the Internet of Things with tidal energy off the coast (and in a home environment), which further enhances the capabilities of this prototype project to remotely monitor sea-like parameters to enable energy production using tidal energy. As South Korea is transducing tidal energy with a total installed tidal power capacity of above 500MW, Pakistan and Middle Eastern countries can benefit from its vast coastal line. This paper proposes a sustainable design that makes the turbine rotate at high speed. A vertical design is chosen, which is bi-directional. The design of the turbine consists of 3 blades, each occupying a 2 square feet area supported by an iron-rod frame. During the experimentation, an average voltage of 5V was generated, whereas the speed of the turbine generated was 75 RPM. It is the first known attempt of its kind supported by indigenous resources. It is proposed that this type of prototype can
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Internet of Things Based Transducer Application to Harness Tidal Energy from coastal and offshore Pakistan	
	<b>Journal Name</b>	Sukkur IBA Journal of Emerging Technologies (SJET)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Electrical Engineering	
	<b>Keywords</b>	Arduino; dc motors; internet of things; sensors; tidal energy; transducers; tidal turbines; underwater technology; wi-fi	

		module.	be scale.
	<b>HEC Category</b>	Y	
	<b>Pages</b>	78-90	
	<b>Volume No.</b>	5	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2617-3115	
	<b>DOI</b>	<a href="https://doi.org/10.30537/sjet.v5i1.1073">https://doi.org/10.30537/sjet.v5i1.1073</a>	
	<b>URL/Link</b>	<a href="http://sjcmss.iba-suk.edu.pk:8089/SIBAJournals/index.php/sjet/article/view/1073">http://sjcmss.iba-suk.edu.pk:8089/SIBAJournals/index.php/sjet/article/view/1073</a>	

<b>2.</b>	<b>Author(s)</b>	Seema Ansari, Tadiwa Elisha Nyamasvisva	This paper presents a survey of 5G and suitable concerns in the planning and development of communication model infrastructure for the deployment of Smart Cities, also called Intelligent Cities or Digital Cities. The paper first provides an overview of 5G technology, its evolution, and how it revolutionised worldwide communication. The drivers of 5G, such as enhanced mobile broadband (eMBB), ultra-reliable low-latency communication (URLLC), and massive machine-type communication (mMTC), will enable 5G to deliver higher speeds compared to the previous 4G and 3G generations and enable service providers to provide massive bandwidth catering to data-intensive applications such as Smart Cities. Besides human-computer interaction (HCI), smart cities include machine type communication (MTC), in which massive communication takes place between devices and the information infrastructure through gateways. A 5G network can successfully integrate the diversified service requirements and demands of smart city applications. Smart cities require massive IoT communication built into 5G. Multiple technologies are deployed in smart cities to enhance the standard of living for people. Citizens are provided with better health services,
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Technologies Trend in the Integration of 5G Networks and IoT in Smart Cities: A Survey	
	<b>Journal Name</b>	Journal of Independent Studies and Research Computing	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Electrical Engineering	
	<b>Keywords</b>	5G technology, Smart Cities, enhanced mobile broadband, ultra-reliable low-latency communication, massive machine-type communication	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-6	
	<b>Volume No.</b>	1	

	<b>Issue No.</b>	1	<p>improved transportation, efficient energy, quality education, and safety and security to public. In this survey paper we present the contribution of 5G in the deployment of smart city applications and its pillars that play a very important role in the construction of smart cities. Better healthcare systems have been developed that integrate new communication technologies and conventional health care procedures. One of the vital segments of a smart city is its transportation system, which affects the environs and health of people. The energy efficiency of smart cities can be greatly improved by 5G by using smart appliances. Smart metres deliver real-time data about the energy consumed. Users can save energy and money. Similarly, it can assist the water board team by giving real-time statistics regarding water consumption to the consumers. Almost all the smart city infrastructure mentioned above has different requirements for delay, movement, dependability, and resilience of the network. Incorporating diverse applications into a communication network is a difficult chore. 5G has been designed for forward compatibility to support future amenities not known today. The paper outlines diverse requirements for smart cities based on application and technology requirements. Lastly, the supporting technologies are highlighted for the forthcoming integration of smart cities and communication infrastructure.</p>
	<b>ISSN</b>	2412-0448	
	<b>DOI</b>	10.31645/JISRC.22.20.1.5	
	<b>URL/Link</b>	<a href="https://jisrc.szabist.edu.pk/ojs/index.php/jisrc/article/view/35/25">https://jisrc.szabist.edu.pk/ojs/index.php/jisrc/article/view/35/25</a>	

<b>3.</b>	<b>Author(s)</b>	Muhammad Imran Majid, Ejaz Malik, Tahniyat Aslam, Osama Mahfooz, Fatima Maqbool	<p>This paper presents the development of low-cost and robust industrial IoT based data acquisition system primarily focused on domestic manufacturing industries striving to achieve goals and benefits of “Industrial 4.0”. This proposes aims to promote DAQ System integration in traditional manufacturing process of the small and mid-sized industries of Pakistan with limited capacity of investment. Proposed method comprises of Arduino and its IoT features for Data Collection, along with a self-developed PC based Centralized Software for Collection of Data, Graphical User Display and Storing collected Data in Local SQL Database. PC based Software replaces requirement of multiple software in case of traditional low-cost DAQ systems, like OPC</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Design and Implementation of Low-Cost Data Acquisition System for Small and Medium Enterprises (SMEs) of Pakistan	
	<b>Journal Name</b>	Proceedings of the Pakistan Academy of Sciences: Part B	
	<b>College</b>	College of Business	

		Management	Software for collecting data from industrial hardware, Java or PHP based any GUI and SQL Data storage. The analysis of work is done with the help of the Message Queue Telemetry Transport (MQTT) protocol. This project will be in further stages evaluated to add features of Supervisory Control, along with Data Acquisition hardware with minimum increase in cost and further upgrading PC Software to add more features of Industry 4.0, as compared to costly commercial solutions available in the market. A machine learning algorithm, k-nearest neighbors algorithm has been used to classify sensitive and non-sensitive data for improvising cloud security. K-Nearest Neighbors is also called KNN algorithm which is supervised machine learning classifier.
	<b>Department</b>	Electrical Engineering	
	<b>Keywords</b>	Industry 4.0, Arduino, IoT, UDP/TCP, PC Software, Database, MQTT	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	13-23	
	<b>Volume No.</b>	59	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	2518-4245	
	<b>DOI</b>	<a href="https://doi.org/10.53560/PPASA(59-4)784">https://doi.org/10.53560/PPASA(59-4)784</a>	
	<b>URL/Link</b>	<a href="https://ppaspk.org/index.php/PPAS-A/article/view/983">https://ppaspk.org/index.php/PPAS-A/article/view/983</a>	

### 3(b) Department of Engineering Management

1.	<b>Author(s)</b>	Shahid Obaid, Sayed Fayaz Ahmad, Faiza Mumtaz	This study consists of the AMO (ability-motivation-opportunity) framework to develop HPWS, interrelating these dimensions to each other and investigating their effects on employee-level organizational outcomes for better performance, productivity, and satisfaction. The mediating and moderating effects of three widely applied leadership styles (i.e., transformational, transactional, and laissez-faire) and how collectively and separately the AMO framework and leadership styles create synergistic effects on organizational outcomes are considered. Quantitative research approach is employed with survey data from 152 mid-career-level professionals from Karachi, Pakistan. Two-stage PLS-SEM technique is used. The results implicate the strong relation between AMO framework, HRM practices, and organizational outcomes.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Ability-Motivation-Opportunity Framework: An Analysis of Interrelated Effects of HRM Practice and Leadership Style on Organizational Outcomes	
	<b>Journal Name</b>	International Journal of Asian Business and Information Management (IJABIM)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Ability, HRM Practices, Laissez-Faire, Leadership Style, Motivation, Opportunity, Organizational Outcomes,	

