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Investigating the Poverty Human Capital and Economic Development Nexus in Dera Ghazi Khan Division: An Econometric Analysis

***Salyha Zulfiqar Ali Shah**, School of Economics, Bahauddin Zakariya University Multan, Pakistan

Imran Sharif Chaudhry, School of Economics, Bahauddin, Zakariya University Multan, Pakistan

Fatima Farooq, School of Economics, Bahauddin Zakariya University Multan, Pakistan

*Corresponding author's email address: salyhazulfiqar@bzu.edu.pk

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ABSTRACT

Purpose: The present study focuses on the D. G. Khan division, which is one of the important divisions of Southern Punjab, Pakistan. Being less developed, this study tries to find out different factors that can contribute to the betterment of this region.

Design/Methodology/Approach: The study was based on primary data collected during the year 2019 using the Binomial Logit and Ordinary Least Squares (OLS) regression techniques.

Findings: The findings revealed that human capital is the most significant factor that can contribute to alleviating poverty and promoting the development of the D.G. Khan division.

Implications/Originality/Value: It is suggested from the present study that development expenditures on projects like schools, colleges and universities are mandatory for the promotion of human capital and prosperity of the households in the D.G. Khan division.



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Introduction

Pakistan is a developing country facing many multidimensional issues like Poverty, unequal distribution of income, unemployment and severe inflation. People are living in extreme poverty in the 1990s as compared to 2015. The rising wealth of many developing countries has driven this progress, principally in the high populated regions of South Asia and East Asia. Over the long run, growth theories enlightened that human capital development encourages economic growth [Lucas (1988;1993)]. During the period 1960–2003, the growth rate in output per worker has raised to 2.4 percent annually in South Asian economies comprised of Bangladesh, India, Pakistan, and Sri Lanka [Collins (2007)].

With a population growth rate of 2.4 percent in 2017-18, it is very difficult to provide better

opportunities to the people to improve their standard of living with limited resources [Economic Survey of Pakistan (2018-19)]. However, the domestic savings stood at 4.2 percent of GDP and foreign savings are 4.7 percent of GDP [Economic Survey of Pakistan (2018-19)]. The present study focuses on the D.G. Khan Division which is one of the less developed and backward divisions of Southern Punjab Pakistan. Considering the problem of economic development, human capital and rising household poverty in the D.G. Khan Division. The present study has been focused to analyze the relationship between human capital, poverty and economic development in the D.G. Khan division. This paper is structured as follows. Section 2, presents a brief overview of existing literature. Section 3 offers data and methodology. Section 4 explains the empirical findings. Section 5 provides the concluding remarks.

The Literature Review

Coulomb and McKay (1996) found that the household living in a rural area, low education, and a high dependency ratio certainly increase the likelihood of being poor. Education mainly at a higher level showed positive relationships with the per capita consumption and accelerating per capita income. In this regard, Mukherjee and Benson (1998) studied the determinants of poverty in Malawi. The authors have used an integrated household survey (IHS) during the period between 1997-1998. In this study, per capita consumption was used as a welfare indicator. The independent variables were demographic distribution, education, employment, occupation, agriculture and community characteristics, etc. It was also stated that the household consumed much time while traveling towards the bank, medical assistant units, bus station and post office. However, better provision of opportunities can ease their suffering. therefore, it is suggested that more education and people should engage in secondary and tertiary sectors leading to a high standard of living.

Cruces and Wodon (2003), examined the transient and chronic poverty situation in the Greater Buenos Aires (GBA) area, which consisted of 60 percent of the population in Argentina. The author uses panel data from 453 households for the year 1995-2002. The finding of the study has revealed that dependents especially children if living with their relatives are facing less chronic poverty. However, workers being young were suffering from transient poverty to a great extent as they are more vulnerable to income and employment shocks that forced them to live in poverty. This was also found that household head if working in the public sector was facing chronic poverty due to the low wages in the public sector. If the spouse of the household is self-employed then there would be no chronic poverty but transient poverty does exist to some extent. The study suggested that developing a formal policy would help reduce poverty incidence.

The logit regression technique was employed by Edoumiekumo et al. (2014) to discuss the causes of household poverty in the geopolitical region of Nigeria. The author has collected the data from the National Living Standard Survey (NLSS) during the period 2009-10. The study revealed that in the rural area the poverty was a chronic issue and affected households in the agricultural sectors. This study had suggested that opportunities, quality education should be provided to the household besides focusing on whether it is urban or rural. Family size should not be exceeded beyond five members.

Human Capital

Oketch (2006) has used the Two Stages Least Squares (2SLS) technique in Africa to measure the role of human capital in economic growth. The author had collected data of 47 African countries from 1960-1998 from the United Nations Educational, Scientific and Cultural Organization (UNESCO) and World Bank development indicators. The author had used three models, using alternatively GDP per capita, physical capital and human capital as dependent variables. The study concluded that physical capital and human capital are very crucial for the development of African countries.

Šimco and Tuaca (2015) studied the determinants of human capital in Sweden. The author had collected cross-sectional data from the Sweden government statistical administrative agency during the year 2001 to 2010 and used regression analysis. The main determinants of human capital were the size of the economy, expenditure on education expenditure, Cultural diversity and Tolerance, Urban amenities, Industry structure, Proximity to institutions of higher education. The authors had constructed a human development index, consisting of education, creativity, and health of the citizens. The finding derived from the study showed that education expenditure does not necessarily influence human capital. Tolerance and human capital were negatively correlated. It was suggested to carry out detailed research on human capital accumulation.

Economic Development

Woolard and Leibbrandt (1999) had observed the determinants of household income in South Africa. The authors have collected primary data and used a multivariate approach. The results have shown that household members that are educated up to the secondary school level are contributing to generating income for their household. This represents the role of adults that are employed are the main driver in lifting the status of their household above the poverty line. It has been observed that there are significant urban-rural differences in the mean income level of the household and poverty prevails provinces. Adequate policies are necessary for implementing successful anti-poverty strategies to reduce poverty incidence.

Ndambiri et al. (2012) highlighted the main contribution of factors behind economic growth in Sub-Saharan Africa. The authors have collected panel data of 19 countries during the year 1982-2000, using the Generalized Method of Moments (GMM) estimation. The results indicated that human capital formation, physical capital formation, and export were positively associated with economic growth in sub-Saharan countries. However, the nominal discount rate, foreign aid and government expenditure were negatively associated with economic growth. It was further suggested that effective policies must be postulated to promote economic growth in this region.

Data and Methodology

The primary data has been collected through a household survey in the D. G. Khan division during the year 2019. The size of the sample consists of 338 household heads, adopted simple random and stratified sampling.

Multiple Regression Analysis

Two econometric methods i.e., Binomial Logit and Ordinary Least Squares (OLS) regression have been employed in the present study. The simplest technique for analyzing the determinants of poverty is Binomial Logit Regression. For analyzing the determinants of human capital and economic development Ordinary Least Squares (OLS) regression analysis would be used for the econometric results of the study.

It starts with a general function,

$$Y_i = f(X_1, X_2, \dots, X_n) \quad (\text{I})$$

Where “ Y_i ” indicates Poverty. Y is equal to “1” if poverty exists in the household and equal to “0” if poverty does not exist in the household... X_1, X_2, \dots, X_n represents different socio-economic and demographic variables.

We construct the following model.

$$Y_i = \alpha + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \dots + \beta_K X_j + u_i \quad (\text{II})$$

Being a dummy or a dichotomous variable Y can be written in the form of

$$Y_i = 1, \quad \text{if } Y_i < 0; \quad Y_i = 0$$

Thus, the logistic equation can be written as [(Maddala (2001), Gujrati (1995) and Berndt (1991)],

$$F\left(-\sum X_i'\beta\right)=\frac{e^{-\sum X_i'\beta}}{1+e^{-\sum X_i'\beta}}=\frac{1}{1+e^{\sum X_i'\beta}}$$

Table 1: Variables Utilized for Binomial Logit and OLS Regression Estimates

Table 1: Variables Utilized for Binomial Logit and OLS Regression Estimates		
Variables	The Description of the Variables	
Dependent Variable for Binomial Logit Model		
Y	Poverty	= 1 if per capita income is lower than \$1.90/day then the household is Poor = 0 if per capita income is more than \$1.90/day then the household is non-Poor
Dependent Variable for OLS Regression Model		
LNPCI	Log of Per Capita Income	It is the proxy for Economic Development. It is the natural log of per capita income.
HCI	Human Capital Index	It is the proxy for Human Capital. It is an index constructed by considering the household's education and health-related factors.
Independent Variables		
Demographic Variables		
HSIZE	Household 's Size	The total person in a household
Economic Variables		
OCC	Occupation of Household Head	= 1 if household head working in the primary sector = 0 if household head not working in the primary sector
NOEIH	Number of Earners	The household comprising of total earners
LNVLPA	Physical Assets	The natural log of value of physical assets owned by the household
REM	Remittances	= 1 if household receive remittances = 0 if a household does not receive remittances

Specification of the Models

The specification of the models presenting an interrelationship between poverty, human capital and economic development nexus in Southern Punjab, are given below:

$$Y = f(HCI, REM, OCC, PHYASSETS, HSIZE)$$

$$HCI = f(Y, LnPCI, NOEIH, HSIZE, REM)$$

$$LnPCI = f(HCI, Y, REM, OCC, HSIZE)$$

The Empirical Findings

Table 2: Descriptive Analysis of the variables in D.G. Khan Division

Variables	Mean	Standard Deviation
Poverty	0.44	0.49
Human Capital	9.25	0.65
Per Capita Income	9199.9	6566.34
Remittances	0.11	0.31
Occupation of the Household Head	0.58	0.49
Value of the Physical Assets	4979044	10954050
Household Size	6.2	2.4
Number of Earners in the Household	1.95	1.06

Source: Survey data 2019

Results of Econometric Analysis of Poverty, Human Capital and Economic Development Nexus in D.G. Khan Division

This section provides the estimates of an econometric analysis of poverty, human capital and

economic development nexus in the D.G. Khan division.

In Table 3, poverty is engaged as a dependent variable, to analyze its relationship with human capital and economic development in the D.G. Khan division. The Binomial Logistic regression technique has been utilized to analyze the results.

Human capital comprises health and education-related variables that significantly influence household poverty. Table 3 shows the econometric results of the coefficient of human capital that there is a negative relationship between household poverty and the human capital of the household, significant statistically. The marginal effect concludes that there will be a 0.125 percent chance of reducing household poverty if the human capital index or human capital of the household increase by one unit. The reason behind this may be that as household heads are more educated, they can able to find good jobs and this will help to raise their income and standard of living [Otsuka et al., (2010), Hassan and Birungi (2011), Ali and Ahmad (2013)].

About the foreign remittances received by the household, the results of the econometric analysis turn out to be a negative relationship between remittances and household poverty, significant statistically at a 5 percent significance level. The marginal effect infers that an increase in remittances by one unit, the poverty probability reduces by 0.407 percent [Adams (2006), Azam and Gurbert (2006), Hashmi et al., (2008) and Arif and Bilquees (2007)]. The increase in the remittances received by the household results in increasing household per capita income.

Table 3 shows the coefficient of the occupation of the respondent in the primary sector is showing a positive relationship with household poverty, significant statistically. Therefore, those people working in the primary sector remain in the poverty trap due to low income and earnings. The marginal effect depicts that there is a 0.048 percent likelihood of increasing household poverty if the occupation of the household head is associated with the primary sector [Marjit et al., (2006); Kar and Marjit, (2001; 2009)]. The wages in the primary sector are considerably low as compared to the wages in the secondary and tertiary sectors. With regards to the household size, the estimates of the coefficient of household size show a positive relationship between household size and household poverty, at a one percent level of significance. The marginal effect infers that if the size of a household increase by one member, the poverty level of the household increases by 0.048 percent. The families having a large household size, are usually poor [Musgrove (1980), Amjad and Kamal, (1997), Qureshi and Arif (2001), Orbeta (2005), Jan, et al., (2009)]. The reason is that households suffering from chronic poverty, having low per capita income due to large family size and therefore are forced to live in poverty. The coefficient of the value of physical assets is found to be statistically insignificant and no relation between the poverty and value of physical assets has been found in the D. G. Khan division. The McFadden R-squared of the model is 0.387. The LR statistics is 179.817 and the p-value is 0.000, which is significant statistically.

Table 3: Binomial Logistic Regression Results of Poverty, Human Capital and Economic Development Nexus in D.G. Khan Division

Dependent Variable: Poverty (if Poverty =1, Otherwise = 0)					
Variable	Coefficients	Standard Errors	Z-Statistic	P-value	Marginal Effects
Constant	2.128	1.303	1.633	0.102	-----
Human Capital	-0.508	0.071	-7.115	0.000	-0.125
Remittances	-1.649	0.801	-2.058	0.040	-0.407
Occupation of the Household Head	1.468	0.316	4.638	0.000	0.363
Value of the Physical Assets	-0.077	0.082	-0.948	0.343	-0.019
Household Size	0.193	0.068	2.858	0.004	0.048
McFadden R-squared		0.387	Mean dependent var		0.447
LR statistic		179.817	Prob. (LR statistic)		(0.000)

Source: Survey data, 2019

In Table 4, the human capital is the dependent variable to analyze its relationship with household poverty and economic development in the D.G. Khan division. For this purpose, the human capital index is constructed and employed as a proxy for human capital. The Ordinary Least Squares (OLS) regression technique is used for the econometric analysis.

As far as poverty is concerned, the relationship between poverty and human capital is originated to be negative and significant statistically at the 10 percent significance level. The coefficient of the variable shows that if household poverty rises by one unit, it will decrease the human capital index or human capital of the household by 0.588 units. Due to the lack of education, households are engaged in low-skilled jobs having low wages. It is very difficult for poor households to raise their livelihood in rural areas. As most of the poor households are associated with farming and other related activities having a low-income level and unable to afford their household's education expenditure and remain below the poverty line. The same findings are concluded by Chen and Wang (2001), Handa et al., (2005), and Awan et al., (2011).

Considering the impact of per capita income on human capital, the econometric results show a positive relationship between human capital and earnings per capita of the household. From Table 4, the estimates of the variable show that if per capita earnings of a household increase by one percent, it will lead to an increase in the human capital index or human capital by 1.191 units. The results show that if the per capita income of the poor household is increased, this will help them to uplift their human capital, statistically significant. Due to the low-income level, households are unable to afford expenditures on education and health facilities. They remain deprived of basic social needs due to the low infrastructure and lack of resources [Chen and Wang (2001), Warren et al., (2001), Handa et al., (2005), Takahashi and Otsuka (2008), Awan et al., (2011), Attanasio et al., (2017)].

Regarding the number of earners in the household, the results of econometric analysis from Table 4 show a positive association between the earners in the household and human capital. This association is found statistically significant. An increase in the number of earners in a household by one member will result in an increase in the human capital index or human capital by 1.569 units. Due to the increase in earnings, the standard of living in the household will be improved and now be able to afford education and health facilities [Smith, (2007), Estudillo, et al., (2008), Jehovaness (2010) and Ackah (2013)]. The better-educated household head has a greater capability to get the advantage of opportunities professionally and raise their standard of living.

Due to the large size of the families, it is very difficult for the household to spend a large proportion of their limited income on education and health facilities. Considering the household size, the econometric analysis from the study is showing a negative relationship between household size and the human capital of the household. the coefficient of the variable infers that a rise in household size by one person will result in falling the human capital index or human capital by 0.400 units. Households living in rural areas have a large family size and they are engaged in farm-related activities and petty jobs [Lloyd and Gage-Brandon (1994), Desai (1995), Downey (1995), Maralani, (2008) and De Haan (2010)]. The value of the constant is -4.294. The R-squared of this model is 67.8 percent and the values of F-statistics are -641.094 and the p-value is 0.000. To investigate the presence of Heteroskedasticity, the White test indicates that there is no issue of Heteroskedasticity.

Table 4: OLS Regression Results of Human Capital, Poverty and Economic Development Nexus in D.G. Khan Division

Dependent Variable: Human Capital INDEX (HCI)				
Variable	Coefficients	Standard Errors	t-Statistic	p-value
Constant	-4.294	2.046	-2.098	0.037

Poverty	-0.588	0.318	-1.851	0.065
Per Capita Income	1.191	0.215	5.548	0.000
Remittances	0.444	0.320	1.387	0.166
Number of Earners in the Household	1.569	0.108	14.547	0.000
Household Size	-0.400	0.045	-8.788	0.000
R-squared	0.678	Adjusted R-squared		0.673
F-statistic	139.682	Prob(F-statistic)		(0.000)

Diagnostic Test: Heteroskedasticity White Test

F-statistic	1.632	Prob. F(18,319)	0.102
Obs*R-squared	135.998	Prob. Chi-Square(18)	0.110

Source: Survey data, 2019

In Table 5, economic development is the dependent variable to analyze its relationship with household poverty and human capital in the D.G. Khan division. For this purpose, the per capita income of the household is employed as a proxy for economic development. The Ordinary Least Squares (OLS) regression technique is used for the econometric analysis.

To examine the impact of household poverty on the economic development of the households, the econometric results show a negative relationship between poverty and per capita income or economic development of the households, statistically significant. The coefficient of the variable shows that if household poverty rises to one unit, it will decrease the income per capita or economic development of the household by 0.929 percent. Rural areas in developing countries are deprived of many socio-economic issues like unemployment, lack of education and health facilities, low skilled jobs. Therefore, poor households are forced to live in chronic poverty. The same findings are concluded by Amjad and Kemal (1997), Jongwanich (2007), Okoroafor and Nwaeze (2013).

Considering the impact of human capital on per capita income in the D.G. Khan division, the results from the econometric analysis show a positive relationship between human capital and economic development, statistically significant. Table 5 shows that if the human capital index or human capital increases by 1 unit, it will increase the income per capita or economic development of the household by 0.065 percent. The human capital of the household will help in raising the income level of the households. Due to the lack of resources, the households belonging to rural areas remain deprived of basic socio-economic facilities [Lee and Lee (1995), Datt and Ravallion (1998), Middendorf (2006) and Pelinescu (2015)].

Relating to the household head's occupation in the primary sector, the study concludes a negative relationship between the occupation of the household associated with the primary sector and the per capita income of the households, statistically significant. The coefficient of the variable depicts that if the occupation of the household head in the primary sector increase by one unit, it will decline the per capita income or economic development of the household by 0.243 percent. It has been observed that occupation in the primary sector, does not help the household in raising the income level [Rigg (2006) and Tuyen (2014b)].

The larger the family size, the lower will be income per capita of the households. As far as the household size of the family is concerned, it is found out that there is a negative relationship exists between the household size and income per capita of the household, at a 5 percent significance level. From Table 5, the coefficient of the variable infers that if the household size increases by one member, it will reduce income per capita or economic development of the household by 0.023 percent [Quartey (2006), Biyase and Zwane (2018)]. The value of the constant is 9.121. The R-squared of this model is 75.5 percent and the values of F-statistics are 209.069, having a p-value of 0.000. To investigate the presence of Heteroskedasticity, the White test indicates that there is no issue of Heteroskedasticity.

Table 5: OLS Regression Results of Economic Development, Poverty and Human Capital Nexus in D.G. Khan Division

Dependent Variable: Per Capita Income (LNPCI)				
Variable	Coefficients	Standard Errors	t-Statistic	P-value
Constant	9.121	0.106	86.425	0.000
Poverty	-0.929	0.055	-16.838	0.000
Human Capital	0.065	0.010	6.796	0.000
Remittances	0.039	0.076	0.509	0.611
Occupation of the Household	-0.243	0.049	-4.986	0.000
Household Size	-0.023	0.009	-2.574	0.011
R-squared	0.759	Adjusted R-squared		0.755
F-statistic	209.069	Prob(F-statistic)		(0.000)
Diagnostic Test: Heteroskedasticity White Test				
F-statistic	1.647	Prob. F(17,320)		0.109
Obs*R-squared	33.145	Prob. Chi-Square(17)		0.114

Source: Survey data, 2019

Conclusion and Policy Recommendations

The present study is based on a household survey collected from 338 household heads from the D. G. Khan division. This region is less developed as compared to the other regions, therefore the present study tried to find out socio-economic and demographic factors that can be helpful in the development and prosperity of the households belonging to the D. G. Khan division. The study concluded that the household poverty, large household size and occupation of the household head in the primary sector show a negative relationship with the per capita income of the household. An increase in the per capita income and number of earners in the household plays an influential factor in promoting human capital for this region. However, the presence of physical assets and human capital are the most significant factors in alleviating household poverty in this region. Government should develop strategies and generate funds for the development of educational and vocational training institutions, to promote human capital in the D. G. Khan division.

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Relationship between Representation of Violence against Women in TV Drama Serials and Reactivity of Viewers

Sajida Awais, Faculty of Media and Communication, University of Central Punjab, Lahore, Pakistan

***Atif Ashraf**, Faculty of Media and Communication, University of Central Punjab, Lahore, Pakistan

Ghulam Shabir, Faculty of Media and Communication, University of Central Punjab, Lahore, Pakistan

*Corresponding author's email: atifashraf@ucp.edu.pk

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ABSTRACT

Purpose: The present study aims to explore the role of viewer's reactivity of entertainment and empathy in their perception of violence against women among viewers of Lahore, Pakistan. The supplementary aim was also formulated to gain more clear insight which is the role of viewers' gender in viewer's reactivity and perception of violence against women.

Design/Methodology/Approach

Quantitative method was used in the study. Sample was consisted of 500 viewers of the thirty dramas serials of Geo, ARY Digital and Hum TV which presented violence against women. The participants were drawn through purposive and snowball sampling strategies. The sample has 233 male participants and 267 female participants.

Findings: The findings indicated that viewer's reactivity of both enjoyment and empathy correlated with perception of violence against women. Gender differences were found only for the one sub scale of perception (i.e., domination).

Implications/Originality/Value: The findings highlighted that perception of violence against women was more inclined towards active violence being portrayed by the entertainment channels and chances to imitate the same behavior in society cannot be ruled out.



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Introduction

Violence, in the world report, has been categories as self-directed, interpersonal, and collective violence. Violence against women and girls (VAWG) or Gender-based violence (GBV) affects 1 in 3 women in their lifetime and is a global pandemic (World Bank, 2019). Violence against women is the main obstacle to attain human rights by women. Violence against women and children is "any action or violation carried out by people harming another's life, physical or psychological dignity or rights, and negatively affecting his or her

personality's development" (Council of Europe, 2001). Media can play a significant role in either perpetuating or challenging social norms and behaviors that condone violence against women. Over the past 40 years, there has been a drastic increase in television scenes that include acts of violence against women as fundamental subplots in television (Jamieson, & Romer, 2014). Violence in modern film and television is almost hard to escape; what was once seldom represented on television is now a prevalent plotline (Cuklanz, 2000; Lee, Hust, Zhang, & Zhang, 2011). Therefore, the present research aimed to examine the role of viewer's reactivity towards drama scenes presenting violence against women in their perception of violence against women in real life.

