



# Abstract Book

## 2023



Prepared by  
IoBM Research Office (IRO)

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## President's Message



I am delighted to witness the culmination of efforts by the IoBM Research Office (IRO) in presenting the Abstract Book-2023, 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 deserves 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-2023, 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-2023, 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-2023 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-2023, 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 2023, as evidenced by the comprehensive documentation in the Abstract Book-2023. 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-2023.

**Prof. Tariq Rahim Soomro, PhD**

**Acting Rector-IoBM**

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## Foreword

It is a matter of great privilege and pleasure for the IoBM Research Office (IRO) to successfully bring out Abstract Book-2023. This comprehensive document spanning over 286 pages archives all the academic research undertaken by IoBM's faculty and research scholars during the year 2023. 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-2023 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-2023 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-2023 a success.

**Dr. Muhammad Arif**

**Director Research**

## Summary of Faculty Research Publications 2023:

### IoBM Faculty Research Publications 2023 at a Glance:

S. No.	Department	No. of Papers Published by the Faculty Members and Scholars in 2023		
1.	College of Business Management	a	Accounting & Finance	9
		b	Commercial & Professional Studies	3
		c	Entrepreneurship	7
		d	Health Management	4
		e	Industrial Management & Environment and Energy Management	6
		f	Management & HRM	17
		g	Marketing	12
		h	Communication & Languages	1
		i	Supply Chain & Logistics	13
2.	College of Computer Science and Information Systems	a	Computer Science and MIS	6
		b	Math & Statistics	3
3.	College of Engineering Science	a	Electrical Engineering	3
		b	Engineering Management	18
4.	College of Economics and Social Development	a	Education	6
		b	Business Psychology	3
		c	Economics	8
		<b>Total</b>		<b>119</b>





## 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	9
		b Commercial & Professional Studies	3
		c Entrepreneurship	7
		d Health Management	4
		e Industrial Management & Environment and Energy Management	6
		f Management & HRM	17
		g Marketing	12
		h Communication & Languages	1
		i Supply Chain & Logistics	13
		<b>Total</b>	<b>72</b>

1(a). Department of Accounting & Finance

1.	<b>Author(s)</b>	Asif Iqbal, Sheikh Nabeel Badar, Muhammad Arsalan, Mehboob Moosa, Muhammad Sikander Iqbal	Working capital management is critical to an organization's financial health and long-term performance. The relationship between working capital management and firm performance is uncertain, and research on firm size's moderating effect is scarce. The study investigates the impact of Working capital management (WCM) on firm performance and examines how the firm size moderates this relationship. Firms must efficiently manage working capital to stay financially stable and profitable. WCM procedures affect performance differently depending on the firm size. The research is conducted using the quantitative research design. For this research, we have gathered data from the annual reports of the firms belonging to the KMI-30 index listed at the Pakistan Stock Exchange. The period considered as the research sample is from 2012 to 2022, as it can provide a better analysis of different financial crises and long-term analysis. The quantile regression was used to evaluate the research objective since the data has the issue of heteroscedasticity and autocorrelation. We found that working capital significantly and positively influences the firm performance. However, the moderating role of firm size was found to be insignificant. The findings reveal that firms of all sizes should concentrate on ensuring good working capital management strategies to increase their performance. This requires monitoring and optimizing inventory, accounts receivable, and accounts payable while assuring sufficient liquidity to satisfy operating needs.
	<b>Title</b>	Unveiling the Effectiveness of Working Capital Management on Firm Performance: The Moderating Role of Firm Size	
	<b>Journal Name</b>	Journal of Economic Impact	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Working capital management, Cash conversion cycle, Firm performance, Firm size	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	123-131	
	<b>Volume No.</b>	5	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2664-9764 (Online), 2664-9756 (Print)	
2.	<b>DOI</b>	<a href="https://doi.org/10.52223/5022301">https://doi.org/10.52223/5022301</a>	The goal of this research is to analyze the elements (corporate governance, regulatory framework, operational efficiency, investment strategy, and ethics) that affect pension funds and their ability to grow. The large asset base of the Egyptian financial sector can be better understood by reading this research. Principal component analysis was used to identify the key micro-factors
	<b>URL/Link</b>	<a href="https://www.scienceimpactpub.com/journals/index.php/jei/article/view/618">https://www.scienceimpactpub.com/journals/index.php/jei/article/view/618</a>	
	<b>Author(s)</b>	Arslan Qayyum, Anika Arslan, Sharique Ayyubi	
	<b>Title</b>	An Empirical Analysis of Egyptian Pension Funds	
	<b>Journal Name</b>	Global Economics Review	

	<b>College</b>	College of Business Management	that contributed to the increasing size of the pension fund. Later, the R <sup>2</sup> -change was examined as part of a hierarchical regression technique to examine the relative importance of each variable in the model. The examination of the data shows that all of the identified parameters, with the exception of fund restrictions in the final model, have a strong positive and substantial link with the growth of pension funds. Capital Market Board and Finance Ministry could benefit practically from the paper's methodology when making decisions about pension fund management and the fundamental factors underlying it. The study's micro-factors are drawn from a literature review of previous studies conducted in a variety of economies. This opens up the possibility of using the research as a basis for a comparative examination of pension fund growth across economies.
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Pension Funds €™ Growth, Fund Governance, Fund Regulation, Operational Efficiency, Investment Strategy, Fund Ethics, Financial Sustainability	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	177-193	
	<b>Volume No.</b>	8	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2707-0093	
	<b>DOI</b>	<a href="http://dx.doi.org/10.31703/ger.2023(VIII-II).05">http://dx.doi.org/10.31703/ger.2023(VIII-II).05</a>	
	<b>URL/Link</b>	<a href="https://www.gerjournal.com/article/factors-of-pension-funds-growth-an-empirical-analysis-of-egyptian-pension-funds">https://www.gerjournal.com/article/factors-of-pension-funds-growth-an-empirical-analysis-of-egyptian-pension-funds</a>	
<b>3.</b>	<b>Author(s)</b>	Hafiz Waqas Ahmed Ansari Israr Ahmad, Ramayah Thurasamy, Arfan Shahzad, Muhammad Ullah, Arsalan Hussain	<p>Background: In the current era, innovation has become the basis for the success of all industries. In reality, fast innovation facilitated by rapidly changing technological discoveries is critical to global economic progress.</p> <p>Aim: The primary goal of this article is to examine the effect of knowledge exchange and development of supervisory support, trust, training, information technology, and industrial cluster resources on innovation capabilities in the dairy sector of Pakistan.</p> <p>Setting: From a total of 520 small and medium enterprise (SMEs) dairy farms, 227 owners and managers were carefully chosen to participate in the survey.</p> <p>Method: The current study's research framework was based on the resources and diffusion of innovation perspective theories. The data were gathered from dairy farm owners and managers in Punjab, Pakistan. SmartPLS-SEM was used to examine the multivariate connection among the variables.</p>
	<b>Title</b>	COVID-19 impact on dairy sector: The mediating role of knowledge sharing and trust on innovation capability	
	<b>Journal Name</b>	South African Journal of Economic and Management Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	-	
	<b>HEC</b>	X	

	<b>Category</b>		<p>Results: The current research finds that training and development, supervisory assistance, and industrial cluster resources strongly influence knowledge sharing. Furthermore, trust has a favorable influence on innovative capabilities. However, the mediation effect of knowledge sharing (KS) did not support information technology (IT) training and development (T&amp;D) and innovative capabilities (IC).</p> <p>Conclusion: According to findings in the study, T&amp;D as a form of learning connect employees through the sharing of new ideas, allowing the business to improve and the concept to be modified. This study found that supervisory assistance significantly impacts innovative capabilities and knowledge sharing.</p>
	<b>Pages</b>	-	
	<b>Volume No.</b>	26	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2222-3436	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://journals.co.za/toc/ecoman/26/1">https://journals.co.za/toc/ecoman/26/1</a>	

<b>4.</b>	<b>Author(s)</b>	Dr. Muhammad Ali, Dr. Nayeem ul Hassan Ansari, Dr. Bilal Ahmed Chishty, Dr. Chin-Hong Puah	<p>This research aims to understand the influence of behavioural factors on investment decisions in the Pakistan Stock Exchange (PSX). This study gathered primary data using a survey-based questionnaire from 318 individual investors. The issue being investigated in this study is how behavioural elements, such as sentiment, overconfidence, over- and underreaction, and perceived market efficiency, affect investment choices made on the PSX, with a particular emphasis on the limited predictive power of herd behaviour. The sample data were analysed using partial least square-structural equation modelling (PLS-SEM) based approach. Results indicate that financial knowledge, sentiment, overconfidence, over- and underreaction, and perceived market efficiency significantly affect the investment decision. Interestingly, herd behaviour does not play a significant role in predicting investment decisions. However, we are certain that this study will provide a better understanding of the relationship between behavioural factors and an investor's investment decision in Pakistan.</p>
	<b>Title</b>	Investor Behavior and Investment Decisions: Evidence from Pakistan Stock Exchange	
	<b>Journal Name</b>	Asian Academy of Management Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Pakistan; Pakistan stock exchange ltd.; individual investors; stocks (finance)	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	-	
	<b>Volume No.</b>	28	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	1394-2603	
	<b>DOI</b>	10.21315/aamj2023.28.2.1	
	<b>URL/Link</b>	<a href="https://openurl.ebsco.com/EPDB%3Aagcd%3A13%3A18439997/detailv2?sid=ebsco%3Aplink%3Ascholar&amp;id=ebsco%3Aagcd%3A174698964&amp;crl=c&amp;link_origin=scholar.google.com.pk">https://openurl.ebsco.com/EPDB%3Aagcd%3A13%3A18439997/detailv2?sid=ebsco%3Aplink%3Ascholar&amp;id=ebsco%3Aagcd%3A174698964&amp;crl=c&amp;link_origin=scholar.google.com.pk</a>	

5.	<b>Author(s)</b>	Awais Ur Rehman, Arsalan Haneef Malik, Malik Shahzad Shabbir, Arsalan Hussain, Khawaja Masood Raza	<p><b>Purpose</b></p> <p>Know your customer is one of the cornerstones of financial industry success. Extant literature has explained the reasons for choosing an Islamic financial institute, but no study has explored customers' psychological behavior in making this decision. Based on attribute substitution theory, this study examined the psychology of customers during the selection process, and whether differences in personality type could influence the decision-making process.</p> <p><b>Design/methodology/approach</b></p> <p>Methodologies combining qualitative and quantitative approaches were employed. An experiment was conducted to generate a discussion among the five focus groups, and their personalities were also noted.</p> <p><b>Findings</b></p> <p>Results suggest that, despite customers feeling more attached to Islamic institutions that perform better in terms of Sharia compliance, interest-free, and CSR programs, their interpretations of these aspects vary considerably. In addition, the name tag of Islamic and Sharia had been the source of heuristically made decisions, where customers adopted Islamic institutes solely because of their Islamic labels or positive recommendations from Sharia scholars. Finally, it was found that different personality types have different selection criteria.</p> <p><b>Originality</b></p> <p>This paper was the first attempt to analyze the decision-making process of customers when choosing an Islamic financial institute by employing attribute substitution theory. It is pertinent to note that personality types were also discussed for the first time in this regard.</p>
	<b>Title</b>	Does Sharia Tag Constitute Heuristic While Choosing an Islamic Financial Institute? Evidence from Pakistan	
	<b>Journal Name</b>	GISRAS Journal of Management & Islamic Finance (GJMIF)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Attribute substitution, behavioral finance, heuristics, Islamic finance, Sharia tag	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-25	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	2710-5083	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://gjmf.com/index.php/GJMIF/article/view/75">https://gjmf.com/index.php/GJMIF/article/view/75</a>	
6.	<b>Author(s)</b>	Muhammad Saeed Meo, Kiran	

		Jameel, Mohammad Ashraful Ferdous Chowdhury, Sajid Ali	<p><b>Purpose</b> The purpose of the research is to analyze the impact of world uncertainty and pandemic uncertainty on Islamic financial markets. For representing Islamic financial markets four different Islamic indices (DJ Islamic index, DJ Islamic Asia–Pacific index, DJ Islamic–Europe index and DJ Islamic-US) are taken.</p> <p><b>Design/methodology/approach</b> The study employs quantile-on-quantile regression approach to see the overall dependence structure of variables based on quarterly data ranging from 1996Q1 to 2020Q4. This technique considers how quantiles of world uncertainty and pandemic uncertainty asymmetrically affect the quantiles of Islamic stocks by giving an appropriate framework to apprehend the overall dependence structure.</p> <p><b>Findings</b> The findings of the study confirm a strong negative impact of world uncertainty and world pandemic uncertainty on regional Islamic stock indices but the strength of the relationship varies according to economic conditions and across the regions. However, the world pandemic effect remains the same and does not change. Conversely, pandemic uncertainty has a larger effect on Islamic indices as compared to world uncertainty.</p> <p><b>Practical implications</b> Our findings have significant implications for investors and policymakers to take proper steps before any uncertainty arise. A coalition of the central bank, government officials and investment bank regulators would be needed to tackle this challenge of uncertainty.</p> <p><b>Originality/value</b> To the best of the authors' knowledge, none of the current works has considered the asymmetric impact of world and pandemic uncertainties on Islamic stock markets at both the bottom and upper quantiles of the distribution of data.</p>
	<b>Title</b>	Islamic financial markets response to uncertainty: an application of quantile-on-quantile approach	
	<b>Journal Name</b>	Journal of Economic and Administrative Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Regional Islamic Indices, Pandemic Uncertainty, World Uncertainty, Quantile-on-quantiles regression	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1088-1107	
	<b>Volume No.</b>	40	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2054-6238	
	<b>DOI</b>	<a href="https://doi.org/10.1108/JEAS-03-2021-0052">https://doi.org/10.1108/JEAS-03-2021-0052</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/jeas-03-2021-0052/full/html">https://www.emerald.com/insight/content/doi/10.1108/jeas-03-2021-0052/full/html</a>	
<b>7.</b>	<b>Author(s)</b>	Yusra Shehzadi, Dr. Kiran Jameel	The problem of financial exclusion still persists in the fifth most populous state of the world, i.e., Pakistan which pose a significant threat to the Pakistan's economic
	<b>Title</b>	Exploring the Power of Financial	

		Self-efficacy in Acceleration of Financial Inclusion among Adults	development. This research applies the idea of financial inclusion in an effort to examine the factors that contribute to adults' levels of financial inclusion. One of the variables that will be used in this investigation is financial self-efficacy, which will serve as a mediator. Using a method known as purposive sampling, this study collects data from a total of 406 adult inhabitants of Pakistan over the course of five months, beginning in January 2023 and ending in May 2023. The survey itself is in the form of a questionnaire. For the purpose of scale validation, confirmatory factor analysis was used, whereas structural equation modeling was performed for the purpose of testing hypotheses. A bootstrap method based on percentiles and a confidence interval of 95% was used to test mediation. According to the findings of the research, a person's level of financial self-efficacy serves as an essential and substantial mediator between the association between 1) Financial literacy and financial inclusion, and 2) Digital consumer protection and financial inclusion. In addition, it was shown that an increase in financial literacy, the utilization of mobile money, and digital consumer protection all substantially led to an increase in financial inclusion. The findings of the research give significant advice for policymakers to enhance financial inclusion in the context of developing countries by enhancing financial literacy programs and implementing strong consumer data protection laws. This may be accomplished by improving financial inclusion in the context of developing countries.
	<b>Journal Name</b>	Pakistan Journal of Social Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Digital Consumer Protection, Financial Self-efficacy, Financial Literacy, Financial Inclusion, Pakistan	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	459-474	
	<b>Volume No.</b>	43	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	2708-4175	
	<b>DOI</b>	<a href="https://doi.org/10.5281/zenodo.8425568">https://doi.org/10.5281/zenodo.8425568</a>	
	<b>URL/Link</b>	<a href="https://pjss.bzu.edu.pk/index.php/pjss/article/view/1347">https://pjss.bzu.edu.pk/index.php/pjss/article/view/1347</a>	
<b>8.</b>	<b>Author(s)</b>	Arslan Qayyum, Anika Arslan, Mosab Tabash, Kiran Nair, Asadullah	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 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
	<b>Title</b>	The Impact of Economic Complexity, Usage of Energy, Tourism, and Economic Growth on Carbon Emissions: Empirical Evidence of 102 Countries	
	<b>Journal Name</b>	International Journal of Energy Economics and Policy	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	Economic Complexity, Usage of Energy, Tourism, Economic	

		growth, Carbon Emissions	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.
	<b>HEC Category</b>	X	
	<b>Pages</b>	315–324	
	<b>Volume No.</b>	13	
	<b>Issue No.</b>	5	
	<b>ISSN</b>	2146-4553	
	<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>	
<b>9.</b>	<b>Author(s)</b>	Sultan MF, Uddin I, and Asim M.	The spread of COVID-19 resulted in the deactivation of formal classes and distance education and learning have been adopted in all forms of education. Institutions start using virtual classrooms which cause significant changes in teaching style as well as in teaching pedagogy. Therefore, different cloud hosting platforms are used for conducting lectures among them Zoom Meet is perceived as the leader which has been used across the globe by all forms of education providers. Although studies revealed that there are several privacy and security issues associated with Zoom meet which may affect the intention to use it for business and education purposes. Therefore, a study is required to understand the perception of teachers who are using this application more extensively as compared to other professionals. The data has been collected through quota sampling through closed ended questionnaires and SMART-PLS has been incorporated for the analysis of data. The results indicated that university teachers are aware of the privacy and security issues associated with the use of
	<b>Title</b>	Ethical Issues in Virtual Meetings Through Zoom Cloud: A Quantitative Study Through the Opinion Of University Teachers	
	<b>Journal Name</b>	Proceedings of the 9th International Conference on Arts and Humanities	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Accounting & Finance	
	<b>Keywords</b>	distance learning, zoom meet, COVID-19, data privacy and security & university teachers	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	126-139	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2357 – 2744	
	<b>DOI</b>	<a href="https://doi.org/10.17501/23572744.2022.9109">https://doi.org/10.17501/23572744.2022.9109</a>	



	<b>URL/Link</b>	369514385_ETHICAL_ISSUES_IN_VIRTUAL_MEETINGS_THROUGH_ZOOM_CLOUD_A_QUANTITATIVE_STUDY_THROUGH_THE_OPINION_OF_UNIVERSITY_TEACHERS	Zoom Meet and hence are willing to change the mode of teaching for upcoming stages and semesters.
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1(b). Department of Commercial & Professional Studies

1.	<b>Author(s)</b>	Linda Nalini Daniel, Muhammad Asad Ullah, Mosab I. Tabash	The aim of the study is to find out the symmetric or asymmetric relationship between the macroeconomic fundamentals and exchange rate of Pakistani Rupee against the US Dollar which has never been analyzed briefly in previous literature. The NARDL approach has been applied with the selected macroeconomic fundamentals i.e., GDP, foreign reserves, inflation rate, interest rate, oil price, gold price, trade balance, and money supply for the data analysis. The data of exchange rate and selected macroeconomic fundamentals have been taken during the time period of 2011 to 2022 from the official IMF IFS database. The findings indicate that foreign reserves and inflation possess an asymmetric relationship with the exchange rate in long run. The increase in productive inflation only helps to stabilize the exchange rate whereas all other significant variables weakens the Pakistani currency either in short-run or long run i.e., decrease in money supply, GDP, inflation and increase in interest rate. The findings will be helpful for the policymakers and economists to implement their policies accordingly to prevent the further depreciation the of Pakistani Rupee against US Dollar.
	<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>	NARDL; bound test; exchange rate; US dollar; Pakistani rupee.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	171-189	
	<b>Volume No.</b>	25	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2521-005X	
	<b>DOI</b>	<a href="http://dx.doi.org/10.22555/pbr.v25i2.923">http://dx.doi.org/10.22555/pbr.v25i2.923</a>	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/374198097_Mapping_the_Causal_Connections_among_Exchange_Rate_Indicators_and_Exchange_Rate_New_Evidence_from_NARDL_Econometric_Approach">https://www.researchgate.net/publication/374198097_Mapping_the_Causal_Connections_among_Exchange_Rate_Indicators_and_Exchange_Rate_New_Evidence_from_NARDL_Econometric_Approach</a>	

2.	<b>Author(s)</b>	Rabia Sabri, Mosab I Tabash, Maha Rahrouh, Bayan Habis Alnaimat, Shariq Ayubi, Muhammad AsadUllah	<p>This research concentrates on using neural networks in the modelling and prediction of macroeconomic variables in specific. Macroeconomic predictors are particularly interested in neural networks because of their capacity to predict any linear or non-linear connection with a decent degree of precision. Two macroeconomic variables have been used for projecting: gross domestic product (volume, NGDPD) and total investment (NID NGDP) over the time period of 2013–2023. Moving averages, exponential smoothing, Brown’s single-parameter linear, exponential smoothing, Brown’s second-order exponential smoothing, Holt’s two-parameter linear exponential smoothing, and decomposition techniques are used as analytical tools. The research focuses on the usefulness of the artificial neural network model for predicting economic determinants in the long run and compares the ANN’s findings with the Conventional Time - Series data sets (Smoothing &amp; Decomposition Techniques). To emphasize the point, a scientific illustration is used to forecast Pakistan’s two crucial macroeconomic indicators. Based on the empirical results, ANN can play a vital role in forecasting the macroeconomic fundamentals of Pakistan if compare to Exponential smoothing techniques.</p>
	<b>Title</b>	Prediction of macroeconomic variables of Pakistan: Combining classic and artificial network smoothing methods	
	<b>Journal Name</b>	Journal of Open Innovation: Technology, Market, and Complexity	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Commercial & Professional Studies	
	<b>Keywords</b>	Macro-economic variables, Economic growth, ANN, Modelling, Smoothing, Decomposition, Time-series	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-13	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2199-8531	
3.	<b>DOI</b>	<a href="https://doi.org/10.1016/j.joitmc.2023.100079">https://doi.org/10.1016/j.joitmc.2023.100079</a>	<p>Pakistan has been suffering political instability since its inception in 1947. A mix of military and democratic regimes has ruled the political system. The Pakistani government has been suffering many problems due to an unstable political structure since then. The banking sector is considered one of the key components of any economic system. In contrast, a high</p>
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S2199853123001816">https://www.sciencedirect.com/science/article/pii/S2199853123001816</a>	
	<b>Author(s)</b>	Babar Ansari, Fatima Javaid, Rabia Sabri	
	<b>Title</b>	A Study on Non-Performing Loans of the Pakistani Banking Industry During Different Political Regimes	
	<b>Journal Name</b>	Journal of History and Social Sciences	

	<b>College</b>	College of Business Management	<p>volume of NPLs prevailing in the banking industry may affect the profitability of this sector. This reach study tries to investigate the performance of the Pakistani-banking sector under the democratic regime and military regime, mainly from 1996 to 2017. This tenure has a combination of military and democratic governments. In this regard, the Mann-Whitney test compares the average NPLs for both regimes. This study has examined the banking sector's loan performance under military and democratic regimes using NPL (gross) and NPL ratios. It is found that NPLs (gross) were low during military regimes while the democratic government has more NPL (gross), with an increasing trend over the years. The average growth in NPLs (gross) was observed as 8.1 per cent per annum during the tenure of the research study.</p>
	<b>Department</b>	Commercial & Professional Studies	
	<b>Keywords</b>	Banking Industry, Democratic regime, Military regime, Non-performing loans, NPL ratio	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	140-160	
	<b>Volume No.</b>	14	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2305-0187	
	<b>DOI</b>	<a href="http://dx.doi.org/10.46422/jhss.v14i1.277">http://dx.doi.org/10.46422/jhss.v14i1.277</a>	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/374055979_A_Study_on_Non-Performing_Loans_of_the_Pakistani_Banking_Industry_during_Different_Political_Regimes">https://www.researchgate.net/publication/374055979_A_Study_on_Non-Performing_Loans_of_the_Pakistani_Banking_Industry_during_Different_Political_Regimes</a>	

#### 1(c). Department of Entrepreneurship

<b>1.</b>	<b>Author(s)</b>	Marium Mateen Khan, Dr. Amanat Ali Jalbani, Dr. Syed Irfan Hyder & Dr. Omar Javaid	<p>It is often observed in the past that the consumers in developing countries are more emotional and use the affective mechanism when making purchase decisions. However, in recent times it has been observed that the consumers from the developing countries are becoming more logical buyers and use their cognitive mechanism to make purchase decisions. Hence, the research has aimed to analyze the shift in young consumers' decision-making style from the use of emotions and emotional appeal (affective mechanism) to logical (cognitive mechanism) decision making style and its effects on their domestic consumption. The first goal was to empirically show that a shift in young consumers' purchase decision making has started to occur in emerging markets, second goal was to link moral</p>
	<b>Title</b>	Domestic (Local) Consumption in Young Pakistani Consumers – A Shift from Affective Mechanism to Cognitive Mechanism	
	<b>Journal Name</b>	Sukkur IBA Journal of Management and Business	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	Young consumers, consumer ethnocentrism, relative product quality, domestic consumption,	

		local consumption, local products, consumer xenophobia, affective mechanism, cognitive mechanism	foundation theory (MFT) and model of goal directed behavior (MGB) with consumers' affective and cognitive mechanisms of decision making, third goal was to test the hypotheses using two software (Smart PLS and AMOS) to establish that both software provide similar results for hypothesis testing and fourth goal was the operationalization of definition of domestic consumption in marketing literature. Research sample size was of 450 respondents. Validated scales were used for data collection. Hypothesized model was tested using Consistent Partial Least Square (PLS) using Smart PLS and structural equation modeling using AMOS. Consumer ethnocentrism showed a negative significant effect on domestic consumption while consumer xenophobia showed no significant effect on domestic consumer. Moreover, relative product quality came out as the most significant construct influencing domestic consumption in young consumers.
	<b>HEC Category</b>	Y	
	<b>Pages</b>	26-52	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2410-1885	
	<b>DOI</b>	10.30537/sijmb.v10i1.1231	
	<b>URL/Link</b>	<a href="https://www.semanticscholar.org/paper/Domestic-(Local)-Consumption-in-Young-Pakistani-%E2%80%93A-Khan-Jalbani/0a04dd0266d1505bc2dd733474abc68f72a764b4">https://www.semanticscholar.org/paper/Domestic-(Local)-Consumption-in-Young-Pakistani-%E2%80%93A-Khan-Jalbani/0a04dd0266d1505bc2dd733474abc68f72a764b4</a>	
<b>2.</b>	<b>Author(s)</b>	Omar Javaid	This paper explores the legitimacy of the use of Fractional Reserve System in Islamic banking from the normative premise of Islamic economics. The paper uses a methodology of structured literature review and a conceptual analysis of the literature following the approach of Critical Interpretive Synthesis (CIS). The first section of the paper presents the analysis on fractional Reserve Bank (FRB) system, how it leads to multiplication of money supply and influence the long-term inflation and business cycles; the second part of the article explains the extent to which this framework obstructs in the achievement of the objectives of Islamic Economics. This is followed by a reflective analysis of concepts and information gathered from the literature to evaluate how FRB system fits into the fabric of Islamic Economic. The second section of this paper explains how Islamic Banks, with an FRB model and its inclination towards debt-based instruments, would allow Islamic banks to contribute to the problem of inflation, even if they use Musharakah and Mudarabah as a mode of finance.
	<b>Title</b>	Money Multiplication in Islamic Banking–A discussion on its impact on distributive justice	
	<b>Journal Name</b>	Invest Journal of Sharia & Economic Law	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	economic justice, fractional reserve banking, inflation, Islamic banking and finance, money multiplication	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	41-69	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	1	