		PLS-SEM, Transactional, Transformational	
	<b>HEC Category</b>	X	
	<b>Pages</b>	1-26	
	<b>Volume No.</b>	13	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	10.4018/IJABIM.309105	
	<b>URL/Link</b>	<a href="https://www.igi-global.com/article/ability-motivation-opportunity-framework/309105">https://www.igi-global.com/article/ability-motivation-opportunity-framework/309105</a>	

<b>2.</b>	<b>Author(s)</b>	Shazaib Zulfiqar and Sayed Fayaz Ahmad	<p>In the recent years, the impact of social media sites (SNS) has been significant on the purchase intention of customers. Specifically talking about e-commerce, there are multiple social media based independent factors that may impact the online buying behaviour. For this paper, we are specifically focusing on trust (T) and perceived usefulness (PU) as mediating variables. The direct impact of social media is compared to mediating impact of social media through these mediating variables. This comparative analysis is applied through the use of SEM-PLS analysis implemented by SmartPLS v.3. In the results, it is observed that the direct impacts of PU, T and SNS are significant. The mediating impact of T is significant and that of PU is not significant. In comparison, trust as a mediating variable has more impact than the direct impact of SNS. This analysis suggests the importance of customer's trust towards e-commerce platforms for better purchase intention.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Direct and mediating effects of social media on e-commerce purchase intention: a comparative approach	
	<b>Journal Name</b>	International Journal of Business Process Integration and Management	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Social commerce; social media; e-commerce; technology acceptance model; TAM; SEM-PLS; trust; perceived usefulness; social networking sites; SNS; purchase intention.	
	<b>HEC Category</b>	Y	

	<b>Pages</b>	19-25
	<b>Volume No.</b>	11
	<b>Issue No.</b>	1
	<b>ISSN</b>	-
	<b>DOI</b>	<a href="https://doi.org/10.1504/IJBPM.2022.125171">https://doi.org/10.1504/IJBPM.2022.125171</a>
	<b>URL/Link</b>	<a href="https://www.inderscience.com/info/inarticle.php?artid=125171">https://www.inderscience.com/info/inarticle.php?artid=125171</a>

<b>3.</b>	<b>Author(s)</b>	Ali Khan, M., Fayaz Ahmad, S., & Irshad, M.	<p>The study is undertaken to evaluate the facets of Supply Chain Resilience, Capabilities, and Performance within the Oil and Lubricant Industry of Pakistan. In this explanatory research, a model is developed to validate the premise of drafting value-creating supply chain resilience to assist and implement supply chain management strategies in trading companies. The study exploits the primary data source from at least 306 professionals working in Oil and Lubricant Industries in Pakistan. The structural Equation Technique is used to analyze data from the respondents. The research finding depicts that the antecedent of Supply Chain Resilience mediates positively between Supply Chain Capabilities and Supply Chain Performance of the company. Robust Supply Chains have a more positive impact on performance versus Agile Supply Chains. To increase Supply Chain Resilience, companies should make their supply chain more Robust by improving their Supply Chain Capabilities, Risk Strategies as well as Supply Chain Management Strategies.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Quantifying the Mediating Effect of Resilience in Supply Chain: Empirical Evidence from Oil and Lubricant Industry	
	<b>Journal Name</b>	Journal of Development and Social Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Oil and Lubricant Industry, Supplier Chain Resilience, Capability, Supply Chain Performance	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	213-224	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="http://dx.doi.org/10.47205/jdss.2022(3-II)21">http://dx.doi.org/10.47205/jdss.2022(3-II)21</a>	

	<b>URL/Link</b>	<a href="https://jdss.org.pk/article/quantifying-the-mediating-effect-of-resilience-in-supply-chain-empirical-evidence-from-oil-and-lubricant-industry">https://jdss.org.pk/article/quantifying-the-mediating-effect-of-resilience-in-supply-chain-empirical-evidence-from-oil-and-lubricant-industry</a>	
--	-----------------	---	--

<b>4.</b>	<b>Author(s)</b>	Sayed Fayaz Ahmad & Muhammad Mansoor Alam & Mohd. Khairil Rahmat & Muhammad Shujaat Mubarik, Irfan Hyder	<p>The aim of the article is to explore the academic and administrative applications of Artificial Intelligence. Teachers have the main responsibility of teaching in any educational setting. But there are various other tasks to be performed by the teachers as well. Besides academic duty, most of the teacher's time and educational resources are dedicated to administrative works. Artificial Intelligence Applications (AIA) are not only assisting education academically and administratively but also enhance their effectiveness. AIA provides help to teachers in various types of tasks in the shape of Learning Analytics (LA), Virtual Reality (VR), Grading/Assessments (G/A), and Admissions. It minimizes the administrative tasks of a teacher to invest more in teaching and guiding students. In the current era, where there are a lot of tasks associated with the teaching profession, AIA adds a significant contribution to enhance student learning, minimize the workload of a teacher, grade/assess the students effectively and easily, and to help in a lot of other administrative tasks. The study needs to be quantitatively checked to make it generalized and acceptable.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Academic and Administrative Role of Artificial Intelligence in Education	
	<b>Journal Name</b>	Sustainability	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Artificial Intelligence Applications (AIA); Personalized Education (PE); Grading/Assessments (G/A); Learning Analytics (LA); Admissions (A)	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-11	
	<b>Volume No.</b>	14	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	1101	
	<b>DOI</b>	<a href="https://doi.org/10.3390/su14031101">https://doi.org/10.3390/su14031101</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2071-">https://www.mdpi.com/2071-</a>	

	1050/14/3/1101	
--	----------------	--

6.	<b>Author(s)</b>	Xiang Liu, Sayed Fayaz Ahmad, Muhammad Khalid Anser, Jingying Ke, Muhammad Irshad, Jabbar Ul-Haq, Shujaat Abbas	<p>This study explores the challenge of cyber security threats that e-commerce technology and business are facing. Technology applications for e-commerce are attracting attention from both academia and industry. It has made what was not possible before for the business community and consumers. But it did not come all alone but has brought some challenges, and cyber security challenge is one of them. Cyber security concerns have many forms, but this study focuses on social engineering, denial of services, malware, and attacks on personal data. Firms worldwide spend a lot on addressing cybersecurity issues, which grow each year. However, it seems complicated to overcome the challenge because the attackers continuously search for new vulnerabilities in humans, organizations, and technology. This paper is based on the conceptual analysis of social engineering, denial of services, malware, and attacks on personal data. We argue that implementing modern technology for e-commerce and cybersecurity issues is a never-ending game of cat and mouse. To reduce risks, reliable technology is needed, training of employees and consumer is necessary for using the technology, and a strong policy and regulation is needed at the firm and governmental level.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Cyber security threats: A never-ending challenge for e-commerce	
	<b>Journal Name</b>	Frontiers in Psychology	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	cyber security, e-commerce, social engineering, denial of services, malware and attacks on personal data	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-15	
	<b>Volume No.</b>	13	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	1664-1078	
	<b>DOI</b>	<a href="https://doi.org/10.3389/fpsyg.2022.927398">https://doi.org/10.3389/fpsyg.2022.927398</a>	
	<b>URL/Link</b>	<a href="https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.927398/full">https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.927398/full</a>	