Violence against women is a continuing societal problem that impacts one in three women around the world. Factors associated with violence against women can be identified at different levels- individual, family, community, and social. In a recent report of WHO (2021) violence against women is a major health problem and violation of human rights of women. An estimated 30 % of women population worldwide experience intimate partner or non-partner violence. More precisely, about 27 % of them have been experiencing violence by intimate partner. Considering the importance of this problem, United Nations presented a resolution on the Eradication of Violence towards women (DEVAW) in 1993 and international day for the elimination of violence against women is celebrated on 25 November. However, violence against women still persist (Bloom, 2008).

Difference in socialization process of gender role, its stereotypes as well as the consequences of these stereotypes relate to the others as well as to the environment in term of their capacity. Environment taught the females to think about the emotions of other by putting themselves in other's shoe. On contrary, it taught the males to be expressive even about the expression of hostility and anger (Díaz-Aguado, 2003). These elements provided a baseline for the assembly of gender violence (Mahlstedt & Welsh, 2005; Murnen, Wright, & Kaluzny, 2002). Biologically, both females and males were not predestined as victim or aggressors and born without any biases. However, the stereotypes associated with their roles developed from cultural and environment which reinforce the stereotypical behavior related to gender role and thus legitimize gender violence (White, 2001) which is mostly occur in close relationships. Accordingly, it can be said that socialization is a crucial aspect to establish gender roles along with the formation of gender parity (Expósito & Moya, 2005; Pratto & Walker, 2004). Gender parity with the support of cultural values legalized the domination of the strong and subordination of the weak which is an important aspect of violence.

In the present age, almost every home of Pakistan has a television (Hafeez, Ahmed, Khan & Safdar, 2020) which is a source of entertainment. In some serials, there are progressive and gender-sensitive messages, and in most of them patriarchal values are reinforced and orthodoxy is denounced (Safdar & Khan, 2020) which may affect societal norms and values (Wear & Skillicorn, 2009). This increase in access to media, as well as, the prevalence of violence in media further intensifies the need for studies to address the representation of violence against women in the Pakistani media. International literature although existed on the representation of violence against women on TV, however, Pakistani literature falls short in this regard.

In Pakistan, approximately 70-90% of the women experience domestic violence (Human Rights Watch, 1999) which is a leading cause of violence against women worldwide. Domestic violence in Pakistan is taken as private matter and therefore not much attention is placed on it on policy making level (Fikree, & Bhatti, 1999). The reason of this discrimination is the established societal norms (Bettencourt, 2000) which lead to physical, psychological and emotional abuse (Human Rights Commission of Pakistan, 2000). Figures indicated that only in the year 2020 around 1000 girls and women have been killed on the name of honour in the country (Shah, July 28, 2021). Several steps were taken to overthrow the violence against women in Pakistan such as formation of policies and laws for different types of violence. For instance, Women's Protection Bill, the Prevention of Anti-Women Practices Act, the Domestic Violence (Prevention and Protection) Act, Protection Against Harassment of Women at the Workplace Act, Acid and Burn Crime Bill, as well as amendment in the

criminal law (Offences in the name or pretext of Honour) Act of 2016. However, implementations of these acts and policies were not without challenges.

Most often men believe that wife is docile and submissive which are subjected to control, discipline, and violent punishment (Zakar, Zakar, & Kraemer, 2013). She deserves “stern warning” or “symbolic humiliation” to show disapproval or anger) if she refuses sex, shows negligence in the appropriate care of children, or if she is sexually unfaithful (Abraham, 2000; Ayyub, 2000; Fikree, Razzak & Durocher, 2005). However, women with higher educational levels than their husbands are less likely to suffer beating and intimidation (Jejeebhoy, 1998; Visaria, 1999).

Social perception of violence against women has been explored earlier by Expósito and Herrera (2009). This study was conducted to explore the social perception of people about gender violence by gathering gender profiles of women victims who faced abuse and the men perpetrator who performed violence against women by collecting data about both the individual and the social factors (self-esteem and power in relationship respectively) related to violence against women. Findings highlighted that perpetrator and victim both possess specific social profile related to both the individual and the social factors.

El Abani and Pourmehdi (2017) explored the perception of domestic violence against women among Libyan migrants. They found that Libyan migrants perceive threat to use violence, verbal abuse, physical/sexual violence and economic abuse all are the forms of domestic violence against women. Moreover, ninety five percent that husband's aggressive acts, shouting, pushing, punching and breaking things are the act of domestic violence against women. Another study related to domestic violence against women in European Union also found the similar results about perception of domestic violence against women. Around 78 % Europeans recognized domestic violence against women and this ratio was 74% in 2016. Moreover, 15 % of the respondents think that domestic violence is a private and family matter (Eurobarometer, 2016).

Many researchers have also considered the impact of media on women specifically. Through the content in media, women are taught to ‘self-silence’ and to place their partners’ needs above their own (Margolis, 1998). Similarly, women who consume media with violence may not perceive acts of violence as criminal victimization, while they are more likely to do so if they if the perpetrators ‘deprive victims of liberty, threaten their lives or physical integrity, or produce psychological harm’ (Lievore, 2003). The impact of violence against women in media on a global scale is an arena of particular concern since there is clear research evidence that television has the potential to shape viewers’ opinions and behaviors (Kahlor & Eastin, 2011). Moreover, Roshan and Parvez (2012) investigated the dramatized violence against women in PTV dramas on knowledge, attitude, and actual behavior. Data was collected from 532 students and analyzed through t-test and correlation. Gender differences were found and correlation between exposure of PTV dramas and youth knowledge of verbal violence as well as with youth attitude of verbal violence was also found.

Problem Statement

Pakistan ranked as the world's third last country from 156 of the ranked countries on gender parity (World economic forum, 2021). Women face a series of violent acts/threats ranging from crime, abduction, poor health care, honor killing, acid throwing, workplace harassment, and lower education. This present situation seems awful to Pakistani people. It is because of the societal norms that Pakistani society accepts that women face violence and discrimination on a daily basis (Bettencourt, 2000). In addition it has been found that film and television programs affect gender-stereotypes and attitudes toward violence (Flood & Pease, 2009; Huesmann & Kirwil, 2007). Media desensitize the magnitude of the problem (Strasburger & Wilson, 2002), and attitudes towards violence against women (Emmers-Sommer, Pauley, Hanzal, & Triplett, 2006; Lee, Lindsey, & Kim, 2017; Wright & Tokunaga, 2016). However, research focusing on opinion formation and perception as a reaction of mediated violence exposure are quite limited (Lievore, 2003). Moreover, such evident impacts of dramas on

perception are scarce. One study explored the impact of PTV dramas on knowledge, attitude and actual behaviors (Roshan & Parvez, 2012).

Rationale

Desensitization to violence is a growing problem of present time. A significant impact in the desensitization of women is that they become less likely to report violence and abuse by their partners as violent media teaches them that it is commonplace. This is especially prominent if the women are leading lives with traditional gender role attitudes as they are inhibited by stereotypical and narrow representations of violence in media that disable them from being able to recognize other types of violence that they are being subjected to (Harris, Firestone, & Vega, 2005). Pakistani society is a bearer of patriarchy, however, with regards to Pakistan; limited studies were conducted addressing the specific representations of violence against women in media and its impacts. With regards to Pakistan, limited studies are addressing the specific representations of violence against women in mass media. Moreover, the amount of Pakistani literature on the subject of perception of violence against women is not representative of the magnitude of the problem and perception of violence against women may influence the actual behavior towards violence against women as indicated by literature. Therefore, the present study aimed to explore the role of viewer's reactivity and perception on the subject of violence against women.

It is quite true that being a woman lead an individual to face discrimination, however there are certain other factors that may facilitate violence against women. These included sexual identity, environment, skin colour, nationality, ethnicity etc. (Igareda, 2013). Considering this fact, sexual identity (gender) was explored in the present research due to their important role in the perception of violence against women.

Objectives of the Study

The following objective was considered to better understand the underlying characteristics of violent against women.

To examine the relation of viewer's reactivity with perception of violence against women.

To examine the gender differences about the viewer's reactivity and perception of violence against women.

Hypotheses

Viewer's reactivity is likely to relate with perception of violence against women in real life situations.

Female participants are more likely to perceive violence against women as an act of violence than male participants.

Method

Research Design

A cross-sectional design was used to assess the association of viewer's reactivity and perception of violence against women among general population of Lahore, Pakistan.

Sampling Technique

Both purposive and snowball sampling strategy was used to collect data. Some participants were initially selected based on being the regular viewers of the selected thirty dramas from Geo, HUM TV, and ARY Digital that presented violence against women using purposive sampling strategy. Then further participants were approached using snowball of the initial sample. Snowball sampling was used because the selected participant may have some other family members and friends that were regular viewers of dramas.

Sample

For the present research, 500 viewers of the thirty dramas presenting violence against women were taken from Lahore, Pakistan. The participants having a mean age of 20.95 ($SD = 3.57$). Details of sample characteristics are presented in Table 1.

Table 1
Descriptive Statistics of Sample

Variable	<i>N</i>	%	<i>M</i>	<i>SD</i>
Age (in years)			20.95	3.57
No. of dramas watches			9.47	0.66
Gender				
Male	233	46.6		
Female	267	53.4		
Area				
Rural	251	50.2		
Urban	249	49.8		
Education				
Matric	1	0.2		
Intermediate	249	49.8		
Graduation	146	29.2		
Post-graduation	94	18.8		
Any other	10	2.0		

The table showed that most of the participants were females which constitute 53.4 % while the remaining 46.6 % were male participants. An almost equal number of participants belong to rural (50.2%) and urban areas (49.8%) of Lahore. Most of the respondents having an intermediate degree ($n = 249$), followed by a graduation degree ($n = 146$), post-graduation ($n = 94$), any other degree (for instance MBBS $n = 10$) while only one of them reported matriculation. Participants watched on an average 9 drama series among the 30 selected dramas.

Instruments

Demographic Sheet

The demographic sheet included information about the gender of the participants, their age, education, family income, and residential area to analyze few of them in the main analyses. For instance, gender of the participants was analyzed to see the possible gender differences.

Viewers' Reactivity

The reactivity of viewers to violent media segments was assessed based on (Fanti et al., 2009) which was adopted for the present research. The participants will complete four items on how “normal” they found the different violent scenes and four questions to measure their empathic responses with the victim of violence indicating the scenes as an act of violence. These items were initially adapted by Fanti et al. (2009) from the Film Evaluation Instrument and Victim Evaluation Instruments respectively (Linz, Donnerstein, & Penrod, 1984), and were further adopted for the present study. The items tapped two of the subscales; enjoyment (considered as normal practice) and empathy (considered as an act of violence). Participants rated their

responses using a scale ranging from 0 (strongly disagree) to 4 (strongly agree). Overall mean scores on four respective items of two subscales were computed and can be utilized further.

Perception of violence against women

Perception of participants about violence against women was measured using the Perceived Gender Violence scale (VGP; Spanish acronym) which is a modified version of the VEG scale (Cantera, Estébanez & Vázquez, 2009; Estébanez & Vázquez, 2010). This scale measures' perception of gender-based violence in real life and can be used for the perception of violence against men or women. This was a 47 items measure assessing ten subscales related to violence. In the present study, the adapted scale consisted of 20 items that tap six aspects of verbal violence. The aspects are as follows; control, discrediting, affective indifference, emotional manipulation, threat, and domination. Furthermore, three items related to physical violence were formulated and added for present research.

Procedure

Formal permission from authors of instruments was taken to use them for research as well as to translate them for local viewers. The translation was carried out using Mappi guidelines (Mapi Research Institute, 2002). The scales were adapted considering the cultural context of Pakistan and the items related to physical and verbal violence only. The items of sexual violence were excluded due to difficulty to gather this information from the general population. Then, piloting of the protocol was done to identify any issue in the measure's comprehension and to analyze psychometric properties. The piloting of protocol indicated that the font size of the protocol was relatively small and was changed to improve readability in the main study. Instruments were administered in a face-to-face manner. Consent for participation was taken and participants were also informed about confidentiality and the anonymity of data as well as about the objectives of the present study. Moreover, they were guided about their right to withdraw at any point they felt uncomfortable. If participants ask for an interpretation of any items on the surveys, administrators were instructed to respond, "Please use your best interpretation to answer all the items." However, clarifications may be made about the demographic information, if requested. For the less educated participants, the researchers administered the scales by asking them all of the questions. SPSS software version 23.00 was used to analyze the data.

Results

Before conducting the main analyses, descriptive and reliability analyses were computed to assess the mean, standard deviance, minimum, maximum and internal consistencies of the sub scales. Moreover, skewness and kurtosis were assessed to analyze the normality of distribution. Table 2 presented an overview of minimum, maximum, mean, standard deviation, Cronbach alpha reliabilities, skewness, and kurtosis of viewer's reactivity and perception of violence against women.

Table 2

Reliability, and Normality of Viewer's Reactivity and Perception of Violence against women (N = 500)

Variables	<i>k</i>	α	Skew	Kur	Min	Max	<i>M</i>	<i>SD</i>
Viewer's reactivity								
Entertainment	4	0.77	0.67	-0.21	0.00	4.00	1.26	1.01
Empathy	4	0.80	-0.46	-0.54	0.00	4.00	2.60	1.07
Perception of Violence against Women								
Control	3	0.71	0.55	-0.32	0.00	4.00	1.83	1.07
Discrediting	5	0.77	-0.84	-0.37	0.60	4.00	2.98	0.95

Affective indifference	3	0.77	-1.04	0.03	0.00	4.00	2.98	1.12
Threats	4	0.70	-1.03	0.66	0.00	4.00	2.98	0.96
Emotional manipulation	2	0.80	-0.82	-0.57	0.00	4.00	2.90	1.29
Domination	2	0.87	-0.94	-0.47	0.00	4.00	2.96	1.31
Physical violence	3	0.85	-1.09	-0.02	0.00	4.00	3.07	1.15

Table 2 showed that the sub scales have minimally two items and maximally five items. Further, it showed that internal consistencies of all the sub-scales were good to average as it ranged between $\alpha = .70$ (threats) to $\alpha = .87$ (domination). Furthermore, skewness and kurtosis indicated normality of the data as all the values of skewness ranged between -1.09 to 0.67 while kurtosis ranged between -0.54 to 0.66. Table further showed that the scores of all the sub scales ranged from 0 to 4 similar to the original rating anchors of the sub scales (except for the minimum value of discrediting). The mean scores of all of the subscales were above the midpoint of the ratings (i.e., 2.5) except entertainment and control.

After these preliminary analyses, Pearson product moment correlation was run to assess the association of viewer's reactivity with the perception of violence against women in real life. Table 3 presented the overview of the relationship between the sub scales of viewer's reactivity and the perception of violence against women.

Table 3
Pearson Product Moment Correlations of the Study Variables

Variables	2	3	4	5	6	7	8	9
1. Entertainment	.12**	-.20***	-.14**	-.19***	-.11*	-.02	.08	-.01
2. Empathy	-	-.01	.16***	.06	.32***	.33***	.26***	.20***
3. Control		-	.45***	.50***	.40***	.25***	.14**	.22***
4. Discrediting			-	.82***	.65***	.57***	.31***	.41***
5. Affective indifference				-	.62***	.52***	.24***	.38***
6. Threats					-	.72***	.49***	.62***
7. Emotional manipulation						-	.48***	.51***
8. Domination							-	.62***
9. Physical violence								-

Note. $N = 500$. * $p < .05$. ** $p < .01$. *** $p < .001$.

Table showed that viewer's reactivity of entertainment correlated negatively to their perception of control, discrediting, affective indifference, and threats. The second subscale of viewer's reactivity i.e., empathy positively correlated with discrediting, threat, emotional manipulation, domination, physical violence, and personal involvement. Subscales of viewer's reactivity and perception of violence against women correlated with one another. So, the first hypothesis was accepted.

Furthermore, t-test was computed to identify the gender differences on the viewer's reactivity towards drama scenes presenting violence against women and perception of violence against women. Table 4 provided an overview of the independent sample t-test for gender difference on the study variables.

Table 4
Independent Sample t-test for Gender difference in Study Variables (N = 500)

Variables	Men (n = 233)		Women (n = 267)		<i>t</i> (498) <i>p</i>		95 % <i>CI</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			<i>LL</i>	<i>UL</i>
Entertainment	1.34	1.04	1.18	0.97	1.70	.09	-.02	.33
Empathy	2.60	1.08	2.60	1.06	0.06	.95	-.18	.19
Control	1.88	1.08	1.78	1.06	0.96	.34	-.10	.28
Discrediting	2.91	1.00	3.04	0.91	-1.49	.14	-.30	.04
Affective indifference	2.92	1.15	3.04	1.10	-1.19	.23	-.32	.08
Threats	2.96	0.96	2.99	0.96	-0.36	.72	-.20	.14
Emotional manipulation	2.87	1.28	2.92	1.30	-0.42	.68	-.28	.18
Domination	3.09	1.23	2.84	1.37	2.16	.03	.02	.48
Physical violence	3.09	1.14	3.05	1.16	0.44	.66	-.16	.25

Table 4 presented the findings of independent sample for gender of the participants on viewer's reactivity and perception of violence against women. The analysis indicated that although both of the groups reported on different sub dimensions of perception of violence against women higher than the average score (except for entertainment and control). However, the gender differences were significant for only on the sub dimensions of perception which is the domination. The findings indicated that women perceive domination as an act of violence more than men.

Discussion

The primary aim of the present study was to explore the role of viewer's reactivity in the perception of violence against women among viewers of Lahore. The study collected data from 500 viewers of the selected 30 dramas which presented violence against women. However, a secondary aim was to identify the impact of gender on viewer's reactivity and perception of violence against women. Overall, the findings indicated that the viewer's reactivity is associated with their perception of violence against women in real life situations. However, no differences were found on the basis of gender on reactivity and perception of violence against women (except for a subscale of perception; domination). The detailed interpretation of the findings is presented below.

Descriptive statistics of instruments indicated that the mean score viewer's reactivity of empathy and perceived violence against women (except control) were above scale midpoint. This indicated that viewer feel empathetic for the female victim of violence in the dramas and may perceive violence against women in the real life as an act of violence. These findings indicated that general population is aware of the impact of violence against women on their individual as well as on their collective life.

Similar findings were observed in a study by El Abani and Pourmehdi (2017) who explored the perception of violence against women among Libyan migrants specifically considering domestic violence. They found that ninety five percent that husband's aggressive acts, shouting, pushing etc. are the act of domestic violence against women. This perception about occurrence of violence against women is not solely an agenda and issue of collectivistic culture. However, a study of European Union also found the similar results about perception of domestic violence against women (Eurobarometer, 2016).

However, the gender parity index (World Economic Forum, 2021) indicated reverse. The reason might be that most often violence that women experience in Pakistan is domestic violence which is considered as a private matter and families may handle such issues within them. Most often the parents of daughters desires to resolve the issue and may bring back their daughter to her husband's house only on few words of apology. The main aim of them is to continue the marital bounding resultantly; she may live in such injurious environment for all her life. Important and stronger mechanisms of social control in such situations emerged at that time are the family honour and shame. These may create hindrance in the identification as well as reporting of such violence acts.

Violence against women strongly influenced from the underlying cultural beliefs and the differences in power and control exercised by men; claim of psychosocial theories (Expósito & Moya, 2005). Around the globe, irrespective to culture and society, the most primary cause of female subordination is patriarchy (Walby, 1990). According to Korac (2018), the patriarchal buildings of the states inherently promote despotic gender systems by constructing the gender role of men as "protectors", and "heroic".

In a similar manner, research found that the perpetrator had specific abilities or supporting mechanisms that aid him for violence against women. An earlier study found of Expósito and Herrera (2009) found that people perceive male perpetrators as hyper masculine than the other male. Hyper masculinity means the perpetrators have feminine features and greater self-esteem. Moreover, greater physical and psychological strengths; control of economy, decision-taking and social resources; as well as fewer social obligations and sexist ideology are the other factors associated with violence against women (Herrera, 2005).

Furthermore, the present findings (of hypothesis 1) established the association of viewer's reactivity and perception of violence against women. The Present age is the age of the media and the present findings can be interpreted as the influence of media. As, the research across the globe highlighted that media influences the perception, attitude, and behaviors of the people (Emmers-Sommer et al., 2006; Fanti et al., 2009; Huesmann & Kirwil, 2007; Kahlor & Eastin, 2011; Lee et al., 2017; Lievore, 2003; Wright & Tokunaga, 2016). More specifically, Eastal, Holland, and Judd (2015) investigated the power of the media to transform public opinion about violence against women. They concluded that the media frames violence that could impede and delay feminist aims of protecting women from violence and improving access to justice. Exposure to the scenes of violence affects actual violence by developing and reinforcing social attitudes that match such behavior (Kahlor & Eastin, 2011). The findings were also supported by an indigenous study of Roshan and Pervaz (2012) who found the association of exposure of PTV dramas with youth knowledge and attitude of verbal violence. Another study found that around 50 % knowledge of university students related to violence-based situations comes through media (TV, radio and press; Osuna-Rodríguez , Rodríguez-Osuna , Dios , & Amor, 2020).

Analysis of gender for the reactivity and perception of violence against women indicated that both group rated higher on the subscales (exception for entertainment and control). However, the differences were found only for the domination subscale on which female perceive violence against women as an act of violence more than men. The findings can be interpreted in the cultural context of Pakistan where all the main decision of family are under the control of male and the female have a subordinate role in this regard. The Aurat march and gender equality campaigns in Pakistan mainly focused to overthrow the suppression of female by male. The non-significant differences are important with regards to the viewers that may not differ on their reactivity and perception, however, the differences may be found among the general population.

Literature also guided that the inequality between men and women is actually based upon the perceptual supremacy of one gender over the other gender which evident the power game. The model of Pratto and Walker (2004) known as “The bases of gendered power” explained the power as a primary aspect of relationship between men and women. This power is built upon four essential pillars namely; strength/threat, resource’s control, social obligations, and ideology. More precisely, men have greater physical strengths due to their masculinity. Access to resources including the basic one differs with respect to gender (e.g., wage of an employee). The women have to perform the role of obligation, and care about others, thus, limiting their prospects to gain power. Lastly, the belief system or ideology in the culture explained the difference of power with respect to gender.