	<b>ISSN</b>	2776-4354	
	<b>DOI</b>	<a href="https://doi.org/10.21154/invest.v3i1.5780">https://doi.org/10.21154/invest.v3i1.5780</a>	
	<b>URL/Link</b>	<a href="https://jurnal.iainponorogo.ac.id/index.php/invest/article/view/5780">https://jurnal.iainponorogo.ac.id/index.php/invest/article/view/5780</a>	
<b>3.</b>	<b>Author(s)</b>	Muhammad Masood Mir, Dr. Munir Hussain, Dr. Mushtaq Ali Jariko	In the dimension of education quality, it has become quite popular in recent tenure, as internationally it is analyzed that education is exaggerated towards the context of faculty approach and their brilliance in the respective field. This study focused on the attitudes and beliefs that stop/encourage them to focus on the methodological shifts and the role of professional development in their lectures and make them more interesting for the students. This research is qualitative. The analytical triangulation concept has been used for the collection of the data; three different sources were used to authenticate the data and the accuracy of the responses Open-ended questionnaires, Focus Groups, and interviews were the data collection method used in this research study. It has been found that there are several internal and external pressures on the faculty members that create hurdles to focus on their teaching methodologies. Too many responsibilities latch them with too much pressure and no time to think about the teaching methodologies. Further, specialists ought to ponder all facets and worries of the teaching staff and encourage the faculty members to implement innovative methods as well as improve pedagogies.
	<b>Title</b>	Contexts and Faculty Belief Matters: Problems in Pedagogical Shifts among Faculty Members of Business Schools: A Study on Pakistan Higher Education Institutions (HEIs)	
	<b>Journal Name</b>	KASBIT Business Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	Pedagogies, Shifts, Teaching methodologies, Quality education, Faculty beliefs	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	19-40	
	<b>Volume No.</b>	16	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	-	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://www.kasbitoric.com/index.php/kbj/article/view/337">https://www.kasbitoric.com/index.php/kbj/article/view/337</a>	
<b>4.</b>	<b>Author(s)</b>	Muhammad Masood Mir, Hina Amin, Sahar Khan, Mohammad Omar	The purpose of this research was to examine the relationship of the factors of organisational justice (OJ), i.e., distributive, interactional, and procedural justice on organisational performance, through organisational citizenship behaviour (OCB),
	<b>Title</b>	Organisational justice and organisational performance: mediation role of organisational	

		citizenship behaviour in business institutes of Pakistan	i.e., altruism and general compliance. The researchers have conducted quantitative research which utilised a close-ended questionnaire comprising of five-point Likert scale items for gathering data from 217 faculty members of business institutes in Pakistan. This research was conducted in the private higher educational institutions in Pakistan. The data were analysed by using the Smart-PLS and SEM is used for checking the multiple relationships among the variables. The findings of this research indicated that each dimension of OJ is important in the education sector of Pakistan for enhancing the organisational performance through OCB each dimension. This research responds to the most important variables contributing to the educational sector. Moreover, the educational institutes would get the benefit of this research to practice and apply policy implications. HR personnel and those concerned can understand which factors of OCB and OJ enhance organisational performance.
	<b>Journal Name</b>	Middle East Journal of Management	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	organisational citizenship behaviour, OCB, organisational justice, organisational performance, procedural justice, general compliance	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	363-378	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	2050-3644	
	<b>DOI</b>	<a href="https://doi.org/10.1504/MEJM.2023.131938">https://doi.org/10.1504/MEJM.2023.131938</a>	
	<b>URL/Link</b>	<a href="https://www.inderscienceonline.com/doi/abs/10.1504/MEJM.2023.131938">https://www.inderscienceonline.com/doi/abs/10.1504/MEJM.2023.131938</a>	
<b>5.</b>	<b>Author(s)</b>	Syeda Bushra Qadri, Muhammad Masood Mir, Muhammad Arish Khan	Augmented Reality is used by various customers' concerned companies to augment their stimuli, shopping experiences, and customers' purchasing behavior. Hence, AR driven enabling stimulates customer engagement and their shopping attitude by providing a vivid technology experience. Prior studies found that AR novelty, trust, and vividness influenced the customer usage attitude. There have extant literature presented in the context of AR applications, it is widely used through numerous gadgets but the author intends to explore holistic features that tend to grasp customers' experiences and attitudes to find the variance between AR vs. Websites. AR potentially disrupted the real-world environment by providing hedonic visual
	<b>Title</b>	Exploring the Impact of Augmented Reality on Customer Experiences and Attitudes: A Comparative Analysis with Websites	
	<b>Journal Name</b>	International Journal of Management Research and Emerging Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	

	<b>Keywords</b>	AR embedded media, AR vividness, AR novelty, technology-immersion, Customer Engagement, Customer Experience, Customer's Attitude.	benefits and eliminating the physical efforts that tend to stimulate customers who mesmerize with AR compared to a website. The author chose the Houzz AR app and its website to gather data and provide a better understanding of both scenarios. The author conducted two-field experiments to illustrate positive customer attitudes that satisfied their experience towards the AR app rather than the traditional website. AR app is vivid and novel to engage a customer and moderate their attitude towards the technology immersion. Finally, this study provides multiple implications such as unique visual illustrations, sensational features, and innovation resulting in satisfied customer experience, considering both features in real and virtual world environments.
	<b>HEC Category</b>	Y	
	<b>Pages</b>	168-192	
	<b>Volume No.</b>	13	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2313-7738	
	<b>DOI</b>	<a href="https://doi.org/10.56536/ijmres.v13i2.421">https://doi.org/10.56536/ijmres.v13i2.421</a>	
	<b>URL/Link</b>	<a href="https://www.ijmres.pk/index.php/IJMRES/article/view/421">https://www.ijmres.pk/index.php/IJMRES/article/view/421</a>	
<b>6.</b>	<b>Author(s)</b>	M Hussain, Muhammad Masood Mir, S Musharaf, S Sajid	As in today's era firms are looking to sustain while facing multiple challenges. Ultimately talented employees are the backbone of any firm that provides a sustainable competitive position at a global level. The major aspect is to make appropriate strategies to stay effective and efficient. Firms are focused on their strategies of recruitment and selection, training, and leadership capabilities to build up. A sample is collected from top-level management of the pharmaceutical sector sample data is of 320 Professionals from the different pharmaceutical sector of Karachi Pakistan. For Data collection Survey method is adopted with a close-ended Questionnaire. The study reveals the impact of artificial intelligence on competitive advantage. This research finds out certain strategies to be aligned with the mediation of Artificial intelligence to gain sustainable competitive advantage and serial mediation of the talent management process among the pharmaceutical sector of Karachi Pakistan. Talent management and Artificial Intelligence serial mediation aligned with HR practices to gain competitive advantage. As the study indicates that recruitment and selection are positively aligned with Artificial intelligence and serial mediation of talent management, further aspects of talent
	<b>Title</b>	Examining the role of artificial intelligence in determining sustainable competitive advantage: Evidence from the pharmaceutical sector of Karachi Pakistan	
	<b>Journal Name</b>	Journal of Future Sustainability	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	Artificial intelligence, Talent Management, Recruitment and Selection, Succession Planning, Training and Development, Leadership, Competitive Advantage, Paper type-Research Paper	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	23-34	

	<b>Volume No.</b>	3	development and talent retention are directly linked with a competitive advantage as suitable components. This research merely focused on the pharmaceutical sector of Karachi Pakistan and the results generalized on the professionals of this particular sector, while new aspects of HR practices could be linked up with Artificial intelligence that will help to boost and find better insight into other industries.
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2816-8151	
	<b>DOI</b>	<a href="http://dx.doi.org/10.5267/j.jfs.2022.11.003">http://dx.doi.org/10.5267/j.jfs.2022.11.003</a>	
	<b>URL/Link</b>	<a href="https://growingscience.com/beta/jfs/5741-examining-the-role-of-artificial-intelligence-in-determining-sustainable-competitive-advantage-evidence-from-the-pharmaceutical-sector-of-karachi-pakistan.html">https://growingscience.com/beta/jfs/5741-examining-the-role-of-artificial-intelligence-in-determining-sustainable-competitive-advantage-evidence-from-the-pharmaceutical-sector-of-karachi-pakistan.html</a>	
7.	<b>Author(s)</b>	Ahmed, Mohammad Ekhlague, Awais Alam Khan, Rehan Muzamil Butt, Mukhtar Ahmed Khan, and Syed Zulfiqar Ali.	Online customer reviews (OCRs) have become a primary source of product information and an important influence on customers' purchase decision. This has resulted in a significant impact on consumer purchase decision making. The effects of OCRs on consumer behavior have recently gained significant academic attention. Therefore, there is a need to provide a review on such effects. This paper, thus, examines the latest understandings in the links and relationships between OCRs and customers' purchase intention. It reviews the main dimensions of the OCRs and how they affect customers' purchase intention. It also addresses the issues of credibilities, roles, antecedents, helpfulness, measures and consequences of OCRs. In addition, a case study has been provided in which OCRs are analysed for a better understanding of the relationship between OCRs and consumer's purchase intention
	<b>Title</b>	The Impact of Online Customer Review (OCR) and Offline Factors Impact on Consumer Behavior: A Study of Premium Price Mobile Phone Products	
	<b>Journal Name</b>	Central European Management Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Entrepreneurship	
	<b>Keywords</b>	Online customer reviews (OCRs), electronic word of mouth, eWOM, Online product reviews, Internet marketing, customer relationship management	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	434-459	
	<b>Volume No.</b>	31	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	990-1005	



	<b>DOI</b>	<a href="https://doi.org/10.20491/isarder.2020.889">https://doi.org/10.20491/isarder.2020.889</a>	
	<b>URL/Link</b>	<a href="https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.865702/full">https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.865702/full</a>	

#### 1(d). Department of Health Management

<b>1.</b>	<b>Author(s)</b>	Otterman, G., Nurmatov, U., A., Naughton, A., Kemp, A. M., Korhonen, L., & Greenbaum, J.	<p>Introduction: Childhood sexual abuse (CSA) is a global public health problem with potentially severe health and mental health consequences. Healthcare professionals (HCPs) should be familiar with risk factors and potential indicators of CSA, and able to provide appropriate medical management. The WHO issued global guidelines for the clinical care of children with CSA, based on rigorous review of the evidence base. The current systematic review identifies existing CSA guidelines issued by government agencies and academic societies in the European Region and assesses their quality and clarity to illuminate strengths and identify opportunities for improvement.</p> <p>Methods and analysis: This 10-database systematic review will be conducted according to the Centre for Reviews and Dissemination guidelines and will be reported according to The Preferred Reporting Items for Systematic Reviews and Meta-Analyses statement. Guidance for HCPs regarding CSA, written by a national governmental agency or academic society of HCPs within 34 COST Action 19106 Network Countries (CANC) and published in peer-reviewed or grey literature between January 2012 and November 2022, is eligible for inclusion. Two independent researchers will search the international literature, screen, review and extract data. Included guidelines will be assessed for completeness and clarity, compared with the WHO 2017/2019 guidelines on CSA, and evaluated for consistency between the CANC guidelines. The Appraisal of Guidelines for Research and Evaluation II tool and Grading of Recommendations Assessment, Development and Evaluation methodology will be used to evaluate CANC guidelines. Descriptive statistics will summarise content similarities and</p>
	<b>Title</b>	Appraisal of published guidelines in European countries addressing the clinical care of childhood sexual abuse: protocol for a systematic review	
	<b>Journal Name</b>	BMJ Open	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	ACCIDENT & EMERGENCY MEDICINE; Child protection; Protocols & guidelines; Quality in health care.	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-5	
	<b>Volume No.</b>	13	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	064008	
	<b>DOI</b>	10.1136/bmjopen-2022-064008.	
	<b>URL/Link</b>	<a href="https://pubmed.ncbi.nlm.nih.gov/37068895/">https://pubmed.ncbi.nlm.nih.gov/37068895/</a>	

			<p>differences between the WHO guidelines and national guidelines; data will be summarised using counts, frequencies, proportions and per cent agreement between country-specific guidelines and the WHO 2017/2019 guidelines.</p> <p>Ethics and dissemination: There are no individuals or protected health information involved and no safety issues identified. Results will be published in a peer-reviewed medical journal.</p>
2.	<b>Author(s)</b>	Abdur Rahman Aleemi, Fatima Jawaaid, Sajid Hafeez	<p>The banking literature does not provide consensus over the impact of Fintech on banks. On the one hand, Fintech advancements are poised to enhance the accessibility of financial services; on the other, it can lead to alterations in market structure. Thus, it is important to ascertain the impact of Fintech entry from both perspectives. We examine the impact of Fintech entry on financial inclusion (FI) and banking competition by introducing conditionalities and non-linearity to uncover the potential transmission channels for Fintech to affect inclusion and market structure. Findings suggest episodes of low and medium inclusion from 2005 till 2018. However, post 2018, there has been a significant increase in FI. Similarly, persistent monopolistic tendencies were observed with most banks enjoying higher Lerner margins. The extent of Fintech reveals highly sluggish growth over 2005 to 2015. However, post 2016, drastic increase is observed commensurate with the central bank's regulatory push. Further, Fintech is inversely related to banks' market power indicating a diminishing effect. We propose three transmission mechanisms for Fintech effects: the inclusion channel, the growth channel, and the regulatory environment. In addition, we find a significant and positive impact of Fintech on FI however, the relationship is essentially non-linear.</p>
	<b>Title</b>	Finclusion: The Nexus of Fintech and Financial Inclusion against Banks' Market Power	
	<b>Journal Name</b>	Heliyon	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Financial inclusion, Fintech, Market power, Transmission channels, Pakistan	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-20	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	22551	
3.	<b>DOI</b>	<a href="https://doi.org/10.1016/j.heliyon.2023.e22551">https://doi.org/10.1016/j.heliyon.2023.e22551</a>	<p>Sustainability is one of the fastest-growing research areas globally. Irrespective of industry and economic activity, it is the need of the day. This study examines the impact of green process innovation and green production on sustainability in Pakistan and India's cement and plastic manufacturing industries. The study also addresses the</p>
	<b>URL/Link</b>	-	
	<b>Author(s)</b>	Cheng, C., Ahmed, S. F., ... Aleemi, A. R.	
	<b>Title</b>	Impact of Green Process Innovation and Productivity on Sustainability: The Moderating Role of Environmental Awareness	

	<b>Journal Name</b>	Sustainability	moderating role of environmental awareness, which increases the effect of green productivity and green innovation towards sustainability. The research is based on a quantitative approach to addressing the issue in question. Primary data were collected via a closed-ended questionnaire from 657 employees of Pakistan and India's plastic and cement manufacturing industries, and were analyzed via partial least square structural equation modeling via SmartPLS. The findings show that green productivity and green process innovation have a significant impact on sustainability, while environmental awareness also plays a significant role in sustainable practices in the cement and plastic manufacturing industries of Pakistan and India. The results are helpful for policymakers, industries, and other governmental and non-governmental organizations to ensure sustainability through green process innovation, green productivity, and environmental awareness.
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	environmental awareness; green productivity; green process innovation; sustainability and green innovation	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-19	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	17	
	<b>ISSN</b>	2071-1050	
	<b>DOI</b>	<a href="https://doi.org/10.3390/su151712945">https://doi.org/10.3390/su151712945</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2071-1050/15/17/12945">https://www.mdpi.com/2071-1050/15/17/12945</a>	
<b>4.</b>	<b>Author(s)</b>	Rizvi, A. A., Shah, J., ... Aleemi, A. R, Ali, M	This study investigates the challenges and motivations for women entrepreneurs in the service sector of Pakistan. Women's business ownership is widely recognized as a critical component of a healthy economy because it plays a significant role in the production of new jobs and services and contributes to overall economic development. Due to the many challenges that are present in the business world, the percentage of women in Pakistan who start their businesses is extremely low. Nevertheless, some motivators keep people from creating new enterprises. This research is qualitative; it adheres to the interpretivism paradigm. A case study approach has been utilized to investigate the individual motivators and hurdles that affect business ventures in Pakistan. The findings uncovered many significant themes that centered on two different dimensions, motivations and challenges. This study is
	<b>Title</b>	Challenges and Motivations for Women Entrepreneurs in the Service Sector of Pakistan	
	<b>Journal Name</b>	Future Business Jouranl	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Health Management	
	<b>Keywords</b>	Challenges, Entrepreneurship, Motivations, Services sector, Pakistan	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-14	

	<b>Volume No.</b>	9	helpful for policymakers in formulating policies and strategies to remove barriers, address challenges, and give opportunities for women to start their businesses. Additionally, this study will provide direction to entrepreneurs, especially those working in the service sector industry. A further finding of the studies will be useful for women's empowerment, poverty reduction, and the attainment of sustainable development goals.
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1186/s43093-023-00251-y">https://doi.org/10.1186/s43093-023-00251-y</a>	
	<b>URL/Link</b>	<a href="https://fbj.springeropen.com/articles/10.1186/s43093-023-00251-y">https://fbj.springeropen.com/articles/10.1186/s43093-023-00251-y</a>	

#### 1(e). Department of Industrial Management & Health and Hospital Management

<b>1.</b>	<b>Author(s)</b>	Maha Batool, Shahid Amjad, Adnan Rizvi	Anthropogenic activities are responsible for 95% global climate change resulting from Greenhouse gasses (GHG) emissions due to dependence on fossil fuels. Therefore, sustainability threats are increasing. Also, in Pakistan, these threats are increasing due to several factors like Trade and economic growth which may lead to environmental threats. To address these concerns, this study examines natural resources, trade, and economic growth as indicators and the environmental impacts of CO2 emissions on the GDP growth of Pakistan. Data and information on Pakistan's economic growth and CO2 emissions were collated and analyzed for a period of over three decades. The results indicate a positive relationship between Trade, GDP and carbon dioxide emission. Evidence also suggests that harnessing of Pakistan's natural resources (that are primarily non-carbon based), have no tangible impact on Carbon Emission. Hence, it is suggested to go for environment friendly trade policies for long-term sustainable economic growth
	<b>Title</b>	Impact of Trade, GDP growth and Natural Resources on Carbon Emissions in Pakistan: A quantitative study	
	<b>Journal Name</b>	Journal of Earth Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Industrial Management & Health and Hospital Management	
	<b>Keywords</b>	Carbon emissions, GDP, Environment, Natural Resources, Trade	
	<b>HEC Category</b>	X	
	<b>Pages</b>	1-6	
	<b>Volume No.</b>	7	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2415-2234	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://burjes.bahria.edu.pk/index.php/ojs/article/view/22">https://burjes.bahria.edu.pk/index.php/ojs/article/view/22</a>	
<b>2.</b>	<b>Author(s)</b>	Muhammad Noman, Jamshaid Iqbal, Shahid Amjad	Increasing greenhouse gas (GHG) emissions is worsening the climate change and its

	<b>Title</b>	Greenhouse Gas (CO <sub>2</sub> , CH <sub>4</sub> & N <sub>2</sub> O) Emissions from Electricity Consumption in Private Sectors Universities of Karachi.	impacts all over the world. Currently there are number of techniques to estimate the GHG emissions and their concentration in the atmosphere. This study estimates the GHG (carbon dioxide, methane and nitrous oxide) footprint based on the one-year average fossil fuel consumption in selected Private Sector Universities of Karachi. The annual average GHG emissions from all of the universities were calculated to be 2,183.84 Tons of carbon dioxide (CO <sub>2</sub> ), 41.3544 kg of methane (CH <sub>4</sub> ) and 7.2612 kg of nitrous oxide (N <sub>2</sub> O). The CO <sub>2</sub> emission from individual universities were in the range of 800 to 5,000 tons per year. Similarly, the CH <sub>4</sub> was emitted in the range of 15-90 kg per year. N <sub>2</sub> O emission from all the selected universities was found very low in the range 2-16 kg per annum. The study found that the overall rate of GHG emissions is rapidly increasing with an increase in fuel consumption resulted from high number of enrollments in selected universities. Study recommends the energy saving measures and the transition from fossil energy to renewable energy.
	<b>Journal Name</b>	Journal of Sustainable Environment	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Industrial Management & Health and Hospital Management	
	<b>Keywords</b>	Photovoltaic, Carbon dioxide, Renewable Energy, Energy Conservation, Sustainable Energy, Solar Power, Greenhouse gas emission	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	22-29	
	<b>Volume No.</b>	1	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2957-9228	
	<b>DOI</b>	<a href="https://doi.org/10.58921/jse.01.02.023">https://doi.org/10.58921/jse.01.02.023</a>	
	<b>URL/Link</b>	<a href="https://jse.smiu.edu.pk/index.php/jse/article/view/23">https://jse.smiu.edu.pk/index.php/jse/article/view/23</a>	
<b>3.</b>	<b>Author(s)</b>	Muhammad Arsalan Aqeeq a, Muhammad Arsalan Tahir b, Waqas Ali Haider c, Farheen Aqeeq d, Fahad Bin Abdullah e	This paper examines how policy regime in developing countries shapes the financial configuration to enable an environmentally and economically sustainable energy future. We build on the case of Utility-scale solar (USS) integration in Pakistan to explore the policy & investment dynamics of USS; and its implications on economic development. First, we deconstruct, compare, and validate the national regulator's PPA model, assumptions, and input-parameters to dispel misconceptions, criticism and alleviate information asymmetry. Second, we present project-level modelling to simulate PPA/LCOE for 130 districts in the country. Our findings reveal that low PPA
	<b>Title</b>	Energy transition for sustainable economic development in developing countries (DCs) – The case of utility-scale solar (USS) investments in Pakistan	
	<b>Journal Name</b>	Energy Economics	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Industrial Management & Health	

		and Hospital Management	<p>price of 3.30 US\$/kWh is viable; and that US\$ can generate electricity at under 4 US\$/kWh in over 50 districts.</p> <p>We also explicate the possible easing in the PPA-prices by adjusting the form of financing (cost, proportion, and debt tenor). Finally, we point-out policy-imperatives and strategies to promote sustainable economic development. Our analysis distilled in to two strategies: (i) cost-optimization through policy derricking; and (ii) dollarization through domestic financial development. We reviewed the country's capacity to raise capital domestically and identified alternate structures, actors, and avenues of financial development. Our paper sets the foundation for transition researchers to pursue a conjoint analysis of policy, financial resourcing, and economic development nexus.</p>
	<b>Keywords</b>	Renewable energy, Finance mobilization, Public policy, Renewable policy, Renewable energy auctions, Competitive bidding, Effectiveness of auctions, Renewable energy policy derricking, Developing countries, Levelized cost of electricity, Solar economics, Power purchase agreement, Energy economics, Economic growth, Energy security, Sustainability transitions	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-21	
	<b>Volume No.</b>	122	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.eneco.2023.106696">https://doi.org/10.1016/j.eneco.2023.106696</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S0140988323001949?via%3Dihub">https://www.sciencedirect.com/science/article/pii/S0140988323001949?via%3Dihub</a>	
<b>4.</b>	<b>Author(s)</b>	Shahid Amjad and Irfan Lal	<p>This study highlights the importance of mangrove forests in the Indus Delta region of Pakistan, specifically within the administrative control of Port Qasim Authority (PQA). Mangroves are crucial for carbon sequestration and storage, and the degradation of mangrove ecosystems can threaten the livelihoods of coastal communities by destabilizing economic potential. The study found that the carbon biomass content of mangrove trees in PQA was estimated to be 33.79 tons/ha, and that there is a positive correlation between mangrove tree heights and carbon dioxide sequestration and tree diameter in well-established <i>Avicenna marina</i> trees. The study also found significant differences in tree heights observed at seven locations in PQA, highlighting the need for sustainable management and conservation efforts. The</p>
	<b>Title</b>	Climate Change and Mangroves: A Potential Source of Carbon Sequestration in the Indus Deltaic Region	
	<b>Journal Name</b>	Pakistan Journal of Zoology	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Industrial Management & Health and Hospital Management	
	<b>Keywords</b>	Carbon sequestration, Indus Delta, Mangrove ecosystem	
	<b>HEC</b>	X	

	<b>Category</b>		benefits of mangrove conservation include increased carbon sequestration, improved air and water quality, enhanced coastal protection, increased availability of ecosystem services, and improved land use decisions.
	<b>Pages</b>	25-28	
	<b>Volume No.</b>	41	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	-	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/379037339_Climate_Change_and_Mangroves_A_Potential_Source_of_Carbon_Sequestration_in_the_Indus_Deltaic_Region">https://www.researchgate.net/publication/379037339_Climate_Change_and_Mangroves_A_Potential_Source_of_Carbon_Sequestration_in_the_Indus_Deltaic_Region</a>	
<b>5.</b>	<b>Author(s)</b>	Jamshaid Iqbal, Shahid Amjad, Hussnain Javed	The coal fired power plants have well recognized environmental and health concerns all over the world. This study determines the effect of stack height on ground level concentrations of nitrogen dioxide (NO <sub>2</sub> ), sulphur dioxide (SO <sub>2</sub> ), and particulate matter (PM) within the five-kilometer radius of a coal power plant. Pollutants dispersion was calculated using the air dispersion modelling at three stack heights (100, 150 and, 180- meters) of the power plant. Subsequently the health risk from SO <sub>2</sub> and PM <sub>2.5</sub> was determined within five km radius by calculating the hazard quotient (HQ). Results indicate that 24-hour average concentrations of SO <sub>2</sub> at 100 m (159.75 µg/m <sup>3</sup> ) and 150 m (125.06 µg/m <sup>3</sup> ) and, NO <sub>2</sub> at 100 m (87.26 µg/m <sup>3</sup> ) stack height exceeds the limits of National Environmental Quality Standards (NEQS). Similarly, the annual average concentrations of NO <sub>2</sub> (45.23 µg/m <sup>3</sup> ) at 100 m and, PM <sub>2.5</sub> at 100 m (28.86), 150 m (28.77 µg/m <sup>3</sup> ) and 180 m (28.74 µg/m <sup>3</sup> ) stack heights exceed the NEQS limit. At all stack heights the 24-hour average dispersion of PM <sub>2.5</sub> and SO <sub>2</sub> poses a potential health risk. Overall this study recommends a stack height of 180 m to minimize the environmental and health risks of the pollutants from coal power plant
	<b>Title</b>	Environmental and health risk assessment of a coal fired power plant-effect of stack height	
	<b>Journal Name</b>	GMSARN International Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Industrial Management & Health and Hospital Management	
	<b>Keywords</b>	Coal fired power plant, Sulphur dioxide, Nitrogen dioxide, Particulate matter, Environmental risk, Health risk, Air dispersion modeling	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	550-561	
	<b>Volume No.</b>	18	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	-	
	<b>DOI</b>	-	

	<b>URL/Link</b>	<a href="https://scholar.google.com.pk/scholar?q=Environmental+and+health+risk+assessment+of+a+coal+fired+power+plant-effect+of+stack+height&amp;hl=en&amp;as_sdt=0&amp;as_vis=1&amp;oi=scholar">https://scholar.google.com.pk/scholar?q=Environmental+and+health+risk+assessment+of+a+coal+fired+power+plant-effect+of+stack+height&amp;hl=en&amp;as_sdt=0&amp;as_vis=1&amp;oi=scholar</a>	
<b>6.</b>	<b>Author(s)</b>	Fahad Bin Abdullah, Rizwan Iqbal, Falak Shad Memon, Sadique Ahmad, Mohammed A El-Affendi	This study examines the efficiency of Pakistan's power distribution industry through an index that is experiencing financial and technical losses resulting in poor service quality, blackouts, and high tariffs. The index reveals a moderate decline from 2007–2015 and a decline to poor levels by 2022, with some improvement noted in reducing distribution losses and increasing recoveries. However, certain DISCOs have seen a decline in indicators such as reliability, quality service, safety, and recoveries, requiring continuous improvement. The study proposes a variety of measures to enhance the distribution sector's performance, such as underground distribution, energy auditing, compliance with safety standards set by OSHA, addressing fuel scarcity to reduce load shedding, implementing smart metering and prepaid metering, and developing information technology infrastructure to interact with consumers.
	<b>Title</b>	Advancing Sustainability in the Power Distribution Industry: An Integrated Framework Analysis	
	<b>Journal Name</b>	Sustainability	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Industrial Management & Health and Hospital Management	
	<b>Keywords</b>	indicators; distribution; policy; index; Varimax; principal component	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-28	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	10	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.3390/su15108149">https://doi.org/10.3390/su15108149</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2071-1050/15/10/8149">https://www.mdpi.com/2071-1050/15/10/8149</a>	

#### 1(f). Department of Management & HRM

<b>1.</b>	<b>Author(s)</b>	Usama Iqbal, Adnan Bashir, Junaid Ansari	Muslims are a large and separate segment. The needs of this segment need to be catered in accordance with religion of Islam that have guided about all aspects of life. The purpose of this research was to formulate and validated the model of Islamic
	<b>Title</b>	Predicting Factors Influencing Islamic Marketing. A Research upon Emerging Marketing Paradigm.	