#### 4. College of Economics and Social Development (CESD)

S. No.	Faculty	Department	No. of paper published by Faculty Members
4	Faculty of College of Economics and Social Development	a Economics	16
		b Education	6
		c Business Psychology	5
		<b>Total</b>	<b>27</b>

##### 4(a) Department of Economics

1.	<b>Author(s)</b>	Dr. Shujaat Abbas	The increase in average annual temperature due to greenhouse gases emission is posing threat to the agriculture sector across the globe. Pakistan is labor abundant agrarian country that heavily depends on the agriculture sector for food, employment, and raw material for industries. This study is a preliminary investigation that explores the effect of increasing average annual temperature on the competitiveness of 24 major agricultural exports from 2003 to 2020. The revealed export advantage (RXA) is used to explore the competitive performance of selected agricultural exports, which is then normalized to examine the effect of increasing average annual temperature along with official exchange rate, urbanization, and globalization. The panel fixed-effect model with heteroscedasticity consistent robust standard error recommended by White (Econometrica 48(4):817–838, 1980) is used to explore model estimates, whereas the robustness check has been performed by using heteroscedasticity and multicollinearity consistent robust standard error model of Driscoll and Kaary (Rev Econ Stat 80(4):549–559, 1998). The estimated result reveals that the increasing average annual
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Global warming and export competitiveness of agriculture sector:evidence from heterogeneous econometric analysis of Pakistan	
	<b>Journal Name</b>	Environmental Science and Pollution Research	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Greenhouse, emissions, temperature	
	<b>HEC Category</b>	W	
	<b>Pages</b>	34325-34327	

	<b>Volume No.</b>	29	temperature has a negative but insignificant impact on the export competitiveness of selected agricultural exports. While, urbanization and exchange rate depreciation show a significant negative effect of higher intensity, respectively. Globalization, however, reveals a significant positive impact on the competitiveness of selected agricultural exports. This study, therefore, urges for the development of the agriculture sector by adopting SDGs proposed by the United Nations for sustainable economic growth and development.
	<b>Issue No.</b>	23	
	<b>ISSN</b>	1614-7499	
	<b>DOI</b>	<a href="https://doi.org/10.1007/s11356-022-18562-y">https://doi.org/10.1007/s11356-022-18562-y</a>	
	<b>URL/Link</b>	<a href="https://link.springer.com/article/10.1007/s11356-022-18562-y#citeas">https://link.springer.com/article/10.1007/s11356-022-18562-y#citeas</a>	

2.	<b>Author(s)</b>	Dr. Shujaat Abbas, Kazi Sohag, Shama Suleman	International tourism appears to be a driving factor in spurring many local economies through tourism receipt-induced capital formation to reach steady-state point. Given this backdrop, this study aims to examine the proposition of whether inbound tourism can foster the local investment in selected South Asian countries. To this end, we apply several pre-estimation tests, namely cross-sectional dependency, order of integration and slope homogeneity. Our pre-estimation tests indicate to apply the cross-sectional autoregressive distributed lag (CS-ARDL) technique to measure the short-run and long-run impacts of inbound tourism earning on domestic investment by using panel time-series data over 1995–2019. Our empirical investigation reveals that domestic investment corroborates the accelerator principle, as economic growth and international tourism's earnings elevate the domestic investment. Similarly, financial development spurs the long-run domestic investment in our sample countries. Our analysis is robust, relaxing the assumption of cross-sectional dependency. The empirical findings reinforce South Asian countries to devise sustainable tourism policies to attract international tourists and develop the financial sector to enhance domestic investment to achieve development aspirations.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Income from international tourism and domestic investment in South Asia: evidence from heterogeneous panel econometrics	
	<b>Journal Name</b>	Current Issues in Tourism	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Domestic, investment, tourism receipt, financial development, CS-ARDL, South Asia	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1845-1860	
	<b>Volume No.</b>	26	
	<b>Issue No.</b>	11	
	<b>ISSN</b>	1368-3500	
	<b>DOI</b>	<a href="https://doi.org/10.1080/13683500.2022.2071681">https://doi.org/10.1080/13683500.2022.2071681</a>	
	<b>URL/Link</b>	<a href="https://www.tandfonline.com/doi/full/10.1080/13683500.2022.2071681">https://www.tandfonline.com/doi/full/10.1080/13683500.2022.2071681</a>	

		71681	
--	--	-------	--

3.	<b>Author(s)</b>	Rashid Mehmood, Zia Ullah, Irfan Lal	<p>Process of economic growth and development has been shifted towards new strategies of entrepreneurship, institutional developments and market development. The shifting of development process towards new strategies needs human capital, developed infrastructure and effective policy reforms. This study investigates that, how urbanization impacts economic growth and development through the channels of external economies, institutional development and human capital accumulation. The study focuses first to find the relationship of human capital and urbanization and their convergence towards economic growth through capacity development. Secondly, it examines the role of urbanization in the formation of human capital and to find the channels through which it facilitates the markets. By using econometric time series techniques we found that urbanization plays a key role in the accumulation of human capital through structural changes and have long run relationship with economic growth and development. Our analysis shows that the demographic change of population from rural to urban stimulates the infrastructural development, investment in human capital and institutional arrangements. Results of the study also suggest that the process of demographic transformation not only increases the entrepreneurship activities but also drives up the living standard of citizens with provision of social services.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Human Capital, Urbanization and Dynamics of Economic Growth and Development	
	<b>Journal Name</b>	Journal of Human, Earth, and Future	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Urbanization; Human Capital; Fiscal Decentralization; Economic Growth.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-13	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	2785-2997	
	<b>DOI</b>	<a href="https://dx.doi.org/10.2139/ssrn.4082725">https://dx.doi.org/10.2139/ssrn.4082725</a>	
	<b>URL/Link</b>	<a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4082725">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4082725</a>	

4.	<b>Author(s)</b>	Javeria Khalid, Dr. Muhammad Usman	<p>The aim of this research is to develop an understanding of waqf entrepreneurship and social enterprises. We look into different aspects of these entities their operation, fund management and challenges they face. This paper further applies the waqf model under Islamic financing for social enterprises. This</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	

	<b>Title</b>	Waqf as a financial instrument for the development of social enterprises in Pakistan.	research is fundamentally, descriptive, and Qualitative in nature. Sources of information are both primary and secondary. Primary source includes an interview from a youth-led organization operating in Pakistan. The secondary sources include research articles and archival record. The studied established that in Pakistan, social enterprises have no legal status with only few policies that indirectly apply. Some of the financial sources of social enterprises identified are donations, grants, concessional loans. Social enterprises face several issues in Pakistan. These include lack of funding, social recognition, government support and hardships in doing business. Islamic Financial Institutes also have the potential of playing a key role in financing social enterprise. Through the use of Islamic financial instruments like Zakat, Sadaqah, Waqf, Sukuk etc., Islamic financial institutes can alleviate this sector. We particularly look at waqf-based financing for social enterprises.
	<b>Journal Name</b>	Journal of contemporary business and Islamic Finance (JCBIF)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Waqf entrepreneurship, social welfare, social enterprises in Pakistan	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	153-172	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2790-2986	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://journals.iub.edu.pk/index.php/jcbif/article/view/1290">https://journals.iub.edu.pk/index.php/jcbif/article/view/1290</a>	