Conclusion

Overall, the results point towards viewer’s reactivity of empathy and perception of violence against women as an act of violence as opposed to normal practice. This means that the viewers of Lahore have the viewed that violence against women is the root cause of many other issues in the society. Moreover, the results also concluded that among the different dimensions of reactivity and perception of violence against women, women perceive domination of men as an act of violence and considered it as a punishable act. Cultural of Pakistan supports the power and domination of male and subordination of female in this regards. This aspect is also heightened by global gender gap report. Certainly, the society that desires to be representative and democratic must admire and promote human rights (Amorós, 2008) and consequently give no room to violence/ discrimination/ aggression against women due to their gender. Therefore, keeping in view the present findings and existing literature, the sources of socializations such as the content of media must be closely assessed and presented to impact positively in society at large.

Strengths and Limitations

The study is first of its kind to measure reactivity of viewer with respect to their perception of violence against women. It has few limitations that are presented here along with a suggestion for future research. The sample was taken only from Lahore, so, the findings cannot be generalized for all of the Pakistani population. The role of reactivity of viewers in their perception of violence against women was explored using cross-sectional design which limits the causation inferences; therefore, in future experimental design can be used to infer causation. Lastly, although present research explored the relation of viewer’ reactivity and perception of violence against women, however, it is also important to see the behavioral changes of viewers.

Implications

Violence against women is a common issue of both developed and developing countries and women of all socio-economic backgrounds may affect by this violence. Therefore, there is a dire need to consider this issue from the micro-level of the family to the macro-level of the global world. Chomsky (2002) mentioned in *his book* that governments spend billions of dollars every year just to control the public minds. The study implicates that government should invest in media to change the perception of violence against women thus may control the incidents of violence against women in real life. Moreover, a community-based, multi-pronged approach and sustained engagement with multiple stakeholders should be done to decrease violence against women. The most effective initiatives address underlying risk factors for violence, including social norms regarding gender roles and the acceptability of violence.

The findings highlighted that perception of violence against women as an act of violence. So, it may be improved furthermore to change these act of violence in real life situations. In line with the social learning theory of Bandura narrates that acceptance and action of violence both are conditioned through learning. As per the social cognitive theory, the environment has a strong influence on personal attitude and behavior (Bandura, 2002, 2004), similar is found in the present study for reactivity of viewers and their perception. This implicate that the perceptions can be modified and shaped through the appropriate use of media as individuals may even imitate the behaviors of the characters they see on the television. They are likely to emulate certain characters who are praised for their behaviors (Lee et al., 2011).

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Queen Bee Syndrome a Part of Sexual Politics or another Gendered Stereotype

Ramish Mufti, Lahore Institute of Science & Technology, Lahore, Pakistan

Amani Moazzam, Institute of Administrative Sciences, University of the Punjab, Lahore, Pakistan

***Abdul Basit**, Lahore Institute of Science & Technology, Lahore, Pakistan

*Corresponding author's email: abasit_shahbaz@yahoo.com

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ABSTRACT

Purpose: The aim of the study is to explore the queen bee stereotype in the financial institutions running its operations in Pakistan since there has been seen an increase in the trend of participation of women in the commercial banks.

Design/Methodology/Approach: Using a qualitative research methodology, the lived experiences of the female at leadership position and their subordinates are explored; by recognizing the factors of phenomena of queen bee syndrome as well as the sexual politics prevalent in the banking industry.

Findings: The results highlighted that the phenomena of queen bee is a gender based stereotype along with being a part of the sexual politics which is taking place in the banking sector since it is a sector having domination of male. The study also found that there is female to female acceptance and female leaders help their fellow women to grow in the banking sector.

Implications/Originality/Value: The study is beneficial to all the stakeholders and provides a clear insight about the predominant dynamics in females working in the same organization but at different position which results in eliminating the perpetuation of biases within female staff members regarding the women leaders.



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Introduction

The world population is constituted by the women is almost 49.58% (Statistics Times, 2021). The statistics of Pakistan Bureau is indicated that total population of male in Pakistan is 106.018m, the number of female is 101.344m and the population of the transgender stands at 321,744 (Desk, 2021). The total percentage of male is 50.8%, female is 49.2% and the transgender form 0.24% in Pakistan population (Countrymeters, 2021). The labour market rate is 51% of total employment to population in which the ratio of female is almost 21% as compared to rate of male that is 30%, whereas the rate of female in the education and workplace is increasing with a slow trend (Statistics, 2018). Unfortunately,

the female are still underrepresented in Pakistan as the number of female at top positions of leadership in the firms and politics is scarce (Webber & Giuffre, 2019). Due to the type cast of glass ceiling, the leadership is considered to be associated with male instead of female, this stereotype is resulting in reducing opportunities for female to perform the tasks of frontrunners (Baumgartner & Schneider, 2010). However, female leaders can contribute to the firm in a positive way by her capabilities and skills and also give chance to the fellow female staff to grow (Glass & Cook, 2016). When the female are placed positioned as frontrunners, the inequality in gender will reduce and the female subordinates will be treated in an encouraging way for their growth. But it has negative consequences too that female at leadership positions in a male dominant workplace use the hard style that creates a phenomenon of queen bee. The phenomena of queen been has been emerging as a stereotype at universal level. The female at upper position distance themselves from the other female staff which decrease the success opportunities for subordinate women (Faniko et al., 2021). So this assumption is proving that it is not male who are holding back the female staff but it is the female supervisors who are repressing their development and pushing them back instead of encouraging them (Derks et al., 2016). This kind of mentality is increasing the biasness regarding gender and creates a disparaging environment for women henceforth gives raise to stereotypical mindset for female (Glass & Cook, 2016). The phenomena of queen bee is an individual natural desire to conquer the other individual by attaining power and influence (Arvate et al., 2018). Baumgartner and Schneider (2010) revealed that female as a leader distance herself from the fellow females and shows an uncooperative and obstructive behavior at the workplace so the female subordinate give the label of queen bee to the female leader. But the literature review lacks evidence about the style of female leader towards male staff and influence of the environment on giving such label to the women at upper level as well as the views and perceptions of the female staff members who have a women leader at the top managerial position (Piccio, 2021). There is a need to explore the stereotype that whether the female leaders are nourishing fellow females or influencing the chances of growth and development for them. The study in hand has two fold objective first to explore the phenomena of queen bee as a stereotype linked with the women leaders and second to study the experiences of the female staff and the female leaders in the banking sector of Pakistan. Additionally, the research also examines the role of environment of the organization in reducing the gender inequality or it is dominance of male which believes that when female who are working together they become rivals to each other. Furthermore, the study shed light on effect of the phenomena of queen bee and its prevalence in the banking sector of Pakistan. To be more specific, following are the research questions:

RQ1: What is the influence of female on the female co-worker at workplace?

RQ2: What is the level of willingness of female for working with the female colleagues?

RQ3: What are the main reasons behind labeling the female leaders as queen bee?

RQ4: What is the experience of the female who are working with the women in banking institution at different managerial ranks?

Remaining part of the article is structured as: literature review, theoretical framework, methodology, data analysis, discussion and conclusion.

Literature Review

Before embarking on the analysis of the phenomenon under study, it is pertinent to appraise the profusion of published research literature. Google is used as search engine to appraise survey of literature and explored the renowned research data bases of Taylor & Francis, Springerlink, Jstor, Elsevier (Science Direct), Wiley-Blackwell, Emerald, etc. using key words: queen bee, queen bee syndrome, queen be stereotype, female leaders, female staff, stereotype, queen bee in banking sector, gender inequality and gender discrimination. It is important to document the efforts made by different researchers across the globe to set the context of the current study. The terminology of queen been was first presented by Staines, Travis and Jayaratne in 1974. Queen bee is referred as a pejorative label which is given to the female who have achieved success and became a leader in a work place that is male dominant and such female have a suppressing behavior

towards their female staff (Arvate et al., 2018). The phenomena is explaining that women having an ambitious attitude holds a perception of working like men and superior than other female staff, therefore, female leaders distance themselves from the subordinate women at the work setting (Faniko et al., 2021). It is also explained as female leaders who tries to improve their professional opportunities in the firms ruled by men through dwindling success chances for the female subordinates. The leadership styles of the females at numerous management positions are different while it is compared with the male managers. Particularly, female uses authoritative and transformational style of leadership (Scheifele et al., 2021). The stereotype of queen bee indicates that female encumbers the development of other female and shows stiffness regarding their advancement. As the representation of the female has amplified over the past years in the managerial levels which is encouraging the other female at the work setting nonetheless it is not assuring that the women and men are receiving equal rights at the workplace (da Rocha Grangeiro et al., 2021). Formanowicz (2021) argued that the phenomena of queen bee does not exist in the personality of the women but this myth is assumed in the workplace setting as well as in the matter of promoting the women. Drexler (2013) claimed that the results of numerous research studies showed that the staff members prefer men supervisors as compared to female because the traits of a successful leader that are self-confidence, decisiveness and proficiency mismatch the traits of female that are graciousness, nervousness and balminess. Consequently, in contrast to the women traits, the male traits are strappingly linked with the veracious managerial position. This is one of the reason that female are facing glass ceiling and less chances of promotion and when they are promoted such labels are given to them (Babalola et al., 2021). The results of the past research conducted in the professional fields highlighted that the lower level of personnel articulated negative remarks, less trustworthy and snub actions about the female bosses (Harvey, 2018). In contrast to the female, the male managers receive negative as well as positive responses. Subsequently, the behavior and conduct of the female leader is influenced that also effects the performance of the organization as mentioned in the literature. The female at leadership position is stereotyped and considered to make absurd decision (Fleischer, 2021). The previous research study concluded that when the female at upper position come across any kind of stereotypical intimidation in the workplace, their inclination to acquire manly characters increase and she tends to have a dominant, authoritative, hostile and commanding demeanor due to which female leaders are considered to be queen bee (da Rocha Grangeiro et al., 2021). The stereotypical snags are giving raise to the phenomena of queen bee (Derks et al., 2011a). Ebrahim (2021) revealed that the women are labeled as queen bee because of the issue of gender discrimination because when women face discernment and still reached at the top position she opt for the culture of queen bee. By studying the existing literature, it has been observed that male in authority likely to oppose the coworkers instead of supporting in contrast to the female who help and promote their colleagues. Kobus-Olawale et al. (2021) argued that if any individual is involved in a culture that is hostile and intimidating he/she learn that values and when come in power those learned ethics are applied by him/her. The culture of queen bee is pursued by older age female since they have more gender based conduct (Derks et al., 2011b). It has been also deliberated that when female achieve an eminent rank, she consider herself superior from the junior female and contradict the existence of sexism in the firm (Sengul et al., 2019). Another element which is giving raise to the culture of queen bee is the factor of jealousy between the associates because of the negative stereotype and the environment of the company (Derkset al., 2016). The rivalry among the female in the firm creates fear of losing the particular rank such circumstance includes entrance of new employee, performance of the personnel or merger of the divisions (Corwin et al., 2021). Netshitangani (2021) asserted that female subordinates are more efficient than women supervisors and the conflict in both grades is natural. The two different groups of Alpha male and queen bee was studied, the results indicated that both groups has high level of manly individualities compared with women staff members and both have competitive behavior (Piccio, 2021). Crisp of literature presented has built the base to conceptualize and to present the phenomena rather more systematic and rigorous.

Theoretical Framework

The female subordinate deals with the queen bee culture by presenting themselves with a strong gender

identity of womanly characters and differentiate themselves from the women supervisors and they are labeled as Princess bee. Thus, the queen bee is threatened by the women subordinates and connect with them. The theory of group socialization explains the behavior and expectations of the members of group and individuals which is developing the culture of queen bee in a negative way (Levine & Moreland, 1994). When the process of socialization is linked with the management ranks it leads towards mainstreaming of labor force so consequently, the beliefs and goals of the subordinate women are vanished that reinforce male philosophies (Billing & Alvesson, 1989). Keeping in view the social role conception at macro level, the roles of female and male are different. The social role of male is considered to be bread winner and source of income while the women are expected to be involved in the domestic chores. Talking about the communal characters of both genders at micro level such as in the organization, male are linked with having the skills needed to be at the managerial position while women are predicted to be emotive and nurturer. Accordingly, the female adopt the culture of queen bee for the purpose to express her managerial abilities (Krause & Hartney, 2021). The theory of social identity is related with the myth of queen bee, that the identity of the individuals is established on the gender (Stets & Burke, 2000). So, when a female is positioned at an upper level, it creates negative stereotypes against their identity as the women are considered to be jealous of other females (Kasem, 2021). The theory also states that when the individual stays at minority class in a company they learn their characteristics and same is the case with the female when they attain an upper level position in result they opt for culture of queen bee (Sengul et al., 2019). According to the role incongruity theory, there are two patterns of gender stereotype outlined that is descriptive and prescriptive (Eagly & Karau 2002). The descriptive stereotype illustrates that beliefs shared by the female and male are similar while prescriptive stereotype explicates that the beliefs shared by the female and male needs to be similar. The differences in both patterns is causing discernment about the female leaders (Vázquez-Cupeiro, 2021).

The theory of regulatory focus discuss that the factor of enviously badly influence the alliances of work setting. It propose that jealousy results in gains and no gain which is letting down the female staff of the company and developing the culture of queen bee (Thiranagama, 2021). The social distance theory of power determines that the female at the upper rank choose to indulge in tasks that result to keep up distance as of subordinate (Magee & Smith, 2013). The reason of this is the female leader independence and undependability on the female staff (Suharnomo, 2019). The concept of dis identification is linked with the challenges that are faced by the individual when he/she distance from others who are from their business or organization (Yue & King, 2021). The dis identification is harmful because it cause dissatisfaction and detachment that separate the dis identified individual from the whole group. In the case of queen bee the female leader also dis identify herself from the female staff (Baloch et al., 2021). The perspective of Meritocratic explains the managerial and communal stances avoiding the role of gender for encouraging in the operations of firm. The viewpoint of equal opportunities focus on providing unbiased perquisites to female which leads towards their success and help them to reach at top ranks (Lepe et al., 2021). The outlook of special contribution highlights that the female leaders are concerned about the success and growth of subordinate female. The perspective of alternative values intents to improve the conditions for female to work and working with the subordinate with coordination (Lepe et al., 2021). The attitude theory is describes the stereotypical attitudes and responses of both genders (Breckler & Wiggins, 1989). The theory suggested that the stereotypes regarding the female are more while it is compared with male (Magee & Penfold, 2021). The assumptions about the female leaders of the company that is perceived by the female staff is effected by the relational role of gender. The firms in which female dominance exists has high relational eminence (Magee & Penfold, 2021). The literature review revealed un-constructive relation in the female working in the firms. The issues of enviously, deleterious and toxic association have been found in the research which give raise to phenomena of queen bee. Nonetheless, the literature suggest the need to explore the phenomena that the female leaders adopt culture of queen bee because of the environment of the firm since it is a male dominant sector and examine the relation in the female leaders and female staff that whether it is cooperative or suppressive in the Pakistani banking industry. Pakistan banking sector is male dominant that has long hours of working and hard-hitting targets to be achieved such environment is making it

difficult for female interconnect with the staff (Kobus-Olawale et al., 2021). Numerous researches concluded that in banking sector the female staff feel confident in the presence of female leader which is diminishing the effect of queen bee (Harvey, 2018). Another research showed that as the participation of the female has been increasing in the banking sector the women are becoming supportive to their juniors and reducing the gender biasness by acting as a role model instead of being a queen bee (Arvate et al., 2018). Since the participation of women in the banking sector is increasing which raised the need to study the phenomena of queen bee in banks.

Methodology

Qualitative approach was used to explore the prevalence of the phenomena of queen bee in the banking industry of Pakistan. The design of research was phenomenological for examining the lived experiences of the female leaders as well as the female staff regarding the syndrome of queen bee. This design was used for understanding the personal perception and views of the participants of the research about the phenomena under study. The population of the study was the financial institutions such as the private banks operating in the city of Lahore, Pakistan. The private sector banking institutes were selected because it has setting that is male dominant. The sampling strategy used in the study was non-probability purposive sampling. The reason for using this technique was to reach the targeted participants. The sample size in qualitative research is not concerned since the saturation point was obtained by the researcher. Total sixteen interviews were conducted. The banks from where the interviews were conducted was four top and well-established private banking institutions operating in Lahore which are Silk Bank, Bank Alfalah, Faysal Bank and United Bank Limited (UBL). The five women at the upper management positions such as the district manager and regional manager were interviewed. The six female were selected from the middle rank of managerial position such as the area sales executives and branch directors. The five women who were working at entry level such as the cashier, relationship officer and service representatives were also interrogated. In order to collect the data, semi-structured interviews were used. The data obtained by conducting interview from the female leader in one bank was also cross checked by interviewing the female staff of that banking institutions. Women from different level of hierarchy were carefully chosen for getting insight about the syndrome of queen bee from female leader as well as from the female subordinate to understand their point of view and perception. The interview guideline was developed in accordance with the questions of the research study. While conducting interview, probing questions were asked to get an in-depth insight about the topic of research. There was a separate interview guide for the female leaders and female staff so that a clear view about the issue of study can be gathered from both. The permission of the participants were obtained before recording the interviews. The audio-typed interviews were transcribed using the approach of verbatim. Then the data was analyzed. For analysis purpose, using the data different codes were generated. On the basis of the codes, the categories were developed that led towards broader qualitative themes which was depicting the major findings of the research study. While analyzing the data, it was focused that the researchers opinion do not create any biasness along with this, the confidentiality of the participant was taken into account so that any data of the respondent is kept private and not used for any other purpose other than the research in hand.

Data Analysis

From analyzing the data, three major themes of the study has been emerged that is further divided into sub themes and presented here:

Influential Role of Women at the Work Setting

Experiences of Women Leaders and Women Staff

The participant of the study was female leaders and female staff working in the banking institutions of Lahore. The leaders and subordinates were asked about their experience working with the female bosses. Almost all the female subordinate respondents shared their views that female leaders are motivating and supporting them. The respondents mentioned that their female bosses are making positive changes in the work place. When the female reach at the upper rank, she makes every effort that the environment in the company is better for the female staff to work. One of the respondent said:

“Times have changed now; females are very supportive with each other” (R3)

Talking about the female leader or subordinate, the response of the respondents showed that all the women support each other because it is in the nature of the female that she treats all the people equally whether she has reached at the upper managerial level or working at entry level. One of the respondent mentioned that her female supervisor fought for her promotion that was long delayed and she get promoted just because of the women boss. When the women achieve high level of position and managerial rank in the company it makes them supportive for other women and making ways for their female coworkers to be successful and reach at better positions. The respondent also stated that female leaders are influencing and inspiring them to work hard and reach at the higher level of management. The female leaders are also reducing the gender discrimination in the company. One of the female leader shared her experience that in past the women bosses were not showing any support to the female colleagues but now the attitude of the women leaders has changed and they do not suppress their women staff. The respondent shared her views:

“When I was working as a sub-ordinate female I have not seen any support by the females but in this era when I am myself a leader and in my batch there are many females who are at leadership position, I have seen all of them promoting and supporting the other female staff. But at my time, I don’t know there was insecurity in the females”. (R1)

The participants were interrogated about the style of leadership which is adopted by the female supervisor in their financial institution. Most of the females agreed that the style of the female boss is authoritative since in order to get the task done and it is important that the female have an authoritarian attitude. One of the female respondent told:

“This is a male dominated society. If female leaders would not follow authoritative leadership style, no one will take her serious. She has to be a little bossy, so that she gets the tasks accomplished.”(R10)

So, it is concluded from the responses that in past female leaders was jealous and insecure from the female staff but now there is no factor of envy and female staff is getting support from their supervisors by acknowledging and appreciating their efforts. The gender inequality and gender discrimination is also reduced by the female at top ranks. The female leaders are also inspiring their staff to work hard for achieving the top position.

Women Inclination for Working with Staff Women Progression of Women

As the ratio of women in the banking sector is increasing, it is beneficial for the other women who are entering in the banks as employees. The women bosses has made numerous changes in the work setting which is creating a better place and environment for female to work in the sector that has dominance of male. When the female respondents were questioned about the fact that the female bosses are brought benefits in the company, almost all the participants agreed that the changes women supervisors are brought up in the organization is helpful for the other women colleagues. One of the female said:

“Definitely yes, because women are themselves inculcating this women culture and they are trying to change the mind set as well. They are trying to promote the females more than the men. So yes, now the women at senior positions are making difference in this industry.” (R2)

The participants revealed that there has been seen increase in the recruitment of the women in the banking institutions which is also one of the reason of the female progression. When the female is hired in an organization in which she has a female boss, her expectations from the women supervisor increase as compared to male leader. The female expect that the female boss will understand her situation and help her to get through the hard times. The respondent shared her point of view by adding to the discussion about the female supervisor:

“Being a female, I expect that she should understand her female employees and their problems better than a male boss. She should provide us enough confidence and comfort so that we can

share any of our personal problems with her. She should understand that being a female we can also have some issues.” (R16)

Same response was highlighted from the female bosses that the subordinates are expected to work hard so that they can break the glass ceiling and be successful. The female leaders said that they are working with their subordinate females by helping them out in their tasks and also solving the difficulties that they are facing so that a better work life balance is maintained by the female staff. The female leader said:

“As I am senior to someone, I always treat them like my children. I consider that it is my responsibility to guide and coach them.” (R15)

So from the answers of the participants it is concluded that the female advancement is increasing in the banking sector because the women are recruited in the banks without any discrimination which is also leading towards creating easiness for the female to work. The female bosses being a role model encourage the female staff and also take stand for them. These all factors are adding towards the progress and development of the female.

Better Environment of Working for Women

For the purpose to provide better environs for the female to work, it is important that the female are provided a safe and secure place in which the female can work without any difficulties and problems. The female subordinates shared that the female supervisor is supportive and encouraging which results in increasing their motivation and accomplishing their goals and objectives. When the female gets support from the other female it gives her a sense of motivation and realization that her efforts are being valued and appreciated by her leader. One of the participant stated:

“The good thing is that when a female realizes that she understands your issue which you cannot discuss with a male. So this thing gives you a lot of motivation and you feel that you can work even harder for that person and to achieve the goals as well. Female to female support encourages you as well and gives motivation that you have some ones back.”(R7)

The participants of research when cross-examined about their preferences to work with the female manager or male manager, most of the subordinates choose to work with the women as their leader. According to the responses of the participants highlighted that the interaction with the female manager is quite easy and comfortable while it is compared with the male bosses. The response of the female subordinate is explaining her experience about the women leader, as she said:

“Communicating with females is far better than communicating with males. You can share all you problems easily with them. Every worker is from a different family background with different domestic problems. Female workers feel hesitant to talk about these with male bosses. They cannot convey their message to males properly as compared to females.” R10)

The theme concluded that the women are coming across a better environment of working in the supervision of the female leader who are encouraging and motivating the female subordinate. The support of the female boss is playing a crucial role in the development of other staff. The responses also stated that toady the female staff is more inclined towards working with the woman boss rather than male boss.