	<b>Journal Name</b>	KASBIT Business Journal	marketing. A total number of 268 Business graduates were respondent of this research by making use of convenience sampling technique with the help of questionnaire designed on five-point Likert scale. The model and hypotheses are tested with the help of SEM. Three hypotheses were found to be significant and one is failed to be accepted. Halal aspects, Islamic Philosophy and Muslim consumer behavior are the main identified components of Islamic marketing. This model may use by marketer who want to market their business in an Islamic way.
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	MUSLIMS; EMERGING markets; CONVENIENCE sampling (Statistics); ISLAMIC philosophy; CONSUMER behavior	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	76-102	
	<b>Volume No.</b>	16	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	1994-1609	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://openurl.ebsco.com/EPDB%3Agcd%3A10%3A23060026/detailv2?sid=ebsco%3Aplink%3AAscholar&amp;id=ebsco%3Agcd%3A163333519&amp;crl=c&amp;link_origin=none">https://openurl.ebsco.com/EPDB%3Agcd%3A10%3A23060026/detailv2?sid=ebsco%3Aplink%3AAscholar&amp;id=ebsco%3Agcd%3A163333519&amp;crl=c&amp;link_origin=none</a>	
2.	<b>Author(s)</b>	Muhammad Qamar Zia, Julian Decius, Muhammad Naveed, Shiraz Ahmed, Shagufta Ghauri	Research assumes an effect of servant leadership on adaptive performance but has neglected the psychological processes underlying this link. Based on Social Exchange Theory and Job Demands–Resources Theory, this study sheds light on how servant leadership triggers job embeddedness, adaptive performance, and mitigates burnout. It also examines the mediating roles of job embeddedness and burnout between servant leadership and adaptive performance. We used three-wave data of 318 employees and their supervisors in the hospitality industry of Pakistan, applying structural equation modeling to examine six main effect hypotheses and three mediation hypotheses. Our findings suggest that servant leadership practices foster employees’ job embeddedness and
	<b>Title</b>	Committed, Healthy and Engaged? Linking Servant Leadership and Adaptive Performance through Sequential Mediation by Job, Embeddedness and Burnout.	
	<b>Journal Name</b>	Journal of Leadership & Organizational Studies	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Servant leadership, adaptive performance, job embeddedness,	

		burnout, hospitality	<p>adaptive performance, and mitigate burnout. Job embeddedness and burnout sequentially mediate the relationship between servant leadership and adaptive performance. Further unraveling the mechanisms between servant leadership and adaptive performance, this study implies that managers should recognize employee-perceived servant leadership as an influential factor that enhances engagement and well-being and ultimately the adaptive performance of their followers.</p>
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	30	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="http://dx.doi.org/10.1177/15480518231158861">http://dx.doi.org/10.1177/15480518231158861</a>	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/369244506_Committed_Healthy_and_Engaged_Linking_Servant_Leadership_and_Adaptive_Performance_Through_Sequential_Mediation_by_Job_Embeddedness_and_Burnout">https://www.researchgate.net/publication/369244506_Committed_Healthy_and_Engaged_Linking_Servant_Leadership_and_Adaptive_Performance_Through_Sequential_Mediation_by_Job_Embeddedness_and_Burnout</a>	
<b>3.</b>	<b>Author(s)</b>	Junaid Ansari, Umami Naiemah Saraih, Adi A Azmin, Safeena Yaseen, Muhammad S Ramish	<p><b>Purpose:</b> This study aims to measure the religio-spiritual insights of consumers during religious festivals and compare the results considering the stimuli of two advertisements, i.e., religious and irritating advertisements. When the religio-spiritual insights of the consumers are neglected in the designing of a TV advertisement for a religious festival, in particular, it can lead to irritation and affect the consumers' attitude toward advertising. Based on the theory of reasoned action (TRA), the mediating effect of religio-spiritual insights was measured between consumers' attitude toward advertising and independent variables (irritation, credibility, information, good for the economy, and entertainment).</p> <p><b>Originality/value:</b> This study uses the newly developed instrument of religio-spiritual insights to measure their influence on consumers' attitudes toward advertising and confirms the mediating effect of religio-spiritual insights between the consumers' attitude and other constructs, such as credibility, entertainment, information, irritation, and good for the economy.</p> <p><b>Design/methodology/approach:</b> Two</p>
	<b>Title</b>	Religio-spiritual insights affecting the attitude toward advertising during religious festival: Comparison between an irritating and a religious advertisement	
	<b>Journal Name</b>	Revista de Administração Mackenzie	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	consumers' religio-spiritual insights; religious festivals; irritation; attitude toward advertising; PLS-SEM	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	-	
	<b>Volume No.</b>	24	

	<b>Issue No.</b>	5	<p>hundred and fifty-five household consumers were selected using the non-probability convenience sampling techniques to collect the responses using the survey method. Each respondent was asked to fill out two questionnaires after watching the attached stimulus advertisement, i.e., one religious and one irritating advertisement. The partial least squares structural equation modeling (PLS-SEM) approach was used to test the hypothesis based on the bootstrapping test.</p> <p>Findings: The results show that religio-spiritual insights significantly mediate attitude toward advertising and other constructs when there was a religious advertisement that depicted religious cues, symbols, and visuals. Contrarily, a non-significant effect of irritation was identified on religio-spiritual insights when there was an irritating advertisement.</p>
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1590/1678-6971/eRAMR230280.en">https://doi.org/10.1590/1678-6971/eRAMR230280.en</a>	
	<b>URL/Link</b>	<a href="https://www.scielo.br/j/ram/a/cf7YrzSxjJtsc6y3fz53LNy/">https://www.scielo.br/j/ram/a/cf7YrzSxjJtsc6y3fz53LNy/</a>	
<b>4.</b>	<b>Author(s)</b>	Junaid Ansari, Irfan Hyder	<p><b>Purpose</b> This paper aims to understand the religio-spiritual insights of the consumers and investigate their relationship with the consumers' attitude towards advertising and its antecedents. Religious festivals, such as Ramadan, are celebrated with high religio-spiritual contemplations, which are often targeted by intensive marketing campaigns. During these religious festivals, consumers' attitude toward advertising is influenced when television commercials contain "unnecessary" entertainment, "inappropriate casting" of celebrities with less credibility, "cluttered" information, "phony claims" related to good for economy and "annoying content" increasing consumers' irritation.</p> <p><b>Design/methodology/approach</b> This study developed a higher-order construct of religio-spiritual insights and used "Theory of Reasoned Action" for measuring the effect of religio-spiritual insights on consumers' attitude toward advertising. Exploratory sequential mixed methods research design was used to develop and validate the instrument. A total of 30 semi-structured interviews were conducted during i-depth analysis phase to generate themes and questionnaire. During instrument validation phase, 839 Muslim</p>
	<b>Title</b>	Instrument validation of the consumers' religio-spiritual insights in context of advertising during religious festivals	
	<b>Journal Name</b>	Journal of Islamic Marketing	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Attitude toward advertising, Consumers' religio-spiritual insights, Covariance-based SEM, Muslims and Ramadan, Religious festivals	
	<b>HEC Category</b>	X	
	<b>Pages</b>	518-540	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	1759-0833	

	<b>DOI</b>	<a href="https://doi.org/10.1108/JIMA-06-2022-0162">https://doi.org/10.1108/JIMA-06-2022-0162</a>	<p>consumers were surveyed by using the questionnaire, and instrument was validated by using the co-variance-based structural equation modeling approach.</p> <p><b>Findings</b> This study develops and validates the instrument of religio-spiritual insights and identifies its significant direct and mediating effects between the consumer's attitude toward advertising and its determinants.</p> <p><b>Originality/value</b> The newly developed instrument of religio-spiritual insights is based on six dimensions, namely, "beliefs and practices," "association with higher power," "interconnectedness," "self-actualization," "heart and mind involvement," "knowledge and meanings." This instrument of religio-spiritual insights was validated and then tested by using a conceptual framework based on the several variables, such as attitude toward advertising, irritation, good for economy, entertainment, credibility and information.</p>
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/jima-06-2022-0162/full/html">https://www.emerald.com/insight/content/doi/10.1108/jima-06-2022-0162/full/html</a>	
<b>5.</b>	<b>Author(s)</b>	Ibtesam Mazahir, Yuyun Wahyu Izzati Surya, Safeena Yaseen, Junaid Ansari	<p>The media's role in shaping public opinion is evident through several studies done on the subject previously. Media also tends to influence audiences' perceptions and the country's image. The purpose of this study is to explore the portrayal of Indonesia in international news media. This study examines the identification of the Indonesian image as depicted by the international community (the international news media's perspective is chosen for this case). Comparative content analysis is performed to examine three international news websites to study the perception of the world towards Indonesia. Findings reveal that Indonesian Politics is the most mentioned topic portrayed by the media in three countries followed by Indonesian State Actors as the most quoted source of information. Similar patterns were found while framing news about Indonesian image in Qatar and United States. Both countries portrayed Indonesia with a negative valence while Singapore portrayed Indonesia more positively and neutrally. This research potentially contributes to providing an overview of Indonesian image in foreign countries to</p>
	<b>Title</b>	Exploring the Image of Indonesia in International News Media through a Comparative Analysis of Leading News Websites from the World	
	<b>Journal Name</b>	International Journal of Media and Information Literacy	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	media, portrayal, framing, content analysis, Indonesia, news, websites.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	145-167	
	<b>Volume No.</b>	8	

	<b>Issue No.</b>	1	actors responsible for national branding or Public Diplomacy in general. In future, this research can be used to develop the concept of nation branding or Public Diplomacy strategy, especially towards the United States, Qatar, and Singapore. Finally, recommendations for future studies on suitable national branding practices for Indonesia are suggested in this study.
	<b>ISSN</b>	2500-106X	
	<b>DOI</b>	10.13187/ijmil.2023.1.145	
	<b>URL/Link</b>	<a href="https://cyberleninka.ru/article/n/exploring-the-image-of-indonesia-in-international-news-media-through-a-comparative-analysis-of-leading-news-websites-from-the-world">https://cyberleninka.ru/article/n/exploring-the-image-of-indonesia-in-international-news-media-through-a-comparative-analysis-of-leading-news-websites-from-the-world</a>	
<b>6.</b>	<b>Author(s)</b>	Afshan Gull KHAN, Muhammad Azeem QURESHI, Kanwal HUSSAIN, Zuhair ABBAS, Saima MUNAWAR	Background: Organisations in the contemporary workplace lack meaningful work and life, resulting in psychological and physical pain for workers. Employees seek organisations that align their daily work activities with society. Partially limited research exists on the relationship between corporate social responsibility (CSR) and employee work-related attitudes, especially with the mediating mechanism of employee work meaningfulness (EWM) and organisation identification (OID) in developing country contexts such as Pakistan. This study has used Social Learning Theory (SLT) and Social Identification Theory (SIT). Methods: Data were collected through a sample of 154 employees in two waves from multiple sectors in Karachi, Pakistan, using non-probability, purposive sampling. The PLS-SEM, along with IBM-SPSS, was run for data analysis. Results: The results demonstrated that Corporate social responsibility (CSR) has a significant positive relationship with employee work-related attitudes. CSR affects organisational citizenship behaviour (OCB) and pro-environmental behaviours (PEB) through the mediation mechanism of employee work meaningfulness (EWM) and organisational identification (OID). Conclusion: This study contributes to the nascent literature by establishing that EWM and OID mediate the effect of CSR on OCB and PEB. Furthermore, this study utilizes two primary theoretical lenses and provides a novel contribution to the current literature. Finally, this study provides valuable insights to policymakers, businesses, and society
	<b>Title</b>	Corporate Social Responsibility Promotes Organisation Citizenship and Pro-Environmental Behaviours: The Employee's Perspective	
	<b>Journal Name</b>	Organizacija	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Work-Related Attitudes, Corporate Social Responsibility (CSR), Employee Work Meaningfulness (EWM), Organisational Citizenship Behaviour (OCB), Pro-Environmental Behaviours (PEB)	
	<b>HEC Category</b>	X	
	<b>Pages</b>	106-124	
	<b>Volume No.</b>	56	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	1581-1832	
	<b>DOI</b>	<a href="https://doi.org/10.2478/orga-2023-0008">https://doi.org/10.2478/orga-2023-0008</a>	

	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/371153796_Corporate_Social_Responsibility_Promotes_Organisation_Citizenship_and_Pro-Environmental_Behaviours_The_Employee's_Perspective">https://www.researchgate.net/publication/371153796_Corporate_Social_Responsibility_Promotes_Organisation_Citizenship_and_Pro-Environmental_Behaviours_The_Employee's_Perspective</a>	
7.	<b>Author(s)</b>	Syed Aamir Alam Rizvi, Dr. Muhamad Azeem Qureshi, Quratulain Nazeer Ahmed, Mohsin Ali	<p><b>Objective:</b> The study aims to explore the journey of the development of an entrepreneurial mindset among Pakistani entrepreneurs. The continuous economic instability in the country has resulted in an unpredictable future and reduced job opportunities. Therefore, being and becoming an entrepreneur has gained great importance. The study used the self-narratives of twelve entrepreneurs.</p> <p><b>Research Design &amp; Methods:</b> This qualitative exploratory study utilized interpretivism as a research paradigm. Using the grounded theory approach, this study employed content analysis to analyze qualitative data. Interviews were conducted to collect data, which was subsequently transcribed, coded, and analyzed before developing the themes.</p> <p><b>Findings:</b> The research revealed that entrepreneurship is a mindset, not an occupation or business. Entrepreneurs must be agile, knowledgeable, capable of learning, and have analyzing powers to take a risk. Social networking and online business make the business substantial. Furthermore, successful business stories inspire people to start their businesses.</p> <p><b>Implications &amp; Recommendations:</b> The findings of this study are valuable for young people and entrepreneurs who are inclined towards starting a business rather than pursuing a job, which has become more difficult, competitive, and restrictive in terms of income opportunities and the application of innovative ideas. Moreover, government institutions and policymakers can formulate policies to increase entrepreneurial activities based on the research findings.</p> <p><b>Contribution &amp; Value Added:</b> This could be one of the first studies conducted in Pakistan</p>
	<b>Title</b>	Being and becoming an entrepreneur: A narrative study on the development of entrepreneurial mindset in Pakistan	
	<b>Journal Name</b>	Entrepreneurial Business and Economics Review	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	becoming entrepreneur, being entrepreneur, entrepreneurial development, mindset, Pakistan	
	<b>HEC Category</b>	X	
	<b>Pages</b>	171-183	
	<b>Volume No.</b>	11	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2353-8821	
	<b>DOI</b>	<a href="https://doi.org/10.15678/EBER.2023.110209">https://doi.org/10.15678/EBER.2023.110209</a>	
	<b>URL/Link</b>	<a href="https://eber.uek.krakow.pl/eber/article/view/1829?articlesBySimilarityPage=1">https://eber.uek.krakow.pl/eber/article/view/1829?articlesBySimilarityPage=1</a>	

			to identify the elements that lead to the formation of an entrepreneurial mindset, and themes obtained from the research can be utilized for the benefit of entrepreneurial development. Existing research gaps were filled by the contribution of this study. In addition, this study provides practical insights to being and becoming entrepreneurs.
8.	<b>Author(s)</b>	Dr. Junaid Ansari, Dr. Shiraz Ahmed, Dr. Muhammad Yasir, Wajid Ali, & Sameed Ahmed Butt	The factors under research in this study pertain to consumer's perception of return policy fairness, return difficulty, signaling effect of e-tailer's reputation on return policy fairness and return difficulty. Signaling effect of the e-tailer's reputation on product and service quality. Finally, the effect of product and service quality on purchase intention is assessed. Data collection method employed for this study involved an online survey form the collected data was analyzed using PLS SEM. The hypothesis of signaling effect of reputation turned out to be true for both product and service quality. The effect of quality on purchase intention was also found to be positive. The effect of perceived return policy fairness on purchase intention was found to insignificant unless perceived trust was acting as a mediator. The research also studied the tangible and intangible factors and their effect on consumer future buying intention. Literature review revealed 'return difficulty' as an inhibiting factor to purchase intention and e-tailer reputation although this study did not find that effect to be true and hence the relationship needs more study and scrutiny for a more established effect. This study would help e-commerce businesses and managers to understand how different factors effect businesses reputation and consumer behavior and devise strategies accordingly. This study was conducted for a single e-tailer "daraz.pk" so it's likely that the results might variate for other e-sellers and this study would provide a good starting point for further studies specially in the south Asian context.
	<b>Title</b>	The Signaling Effect of E-Tailer's Reputation and Return Policies	
	<b>Journal Name</b>	Periodicals of Social Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	E-Tailer's Reputation, Perceived Trust, Return Difficulty, Service Quality, Product Quality, Purchase Intent	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	9-25	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2790-8739	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://psocialsciences.com/poss/index.php/poss/article/view/41">https://psocialsciences.com/poss/index.php/poss/article/view/41</a>	
9.	<b>Author(s)</b>	Wajidi, Faraz Ahmed, Mahwish Saeed, Mirza Dilshad Baig, Eruj Wajidi Rehan, and Dawar Hussain.	Leadership plays a substantial role in effective succession planning in public and private organizations. In comparison to private organizations, most public organizations have a bureaucratic structure. A study has been conducted to observe the
	<b>Title</b>	Impact of Leadership on Effective Succession Planning:	

		Comparison of Public and Private Organizations	<p>impact of leadership on effective succession planning in public and private organizations. Study based on qualitative methodology. We can successfully observe the nature of both organizations by conducting an interview study. The study chose two private organizations, such as Standard Chartered Bank and Bank Alfalah. Two other public organizations are also taken into observation, namely the National Bank of Pakistan and the First Women's Bank of Pakistan. N=250 people from the aforementioned organizations were observed for the study. According to one study, hiccups integrate the nature of tenancy and political administration in people working in the public sector, as well as work force framework principles, the absence of assets, and the absence of core interests. A study found that proper implementation of strategies needs to be taken into consideration because most organizations fail to implant the proper program. Decision-making is also important because it's necessary to take the right decision at the right time for effective succession planning.</p>
	<b>Journal Name</b>	International Journal of Social Sciences and Entrepreneurship	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Succession planning, leadership, public and private organization, decision making	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-10	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2790-7724	
	<b>DOI</b>	<a href="https://doi.org/10.58661/ijssse.v3i1.86">https://doi.org/10.58661/ijssse.v3i1.86</a>	
	<b>URL/Link</b>	<a href="https://ijssse.salmaedusociety.com/index.php/ijssse/article/view/86">https://ijssse.salmaedusociety.com/index.php/ijssse/article/view/86</a>	
<b>10.</b>	<b>Author(s)</b>	Yushi Jiang, Muhammad Shujjat Mubarik, Syed Imran Zaman, Syed Hasnain Alam, Muhammad Arif	<p>Prior studies show that agency conflicts are important in explaining corporate financial policies and corporate governance plays a key role in mitigating agency problems. In this study, first we examine the impact of cash holding on key corporate governance proxies and then investigate how cash holding affects firm's performance by classifying firms as manufacturing and servicing sector firms. Using a sample of 262 listed firms on KSE during 2014–2016, we found that there is no significant impact of key corporate governance variable while explaining cash holding and firm performance. Along with this, manufacturing firms are performing a little bit better than servicing firms whereas the cash holding level is high in servicing firms compared to manufacturing firms. We find that firms with weaker corporate governance</p>
	<b>Title</b>	Corporate governance, cash holding, and firm performance in an emerging market	
	<b>Journal Name</b>	International Journal of Finance & Economics	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Corporate governance, Cash holding, Manufacturing firms, Servicing firms, Firm performance.	



	<b>HEC Category</b>	W	structures have smaller cash reserves. Overall while instead of distributing cash to shareholders, firms with weaker governance structures choose to repurchase instead of increasing dividends, avoiding future payout commitments. The combination of excess cash and weak shareholder rights leads to increases in capital agency conflict. Firms with low shareholder rights and excess cash have lower profitability.
	<b>Pages</b>	2787-2803	
	<b>Volume No.</b>	29	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	1099-1158	
	<b>DOI</b>	<a href="https://doi.org/10.1002/ijfe.2804">https://doi.org/10.1002/ijfe.2804</a>	
	<b>URL/Link</b>	<a href="https://onlinelibrary.wiley.com/doi/epdf/10.1002/ijfe.2804">https://onlinelibrary.wiley.com/doi/epdf/10.1002/ijfe.2804</a>	
<b>11.</b>	<b>Author(s)</b>	Muhammad Arif, Muhammad Naeem Ahmed	With the emergence of economic globalization, HR executives strive to provide a fairer working environment as there is an unprecedented shift of increased participation of people with different demographic backgrounds, genders and belief systems at workplaces around the globe. Simultaneously, there has been a tremendous rise in the occurrences of abusive leadership behaviors leading to increased turnover ratios. Hence, this study aims to investigate the effects of abusive leadership and diversity management practices on turnover intention. This study data has been collected from the employees of pharmaceutical companies based in Karachi, Pakistan using a nonprobability purposive sampling technique. Data was taken from (n = 403) participants. The results show a significant negative relationship between diversity management and turnover intention and a significant positive relationship between abusive leadership and turnover intention. The results also indicate that job satisfaction mediates the relationship of both diversity management and abusive leadership with turnover intention. The study emphasizes that organizations should consciously channel their resources effectively into creating an all-inclusive environment to cater to the psychological needs of a diverse workforce. The study also implied that organizational leadership should pay special attention to ensure that they treat their subordinates fairly across the board, as the behavior of the leaders has far-reaching
	<b>Title</b>	Stay or not to Stay: Exploring the Impact of Diversity Management and Abusive Leadership on Turnover Intentions	
	<b>Journal Name</b>	JISR management and social sciences & economics	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Diversity management, abusive leadership, job satisfaction, turnover intention	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	26-50	
	<b>Volume No.</b>	21	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	1998-4162	
	<b>DOI</b>	<a href="https://doi.org/10.31384/jisrmsse/2023.21.1.2">https://doi.org/10.31384/jisrmsse/2023.21.1.2</a>	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/370194160_Stay_or_not_to_Stay_An_Analysis_of_Diversity_Management_and_Abusi">https://www.researchgate.net/publication/370194160_Stay_or_not_to_Stay_An_Analysis_of_Diversity_Management_and_Abusi</a>	

		ve_Leadership_Relationship_wit h_Turnover_Intention/link/6450 8d56809a53502141047d/downlo ad?_tp=eyJjb250ZXh0Ijp7ImZp cnN0UGFnZSI6InB1YmxpY2F 0aW9uIiwicGFnZSI6InB1Ymxp Y2F0aW9uIn19	effects on the performance, productivity and psychological well-being of the employees.
12.	<b>Author(s)</b>	Pireh Sikandar, Muhammad Arif	Knowledge is the only way organizations gain sustainable competitive advantage in such a hyper-competitive era. Given its importance, the study examines the antecedents to tacit and explicit knowledge and the mediating role of psychological ownership. We have collected a sample of 157 using online Google forms and physically visiting the banks in certain cases. The study used Smart PLS for statistical analysis. Structural equation modeling was performed on Smart PLS for data analysis as the constructions are reflective. The study found that perceived organizational-support positively influences both dimensions of knowledge-sharing behavior – tacit and explicit knowledge. Psychological ownership positively “mediates perceived organizational support and explicit knowledge sharing.” However, we did not find support for the mediating role of psychological ownership between perceived organizational support and tacit knowledge sharing. The study recommends the HR department must create awareness of the support it provides to employees. HR professionals must build an all-inclusive workplace culture that embodies organizational support. Furthermore, customized incentives such as extrinsic and intrinsic benefits can encourage employees to share knowledge.
	<b>Title</b>	Perceived organizational support as an antecedent of knowledge sharing behaviors: Achieving sustainability of change management efforts	
	<b>Journal Name</b>	Market Forces	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Tacit knowledge, explicit knowledge, perceived organizational support, psychological ownership.	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	21-40	
	<b>Volume No.</b>	18	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2309-866X	
	<b>DOI</b>	<a href="https://doi.org/10.51153/mf.v18i1.599">https://doi.org/10.51153/mf.v18i1.599</a>	
	<b>URL/Link</b>	<a href="https://kiet.edu.pk/marketforces/index.php/marketforces/article/view/599">https://kiet.edu.pk/marketforces/index.php/marketforces/article/view/599</a>	
13.	<b>Author(s)</b>	Adnan Ahmed, Dr. Junaid Ansari	Aim of the Study: This study examined how one's attitude impacts fast food purchase intention. Also, the study explored whether attitude toward fast-food shopping (click-and-mortars) mediates the relationship between purchase intention and social commerce acceptance. Predictors are performance expectancy, effort expectancy,
	<b>Title</b>	The Role of Social Commerce towards Purchase Intention of Fast Food amongst Karachiites in PostCOVID-19: A Moderating Effect of SERVQUAL	

	<b>Journal Name</b>	Human Nature Journal of Social Sciences	<p>social influence, and facilitating conditions, while attitude is the mediator and purchase intention is the outcome variable. The research has also taken SERVQUAL as a moderating variable between attitude towards fast-food and purchase meaning of fast food in Karachi.</p> <p>Methodology: A sample of 419 responses has participated in this research based on the non-probability purposive sampling method. A 5-point Likert scale questionnaire was created as a data collection instrument, and the responses were gathered using a survey approach. For data analysis, the researchers employed PLS-SEM using Smart PLS.</p> <p>Findings &amp; Conclusion: Attitude positively mediates the relationship between performance expectancy and purchase intention. Attitude positively moderates the relationship between effort expectancy and purchase intention. Attitude also substantially mediates the relationship between social influence and purchase intention. Attitude significantly wholly mediates the relationship between facilitating conditions and purchase intention. Lastly, SERVQUAL positively moderates the relationship between attitude and purchase intention. It is suggested that policymakers shape the customers' positive attitudes, and the government should establish policies that boost consumers' positive choices. As a result, it is recommended to managers that they should be involved in delivering clear information because it is crucial to consumer behavior.</p>
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Hybrid Business Model, Clicks and Mortar Model, Fast-Food, SERVQUAL, UTAUT, Karachi	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	672-690	
	<b>Volume No.</b>	4	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2788-5240	
	<b>DOI</b>	<a href="https://doi.org/10.71016/hnjss/8aepdg33">https://doi.org/10.71016/hnjss/8aepdg33</a>	
	<b>URL/Link</b>	<a href="https://hnpublisher.com/ojs/index.php/HNJSS/article/view/111">https://hnpublisher.com/ojs/index.php/HNJSS/article/view/111</a>	
<b>14.</b>	<b>Author(s)</b>	Azhar Ali, Eruj Wajidi Rehan, Faraz Ahmed Wajidi, Madiha Zaib, Mirza Dilshad Baig	<p>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</p>
	<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	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 training and development, performance evaluation, remuneration, and incentives and recognition, favorably influence organizational performance. According to 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>Keywords</b>	HRM Practices, Organizational performance, Training and Development, Performance Appraisal System, Compensation, Recruitment and Selection, Rewards and Recognition	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-18	
	<b>Volume No.</b>	2	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2790-301X	
	<b>DOI</b>	10.55464/pjar.v2i2.45	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/368339652_Impact_of_HRM_Practices_on_Organizational_Performance_and_Growth_with_Reference_to_Pakistan_Public_and_Private_Banks/link/63e39391c002331f7262519e/download?tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19">https://www.researchgate.net/publication/368339652_Impact_of_HRM_Practices_on_Organizational_Performance_and_Growth_with_Reference_to_Pakistan_Public_and_Private_Banks/link/63e39391c002331f7262519e/download?tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19</a>	
<b>15.</b>	<b>Author(s)</b>	Sumbol Fiaz, Dr. Muhamad Azeem Qureshi	Relational systems are like a gear wheel in organizational processes that keeps employees connected and moving. These relationships are developed and maintained within the work environment for task accomplishment. But these relational systems are originating other outcomes that directly and indirectly affect the organizational process. The present study aimed to explore the outcomes of positive workplace relational systems. Under qualitative phenomenological approach followed a classical content analysis technique employed to analyze the data collected from 20 Bank employees through semi-structured interviews. The data analysis revealed that outcomes of positive
	<b>Title</b>	Looking at both sides, outcomes of positive workplace relational systems: A phenomenological study	
	<b>Journal Name</b>	Heliyon	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Phenomenology; Positive relational systems; Relationship management; Well-being;	