5.	<b>Author(s)</b>	Ayaz Mahmood Lashari, Dr. Muhammad Usman	The aim of this study is to explore the challenges and opportunities in Public Waqf in Punjab. Punjab is the biggest province of Pakistan regarding population. The public waqf in Punjab is managed and administered by Auqaf Organization Punjab. The organization is autonomous body under the provincial government. This organization in Punjab province owns biggest portion of Public waqf of the country. Public waqf in Punjab includes: cash waqf, commercial and agriculture properties, welfare institutions, shrines, mosques, graveyards etc. This study has been actualised by qualitative research method, observations, primary and secondary data and internet explorations. Furthermore, the investigation of problems and exploration of opportunities are backed by practical knowledge. This research will prove to be Beneficial for the public waqf in
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Public Waqf in Punjab Province Pakistan: Challenges and Opportunities	
	<b>Journal Name</b>	Journal of contemporary business and Islamic Finance (JCBIF)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Public Waqf, Challenges,	

		Pakistan	Punjab. The findings of the study based on challenges faced by public waqf in Punjab province of Pakistan and as well explore the opportunities that can be helpful for the development and improvement of public waqf. Auqaf in Punjab facing various challenges that affect the potential of the waqf assets and causing inefficiency. For that reason, the study findings portray the huge waqf properties are underdeveloped. The study discussed in many ways potential opportunities that can counter and reduce these challenges. This study diagnosis the problems and offers solutions to these problems. This study provides primary and practical experience from the practitioners and waqf experts who provide a framework for similar type of study in the waqf management
	<b>HEC Category</b>	Y	
	<b>Pages</b>	173-185	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2790-2986	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://journals.iub.edu.pk/index.php/jcbif/article/view/1330">https://journals.iub.edu.pk/index.php/jcbif/article/view/1330</a>	

6.	<b>Author(s)</b>	Syeda Amina Hasan, Dr. Mirza Aqeel Baig, Irfan Lal	This paper investigates the impact of Infrastructure Development Index (IDI) on FDI using GFCF, INFL, TOPEN, EXR and INFL as the independent variables. The main contribution of this paper is to generate a comprehensive Infrastructure Development Index in Pakistan using 11 variables by applying the Principal Component Analysis. The main components used to generate the IDI include Transport, Telecommunication, Energy and Water and Sanitation. The time series technique of Johansen Cointegration in VAR and ECM is used for the analysis of the data and to derive empirical results for the year 1980 to 2018. After the analysis of our data the results of the Johansen Cointegration and ECM concludes that there exists a long and short run relationship between IDI and FDI in the case of Pakistan.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Impact of Infrastructure Development Index on Fdi: A Case of Pakistan	
	<b>Journal Name</b>	Academy of Accounting and Financial Studies Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Infrastructure Development Index, FDI, PCM.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-09	
	<b>Volume No.</b>	26	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	1528-2635	

	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/profile/Irfan-Lal/publication/361951538_IMPACT_OF_INFRASTRUCTURE_DEVELOPMENT_INDEX_ON_FDI_A_CASE_OF_PAKISTAN/links/62ce8f63b261d22751eb70d4/IMPACT-OF-INFRASTRUCTURE-DEVELOPMENT-INDEX-ON-FDI-A-CASE-OF-PAKISTAN.pdf">https://www.researchgate.net/profile/Irfan-Lal/publication/361951538_IMPACT_OF_INFRASTRUCTURE_DEVELOPMENT_INDEX_ON_FDI_A_CASE_OF_PAKISTAN/links/62ce8f63b261d22751eb70d4/IMPACT-OF-INFRASTRUCTURE-DEVELOPMENT-INDEX-ON-FDI-A-CASE-OF-PAKISTAN.pdf</a>	

<b>7.</b>	<b>Author(s)</b>	Yousuf Aboya, Nayeem Ansari, Bilal Chishty, Arsalan Hussain	<p>Crime appears to be strictly related to the level of education attained and to individuals' economic and social background. The objective of the study examines multiple factors i.e., education, unemployment, poverty and economic growth which contributed to the rate of crimes in Pakistan during the period of 1972-2011. The study finds a positive relationship between crime rates and unemployment rate in Pakistan. Higher unemployment diminishes the rate of return of legal activities, and is more likely to increase the return of illegal activities. There is a significant negative relationship between the crime rates and the higher education. More education directly induces high earnings of individuals and may increase both the opportunity cost of crimes and the cost of time spent in criminal activity. The study further assesses that GDP per capita leads to higher crime rates in the long-run but to lower rates in the short-run. Higher income shows that there are greater benefits for criminals as for thefts and robberies. Affluent areas attract more criminals due to the opportunities available to them. Finally, there is a positive relationship between the crime rates and poverty in the long-run but there is a negative relationship in the short-run. Poverty may lead to a high level of stress and mental illness which in turn causes individuals to adopt the criminal behavior. The study posits a caution that policy formulation in ameliorating crimes in Pakistan should anchor both social and</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Comparative Study on The Socioeconomic Determinants of Crime in Pakistan and India: An Econometric Analysis	
	<b>Journal Name</b>	Reviews of Management Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Crime rates, Higher education ,GDP per capita, Pakistan	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	73-81	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.aebj.2015.01.001">https://doi.org/10.1016/j.aebj.2015.01.001</a>	

			economic factors.
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S2214462515000109?via%3Dihub">https://www.sciencedirect.com/science/article/pii/S2214462515000109?via%3Dihub</a>	

<b>8.</b>	<b>Author(s)</b>	Nighat Jahan, Syed Faizan Iftikhar, Ch. Sohail Ahmed & Tariq Hussain	<p>over the last decade, profit in Pakistani banking sector is highly vulnerable which indicates that banking sector faced some obnoxious events commonly known as Risk that left unwanted and intolerable effects. Therefore this paper highlights those determinants that are not only attributable for the reduction in banks' profitability but also mark a question on banks' performance. The dynamic panel data models' analyses used for investigating the extent through which Banks' Risk produced effects on Banks' performance. The unbiased and consistent estimates obtained from two step system GMM reveals that all the under studied risk types are attributable for the reduction in the Banking Sector Performance in Pakistan.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Risk Management and Its Impact on Banking Sector Performance: Evidence from Pakistan	
	<b>Journal Name</b>	Competitive Social Sciences Research Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Panel data models, Financial Crises, Pakistan's Banking Sector, Risk Management, Credit Risk, Liquidity Risk, Operational Risk, Interest Rate Risk	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	354-379	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2708-902	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://cssrjournal.com/index.php/cssrjournal/article/view/306/113">https://cssrjournal.com/index.php/cssrjournal/article/view/306/113</a>	

9.	<b>Author(s)</b>	Jabbar ul Haq, Sana Khanum, Kashif Imran	This study explores the association between trade liberalization and skilled employment from 1990 to 2005. Our estimation approach analyzes how skilled employment is affected by the protection rate. Trade liberalization and skilled employment are associated. Liberalization has increased skilled employment in the manufacturing sector of Pakistan. The findings also indicated a significant link between skilled labor and lagged policy. The results are also robust after including the different trade-related variables. The policy insinuation is that the government should provide free education programs and technical packages in their economies to gain from the benefits of trade liberalization.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Skill-biased Impact of Trade Liberalization on Employment in the manufacturing sector of Pakistan	
	<b>Journal Name</b>	Global Economics Review	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Skilled Labor, Sectoral Study, Trade Liberalization, Pakistan	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	212-226	
	<b>Volume No.</b>	6	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
10.	<b>Author(s)</b>	Hira Mujahid; Rabia Sabri; Naila Mushtaq; Sardar M. Nawaz	Pakistan is a country that is facing different issues and trying to stand on its own feet. COVID-19 has made things worse for the citizens economically, politically, and psychologically. Therefore, the study focused on the stress level of university students, the education sector was poorly affected by the lockdown, and more stress
	<b>Author(s) Affiliation</b>	Institute of Business Management	