Phenomena of Queen Bee Syndrome as a Gender Based Stereotype Male Dominated Culture

The culture in the banking sector is male dominated due to this the male are given more opportunities to be at the top ranks as compared to woman. The participants of study when asked about glass ceiling, they mentioned that they faced this and they are not promoted because of the male dominance. The respondent said that:

“I have faced such time as well where a non-performer male got promoted just because he was a male not because of his performance.” (R1)

Most of the respondents mentioned that it is the mentality of the men that is creating a lot of fuss for the females. As when the female achieve high rank, her character is blamed that she must have any links with the upper managers that is why she is promoted. All the participants said that gender based stereotype is prevailing in the banking division. As the responses of the female clarified that the men do not bear that the female is reaching at high levels so they get jealous of them and spread such myths about their character and nature. One of the respondent told:

"In fact, it is due to the mentality, males of the organization are holding. The typical mindset of men is now gradually changing. Usually, men think that women are confined for bringing up and giving birth to children." (R12)

Another respondent said:

"If women are at the leadership position, the males turn this thing straight to the character of females that this growth is not because they are worthy. Their character is not good and they are getting promotions because of that. Basically, the problem is of acceptability. They cannot accept that a female is leading them. This is a typical mindset of sub-continental countries." (R1)

From the answers of the participants it is concluded that the female are facing numerous issues because of the culture of banking sector that male dominant. The gender based stereotype which is hold by the male about the female is creating problems for them.

Manly Approach in Banking Institutions

The banking sector is a division in which the male approaches are used. The mindset of male about the female is that they cannot work with one another since they are jealous of each other and backbite about their female co-workers. When the respondents were asked about the phenomena of queen bee, most of the participants mentioned that it is the typical mindset of the male that is creating such stereotypes, in actual it is not prevailing in the work setting. The respondents stated that it is difficult to work in such an environment in which the male is always looking up for any mistake and they trigger you. The politics of men in the banking sector is giving raise to the gender based myths. One respondent said that:

"Men actually promote rivalry among women. They think that women will only work when there would be a natural jealousy and rivalry among them, otherwise they will only get themselves involved in gossips." (R12)

Another female said:

"I have seen this type of culture here that men usually promote women rivalry. I have also seen bosses who take advantage of the situation." (R14)

The answers of the female participants conclude that the phenomena of queen bee is actually endorsed by the male mindset and it is not really prevailing in the banking sector of Pakistan and it is the environment in the company that is raising such stereotypes.

Women to Women Acceptance

The women working in the different positions in the banking institutions are showing acceptance to the other female this is the reason that the female is getting promoted and inspiring the other females too. The role of education cannot be denied in this respect because educated women prefer solidarity instead of competition. The responses of the participants revealed that all of the female whether they are the female supervisor or female subordinate, all of them have positive perception about each other. The subordinate women agreed that their leaders are not suppressing them and not creating any kind of hurdles in our success at the same time the supervisors also stated that they support their staff. The views of one participant stated:

"All females supporting each other can make things easy for other females and can create a positive image that females can work better." (R7)

Keeping in view the responses of all the participants, it is very obvious that female leaders are nurturing

their female subordinates and instead of overpowering them they are giving motivation and encouragement to the female staff.

Discussion

The major findings of the study indicated that in past the women bosses used to be unsupportive and uncooperative. Since the time has changed that also changed the attitude of the female leaders about their female staff. Now they show a great level of support and encourage the female colleagues so that they can achieve high ranks. The findings of the study is not showing relevance with the literature, because the previous studies showed that the women supervisors are suppressing the female and creating hurdles in their progress (Derks et al., 2016). Keeping in view the answers of the female participants, it seems that the phenomena of queen bee is not actually prevailing in the banking institutions, it is only the male that are spreading such kind of myths about the female leaders. This is a gender based stereotype that is not existing in the women but it is the environment of the banks which is male dominant that gives raise to gender politics. The results are consistent with the different previous researches that the phenomena of queen bee is just a myth that has been developed by the male dominated culture (Webber & Giuffre, 2019). The findings of the research revealed that the female leaders are benefiting the female staff in different ways by inspiring and motivating their co-workers and being a role model from them to reach at top ranks. The literature review also highlighted that the women are showing support to their female colleagues and there has been seen female to female acceptance but due to the environment of the workplace effects the attitude of the women bosses (Glass & Cook, 2016). From the perspective of the respondents, it gives the impression that even if the women are capable enough to be at top ranks but the male consider it as they have links with the bosses due to which they are getting promoted. Such mindset of male creates hurdles for women to achieve high position. The previous studies revealed that the stereotypical approach about the women cause problems for females in the organization (Hurst et al., 2016). The crux of the findings show that the phenomena of queen bee is part of the sexual politics and it is a gender based stereotype which is developed by the male dominated setting, whereas, female supervisors are promoting their female subordinate that is adding towards the advancement of female.

Conclusion

The study has addressed the issue of queen bee phenomena in which the females are selected as frontrunners and leaders in the company that result in lessening the success opportunities for other female staff while its compassion is made with the organizations in which male are at top positions. The phenomena determined that it is not male who hold back the female but it is female at upper and leadership position who limit their growth and development. Female bosses are guiding and motivating their co-workers and similarly the female subordinate are also focusing to achieve high ranks by accomplishing their goals. The phenomena of queen bee is not believed by the females in the banking institutions of Lahore, Pakistan as the female bosses are standing with their subordinate and playing the role of their ideal along with helping them to develop and reach at top levels. The acceptance of female to female is existing in the banks. But talking about the culture of the banking sector that has a male dominance approach it is uncondutive for the female, because the competition in the banks is because of the environment of the work setting as male in the organization is giving raise to the stereotypes of queen bee that is initiating deterrent in the growth of female. There are certain limitation of this study. One of the limitations of the research is the sample size since the banks from Lahore were selected. The time and resources were also a constraint of the study. The data was collected at one time which is why the detailed information about the phenomena is missing. Instead of selecting different industries to examine the topic under study only the banking sector was selected to explore the queen bee culture. The approach to collected data was qualitative which has chances of subjectivity. Only private banks were taken in sample not the public banks. The future researcher can increase the size of sample and conduct research on different cities and compare their data. The longitudinal approach can be used to collect the data in future. The sector other than banking industry can be selected to explore the phenomena. The mixed method technique can be used to get a full in-depth insight about the prevalence

of the queen bee culture. The public sector banks can be included in the population and comparison can be made between the results of the private and public banks. The study has also certain implications. The research study is providing valuable implications to the women working in the banking institutions for increasing their awareness about the gender related stereotypes and coping up with the mindset of the male dominated culture. The study is helpful for the HR in recruiting women to add value in their organization. It is useful for the financial institutions/policy makers/regulators to make policies about eliminating the gender politics as well as stereotypical approach in the organization to create a better environment of working to the female. It is helpful for the organization in monitoring the participation of female and the intra-gender relationship between the female at the workplace. The study is also beneficial for firms in adding the female in the workplace because women have flexible attitude towards all type of work environment and gives innovative ideas and challenging the status quo of male dominance.

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Be Muslim Buy from Muslims: Impact of Retailers Religious Orientations on Consumers Purchasing Patterns

Saba Amin, School of Business, Zhengzhou University, Zhengzhou, China**Muhammad Nabeel Safdar**, School of Business, Zhengzhou University, Zhengzhou, China***Qamar Ali**, Lyallpur Business School, Government College University Faisalabad, Faisalabad, Pakistan*Corresponding author's email: gamarali@gcuf.edu.pk**ARTICLE DETAILS****History**

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ABSTRACT

Purpose: This study investigates the impact of retailers' religious affiliation and religiosity on consumers' purchasing patterns. The moderated mediation model of this study contemplates a) the mediating role of buying motives of consumers based on thoughts, feelings, emotions, which help them make decisions, and b) the moderating role of intrinsic and extrinsic religiosity dimensions.

Design/Methodology/Approach: Data were obtained from consumers from metropolitan cities of Pakistan. Simple Linear Regression and Pearson Correlation Coefficients were used to investigate the relationships with the help of SPSS and AMOS software. ArcMap was used to represent the selected sample size.

Findings: Drawing on the belief-congruence theory, the findings of this study suggest that religious affiliation of the retailer (RAR) has a significantly positive impact on consumer purchase intentions (CPI) and that consumer buying motives (CBM) have a strong mediating role between RAR and CPI. The study also reveals that the impact of CBM on CPI is stronger in consumers with high intrinsic religiosity. However, data analysis shows that consumers' extrinsic religiosity is not a significant moderator of the relationship between consumers' buying motives and purchase intentions.

Implications/Originality/Value: The findings of this study can help retailers make better policies to attract consumers and sustain their businesses.



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Introduction

Consumers with a higher religious affiliation are more conscious about their purchasing decisions. Such consumers easily influence social values and norms (Razzaq et al., 2018). Religion is considered a part

of the culture. It can have a far-reaching impact on individuals' values, propensities, and stances. It extraordinarily impacts life, thus influencing shoppers' decision-making about the particular item. Religion has been characterized as an arrangement of customs justified by myth, which assembles extraordinary forces with the end goal of accomplishing or avoiding changes of state in the human and natural world (Barrett, 2011). Consumers who are highly affiliated with religion can gather more information about the new product before purchasing it. Consumers with a high level of religious commitment show less interest in purchasing the new product; such consumers are more loyal towards the brands they are already using because they are well informed about the brand they are already attached with (Tawney, 2017). Advertisements against Islam's teachings and Islam's religious values and belief systems can offend Muslim consumers (Abbasi, Akhter, & Umar, 2011).

Consumers with strong religious affiliations are less attracted to new trends and fashions. Consumers with a strong religious affiliation are well informed and less confused about the item they are buying. Religion plays a vital role in daily consumer life, and we get easily influenced by religion. We are connected and cognate to our religious values, a particular group, or the sect that can be considered religious affiliation. The consumer has certain norms and values of our culture/society one must follow in a definite pattern. It can be regarded as the guideline to spend a life. Human beings are emotionally and convivially connected to ALLAH (GOD) and divine rules and regulations. Religious affiliation of retailers can also be considered as a set of connections between retailers and religion (Ismail et al., 2019). It is perceived that religion strongly impacts a person's faith and personal life, buying patterns, and intention to consume a product/service. Religion provides instructions to follow and a guideline to deport concretely (Wan Ismail et al., 2019). Religious tradition may provide a path for a consumer to make choices in purchasing if the consumer is following the improvement of his religion. Suppose a religion does not offer guidelines cognate to buying concretely. In that case, religion can influence a consumer indirectly, for example, the buying patterns in the month of fasting, notion, and restriction cognate to clothing in faith (Bukhari et al., 2019).

Consumer buying motive (CBM) is the intention to fulfill a desire or need that makes individuals buy some item. A consumer may have many buying motives behind its intention to purchase, e.g., friends and family, emotional attachment, health and diet, age, gender, and many other motives behind its buying. The studies revealed that the youngest consumer is less concerned about organic food than the old consumer because of their health and diet issues (Abu-Alhaija et al., 2017). A motive is an inside component that stimulates, coordinates, and incorporates a man's conduct, which a craving will activate. Intentions are the beginning stage that dispatches the choice procedure (Hawlitschek, Teubner, & Gimpel, 2018). Religiosity has been conceptualized as a complex construct. Religiosity can be known as, in terms of religiousness, a person who has strong faith and belief. It can have the synonym of piousness, devotion towards religion, and holiness. Many authors revealed that religiosity has two dimensions, intrinsic religiosity and extrinsic religiosity (Mensah & Azila-Gbetteor, 2018). Moreover, researchers and marketing experts have held religion as a critical social impact in cutting-edge purchaser practices. Religion is considered a strong social impact in the commercial areas that should be perceived and looked into an advertising perspective.

Muslim buyers' inclination to purchase items with insufficient data, and purchase new items before others, was proposed to be identified with Islamic lessons foreordained in life and studied faith and belief intensely (Mutalib et al., 2019). Religion is a necessary construct, but many controversies are attached to it. This topic is under-researched and got less attention than the many other research constructs. It is a construct required to consider and to work on it. The utilization of religion in retailing is frequently a wellspring of debate, be that as it may. Religiosity tends to direct the impact of consumer buying intention. In particular, shoppers with a more elevated amount of religiosity and purchasing useful items tend to have a higher buy aim. Companies are spending a lot of money creating a good image and brand awareness in customers. Companies face fierce competition, and every company tries to grasp more & more market share. Marketers want to give the impression that they can provide every

solution for consumers' problems (Shome, Jabeen, & Rajaguru, 2018). Marketers have to put much effort into making consumers loyal and giving them an impression that the product/service they are buying is the solution to their problems.

This study aims to determine the impact of the religious affiliation of retailers (RAR) on consumers' purchase intentions (CPI) with the mediating role of CBM and moderating role of intrinsic and extrinsic religiosity. The study will address the following research questions. To what extent does the RAR have an optimistic influence on CBI? Does CBM mediate the association between the RAR and CPI? Does intrinsic religiosity moderate the connection between the consumers' buying *motives* and *intentions*? Does extrinsic religiosity moderate the association between CBM and purchasing behavior?

For this purpose, we draw on belief congruence theory (Insko, Nacoste, & Moe, 1983). The belief congruence theory provides knowledge about similarities and dissimilarities' attitudes, values, and beliefs. As per congruence theory, it is grounded on two main pillars likeness and importance. When a consumer finds the similarity between his own and retailer's beliefs, he gets attracted to purchase from that shop. Revealed that the similarity between the retailer and consumer could lead the retailer towards the favorable condition. For example, retailers with shared birthplaces and birthdays can develop a positive relationship with consumers.

Moreover, the consumer with the same religious values as the retailer will prefer that retailer whenever the consumer intends to purchase. The main thing for retail is to examine the belief congruence because a customer may compromise on the other characters. However, religion will be the dominant characteristic in consumers' life choices. The consumer prefers his religious values (Baillargeon, Buttelmann, & Southgate, 2018).

Literature Review

Tiffany (2019) stated that religious affiliation could lead to purchasing or boycotting goods/services. Religion is an essential part of human life. The Muslim world's religious Affiliation can substantially impact the consumer intended to buy something. Throughout the previous three decades, extensive research has built a connection between social and subcultural qualities and parts of buyer conduct. Be that as it may, religion as intrinsic human esteem has gotten little consideration from consumers researching this direction. Zelin et al. (2019) specified that religion is a global phenomenon. Every marketer should understand that it is not the only concern of local business, but businesses around the globe should be concerned about the importance of religion. Understanding the social value and religious values of the immigrant moving towards the other country is genuinely paramount for the host country. They will have to adopt worldwide ethical strategies to grasp the consumers.

Nickerson and Nandialath (2019) elaborated that religious Affiliation can be the secret to hold consumers worldwide. Each consumer originates from a different culture with its way of life and its particular piece of moral esteems. Religious comprehension can lead advertisers to comprehend these distinctions and serve in a better way. Religious Affiliation of retailer can lead a consumer towards the purchase intention. Researchers have concentrated on religious Affiliation and religious commitment so profoundly to comprehend its impact in the market. The consumer is more worried about the religiously permitted or denied items. Usually prefer to purchase from religiously legitimate retailer (Rauf, Prasad, & Ahmed, 2019).T. Islam and Chandrasekaran (2019) stated that consumer who is strongly affiliated to religion and give importance to cultural norms and values show higher life satisfaction as compared to those who are not affiliated to religious, such people show a lower level of life satisfaction. A consumer may consume the product to show its affiliation with religion; sometimes, the consumer purchases the product to intend to buy it just because of the religious interference in his life. The consumer tries to correlate itself with religion. That is why religion is essential in consumer daily life decisions and buying of an item. Purchasing is a part of the daily life routine where religion influences. If a person is religiously affiliated, he may go for the product; his religion allows him to buy (Shome et al., 2018).

H1: Religious affiliation of retailers has a significant positive impact on consumer purchase intention.

Wahab et al. (2018) explained that pleasure could be the buying motive to buy anything consumers liked. The researcher said in their studies that pleasure is an essential factor in buying. Consumer buying motive explained to a consumer why he is buying that specific article from a retailer. Sometimes consumer purchases an item just for the sake of pleasure without considering the other factors. Korry and Suartini (2019) revealed that consumers sometimes buy because of hedonic buying motives, such as adventure, pleasure, etc. The ultimate goal of these motives can be the enjoyment of consumers, consumer fantasies, and fun. Another consumer buying motive can be known as uniqueness. Such type of consumers buys to feel different and out of this world. Wisnalmawati (2018) uncovered that consumer buying motives could manage a buyer to consider an article that will, at last, lead him towards the consumer purchase intention. Marketing researchers have suggested that the value inspires the consumer to participate in retail shopping to fulfill their desires and necessities. Consumer loyalty or repetitive buying is essential for the survival and achievement of any store. By concentrating on stores, researchers find out the repetitive buying of experienced purchasers. An organization with high performance and a superior environment will positively influence the consumer's purchase intention because a consumer will have loyalty towards the organization, and he will be motivated to buy from the specific retailer. Consumers' needs will be satisfied by purchasing from that retailer (Wijaya & Ardyan, 2018).

Singh (2018) define the utilization of halal-marked nourishments as an essential qualifying condition for creating, keeping up, and fortifying a general Islamic way of life and personality and is an instrument for soothing soundness. Consumer buying motives are generally moderately stable qualities that develop in individuals' lives, direct conduct through states of mind, perception, and motives, which may effectively change after some time and place. Consumer buying motives can behave like drivers for a consumer who can lead them toward the retailer. Consumer buying motives can act as a path or direction for consumers in their purchasing process (Dey & Srivastava, 2017). Based on previous studies by J. U. Islam, Rahman, and Hollebeek (2018), the influence of the social system on the consumer, for example, cultural norms and values. The second category is the situational influence; for example, the consumer's current situation; time can be the main factor and the physical condition of the consumer. The third category is consumer psychology and its influences on consumer buying. The fourth and final category is the influence of the marketing mix on the consumer, for example, price, place, etc. Kwahk and Kim (2017) contend that consumer buying motive is the most crucial indicator of the rehash buy goal. There are significant shopping objectives. The retailer and consumers need to examine consumer groups sharing similar consumption patterns. The connecting point between the consumers with each other and with the retailer. Consumer buying motives will have a positive influence on purchase intentions.

H2: Consumer buying motive mediates the relationship between the religious affiliation of retailers and consumer purchase intention.

Religiosity divide into two main pillars one is intrinsic, and the second is extrinsic religiosity. A consumer with higher intrinsic religiosity would be more persuaded to coordinate religion in their lives since religion will be their priority, so they will mean to purchase from a retailer with similar religious values (Nurhayati & Hendar, 2019). Researchers revealed that customers with intrinsic religiosity would be more convenient with less knowledge about the article. These purchasers will dependably go for discounts, negotiating while purchasing. These buyers are less inventive, and forthcoming new trends inspire them. These consumers are less demanding than extrinsically religious consumers (Mendolia, Paloyo, & Walker, 2019). Religion cannot be ignored because it is a vital factor in marketing. Religion can be an essential inspiration for buyers in their acquiring decisions. They will buy upon their prior religious beliefs.

Religiosity acts as a moderator, and it directs the connection between consumer buying motives and

consumer purchase intention. Muslims follow their religion Islam in their day-by-day life. Islam gave them an appropriate rule on how to carry, on the most proficient method to live and trade. For example, eating pork and drinking liquor is entirely disallowed in Islam, so Muslim customers completely take care of this convention. They eat kosher meat concurring the educating of their religion. Muslim Consumers are delicate about their religious values. Muslims in Malaysia who comprehend the teaching of religion give importance to it. Do they take care of what to purchase? Also, the amount we ought to purchase is indicated by the instruction of Islam (Allen et al., 2019). de Campos et al. (2019) elucidated that religiosity plays a vital role in the formation of consumers' attitudes, and it has a significant relationship with the question of why people purchase or intend to purchase. Individuals' different beliefs and values lead him towards different perceptions. That guides him to select the additional solution of his problems so the better understanding of religion will lead the retailer to understand consumer buying behavior in a better way. It will result in more efficient strategies and policies related to the consumer.

H3: Intrinsic religiosity moderates the relationship between consumer buying motives and intentions.

Moreover, extrinsically religious consumers will specifically follow the teachings of their religion, which will be more appropriate for them as indicated by the circumstance. So, they receive faith in business and daily life as per the environment (Ansar, Mahdi, & Susi, 2019). On the contrary, the extrinsically religious shopper will have information about the article and the importance of item quality. They are more liberal as a contrast with the intrinsically religious consumer. Extrinsically religious buyers are more creative and consider new patterns and forms while buying. They expect to purchase an item of higher quality. The great or horrible manner of shoppers towards a nation brings about acknowledgment or dismissal of items or administrations offered by that nation (Bauer & Johnson, 2019). Customers may have a sentiment antagonistic vibe or hostility towards certain countries, boycotting their items and administrations. Religion serves as a solid intention in shopper buy conduct, and their goal to act as a stable connection had found amongst religion and nourishment decision utilization among shoppers (Iqbal & Iqbal, 2019).

H4: Extrinsic religiosity moderates the relationship between consumer buying motives and intentions.

Next section reports the research methodology and data sampling technique with geographical representation. The subsequent sections represent data analysis and discussion of results, and summary of results and conclusion, respectively.

Research Sample and Methods

The study's design was based on both quantitative practices in applied and descriptive in the theoretical part with non-experimental and cross-sectional nature. This study used an analytical approach and experiential research to examine the correlation in practices. Therefore, for data collection, a survey was conducted to regulate the impact of the religious affiliation of retailers on consumer purchase intention with mediating role of consumer buying motives and moderating role of intrinsic and extrinsic religiosity. For this purpose, the data were collected from the different cities of Pakistan. Among a total of 960 questionnaires distributed to the respondents, 510 questionnaires were selected based on the completeness of the responses. Most importantly, these demographic zones were chosen based on population density. Figure 1 below shows the ArcMap of the sampling zones of this study.