		Workplace behavior.	relational systems varied depending on the duration and quality of relationships. Organizational culture identified as an important factor that influences the quality of relationships and their outcomes. The data analysis revealed that positive workplace relational systems along with positive behavioral outcomes also develop negative outcomes among employees such as perception of organizational politics. This study argued that outcomes of positive workplace relational systems depend on the perception and need satisfaction of participants. The result highlighted the important areas for individuals and organizations to consider in the context of relationship management, developing interpersonal skills in employees, and encouraging relationship generosity. It will help to enhance the well-being of employees and improve organizational performance.
	<b>HEC Category</b>	W	
	<b>Pages</b>	2405-8440	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.heliyon.2023.e15442">https://doi.org/10.1016/j.heliyon.2023.e15442</a>	
	<b>URL/Link</b>	<a href="https://pubmed.ncbi.nlm.nih.gov/37123959/">https://pubmed.ncbi.nlm.nih.gov/37123959/</a>	
<b>16.</b>	<b>Author(s)</b>	Mirza Dilshad Baig, Eruj Wajidi Rehan, Madiha Zaib	Training and development have a significant impact on employee job satisfaction. This paper's main objective was to investigate whether training and development impact employees' job satisfaction in the banking sector of Pakistan. The paper is quantitative. Data for the paper has been collected through primary sources, such as questionnaires and surveys. The data have been checked through statistical software to find the impact of training and development on employees' job satisfaction. Training and Development (independence) and Employees' Job satisfaction (dependent) were two variables. To investigate whether training and development impact employees' job satisfaction in the banking sector of Pakistan, five branches of the National Bank of Pakistan (NBP) from the Karachi region were selected for the study. Eighty questionnaires were distributed for the collection of data. Descriptive statistics tools in SPSS were applied to the questionnaire to see its reliability and consistency. The goal was to see whether training and development impact on employees' job satisfaction. The data was analyzed and discussed. The result showed a significant relationship between the variables; Pearson correlation was used in the study, and Cronbach's alpha for each questionnaire was obtained. The frequency distribution was used to see the individual results of the
	<b>Title</b>	The impact of efficient training and development on employee job satisfaction	
	<b>Journal Name</b>	International Journal of Social Sciences and Entrepreneurship	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	Training, Development, Employees, Job satisfaction	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-10	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2790-7171	
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	<b>URL/Link</b>	<a href="https://vjes.voyageams.com/index.php/vjes/article/view/36">https://vjes.voyageams.com/index.php/vjes/article/view/36</a>	

			study. Relevant literature was also studied about topics related to this research. Recommendations and conclusions form the last part of this paper.
17.	<b>Author(s)</b>	Muhamad Irshad, Umami Naiemah Saraih and Sayed Fayaz Ahmad	The organisational climate of any institute plays a significant role in students' engagement and learning outcomes. This research study investigates the impact of the organisational climate and student engagement on students' learning outcomes at private sector universities in Karachi, Pakistan. The primary data was gathered from 323 students from the 40 private sector universities in Karachi with the help of a closed-ended questionnaire. The Partial Least Square Structural Equation Modelling (PLS-SEM) technique was used for data analysis by PLS-Smart. The data analysis result shows a significant positive effect of the organisational climate on student engagement and learning outcomes. The result also shows that student engagement significantly positively impacts learning outcomes.
	<b>Title</b>	Impact of institutional climate on the student's engagement and learning outcomes in private sector universities of Karachi	
	<b>Journal Name</b>	International Journal of Management in Education	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Management & HRM	
	<b>Keywords</b>	organisational climate, student engagement, student learning outcomes, private sector universities, Karachi	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	297-322	
	<b>Volume No.</b>	17	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	1750-3868	
	<b>DOI</b>	<a href="https://doi.org/10.1504/IJMIE.2023.130674">https://doi.org/10.1504/IJMIE.2023.130674</a>	
	<b>URL/Link</b>	<a href="https://www.inderscienceonline.com/doi/10.1504/IJMIE.2023.130674">https://www.inderscienceonline.com/doi/10.1504/IJMIE.2023.130674</a>	

#### 1(g). Department of Marketing

1.	<b>Author(s)</b>	Syed Abdul Rehman Khan, Muhammad Tabish and Zhang Yu	The transition to a circular economy (CE) and environmental protection highly depends on waste management (WM) and green technology (GT). The purpose of this study is to examine the past two decades of WM and GT research to identify the most significant advancements and potential future research areas. Bibliometrics content
	<b>Title</b>	Mapping and visualizing of research output on waste management and green technology: A bibliometric review of literature	

	<b>Journal Name</b>	Waste Management & Research	<p>analysis and text mining were utilized to resolve the subsequent issues: Has WM and GT research developed over time in the CE industry? Does WM and GT research have a clearly defined purpose? How do you foresee the future of WM and GT research in the context of CE evolving?</p> <p>Consequently, 1149 journal articles from the Scopus database were used to create and evaluate bibliometric networks. Therefore, five significant CE-related issues requiring additional research were identified: The first category is bio-based WM, followed by CE transition, GT, ecological impacts, municipal solid WM and lifecycle assessment, and finally, bio-based WM. Future research topics and a tool for the CE transition may be impacted by the investigation of inclusive WM systems, GT practices and their defining highlight patterns (which aim to minimize waste generation). Future research goals include reducing waste and implementing WM into the CE framework.</p>
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	-	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-16	
	<b>Volume No.</b>	41	
	<b>Issue No.</b>	7	
	<b>ISSN</b>	1096-3669	
	<b>DOI</b>	<a href="https://doi.org/10.1177/0734242X221149329">https://doi.org/10.1177/0734242X221149329</a>	
	<b>URL/Link</b>	<a href="https://journals.sagepub.com/doi/abs/10.1177/0734242X221149329">https://journals.sagepub.com/doi/abs/10.1177/0734242X221149329</a>	
2.	<b>Author(s)</b>	Syed Abdul Rehman Khan, Muhammad Tabish, Zhang Yu	<p>Online recycling has been recognized as an efficient method for waste recycling. This paper focuses on the information asymmetry between an internet recycler and consumers in the online transaction of used products. This paper is to find an optimal strategy for the internet recycler when the consumers would make an adverse selection in submitting the classification results (the used products would be classified into two kinds according to the quality: High quality and Low quality) of used products in online orders to avoid the loss because of internet recycler's moral hazard, which might bring the extra cost for internet recycler. Therefore, this study used game theory to establish a Stackelberg game model for analyzing an internet recycler and consumers' decision-making in the online transaction of used products. Based on the analysis of consumers' behaviors in an online transaction, internet recycler's strategies are divided into two kinds: A, high moral hazard strategy, and B, low moral hazard strategy. It is found that the strategy</p>
	<b>Title</b>	Investigating recycling decisions of internet recyclers: A step towards zero waste economy	
	<b>Journal Name</b>	Journal of Environmental Management	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	-	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-9	
	<b>Volume No.</b>	340	
	<b>Issue No.</b>	-	

	<b>ISSN</b>	1095-8630	of low moral hazard is optimal for the internet recycler compared to the strategy of high moral hazard. Further, though strategy B is optimal, the internet recyclers is suggested to increase their moral hazard probability when the H used products are increasing (High-quality ones). Besides, for strategy B, the correction cost for wrong H orders and correction benefit from correction of wrong L orders would decrease the optimal moral hazard probability, and the impact of the correction benefit from correction of wrong L orders on the decision of moral hazard probability is more obvious.
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.jenvman.2023.117968">https://doi.org/10.1016/j.jenvman.2023.117968</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0301479723007569">https://www.sciencedirect.com/science/article/abs/pii/S0301479723007569</a>	
<b>3.</b>	<b>Author(s)</b>	Syed Abdul Rehman Khan, Muhammad Tabish, Zhang Yu	Industry 4.0, also known as the Fourth Industrial Revolution, is bringing forth fast development. This revolution is reforming how companies work and relics optimistic regarding the opportunities Industry 4.0 may bring for sustainability. In recent years, several businesses have used sustainable supply chain practices (SSCPs) to make their supply networks less harmful to society and the environment. The goal is to minimize adverse environmental effects, such as those caused by excessive energy, water, and waste use. Sustainable business practices are becoming more and more crucial for growing firms as well as for resolving global issues. This research analyzes how Industry 4.0 affects the textile industry's environmental, social, and economic performance through SSCPs. Smart-PLS is utilized to examine the hypotheses using structural equation modeling, and a total of 639 valid survey responses were collected and processed for this study. The results show that SSCPs benefit Industry 4.0's environmental, social, and economic performance and have a positive impact. Industry 4.0 research incorporating SSCPs and the triple bottom line is a relatively recent concept. Further research may focus on other elements that could make SSCPs easier to execute. In this study, we employed the Practice-based view (PBV) theory for the sustainable supply chain (SSC) model; however, future researchers may use the Resource-based perspective or ecological modernization theory. The implications of Industry 4.0 on the textile industry's environmental, social, and economic performance through SSCPs have been the subject of a few research.
	<b>Title</b>	Embracement of industry 4.0 and sustainable supply chain practices under the shadow of practice-based view theory: Ensuring environmental sustainability in corporate sector	
	<b>Journal Name</b>	Journal of Cleaner Production	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	-	
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	398	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	1879-1786	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.jclepro.2023.136609">https://doi.org/10.1016/j.jclepro.2023.136609</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0959652623007679">https://www.sciencedirect.com/science/article/abs/pii/S0959652623007679</a>	



4.	<b>Author(s)</b>	Nazia Arshad, Muhammad Mansoor Alam, Mazliham Bin Mohd Su'ud, Sobia Imran, Tooba Siddiqui, Khadija Saleem, Adnan Bashir, Atia Batool	Microplastic (MPs) pollution is a major concern due to extensive human plastic dependency that is deteriorating ecological health of the world's oceans. This study was conducted to observe MPs contamination in surface water samples and gastrointestinal tracts of 127 fishes attributed to 15 species from Karachi coast, the busiest port of Pakistan. Total of 6319 MPs/m <sup>3</sup> were recorded during this study from water samples where 73% MPs recorded from Manora channel (Karachi harbor) and 27% from open ocean. The most dominant MPs were fibers (42%), pellets (27%), and fragments (20%) respectively. MPs abundance differed significantly among species and ranged between 20.833 ± 2.522–76.400 ± 7.869 item ind. <sup>-1</sup> . Fibers were the most dominant type in all samples (53.39–90.0 %) followed by pellets (4.88–20.22 %) and blue (21.60–66.23 %) was the most common color. The mean size of MPs ranged between 0.34 mm ( <i>Otolithus ruber</i> ) to 2.1 mm ( <i>Terapon jarbua</i> ). The mean highest number of MPs were recorded from shallow coastal fishes (440 item ind. <sup>-1</sup> ) followed by estuarine and shallow coastal fishes (385 item ind. <sup>-1</sup> ). MPs abundance differed significantly among species from different habitat type (Kruskal–Wallis Test, $P < 0.0001$ ) with negative correlation between MPs abundance in GITs of fishes and their habitat (Spearman's rho, $r = -0.143$ ) whereas MPs abundance was not significantly correlated with body weight ( $F = 0.002$ , $p = 0.963$ ), suggesting that MPs ingestion is independent of body weight. There is a need to work about origin, composition, interaction of MPs with biota and impacts of consuming fishes contaminated with high levels of MPs on human health. This is the preliminary study from the Karachi coast and will be a gateway for future studies in this area.
	<b>Title</b>	Microplastic contamination from surface waters and commercially valuable fishes of Karachi Coast, Pakistan	
	<b>Journal Name</b>	Regional Studies in Marine Science	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Microplastic, Karachi coast, Manora Channel, Estuarine fishes, Shallow coastal fishes	
	<b>HEC Category</b>	X	
	<b>Pages</b>	1-11	
	<b>Volume No.</b>	62	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	2352-4855	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.rsma.2023.102955">https://doi.org/10.1016/j.rsma.2023.102955</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S2352485523001445">https://www.sciencedirect.com/science/article/pii/S2352485523001445</a>	
5.	<b>Author(s)</b>	Mohammad A Jangda, Aamir Saeed, Asma Rehman	Effective leadership and work ethics are critical for an organization's success. While previous studies have examined the relationship between leadership and work ethics, there are gaps in understanding the impact of ethical leadership and work ethics on work outcomes, particularly in different research contexts and religious perspectives, specifically in combining the influence of
	<b>Title</b>	Hands to Work and Heart to God – Organizational Justice, Islamic Work Ethics, Ethical Leadership and Work Outcomes	
	<b>Journal Name</b>	Business and Economic Review	

	<b>College</b>	College of Business Management	organization justice. This study aims to examine the relationship between Islamic work ethics, organizational justice, and work outcomes in the specific context of financial institutions. Using PLS-SEM with Smart PLS (version 3) on a sample of 372 employees, the study found a direct relationship between organizational justice and job satisfaction and organizational commitment, but no direct association with turnover intention. There was partial mediation of Islamic work ethic in the relationship between organizational justice and job satisfaction and organizational commitment. The moderation effect of ethical leadership was partially supported for the interaction between organizational justice and job satisfaction and organizational commitment. The study contributes to enhancing the understanding of the relationship between Islamic work ethics and work performance and provides practical implications for financial institutions to improve work-related policies
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Organizational Justice, Ethic, Islamic Work Ethic (IWE), Employee Outcomes, Job Satisfaction, Organization Commitment, Turnover Intention	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	47-76	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	dx.doi.org/10.22547/BER/15.1.3	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/372788339_Hands_to_work_and_heart_to_God_-_Organizational_justice_Islamic_work_ethics_ethical_leadership_and_work_outcomes">https://www.researchgate.net/publication/372788339_Hands_to_work_and_heart_to_God_-_Organizational_justice_Islamic_work_ethics_ethical_leadership_and_work_outcomes</a>	
<b>6.</b>	<b>Author(s)</b>	Siddiqui, H., Hummayun, G. K., & Raza, F	Sustainability is the new hallmark for the dynamically changing business environment, including the education sector. The demand for sustainable management in the higher education industry is even more since the sector not only produces graduates with the environmentally conscious attitude but also contributes in the economic development of the country. It is therefore pertinent to explore the efforts of the higher education industry towards sustainable management in a challenged society of Pakistan, amidst the global demand for achieving SDGs. Hence, this research aims at exploring the components and challenges of green culture as an indicator of sustainable management in the Higher Education Institutes through phenomenological research design. 11 in-depth interviews were conducted from the policy makers at the governing body of the
	<b>Title</b>	Crafting green culture around the components and challenges in the higher education institutes in Pakistan.	
	<b>Journal Name</b>	Pakistan Journal of International Affairs	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Green Culture, Sustainable Management, Decent Work, SDGs, Green HRM	
	<b>HEC Category</b>	Y	

	<b>Pages</b>	58-77	Higher Education Commission and the institutional leaders in the institutes across Pakistan. Thematic analysis revealed that environmental concern among leaders, curriculum design and decent work are key components of green culture among the higher education institutes in Pakistan. Furthermore, the cultural and regulatory factors have been identified as significant challenges while developing the green culture. This research offers insightful findings for policy makers in the higher education industry for a sustainable work environment in socio-economically challenged societies like Pakistan. In addition, the novel findings of this research also contribute to the existing literature by offering meaningful future research directions for empirical investigation. Potentially, this research addresses the contribution of the Higher Education Commission towards SDG 8 related to decent work and economic growth in Pakistan.
	<b>Volume No.</b>	6	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2664-360X	
	<b>DOI</b>	<a href="https://doi.org/10.52337/pjia.v6i1.706">https://doi.org/10.52337/pjia.v6i1.706</a>	
	<b>URL/Link</b>	<a href="https://pjia.com.pk/index.php/pjia/article/view/706/506">https://pjia.com.pk/index.php/pjia/article/view/706/506</a>	
<b>7.</b>	<b>Author(s)</b>	Saeed, M., Waheed, Z., Baig, A. K., & Azmi, I. A. G.	<p><b>Purpose</b> The purpose of this qualitative comparative study was to explore the brand-switching behavior of Muslim consumers in selected cities from Pakistan and Malaysia.</p> <p><b>Design/methodology/approach</b> Data was collected through interviews which were conducted with 30 participants including universities (5), shopping malls (5) and restaurant locations (5) of each country. The constant comparative analysis was used to analyze the data.</p> <p><b>Findings</b> Results revealed that a demonstration of awareness of American brands, their image and perceived quality causes Muslim consumers to switch away from American brands to non-American brands. In addition, this study also showed that the certain reasons compel consumers to stay with American brands.</p> <p><b>Practical implications</b> The findings are helpful for American brands in reconsidering their strategies while segmenting the Muslim consumers as target market.</p> <p><b>Originality/value</b> This is the first paper of its kind to explore Muslim consumer brand-switching behavior</p>
	<b>Title</b>	Muslim consumers' brand-switching behavior in Lahore and Kuala Lumpur: a qualitative comparative case study	
	<b>Journal Name</b>	Journal of Islamic Marketing	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Pakistan, Muslim consumer, Brand-switching behavior	
	<b>HEC Category</b>	X	
	<b>Pages</b>	1577-1602	
	<b>Volume No.</b>	14	
	<b>Issue No.</b>	6	
	<b>ISSN</b>	1759-0833	

	<b>DOI</b>	<a href="https://doi.org/10.1108/JIMA-11-2019-0229">https://doi.org/10.1108/JIMA-11-2019-0229</a>	by using a qualitative method.
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/jima-11-2019-0229/full/html">https://www.emerald.com/insight/content/doi/10.1108/jima-11-2019-0229/full/html</a>	
<b>8.</b>	<b>Author(s)</b>	Saleem, S, M., & Usmani, S.	Pharmaceutical marketing is not a brand-new concept. Pharmaceutical businesses have long used a number of tactics to boost sales. Pharmaceutical companies are the ultimate champions of the selling notion in marketing. Pharmaceutical marketing makes use of medical representatives as a direct sales technique to connect firms and physicians. Unethical practices in pharmaceutical selling are rampant all over the world, and Pakistan is no exception. Society cannot solely place the responsibility for unethical behavior in the pharmaceutical sector on the sales reps because it is a complicated and diverse problem. For instance, there are situations where doctors request favors in exchange for prescribing particular medications to their patients. Even moral salespeople may be persuaded in such circumstances to stay in business, which could lead to monetary losses. There will always be businesses with unscrupulous salespeople ready to meet the demands of the doctors who seek favors as long as there is fierce competition in the market The purpose of this research was to understand the role of MNCs and National company's pharmaceutical sales representatives who use the unethical practices which directly influences in increasing their sales performance and organizations sales, and subsequently earning rewards and incentives. Unethical practices comprise doctor's sponsorships to continuous medical education programs (CMEs), giveaways, Local Speaker Programs (LSPs), Round Table Discussions (RTDs), and funding clinic renovations. This study targeted 200 Pharmaceutical sales representatives, belonging to MNCs and National companies. Non-probability, convenience sampling method approach was used for the study. For data analysis, PLS-SEM3 was used to analyze the effect of unethical sales practices, mediated by rewards and job satisfaction on the sales performance of sales representatives. The results point to the sales supervisor's role
	<b>Title</b>	Effect of Pharmaceutical Sales Representative's Unethical Practices on Sales Performance: A Comparison between MNCs and National Companies	
	<b>Journal Name</b>	KASBIT Business Journal	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Unethical Sales Practices, Rewards, Incentives, Sales performance, Job Satisfaction	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	61-81	
	<b>Volume No.</b>	16	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	-	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/374919108_Effect_of_Pharmaceutical_Sales_Representative's_Unethical_Practices_on_Sales_Performance_A_Comparison_between_MNCs_and_National_Companies">https://www.researchgate.net/publication/374919108_Effect_of_Pharmaceutical_Sales_Representative's_Unethical_Practices_on_Sales_Performance_A_Comparison_between_MNCs_and_National_Companies</a>	

			who directly or indirectly influence sales representatives to employ unethical practices in order to achieve their own sales targets. Sales representatives also need recognition, and to that end, this can only be achieved if they achieve or over-achieve sales targets. In order to have job satisfaction, sales representatives resort to unethical practices in the achievement of sales performance.
9.	<b>Author(s)</b>	Syed Muhammad Fahim, Shaher Bano, Syed Farzeen Ahmed, Saima Munawar, Shah Muhammad Saleem	This research aims to elaborate on the impact of Industry 4.0 adoption on Employee Retention in light of the Unified Theory of Acceptance and Use of Technology (UTAUT) theory. The data for this causal-explanatory study was collected from a sample of 275 respondents. The Partial Least Square Structural Equation Modeling statistical technique was used to analyze in-sample and out-of-sample predictive power. The findings indicate that Industry 4.0 adoptions affect Employee Retention. The mediation analysis reveals that Training 4.0 and Employee Competency mediate the relationship between i4.0 adoption and Employee Retention. This study indicates that training related to industry 4.0 and employee competencies having a skill set related to technological change affect employee retention. The role of training 4.0 and Employees' competencies as mediators indicate that retention is influenced when employees are provided similar training for i4.0. When organizations focus on developing employee competencies, they tend to remain in the company for a long time. This study provided evidence of an empirical relationship between Industry 4.0, Employee Retention, Employee Competencies, Industry 4.0 readiness, Management support and Training i4.0.
	<b>Title</b>	Retaining Employees with Adoption of Industry 4.0 Technologies in the Automotive Sector– Mediation of Training 4.0 & Employee Competency	
	<b>Journal Name</b>	Journal of Organisational Studies and Innovation	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Industry4.0, Employee Retention, Automotive industry, Industry 4.0 adoption, Management support, Training 4.0	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-21	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.51659/josi.22.181">https://doi.org/10.51659/josi.22.181</a>	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/377271630_Retaining_Employees_with_Adoption_of_Industry_4_0_Technologies_in_the_Automotive_Sector-Mediation_of_Training_4_0_Emp">https://www.researchgate.net/publication/377271630_Retaining_Employees_with_Adoption_of_Industry_4_0_Technologies_in_the_Automotive_Sector-Mediation_of_Training_4_0_Emp</a>	

		loyee_Competency	
10.	<b>Author(s)</b>	Arif Ashraf, Irfan Hameed, Aamir Saeed	<p>In recent years, social media influencers (SMIs) have become part of the strategic communication of firms because the traditional form of mass media communication is losing its effectiveness. Thus, it is imperative to study the effects of communication through SMIs on marketing outcomes, such as purchase intentions. Based on the fairness dimensions, that is, information, distributive, interpersonal, and procedural, and dimensions of source credibility, that is, attractiveness, expertise, trustworthiness, and similarity, this research investigated how technology-oriented SMIs (T-SMIs) foster parasocial relationships (PSRs) with followers. Purposive sampling was employed to collect data from 506 active social media users. Data were analysed through IBM AMOS and SPSS 26. The results of the study suggested that attractiveness, expertise, trustworthiness, similarity, interpersonal, procedural, and information fairness are positively related to fostering PSR with followers. In contrast, distributive fairness does not strengthen PSR with followers; furthermore, the study findings suggested an indirect positive influence of attractiveness, expertise, trustworthiness, similarity, interpersonal, procedural, and information fairness on the purchase intentions of consumers via PSR. This study is useful for academia and industry since it fills important gaps in the literature and provides recommendations to brand managers of technology companies about selecting appropriate SMIs for the endorsement of their brands.</p>
	<b>Title</b>	How do social media influencers inspire consumers' purchase decisions? The mediating role of parasocial relationships.	
	<b>Journal Name</b>	International Journal of Consumer Studies	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	-	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1416-1433	
	<b>Volume No.</b>	47	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	1470-6431	
	<b>DOI</b>	<a href="https://doi.org/10.1111/ijcs.12917">https://doi.org/10.1111/ijcs.12917</a>	
	<b>URL/Link</b>	<a href="https://onlinelibrary.wiley.com/doi/abs/10.1111/ijcs.12917">https://onlinelibrary.wiley.com/doi/abs/10.1111/ijcs.12917</a>	
11.	<b>Author(s)</b>	Asma Rehman. Aamir Saeed, Adnan Bashir	<p>This research paper delves into the pivotal role of leadership in shaping the dynamics of branding within State-owned commercial enterprises of Pakistan (SOEs). The study focuses on the interplay of leadership with key branding elements, including brand identity, culture, and equity. Interviews were conducted as the primary methodology, and the sample comprised brand managers of state-owned commercial enterprises involved in delivering services to the public. The findings shed light on the significant influence of leadership in translating vision</p>
	<b>Title</b>	Role of leadership in SOEs Branding: Boiling the ocean while Sticking to their own Guns	
	<b>Journal Name</b>	Journal for Business Education and Management	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	

	<b>Keywords</b>	Leadership, Brand Equity, SOEs, Stakeholder in Brand Development	and commitment into employee motivation, thereby fostering brand behavior. This process, in turn, contributes to developing a distinctive brand culture and identity. The research highlights how this positive brand identity, rooted in leadership-driven strategies, enhances brand equity. These insights offer valuable guidance for public organizations seeking to fortify their brand presence in an increasingly competitive service sector.
	<b>HEC Category</b>	Y	
	<b>Pages</b>	77-94	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2790-7848	
	<b>DOI</b>	<a href="https://doi.org/10.56596/jbem.v3i2.51">https://doi.org/10.56596/jbem.v3i2.51</a>	
	<b>URL/Link</b>	<a href="https://journals.csrpublisher.com/index.php/jbem/article/view/51">https://journals.csrpublisher.com/index.php/jbem/article/view/51</a>	
12.	<b>Author(s)</b>	Aamir Saeed, Asma Rehman, Awais Alam	Brand building has been suggested as an important process in success. of any business. To find out brand-building framework for SMEs, a literature review was conducted; the problem identified from the literature is that there is a lack of structured brand-building framework for SMEs as compared to big Corporations and MNCs. The brand-building conceptual model emerging From this review it can allow SMEs to establish a distinguished brand identity that helps them to survive and enhances business performance. It can change how people perceive the brand, drive new business, and increase brand value. Furthermore, a new moderate variable, employee-brand knowledge, has been incorporated into the proposed framework. This research also adds to the existing body of literature and provides a basis for future research studies
	<b>Title</b>	A Scientometrics analysis of brand building in organizations.	
	<b>Journal Name</b>	International Journal of Experiential Learning & case studied	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Marketing	
	<b>Keywords</b>	Brand orientation, Brand identity, SMEs and PRISMA Protocol	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	168-201	
	<b>Volume No.</b>	8	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.22555/ijelcs.v8i1.1015">https://doi.org/10.22555/ijelcs.v8i1.1015</a>	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/379960803_A_scientometric_analysis_of_the_brand_b">https://www.researchgate.net/publication/379960803_A_scientometric_analysis_of_the_brand_b</a>	

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1(h). Department of Communication & Languages

1.	<b>Author(s)</b>	Urooj Yahya	In the 1950s, there were considerable changes in both second language instruction and learning. The transition from teacher-centred to student-centred learning has totally altered the structure of second language teaching, and the process is still going strong. Consideration of incorporating new methods, technology, and devices has become an integral aspect of language classrooms. The involvement of teachers in this phenomenon is critical and unavoidable. Teachers are now eager to understand their students' individual requirements and are looking for methods and activities that might bring about a revolution in the realm of second language teaching. They select the most appropriate and pertinent strategy based on the personalities and attitudes of their students. Due to which, it is essential to give their professional growth top priority so they are prepared to handle today's problems and decide what is best for their students. The study uses a qualitative interview approach to ascertain how technology influences language instructors' professional development with a focus on computer-assisted language learning (CALL). Recommendations are made to improve the professional development of language teachers based on the respondents' answers to the interview questions.
	<b>Title</b>	The Role of Computer-Assisted Language Learning (CALL) in Language Teachers' Professional Development	
	<b>Journal Name</b>	Pakistan Languages and Humanities Review (PLHR)	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Communication & Languages	
	<b>Keywords</b>	Computer Assisted Language Learning, Pedagogical Learning, Professional Development	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-11	
	<b>Volume No.</b>	7	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2708-6461	
	<b>DOI</b>	<a href="https://doi.org/10.47205/plhr.2023(7-D)01">https://doi.org/10.47205/plhr.2023(7-D)01</a>	
	<b>URL/Link</b>	<a href="https://ojs.plhr.org.pk/journal/article/view/331">https://ojs.plhr.org.pk/journal/article/view/331</a>	

1(i). Department of Supply Chain & Logistics

1.	<b>Author(s)</b>	Adeel Shah, Che Rose, Alisa Ibrahim, Syed Abdul Rehman Khan, Muhammad Tanveer	Apparel mills strive to perform better but need the right strategy that would allow them to remain cost-efficient and responsive at the same time to scale according to retail and market demands. Besides the right strategy, the apparel mills require the right resources and capabilities to increase their
	<b>Title</b>	A resource and leagile strategy in business operations for performance improvement	
	<b>Journal</b>	Decision Analysis	