	<b>Title</b>	The Impact of COVID-19 on the Stress level of University Students: An Empirical Investigation	can be seen in university students. The study aims to describe the development and validation of the 6-item COVID-19 and develop it with the Student Stress Questionnaire. The questionnaire was developed and validated with 411 Pakistani university students. Exploratory Factor Analysis (EFA) was conducted, suggesting a two-component solution confirmed by the Confirmatory Factor Analysis (CFA). The study measure COVID-19 students' stressors related to (1) Academic performance and (2) Stress-related to Education. The study provided a brief, valid and reliable measure to evaluate perceived stress to be used for thoughtful the impact of the COVID-19 lockdown.
	<b>Journal Name</b>	Academy of Education and Social Sciences Review	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	COVID-19, Education, Stress, University students	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	114-121	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2789-6781	
	<b>DOI</b>	<a href="https://doi.org/10.48112/aessr.v2i2.421">https://doi.org/10.48112/aessr.v2i2.421</a>	
	<b>URL/Link</b>	<a href="https://orcid.org/0000-0003-4752-7961">https://orcid.org/0000-0003-4752-7961</a>	

11.	<b>Author(s)</b>	Mujahid, Hira; Zahur, Hafsa; Ahmad, Syed Khalil, Ayubi, Sharique; Iqbal, Nishwa	The size of the government is one of the most fundamental debates of open economies. In any economy, government plays an important role, but a pertinent level of economic prosperity has never been obtained in history without government. Therefore, the objective of this paper investigates the association of government size, economic volatility, and institutional quality for 182 economies from the time period 1996–2016 is collected from the World Bank database. GE is defined as the General government's final consumption expenditure. Health expenditure is represented by HE. Government expenditure on education is denoted by EDUEXP. The economic volatility is measured by the rolling standard deviation of GDP per capita growth rate, Population growth, Trade
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The Relationship Between Government Size, Economic Volatility, and Institutional Quality: Empirical Evidence from Open Economies	
	<b>Journal Name</b>	Journal of Asian Finance, Economics and Business	
	<b>College</b>	College of Business	

		Management	openness, GINI represented Gini index which measures the degree to which the income distributed or consumption expenses among citizens deviates from a perfectly equal distribution. The results proposed that economic volatility has a significant effect on government size and institutional qualities. Moreover, the paper extends the investigation by finding the link between economic volatility with government health and education expenditure separately. The policy implication drawn from this analysis is that controlling economic volatility may reduce the size of government and also significantly affect health and education expenditures
	<b>Department</b>	Economics	
	<b>Keywords</b>	Government Size, Population, Trade Openness, Wager's Law, Economic Volatility	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	19-27	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	5	
	<b>ISSN</b>	2288-4637	
	<b>DOI</b>	10.13106/jafeb.2022.vol9.no5.0019	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/361023655_The_Relationship_Between_Government_Size_Economic_Volatility_and_Institutional_Quality_Empirical_Evidence_from_Open_Economies/link/6298559755273755ebca7822/download?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6Ii9kaXJlY3QiLCJwYWdlIjoicHVibGljYXRpb24ifX0">https://www.researchgate.net/publication/361023655_The_Relationship_Between_Government_Size_Economic_Volatility_and_Institutional_Quality_Empirical_Evidence_from_Open_Economies/link/6298559755273755ebca7822/download?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6Ii9kaXJlY3QiLCJwYWdlIjoicHVibGljYXRpb24ifX0</a>	

12.	<b>Author(s)</b>	Madiha Kamal, Sara Raiq, Muhammad Asif Shamim, Hira Mujahid	This research analyzes the prevailing trend of smoking among youth belonging to numerous universities in the metropolitan city of Karachi. The study aims to report the prevalence of student smoking activity by taking several significant factors into account. For primary data collection, a survey questionnaire, containing close-ended questions was floated and responses of 123 students belonging to diverse universities in Karachi were recorded. The findings of the study stressed the conclusion that male students are likely to smoke more as compared to female students. The study also reported significant contributors from other variables like family behavior toward smoking and peer encouragement. Concerning smoking trends, this study shows students' characteristics as well such
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	A Case Study of Smoking Habits Among University Students in Karachi City: Prevalence And Associated Factors	
	<b>Journal Name</b>	PalArch's Journal of Archaeology of Egypt/ Egyptology	
	<b>College</b>	College of Business	

		Management	as smoking 100 cigarettes in life and smoking a whole cigarette in the past 30 days, etc. Other personal opinions and social factors included the reason for smoking, students' attitudes toward smoking on health, perception of having smoke-free public places, and intention to join cessation programs to quit smoking. The study also puts light upon relevant kinds of literature that shows similar indication in this regard.
	<b>Department</b>	Economics	
	<b>Keywords</b>	Trends, Smoking, Students	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1039-1051	
	<b>Volume No.</b>	19	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	1567-214X	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://archives.palarch.nl/index.php/jae/article/view/11134">https://archives.palarch.nl/index.php/jae/article/view/11134</a>	

13.	<b>Author(s)</b>	Muhammad Zubair, Shahida Wizarat, Kashif Imran	Privatization started in the 1980s in Pakistan, but it failed to turn state-owned enterprises into profitable entities, improve efficiency, ensure better governance, retire debt, and fix the fiscal balancing problem. Privatization in Pakistan seems to be politically conditioned and externally imposed rather than fulfilling domestic economic needs. This study aims to evaluate the privatization process in Pakistan descriptively; hence, the economic, political, and strategic implications of privatization in Pakistan are discussed. Pakistan Steel is an important entity in the engineering industry, significant in its economic, social, and strategic contributions. This study also explains the after-privatization implications of the Pakistan Steel Mill, Pakistan's economic and strategic asset.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Economic and Strategic Implications of Privatization in Pakistan: Case Study of Pakistan Steel Mill	
	<b>Journal Name</b>	Pakistan Journal of Economic Studies (PJES)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Privatization, Neoliberal, Institutional, Marxist, Pakistan Steel Mil	
	<b>HEC Category</b>	Y	

	<b>Pages</b>	293-309
	<b>Volume No.</b>	5
	<b>Issue No.</b>	1
	<b>ISSN</b>	2708-1486
	<b>DOI</b>	-
	<b>URL/Link</b>	<a href="https://journals.iub.edu.pk/index.php/pjes/article/view/805/513">https://journals.iub.edu.pk/index.php/pjes/article/view/805/513</a>

<b>14.</b>	<b>Author(s)</b>	Tariq Hussain; Saba Maitlo; Ahmed Raza-ul-Mustafa; Hira Mujahid	This study analyzes the complex relationship between corruption, governance, and government revenue. It explores some of the collective influence approaches to corruption and Governance on Government revenue. The panel data of ninety-six countries from 2005 to 2020 is being collected from the Corruption perception index (CPI), World development indicator (WDI), and worldwide Governance indicators (WGI). For the analysis, panel data fixed effect and D&K technique is used among corruption, governance, and Government revenue. The findings show that corruption significantly and negatively affects government revenue, while governance significantly and positively impacts government revenue. So, the government needs to improve the governance quality to enhance the tax revenue and control the corruption level in the economy.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Corruption, Governance, and Government Revenue	
	<b>Journal Name</b>	The Journal of History and Social Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Governance, Corruption, Government Revenue	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	122-133	
	<b>Volume No.</b>	13	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.46422/jhss.v13i2.228">https://doi.org/10.46422/jhss.v13i2.228</a>	