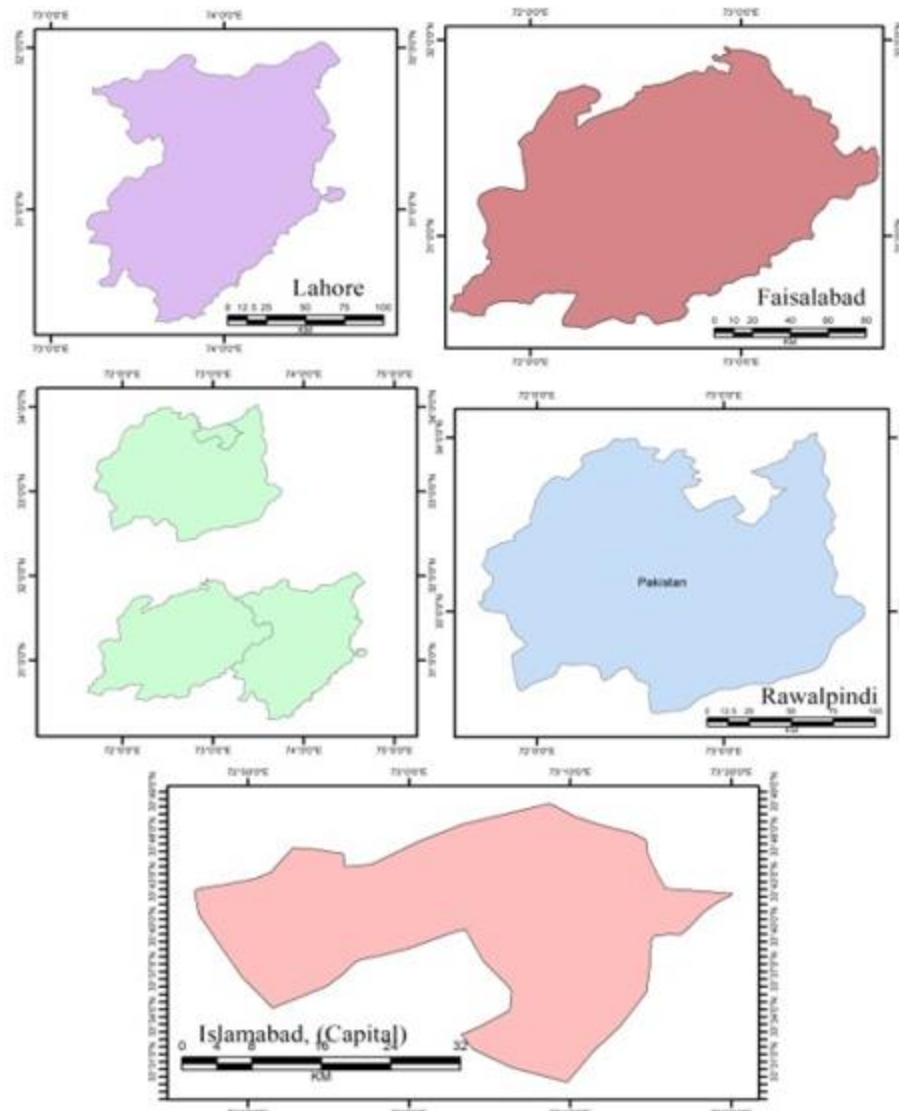


Figure 1: The ArcMap of the sampling zones of this study

Research Framework and Instruments

Figure 2 shows the research framework. The study uses the religious affiliation of retailers (RAR) as an independent variable, consumer purchase intention (CPI) as a dependent variable, consumer buying motives (CBM) as mediating variables, and religiosity (Intrinsic and extrinsic religiosity) as moderating variable.

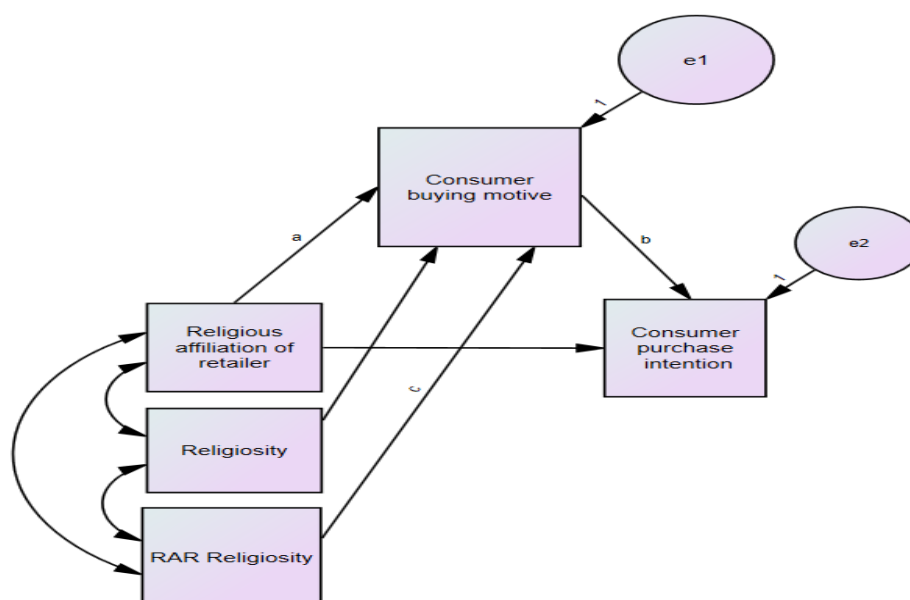


Figure 2. Moderated Mediation Research Model

Data Analysis

To examine the data, different statistical and mathematical tools are used in this study to measure the relationship. Correlation is used to determine the extent to which RAR influences CPI. In contrast, Regression is used to inspect how much variation in the independent variable instigated the dependent variable. The demographic factors including Age and Gender are used in this study.

The study used statistical packages SPSS-V.22, AMOS, MS-Excel, and ArcMap.

Table 1 presents the sources of study instruments and their corresponding reliability using Cronbach Alpha.

Table 1. Measurement of Variables and Reliability Test

Variables	Authors	Proxies/Items	Reliability
RAR	(Siala, O'Keefe, & Hone, 2004)	08	0.731
CPI	(Chaisurivirat, 2009)	03	0.789
CBM	(Huda & Sultan, 2013)	07	0.792
R	(Alhouti, Musgrove, Butler, & D'Souza, 2015)	08	0.821

Figure 3 below represents the demographic characteristics of respondents showing that the sample consists of 64% men and 36% women. The highest response rate was 33.9215% respondent group comprised of 26 - 33 years of age, and the lowest age group responded 4.5% who were 50 - 60 years of age. The other demographic factor is the qualification which is also considered in this study to target the sample size.

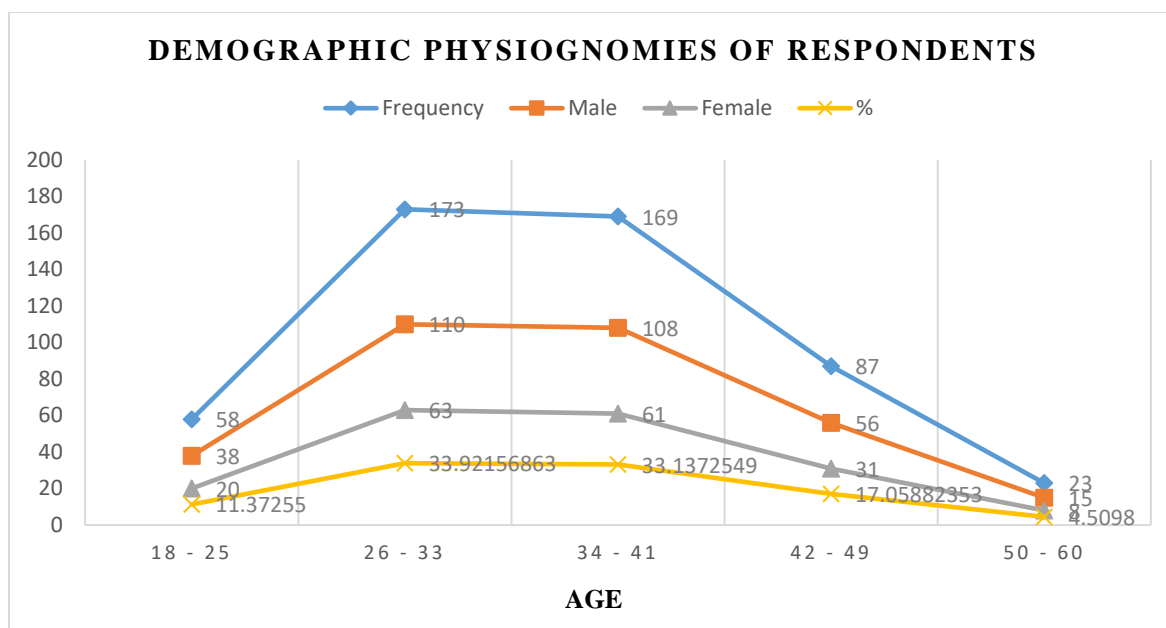


Figure 3. Age and Gender Demographics

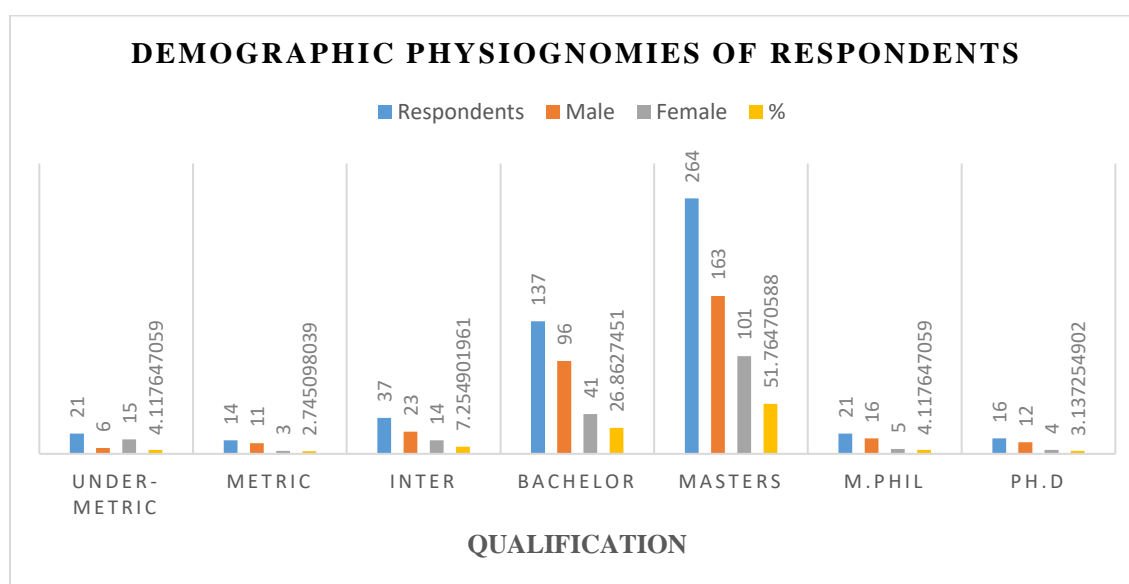


Figure 4. Qualification Demographics

Figure 4 shows the qualification of the selected sample size, which indicates that most of the respondents have higher education. Results also reveal that 52% of the respondent have Master's degrees out of the total sample size, in which 27% of respondents have Bachelor's degrees. Rest, 7% of the respondents have Doctorate degrees (which comes under M.Phil. and Ph.D. categories).

Table 3. Descriptive Analysis

	Sample	Minimum	Maximum	Mean	St. Div.
Gender	510	1.0	2	1.26	0.440
Age	510	1.0	5	2.83	1.235
Qualification	510	1.0	7	3.78	1.387
Religious Affiliation of Retailers	510	1.0	4.433	3.58	0.748
Consumer Buying Motives	510	1.0	4.712	3.40	0.825
Consumer Purchase Intention	510	1.0	4.333	3.25	1.048
Intrinsic Religiosity	510	1.0	4.758	3.80	1.018
Extrinsic Religiosity	510	1.0	5.000	2.914	1.169

Descriptive analysis of data (Table 3) shows that the study contains a total population size of 510, with

the maximum number of respondents of males with a Master's degree education. The mean value for religious affiliation of retailer (RAR) is 3.58 with a St. Deviation of 0.748. It means that the eight proxies used to measure the RAR show a positive and significant relationship. RAR has reported that they sell products with religious traditions and beliefs. This study also found that if religious retailers have stock from non-religiously conforming items while the market has religious items, then the consumer avoids purchasing from that particular retailer. Results confirmed that most retailers shop from places where the beliefs are the same and sell to individuals who do not have the same religion.

The mean value of consumer buying motive (CBM) is 3.40 with a standard deviation of 0.825, which means that seven proxies of CBM also show a positive and significant trend. In this study, the survey concludes that consumers are the most concerned with religious items, and they believe that those products are better for their health and life. The study also reveals that consumers are also influenced by their families and friends due to the old and robust beliefs, leading them to another trustworthy thought and commitment to the product's originality.

Furthermore, the mean value of consumer purchase intention (CPI) is 3.25 with a St. Deviation of 1.048, which states that all CPI proxies have a positive and significant trend. The result shows the significant trend between consumer loyalty and religious retailer commitment. This study also checks the impact of old family's commitment and retailer religiously commitment and results found a significant relationship with each other.

However, religiosity investigates through two different aspects, intrinsic religiosity, and extrinsic religiosity, and both are measured through 03 and 04 other proxies. The mean value of intrinsic religiosity is 3.80 and the St. Deviation of 1.018, which shows the positive bonding between religiosity and buy and selling patterns. Statistics report that religious affiliations between retailers and consumers made their bounding secure and productive due to their beliefs. The more religious retailers are, the more religious consumer they have. Furthermore, the mean value of extrinsic religiosity is 2.914 with a St. Deviation of 1.169, showing a positive and significant trend. Extrinsic religiosity has the lowest mean value, 2.914, with the highest standard deviation of 1.169. Religion is a more important factor for consumers and retailers as extrinsic and intrinsic religiosity is working parallel with each other.

Table 4. Correlation Matrix

	CPI	Gender	Age	QUA	RAR	CBM	IR	ER
Consumer Purchase Intention	1							
Gender	-.053	1						
Age	-.072	-.028	1					
Qualification	-.109	.057	-.047	1				
Religious Affiliation of Retailer	.506**	-.038	.038	-.159	1			
Consumer buying motive	.610**	.115	.030	-.083	.699**	1		
Intrinsic religiosity	.402**	.042	.000	-.098	.561**	.412**	1	
Extrinsic religiosity	-.098	-.125	-.083	.117	-.174*	-.155*	-.196**	1

** Correlation is significant at the $P < 0.01$ level.

* Correlation is significant at the $P < 0.05$ level.

Table 4 reports that the correlation matrix, in which the first demographic variable (Gender) shows an insignificant relation with CPI. It has no impact on CPI. Matrix also reported that the 2nd demographic variable, age, has no significant correlation with consumer purchase intention. The last demographic variable qualification is also showing insignificantly correlated with CPI. However, RAR is significantly associated with CPI, where r value 0.506, where $p < 0.01$. Table 4 shows the significant relationship of the mediator consumer buying motive (CBM) with CPI, where the r value is 0.610 and $p < 0.01$. This table also indicates the significant and positive correlation of moderator (Intrinsic religiosity), and the r values are 0.402 and $p < 0.05$. The other moderator (extrinsic religiosity) is insignificantly correlated with CPI, where the importance of r is -0.9.

By following the bootstrapping method, the mediation analysis results indicate the full direct and indirect effects of Mediation analysis (Hair, Hult, Ringle, Sarstedt, & Thiele, 2017; Preacher & Hayes, 2008). It contained 95% confidence intervals (CI) and 5000 bootstrap re-samples used for analysis.

Table 5. Regression Analysis for Mediation between RAR and CPI (Mediator CBM)

	Effect Size	S.E	LL 95% CI	UL 95% CI
Total-Effect	0.8771	0.0786	0.7220	1.028
Direct-Effect	0.5722	0.1034	0.3238	0.7315
Indirect-Effect	0.3478	0.0721	0.2141	0.4996

S.E =Standard error, LL = Lower limit, UL = Upper limit, CI= 95% Confidence interval

Table 5 shows the total effect, which indicates the relationship between the retailer's religious affiliation and consumer purchase intention, which turned out to be 0.8771 with LL 0.7220 and UL 1.028. It shows the strongly significant and positive relationship between RAR with CPI. The direct effect shows the impact RAR pooled with CBM on CPI. The immediate impact is 0.5722 with LL 0.3238 and UL 0.7315. The mediation is led by the indirect effect, which turned out to be 0.3478 with LL 0.2141 and UL 0.4996. Results have shown that religious affiliation retailer is positively associated CPI and CBM mediate the relationship between RAR and CPI. These results lead to the acceptance of H1 and H2.

Table 6. Regression Analysis for Moderation between CBM and CPI (Moderation IR & ER)

Variable	B	S.E	Prob.	LL 95% CI	UL 95% CI
Int_1(CBM*IR)	0.1390	0.0660	0.0364	0.0089	0.2691
Int_2 (CBM*ER)	-.0461	0.0648	.4778	-.1740	0.0817

Table 6 shows that the β value for intrinsic religiosity is 0.1390. Intrinsic religiosity has a significant moderating role with a p-value of 0.03 below 0.05. The non-zero value exists between the upper and lower limits. Intrinsic religiosity had a moderating role between consumer buying motive and consumer purchase intention with LLCI (0.0089) and ULCI (0.2691). These values lead to the acceptance of H3 that intrinsic religiosity moderates the relationship between consumer buying motives and consumer purchase intention. However, extrinsic religiosity β value -.0461 and the LLCI (-.1740) and ULCI (0.0817). Extrinsic religiosity shows an insignificant relationship with a p-value of 0.4778, higher than 0.05 presence of zero value lied among the upper limit and lower boot limits lead us towards the rejection of H4. Results from table 6 indicate that extrinsic religiosity had an insignificant relationship with consumer purchase intention. It does not mediate between consumer buying motive and consumer purchase intention. These results lead to the rejection of H4.

Table 7. Regression Analysis for Moderation between CBM and CPI

Variable	R	R ²	R ² Change	F	Sig
Intrinsic religiosity	.6604	.4326	0.0414	3.9271	0.0264
Extrinsic religiosity	.6212	.3859	0.021	0.6893	.4778

Table 7 shows the intrinsic and extrinsic religiosity moderation relationship. In table showed that the value of R² Change is 0.0414 for intrinsic religiosity and the significance value 0.0264, which is below 0.05, shows that the relationship is significant. These values lead to the acceptance of H3 that intrinsic religiosity moderates the relationship between consumer buying motives and consumer purchase intention. Table 7 also shows that extrinsic religiosity has an insignificant relationship as the p-value is 0.4778, which indicates that extrinsic religiosity has a minor relationship with consumer purchase intention. These results lead to the rejection of H4 that extrinsic religiosity moderates the relationship between consumer buying motives and consumer purchase intention. These results show to the acceptance of H3 and rejection of H4 that intrinsic and extrinsic religiosity moderates the relationship between consumer buying motives and consumer purchase intention.

Results and Discussion

As the results show that RAR has a strong influence on CPI, H1 is accepted, which assumes that the religious affiliation of the consumer has a significantly positive impact on consumer purchase intention. Results indicate that the religious affiliation of consumers showed a positive association with CPI. The consumer will be attracted towards the product/service aligned with his religious values. The consumer may buy the thing to demonstrate its alliance with religion; once in a while shopper buy the item or intend to buy the item due to the religious affiliation in his life. The consumer tries to associate itself with religion (Lindridge, 2005).

The study indicates that consumer buying motives mediate the relationship that leads towards the acceptance of H2. Consumer buying motive is also an important construct, and results showed that it has a strong mediation role. Consumer buying motives mediate the connection between the religious affiliation of consumers and consumer purchase intention. The purchaser buys an article based on his preferences, and customer inclinations give direction to choose, aim to purchase. The purchaser accepts these items to satisfy his needs and goals. This buying process includes mental, passionate, and physical exercises (Zanoli & Naspetti, 2002). This study reveals that consumers consider factors like quality, friend, and family environment while purchasing an article.

The study indicates that intrinsic religiosity also has a significant moderating relationship with consumer buying motives and consumer purchase intention. Consumer religiosity has two dimensions, intrinsic religiosity (IR) and extrinsic religiosity (ER). This develops the consumer guideline that moderates the relationship between CBM and CPI. According to the study results, intrinsic religiosity is the inner religious motivation, and it is stronger. It moderates the relationship between consumer buying motive and consumer purchase intention. Shoppers with higher intrinsic religiosity will be more induced to put religion in their life since religion will be their first need, so they will intend to buy from a retailer with comparative religious values (Allport & Ross, 1967; Emmons & Paloutzian, 2003; Hill & Pargament, 2008). As per the results, H4 is rejected, so extrinsic religiosity is insignificantly related to consumer purchase intentions. Extrinsic religiosity is the religious motivation from outside form the environment. Extrinsically religion-oriented shoppers will mainly take care of their religious values, which will be more suitable for them, as shown by the condition.

The result shows that the three hypotheses (H1, H2, H3) are accepted. There is a significant favorable influence of religious affiliation of the consumer on CPI with mediating role of CBM and moderating role of intrinsic religiosity. In contrast, the fourth hypothesis is rejected that extrinsic religiosity moderates the association between CBM and CPI.

Conclusion

The study determined to find the impact of RAR on CPI with the mediating role of CBM and moderating role of IR and ER. This study chose the sample size from the Capital City of Pakistan and three other cities from Punjab Province. Observing and studying the trend and pattern from 510 respondents using different statistical tools mentioned in the research methodology. This study shows that RAR has a significant and positive impact on CPI as RAR substantially influences consumer decisions. Consumers are concerned with the product originality, religious beliefs, and a strong family bonding with religious retailers; they have a strong intention to buy the products. Religion is the main element of the consumer decision-making process, which is the foremost factor in consumer buying motives. Religious affiliation of retailers (RAR) has a determinable effect on consumer purchase intention (CPI).

This study has explicitly focused on the religious affiliation of the retailer and its impact on consumer purchase intention in which CBM mediate the relationship, as consumers consider the traditional and strong belief of religion, which also make them loyal customers to the niche segment. Study shows that intrinsic religiosity moderates the relationship between consumer buying motive and intention. This moderate religiosity factor stated that the inner consumer belief matters a lot and directly relates to CBM

and CPI. If the consumer has an intense intrinsic religiosity, they have a clear moto behind buying from the religiosity retailers and vice versa. This study also reveals that if a consumer has an inherent religiosity, there will be a significant relationship between RAR and CPI and vice versa.

Moreover, the study reveals that extrinsic religiosity does not moderate the relationship between CBM and CPI. Materialistic-minded consumer beliefs that religion can be molded according to the situation. Therefore, they do not have a strong faith and bonding with religious factors, as this study reveals that extrinsically religious people do not take religion as their priority.