	<b>Name</b>		operational and export performance. A theoretical resource and leagile strategy model is developed to empirically assess the association between resources, capabilities, generic strategy, leagile strategy, and performance under present uncertainties in the apparel supply chain to understand an apparel mill's complexities. The research data is collected through a survey in the apparel and textile industry in the export sector comprising 348 responses. SmartPLS 4.0 has been used to test relations, mediation of leagile strategy, and moderation of uncertainty. The study outcomes validate that supply chain manager, integration, customer focus, cost leadership, and leagile strategy positively impact apparel mill performance. In moderation testing, demand uncertainty moderates the relation between leagile strategy and apparel mill performance, and in mediation analysis, leagile mediates between resources and performance. The resource and leagile strategy (RLS) model is an essential measure that could assist practitioners and researchers in understanding leagile strategy for increasing firm performance.
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain & Logistics	
	<b>Keywords</b>	Supply chain management, Leagile strategy, green purchasing, Advanced manufacturing technology, Performance improvement	
	<b>HEC Category</b>	X	
	<b>Pages</b>	1-16	
	<b>Volume No.</b>	7	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	2772-6622	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.dajour.2023.100197">https://doi.org/10.1016/j.dajour.2023.100197</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S2772662223000371">https://www.sciencedirect.com/science/article/pii/S2772662223000371</a>	
<b>2.</b>	<b>Author(s)</b>	Adeel Shah, Yu Zhang, Muhammad Tanveer, Wajid Ali, Ali Raza Saleem	Businesses are on a perpetual quest to increase purchase intention to increase product sales. Currently, this study is also an effort in a similar context where consumers' perception of product assortment, internet of things, order fulfillment, green packaging, and green design are comprehended. Besides, the research entails understating the assistance given to the customers for product purchases, followed by the signaling effect of these factors on the brand's shopping assistance. The impact of shopping assistance is empirically analyzed on purchase intention to grasp the phenomena. Data were gathered using an online survey form, and analysis was done using PLS-SEM. The empirical testing suggests that product assortment, internet of things, order fulfillment, green packaging, and green design on shopping assistance support purchase intention. The result also confirms meditation of shopping assistance in the
	<b>Title</b>	Effect of Product Assortment, Internet of Things, Order Fulfillment, Green on Purchase Intention Through the Mediating Role of Shopping Assistance	
	<b>Journal Name</b>	Journal of Advanced Manufacturing Systems	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain & Logistics	
	<b>Keywords</b>	Effect of Product Assortment, Internet of Things, Order Fulfillment, Green on Purchase Intention Through the Mediating Role of Shopping Assistance	

	<b>HEC Category</b>	X	proposed model.
	<b>Pages</b>	497-513	
	<b>Volume No.</b>	21	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	-	
	<b>DOI</b>	10.1142/S0219686723500075	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/360394866_Effect_of_Product_Assortment_Internet_of_Things_Order_Fulfillment_Green_on_Purchase_Intention_Through_the_Mediating_Role_of_Shopping_Assistance">https://www.researchgate.net/publication/360394866_Effect_of_Product_Assortment_Internet_of_Things_Order_Fulfillment_Green_on_Purchase_Intention_Through_the_Mediating_Role_of_Shopping_Assistance</a>	
<b>3.</b>	<b>Author(s)</b>	Sajid Nazir, Musawir Ali, Adeel Shah	Pakistani mills face continuous competition from global competitors to produce quality products and remain responsive to satisfy the demands of international fast fashion retail brands. The required agility due to market pressure forces firms to increase inventory turnover, which results in operations hazards to staff. The mills must mitigate operational hazards by imparting safety training to their personnel handling operations. Top management continuously focuses on increasing apparel mill performance by using different capabilities. Based on the available gap, the goal of this study is to determine the relationship between Agile manufacturing (AM), Total Quality Management (TQM), paired with Operational Safety (OS), training, and moderation of High Management Commitment to the performance of apparel mills. For testing the proposed theoretical model, regression analysis was run on the data collected from 104 Pakistani apparel through an online survey. Results indicate significant relation between TQM, AM, and apparel mill performance, whereas OS has no effect on a dependent variable. The results confirm high management commitment only moderates between TQM and the performance of apparel mills
	<b>Title</b>	The relationship between TQM and agile manufacturing and its impact on apparel mill performance	
	<b>Journal Name</b>	Research Journal Faculty of Social Sciences	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain & Logistics	
	<b>Keywords</b>	Agile Manufacturing, Total Quality Management, Training, Higher Management Commitment, Apparel Mill Performance.	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	83–104	
	<b>Volume No.</b>	17	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2521-2559	

	<b>DOI</b>	10.29270/NH.17.1(23).06	
	<b>URL/Link</b>	<a href="https://greenwichjournals.com/index.php/NH/article/view/695">https://greenwichjournals.com/index.php/NH/article/view/695</a>	
<b>4.</b>	<b>Author(s)</b>	SI Zaman, S Khan, SAA Zaman, SA Khan	Integrating digitalization and warehouse management systems (WMS) is a crucial aspect of enhancing supply chain performance for strategic competitiveness. Multiple technologies promote digital development and supply chain management (SCM) transformation. They include artificial intelligence and robotics, cloud computing, 3D printing, advanced analytics, blockchain, augmented reality, radio frequency identification (RFID), the internet of things (IoT), and cloud technology. This research aims to identify and evaluate the factors of digitalization, WMS, and supply chain performance by combining a comprehensive literature review analysis with the grey decision-making trial and evaluation laboratory (DEMATEL) method. An extensive literature review is conducted to identify the primary determinants of supply chain performance. Subsequently, the expert panel from the textile industry is consulted to obtain expert opinions on these factors' relative importance. The findings of this study demonstrated that by considering the interdependencies on supply chain performance and the uncertainties related to expert judgments, the suggested comprehensive model is highly capable of addressing the digitalization WMS problem
	<b>Title</b>	A grey decision-making trial and evaluation laboratory model for digital warehouse management in supply chain networks	
	<b>Journal Name</b>	Decision Analysis	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain & Logistics	
	<b>Keywords</b>	Digitalization, Warehouse management system, Supply chain management, Performance assessment, Grey-DEMATEL	
	<b>HEC Category</b>	X	
	<b>Pages</b>	1-11	
	<b>Volume No.</b>	8	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2772-6622	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.dajour.2023.100293">https://doi.org/10.1016/j.dajour.2023.100293</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S2772662223001339">https://www.sciencedirect.com/science/article/pii/S2772662223001339</a>	
<b>5.</b>	<b>Author(s)</b>	Zhong-lu Teng, Cheng Guo, Qiuhan Zhao, Muhammad Shujaat Mubarik	Due to recent natural calamities, there has been a seismic shift in public awareness in regard to the urgency of sustainability. This increased awareness, especially among consumers, is compelling businesses to adopt greener practices to address the devastating consequences of climate change. Against this context, the present study explores the factors that play instrumental roles in adopting green process innovation in the natural resource exploitation sector. This
	<b>Title</b>	Antecedents of green process innovation adoption: An AHP analysis of China's gas sector	
	<b>Journal Name</b>	Resources Policy	
	<b>College</b>	College of Business	

		Management	<p>study focuses on China's gas sector. The study applies a three-fold approach wherein the first phase focuses on identifying factors that can contribute to green process innovation. The identified factors are shortlisted in the second phase using a mean value approach. In the third phase Analytical Hierarchal Process (AHP), a Multi-Criteria Decision Making (MCDM) approach is employed to prioritize the selected factors. In the first phase, 36 factors were identified using the PRISMA approach. In the second phase, 27 factors appeared as the most influential for the green innovation process and proceeded for prioritization; factors AHP findings reflect the green culture and green innovation policy are essential for green process innovation. Human capital development, sustainability policy and regulations, internal policy robustness, stakeholder engagement, and process capital are vital contributors to the green innovation process. Our findings can be helpful while developing strategies for a transition toward a green and sustainable economy.</p>
	<b>Department</b>	Supply Chain & Logistics	
	<b>Keywords</b>	Green process innovation, Natural resource exploitation, China	
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	85	
	<b>Issue No.</b>	A	
	<b>ISSN</b>	0301-4207	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.resourp.2023.103959">https://doi.org/10.1016/j.resourp.2023.103959</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S0301420723006700">https://www.sciencedirect.com/science/article/pii/S0301420723006700</a>	
<b>6.</b>	<b>Author(s)</b>	Adegboyega Oyedijo, Simonov Kusi-Sarpong, Muhammad Shujaat Mubarik, Sharfuddin Ahmed Khan, Kome Utulu	<p><b>Purpose</b> Implementing sustainable practices in multi-tier supply chains (MTSCs) is a difficult task. This study aims to investigate why such endeavors fail and how MTSC partners can address them.</p> <p><b>Design/methodology/approach</b> A single-case study of a global food retail company was used in this study. Semi-structured interviews with the case firm and its first- and second-tier suppliers were used to collect data, which were then qualitatively analysed using thematic analysis.</p> <p><b>Findings</b> Major barriers impeding the implementation of sustainability in multi-tier food supply chains were revealed such as the cost of sustainability, knowledge gap, lack of infrastructure and supply chain complexity. Furthermore, the findings reveal five possible solutions such as multi-tier collaboration and partnership, diffusion of innovation along the chain, supply chain mapping, sustainability performance measurement and capacity building, all of</p>
	<b>Title</b>	Multi-tier sustainable supply chain management: a case study of a global food retailer	
	<b>Journal Name</b>	Supply Chain Management	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain & Logistics	
	<b>Keywords</b>	Multi-tier, Supply chain management, Sustainability, Food supply chain, Collaboration	
	<b>HEC Category</b>	W	
	<b>Pages</b>	68-97	
	<b>Volume No.</b>	29	

	<b>Issue No.</b>	1	<p>which can aid in the improvement of sustainability practices.</p> <p>Research limitations/implications Future research should investigate how specific barriers and drivers affect specific aspects of sustainability, pointing practitioners to specific links between the variables that can aid in tailoring sustainability-oriented investment.</p> <p>Practical implications This research supports managerial comprehension of MTSC sustainability, pointing out ways to improve sustainability performance despite the complex multi-tier system of food supply chains.</p> <p>Originality/value The research on MTSC sustainability is still growing, and this research contributes to the debate about how MTSCs can become more sustainable from the perspective of the triple bottom line, particularly food supply chains which face significant sustainability challenges.</p>
	<b>ISSN</b>	1359-8546	
	<b>DOI</b>	<a href="https://doi.org/10.1108/SCM-05-2022-0205">https://doi.org/10.1108/SCM-05-2022-0205</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/scm-05-2022-0205/full/html">https://www.emerald.com/insight/content/doi/10.1108/scm-05-2022-0205/full/html</a>	
7.	<b>Author(s)</b>	Muhammad Shujaat Mubarik, Sharfuddin Ahmed Khan, Simonov Kusi-Sarpong, Mobashar Mubarik	<p>The study investigates the role of three essential supply chain capabilities: visibility, traceability, and mapping, and collectivity termed as 'visiceability', in the relationship between blockchain technology and supply chain sustainability. The study focuses on Malaysia's Electronics Component manufacturing firms, a sub-sector of the electrical and electronics industry. Data was collected from 105 through a close-ended questionnaire. PLS-SEM was employed to examine modeled relationships. The findings of the study challenge the notion that supply chain (SC) traceability alone is responsible for mediating the impact of blockchain technology (BCT) on SC sustainability. However, findings confirm the significant roles of SC Mapping and Visibility in the association between BCT and SC sustainability. Findings further validate the significant impact of BCT on SC sustainability, highlighting its multifaceted role. The findings suggest that firms can build their intermediary capabilities instead of exclusively focusing on adopting BCT for SC sustainability. These capabilities can</p>
	<b>Title</b>	Supply chain sustainability in VUCA: role of BCT-driven SC mapping and 'Visiceability'	
	<b>Journal Name</b>	International Journal of Logistics-Research and Applications	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain & Logistics	
	<b>Keywords</b>	SC mapping; visibility; traceability; blockchain technology; SC sustainability	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-19	
	<b>Volume No.</b>	-	

	<b>Issue No.</b>	-	further channel the impact of BCT on improving SC Sustainable. Our findings illustrate that BCT can enhance SC visibility by offering a precise and transparent record of the products, inventory, and transactions. Hence, we strongly suggest that managers consider leveraging BCT to improve their SC visibility, thereby uplifting the sustainability of a supply.
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1080/13675567.2023.2222660">https://doi.org/10.1080/13675567.2023.2222660</a>	
	<b>URL/Link</b>	<a href="https://www.tandfonline.com/doi/full/10.1080/13675567.2023.2222660#abstract">https://www.tandfonline.com/doi/full/10.1080/13675567.2023.2222660#abstract</a>	
<b>8.</b>	<b>Author(s)</b>	Muhammad Shujaat Mubarik, Sharfuddin Ahmed Khan, Adolf Acquaye, Mobashar Mubarik	Supply chain mapping is gaining heightened attention due to its vital role in improving supply chain visibility and resilience. Despite its crucial role in uplifting supply chain resilience, the critical elements of supply chain mapping are yet to be determined. The study adopts a twofold approach to identify and prioritize the dimensions and sub-dimensions of supply chain (SC) mapping. At the first stage, through an extensive review of literature, 43 sub-dimensions of SC mapping were identified. In the second stage, Gray - DEMATEL-based Analytic Network Process (GDANP) was employed by taking the input from 25 experts selected from Oil and Gas industry of an emerging market. The findings reveal three major dimensions of SC mapping followed by 15 sub-dimensions. Among the dimensions, upstream mapping contains the highest priority weights, followed by midstream and downstream mapping. The findings suggest a stepwise strategy to adopt SC mapping where upstream mapping should be given the priority. The major contribution of this study is to develop framework for measuring the extent of SC mapping of a firm using GDANP.
	<b>Title</b>	Supply chain mapping for improving “visilience”: A hybridmulti-criteria decision making based methodology	
	<b>Journal Name</b>	Journal of Multi-Criteria Decision Analysis	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain & Logistics	
	<b>Keywords</b>	analytic network process, gray - DEMATEL-based analytic network process, gray-DEMATEL, process mapping, supply chain mapping	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	161-237	
	<b>Volume No.</b>	30	
	<b>Issue No.</b>	5-6	
	<b>ISSN</b>	-	
	<b>DOI</b>	10.1002/mcda.1807	
	<b>URL/Link</b>	<a href="https://onlinelibrary.wiley.com/doi/epdf/10.1002/mcda.1807">https://onlinelibrary.wiley.com/doi/epdf/10.1002/mcda.1807</a>	
<b>9.</b>	<b>Author(s)</b>	Muhammad Mumtaz Khan, Muhammad Shujaat Mubarik, Syed Saad Ahmed, Tahir Islam	Purpose The purpose of this study was to explicate how leaders’ knowledge hiding results in employees’ knowledge hiding. In addition, the study was intended to explore under
	<b>Title</b>	A tree dries from the top: how manager’s knowledge hiding is	

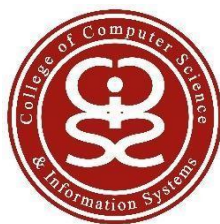
		morally disengaging employees to hide knowledge	what conditions leaders' knowledge hiding affects employees' moral disengagement more deleteriously.
	<b>Journal Name</b>	Global Knowledge, Memory and Communication	Design/methodology/approach
	<b>College</b>	College of Business Management	Data was collected from 321 employees at three different times which were two months apart from each other. Structural equation modeling was used for data analysis.
	<b>Department</b>	Supply Chain & Logistics	Findings
	<b>Keywords</b>	Leader knowledge hiding, Employee knowledge hiding, Moral disengagement, Moral identity	The study found leaders' knowledge hiding to be related to employee moral disengagement. In addition, the study found moral disengagement to affect employees' knowledge-hiding behavior. Moral disengagement was found to mediate the relationship between leaders' knowledge hiding and employees' knowledge hiding. Finally, the study found that employees with high moral identity show more perseverance to preserve their moral engagement when led by knowledge-hiding leaders.
	<b>HEC Category</b>	X	Originality/value
	<b>Pages</b>	714-732	To the best of the authors' knowledge, the study was first to establish a relationship between a leader's knowledge hiding and employees' moral disengagement. The study also established the mediating role of moral disengagement to work as a mediating mechanism linking leaders' knowledge hiding to employees' knowledge hiding. Finally, the study found that moral identity moderates the relationship between leaders' knowledge hiding and employees' moral disengagement.
	<b>Volume No.</b>	74	
	<b>Issue No.</b>	3/4	
	<b>ISSN</b>	2514-9342	
	<b>DOI</b>	<a href="https://doi.org/10.1108/GKMC-01-2023-0026">https://doi.org/10.1108/GKMC-01-2023-0026</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/gkmc-01-2023-0026/full/html">https://www.emerald.com/insight/content/doi/10.1108/gkmc-01-2023-0026/full/html</a>	
<b>10.</b>	<b>Author(s)</b>	Muhammad Mumtaz Khan, Muhammad Shujaat Mubarik, Syed Saad Ahmed, Tahir Islam	<b>Purpose</b> This study aims to ascertain the role of servant leadership in affecting the knowledge hiding behavior of employees. This study also unfurled the mediating role of prosocial motivation and moderating role of cynicism.
	<b>Title</b>	Service inhibited knowledge hiding exploring how and when servant leadership inhibits knowledge hiding	
	<b>Journal Name</b>	Global Knowledge, Memory and Communication	<b>Design/methodology/approach</b> The data were collected from 324 employees working in the IT sector, a subsector of the service sector of Pakistan in two phases. The data was analyzed through hierarchical regression.
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain & Logistics	

	<b>Keywords</b>	Servant leadership, Prosocial motivation, Organizational cynicism, Knowledge hiding	<p><b>Findings</b> This study found servant leadership to be negatively related to knowledge hiding behavior. This study also confirmed the mediating role of prosocial motivation linking servant leadership to knowledge hiding. Finally, cynicism was found to moderate the relationship between servant leadership and knowledge hiding behavior.</p> <p><b>Originality/value</b> This academic endeavor has confirmed the previously unexplored relationship between servant leadership and knowledge hiding behavior. Additionally, the study has explicated the mediating role of prosocial motivation in the said relationship. This study has also found that the relationship between servant leadership and knowledge hiding is moderated by organizational cynicism.</p>
	<b>HEC Category</b>	X	
	<b>Pages</b>	74-92	
	<b>Volume No.</b>	74	
	<b>Issue No.</b>	1/2	
	<b>ISSN</b>	2514-9342	
	<b>DOI</b>	<a href="https://doi.org/10.1108/GKMC-12-2022-0279">https://doi.org/10.1108/GKMC-12-2022-0279</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/gkmc-12-2022-0279/full/htm">https://www.emerald.com/insight/content/doi/10.1108/gkmc-12-2022-0279/full/htm</a>	
<b>11.</b>	<b>Author(s)</b>	Sharfuddin Ahmed Khan, Himanshu Gupta, Angappa Gunasekaran, Muhammad Shujaat Mubarik, Jennifer Lawal	<p>Pharmaceutical Supply Chain (PSC) plays a critical role in the healthcare sector. This study identifies, validates, and prioritises the factors that play a crucial role in PSC performance, adopting a threefold approach. In the first stage performance, indicators were identified through an extensive review of the literature. With the help of expert opinion, the identified factors were validated and then categorised based on technological—organisational—environmental (TOE) and supply chain (SC) theories to propose a framework. The Pakistani Pharmaceutical sector firms were selected to investigate the cause and effect relationship among the factors, their interdependencies, and impact on overall PSC performance. This investigation was supported by a novel integrated analytic model composed of best worst method (BWM), decision-making trial and evaluation laboratory (DEMATEL), and analytical network process (ANP) methods. The results indicate that ‘human resource skills, competencies, and involvement’, ‘process improvement and healthcare reform, and manufacturing’, and ‘distribution and inventory management’ are the top three factors that have a high impact on the overall PSC performance. This study outcome help informs decision-makers and</p>
	<b>Title</b>	A hybrid multi-criteria decision-making approach to evaluate interrelationships and impacts of supply chain performance factors on pharmaceutical industry	
	<b>Journal Name</b>	Journal of Multi-Criteria Decision Analysis	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain & Logistics	
	<b>Keywords</b>	-	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	62-90	
	<b>Volume No.</b>	30	
	<b>Issue No.</b>	1-2	
	<b>ISSN</b>	1099-1360	



	<b>DOI</b>	<a href="https://doi.org/10.1002/mcda.1800">https://doi.org/10.1002/mcda.1800</a>	managers in the healthcare sector in formulating strategies to improve their SC performance
	<b>URL/Link</b>	<a href="https://onlinelibrary.wiley.com/doi/epdf/10.1002/mcda.1800">https://onlinelibrary.wiley.com/doi/epdf/10.1002/mcda.1800</a>	
<b>12.</b>	<b>Author(s)</b>	Muhammad Shujaat Mubarik, Simonov Kusi-Sarpong, Kannan Govindan, Sharfuddin Ahmed Khan, Adegboyega Oyedijo	During COVID-19, supply chain (SC) mapping has appeared as one of the critical supply chain capabilities that could make a striking difference in organizations' supply chain performance. Despite its crucial role in responding to SC disruptions, there is a void in the literature on this topic. In this context, the prime objective of the current study is to introduce a comprehensive measure of SC mapping accounting for its various dimensions. A review of the literature is conducted to identify the relevant dimensions and sub-dimensions of SC mapping. Next, two rounds of focused group discussions are conducted in order to refine the identified dimensions and to add any relevant dimensions of SC mapping. Third, we employ exploratory factor analysis to develop the construct of SC mapping. The findings reveal that SC mapping has three major dimensions, namely upstream mapping, downstream mapping, and midstream mapping, with a total 25 items. The developed construct can be used to operationalize the SC mapping and to examine its antecedents and precedents.
	<b>Title</b>	Supply chain mapping: a proposed construct	
	<b>Journal Name</b>	International Journal of Production Research	
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain & Logistics	
	<b>Keywords</b>	Supply chain mapping, upstream, Downstream, midstream, exploratory factor analysis	
	<b>HEC Category</b>	W	
	<b>Pages</b>	2653-2669	
	<b>Volume No.</b>	61	
	<b>Issue No.</b>	8	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1080/00207543.2021.1944390">https://doi.org/10.1080/00207543.2021.1944390</a>	
	<b>URL/Link</b>	<a href="https://www.tandfonline.com/doi/full/10.1080/00207543.2021.1944390">https://www.tandfonline.com/doi/full/10.1080/00207543.2021.1944390</a>	
<b>13.</b>	<b>Author(s)</b>	Muhammad Shujaat Mubarik, Miao Miao, Muhammad Faraz Mubarak, Syed Imran Zaman, Syed Hasnain Alam Kazmi, Navaz Naghavi	<b>Purpose</b> The primary objective of this study is to investigate the impact of a host country's corruption on the autonomy of a foreign subsidiary from a country with lower tolerance for corruption. In doing so, the study examines the moderating role of subsidiary-headquarters communication and multinational corporation's (MNC's) prior international experience in countries with a higher tolerance for corruption.
	<b>Title</b>	Host country corruption and headquarters-subsidiary relationships in emerging economies	
	<b>Journal</b>	International Journal of Emerging Markets	

	<b>Name</b>		<p>Design/methodology/approach The data were collected from 182 foreign subsidiaries of 57 Malaysian MNCs operating in 16 host countries. The study employed ordinary least square (OLS) using Stata16.1 to analyze the modeled relationships.</p> <p>Findings The findings of this study reveal a significant positive association between the extent of corruption in the host country and the subsidiary's autonomy. The findings illustrate that an MNC's prior experience in the country with an increased tolerance for corruption does not moderate the association between corruption and subsidiary autonomy. However, the findings also confirm that the extent of headquarters-subsidiary communication negatively moderates the association between corruption and subsidiary autonomy.</p> <p>Originality/value The study uses unique data collected from Malaysian MNCs. Furthermore, the study contributes to the literature by bringing forth subsidiary autonomy as a counter strategy to potential risks that can arise due to weak institutions and widespread corruption in a host country.</p>
	<b>College</b>	College of Business Management	
	<b>Department</b>	Supply Chain & Logistics	
	<b>Keywords</b>	Foreign subsidiary, Corruption, Autonomy, Communication, Institutions, Developing country	
	<b>HEC Category</b>	W	
	<b>Pages</b>	2523-2543	
	<b>Volume No.</b>	18	
	<b>Issue No.</b>	9	
	<b>ISSN</b>	1746-8809	
	<b>DOI</b>	<a href="https://doi.org/10.1108/IJOEM-10-2019-0882">https://doi.org/10.1108/IJOEM-10-2019-0882</a>	
	<b>URL/Link</b>	<a href="https://www.emerald.com/insight/content/doi/10.1108/ijoem-10-2019-0882/full/html">https://www.emerald.com/insight/content/doi/10.1108/ijoem-10-2019-0882/full/html</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	6
		b. Mathematics & Statistics	3
		<b>Total</b>	<b>9</b>

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

1.	<b>Author(s)</b>	Urooj Yousuf Khan, Tariq Rahim Soomro, and Zheng Kougen	Fog computing offers an optimal answer to the expansion challenge of today's networks. It boasts scaling and reduced latency. Since the concept is still nascent, many research questions remain unanswered. One of these is the challenge of Resource Management. There is a pressing need for a reliable and scalable architecture that meets the Resource Management challenge without compromising the Quality of Service. Among the proposed solutions, Artificial Intelligence based path selection techniques and automated link detection methods can provide lasting and reliable answer. An optimal approach for introducing intelligence in the networks is the infusion of Machine learning methods. Such futuristic, intelligent networks form the backbone of the next generation of Internet. These self-learning and self-healing networks are termed as the Zero-Touch networks. This paper proposes FedFog, a Federated Learning based optimal, automated Resource Management framework in Fog Computing for Zero-touch Networks. The paper describes a series of experiments focusing on Quality of Service parameters such as Network latency, Resources processed, Energy consumption and Network usage. The simulation results
	<b>Title</b>	FedFog- A federated learning-based resource management framework in fog computing for zero-touch networks	
	<b>Journal Name</b>	Mehran University Research Journal of Engineering and Technology	
	<b>College</b>	Computer Science and Information System	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	Federated Learning, Resource Management, Fog Computing, Internet of Things	
	<b>HEC Category</b>	X	
	<b>Pages</b>	67-78	
	<b>Volume No.</b>	42	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	2413-7219	

	<b>DOI</b>	<a href="https://doi.org/10.22581/muet1982.2303.0">https://doi.org/10.22581/muet1982.2303.0</a>	from these experiments depict superiority of the proposed architecture over traditional, existing architecture.
	<b>URL/Link</b>	<a href="https://publications.muet.edu.pk/index.php/muetrj/article/view/2769">https://publications.muet.edu.pk/index.php/muetrj/article/view/2769</a>	
<b>2.</b>	<b>Author(s)</b>	Seema Rani, Anju, Anupma Sangwan, Krishna Kumar, Kashif Nisar, Tariq Rahim Soomro, Ag. Asri Ag. Ibrahim, Manoj Gupta, Laxmi Chand and Sadiq Ali Khan	<p>In recent years, there has been a rapid growth in Underwater Wireless Sensor Networks (UWSNs). The focus of research in this area is now on solving the problems associated with large-scale UWSN. One of the major issues in such a network is the localization of underwater nodes. Localization is required for tracking objects and detecting the target. It is also considered tagging of data where sensed contents are not found of any use without localization. This is useless for application until the position of sensed content is confirmed. This article's major goal is to review and analyze underwater node localization to solve the localization issues in UWSN. The present paper describes various existing localization schemes and broadly categorizes these schemes as Centralized and Distributed localization schemes underwater. Also, a detailed subdivision of these localization schemes is given. Further, these localization schemes are compared from different perspectives. The detailed analysis of these schemes in terms of certain performance metrics has been discussed in this paper. At the end, the paper addresses several future directions for potential research in improving localization problems of UWSN.</p>
	<b>Title</b>	A Review and Analysis of Localization Techniques in Underwater Wireless Sensor Networks, Computers, Materials & Continua	
	<b>Journal Name</b>	CNC-Computers, Materials and Continua	
	<b>College</b>	Computer Science and Information System	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	Underwater wireless sensor networks; localization schemes; node localization; ranging algorithms; estimation based; prediction based	
	<b>HEC Category</b>	W	
	<b>Pages</b>	5697-5715	
	<b>Volume No.</b>	75	
	<b>Issue No.</b>	3	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.32604/cmc.2023.033007">https://doi.org/10.32604/cmc.2023.033007</a>	
	<b>URL/Link</b>	<a href="https://www.techscience.com/cmc/v75n3/52552/html">https://www.techscience.com/cmc/v75n3/52552/html</a>	
<b>3.</b>	<b>Author(s)</b>	Waqas Haider Bangyal, Kashif Nasir, Tariq Rahim Soomro, Ag Asri Ag Ibrahim, Ghulam Ali Mallah, Nafees Ul Hassan, and Najeeb Ur Rehman	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