	<b>URL/Link</b>	<a href="https://jhssuok.com/index.php/JHSS/article/view/228">https://jhssuok.com/index.php/JHSS/article/view/228</a>	
--	-----------------	---	--

15.	<b>Author(s)</b>	Ehsan Ahmed Shaikh, Shahida Wizarat	This study empirically investigates real exchange rate between Pak Rupee and US Dollar employing a two state Markov Switching-AR Model. Bai-Perron test for multiple structural breaks found three structural breaks in the series. Estimation results of Markov Switching-AR model reveal that if the real exchange rate is in state one, its probability of staying in same state in the next period is greater than 99 percent whereas switching to second state is 0.7 percent. Whereas, if real exchange rate is in state two, its probability of staying to the same state is 99 percent and its probability of switching to state one in the next period is less than 0.6 percent
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Empirical Investigation of Real Exchange Rate between Pak Rupee and US Dollar Employing Markov Switching-AR Model	
	<b>Journal Name</b>	Global Management Journal for Academic And Corporate Studies	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Real Exchange Rate, Markov Switching Model, Structural Breaks, Non-Linear Models	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	38-51	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://www.proquest.com/openview/e54683ad805c9bf29f8490477eef87b9/1?pq-origsite=gscholar&amp;cbl=2027551">https://www.proquest.com/openview/e54683ad805c9bf29f8490477eef87b9/1?pq-origsite=gscholar&amp;cbl=2027551</a>	

16.	<b>Author(s)</b>	Dr. Shujjat Abbas, Irfan Lal, Muhammad Zubair	This study investigates the nexus between military expenditure and exploding external debt in 13 countries of the Middle East and
-----	------------------	---	---

	<b>Author(s)</b>	Institute of Business Management	<p>North Africa (MENA) from 2000 to 2019 by employing the second generation of panel econometrics such as cross-sectional independence (CD), CIPS unit root, Pedroni cointegration, Westerlund cointegration, and panel PMG model. The sensitivity of long-run estimates is explored by using fully modified ordinary least square (FMOLS) and dynamic ordinary least square (DOLS) regression analysis. Pedroni and Westerlund's cointegration findings reveal that the selected variables are cointegrated in the long run. The long-run results of the PMG model revealed that current account balance, fiscal balance, and foreign exchange reserve reveal the significant negative effect of various intensities, whereas increasing military spending shows a significant positive effect of higher intensity. The short-run results of the PMG model reveal an insignificant effect of selected variables. Estimated results of FMOLS and DOLS show the robustness of established long-run relationships. This study urges governments of selected MENA countries to address current account and fiscal imbalances along with the considerable reduction of military expenditures to free capital required for productive economic activities.</p>
	<b>Title</b>	Military Spending and External Debt in the Middle East and North Africa	
	<b>Journal Name</b>	Journal Transition Studies Review	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Military expenditure, external debt, Panel data, CIPS, Westerlund cointegration, PMG, FMOLS, DOLS, MENA	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	109-125	
	<b>Volume No.</b>	29	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.14665/1614-4007-29-1-007">https://doi.org/10.14665/1614-4007-29-1-007</a>	
	<b>URL/Link</b>	<a href="https://transitionacademiapress.org/jtsr/article/view/417">https://transitionacademiapress.org/jtsr/article/view/417</a>	

#### 4(b) Department of Education

<b>1.</b>	<b>Author(s)</b>	Zehra Habib, Nawaz Ahmad, Aisha Yusuf Mesiya	<p>From the global scholastic perspective, the most formidable challenge of Coronavirus (COVID-19) has been the closure of educational institutions and the shift to online learning platforms. Even in developing countries like Pakistan, where face-to-face teaching was generally the norm, an emergency move had to be made to online teaching in mid-March 2020. Considering that students are the most relevant stakeholders in this regard, the</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Assessing the Quality of Post-COVID Online Teaching for Higher Education Students in	

		Pakistan	current study's researchers employed a quantitative strategy to gauge the standpoints of Pakistani higher education students regarding the quality of online teaching. For the analysis, the Wilcoxon W test is used as a non-parametric statistical technique on a sample of 167 higher education students obtained through Non-Probability Purposive and Convenience Sampling. The instrument used for gathering the data was a "ServQual" instrument for measuring the service quality of online teaching. Responsiveness and web content are significant for below expectations at a 5 per cent significance level.
	<b>Journal Name</b>	ILMA Journal of Social Sciences & Economics (IJSSE)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Expectations, Higher education, Online teaching, Pandemic, SERVQUAL	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	104-113	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2789-6781	
	<b>DOI</b>	<a href="https://doi.org/10.48112/aessr.v2i2.366">https://doi.org/10.48112/aessr.v2i2.366</a>	
	<b>URL/Link</b>	<a href="https://journals.irapa.org/index.php/aessr/article/view/366">https://journals.irapa.org/index.php/aessr/article/view/366</a>	

<b>2.</b>	<b>Author(s)</b>	Sarwat Nauman	The present research article looks to make a comparison between Iqbal's theory of development of 'khudi' through questioning, contemplating, reasoning, experimenting and creating with Kolb's experiential learning theory that comprises of goal setting, concrete experience, reflective observation, abstract conceptualization and active experimentation. The article claims that all components of Iqbal's theory of khudi can easily fit into Kolb's experiential learning cycle and as such the cycle can be used to further Iqbal's cause of attainment of khudi. Where the purpose of Kolb's experiential learning cycle is to make lifelong learners by expanding participant's potential to its fullest through engaging them in a learning process; the purpose of Iqbal's khudi demands the achievement of a profounder personality that enables an
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Investigating the Possibility of Using Kolb's Experiential Learning Cycle for the Development of Khudi	
	<b>Journal Name</b>	Bahria Journal of Professional Psychology	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	

	<b>Keywords</b>	Experiential learning, khudi, lifelong learner, individual potential, goal setting	individual to rely on one's own potentials. The aim of both the theories is to fully develop the potential of individuals making them more aware of their capabilities.
	<b>HEC Category</b>	Y	
	<b>Pages</b>	52-57	
	<b>Volume No.</b>	21	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://bjpp.bahria.edu.pk/index.php/BJPP/article/view/402">https://bjpp.bahria.edu.pk/index.php/BJPP/article/view/402</a>	

<b>3.</b>	<b>Author(s)</b>	Bhutto, P.A., Habib, Z., & Laghari, T	Albert Camus' philosophy of the Absurd has been used as one of the many interpretative dialogues for Franz Kafka's literary works, particularly his short story, A Hunger Artist. This paper explored the various facets of absurdism described in The Myth of Sisyphus and connects it with the short story by arguing that A Hunger Artist has more to reveal than its narrative content. Examining the similarities and differences between Camus' Sisyphus and the protagonist of A Hunger Artist, helps produce absurdist interpretations of the text. The question of finding meaning in an indifferent universe and the predicament of being wedged in an endless loop of a monotonous cycle of life is explored until the very end of the short story. The dilemma of the protagonist, the disillusionment with society fused with the complicated reality of the human condition are all elements present in A Hunger Artist that help identify existentialism through fiction. When seen through the absurdist perspective, the hunger artist stands as a figure, depicting the disunity between man and the universe, and the internal and external conflict between the rational and irrational in an unresponsive universe. Analysing this fiction through the philosophy of absurdism generates significant standpoints that bring forth the
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Absurdism in Kafka's A Hunger Artist. Journal of History and Social Sciences,	
	<b>Journal Name</b>	Journal of History and Social Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Absurdism, Camus, Kafka, hunger artist, isolation, Illusion of freedom	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	28-43	
	<b>Volume No.</b>	4	