The consumer is the backbone for every business, so it is becoming necessary to consider the factors that affect consumers in their purchasing process as most people are Muslims. By this, the retailer can make better policies to attract the consumer. A retailer can use this study to create strategies for a business retailer to consider religion essential in daily consumer life. A developing country needs to give importance to the business to boost the economy.

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Role of Love and Affection in Mate Selection among Educated Women in Khyber Pakhtunkhwa

***Saima Sarir**, Lecturer, Department of Rural Sociology, University of Agriculture, Peshawar, Pakistan

Muhammad Jawad, Department of Rural Sociology, University of Agriculture, Peshawar, Pakistan

Malik Muhammad Shafi, Assistant professor, Institute of Development Studies, The University of Agriculture, Peshawar, Pakistan

Najib Khan, Lecturer, Department of Social Work, Shaheed Benazir Bhutto University Sheringal Dir Upper, Khyber Pakhtunkhwa, Pakistan

*Corresponding author's email: drsaimasarir@aup.edu.pk

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ABSTRACT

Purpose: The concern study “role of love and affection in mate selection” among educated females was conducted in Khyber Pakhtunkhwa.

Methodology: A sample size of 278 randomly selected educated females working in three public sector universities of Khyber Pakhtunkhwa were selected by a pre-tested questionnaire.

Findings: Results report love and affection as main consideration of females in mate selection. The major role in this respect was played by the female education, their exposure to mass media and less effective role of religion. Females found believing that a marriage cannot exist without love and affection between husband and wife. It resulted a rise in trend towards love marriages despite of their low success rate mainly due to over expectations and perceiving it a western idea. Females also believing that there is more equity and independence in love marriages.

Implications: The concept of humility should be inculcated among young girls during socialization so as they can chose a match that encourages Islamic and cultural teachings about simplicity and humbleness instead of being attracted towards worldly goods and unrealistic needs that are supported by western images

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Introduction

One of the most vital decision made during a person's life time is selection of an ideal life partner. The different ways that people go about choosing a life partner varies both in traditional as well as modern setups. Sometimes it can be easy but many times it involves multifaceted circumstances for both the males and females. The entire procedure consists of different stages which may include from how the

person physical appearance to his way of thinking (Bee, 1994). Parents' choice is also considered especially when it's an arranged marriage. For many today the concept of love marriage is trending and majority of youngsters want romance before they finally tie the knot with their own choice of life partners (Islam, 1992; Frank and Gill, 2002; Rehman, 2002 and Chaudhry, 2004). We might see many different ways of how people go about mate selection in different societies of the world but the basic thought behind is mainly the continuity of our lineage and creating a family. Other additional factors as looks, how old the person is, how much courage the individual has further encourages the selection (Barbara and David, 1989).

The process of choosing a life partner or getting married in Pakistan has great importance for the marrying individuals and the families involved. Marriages in Pakistan are to a great extent based on the backgrounds i.e. religious and cultural and opinion of parents and relatives are considered very important in the say. How the family goes about choosing differs from family to family depending on their mentality (Gulzar and Husain, 2015). Marriage and Family Encyclopedia (2012) U.S Bureau of Census (2002) and Yon (2000) states that there is an increasing trend of many students going out with each other belonging to different racial backgrounds in Asia and United States. Many students firstly go for friendships which later on turns romantic and results in marriages. The trend of many Asian females getting married to males of other cultures is also on the rise. As there are more youngsters from Asian backgrounds studying in colleges so they have more chance of meeting people from outside their cultural backgrounds thus increasing chances of more interaction resulting in coupling. Many youngsters choose partners based on how much knowledge they have about their respective backgrounds. Banerjee et al. (2010) reported that a large number of people opinion was taken regarding inter caste marriages which was rejected as these highly educated people declined the idea of inter-caste marriages within Indian Society. Maliki (2009) showed that people in Malaysia choose partners from other cultural backgrounds but which are similar to their own. Gross Bard- Shechtman and Fu (2002) and O Larry (2001) mention that there was a great increase of inter cultural marriages among people in Hawaii but it was more seen in USA as compared to its islands. High rate of inter marriage as the most distinctive characteristic of the people living in Hawaii.

Yilmez et.al (2013) examined the myth held by the students at university regarding romance and mate selection by gender, age and relationship i.e. the previous relationship and the number of relationships they had. Results found that only love is enough for cohabitation and idealization and that they were the factors effecting the mate selection on gender bases. With respect to only love that it is enough for living together, whereas there was not wide difference in case of easy effort, idealization, complete assurance and opposite compliment. On the other hand difference in number of romantic relationships was found in connection with cohabitation whereas the difference was not significant with respect to love is enough, easy efforts, romanticism, complete assurance and opposite compliment.

Fatima et al. (2012) stated that if we want that our relationship to be strong so it has to have love and care involved in it, for this good communication plays a very vital role. Couples that have problems in understanding each other is because of communication gap. Matrimonial relationship is dependent on love. People who love one another usually tend to forgive each other over mistakes or problems that arise while being together. Keeping together requires a lot of adjustment which needs compromises, those who love each other avoid hurting one another, they work hard to keep their relationship strong by helping each other out, trying to shoulder each other's weakness.

Kline et.al (2012) examined the role of communication and cultural concept in connection with expectations about marriage from young adults belonging to US, China, South Korea, Japan, India and Malaysia. The results were based on the question about six topics that included good wife, bad wife, good husband, bad husband, good marriage and bad marriage. The study found that south and south-eastern Asian adults were more concerned about marital role and marriage conception than those from USA. The study reports family home focus as major criteria of judging good, bad marriage, wife and

husband. However the emphasis on family home focus was more among Asian respondents than those of USA. Love and care was found the same among the participants belonging to USA, Malaysia and India. At the same, it was considered more important among USA participants than Chinese, Korean and Japanese. There was no difference in response of the participants regarding love and care role after marriage by the husband. Respectfulness and gentleness was reported more important by eastern Asian groups for a good wife compared to the participants from USA. There was difference between USA and Asian adults in this respect and controlling behavior with respect to bad wife, husband and marriage. Controlling behavior was measured through abusive language, disrespect and intolerance on the part of the role played by the expected/potential mate. Communication characteristics of the potential mate were considered more important than the attractiveness and abilities in husband and wife roles. Good communication between husband and wife was called a good sign on the other hand no or bad communication was symbol of bad husband and wife.

Yilmazcoban (2010), Sharp and Ganong (2000) and Day (2001) examined the role of integrative learning techniques in changing the idealistic and impractical beliefs among the university students in connection with marriage. Results report a higher degree of unrealistic and romantic beliefs among both the controlled and experimental groups of males than females. The unmarried female students checked fewer items relating to myths about marriage. The same was also found among less romantic students compared to more romantic ones. The other major factor was past experience and status of the parents' marriage. Dyrenforth et al. (2010), Gonzaga, Campus and Bradbury (2007) and Luo and Klohnen (2005) examined the role of personal and romantic relationship in the formation of social unit in the society. The results reported both as essential for the well-being of the people. The major factor that affected the formation of social unit was amount of time together, share closeness and intimacy among the potential couples. During this process, the couple influenced each other through sharing of the well-being with the other partner. The other major that factor supplemented this process was similarities in personalities and main demographic characteristics. Orientation was more towards those who were agreeable, conscious, emotionally stable and positive to personal well-being. However, the personal well-being depends on the personality of the other partner also. Despite this, there was no satisfactory awareness regarding perfect partner for a marriage.

Priest et. al (2009) exposed a link between romantic association and mate selection. A significant difference was found in terms of relationship span and sub scales on the bases of age, gender and relationship status. Further, fewer unrealistic beliefs were found among those who had previous romantic relationships. The nature of association with the opposite sex was found different on gender bases. It was the belief or religion that affected the romantic relationship on gender bases. It influenced the decision and behavior relating to mate selection. The parents' romantic relationship and marriages also considerably affected the romantic relationship of the never married students at the university. Major role in this regard was played by the social meaning given to the type of relationship as engagement had more serious connotation then dating. One and only love is enough and cohabitation was found high among the engaged groups. The other major characteristics for marriage were education, socialization, socio-psychological differences, geographical location and socio-cultural beliefs.

Zhang and Kline (2009) have found support of this view as their sample of U.S and Chinese college students also valued balanced communication characteristics of firm support, trust and honesty over other types of male preferences like social status and physical qualities. Lippa (2007) and Sillars and Vangelisti (2006) gave value to communication concepts across cultures with reference to selecting a mate for marriage. The studies report that marital relationships are determined by expression and coordination of intentions, meaning and communication between the potential couples. A long term relation with respect to mate selection needed a sustained cooperative alliance with the potential mate to reach a mutual goal. Mutual relationship is determined through trust, honesty, kindness and understanding found through interaction. Kindness and understanding are the characteristics preferred by both the male and female, whereas trust, sociability and communication are other preferences of the

people at international level.

Levine et.al (2004) explains in a revolutionary study asked college students in 11 different nations if they would be willing to marry someone they did not love even if that person had all the other qualities they desired. In wealthy Western nations, young people were firm on love as a requirement for marriage like in the USA, Brazil, Australia, England and a few young adults admitted they would agree to a marriage that wasn't based on love. College students in well-off Eastern nations tended to vote for love as well like in case of Japan, Hong Kong, and Mexico the first two of are well off nations with a high standard of living most insisted on love as a precondition for marriage. In Third World countries, like Philippines, Thailand, India, and Pakistan students were willing to compromise, a fairly high percentage of college students said they would be willing to marry someone who they were not in love with. In these cultures, of course, the extended family is still extremely important and poverty widespread. Study suggests that today, young men and women in many countries throughout the world consider love to be a requirement for engagement and marriage. Love marriage is still considered an extravagance in some countries that are poor like in case of few Eastern, collectivist nations. Yum and Canary (2003) and Murray and Kimura (2003) reported love and caring as the major consideration of people during mate selection. Main emphasis in this connection is given to obligation, companionship and more closeness especially mutual caring or loving personalities. For Japanese and Americans kindness, love and ability to talk together are the expected characteristics, whereas mutual caring and love along with loyalty commitment and moral obligation are the major criteria in Korea. Mutual love is a main norm of the Korean even in case of arranged marriages. The Japanese on the other hand, do emphasize more on social expectations than emotional closeness. The same is in China it includes persons who are loving and caring believing in harmony, unity and togetherness of the family along with strong control on emotions. Indian women in this regard, give more value to romantic love, understanding and caring spouse.

Bachand and Caron (2001) reported that happy marriages are the outcomes of friendship, love, similar socio-economic status and interests. In successful marriages partners take care of each other. He further explained that care is expressed best in the way that wife should behave according to the wishes of the husband, like serving him food, be dressed according to his choice, taking care of his likes and dislikes and giving importance to his desires show that wife care for husband and loves him and in return, he is more caring and loving to her. Stivens (2000) highlights that free choice marriage based on companionate love are on the increase. Social context in Asian countries is altering the role of companionate love caring in marital role connections which to appears more similar to the role of love in U.S marriage expectations. Puri (1999) reveal that Indian women value traits like care giving and understanding and look for these in a spouse of romantic love. These traits are practical attributes of arranged marriage and features of companionate marriage as well. Likewise Murray and Kimura (2003) explained that Japanese and American groups have rated kindness, love and being able to talk together as mate preference characteristic they want in their future spouses.

Research Methodology

This study explores the role of love and affection in mate selection among educated females in Khyber Pakhtunkhwa. Data was collected from three different educational institutions i-e. University of Peshawar, the University of Agriculture, Peshawar and Shaheed Benazir Bhutto Women University, Peshawar. Official record of the three institutions showed that there were 661 educated female employees working there, the total number was further broken down into 242, 85 and 214 respectively. Three different institutions were chosen so the data could give as a different view as many of the females belonged to diversified backgrounds. The data was collected from educated working women in these Universities both in teaching and administration. 278 respondent was selected through sampling strategy designed by Sekaran, (2003). Primary was collected from the sampled respondents through questionnaire. A team was constituted who were trained on the questionnaire they were properly made aware regarding the tools of data collection so as precise data could be obtained. The entire task of data

collection took 03 months and the complete process was under researcher's observation. The collected data was analyzed in frequency and percentage along with Bi-variate analysis

Results and Discussion

Role of Love and Affection in Mate Selection

Table-I describes that 83.5 percent of the sampled respondents reported that a family cannot exist without having love and affection between husband and wife. These findings are like to the findings of Dyrenforth et al. (2010), Gonzaga, Campus and Bradbury (2007) and Luo and Klohnen (2005) examined the role of personal and romantic relationship in the formation of social unit in the society. The results reported both as essential for the well-being of the people. The major factor that affected the formation of social unit was amount of time spent together, how close knitted they were and how much affection was shared among the potential couples. During this process, the couple influenced each other through sharing of the well-being with the other partner. The other major that factor supplemented this process was similarities in personalities and main demographic characteristics. Orientation was more towards those who were agreeable, conscious, emotionally stable and positive to personal well-being. However, the personal well-being depends on the personality of the other partner also. Despite this, there was no satisfactory awareness regarding perfect partner for a marriage. Moreover, 80.9 percent of the respondents expressed that expectations in love marriage are higher compared to arranged marriages. These findings are in line with the findings of Kalmijn and Flap (2001). In addition, 73.7 percent of the respondent believed that females prefer those males who are broad minded and who allow females to participate in outdoor activities. In contrast, in a long-term relationship, especially women placed a great emphasis on the socio economic status of their partners Buss and Schmitt (1993). Similarly, Sprecher and Regan (2002) found that for both sexes a romantic partner's (relative to a friend's) socio economic status and physical attractiveness are more important.

Furthermore, 70.1 percent disclosed that they preferred to marry male with whom they were in love. These findings are in line with the results of the Chaudhry (2004), Rehman, (2002), Islam (1992) and Frank and Gill (2002) who described that romance has become an important determinant in selecting a life partner. A 70.9 percent of the respondents further validated the view that they preferred males who showed affection towards them. Moreover, 56.5 percent respondents stated that there is more equity among husband and wife in love marriage. A 56.1 percent replied that showing of affection is a new norm in their society.

Despite a high favor towards the role of love and affection in mate selection, love marriage did not prevail in 51.8 percent of the sampled families. A 38.8 percent called it a western idea. Love marriages are not successful according to 41.7 percent of the respondents because expectations are usually very high in love marriages (80.9%). The results support the findings of Broude (1994) and Skolnick (2005) states that the marriage is found all around the world whether it's modern or less modern societies, its concept being that it will be for life but still chances of its failure go hand in hand with it.

Table 1: Perception of Sampled Respondents about Role of Love and Affection in Mate Selection

S.#	Love And Affection	Yes	No	Don't Know
1	A family cannot exist without having love and affection between husband and wife	232(83.5)	39(14.0)	7(2.5)
2	Love is not a basic element of family integration in our society.	104(37.4)	165(59.4)	9(3.2)
3	You prefer to marry with the male whom you are in love with.	195(70.1)	46(16.5)	37(13.3)
4	Nowadays love marriages are preferred over arranged marriages in our society.	139(50.0)	98(35.3)	41(14.7)
5	Love marriages prevail in your family.	101(36.3)	144(51.8)	33(11.9)
6	Love marriages are not successful marriages.	116(41.7)	93(33.5)	69(24.8)
7	Expectations in love marriage are higher compared to arranged marriages.	225(80.9)	40(14.4)	13(4.7)

8	You prefer a male who shows affection towards you.	197(70.9)	49(17.6)	32(11.5)
9	Showing of affection is a new norm in our society.	156(56.1)	76(27.3)	46(16.5)
10	Family based on love and affection is a western idea.	108(38.8)	142(51.1)	28(10.1)
11	There is more equity among husband and wife in love marriage.	157(56.5)	77(27.7)	44(15.8)
12	Females prefer those males who are broad minded and who allow females in outdoor activities	205(73.7)	59(21.2)	14(5.0)

Source: Field Survey, (2015)

Association between Love and Affection Association and Mate Selection

A family cannot exist without love and affection between husband and wife. It not only provides sound base to the structure of family, but also determines the relationship among the family members. This section probes whether love and affection play any role in selecting a mate. Results in table 2 report that the dependent variable i.e. mate selection was found significantly associated with the statements describing family based on affection is a new norm in society ($p=0.040$). A family cannot exist without love and affection between husband and wife ($p=0.005$) and one prefers to marry a male one is in love with ($p=0.032$) and, because of that love marriages are preferred over arranged one in society as a whole ($p=0.039$). Also in such cases males who are broader minded and allow females participation in outdoor activities ($p=0.029$) were found preferred. The results are supported by Fatima et al, (2012) stated that strengthening a relationship depends on love and care. In this regard communication plays a very important role. Good communication results in better family life among partners. Absence of communication is responsible for problematic marital life. Marital relationship is dependent on love. People in love, care for each other and compromise over each other's weaknesses and mistakes. When someone loves someone, he/she will not hurt each other and will try to fulfill his/her demands. This is also true that when married couples love each other whole heartedly they would try their level best to keep their association happy and stable. They would work side by side to resolve their misunderstanding. Bachand and Caron (2001) reported that happy marriages are the outcomes of friendship, love and similar socio-economic status and interests. In successful marriages partner take care of each other. He further explained that care is best expressed in the way that wife should behave according to the wishes of the partner like doing things that make them happy, like understanding and caring for each other. In return he shows his life by appreciation and helping out. The table as a whole reveals a mixed reaction regarding love and affection as a base in mate selection. The sample respondents on one hand call it a norm and a base for relationship between husband and wife along with family; while on the other hand, it is considered a western idea where there are too many expectations from husband and wife which make love marriage unsuccessful.

Table 2: Association between Love and Affection and Mate Selection

S.No	Statement	Mate Selection Mechanism			Chi-square P= value
		Yes	No	Don't know	
1.	A family cannot exist without having love and affection between husband and wife				$\chi^2 = 14.965$ (0.005)
	Yes	139(32.7)	91(32.7)	2(0.7)	
	No	11(4.0)	28(10.1)	0(0.0)	
	Don't know	3(1.10)	4(1.4)	0(0.0)	
2.	Love is not a basic element of family integration in our society.				$\chi^2 = 6.214$ (0.184)
	Yes	62(22.3)	42(15.1)	0(0.0)	
	No	89(32.0)	74(26.6)	2(0.7)	
	Don't know	2(0.7)	7(2.5)	0(0.0)	
3.	You prefer to marry with the male whom you are in love with				$\chi^2 = 10.559$ (0.032)
	Yes	116(4.17)	77(27.7)	2(0.7)	
	No	25(9.0)	21(7.6)	0(0.0)	
	Don't know	12(4.3)	25(9.0)	0(0.0)	
4.	Nowadays love marriages are preferred over arranged marriages in our society.				$\chi^2 = 17.903$
	Yes	91(32.7)	46(16.5)	2(0.7)	
	No	48(17.3)	50(18.0)	0(0.0)	

	Don't know	14(5.0)	27(9.7)	0(0.0)	(0.001)
5.	Love marriages prevail in your family.				
	Yes	62(22.3)	39(14.0)	0(0.0)	$\chi^2 = 24.825$ (0.000)
	No	82(29.5)	62(22.3)	0(0.0)	
	Don't know	9(3.2)	22(7.9)	2(0.7)	
6.	Love marriages are not successful marriages.				
	Yes	127(45.7)	98(35.3)	0(0.0)	$\chi^2 = 24.536$ (0.000)
	No	23(8.3)	15(5.4)	2(0.7)	
	Don't know	3(1.1)	10(3.6)	0(0.0)	
7.	Expectations in love marriage are higher compared to arranged marriages.				
	Yes	127(45.7)	98(35.3)	0(0.0)	$\chi^2 = 18.011$ (0.001)
	No	23(8.3)	15(5.4)	2(0.7)	
	Don't know	3(1.1)	10(3.6)	0(0.0)	
8.	You prefer a male who shows affection towards you.				
	Yes	118(42.4)	79(28.4)	0(0.0)	$\chi^2 = 31.766$ (0.000)
	No	29(10.4)	20(7.2)	0(0.0)	
	Don't know	6(2.2)	24(8.6)	2(0.7)	
9.	Showing of affection is a new norm in our society.				
	Yes	96(34.5)	58(20.9)	2(0.7)	$\chi^2 = 10.040$ (0.040)
	No	39(14.7)	37(13.3)	0(0.0)	
	Don't know	18(6.5)	28(10.1)	0(0.0)	
10.	Family based on love and affection is a western idea				
	Yes	69(24.8)	37(13.3)	2(0.7)	$\chi^2 = 9.765$ (0.045)
	No	71(25.5)	71(25.5)	0(0.0)	
	Don't know	13(4.7)	15(5.4)	0(0.0)	
11.	There is more equity among husband and wife in love marriage				
	Yes	96(34.5)	61(21.9)	0(0.0)	$\chi^2 = 10.059$ (0.039)
	No	36(12.9)	39(14.0)	2(0.7)	
	Don't know	21(7.6)	23(8.3)	0(0.0)	
12.	Females prefer those males who are broad minded and who allow females in outdoor activities				
	Yes	124(44.6)	79(28.4)	2(0.7)	$\chi^2 = 10.791$ (0.029)
	No	24(8.6)	35(12.6)	0(0.0)	
	Don't know	5(1.8)	9(3.2)	0(0.0)	

Source: Field Survey, (2015)

Conclusion

Selection of a partner for marriage is the most crucial step for building of family. Selecting the correct partner is very important for both males and females. There are a number of factors affecting mate selection in Pakistani society. The present study was conducted to find the perception of educated working females about selection of a mate with the assumption that education, media and emerging values particularly in urban, areas strongly affect both females' perception and action about mate selection.

Females also preferred to select a mate for marriage with whom they are in love with. A family cannot exist without love and affection between husband and wife because of that love marriages have replaced arranged marriages both at family and society level despite they are reported as unsuccessful due to high expectations and being a western idea. Females reported that there is more equity and independence in love marriages.

Result endorsed the presence of biological, psychological and social filters in the study area, however, the filters in Pakistani society especially those among the Pukhtoons are used by the concerned families instead of individuals as in western society. A change in mate selection mechanism was found among educated and urban circles mainly due to education and mass media. On one hand, physical attractiveness for males and socio-economic status of males for females were the important considerations but a strong orientation towards idealism and materialism was also found among females.

Recommendations

Increased inclination of females was seen towards choosing life partners on their own with love

involved. They wanted a partner outside their social group who could give them separate accommodation other than living with the boy's family after marriage and also less preference was given to the male's ethnicity. Many times these sort of marriages where traditions, likes of family, culture and religion when not followed resulted in failure of marriages. A more realistic approach is needed in which, marrying spouses consent along with family consent should be encouraged. Family and mate selection norms are violated through court marriages, elopement and self-selection. All these should be discouraged through community based campaign by targeting all walks of life with the aim to present the realistic picture of the society.