	<b>Title</b>	An Improved Particle Swarm Optimization Algorithm for Data Classification	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 proposed algorithm (ORIW-PSO-F) has been tested to optimise 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>Journal Name</b>	Applied Sciences	
	<b>College</b>	Computer Science and Information System	
	<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>	Y	
	<b>Pages</b>	1-18	
	<b>Volume No.</b>	13	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<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>	
<b>4.</b>	<b>Author(s)</b>	Khalid Bin Muhammad, Dr. S.M. Aqil Burney	Many investigations have performed sentiment analysis to gauge public opinions in various languages, including English, French, Chinese, and others. The most spoken language in South Asia is Urdu. However, less work has been carried out on Urdu, as Roman Urdu is also used in social media (Urdu written in English alphabets); therefore, it is easy to use it in English language processing software. Lots of data in Urdu, as well as in Roman Urdu, are posted on social media sites such as Instagram, Twitter, Facebook, etc. This research focused on the collection of pure Urdu Language data and the preprocessing of the data, applying feature extraction, and innovative methods to perform sentiment analysis. After reviewing previous efforts, machine learning and deep learning
	<b>Title</b>	Innovations in Urdu Sentiment Analysis Using Machine and Deep Learning Techniques for Two-Class Classification of Symmetric Datasets	
	<b>Journal Name</b>	Symmetry	
	<b>College</b>	Computer Science and Information System	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	sentiment analysis (S.A); Urdu text preprocessing; two-class classification; deep learning; opinion mining; feature	

		extraction; hybrid algorithms	algorithms were applied to the data. The obtained results were compared, and hybrid methods were also recommended in this research, enabling new avenues to conduct Urdu language data sentiment analysis.
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-14	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	5	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.3390/sym15051027">https://doi.org/10.3390/sym15051027</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2073-8994/15/5/1027">https://www.mdpi.com/2073-8994/15/5/1027</a>	
<b>5.</b>	<b>Author(s)</b>	Muhammad Rizwan Hussain, György Norbert Szabados, Khalid Bin Muhammad, Sevinj Omarli, Shah Ali Murtaza, Edina Molnár	Social entrepreneurship (SE) is an all-encompassing concept in comparison to a typical non-government organization (NGO). It is a topic that has captured the interest of academics investigating nonprofit, charitable, and nongovernmental organizations. Despite the interest, few studies have examined the overlap and convergence of entrepreneurship and non-governmental organizations (NGOs), in congruence with the new phase of globalization. The study gathered and evaluated 73 peer-reviewed papers using a systematic literature review methodology, mainly from Web of Science but also from Scopus, JSTOR, and Science Direct, and supplemented by a search of existing databases and bibliographies. Based on the findings, 71 percent of studies suggest that organizations must reconsider the concept of social work, which has evolved rapidly, aided by globalization. The concept has changed from the NGO model to a more sustainable one, such as that proposed by SE. However, it is difficult to draw broad generalizations regarding the convergence of context-dependent complex variables such as SE, NGOs, and globalization. The results of the study will significantly contribute to a better understanding of the convergence of SE and NGOs, as well as the recognition that many aspects of NGOs, SE, and post-COVID globalization remain unexamined.
	<b>Title</b>	Examining the convergence of dominant themes related to social entrepreneurship, NGOs and globalization-A systematic literature review	
	<b>Journal Name</b>	PLoS One	
	<b>College</b>	Computer Science and Information System	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	-	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-18	
	<b>Volume No.</b>	5	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1371/journal.pone.0283093">https://doi.org/10.1371/journal.pone.0283093</a>	

	<b>URL/Link</b>	<a href="https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0283093">https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0283093</a>	
<b>6.</b>	<b>Author(s)</b>	Saifullah Tumrani, Wazir Ali, Rajesh Kumar, Abdullah Aman Khan, Fayaz Ali Dharejo	Vehicle re-identification is one of the essential applications of urban surveillance. Due to enormous variation in inter-class and intra-class resemblance creates a challenge for methods to distinguish between the same vehicles. Additionally, varying illumination and complex environments create significant hurdles for the existing methods to re-identify vehicles. We present a multi-guided learning method in this paper that uses multi-attribute and view point information, while also enhancing the robustness of feature extraction. The multi-attribute sub-network learns discriminative features like, i.e. color and type of vehicle. Moreover, the view predictor network adds extra information to the feature embedding and to validate the effectiveness of our framework, experiments on two benchmark datasets VeRi-776 and Vehicle ID are conducted. Experimental results illustrate our framework achieved comparative performance.
	<b>Title</b>	View-aware attribute-guided network for vehicle re-identification	
	<b>Journal Name</b>	Multimedia Systems	
	<b>College</b>	Computer Science and Information System	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	Vehicle re-identification · View-guided · Attribute learning · Feature extraction	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1853–1863	
	<b>Volume No.</b>	29	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	1432-1882	
	<b>DOI</b>	<a href="https://doi.org/10.1007/s00530-023-01077-y">https://doi.org/10.1007/s00530-023-01077-y</a>	
	<b>URL/Link</b>	<a href="https://link.springer.com/article/10.1007/s00530-023-01077-y">https://link.springer.com/article/10.1007/s00530-023-01077-y</a>	

## 2(b) Department of Mathematics & Statistics

<b>1.</b>	<b>Author(s)</b>	Wajid A Shaikh, A Ghafoor Shaikh, Muhammad Memon, A Hanan Sheikh	This study explored the convergence rate of the hybrid numerical iterative technique (HNIT) for the solution of nonlinear problems (NLPs) of one variable ( $f(x) = 0$ ). It is sightseen that convergence rate is two for the HNIT. By the HNIT, several algebraic and transcendental NLPs of one variable have been illustrated as an approximate real root for efficient performance. In many instances, HNIT is more vigorous and attractive than well-
	<b>Title</b>	Convergence rate for the hybrid iterative technique to explore the real root of nonlinear problems	
	<b>Journal Name</b>	Mehran University Research Journal of Engineering & Technology	
	<b>College</b>	Computer Science and	

		Information System	known conventional iterative techniques (CITs). The computational tool MATLAB has been used for the solution of iterative techniques.
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	Convergence Rate, Hybrid Numerical Iterative Technique, Nonlinear Problems, Conventional Iterative Techniques	
	<b>HEC Category</b>	X	
	<b>Pages</b>	177-182	
	<b>Volume No.</b>	42	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.22581/muet1982.2301.16">https://doi.org/10.22581/muet1982.2301.16</a>	
	<b>URL/Link</b>	<a href="https://publications.muet.edu.pk/index.php/muetrj/article/view/2585/673">https://publications.muet.edu.pk/index.php/muetrj/article/view/2585/673</a>	
2.	<b>Author(s)</b>	Saher Afshan, Abdul Hanan Sheikh, Fatima Riaz, Rahim Bux Khokhar	Non-linear Eq.s occur as a sub-problem in a wide variety of engineering and scientific domains. To deal with the complexity of Non-linear Eq.s, it is often required to use numerical procedures, which are the most suitable method to employ in certain circumstances. Many classic iterative approaches have been regularly employed for various situations; nevertheless, the convergence rate of those methods is low. In many cases, an iterative approach with a faster convergence rate is needed. This is something that classical methods like the Newton-Raphson Method (NRM) cannot provide. As part of this investigation, a modification to the NRM has been suggested to speed up convergence rates and reduce computational time. Ultimately, this research aims to improve the NRM, resulting in a Modified Iterative Method (MIM). The proposed method was thoroughly examined. According to the research, the convergence rate is higher than that of NRM. The proposed method delivers more accurate results while reducing
	<b>Title</b>	Multipurpose modified iterative solver for nonlinear equations	
	<b>Journal Name</b>	Mehran University Research Journal of Engineering & Technology	
	<b>College</b>	Computer Science and Information System	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	Iterative Methods, Newton Raphson Method, Modified Iterative Method, Iterations, Convergence	
	<b>HEC Category</b>	X	
	<b>Pages</b>	167-176	
	<b>Volume No.</b>	42	



	<b>Issue No.</b>	3	computational time and requiring fewer iterations than earlier methods. The numerical findings confirm that the promised performance is correct. The results include the number of iterations, residuals, and computing time. This innovative technique, which is appropriate to any Non-linear equation, produces more accurate approximations with less iteration than conventional methods, and it is appropriate to any Non-linear equation.
	<b>ISSN</b>	2413-7219	
	<b>DOI</b>	<a href="https://doi.org/10.22581/muet1982.2303.17">https://doi.org/10.22581/muet1982.2303.17</a>	
	<b>URL/Link</b>	<a href="https://publications.muet.edu.pk/index.php/muetrj/article/view/2556">https://publications.muet.edu.pk/index.php/muetrj/article/view/2556</a>	
<b>3.</b>	<b>Author(s)</b>	Rasyidah, Rizwan Efendi, Nazri Mohd Nawi, Mustafa Mat Derisf, S.M.Aqil Burney	The linear regression model is one of the most common and easiest algorithms used in machine learning for predictive analysis purposes. However, this model performs well under strict assumptions such as the number of observations, the linearity of variables, multicollinearity, homoskedasticity, reliability of measurement, and normality. Besides, there is no consideration to date for handling and cleansing inconsistent samples in the data sets. These samples may significantly influence the performance of multiple linear regression in terms of these assumptions and several aspects, such as adjusted R-square, intercept-slopes, exogenous variables, and the accuracy of prediction. In this paper, the data reduction strategy of rough sets was employed to remove and clean these types of samples, boosting the performance of the linear regression models. This strategy was evaluated by examining three different effects; adjusted R-square, slopes-intercepts, and mean square error of the regression model. Simulated data and simple modeling problems were used to determine the effects of these three aspects. The secondary data sets were collected from various domains to examine the proposed rough-regression model. The simulation results showed that the data reduction strategy is exceedingly effective to boost the performance of the multiple linear regression in the three aspects above. In the implementation, these aspects also performed better than before data reduction. The results from both simulations and implementations demonstrate that the data reduction of rough sets is a viable strategy in cleansing of the inconsistent samples in the linear regression models. Thus, the proposed rough regression model is effectively proven to support the data analysis of surveys or cross-sectional
	<b>Title</b>	Cleansing of inconsistent sample in linear regression model based on rough sets theory.	
	<b>Journal Name</b>	Systems and Soft Computing	
	<b>College</b>	Computer Science and Information System	
	<b>Department</b>	Computer Science & MIS	
	<b>Keywords</b>	Linear regression, Rough set theory, Rough-regression, Data reduction, Inconsistent sample	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-14	
	<b>Volume No.</b>	5	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	2772-9419	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.sasc.2022.200046">https://doi.org/10.1016/j.sasc.2022.200046</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S2772941922000126">https://www.sciencedirect.com/science/article/pii/S2772941922000126</a>	

			<p>studies, especially when the stated aspects are not well fulfilled. Therefore, the surveys are not needed to be repeated and reconsidered by researchers.</p>
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### 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	18
			<b>Total</b>	<b>21</b>

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

1.	<b>Author(s)</b>	Seema Ansari, Adeel Ansari, Adeet Kumar, Rahul Kumar, Tadiwa Elisha Nyamasvisva	Many monitoring systems have been designed and tested by researchers for monitoring environment temperature and humidity for different industrial applications and smart homes using DHT22 or DHT11 with Arduino Uno and wireless communication module. DHT22 is found to have better specifications in terms of performance and accuracy for measuring both temperature and humidity compared to DHT11. Arduino UNO is a microcontroller commonly used in scientific research. There are other more powerful microcontrollers available in the market. We chose ESP32 as its CPU is more powerful and can run upto 240 MHz, whereas Arduino UNO can run upto 16 MHz. In terms of connectivity, there is no Wi-Fi or Bluetooth functionality built in Arduino board, whereas ESP-32 has Wi-Fi and Bluetooth functions built in, which makes it more suitable for IoT projects. This paper aims at using Long Range Wide Area Network (LoRaWAN) Technology to monitor environmental temperature and humidity at the agricultural farm remotely, using DHT22 in conjunction with TTGO T-Beam as it has an ESP32 development board and also includes a GPRS module. ESP32
	<b>Title</b>	Environmental Temperature and Humidity Monitoring at Agricultural Farms Using Internet of Things and DHT22-Sensor	
	<b>Journal Name</b>	Journal of Independent Studies and Research Computing	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Electrical Engineering	
	<b>Keywords</b>	DHT22, Digital Twins, Environmental Monitoring, Relative Humidity, Temperature Sensor, TTGO T-Beam	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1-7	
	<b>Volume No.</b>	21	

	<b>Issue No.</b>	2	<p>can be connected to the internet using Wi-Fi. The sensor connected to the T-Beam sends data to the Cloud through the internet. In this experiment, we used the Firebase platform to save data in the database. This information can also be received on the serial monitor as well as on smartphones and Web/App by the concerned personnel. The T-Beam module is a reliable module for data communication and covers up to 15Kms range. The LoRaWAN is used as a gateway to connect devices wirelessly to the internet and manages communication between end nodes. The buzzer is set to turn on for temperature <math>\geq 32^{\circ}\text{C}</math> and humidity <math>\leq 60\%</math>. The system is designed for monitoring environmental temperature and humidity at agricultural farms it can also be used in other applications like smart homes, industries to control temperature/humidity, poultry farms and environment monitoring in specific locations/areas.</p>
	<b>ISSN</b>	2412-0448	
	<b>DOI</b>	<a href="https://doi.org/10.31645/JISRC.23.21.2.5">https://doi.org/10.31645/JISRC.23.21.2.5</a>	
	<b>URL/Link</b>	<a href="https://jisrc.szabist.edu.pk/ojs/index.php/jisrc/article/view/20">https://jisrc.szabist.edu.pk/ojs/index.php/jisrc/article/view/20</a>	
<b>2.</b>	<b>Author(s)</b>	Majid, M. I., Ali Gauhar, & Aamir Rasool	<p>Motion Capture (MoCap) refers to the process of tracking, processing, recording, and translating real-world motions into a 3D model. MoCap provides vital realism to animal and human motion not only in entertainment industry but also in other sectors. It is also frequently used in Medical Motion Therapy, robotics, Augmented Reality (AR), and Virtual Reality (VR). Additionally, MoCap techniques and systems based on Inertial Measurement Units (IMUs), enables the development of compact sensors that can be worn on the body and send movement single to a host computer. IMU can estimate the orientation of a rigid body. To compute orientation, IMU technology employs data from three sensors, namely a magnetometer, an accelerometer, and a gyroscope. The movement of any object can be monitored using multiple IMU devices. The current study describes the design and execution of a real-time motion capture system to record the human arm's movement and a six-degree-of-freedom tracking system using COTS and reduced noise. For this purpose, this study assembles the hardware components and the software-side analysis of the obtained motion data and its implementation on a 3D model. The</p>
	<b>Title</b>	Three Axis Kinematics Study for Motion Capture Using Augmented Reality	
	<b>Journal Name</b>	Innovative Computing Review (ICR)	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Electrical Engineering	
	<b>Keywords</b>	complementary filter, Degree of Freedom (DoFs), host computer, Inverse Kinematics (IK), Inertial Measurement Unit (IMU), Internet of Things (IoT), Unity 3D	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	71–108	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2791-0024	

	<b>DOI</b>	<a href="https://doi.org/10.32350.icr.31.05">https://doi.org/10.32350.icr.31.05</a>	<p>proposed design was adjustable and long-lasting. The results of six DoFs in terms of overall noise filtration percentages of the system were improvised using Noise based on RMS, which were 10.924% and 40.787% for the gyroscope and accelerometer, respectively. Real-time motion capturing technique using a prototype revealed that it is acceptable to collect the values of motion parameters and track the motion of objects that can be mated with digital characters on the virtual screen using AR or VR. Several high-resolution cameras and specially designed attire make MoCap prohibitively expensive. The main aim of this study is to introduce a cost-effective and less noisy prototype or way to capture movement or postures more accessible to a broader variety of people.</p>
	<b>URL/Link</b>	<a href="https://journals.umt.edu.pk/index.php/icr/article/view/3575/2322">https://journals.umt.edu.pk/index.php/icr/article/view/3575/2322</a>	
<b>3.</b>	<b>Author(s)</b>	Qureshi, M. Z., Majid, M. I., & Sultana, S	<p>Nature is the best teacher and reconnects the mechanically lost man with originality. Considering the fundamental role of nature in the nurture of mankind, this study aims to emphasise the need for green spaces within the urban metropolis for improved lifestyles and a sustainable environment. The conditions of the United Nation Sustainable Development Goals (UN-SDG) necessitate a cleaner environment, clean air, water and sanitation. The quantitative research proposes jogging track, artificial forest implementation and recreational facilities along with the treated Malir river water sections. For this research, a questionnaire-based analysis is conducted. This study proposes a notion of urban forest recreation for the citizens, dwellers and monetary contribution for maintaining such facilities based on the quantitative analysis of the collected data. As a result, the analytics of the survey reveals that people would welcome the use of such options for recreation. According to the data received, the respondents ponder that these green places could enhance their quality of life with a preference for sharing green space with their family and friends and also increase some soothing hobbies in urban areas. Most respondents prefer urban forestry supporting water sports, boating and fishing areas in Karachi. The feasibility of the proposed model is ensured with critical analysis and assessment of public income</p>
	<b>Title</b>	Urban Forest and Recreational Facilities along Treated Malir River	
	<b>Journal Name</b>	Journal of Independent Studies and Research-Management, Social Sciences and Economics (JISR-MSSE).	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Electrical Engineering	
	<b>Keywords</b>	Urban forest, sustainable rivers, recreational facilities, UNSDG, SEPA	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	92–108	
	<b>Volume No.</b>	21	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	1998-4162	
	<b>DOI</b>	<a href="https://doi.org/10.31384/jisrmsse/2023.21.1.5">https://doi.org/10.31384/jisrmsse/2023.21.1.5</a>	
	<b>URL/Link</b>	<a href="https://jisrmsse.szabist.edu.pk/in">https://jisrmsse.szabist.edu.pk/in</a>	

		dex.php/szabist/article/view/497	for Tax, preferences of green places assessment, use of recreational areas, and willingness to pay for entry in the green area.
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### 3(b) Department of Engineering Management

1.	<b>Author(s)</b>	Sayed Fayaz Ahmad, Heesup Han, Muhammad Mansoor Alam, Mohd. Khairul Rehmat, Muhammad Irshad, Marcelo Arraño-Muñoz & Antonio Ariza-Montes	This study examines the impact of artificial intelligence (AI) on loss in decision-making, laziness, and privacy concerns among university students in Pakistan and China. Like other sectors, education also adopts AI technologies to address modern-day challenges. AI investment will grow to USD 253.82 million from 2021 to 2025. However, worryingly, researchers and institutions across the globe are praising the positive role of AI but ignoring its concerns. This study is based on qualitative methodology using PLS-Smart for the data analysis. Primary data was collected from 285 students from different universities in Pakistan and China. The purposive Sampling technique was used to draw the sample from the population. The data analysis findings show that AI significantly impacts the loss of human decision-making and makes humans lazy. It also impacts security and privacy. The findings show that 68.9% of laziness in humans, 68.6% in personal privacy and security issues, and 27.7% in the loss of decision-making are due to the impact of artificial intelligence in Pakistani and Chinese society. From this, it was observed that human laziness is the most affected area due to AI. However, this study argues that significant preventive measures are necessary before implementing AI technology in education. Accepting AI without addressing the major human concerns would be like summoning the devils. Concentrating on justified designing and deploying and using AI for education is recommended to address the issue.
	<b>Title</b>	Impact of artificial intelligence on human loss in decision making, laziness and safety in education	
	<b>Journal Name</b>	Humanities & Social Sciences Communications	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	-	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-14	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	311	
	<b>ISSN</b>	-	
2.	<b>DOI</b>	<a href="https://doi.org/10.1057/s41599-023-01787-8">https://doi.org/10.1057/s41599-023-01787-8</a>	Artificial Intelligence (AI) has become essential to Electronic-Commerce technology over the past decades. Its fast growth has changed the way consumers do online shopping. Using the Technology Acceptance Model (TAM) as a theoretical framework, this research examines how AI can be made more effective and profitable in e-commerce and how entrepreneurs can
	<b>URL/Link</b>	<a href="https://www.nature.com/articles/s41599-023-01787-8">https://www.nature.com/articles/s41599-023-01787-8</a>	
	<b>Author(s)</b>	Chenxing Wang, Sayed Fayaz Ahmad, Ahmad Y.A. Bani Ahmad Ayassrah, Emad Mahrous Awwad, Muhammad Irshad, Yasser A. Ali f, Muna Al-Razgan, Yasser Khan h, Heesup Han	
	<b>Title</b>	An empirical evaluation of technology acceptance model for	

		Artificial Intelligence in E-commerce	make AI technology to assist in achieving their business goals. In this regard, an online survey was conducted from the online purchasers of e-commerce firms. The Partial Least Square (PLS) Smart was used to examine the data. The broadly used TAM was identified as an appropriate hypothetical model for studying the acceptance of AI technology in e-commerce. The findings of this study show that Subjective Norms positively impact Perceived Usefulness (PU) and Pursued Ease of Use (PEU), trust has a positive effect on PEU, and PEU positively impacts PU and attitudes toward use. Similarly, PU also has a positive effect on attitudes toward use and intention to use. Furthermore, the findings do not support the impact of Trust on PU and attitudes towards behavioural intention to use. Lastly, behavioural intention to use positively impacted the actual use of AI technology. This study adds theoretical and practical knowledge for adopting the TAM model in the E-commerce sector. It helps entrepreneurs to implement the TAM model in their business to use AI in a better and more appropriate way.
	<b>Journal Name</b>	Heliyon	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Artificial intelligence, Technology acceptance model, e-commerce, Perceived usefulness, Perceived ease of use, Attitudes towards use, Behavioral intention to use, Actual use	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-20	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	8	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.heliyon.2023.e18349">https://doi.org/10.1016/j.heliyon.2023.e18349</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S2405844023055573">https://www.sciencedirect.com/science/article/pii/S2405844023055573</a>	
<b>3.</b>	<b>Author(s)</b>	Sayed Fayaz Ahmad, Muhammad Mansoor Alam, Mohd. Khairil Rahmat, Muhammad Khalil Shahid, Mahnaz Aslam, Nur Agus Salim, Mohammed Hasan Ali Al-Abyadh	Adopting Artificial Intelligent Technology in an Educational Organization is often problematic due to many internal and external environmental reasons, and often fails to attain the desired goals. This study aims to design a framework for adopting AI technology in the education sector. Most of the research focuses on the acceptance of a particular technology and ignores the study of what else is needed for a technology acceptance. The framework in this study provides a step-by-step process of the Technological Transformation of an organization never designed before. We recommend that before making any technological changes in an organization, generally and in the educational organization
	<b>Title</b>	Leading Edge or Bleeding Edge: Designing a Framework for the Adoption of AI Technology in an Educational Organization	
	<b>Journal Name</b>	Sustainability	
	<b>College</b>	College of Engineering and Sciences	

	<b>Department</b>	Engineering Management	particularly, the processes must be followed for the successful and meaningful adoption of AI technology.
	<b>Keywords</b>	technology acceptance model; technology adoption model; artificial intelligence; education	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-20	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	8	
	<b>ISSN</b>	2071-1050	
	<b>DOI</b>	<a href="https://doi.org/10.3390/su15086540">https://doi.org/10.3390/su15086540</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2071-1050/15/8/6540">https://www.mdpi.com/2071-1050/15/8/6540</a>	
<b>4.</b>	<b>Author(s)</b>	Yasser Khan, Mazliham Bin Mohd Su'ud, Muhammad Mansoor Alam, Syed Fayaz Ahmad, Ahmad Y. A. Bani Ahmad (Ayassrah), Nasir Khan	The traditional supply chain system included smart objects to enhance intelligence, automation capabilities, and intelligent decision-making. Internet of Things (IoT) technologies are providing unprecedented opportunities to enhance efficiency and reduce the cost of the existing system of the supply chain. This article aims to study the prevailing supply chain system and explore the benefits obtained after smart objects and embedded networks of IoT are implanted. Short-range communication technologies, radio frequency identification (RFID), middleware, and cloud computing are extensively comprehended to conceptualize the smart supply chain management system. Moreover, manufacturers are achieving maximum benefits in terms of safety, cost, intelligent management of inventory, and decision-making. This study also offers concepts of smart carriage, loading/unloading, transportation, warehousing, and packaging for the secure distribution of products. Furthermore, the tracking of customers to convince them to make more purchases and the modification of shops with the assistance of the Internet of Things are thoroughly idealized
	<b>Title</b>	Application of Internet of Things (IoT) in Sustainable Supply Chain Management	
	<b>Journal Name</b>	Sustainability	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	sustainable supply chain management; Internet of Things; smart supply chain; smart distribution	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-14	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	1	



	<b>ISSN</b>	2071-1050	
	<b>DOI</b>	<a href="https://doi.org/10.3390/su15010694">https://doi.org/10.3390/su15010694</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2071-1050/15/1/694">https://www.mdpi.com/2071-1050/15/1/694</a>	
<b>5.</b>	<b>Author(s)</b>	Yasser Khan, Mazliham Bin Mohd Su'ud, Muhammad Mansoor Alam, Sayed Fayaz Ahmad, Nur Agus Salim and Nasir Khan	<p>The internet of things (IoT) is one of the growing platforms of the current era that has encircled a large population into its domain, and life appears to be useless without adopting this technology. A significant amount of data is generated from an immense number of smart devices and their allied applications that are constructively utilized to automate our daily life activities. This big data requires fast processing, storage, and safe passage through secure channels to safeguard it from any malicious attacks. In such a situation, security is considered crucial to protect the technological resources from unauthorized access or any interruption to disrupt the seamless and ubiquitous connectivity of the IoT from the perception layer to cloud computers. Motivated by this, this article demonstrates a general overview about the technology and layered architecture of the IoT followed by critical applications with a particular focus on key features of smart homes, smart agriculture, smart transportation, and smart healthcare. Next, security threats and vulnerabilities included with attacks on each layer of the IoT are explicitly elaborated. The classification of security challenges such as confidentiality, integrity, privacy, availability, authentication, non-repudiation, and key management is thoroughly reviewed. Finally, future research directions for security concerns are identified and presented.</p>
	<b>Title</b>	Architectural Threats to Security and Privacy: A Challenge for Internet of Things (IoT) Applications	
	<b>Journal Name</b>	Electronics	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	internet of things; IoT architecture; security challenges; privacy	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-20	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2079-9292	
	<b>DOI</b>	<a href="https://doi.org/10.3390/electronics12010088">https://doi.org/10.3390/electronics12010088</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2079-9292/12/1/88">https://www.mdpi.com/2079-9292/12/1/88</a>	
<b>6.</b>	<b>Author(s)</b>	Peiran Liang, Yulu Guo, Tirumala Uday Kumar Nutakki, Manoj Kumar Agrawal, Taseer Muhammad, Sayed Fayaz Ahmad, Ahmad Yahiya Ahmad Bani Ahmad, Muxing Qin	<p>Considering the significant waste heat generated by existing natural gas power plants, it is imperative to implement eco-friendly combined process designs to ensure their long-term sustainability. The present paper introduces and investigates a novel integrated process aimed at achieving multiple generational advantages within an environmentally friendly framework, with</p>
	<b>Title</b>	Comprehensive assessment and sustainability improvement of a natural gas power plant utilizing	

		an environmentally friendly combined cooling heating and power-desalination arrangement	the ultimate goal of enhancing sustainability. The new structure incorporates a natural gas power plant, high-temperature and low-temperature organic Rankine cycles, a combined cooling and power subsystem, and a water desalination unit to produce power, heating, cooling, and freshwater simultaneously. This system is simulated within the Aspen HYSYS software and examined from energy, exergy, economic, environmental, and sustainability perspectives. Furthermore, parametric studies evaluate the impact of the overall system's various environmental, economic, and operational conditions. It is found that the production capacities of power, hot water, chilled water, and freshwater are 179,265.17 kW, 387.8 kg/s, 563.6 kg/s, and 21.4 kg/s, respectively. Hence, the overall energy and exergy efficiencies improve to 66.06% and 42.95%, respectively. The financial estimation also reveals a cost of energy of 0.1084 \$/kWh and a total net present value of 818.67 M\$. It is also determined that the cost per unit of destroyed exergy is equal to 7.156 \$/GJ.
	<b>Journal Name</b>	Journal of Cleaner Production	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Natural gas power plants, Eco-friendly combined process, Sustainability, Desalination, Multigeneration, Aspen HYSYS	
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	436	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	1879-1786	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.jclepro.2023.140387">https://doi.org/10.1016/j.jclepro.2023.140387</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0959652623045456">https://www.sciencedirect.com/science/article/abs/pii/S0959652623045456</a>	
<b>7.</b>	<b>Author(s)</b>	Talal Obaid Alshammari, Sayed Fayaz Ahmad, Mohamad Abou Houran, Manoj Kumar Agrawal, Bhanu Pratap Pulla, Tirumala Uday Kumar Nutakki, Aliashim Albani, Hossein Mehdizadeh Youshanlouei	A large part of energy consumption around the world is spent on buildings. Improving and optimizing the thermal performance of buildings can reduce energy consumption. Phase change materials inside an envelope can act as a latent thermal energy storage tank and also prevent energy loss. In the present study, we have investigated the effects of adding PCM inside the wall of buildings, and a tube for heating is embedded inside the wall. The performance of the system has been evaluated based on computational fluid dynamics simulation in Open Foam software. PIMPLE algorithm and finite volume method were used to solve the governing equations. Three different arrangements of tubes are considered at the upper, middle, and bottom of the wall introduced as UTA, MTA, and BTA, respectively. Furthermore, it is assumed that
	<b>Title</b>	Thermal energy simulation of the building with heating tube embedded in the wall in the presence of different PCM materials	
	<b>Journal Name</b>	Journal of Energy Storage	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	