	<b>Issue No.</b>	1	author's individual reasoning as a consolation to the questioning, existentialist mind.
	<b>ISBN</b>	1258011336	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://www.jstor.org/stable/23091044">https://www.jstor.org/stable/23091044</a>	

<b>4.</b>	<b>Author(s)</b>	Siddiqui, R., & Habib, Z	This qualitative research explored the perspectives of Islamiat (religious education) teachers regarding moral values, teaching practices, and the challenges faced in moral education in the three main Pakistani education sectors, namely Madaris (religious seminaries), Public and Private schools. Individual semi-structured interviews were conducted with six secondary-level Islamiat teachers, two from each education sector. Findings revealed that all teachers believed Quran and Hadith to be the main sources of morality. They focused on imbining moral development only through lectures, sparse questions-answer sessions, the narration of stories and examinations. Moreover, they did not advocate the Islamic virtues of peace, tolerance, and human rights. Also, they expressed negative views of other religions and Western social practices. Participants considered an unsupportive social environment and unsupervised internet access as challenges to moral development. Hence, the study recommends that Islamiat teachers should broaden their perspectives and use interactive and cooperative teaching strategies. Moreover, teachers should be provided professional training for the effective moral development of students through Islamic studies.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Pakistani teachers' perceptions of moral education through teaching of Islamic Studies: A qualitative study	
	<b>Journal Name</b>	Global Education Studies Review	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Islamiat Teachers, Islamic Studies, Madrasa, Moral Education, Moral Values, Public and Private Sector Schools	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	13-26	
	<b>Volume No.</b>	7	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	2708-3608	
	<b>DOI</b>	<a href="https://dx.doi.org/10.31703/gesr.2022(VII-IV).02">https://dx.doi.org/10.31703/gesr.2022(VII-IV).02</a>	
	<b>URL/Link</b>	<a href="https://www.gesrjournal.com/article/pakistani-teachers-perceptions-of-moral-education-through-teaching-of-islamic-">https://www.gesrjournal.com/article/pakistani-teachers-perceptions-of-moral-education-through-teaching-of-islamic-</a>	

		studies-a-qualitative-study	
--	--	-----------------------------	--

5.	<b>Author(s)</b>	Kanwal. N., &. Habib, Z	This qualitative study explored public sector, middle school teachers' perceptions and factors effecting motivation and examined the influence of classroom environment and practices on students' motivation. Data were collected from classroom observations and individual semi structured interviews with teachers and from students of grades VI -VIII via focus group interviews. Findings derived from thematic analysis denoted that teachers were intrinsically demotivated due to lack of professional growth opportunities, low social status designated to their profession and lack of role in decision making. The teachers were extrinsically motivated because of salaries, job security and less working hours; however, data from class observations showed that despite being extrinsically motivated, teachers lacked spirit and motivation in classroom practices. Data from students' focus group interviews revealed dissatisfaction with teachers' pedagogical strategies and lack of encouragement. Recommendations based on findings include elevation of public school teachers' status in society, teacher participation in decision making and professional development programs. Additionally, teachers should apply a variety of teaching strategies for student motivation and enhanced learning.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Exploring motivation of teachers and students of public sector schools: A qualitative study from Karachi, Pakistan.	
	<b>Journal Name</b>	Pakistan Journal of Educational Research	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Extrinsic motivation; intrinsic motivation; teacher motivation; public schools	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	566-583	
	<b>Volume No.</b>	5	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://pjer.org/index.php/pjer/article/view/589/216">https://pjer.org/index.php/pjer/article/view/589/216</a>	

6.	<b>Author(s)</b>	Imran Batada	A fundamental requirement for a competent and successful entrepreneur is knowledge and practice of entrepreneurial skills, particularly in the commercial context. This study investigates the impact of several entrepreneurial skill development
	<b>Author(s) Affiliation</b>	Institute of Business Management	

	<b>Title</b>	Impact of Skill Development Program for producing Women Entrepreneurs in Pakistan.	<p>programs in Pakistan, including the Benazir Bhutto Shaheed Human Resource Research Development Board (BBSHRRDB) and the National Vocational and Technical Training Commission (NAVTTTC). The population of this study consists of 255 entrepreneurs. The broad objective of the study is to examine the impact of the Skill Development Program on producing Women Entrepreneurs in Pakistan.</p> <p>The sample size of this study is 280 female entrepreneurs. A systematic random sampling technique was used to analyse the data. Using Araoye's (2004) sampling procedure, a sample of female business owners is selected for the study. The data were received by distributing a questionnaire to all respondents. For analysing the data, descriptive statistics were used, and the regression test was performed to test the hypotheses. It was determined that BBSHRRDB and NAVTTTC have an impact on the development and performance of female entrepreneurs across all evaluated metrics. The study also concluded that social factors such as formal/ business networks, informal networks, and social acceptance have a significant impact on the success of women entrepreneurs in Pakistan.</p>
	<b>Journal Name</b>	ABAC Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Skill development, entrepreneurship, women entrepreneurs, and NAVTTTC.	
	<b>HEC Category</b>	X	
	<b>Pages</b>	253-279	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="http://dx.doi.org/10.22555/joeed.v9i2.708">http://dx.doi.org/10.22555/joeed.v9i2.708</a>	
	<b>URL/Link</b>	<a href="https://files.eric.ed.gov/fulltext/EJ1372146.pdf">https://files.eric.ed.gov/fulltext/EJ1372146.pdf</a>	

#### 4(c) Department of Business Psychology

<b>1.</b>	<b>Author(s)</b>	Nadia Ayub & Shahid Iqbal	<p>The objective of the research was to explore the impact of religious identity on the psychological well-being of Muslim adolescents, as well as examine the effect of gender difference on their religious identity. The sample was from Karachi, Pakistan, and was comprised of 250 individuals (146 women; 104 men) between the ages of 16 to 19 years. The Religious Identity Scale ( Ayub, In Press ) and Psychological Well-Being Scale ( Ryff, 1989 ) were used. The findings revealed the impact of religious identity on the psychological well-being among Muslim adolescents (<math>R^2 = .416</math>, <math>F(176, 836) = 13.298</math>, <math>p &lt; .000</math>). The results further suggested gender differences in religious identity (<math>t = -5.318</math>, <math>df = 248</math>, <math>p</math></p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Religious Identity and Psychological Well-being: Gender Differences Among Muslim Adolescents	
	<b>Journal Name</b>	Pakistan Journal of Psychological Research	
	<b>College</b>	College of Business	

		Management	$\leq .05$ ), environmental mastery ( $t = -8.727$ , $df = 248$ , $p \leq .05$ ), positive relationship with others( $t = -12.375$ , $df = 248$ , $p \leq .05$ ), autonomy ( $t = -3.749$ , $df = 248$ , $p \leq .05$ ), personal growth ( $t = -4.572$ , $df = 248$ , $p \leq .05$ ), self-acceptance ( $t = -5.466$ , $df = 248$ , $p \leq .05$ ), and purpose in life ( $t = -9.687$ , $df = 248$ , $p \leq .05$ ). This study is therefore significant in demonstrating the contribution of religious identity to well-being. Finally, the findings of this study may be useful for policy makers, researchers, psychologists, and educational institutes in promoting clarity in concept about religious identity, which may ultimately improve the psychological well-being of adolescents.
	<b>Department</b>	Economics	
	<b>Keywords</b>	-	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	99-110	
	<b>Volume No.</b>	37	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.33824/PJPR.2022.37.1.06">https://doi.org/10.33824/PJPR.2022.37.1.06</a>	
	<b>URL/Link</b>	<a href="https://pjpr.scione.com/cms/abstract.php?id=6">https://pjpr.scione.com/cms/abstract.php?id=6</a>	