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Impact of Leader Mistreatment and Organizational Cynicism on Organization Citizenship Behavior (OCB)

Muhammad Hamayoun, Department of Management Sciences, Balochistan University of Information Technology, Engineering and Management Sciences, Quetta, Pakistan

***Nagina Gul**, Department of Management Sciences, Balochistan University of Information Technology, Engineering, and Management Sciences, Quetta, Pakistan

Birah Khalid, Department of Management Sciences, Balochistan University of Information Technology, Engineering, and Management Sciences, Quetta, Pakistan

*Corresponding author's email: nagina.gul@buitms.edu.pk

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ABSTRACT

Purpose: Current study discussed the impact of leadership abuse caused by supervisor abuse, personal discrimination, and the mediation effect of organizational cynicism on organizational citizenship behavior (OCB). The study explored the effect of leadership abuse including social discrimination, supervisor abuse, and organizational cynicism on OCB.

Design/Methodology/Approach: The quantitative technique has been used to test the hypotheses. The study was conducted on two hundred respondents included both male and female from academics. In this study, four public sector universities, BUITEMS, UOB, Khuzdar University of Engineering and Technology, and Sardar Bahadur Khan Women University Quetta have been selected. Multiple regression and correlation analysis along with a test of mediation and F-Statistics were used.

Findings: As per outcomes, it becomes evident most of the data comprehends the importance of leadership abuse, organizational cynicism, and Organization Citizenship Behavior. Hence proved, leadership abuse (supervisor abuse, interpersonal injustice) and organizational cynicism contrarily affect organizational citizenship behavior (OCB).

Implications/Originality/Value: It has been seen that few supervisors may intentionally settle on choices to take their subordinates and corporation in the destruction or to be biased for a specific worker. The representatives who quit from the corporation have no post-employment feedback. The post-employment feedback must be performed in each corporation to think about specific causes to stop the institutions.



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Introduction

The leader's code of conduct defines the achievement of the workers as well as the fortune of the corporations. Leadership is the art of controlling individuals with expert skills to get something done from them which they would prefer not to do. With an organization's mission, vision, and objectives in mind, the intellectual leader drives individuals to achieve the purpose and objectives of the company in a successful and useful way. The major portion of work is played by the leader. They influence the followers in several aspects like; assessing their work, suggesting them for the superior designation, giving duties and responsibilities to fulfill altogether. Yet, the various extent of achievement and success is produced as all leaders are not equal. The researcher clarifies unfavorable leadership practices as well as investigates what makes powerful leaders. Within a specified period, the individuals working in and with the company experience disappointment and inconveniences while performing duties that are an obligatory role of their job (Rice and Cooper, 2010).

The influence of the perspectives and practices at the workplace is extraordinarily dependent on the connection of the worker with the leader. (Ilies et al., 2007). The enthusiasm for achievement is linked to leadership styles. Where few supervisors add exceptional working conditions towards accomplishing organizational objectives, some managers behave partially and consider workers as commodities and machines. Subsequently, some get respect from their workers and build faith while others don't and stay an outsider. Amazingly a portion of the hostile managers doesn't get the admiration, while quite a few individuals severely hate them. This can be related to the leadership style received by managers or supervisors (Murari, 2013).

It has been observed that workers appear to be in a dark mindset after they encountered abuse by their current superior's. Such abuses were frequently conducted in a communicative instead of physical way. These actions are at times used to embarrass the workers and put pressure and excessive responsibility on them. The excessive burden can bring disappointment and prevention of the given responsibilities. Oftentimes, abuse happens in the presence of observers i.e., individuals who observe yet are not precisely engaged with the abuse. The majority of the workers who feel that they are abused, and their self-esteem is down because of their supervisors, take revenge to repair their confidence. The revenge may undergo several activities and series of punishments for the corporation and for the workers like workers fraud, harm, and theft which can happen for a prolonged timeframe (Barclay, Whiteside, and Aquino, 2014).

The inequality can undoubtedly be discovered from the confront of the people. One of the workforces stated his inequality this way, "many subordinates who worked uninterruptedly for achieving the corporate objectives are not awarded and not even recognized from any response. Contrastingly, the corporation presented the best worker of the Year to those whose results are very little admirable. "The more the incentives allocated in the corporation in an unethical way, the more the worker feel disappointed from the maltreatment by his leader. This sort of misuse make dissatisfaction for those workers who are reliable for the company. Past research investigated the work achievement and amount of job contentment on OCB, even though the research pursues towards impacts of leadership abuse including supervisor mistreatment and individual discrimination. Given research likewise enhances the impact of leadership abuse, but additionally assesses the discrete degree of job performance i.e., organizational citizenship behavior (OCB). The model assesses the leadership maltreatment that extends to supervisor abuse (Tepper, 2000), interpersonal injustice, and organizational cynicism (Nair and Kamalanabhan, 2010), in which impacts of harmful emotion on workers from their supervisor are investigated and connected with the adverse effects on distinct conduct.

Literature Review

Supervisory abuse has been stated in different manners by scholars which contain interpersonal injustice, abusive supervision, and bullying. An abused worker then responds adversely to the supervisor

maltreatment, they probably think themselves less valuable in their designation and consider tiny worth in the workplace. (Mayer et al., 2011). Additionally, organizational citizenship behavior is affected by supervisor abuse and how harmful conduct and interpersonal injustice collaborates with it. Mistreatment from managers has the propensity to use their power to serve their advantages by managing and ordering the actions and assets in a manner to accomplish what they need. They put down the workers and get their act at any expense. They pursue some arrangement of methodology and strategies that just satisfy their advantages (Murari, 2013).

Organizational citizenship behavior is severely affected by Supervisory Abuse and organizational cynicism. The people may feel depressed, acidity, and even reputation risky when they consider their corporation (Shahzad and Mehmood, 2012).

Leader Mistreatment

Maltreatment during the work environment seems when a worker considers not being viewed as fairly during the achievement of the corporate mission. The workers observe numerous sorts of abuses and practices in which the impression of abuse at struggle are unnoticed, such as, the worker believes that they are not getting what is the real rights as a worker. Accepting that the person is not receiving the reasonable justices as others, not attaining raise, not getting the reasonable rewards and incentives, and being offensively treated by their supervisors. It has been followed that partial worker e public sector corporations in Baluchistan experienced a type of worker maltreatment by their supervisors. (Buchanan and Boswell, 2009).

A massive margin of abused workers recognizes that the practice and strategies of the corporation are against the professional standards, and they experience managerial unethical behavior. As a result, they encounter revenge from their boss. (Barclay et al., 2014). The leader's mismanagement is the unfavorable, forceful moves that a supervisor makes at the cost of a subordinate. Violent management incorporates dishonesty, disrespectful relations, thoughtlessness, blaming workers, warnings, blackmailing, and unacceptable statements of resentment (Gregory et al., 2013).

Supervisory mistreatment is known to harass and humiliate, make use of offensive labels, shout, and laugh at their workers. Survey has revealed that it has been seen that there are negative flashes of leader maltreatment. (Tepper, 2007). With a mistreated leader, workers feel less attached to their supervisor as well as less connected to their corporation, their coworkers, and their professions. The leaders' mistreatment is destructive social conduct where the worker undergoes unusual psychological distress from their supervisor. (Tepper, 2000).

Interpersonal Injustice

Griffin and Moorhead (2010) categorized Interpersonal justice as the level of impartiality that individuals find in the way they are assessed by others in their workplace and how their leader considered them in appreciation and self-esteem. The workers will feel a notable degree of fairness if the supervisor maintains an ethical and admired relationship with the workforce. as the study is conducted on one factor i.e., interpersonal injustice which the contradictory to interpersonal justice.

Executives who are unkind towards their staff will find it challenging to motivate them towards work commitment. Supervisors constantly follow impolite conduct without citing the responsibility of workers on the managerial side.

The working staff who dealt with interpersonal injustice may quit contributing to any occasion of the company, to offer less concern with policies and approaches made by them. (Barsky and Kaplan, 2007). An elevated level of distress was found in workers who suffered from interpersonal injustice and realized that managers abuse them and don't assist them properly. Such anxieties influence their mental competencies and skills in the workplace settings (Duffy et al., 2002).

Organizational Cynicism

Nair & Kamalanabhan (2010) stated Organizational Cynicism as an unchangeable, stubborn, and disrespectful nature that includes detachment of oneself from the corporation due to unacceptable expectancy for mankind. It additionally brings the certainty that the organization has an insufficient portion of reliability and will constantly attempt to sneak into its labor forces.

Ince and Turan (2011) illustrated Organizational cynicism because of a worker's mentality that the institution lacks trustworthiness. Scientists have focused more attention on concerns identifying organizational cynicism. Nair and Kamalanabhan, (2010) stated that Cynicism can be interpreted as being doubtful with others. Workers who are negative impact the whole corporation can discourage the institution from attaining its goals. It is a distinct undesirable feeling, like disconnection, anger, and emptiness about self-control and the organization (Ozler et al., 2011).

Organizational Citizenship Behavior (OCB)

Dennis Organ is the founder of Organization Citizenship behavior. OCB originated in the writings of Bateman and Organ (1983). Organ and Ryan (1995) classified OCB implies to the person's involvement in the organization that is not part of his job specification. OCB indicates how worker practices change the productiveness of the corporation that is well beyond the honorable workload (expected set of responsibilities and duties) which is vital for the coworkers and the management. Zarea (2012) examined Organizational citizenship behavior (OCB) as a group of open work practices that exaggerate one's simple employment criteria.

OCB workers execute activities that are ahead of their responsibilities, and they are doing without any financial reward in return paid by the leader. Such duties impact their colleagues and provoke others and build up a climate to carry out actions skillfully. Such kinds of the workforce are viewed as participating in OCB. Citizenship Behavior upgrades to help for the prosperity of the colleagues to work out on their issues and assist the individual mentally from the corporation. (Gregory et al., 2013).

Theoretical Framework

Current study concentrated on the impact of leadership misconduct and organizational cynicism that lead to organizational spontaneity in state institutions. Though the current survey will test the importance and correlation of the factors. The research would assist the executives with understanding their strengths and how to utilize their leadership behaviors with their coworkers. The supervisory abuse builds stress amongst the workers who are truthful to their institutions and the mistreatment from a supervisor at that point becomes challenging for the person to support and function effectively. They would also get enlightened about the outcomes of the leader's mistreatment and interpersonal injustice.

The research would assist the top executives at the corporate level to recognize how interpersonal injustice creates disappointment among the coworkers so that they work for the quality enhancement of the institution. The research would recognize if there were an adverse outcome of leadership abuse (Supervisor abuse and social discrimination) with organizational cynicism having a mediation role on OCB. The investigation will enable the scholars, academics, and head executives of the corporations in comprehending the hindered and destructive impacts of supervisor abuse, social discrimination, and organizational cynicism on organizational citizenship behavior (OCB).

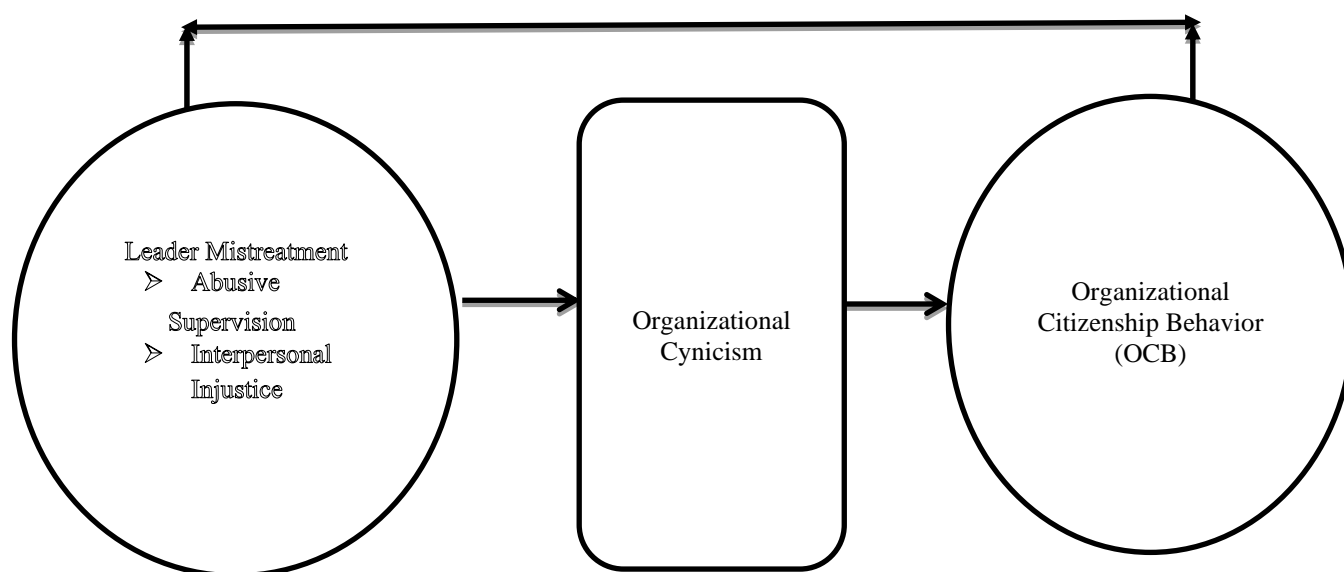


Figure 1: Research Framework

H1: OCB is contrastingly influenced by Leader mistreatment at work (Abusive Supervision, Interpersonal Injustice).

H2: OCB is contrastingly influenced by Organizational Cynicism.

H3: OCB is contrastingly influenced by Leader mistreatment (Abusive Supervision, Interpersonal Injustice) and organizational cynicism.

Methodology

The quantitative research method was used in this study. The reason for the study was improving insight regarding the impact of leadership abuse (Supervisor abuse, Interpersonal injustice) and organizational cynicism on Organizational Citizenship Behavior (OCB). It discloses the editorial policy of these three newspapers. 300 respondents were reported in the examination, out of which just 200 reacted review stage while consequently feedback frequency was 67%. Applicants in research are workers of state institutions for example “Baluchistan University of Information Technology Engineering and Management Sciences (BUIITEMS) Quetta”, “University of Balochistan (UOB) Quetta”, “Khuzdar University of Engineering and Technology” and “Sardar Bahadur Khan Women University (SBKWU) Quetta”. The respondent’s age varies among Twenty-four to Sixty ages constituting both genders. but sometimes the situation can make them angry which can cause an employee dissatisfied with his job and which will lower the organizational commitment and hence he quits the job.

Instruments

The technique utilized was the standardized survey including a set of questions to incorporate supervisor abuse, interpersonal injustice scale, organizational cynicism scale, and OCB Scale.

Abusive Supervision

Supervisor Abuse was evaluated by using 15 elements scale of abusive supervision. The elements were codified on a Likert scale of 1-5.

Interpersonal Injustice

Social business was assessed by utilizing 09 points index of interpersonal injustice. The elements were codified on a scale of 1-5 ranging from strongly disagree to strongly agree.

Organizational Cynicism

13 items scale was used for Organizational Cynicism. Representatives were questioned that; how

frequently have they faced the subsequent effects on your current work? The elements were codified on a scale of 1-5 ranging from strongly disagree to strongly agree.

Organizational Citizenship Behavior (OCB)

OCB was calculated by utilizing 20 items scale of Organizational Citizenship Behavior (OCB). A 5-point Likert scale was used.

Results and findings

Results of Reliability Analysis

The Cronbach's Alpha at SPSS was used in the investigation for the validity of the method utilized for the data collection. The value of Cronbach Alpha regarding Supervisor abuse is (0.680), and 0.737 for interpersonal discrimination, were 0.5 for Cynicism and 0.667 for Organization Citizen Behavior.

Table 1: Multiple Regressions

DV	IV	beta coefficient β	t	Sig.	r	r ²	F	Sig
Organizational Citizenship Behavior	Supervisor abuse	-0.49	-9.069	0.000	-0.542	0.29	82.24	0.000

As indicated in table 1, the outcomes were vital, the presented outcomes further show supervisor abuse has a substantial adverse ($\beta = -.49$, $P < 0.01$) relationship with Organizational Citizenship Behavior. The outcome approved the prior investigation results Tepper (2007). Analysis of correlation was utilized for calculating connection-level amongst significance factors. Figure displays, abuse of supervisor substantially has a harmful relationship with Organizational Citizenship Behavior (- 0.542) whereas the value of R square is 0.29 is more rationale because of research impression recommending the abuse factors describes around Twenty nine percent change in Organization Citizenship Behavior along with the coefficient of Seventy One percent, hence assumes the model as fit.

Table 2

DV	IV	standardized coefficient β	t	Sig.	r	r ²	F	Sig
OCB	Interpersonal Injustice	-0.28	-5.35	0.000	-0.349	0.12	27.4	0.000

Figure 2 explains preceding outcomes were critical, the presented outcomes exhibit that interpersonal injustice has a moderate adverse ($\beta = -0.28$, $P < 0.01$) relationship with Organization Citizenship Behavior. Correlation is used to quantify the degree of connection amongst significant factors.

The figure depicts, interpersonal injustice is critically adverse to Organization Citizenship Behavior (-.349) whereas R Square is 0.12 is sensibly more because of research essence recommending that interpersonal injustice describes around Twelve percent change in Organization Citizenship Behavior tracked down by coefficient of Eighty-eight percent.

Table 3

Dependent Variable	Independent Variable	standardized coefficient β	t	Sig.	r	r ²	F	Sig
Organization Citizenship Behavior	Cynicism	0.45	-6.962	0.00	0.443	0.2	48.47	0.000

Figure 3 represents critical outcomes, and outcomes additionally exhibit has more ($\beta = 0.45$, $P < 0.01$) relationship with Organization Citizenship Behavior. Analysis of correlation employed to quantify the degree of connection amongst significance factors. Cynicism had a crucial relationship with Organization Citizenship Behavior (0.443) whereas R Square is 0.2 is sensibly more because of research idea recommending cynicism describes around Two percent modification in Organization Citizenship Behavior alongside Twenty percent Coefficiency.

Table 4: Investigation of Mediator Effect

DV	IV	β	t	Multicollinearity		VIF	R ²	F	Durbin Watson
				Sig.	Tolerance				
OCB	Supervisor abuse	-0.389**	-6.962	0.000	0.819	1.22	0.38	40.886*	1.36
	Interpersonal Injustice	-0.071**	-1.408	0.000	0.974	1.259			
	Cynicism	0.29	4.46	0.000	0.884	2.841			

Leadership Abuse (Supervisor abuse) Mediated by Organizational Cynicism

Outcomes clearly illustrate of mediation analysis of IV for example Supervisor abuse on OCB, instant abuse on (OCB), was 0.246, the opposite influence of supervisor abuse on Organization Citizenship Behavior was 0.093. standardized coefficient β was 0.542.

The graph determines inverse proportion Seventeen percent for example (0.093/0.542) of the impact of supervisor abuse on Organization Citizenship Behavior is caused due to mediation of cynicism. In contrast to the mediator, an absolute impact of supervisor abuse on Organization Citizenship Behavior has been calculated for example (0.246/0.542), making up to Forty-Five percent.

Figure 0.000676 reflects a critical inverse impact of supervisor abuse on Organization Citizenship Behavior by cynicism at $\gamma = 0.05$ or a vital impact between cynicism and (OCB) can be concluded.

Diagram (A) reflects data as "z" i.e., 3.399282, P-value is under 0.05 and its mediated partially as β value denoting simple association of supervisor abuse on organizational cynicism is ($\beta = 0.305^{***}$).

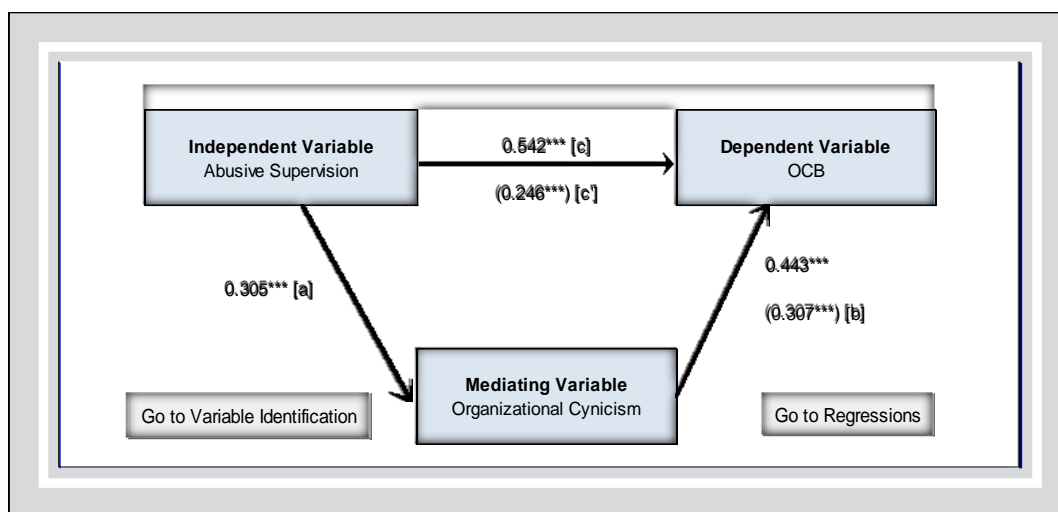


Diagram (A)

Investigation of Mediator effect

Leadership abuse (Interpersonal Injustice) and Organizational cynicism as a mediator

Outcomes representing mediation analysis of interpersonal injustice on Organization Citizenship Behavior, the absolute impact of the independent variable on dependent variable was recorded as (-0.22), showing the opposite effect of interpersonal injustice on Organization Citizenship Behavior, was (-0.12). the beta value was -0.34.

Graph determines inverse proportion 0.365 or Seventeen percent impact of interpersonal injustice on Organization Citizenship Behavior in mediation effect of Cynicism. organizational cynicism. Other than this, an immediate impact of interpersonal injustice on OCB has been recognized, as (-0.22/ -0.34), comes an absolute impact of Sixty four percent.

Outcomes show vital mediation that is worth equivalent to 0.000205 which is < 0.05 .

Figure 0.000205 denotes a critical opposite impact of interpersonal injustice on OCB by organizational cynicism at $\gamma = 0.05$ showing an enormous impact amongst organizational cynicism and Organization Citizenship Behavior. The chart (B) shows the z- value i.e. -3.71273, p is under 0.05, and partial mediation since the β masses for the basic relationship of the independent variable (interpersonal injustice) on organizational cynicism is ($\beta=0.34***$).