	<b>Keywords</b>	Thermal energy simulation, Phase change materials, Near-Zero Energy Buildings, Computational fluid dynamics, Melting-solidification process	the heat flux is in the range of solar heat flux that enters the system from the embedded tube. Three different tube arrangements, three heat fluxes, and two different types of PCMs have been investigated in this study to find the best integration of the system. The simulation results revealed that for Lauric acid, by increasing the heat flux from 200 to 400 , the melting time decreases from 9 to 2 h. Also, for Paraffin the melting start time reaches 2.5h from 10 h. Also, Lauric acid can store or discharge thermal energy for the long term. The highest percentage of stored energy is related to Lauric acid, which saves 13.8 % of the total input heat flux as latent energy and Paraffin stores up to 11.8 % of latent heat energy.
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	73	
	<b>Issue No.</b>	4	
	<b>ISSN</b>	2352-152X	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.est.2023.109134">https://doi.org/10.1016/j.est.2023.109134</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/abs/pii/S2352152X2302532X">https://www.sciencedirect.com/science/article/abs/pii/S2352152X2302532X</a>	
<b>8.</b>	<b>Author(s)</b>	Chou-Yi Hsu, Ayman A. Ghfar, B. Nageswara Rao, Manoj Kumar Agrawal, Sayed Fayaz Ahmad, Bhanu Pratap Pulla, Nehad Ali Shah, Xiaomin Gao	The importance of geothermal energy in the urban energy supply is derived from its renewable nature, power generation capabilities, and potential for lowering air pollutants. The utilization of combined arrangements utilizing geothermal energy represents an outstanding alternative option. Hence, present investigation proposes a novel and environmentally friendly multigeneration framework for a geothermal energy resource, incorporating combined cooling, heating, power (CCHP), and desalination systems. Furthermore, the entire system includes a liquefied natural gas regasification unit. The present study simulates the system utilizing the Aspen HYSYS software, wherein a comprehensive analysis is conducted on considerations of energy, exergy, economics, and environment. The study also includes a comprehensive parametric study. According to the study's findings, the system can generate 863.8 kg/s of hot water, 22.01 kg/s of chilled water, and 59.67 kg/s of fresh water, along with a power output potential of 120,185 kW. Besides, this process yields energy, thermal, and electrical efficiencies at 25.08 %, 10.25 %, and 14.12 %, correspondingly. The exergy analysis
	<b>Title</b>	An environmentally friendly process design of an innovative CCHP-desalination system combined with a geothermal cycle and LNG regasification unit	
	<b>Journal Name</b>	Desalination	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Geothermal energy, Combined cooling, heating, and power, Desalination, Aspen HYSYS, LNG regasification, Environmentally friendly multigeneration	
	<b>HEC Category</b>	W	

	<b>Pages</b>	-	findings demonstrate that the system's efficiency for power generation and multigeneration modes is 45.17 % and 47.79 %, respectively. From the economic aspect, the total unit cost of products is found at 2.91 \$/GJ and the cost of energy at 0.0962 \$/kWh.
	<b>Volume No.</b>	574	
	<b>Issue No.</b>	6	
	<b>ISSN</b>	0011-9164	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.desal.2023.117237">https://doi.org/10.1016/j.desal.2023.117237</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/abs/pii/S001191642300869X">https://www.sciencedirect.com/science/article/abs/pii/S001191642300869X</a>	
<b>9.</b>	<b>Author(s)</b>	Yiyu Zhan, Sayed Fayaz Ahmad, Muhammad Irshad, Muna Al-Razgan, Emad Marous Awwad, Yasser A. Ali, Ahmad Y.A. Bani Ahmad Ayassrah	Information technology is one of the most rapidly growing technologies globally. Over the last decade, its usage in healthcare has been remarkable. Over the last decade, its usage in healthcare has been remarkable. The study examines the impact of various factors as barriers to adopting the information system in healthcare. These factors are categorized into three major types: external attacks, which include phishing attacks and ransomware; employee factors, including lack of skills and the issue of information misuse; and technological factors, including complexity and vulnerability. The findings show that external attacks and technological factors are the main barriers to adopting information systems, while employee factors have no significant impact on the adoption of information systems in the healthcare industry of Pakistan. The study provides implications for healthcare policy makers, professionals and organizations regarding the successful adoption of health information system.
	<b>Title</b>	Investigating the role of Cybersecurity's perceived threats in the adoption of health information systems	
	<b>Journal Name</b>	Heliyon	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Cyber security threats, Phishing attacks, Ransomware, Lack of skills, Information misuse, Complexity, Vulnerability, Health information system	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-16	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2405-8440	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.heliyon.2023.e22947">https://doi.org/10.1016/j.heliyon.2023.e22947</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S24058440231">https://www.sciencedirect.com/science/article/pii/S24058440231</a>	

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10.	<b>Author(s)</b>	Changlin Li, Sayed Fayaz Ahmad, Ahmad Y.A. Bani Ahmad Ayassrah, Muhammad Irshad, Ahmad A. Telba, Emad Mahrous Awwad, Muhammad Imran Majid	The study investigates the relationship between green production, green technology, waste reduction, energy use, and sustainability. A Partial Least Squares Structural Equation Modeling (PLS-SEM) approach was used for analysis. The data was collected from a sample of companies in the textile industry. The results suggest that green production and technology positively and significantly affect waste reduction and energy use, which mediates the positive relationship between these two factors and sustainability. This study concludes that green production and technology are critical drivers of sustainability and emphasizes the need to prioritize waste reduction and energy use in sustainable manufacturing practices. The study has practical and managerial implications in all production or manufacturing industries and provides a guideline for managers and policymakers to ensure sustainability.
	<b>Title</b>	Green production and green technology for sustainability: The mediating role of waste reduction and energy use	
	<b>Journal Name</b>	Heliyon	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Green production, Green technology, Waste reduction, Energy use, Sustainability, Manufacturing industry	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-16	
	<b>Volume No.</b>	9	
	<b>Issue No.</b>	12	
	<b>ISSN</b>	2405-8440	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.heliyon.2023.e22496">https://doi.org/10.1016/j.heliyon.2023.e22496</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S2405844023097049">https://www.sciencedirect.com/science/article/pii/S2405844023097049</a>	
11.	<b>Author(s)</b>	Fuxing Lin, Jianhua Wang, Tirumala Uday Kumar Nutakki, Mohamed Ayadi, Sayed Fayaz Ahmad, Taseer Muhammad, Chuang Lui	The present study focuses on the energy, exergy, economic, and environmental evaluations of a new multigeneration process integrated with a gas turbine power plant for an eco-friendly cascade heat recovery. This system includes an organic Rankine cycle, a sea water desalination unit, a combined cooling and power unit, and a dual organic Rankine cycle. The process is simulated by employing the Aspen HYSYS software. A parameter evaluation is
	<b>Title</b>	Proposal, process development, and multi-aspect investigation of a novel environmentally friendly multigeneration process in arrangement with a sea water desalination unit	

	<b>Journal Name</b>	Journal of Environmental Chemical Engineering	performed to investigate the effect of operational conditions on the output of the new structure and its energy and exergy efficiencies. It is determined that the system is capable of producing cooling, heating, power, and fresh water products with capacities of 1096 kW, 51,040 kW, 148,500 kW, and 131.2 kg/s, respectively, in the baseline state. Additionally, it is found that the primary energy saving, thermal efficiency, electricity efficiency, energy utilization factor, energy efficiency, and exergy efficiency for the new structure are 31.9%, 13.4%, 39.0%, 52.4%, 52.7%, and 63.6%, respectively. The investigations demonstrate that the total exergy destruction is 146,675 kW, and the highest amount occurs in the desalination subsystem (46.4%). The evaluations describe that the new structure can reduce carbon dioxide emissions by 39.8% compared to conventional power and heat generation. The economic estimation indicates the proposed process has positive economic growth with a net present value of 502.99 M\$. The values of the total unit cost of products, the cost of energy, and the internal rate of return equal 10.9 \$/GJ, 0.057 \$/kWh, and 5.08 year, respectively.
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Cascade heat recovery, Eco-friendly process, Gas turbine power plant, Multigeneration process, Reduced carbon dioxide emissions, Economic evaluation	
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	11	
	<b>Issue No.</b>	6	
	<b>ISSN</b>	2213-3437	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.jece.2023.111392">https://doi.org/10.1016/j.jece.2023.111392</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/abs/pii/S2213343723021310">https://www.sciencedirect.com/science/article/abs/pii/S2213343723021310</a>	
<b>12.</b>	<b>Author(s)</b>	Yan Dong, Sayed Fayaz Ahmad, Muhammad Irshad, Muna Al-Razgan, Yasser A. Ali, Emad Marous Awwad	Digitization has completely changed the landscape of supply chain management, which enables businesses to streamline their processes and attain higher levels of profitability and sustainability. This study investigates the relationships between digitalization and supply chain elements, particularly integration, communication, operation, and distribution, and their effects on corporate profitability and sustainability. The research is based on an empirical investigation conducted through a questionnaire survey of agri-food industries in Pakistan. PLS-SEM was used for the analysis of data. The results show a positive relationship between digitalization and supply chain integration, processes, operation, and distribution. Moreover, a positive and significant relationship exists between digitalized supply chain integration, processes, operation, and distribution with
	<b>Title</b>	The Digitalization Paradigm: Impacts on Agri-Food Supply Chain Profitability and Sustainability	
	<b>Journal Name</b>	Sustainability	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	digitalization; supply chain management; agri-food industry; business profitability; sustainability	

	<b>HEC Category</b>	Not in HJRS	business profitability and sustainability. The research concludes that the synergistic effect of digital advancements leads to increased business profitability and sustainability. Business organizations may put themselves at the forefront of supply chain excellence by adopting digitalization, benefiting from effective integration, communication, operations, and distribution with increased profitability and sustainability. The findings have a lot of practical and theoretical implications for the excellence of supply chain management and help attain several sustainable development goals, e.g., SDG-8, SDG-9, SDG-11, and SDG-12.
	<b>Pages</b>	1-27	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	21	
	<b>ISSN</b>	2071-1050	
	<b>DOI</b>	<a href="https://doi.org/10.3390/su152115627">https://doi.org/10.3390/su152115627</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2071-1050/15/21/15627">https://www.mdpi.com/2071-1050/15/21/15627</a>	
<b>13.</b>	<b>Author(s)</b>	Yabing Song, Sayed Fayaz Ahmad, Mohamad Abou Houran, Manoj Kumar Agrawal, Tirumala Uday Kumar Nutakki, Masoom Raza Siddiqui, Aliashim Albani, Qiaolin Su	Biogas fuel has gained recognition as a highly suitable alternative to fossil fuels, attributed to its renewable nature and remarkable energy density. Biogas fuel utilization facilitates the integration of combined energy systems equipped with multi-generational structures, rendering them suitable for long-term planning and management. Hence, this study presents a unique approach to using biogas for multigeneration, exhibiting enhanced thermodynamic efficiencies and negative carbon dioxide emissions. To achieve the stated objective, an innovative system is devised that involves the utilization of a biogas separation unit in integration with several other components, including a LNG cold energy utilization unit, an ammonia Rankine cycle, a desalination unit, a Kalina cycle, a solid oxide electrolyzer cell, a biomethane combined cycle, and a methanol synthesis unit. The newly devised configuration is simulated through the Aspen HYSYS software and assessed from energy, exergy, environmental, and economic considerations. Based on the research findings, the suggested methodology exhibits energy and exergy efficiencies of 91% and 83%, correspondingly. Furthermore, the evaluation of the entire unit cost of the product and the levelized energy cost reveals values of 4.81 \$/GJ and 0.033 \$/kWh, respectively. The carbon dioxide emission intensity of the newly implemented process is calculated to be – 0.1041 kg/kWh. The
	<b>Title</b>	Multi-variable study of a novel multigeneration system using biogas separation unit and LNG cold energy utilization, producing electricity, cooling, heat, fresh water, liquid ...	
	<b>Journal Name</b>	Process Safety and Environmental Protection	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Polygeneration, Biogas separation, LNG cold energy, Methanol synthesis, Liquid CO, Negative CO emission	
	<b>HEC Category</b>	W	
	<b>Pages</b>	616-638	
	<b>Volume No.</b>	180	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	0957-5820	

	<b>DOI</b>	<a href="https://doi.org/10.1016/j.psep.2023.10.023">https://doi.org/10.1016/j.psep.2023.10.023</a>	economic aspects reveal a favorable net present value of 1470.6 M\$ and a payback period of 5.29 years.
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0957582023009461">https://www.sciencedirect.com/science/article/abs/pii/S0957582023009461</a>	
<b>14.</b>	<b>Author(s)</b>	Mohamad Abou Houran, Sayed Fayaz Ahmad, Tirumala Uday Kumar Nutakki, Manoj Kumar Agrawal, Ayman A Ghfar, Jong Boon Ooi, Aliashim Albani, Shaobo Xie	Natural gas power plants play a pivotal role in power generation; nevertheless, their waste heat contributes to diminished thermodynamic efficiencies and the release of carbon dioxide emissions. One primary approach involves implementing effective heat recovery strategies to generate various products. The present study suggests a novel approach to heat recovery in different stages utilizing series and parallel arrangements within an environmentally friendly design to enhance controllability while expanding the range of products. The present study includes a steam methane reforming process, a Kalina cycle, a multi-effect desalination unit, a methanol synthesis unit, two organic Rankine cycles, and two ammonia Rankine cycles. The primary objective of this system is to efficiently and concurrently produce electricity, hot water, chilled water, fresh water, and methanol. The findings reveal that the newly devised process exhibits energy and exergy efficiencies of 47.55% and 50.58%, respectively, while the total unit cost of products amounts to 7.69 \$/GJ. From an environmental perspective, the results indicate that the proposed structure exhibits a total net emission of $87.1 \times 103$ kg/h and a CO <sub>2</sub> footprint of 0.22 kgCO <sub>2</sub> /kWh. Ultimately, the economic assessment elucidates that the fixed investment cost, total investment cost, total annual cost, and net present value are equivalent to 373.0 M\$, 496.1 M\$, 207.5 M\$, and 598.6 M\$, respectively.
	<b>Title</b>	Numerical simulation and 4E analysis of a steam methane reforming-based multi heat recovery process, producing electricity, methanol, fresh water, heating, and coolant	
	<b>Journal Name</b>	Process Safety and Environmental Protection	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Energy analysis, Exergy analysis, Poly-generation, Thermal integration, Methanol, Fresh water, CO footprint	
	<b>HEC Category</b>	W	
	<b>Pages</b>	511-534	
	<b>Volume No.</b>	180	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	0957-5820	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.psep.2023.10.011">https://doi.org/10.1016/j.psep.2023.10.011</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0957582023009333">https://www.sciencedirect.com/science/article/abs/pii/S0957582023009333</a>	
<b>15.</b>	<b>Author(s)</b>	Yixuan Peng, Sayed Fayaz Ahmad, Muhammad Irshad, Muna Al-Razgan, Yasser A Ali, Emad Marous Awwad	Digitalization has brought a significant improvement in process optimization and decision-making processes, in particular in pursuing the goal of sustainability. This



	<b>Title</b>	Impact of Digitalization on Process Optimization and Decision-Making towards Sustainability: The Moderating Role of Environmental Regulation	study examines how digitalization has affected process optimization and decision-making towards sustainability, focusing on Pakistan's manufacturing sector. This study also examines the moderating role of environmental regulations between digitalization and sustainable practices. This study is based on quantitative methodology. Purposive sampling was used to gather primary data from 554 managers and engineers working in manufacturing industries in Pakistan through a closed-ended questionnaire. Smart PLS was used for data analysis. The findings show digitalization's positive and significant influence on process optimization and decision-making. The results also show that environmental regulations have a significant moderating effect on the digitalization of processes and decision-making towards sustainability practices. The findings provide a guideline for industries, decision-makers, and researchers for developing strategies that effectively use digitalization for sustainability and assist in achieving the Sustainable Development Goals (SGD-9, SGD-11, SGD-12, and SGD-13).
	<b>Journal Name</b>	Sustainability	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	digital transformation; environmental regulation; process optimization and decision making; sustainability	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	1-23	
	<b>Volume No.</b>	15	
	<b>Issue No.</b>	20	
	<b>ISSN</b>	2071-1050	
	<b>DOI</b>	<a href="https://doi.org/10.3390/su152015156">https://doi.org/10.3390/su152015156</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2071-1050/15/20/15156">https://www.mdpi.com/2071-1050/15/20/15156</a>	
<b>16.</b>	<b>Author(s)</b>	Tongfei Lei Wei Li, Aydin Zehforoosh, Bhupendra Singh Chauhan, Tirumala Uday Kumar Nutakki, Sayed Fayaz Ahmad, Taseer Muhammad, Ahmed Farouk Deifalla	In the present study, heat transfer and entropy generation in the spiral corrugated heat exchanger used in the solar pond have been numerically studied. The thermal boundary condition of the third type has been selected for simulation and different geometric parameters have been studied to improve heat transfer and reduce entropy generation. New correlations based on experimental data have been used to validate the simulation. The results were obtained by changing the parameters such as the number of corrugations, the twist number of the corrugations, and the change of the Reynolds number. Also, dimensionless parameters have been defined to investigate the increase of heat transfer and decrease of entropy generation based on the first and
	<b>Title</b>	Entropy generation analysis on heat transfer characteristics of Twisted corrugated spiral heat exchanger utilized in solar pond	
	<b>Journal Name</b>	Case Studies in Thermal Engineering	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	

	<b>Keywords</b>	Solar pond, Twisted corrugated spiral tube, Entropy generation, Heat transfer enhancement, Thermal performance	second laws of thermodynamics, and finally, the optimal geometries have been introduced by the NH multi-criteria parameter. The simulation results showed that the corrugation creation on the tube will increase heat transfer and decrease entropy generation. Therefore, it was found that the twist number of the corrugation has a greater effect than the number of corrugations. In the best case, when the number of corrugations and their twist is high, the heat transfer improvement number (NH) can grow up to 89%, which will decrease with the increase of Reynolds number.
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	52	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	2214-157X	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.csite.2023.103650">https://doi.org/10.1016/j.csite.2023.103650</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S2214157X23009565">https://www.sciencedirect.com/science/article/pii/S2214157X23009565</a>	
<b>17.</b>	<b>Author(s)</b>	Yixuan Peng, Sayed Fayaz Ahmad, Ahmad YA Ahmad, Mustafa S Al Shaikh, Mohammad Khalaf Daoud, Fuad Mohammed Hussein Alhamdi	Artificial intelligence (AI) is emerging as a disruptive force in many sectors, and using it in accounting isn't an exception. This conceptual paper explores the role of AI in accounting, for financial reporting, auditing, and financial decision-making and provides accountants an opportunity to improve efficiency, accuracy, and decision support. AI, through data analytics, algorithms, automation, etc. has an important role in the field of accounting with some challenges also. The study also highlights the implications of AI in accounting for achieving several Sustainable Development Goals (SDGs). Firstly, AI-driven automation can restructure financial activities, reducing time and resource consumption, and contributing to SDG 8 (Decent Work and Economic Growth). In addition, by providing real-time data analysis, AI empowers businesses to make sustainable decisions based on real-time data, aligning with SDG 9 (Industry, Innovation, and Infrastructure) and SDG-16 (Peace, Justice, and Strong Institutions) and SDG 17 (Partnerships for the Goals). The paper has implications for policy makers, technology developers, financial institutions and business firms.
	<b>Title</b>	Riding the Waves of Artificial Intelligence in Advancing Accounting and Its Implications for Sustainable Development Goals	
	<b>Journal Name</b>	Sustainability	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	artificial intelligence; accounting; sustainability; automation; accountant's efficiency; decision making; sustainable development goals	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	-	
	<b>Volume No.</b>	15	

	<b>Issue No.</b>	19	
	<b>ISSN</b>	2071-1050	
	<b>DOI</b>	<a href="https://doi.org/10.3390/su151914165">https://doi.org/10.3390/su151914165</a>	
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2071-1050/15/19/14165">https://www.mdpi.com/2071-1050/15/19/14165</a>	
<b>18.</b>	<b>Author(s)</b>	Likun Ni, Sayed Fayaz Ahmad, Talal Obaid Alshammari, Haoshen Liang, Ghadeer Alsanie, Muhammad Irshad, et al.	<p>The future of the globe depends upon sustainable development, where there is the least possible negative impact of development on the environment. Technology plays a critical role in development, but it also produces harmful environmental impacts in the form of CO2 emissions, waste production, etc. There is an urgent need to ensure sustainable development per the Sustainable Development Goals (SDGs). Human capital and advanced technologies can help achieve the SDGs' targets. This research aims to determine the impact of green human capital and environmental regulation on green innovation and green industry upgrading for sustainable development. The results show that green human capital positively impacts green innovation, green industry upgrading, and sustainable development. Environmental regulations positively impact green industry upgrading, but their impact on green innovation and sustainable development was not found. Green innovation and green industry upgrading both have positive impacts on sustainable development. The study concludes that green human capital should be the first focus for policymakers and organizations for sustainable development, green innovation, and green industry upgrading. And at the same time, policymakers and organizations need to know why environmental regulation is insignificant in these countries. The findings benefit policymakers, sustainable development research organizations, and governments, especially for attaining SGD 7, SGD 9, and SGD 12.</p>
	<b>Title</b>	The role of environmental regulation and green human capital towards sustainable development: The mediating role of green innovation and industry upgradation	
	<b>Journal Name</b>	Journal of Cleaner Production	
	<b>College</b>	College of Engineering and Sciences	
	<b>Department</b>	Engineering Management	
	<b>Keywords</b>	Environmental regulation, Green human capital, Sustainable development, Green innovation and industry upgradation	
	<b>HEC Category</b>	W	
	<b>Pages</b>	-	
	<b>Volume No.</b>	421	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	0959-6526	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.jclepro.2023.138497">https://doi.org/10.1016/j.jclepro.2023.138497</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0959652623026550">https://www.sciencedirect.com/science/article/abs/pii/S0959652623026550</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	8
		b	Education	6
		c	Business Psychology	3
			<b>Total</b>	17

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

1.	<b>Author(s)</b>	Rabia Sabri, Hira Mujahid, Nayab Jumani	The purpose of the study is to evaluate the impact of capital account liberalization and foreign bank ownership on income inequality. In this study, we have analyzed BRICS countries. In this study, we have used an unbalanced panel dataset. The timeline was 1991-2020, and the BRICS countries (Brazil, Russia, India, China, and South Africa) were analyzed. To measure the data on capital account liberalization, we have used the KAOPEN index. We used income inequality as the independent variable in the study, and we measured it through Gini Coefficient. At the same time, the capital account liberalization is taken as the dependent variable and measured it through the KAOPEN index. The author analyzed per capita income, unemployment rate, inflation, and population growth as controlled variables. In robustness analysis, institutional quality variables such as corruption and government stability ratings were included. The study found that sustainable capital account liberalization and foreign banks ownership could help to reduce income inequality.
	<b>Title</b>	Does Capital Account Liberalization and Foreign Banks Ownership Lead to Income Disparity? An Analysis of Brics Economies	
	<b>Journal Name</b>	Pakistan Journal of Humanities and Social Sciences	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Capital Account Liberalization, Foreign Bank Ownership, Income Inequality, BRICS	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	1627–1638	
	<b>Volume No.</b>	11	
	<b>Issue No.</b>	2	

	<b>ISSN</b>	2415-007X	
	<b>DOI</b>	<a href="https://doi.org/10.52131/pjhss.2023.1102.0464">https://doi.org/10.52131/pjhss.2023.1102.0464</a>	
	<b>URL/Link</b>	<a href="https://journals.internationalrasd.org/index.php/pjhss/article/view/1325">https://journals.internationalrasd.org/index.php/pjhss/article/view/1325</a>	
<b>2.</b>	<b>Author(s)</b>	Azka Amin, Nora Yusma bte Mohamed Yusoff, Hazrat Yousaf, Sun Peng, Cem Işık, Muhammad Akbar	<p>Like other developing countries, Pakistan faces one of the most serious challenges of how to mitigate carbon emissions while achieving sustainable development. Although, it is widely accepted that the rising trend of carbon emissions and the resulting negative effects of climate change on human activities have emerged as major issues in recent years, the environmental effectiveness needed to clean the environment and promote sustainability is often overlooked. Using the PLSM 2018–2019 survey, this study attempts to examine the household sector’s renewable and non-renewable energy usage magnitude, and the share of renewable and non-renewable energy in Pakistan. Furthermore, this study examines the impact of income, household size, biomass, non-renewable energy, and clean energy on carbon emissions using the STIRPAT model. It is obvious from the empirical findings that the coefficient of income is positive, whereas the coefficient of income square is negative and statistically significant, which indicates that carbon emissions in the household sector increase at lower income levels, while decreasing as income increases. The household size shows that the population has a positive impact on carbon emissions. The impact of biomass, non-renewable, and clean energy is particularly appealing, as the household sector consumes more biomass and non-renewable energy, which stimulates carbon emissions to rise. In the rural sector, clean energy has a negative but statistically insignificant impact on carbon emissions, showing a greater reliance on biomass and non-renewable energy consumption. Lastly, it is suggested that reducing the use of non-renewable energy in the household sector while increasing the use of green energy could be a policy option for making the environment clean and sustainable.</p>
	<b>Title</b>	The Influence Of Renewable And Non-Renewable Energy On Carbon Emissions In Pakistan: Evidence From Stochastic Impacts By Regression On Population, Affluence, And Technology Model	
	<b>Journal Name</b>	Frontier in environmental sciences	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Economics	
	<b>Keywords</b>	renewable energy, nonrenewable energy, carbon emissions, STIRPAT, Pakistan	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-16	
	<b>Volume No.</b>	11	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.3389/fenvs.2023.1182055">https://doi.org/10.3389/fenvs.2023.1182055</a>	
	<b>URL/Link</b>	<a href="https://www.frontiersin.org/journals/environmental-science/articles/10.3389/fenvs.2023.1182055/full">https://www.frontiersin.org/journals/environmental-science/articles/10.3389/fenvs.2023.1182055/full</a>	
<b>3.</b>	<b>Author(s)</b>	Arsalan Ahmed, Faisal Nawaz, Muhammad Ali, Muhammad	The economic expansion of these large countries generates a boundless prospect for