2.	<b>Author(s)</b>	Göksu Celikkol, Tuuli Anna Renvik, Florencia M. Sortheix, Inga Jasinskaja-Lahti, Jolanda Jetten, Amarina Ariyanto, Frédérique Autin, Nadia Ayub, Constantina Badea, Tomasz Besta, Fabrizio Butera, Rui Costa-Lopes, Lijuan Cui,	<p>In this 28-country study (N = 6112), we assessed how subjective perceptions and objective indicators of wealth were associated with majority group members' perceptions of realistic threat related to immigration. Subjective wealth was assessed by individuals' perceptions of their personal wealth (current/anticipated) and of their country's wealth, whereas objective country-level wealth was assessed by GDP and HDI. Multilevel analyses showed that living in a country with a lower objective wealth and perceiving the country's relative wealth as low were associated with higher levels of perceived realistic threat. We also found that an anticipated decrease in personal wealth in the future was associated with higher threat perceptions only in low HDI countries. Our results suggest that perceived realistic threat is fostered by a perceived decline in the current wealth of the country, and country-level wealth may play a role in calibrating threat responses to anticipated personal wealth.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Individual, group, and temporal perspectives on the link between wealth and realistic threat	
	<b>Journal Name</b>	Current Research in Ecological and Social Psychology	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Subjective wealth, Objective wealth, Personal wealth, Country wealth, Realistic threat	

	<b>HEC Category</b>	Y
	<b>Pages</b>	1-09
	<b>Volume No.</b>	3
	<b>Issue No.</b>	1
	<b>ISSN</b>	2666-6227
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.cresp.2022.100054">https://doi.org/10.1016/j.cresp.2022.100054</a> .
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S2666622722000211?via%3Dihub">https://www.sciencedirect.com/science/article/pii/S2666622722000211?via%3Dihub</a>

<b>3.</b>	<b>Author(s)</b>	Tejani, D. S. B. A., Noor un Nisa khan, Shameem Ejaz, & Shamsha Shamsy.	<p><b>Purpose:</b></p> <p>The motivated strategies for learning questionnaire (MSLQ) are extensively used by researchers and educators to measure self-regulated learning skills. The survey originally published in English has also been translated into multiple languages. However, a gap in the literature is found for its reliability and validity studies in the Pakistani context, specifically in the higher education sector. Therefore, this study was designed to establish the local norms and appraise the scale factors in specific samples and cultures.</p> <p><b>Methodology:</b></p> <p>Path analysis was used to examine the latent factor structures to determine whether MSLQ is appropriately reliable and valid to be used on our normative sample. All 15 subscales of the MSLQ were administered to a sample of 272 (n: 272) students enrolled in the undergraduate program of a private university located in Karachi, Pakistan.</p> <p><b>Findings:</b></p> <p>Results from the administration of MSLQ on a sample from the local population suggest that the scale is reliable and valid. Subscales (the exogenous variables) were loaded onto their respective factors with high regression weights. Statistically significant correlations</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Psychometric Features of Motivated Strategies for Learning Questionnaire (MSLQ) Among the Students of Higher Education Sector in Karachi – Pakistan.	
	<b>Journal Name</b>	Reviews of Management Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Self-regulated learning, strategic learning, peer learning, emotion regulation, curriculum policy, path analysis	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	85-100	
	<b>Volume No.</b>	3	

	<b>Issue No.</b>	2	<p>were found among eleven subscales and the academic performances of students. The gender difference was found in eight subscales with significant Cohen's D. However, the model fit indices on SEM show a relative fit and poor fit on some of the indices.</p> <p>Conclusion:</p> <p>This study concludes that students' learning strategies and motivation have an impact on academic outcomes and considerable gender difference prevails in terms of motivation and learning strategies in Pakistani students.</p>
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="http://dx.doi.org/10.53909/rms.03.02.090">http://dx.doi.org/10.53909/rms.03.02.090</a>	
	<b>URL/Link</b>	<a href="https://rmsjournal.com/index.php/admin/article/view/90">https://rmsjournal.com/index.php/admin/article/view/90</a>	

<b>4.</b>	<b>Author(s)</b>	Raheel, S. & Ejaz, S. S.	<p>In order to maintain a competitive edge, organisations are flourishing the idea of employee empowerment. Researchers support the concept and establish that organisations grow with an increased creativity and productivity among employees when they are empowered. To understand the phenomenon in normative conditions, we studied 245 teachers in higher academic institutions (universities). We used the Spreitzer's empowerment scale to capture the responses from 220 participants quantitatively; and to appraise the existing perception about employee empowerment more deeply, we engaged 25 participants into in-depth interviews. Quantitative results depict that designation, education, and age are highly correlated to the empowerment feeling among university teachers. We have discussed the emergence of prominent themes from 25 in-depth interviews in our discussion. This exploration helps us to understand the normative perspective of empowerment among university teachers.</p>
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	Appraisal of existing empowerment model in local organizations'	
	<b>Journal Name</b>	Middle East Journal of Management	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Empowerment, job-insecurity, engagement, job-satisfaction, creativity	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	395-416	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	2050-3636	
	<b>DOI</b>	<a href="https://dx.doi.org/10.1504/MEJ.M.2022.123720">https://dx.doi.org/10.1504/MEJ.M.2022.123720</a>	

	<b>URL/Link</b>	<a href="https://www.inderscienceonline.com/doi/abs/10.1504/MEJM.2022.123720">https://www.inderscienceonline.com/doi/abs/10.1504/MEJM.2022.123720</a>	
--	-----------------	---	--

<b>5.</b>	<b>Author(s)</b>	Sadia Shaukat, Lisa D. Bendixen, Nadia Ayub	This study aims to examine the relationship between teacher educators' technostress, work–family conflict, and life satisfaction while working from home during the COVID-19 pandemic in Pakistan. The sample consists of 292 respondents, 151 (51.7%) male and 141 (48.3%) female teacher educators, who participated in this study. Three scales, the Technostress Scale (TS), Work–Family Conflict Scale (WFCS), and the Life-Satisfaction Scale (LS), were administered to determine the impact of demographic variables (i.e., gender, age, qualification) on teachers' technostress, work–family conflict, and life satisfaction. The findings of the study suggest a positive correlation of technostress with work–family conflict ( $r = 0.381$ ) and life satisfaction ( $r = 0.449$ ). Moreover, gender differences were found in the variables of technostress ( $t = -3.506$ , $df = 290$ , $p \leq 0.05$ ), work–family conflict ( $t = -2.834$ , $df = 290$ , $p \leq 0.05$ ), and life satisfaction ( $t = -2.916$ , $df = 290$ , $p \leq 0.05$ ). The present research is a baseline study within the context of Pakistan to report the findings in terms of educators' technostress, keeping balance between work and life, and status of life satisfaction as a result of teaching virtually while working from home during the pandemic.
	<b>Author(s) Affiliation</b>	Institute of Business Management	
	<b>Title</b>	The Impact of Technostress on Teacher Educators' Work–Family Conflict and Life Satisfaction While Working Remotely during COVID-19 in Pakistan.	
	<b>Journal Name</b>	Education Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Technostress; work–family life conflict; life satisfaction; COVID-19; teacher educators	
	<b>HEC Category</b>	X	
	<b>Pages</b>	1-11	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	9	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.3390/educsci12090616">https://doi.org/10.3390/educsci12090616</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2227-7102/12/9/616">https://www.mdpi.com/2227-7102/12/9/616</a>	