		Younus, Shahida Wizarat	the Central Asia Republics to emerge as a hub for trade and commerce. Especially with trade road development programs such as Western Europe - Western China (WE-WC) International Transit Corridor Project, One Belt One Road Project (OBOR), this paper analyzes the exports of Pakistan to Central Asian Republics. It explores the flaws and opportunities for bilateral trade. The study uses the Constant Market Share (CMS) method for the analysis and estimates World Trade Effect, Markets Distribution Effect, Commodity Composition Effect, and Competitiveness Effect for Pakistan's exports. The study found that the World Trade Effect and Markets Distribution Effect positively impacted the exports of Pakistan while the Commodity Composition Effect and Competitiveness Effect were causing problems for Pakistan's export growth for Central Asian Republics Markets. The study concluded that exports of Pakistan are concentrated in a few commodities, such that 45- 50% of Pakistan's overall exports have a lower global export growth rate than other commodities. Also, the exports to Central Asian Republics (from Pakistan) have a growth rate, but still not substantial due to the low share of these commodities (in the total imports of Central Asian Republics). Lastly, an effective exchange rate policy for the Central Asian Republics can minimize this negative effect of the Competitiveness Effect.
	<b>Title</b>	Opportunities for Pakistan's Exports Growth through OBOR: Case of Central Asian Republics	
	<b>Journal Name</b>	Journal of Economic Impact	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Central Asian Republics, Trade Liberalization, Exports, CMS, OBOR, CPEC	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	32-41	
	<b>Volume No.</b>	5	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2664-9764	
<b>4.</b>	<b>DOI</b>	<a href="http://dx.doi.org/10.52223/jei5012304">http://dx.doi.org/10.52223/jei5012304</a>	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/371060345_Opportunities_for_Pakistan's_Exports_Growth_through_OBOR_Case_of_Central_Asian_Republics">https://www.researchgate.net/publication/371060345_Opportunities_for_Pakistan's_Exports_Growth_through_OBOR_Case_of_Central_Asian_Republics</a>	
	<b>Author(s)</b>	Shahida Wizarat	China's spectacular rise from the "sick man" of Asia to an economic, political and strategic power challenging the present world order and giving an alternative which is economically, politically and ethically superior to the present order. China's soft power enriched by the teachings of Confucius, Lao Tzu, Sun Yatsen and Buddha. Their teachings and philosophy and the homegrown economic, political, cultural and governance reforms helped in the economic, cultural, political and strategic transformation of China. China continued with a Centrally Planned economy during 1949 to 1979, but free market reforms were introduced under the leadership of statesman Deng Xiaoping and followed by President
	<b>Title</b>	The Rise of China in the XXIst Century: Domestic and Global Levels	
	<b>Journal Name</b>	China in World and Regional Politics: History and Modernity	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Economics	
	<b>Keywords</b>	China, BRI, CPEC, Reforms, Liberalization, New World Order, Deng Xiaoping, Xi	

		Jinping.	Xi Jinping. As a result, China's economy grew at the rate of almost 10 % per annum for three decades, increasing China's share in global GDP to 18.48 % in 2023. China was able to lift almost a billion people out of poverty in the shortest period of time. The Belt and Road Initiative (BRI) involving more than 140 countries will add 4 trillion USD to the GDP of member countries through investment in roads, motorways, railways, energy, ports, agriculture, industry, trade, finance, banking, education, health, poverty alleviation, environment, water development projects, etc. This will change the present world order which brings prosperity in rich countries through death and destruction in the developing world. The BRI, on the other hand, will increase wealth and bring prosperity both to the investing and the host country. That is why the BRI is truly a win-win model
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	34-43	
	<b>Volume No.</b>	28	
	<b>Issue No.</b>	-	
	<b>ISSN</b>	2618-6888	
	<b>DOI</b>	10.48647/ICCA.2023.58.82.004	
	<b>URL/Link</b>	<a href="https://lk.iccaras.ru/assets/components/dsgfileupload/files/dd48b6f.pdf">https://lk.iccaras.ru/assets/components/dsgfileupload/files/dd48b6f.pdf</a>	
<b>5.</b>	<b>Author(s)</b>	Hazrat Yousaf, Shabeer Khan, Mohd Ziaur Rehman and Dmitri Blueschke	The incredible increase in carbon emissions is a major global concern. Thus, academicians and policymakers at COP26 are continuously urging to devise strategies to reduce carbon and other greenhouse gas emissions. The transportation sector is a major contributor to greenhouse gas emissions in developing countries. Therefore, this study projected an increase in fossil fuel demand for transportation and corresponding carbon dioxide emission in Pakistan from 2018 to 2030 by employing the Grey model and using annual data from 2010 to 2018. Furthermore, the determinant of fossil fuel demand is modeled using an environmental sustainability model such as stochastic regression IPAT that links environmental impact as a product of population, affluence, and technology on annual time series data spanning from 1990 to 2019. The projected values of oil demand and carbon emissions reveal an increasing trend, with average annual growth rates of 12.68% and 11.45%, respectively. The fully modified ordinary least squares (FM-OLS) findings confirmed the environmental Kuznets hypothesis. The increase in population growth emerged as the major driver for oil demand and carbon dioxide emissions, while technological advancement can reduce oil demand and corresponding
	<b>Title</b>	Analysis and Projection of the Pakistani Transport Sector's Demand for Energy and Carbon Emissions: An Application of the Grey Model	
	<b>Journal Name</b>	Mathematics	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Economics	
	<b>Keywords</b>	transport; energy demand; carbon emissions; projection; Grey model; Pakistan	
	<b>HEC Category</b>	W	
	<b>Pages</b>	1-14	
	<b>Volume No.</b>	11	
	<b>Issue No.</b>	6	
	<b>ISSN</b>	-	

	<b>DOI</b>	<a href="https://doi.org/10.3390/math11061443">https://doi.org/10.3390/math11061443</a>	carbon emissions. This study urges Pakistan to switch from oil to gas and other green energies by encouraging hybrid vehicles, as the number of vehicles on the road positively impacts the transport sector's oil demand. Moreover, increasing economic growth and controlling the population growth rate by discouraging more children can be a valid policy for reducing oil demand and corresponding carbon emissions
	<b>URL/Link</b>	<a href="https://www.mdpi.com/2227-7390/11/6/1443">https://www.mdpi.com/2227-7390/11/6/1443</a>	
<b>6.</b>	<b>Author(s)</b>	Veli Yilanci1	Among the environmental economics research issues, the issue of convergence has received quite a lot of attention, which is also known as stationary analysis. In this research strand, whether shocks to the time series variable are permanent or temporary is tested via the unit root tests. In this study, based on the theory and empirical works of stochastic convergence, we evaluate the convergence for the BASIC member countries, including Brazil, South Africa, India, and China. We use a variety of methodologies to see whether the convergence of ecological footprint holds for these countries or not. We first use the wavelet decomposition technique to decompose the series into the short run, middle run, and long run, and then we run several unit root tests to confirm the stationarity property of the series. The methodologies implemented in this study allow us to apply econometric tests to the original series as well as to the decomposed series. The results of panel CIPS test demonstrate that the null hypothesis of unit root could be rejected for the short run but not for the middle and long run, implying that long-lasting impact might prevail due to any shocks to the ecological footprint in the middle and long run. The results for individual countries varied.
	<b>Title</b>	Does the frequency of stochastic convergence in per capita ecological footprint matter?	
	<b>Journal Name</b>	Environmental Science and Pollution Research	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Stochastic convergence · BASIC countries · Ecological footprint · Wavelet decomposition	
	<b>HEC Category</b>	Not in HJRS	
	<b>Pages</b>	59676-59688	
	<b>Volume No.</b>	30	
	<b>Issue No.</b>	21	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1007/s11356-023-26688-w">https://doi.org/10.1007/s11356-023-26688-w</a>	
	<b>URL/Link</b>	<a href="https://link.springer.com/article/10.1007/s11356-023-26688-w">https://link.springer.com/article/10.1007/s11356-023-26688-w</a>	
<b>7.</b>	<b>Author(s)</b>	Naveed Ali, Zia Ullah, Sohrab Khan, Khalid Khan	The purpose of this study is to look into the relationship between knowledge spillover, productivity differences, and the impact of quality of life in different countries. In order to accomplish this goal, the econometric technique known as Cross Sectional Augmented Autoregressive Distributive Lag (CS-ARDL) is utilized throughout this work. The findings point to the existence of
	<b>Title</b>	Unleashing The Global Potential: The Impact of Quality of Life on Knowledge Spillover and Productivity Disparities	
	<b>Journal Name</b>	Pakistan Journal of Humanities and Social Sciences	



	<b>College</b>	College of Economics and Social Development	<p>complementarities between knowledge spillovers and the factors of quality of life in terms of their influence on total factor productivity. The findings imply that there is a contribution of knowledge spillovers to the national level of production. On the other hand, the relationship between knowledge spillovers and domestic productivity is contingent on a predetermined level of human capital as well as economic liberty. Hence, countries with more developed human capital and high economic freedom get more benefited from knowledge spillovers. This study has far-reaching ramifications. These findings can be used by policymakers to develop policies and initiatives that emphasize quality of life improvements, provide a conducive climate for knowledge spillover, and support productivity development across nations. Such approaches could help reduce economic inequities and propel global progress toward sustainable and inclusive growth.</p>
	<b>Department</b>	Economics	
	<b>Keywords</b>	Knowledge Spillover, Productivity Differences, Quality of Life, CS-ARDL	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	2149-2166	
	<b>Volume No.</b>	11	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2415-007X	
	<b>DOI</b>	<a href="https://doi.org/10.52131/pjhss.2023.1102.0509">https://doi.org/10.52131/pjhss.2023.1102.0509</a>	
	<b>URL/Link</b>	<a href="https://journals.internationalrasd.org/index.php/pjhss/article/view/1472">https://journals.internationalrasd.org/index.php/pjhss/article/view/1472</a>	
8.	<b>Author(s)</b>	Jabbar ul Haq, Kashif Imran, Salochina Oad, Hubert Visas	<p>International tourism is highly dependent on-air travel, which enhances destination countries' economic growth and living standards while causing environmental degradation. This study investigates the effect of air travel on environmental degradation in BRICS nations. The study used feasible generalized least squares (FGLS) to evaluate the environmental Kuznets curve using data spanning 1995 to 2018. The study finds evidence of N-shaped EKC in the economies of the BRICS nations. We also find a positive relationship between tourism, urbanization, and environmental degradation (as measured by CO<sub>2</sub> and SO<sub>2</sub> emissions from civil aviation) and a negative relationship between economic development and environmental degradation. To achieve sustainable growth and environmental protection and promote green technology, the BRICS governments should devise policies that address the aviation industry's short- and long-term needs.</p>
	<b>Title</b>	Nexus between Air Travel and Environmental Degradation in BRICS Countries: A Tourism Perspective	
	<b>Journal Name</b>	Chinese Journal of Population, Resources and Environment	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Economics	
	<b>Keywords</b>	Air pollution, Global warming, Civil aviation, Tourism, BRICS countries, Air Travel	
	<b>HEC Category</b>	X	
	<b>Pages</b>	189–196	
	<b>Volume No.</b>	21	
	<b>Issue No.</b>	3	

	<b>ISSN</b>	2325-4262	
	<b>DOI</b>	<a href="https://doi.org/10.1016/j.cjpre.2023.09.008">https://doi.org/10.1016/j.cjpre.2023.09.008</a>	
	<b>URL/Link</b>	<a href="https://www.sciencedirect.com/science/article/pii/S2325426223000359">https://www.sciencedirect.com/science/article/pii/S2325426223000359</a>	

#### 4(b) Department of Education

<b>1.</b>	<b>Author(s)</b>	Khan, D.S., & Habib, Z.	<p>Objective: In order to provide equal educational opportunities, community school networking is an emerging trend to facilitate inclusion of children with mild moderate Autism. This quantitative research aims to investigate the effectiveness of community networking for children with Autism from Pakistani lower socioeconomic stratum of society.</p> <p>Study Design: Qualitative Research Design</p> <p>Study Settings and Participants: Six mild moderate autistic children were enrolled in three mainstreams schools and a liaison between these schools, and a rehabilitation center located in the same area was created to facilitate inclusion. The researchers interviewed six teachers from mainstream schools, three school administrators and one administrator of rehabilitation regarding the effectiveness of community school networking for children with Autism after eight months of this collaboration.</p> <p>Data Collection Tool: Data were obtained through semi-structured interviews.</p> <p>Results: All participating administrators and teachers underscored the changes in social and behavioral patterns of autistic children which included an imitation of positive behaviors from peers, acceptance, and awareness as strengths of community school networking model. However, major challenges faced were unacceptability from parents of normal children, learning differences, curriculum modifications, time constraints and dependency on the resource teacher. The administrators and teachers recommended that creating awareness programs for parents of normal children, curriculum modifications and in-house psychologists can further facilitate inclusion of children with disabilities.</p> <p>Conclusion: It was concluded that</p>
	<b>Title</b>	Effectiveness Of Community School Networking For Children With Autism: Perspectives Of Teachers And School Administrators	
	<b>Journal Name</b>	Pakistan Journal of Rehabilitation	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Education	
	<b>Keywords</b>	Special education, mainstreaming, disabled children, mentally disabled persons, autism spectrum disorder, rehabilitation of speech and language disorders, social skills.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	25-36	
	<b>Volume No.</b>	12	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2309-7833	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://pjr.zu.edu.pk/wp-content/uploads/2024/05/8.N-EFFECTIVENESS-OF-COMMUNITY-SCHOOL-NETWORKING-FOR-">https://pjr.zu.edu.pk/wp-content/uploads/2024/05/8.N-EFFECTIVENESS-OF-COMMUNITY-SCHOOL-NETWORKING-FOR-</a>	

		CHILDREN-WITH-AUTISM	community school networking model can assist inclusive education and encourage engagement for all children, including those who are autistic
2.	<b>Author(s)</b>	Salma Channa, Rabia Aslam, Tabassum Raza	This paper investigated teachers' challenges while implementing outcome-based assessment in government girls 'degree colleges in Sukkur Sindh, Pakistan. This study has a qualitative research which utilized a case study research design. The sample of this study included seven teachers of govt. girl's degree college, Sukkur. A purposive sampling technique was used to select the sample. In-depth interviews were done for the collection of the data. Thematic analysis was done to analyse the data. Teachers faced various issues while implementing SLO-based assessment in their teaching such as lack of training, time management, and overcrowded classroom. In light of these findings, it is recommended to organize a series of workshops for the teachers on using SLO-based assessment in a crowded classroom.
	<b>Title</b>	Teachers' Perceptions about Students' Learning Outcome (SLO) based Assessment: A Case study of Govt. Colleges of Sukkur, Sindh	
	<b>Journal Name</b>	Journal of Educational Research & Social Sciences Review	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Education	
	<b>Keywords</b>	Outcome-based Assessment, Challenges, Time Management, Overcrowded Classroom	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	135-139	
	<b>Volume No.</b>	3	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2710-4532	
	<b>DOI</b>	-	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/369857932_Teachers'_Perceptions_about_Students'_Learning_Outcome_SLO_based_Assessment_A_Case_study_of_Govt_Colleges_of_Sukkur_Sindh">https://www.researchgate.net/publication/369857932_Teachers'_Perceptions_about_Students'_Learning_Outcome_SLO_based_Assessment_A_Case_study_of_Govt_Colleges_of_Sukkur_Sindh</a>	
3.	<b>Author(s)</b>	Rabia Aslam, Najmonnisa Khan, Ushaque Ahmed	Generally, Chemistry is the backbone of manufacturing industries, but unfortunately in Pakistan, it is considered a difficult subject for many students, therefore they have found less motivation toward this subject and show poor performance in examinations. Constructive feedback is a technique utilized by teachers in the classroom globally to increase students'
	<b>Title</b>	Constructive Feedback Intervention to Improve Students' Academic Achievement in Chemistry: A Case of Public Secondary School of Pakistan	
	<b>Journal</b>	UMT Education Review	

	<b>Name</b>		<p>academic performance. From the previous research, it was found that Pakistani teachers use the traditional methods of feedback to access their students' performance. Hence, the current study aims to investigate the effects of constructive feedback on students' academic achievement, especially in the chemistry subject. Therefore, by deploying a true experimental research design, a sample size of 97 students of grade-IX were selected through a purposive sampling technique. Students' academic achievement was measured through a self-made chemistry achievement test (CAT). The findings indicated a significant result of constructive feedback on students' academic achievement. Students' ability group result was also found significant for academic achievement, which proved that low score achievers performed better when they received proper constructive feedback. Furthermore, these findings may contribute to teachers' ongoing professional development in terms of constructive feedback and teacher student centered learning process</p>
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Education	
	<b>Keywords</b>	academic achievement, constructive feedback, chemistry subject, formative assessment, traditional feedback	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	81-105	
	<b>Volume No.</b>	6	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2616-9738	
	<b>DOI</b>	<a href="http://dx.doi.org/10.32350/uer.61.05">http://dx.doi.org/10.32350/uer.61.05</a>	
	<b>URL/Link</b>	<a href="https://www.researchgate.net/publication/371699807_Title_Constructive_Feedback_Intervention_for_Students'_Academic_Achievement_in_Chemistry_A_Case_of_Public_Secondary_Schools_of_Pakistan_Affiliations_Institute_of_Business_Management_History">https://www.researchgate.net/publication/371699807_Title_Constructive_Feedback_Intervention_for_Students'_Academic_Achievement_in_Chemistry_A_Case_of_Public_Secondary_Schools_of_Pakistan_Affiliations_Institute_of_Business_Management_History</a>	
<b>4.</b>	<b>Author(s)</b>	Sarwat Nauman	<p>This research addresses the gap in the existing literature with regard to female interns' experiences in Pakistan's male-dominated business sector. Keeping gender role theory and Kanter's idea of tokenism at the forefront, this research study examines the experiences and challenges that 20 female interns faced when they ventured into the business world. The research results suggest that even young, modern, and educated women in Pakistan are conscious of the barriers laid down by society for them and opt to remain within those boundaries by choosing a working environment they consider safe for themselves. A safe environment for them is synonymous with an environment with more women, and in the presence of men they conduct</p>
	<b>Title</b>	Understanding the Male-Dominated Business Environment in Pakistan: Lived Experiences of Female Interns	
	<b>Journal Name</b>	Asian Women	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Education	
	<b>Keywords</b>	Gender role theory, harassment, interns, Islamic values, patriarchy, tokenism	

	<b>HEC Category</b>	X	themselves according to religious and societal norms. The research also highlighted the importance of religion in Pakistani society; therefore, educated women try to find liberation while staying within the boundaries of progressive Islam.
	<b>Pages</b>	69-88	
	<b>Volume No.</b>	39	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="http://doi.org/10.14431/aw.2023.12.39.1.69">http://doi.org/10.14431/aw.2023.12.39.1.69</a>	
	<b>URL/Link</b>	<a href="https://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArticleView.kci?sereArticleSearchBean.articleId=ART002943579">https://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArticleView.kci?sereArticleSearchBean.articleId=ART002943579</a>	
<b>5.</b>	<b>Author(s)</b>	Mariam Farooq, Sarwat Nauman	The purpose of this study was to explore the perceptions and experiences of teachers about the use of technology in face-to-face and online classes. A qualitative case study design was adopted in this study. The year III and IV teachers of the nursing programme who were using technology in their teaching were invited to participate in this study. Data were collected through semi-structured interviews, class observations and analysis of the university's virtual learning environment course sites. The teachers felt that students wanted activities that were engaging, and through Mentimeter, Kahoot and Padlet this was possible in the class. With online classes, the teachers were using Microsoft Teams, whereas the students preferred the Zoom platform as they thought it was more user-friendly. It was also felt by the teachers that students do not give much preference to PowerPoint presentations now and want a variety that can enhance their learning experience. However, the teachers also faced issues with the computers or internet not working smoothly in the class and for this, they had to keep a backup plan in place. For online classes, the teachers shared course material on Whatsapp or Moodle course sites for students who could not come online during a specific time. The teachers also admit that their own ability to use technology in face-to-face or online classes counted a lot towards how
	<b>Title</b>	Teachers' Perceptions and Experiences of using Digital Technology in Undergraduate Classrooms in Pakistan	
	<b>Journal Name</b>	Journal of Social Sciences and Media Studies	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Education	
	<b>Keywords</b>	Blended Learning, Educational Technologies, Online Learning, Teacher Perceptions	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	54-62	
	<b>Volume No.</b>	7	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.58921/jossams.07.01.0252">https://doi.org/10.58921/jossams.07.01.0252</a>	
	<b>URL/Link</b>	<a href="https://jossams.smiu.edu.pk/index.php/JOSSAMS/article/view/252">https://jossams.smiu.edu.pk/index.php/JOSSAMS/article/view/252</a>	

			their lessons shaped up. The findings concluded that the universities should provide sufficient support and training to teachers in using technology effectively for teaching purposes.
6.	<b>Author(s)</b>	Ali, S.S., & Habib, Z.	This qualitative case study explored the stressors for college students and the influence of these stressors on their academic and social lives, highlighting the differences in perceptions of both genders. As a remedial measure, this research also examined perspectives of a psychologist on stress management strategies for college going students. Individual semi-structured interviews were conducted with ten male and ten female students, as well as a psychologist of an intermediate college of Karachi. Findings revealed stressors such as family issues, financial instability and academic pressure as significant stressors that impede students' academic as well as social lives. Data further indicated that students suffer from trust issues and loneliness due to constant suffering from stress. The study indicated that both male and female students experienced similar stressors, but exhibited them differently. The psychologist's perspectives regarding coping with stress indicated parental support as a main stress alleviator. By highlighting the challenges for adolescents, and by underscoring responses of the psychologist regarding coping strategies, this study will aid in the effectively handling adolescent stress by parents.
	<b>Title</b>	Influence of stress on students' academic and social lives: A case of a private college of Karachi.	
	<b>Journal Name</b>	Pakistan Journal of Educational Research	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Education	
	<b>Keywords</b>	Academic and Social life, Adolescents, College students, Coping strategies, Stressors	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	189—203	
	<b>Volume No.</b>	6	
	<b>Issue No.</b>	2	
	<b>ISSN</b>	2663-0443	
	<b>DOI</b>	<a href="https://doi.org/10.52337/pjer.v6i2.795">https://doi.org/10.52337/pjer.v6i2.795</a>	
	<b>URL/Link</b>	<a href="https://pjer.org/index.php/pjer/article/view/795">https://pjer.org/index.php/pjer/article/view/795</a>	

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

1.	<b>Author(s)</b>	Numera Younus, Nadia Ayub	The present study was aimed to achieve two objectives: (a) translate and adapt the English version of Planned Happenstance Career Inventory (PHCI) in Urdu language, and (b) to establish its psychometric properties with respect to Pakistani culture. The study was divided into two phases. Phase I consisted of forward and backward translation of the scale and its initial
	<b>Title</b>	Translation and Adaptation of Planned Happenstance Career Inventory (PHCI) in Urdu Language	
	<b>Journal Name</b>	Journal of Education and Educational Development	

	<b>College</b>	College of Economics and Social Development	statistical analysis, whereas Phase II was focused on establishing the psychometric properties. Results of the Phase I yielded reliable (Cronbach's $\alpha = .863$ ) and valid (item-total $r > .5$ , $p < .01$ ) results on a sample of 253 students (female= 147, males = 106). Phase II analysis yielded correlation ( $r = .732$ , $p < .01$ ), on a sample of ( $n=87$ ), which suggests strong Test-Retest reliability whereas discriminant validity was proved with insignificant relationship of Counterproductive Work Behavior Checklist and PHCI-Urdu version ( $r = .018$ , $p > .05$ ), and significant correlation with Urdu Rosenberg Self-esteem Scale ( $r = .358$ , $p < .01$ ) proved the convergent validity of the two scales. This study concludes that PHCI-Urdu would be an effective tool for individual career counselling as well as trainings related to career counselling to prepare students for uncertain circumstances from public and private educational sectors.
	<b>Department</b>	Business Psychology	
	<b>Keywords</b>	career counseling, planned happenstance, psychometrics, reliability, validity.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	50-71	
	<b>Volume No.</b>	10	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	2310-0869	
	<b>DOI</b>	<a href="http://dx.doi.org/10.22555/joeed.v10i1.718">http://dx.doi.org/10.22555/joeed.v10i1.718</a>	
	<b>URL/Link</b>	<a href="https://www.ivysci.com/en/articles/6745033__Translation_and_Adaptation_of_Planned_Happenstance_Career_Inventory_in_Urdu_Language">https://www.ivysci.com/en/articles/6745033__Translation_and_Adaptation_of_Planned_Happenstance_Career_Inventory_in_Urdu_Language</a>	
2.	<b>Author(s)</b>	Marvi Makhdoom, Tehzeeb Sakina Amir	Education plays a crucial role in the individual's critical thinking, knowledge, behavior, values, morals, and integrity and is considered an essential qualification in the workplace. On the other hand, moral integrity is to do the right thing and not to be involved in dishonest practices for personal or further gains, even when not being monitored. he presents study investigated the impact of the level of education on individuals' moral integrity and, later, its reflection in the workplace. This study also investigated the mediation effect of job experience on this relationship. Differences in moral integrity between males and females were further analyzed to compare. For data collection, three hundred and fifty-three executives from different industries were approached through convenience sampling. Data was then analyzed through SPSS 24.0 using inferential statistics. The findings showed that the educational level of employees impacts moral integrity, and the mediating effect of job experience was found significant. Moreover, no gender
	<b>Title</b>	Mediating Effect of Job Experience on the Relation Between Level of Education and Moral Integrity at the Workplace	
	<b>Journal Name</b>	Journal of Education and Educational Development	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Business Psychology	
	<b>Keywords</b>	moral integrity, level of education, job experience, gender differences, Karachi.	
	<b>HEC Category</b>	Y	
	<b>Pages</b>	160-182	
	<b>Volume No.</b>	10	

	<b>Issue No.</b>	1	<p>difference could be found, concluding that moral integrity was equally essential for employees of both genders. The study revealed the aspects that can contribute to the moral integrity of individuals, and education seemed to be the most important one. The study further strengthened the HR department to improve their hiring, placement policies and policymakers to invest in education more to combat corruption and keep moral integrity high among employees. It will also help the originations consider individuals' educational levels before hiring. Furthermore, the present study emphasized the inclusion of moral education from the very beginning, so individuals can understand the importance of morals and moral integrity</p>
	<b>ISSN</b>	2313-3538	
	<b>DOI</b>	<a href="http://dx.doi.org/10.22555/joeed.v10i1.788">http://dx.doi.org/10.22555/joeed.v10i1.788</a>	
	<b>URL/Link</b>	<a href="https://eric.ed.gov/?q=hand+moral&amp;ff1=dtYSince_2005&amp;ff2=pubReports+-+Research&amp;id=EJ1396857">https://eric.ed.gov/?q=hand+moral&amp;ff1=dtYSince_2005&amp;ff2=pubReports+-+Research&amp;id=EJ1396857</a>	
<b>3.</b>	<b>Author(s)</b>	Nadia Ayub, Shahid Iqbal , W. Kim Halford, Fons van de Vijver	<p>Relationship standards are beliefs about what is important in a satisfying couple relationship, which vary considerably between cultures, and might mean that what couples seek from couple therapy differs across cultures. We assessed the standards of n = 49 Pakistani couples and whether those standards predicted couple satisfaction. To provide referents for the Pakistani standards, we also assessed self-reported relationship standards in n = 33 Western couples and n = 30 Chinese couples. Pakistani couples endorsed couple bond standards (e.g., expressions of love) as similarly important, and family responsibility (e.g., extended family relations) standards as more important, than Western or Chinese couples. In Pakistani couples, Couple Bond predicted couples' relationship satisfaction, but family responsibility and Religion predicted only wives' satisfaction. Modest sample sizes necessitate caution in interpreting results but suggest existing couple therapies might need modification to address the distinctive relationship standards of Pakistani couples.</p>
	<b>Title</b>	Couples Relationship Standards and Satisfaction in Pakistani Couples	
	<b>Journal Name</b>	Journal of Marital and Family Therapy	
	<b>College</b>	College of Economics and Social Development	
	<b>Department</b>	Business Psychology	
	<b>Keywords</b>	Pakistan; couple relationship; couple satisfaction; marriage; relationship standards.	
	<b>HEC Category</b>	W	
	<b>Pages</b>	111-128	
	<b>Volume No.</b>	49	
	<b>Issue No.</b>	1	
	<b>ISSN</b>	-	
	<b>DOI</b>	<a href="https://doi.org/10.1111/jmft.12609">https://doi.org/10.1111/jmft.12609</a>	
	<b>URL/Link</b>	<a href="https://pubmed.ncbi.nlm.nih.gov/36116041/">https://pubmed.ncbi.nlm.nih.gov/36116041/</a>	