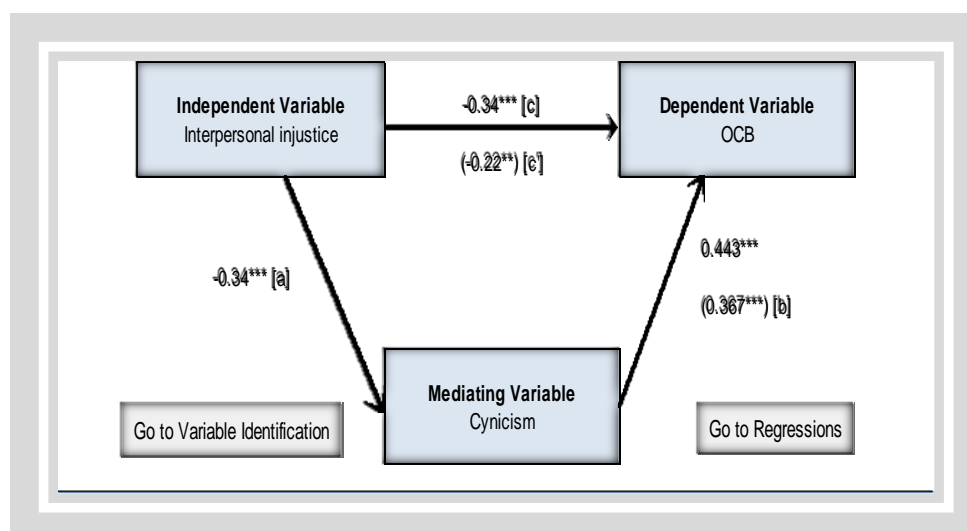


Diagram (B)

Conclusion

To conclude, the hypothesis and outcomes enhance the knowledge of Supervisor abuse, social discrimination, and cynicism. As per outcomes, it becomes evident most of the data comprehends the importance of leadership abuse, organizational cynicism, and Organization Citizenship Behavior. Hence proved, leadership abuse (supervisor abuse, interpersonal injustice) and organizational cynicism contrarily affect organizational citizenship behavior (OCB). Supervisor abuse is becoming an emerging issue that genuinely cracks the well-disposed sociable atmosphere in the workplace and regularly brings about tense connections. Study in work institutions proposes that supervisor abuse and interpersonal injustice adversely affect organizational citizenship behavior (OCB), whereas current research is concerned with the mediation effect of organizational cynicism altogether affects organizational citizenship behavior (OCB). It has been observed that there is a moderate degree of connection between organizational cynicism and OCB, which implies a low job routine emerges when cynicism expands in the corporation.

Supervisors' harmful management towards coworkers results in an adverse effect upon faithful and truthful workers, to its corporation, denoted as OCB's. Supervisor mistreatment has some intangible conduct that drives the worker towards mental stress, unhappiness, and a feeling of forcing psychological wellness. mediation and F-Statistics. Usually, this survey validated the propositions of the research. The conclusions indicate that the Supervisor abuse and interpersonal injustice contain damaging effects for workers, thus supporting the assumption. The workers often reveal stress, a substantial level of sadness, nervous breakdown, off-balance between work and loved ones, alongside the low level of satisfaction which results in repeated unhealthiness, absenteeism, and low job output.

The outcome in research extends help in deducing propositions. fact that supervisor abuse and interpersonal injustice seriously influence the (OCB). The critical concerns of supervisor abuse were primarily discovered to be inversely identified with organizational citizenship behavior. Subsequently, the coworkers generally recognize that the corporation and the leaders are to be less committed. Unfavorable conduct results are likely connected with organizational cynicism comprised of low faith for institutions. It might impact the connection between organizational cynicism and OCB. Workers who are extremely cynical and seeing supervision abuse may decrease OCB that benefits the institutions.

Limitations

There are various limitations of this research. Primarily, the technique utilized for the survey was descriptive. The objective is to just recognize the impact of leadership abuse (Supervisor abuse, Interpersonal Injustice) with the mediation effect of Organizational Cynicism on (OCB). The study is completed within time limits, here the data set was too little for example $n=200$. The response rate was just 66.7 %. The other public and private areas were not counted because of time limitations.

Future Directions

It has been seen that few supervisors may intentionally settle on choices to take their subordinates and corporation in the destruction or to be biased for a specific worker. The representatives who quit from the corporation have no post-employment feedback. The post-employment feedback must be performed in each corporation to think about specific causes to stop the institutions. During the study, it has been seen that the supervisor abuse and level of impartiality are dissimilar for coworkers of both genders. Future studies related to a specified domain will investigate the supervisor's practices during communication of jobs among workers of both genders.

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Quaisar Ijaz Khan, Assistant Professor, College of Commerce, Government College University, Faisalabad, Pakistan

Raheel Mumtaz, Assistant Professor, College of Commerce, Government College University, Faisalabad, Pakistan

***Muhammad Farooq Rehan**, Assistant Professor, College of Commerce, Government College University, Faisalabad, Pakistan

*Corresponding author's email: farooq.rehan@gcuf.edu.pk

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ABSTRACT

Purpose: The perceived performance of the public sector universities mainly depends upon academia particularly the faculty members' potential contribution, quality of teaching and knowledge generation. HRM practices are designed in such a way to accelerate performance of employees, for attaining organizational aims and objectives with organizational justice. Whereas the workforce of any organization is deemed as dynamic asset to contribute for institutional performance. Therefore, career success of the faculty members has been taken as mediating variable in the study.

Design/Methodology/Approach: For crafting the research study, faculty members were chosen from Pakistan's public-sector universities. Whereas, to establish the conceptual framework, the researchers have applied the Dynamic Capabilities Theory (DCT) as the underpinning theory for this construct. For sampling purposes, proportionate stratified sampling has been designed; random sampling was utilized to select the respondents within each stratum. The questionnaire was distributed among individuals personally. Afterward, data were cleaned for missing values, outliers, aberrant values and tested for normality, reliability, and validity.

Findings: Hypotheses were tested by applying partial least squares - structural equation modelling (SEM) technique through statistical software SMART PLS licenced version 3. The construct in the context of Pakistan in amongst the preliminary studies.

Implications/Originality/Value: The findings will be helpful for higher education commission of Pakistan for designing strategies.



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Introduction

The rapid development in technology and information has reshaped the world into global village, while the globalization is constantly reshaping the business environment. The recent advancement in technology has extensively influenced the dynamic economic conditions (Yudianto, Mulyani, Fahmi, & Winarningsih, 2021). Sustaining in such world of resilient rivalry is becoming challenging. Whilst individuals as well as organizations have to concentrate on innovative strategies and policies for their own sustainability and progress in the current scenario (Bashir, Bashir, Rana, Lambert, & Vernallis, 2021). According to Tan (2010), many organizations have started the retrenchment to optimize their operational cost and to skirmish the current scenario. After global financial devastations, which were exploded in 2008 and Covid-19 Pandemic, the survival and the progress in the desired field of business for organizations has not remained easy (Bashir et al., 2021). While on the other hand the sustainability in chosen profession for individuals is also not tranquil to mention (Gibari, Perez-Esparrells, Gomez, & Ruiz, 2021).

According to Arfan (2013), the aspiration of potential utilization for the available resources is necessary to progress, which is deemed as appealing for the human capital in each society as well as in the overall economy. Although, the retrenchment is the astringent reality, but the survival of any organization depends on productivity of human capital or potential workforce. Realizing viable performance of human capital is essential objective of each and every organization (Elger, 1962; Praskova, Creed, & Hood, 2015). In this respect human resource management (HRM) practices endow with the sound premises of assessing and creating worker performance with a specific goal to get improved organizational performance and success (Anwar, Rosman, & Kamran, 2014). Like any other organization, universities or institutions of higher education assess its faculty members' performance for efficient human resource management and the administration; with the intention of quality output and innovation (Aslam, 2011; Aslam & Shakeel, 2010). Although everywhere around the globe higher educational institutions are deemed as foremost and vibrant constituent for lively support in the information social orders that eventually moves and leads to faster economic progress (Imran, Jawaria, & Raza, 2011).

Therefore, there is a need to discover and identify the real problem to provide better solutions for the improvement of educational system in Pakistan. This study is being carried out to cover the gaps in the existing literature through examining the relationship of individual's career success as mediating variable; between HRM practices, organizational justice and university performance. The need of career advancement in higher education is more desired for academicians particularly for the faculty members of public sector universities of Pakistan to make the nation strong by equipping them with knowledge and making them enable to encounter the demands of market for their sustainability in the worst economic and political situations of Pakistan (Arfan, 2013). According to Hofstede (2008), the populace in Pakistan is ranked in cultural index at 55. It has been seen that the prominence of organizational justice, and HRM practices in Asian and African countries more commonly. The major causes and the influential role is frolicked by chauvinism, HRM practices and organizational justice have been seen associated by career success and how the career success contributes towards the universities performance it is being evaluated through this construct in the context of Pakistan.

Review of Literature

An overview of the concepts is tried to be presented from the review of literature and contriving about the university performance in the context of Pakistan, and its relationship with career success, HR management practices and organizational justice.

Human Resource Management Practices

The satisfied work-force or the employees have been found contributing higher and better voluntarily towards the organizational performance as compared to the less satisfied (Tremblay, Cloutier, Simard,

Chênevert, & Vandenberghe, 2010). Previously the main focus of the researchers had remained in the area of HRM with particular focus to the context that enhances the individuals' and organizations' performance (Giauque, Resentera, & Siggen, 2010; Moideenkutty, Al-Lamki, Sree Rama Murthy, Al-Lamki, & Murthy, 2011; Tremblay et al., 2010).

The current study intends to fill this gap with its contribution in the existing body of knowledge by evaluating special set of HRM practices in the context of Pakistan's higher educational institutions. Therefore, the need of studies to determine the dynamic nature of HR management practices for the context of Pakistan as developing country is essential. According to Budhwar and Debrah (2004), there is a strong need to know, how the individuals working in different parts around the sphere perceive HR management practices? As Pakistan has unique circumstances and economic conditions, being a poor and developing country having lower per capita gross domestic product (GDP) or national income; so the HR management practices having some better financial gains to the employee can be suitable to enhance the productivity, efficiency and high performance from the faculty members in public sector universities of Pakistan (Azeem, Rubina, & Paracha, 2013; Niazi, 2014). So for the current study examines HR management practices:

Job Security of Faculty

The extent to which the employees are granted stable employment by the institutions is deemed as job security (Herzberg, 1968). Job security is being conceptualized as the degree of expectation that an employee is imagining his or her stay in the same profession for over & above the period in the same organization (Delery & Doty, 1996). Job security has been found significant influential determinant in employees' retention and performance both in private and public sector institutions (Delaney & Huselid, 1996; Vermeeren, Kuipers, & Steijn, 2013). According to Sverke et al. (2002), job insecurity had been found negatively significant on job satisfaction. Lack of optimism results in low job satisfaction due to job insecurity (Zheng, Diaz, Tang, & Tang, 2014).

Job Autonomy of Faculty

Job autonomy is the aptitudes of employees' handling organizational goals and the organizational structure to make best use of professional concerns also known as self-determination and discretion (Hackman and Oldham, 1975). Job autonomy demonstrates that employees feel satisfactory internally and consider this issue to job autonomy as the organizational support to the employees (Ahmad, 2013; Asghar et al., 2011; Shen, Demel, Unite, Briscoe, & Hall, 2014; Tessema, Tsegai, Ready, Embaye, & Windrow, 2014).

Compensation for Faculty

According to Dessler (2007), employees' compensation is the principal human resource management function; it had been defined as a form of pay or reward available to employees coming up from their employment as remuneration and acknowledgement of the services render by employees' to the institution (Saeed et al., 2014).

Organizational Justice

Fair dealing has been deemed utmost essential and mandatory for organizational success and progress; as the employees in public sector recognize as they are not being treated fairly as a general perception (Murtaza, Shad, & Malik, 2011). Amin & Naqvi (2014), argued that institutions of higher education in Pakistan that have static routine schedules have been found following mechanistic structure and have been revealed excellently suitable for such type of institutions to perform ordinary routine tasks. Therefore, it is desired to have the positive connection among mechanistic institutional structure & Organizational Effectiveness has been vindicated in higher education sector of Pakistan. However, the institutions of higher education in Pakistan follow stringent formal procedures with narrow flexibility at all. Greenberg (1987) had launched the notion of organizational justice with a view to judge employee's behaviours and attitudes in response to the organizational practices. Nevertheless, the justice or fairness

alludes to the initiative that a deed or action is ethically right, which might be described in accordance with ethics, social norms, religion, equity, sprite, impartiality, constitute or law. The two dimensions of organizational justice has been taken under consideration for the current study (i) Procedural Justice and (ii) Distributive Justice

Career Success

Career success is characterized as the positive psychological outcomes or accomplishments, which have been mounted up as the repercussion of achievements over the life span through experiences (Greenhaus, Parasuraman, & Wormley, 1990). Career success consists of two main facets likely intrinsic and extrinsic or subjective and objective in nature. There are additional findings recommending that the indicators of extrinsic achievements vary from the indicators of subjective or intrinsic achievement and that even inside distinctive features (Abele & Wiese, 2008; Ng, Eby, Sorensen, & Feldman, 2005). According to Al-Shuaibi, Subramaniam, & Faridahwati (2014), have examined the two factors of job satisfaction including satisfaction with work-load and satisfaction with pay. The results unveiled that the HRM practices are significantly related to job satisfactions with the variance of 68.8%.

According to Russo, Guo, and Baruch (2014), the study on the determinants or predictors of career success explored the impact of individuals' attitudes of trust and organizational citizenship behaviour on both perspective of individuals' career success objective and subjective. The study focused the mental & physical health issues among Chinese workers with the moderating effect of career system between career success and work attitude. In the study the mediating effect of organizational citizenship behaviour and trust for both subjective and objective career success have significant difference for both the employees of public and private intuitions. This study defines career success as an inside psychology from a person's own perceptions about his/her own satisfaction from profession and life.

University Performance

This study is a little strive to present understanding about the university performance; therefore, it is necessary to know what the performance is? Many researchers have defined the organizational performance in different perspectives most commonly it is being considered as the analysis of any firm's or company's or organization's performance as evaluated to the goals and objectives. There are three basic elements that are commonly considered while measuring actual performance of an organization (i) financial performance (Earning/profitability), (ii) market performance (Reputation or Goodwill) and (iii) shareholder value performance (satisfaction/trust of stakeholders). In general practices sometimes the production capacity is also taken under evaluation (Muslim et. al, 2014).

However, the public sector universities are different from the ordinary organizations, profit orientation is not the basic aim of public sector universities in Pakistan. So, the performance measurement for such universities is also not same as compared to the other institutions.

This rating criterion does not consider all the countries but the developed ones; as a result, institutions from other countries (emerging, developing, and under-developed) are unable to spot their place clearly. Thereby, leaving a major loophole in the overall rating system of these renowned organizations mentioned earlier. "Therefore, this motivated us to develop a more comprehensive ranking system, which not only take into account the institutions from developed but also other counties as well" (Baykal et al., 2014). METU Informatics Institute established a University Ranking by Academic Performance (URAP) laboratory, to conduct scientific research on university performance evaluation and ranking methodologies the ranking methodology consist of six item criteria:

- a) Number of Articles: (InCites) maximum weighted score is up to 21%
- b) Total Document Count: (InCites) maximum weighted score is up to 10%
- c) Citation: (Web of Science) maximum weighted score is up to 21%
- d) Article Impact Total: (InCites) maximum weighted score is up to 18%
- e) Citation Impact Total: (InCites) maximum weighted score is up to 15%
- f) Collaboration: (InCites) maximum weighted score is up to 15%

However, in Pakistan, HEC ranks the universities upon different criteria as mentioned below:

- i. Implementation status of QA criteria's: maximum weighted score is up to 24%
- ii. Teaching Quality: maximum weighted score is up to 40%
- iii. Research: maximum weighted score is up to 36%

Organizational constitution or framework is mainly important in determining the university performance in achieving its objectives and goals (Chiang and Lin, 2013). In university contexts the performance is taken as the degree of accomplishment of university's objectives, which are measured through the mechanism. The objectives of the university for the sake of measurements are divided into different parts and attained through the well-organized plans, policies and strategies in provisions of mission and vision of the university generally (Duquette and Stowe, 1993). Basically, it's the general attitude of the faculty members in the universities in acquiring the universities' objectives (Campbell, 1990). According to Sahid (2007), teaching quality as delivered in Pakistan by the faculty members in the public sector institutions of higher education is just imparting knowledge and through archaic methods. Quality teaching is envisaged as the unified discipline implementation both theory and practice, for faculty members, teachers as well as the researchers both are primarily accountable for the improvement and enhancement of the theoretical indulgent and development of teaching norms and standards (Stones, 1994). According to (OECD, 1994) the following points are taken under consideration to define teaching quality as follow:

- i. Knowledge of fundamental educational module range and substance
- ii. Pedagogic expertise, particularly include, obtaining and capacity to use the repertoire of educating procedures, policies, and strategies
- iii. Reflection and capacity of being self-decisive, discriminating, the sign of educator professionalism
- iv. Sympathy, dedication, passion, and responsibility for the sake of acknowledgement to other's dignity
- v. Managerial ability, being an instructor guarantees set of soft skills as managerial obligations inside and outside classroom.

So, to the current study the conceptual definition of the university performance has been extracted from the aforesaid literature and defined as Rizwan (2012), Faculty's intrinsic satisfaction from their own contribution towards quality teaching, research & innovation; to build greater image of the university nationally and internationally towards overall university performance through the optimized habituation of available sources.

Research Methodology

The general overview about this research study, population and description about the measurements and scaling selected for the collection of data and the procedures applied for this study is presented here. The current study is unique in its sense, as it's amongst the preliminary research in the context of Pakistan's public sector universities. The faculty members and the practices to enhance their career success and development are being ignored. So, this study assumes to contribute to the chapter of academicians' lives insight psychology. How and why the career success is necessary for the academicians in improving the university performance? HRM practices and organizational justice have impact upon the university performance and career success of the individuals; but the combination of HR management practices is necessary, which HRM practices are essential for the career success of faculty members, and which are necessary for the universities to perform better. HRM practices are designed to extract better performance from the employees keeping in view their in-built personality traits whilst, Fairness is important merely as in assigning the workload to the faculty members and their performance towards improving the quality of teaching. Organizational justice is assumed to be working for better job satisfaction and enhancing work output from the academician in public sector universities of Pakistan.

Research Design

Generally there are two methods considered and applied for the analysis of the data, quantitative and qualitative analysis, which have been assumed well enough, to serve the purpose, because of having the

potential to serve the researchers to demonstrate their thoughts, ideas and innovation in a scientific way (Sekaran & Bougie, 2013). Qualitative analysis is unstructured and exploratory in nature that have the limitations to postulates small number of respondents' samples. In qualitative analysis, respondents furnish and express the information about their thoughts, views and feelings that are very difficult to observe. This means, questionnaires are useful because of much rationality. All the reasons cannot be mentioned and explained here, but some of these common and generally accepted for recognized purposes are elaborated as below:

1. When the research involves many respondents to be observed
2. To ask respondents about a series of predetermined questions and
3. At the time where the research objectives require data which have the attitudinal in demeanour or of behavioural sense and precise.

Therefore, questionnaire is being designed to consider the most appropriate data collection tool or method to achieve the objective of the current study as; it permits the researcher to obtain quantitative data on the respondents' behaviours in a large sample and generalize the findings of this study to the entire population. Besides targeting a large sample, the questionnaire method allows the anonymity of respondents to answer the questions, which could encourage targeted respondents to participate in the study. The results derived through the above said techniques can be valid and reliable because of many reasons including the confidence of being anonymous. So, it is expected that the current study will be able to serve the purpose and defined objective.

Measurement of Variables and Collection of Data

This study used close ended questionnaire. However, human resource management practices, and organizational justice are being deemed as independent variables, while career success serves as mediating variable and perceived university performance is deemed as dependant variable of the current study. Data were collected from faculty members working in public sector universities of Pakistan.

Results and Analysis

The research framework along with the basic Algorithm and T-statistics is being provided for better understanding.

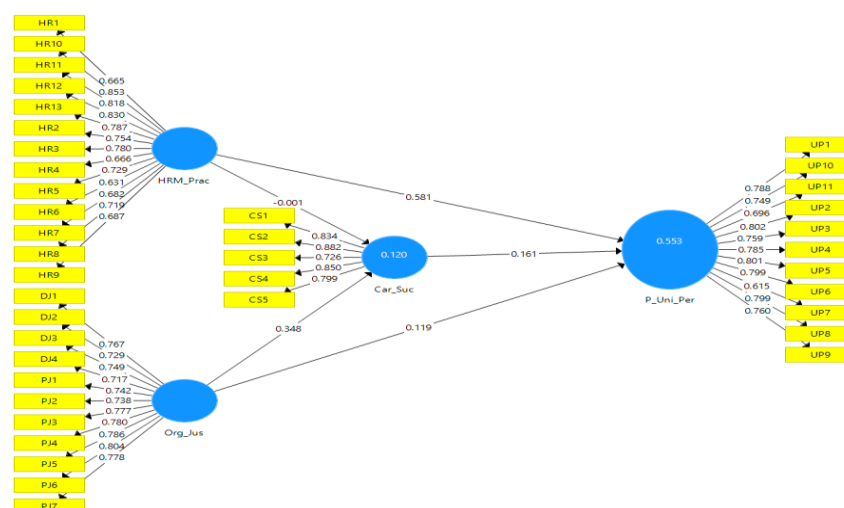


Figure 4.1: Represents the Basic Algorithm for the Research Framework

Table 4.1: Path Coefficient

	Car_Suc	HRM_Pr	Org_Js	Per_Uni_Perf
Car_Suc				0.1645
HRM_Pr	-0.0188			0.5732
Org_Js	0.3619			0.1201

Per_Uni_Perf

Table 4.2: Represents reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Car_Suc	0.8773	0.8850	0.9108	0.6724
HRM_Pr	0.9178	0.9378	0.9315	0.4798
Org_Js	0.9271	0.9277	0.9380	0.5791
Per_Uni_Perf	0.9270	0.9298	0.9378	0.5796

Table 4.3: Represents Discriminant Validity Fornell-Larcker Criterion

	Car_Suc	HRM_Pr	Org_Js	Per_Uni_Perf
Car_Suc	0.8200			
HRM_Pr	0.2733	0.6927		
Org_Js	0.3467	0.8072	0.7610	
Per_Uni_Perf	0.3628	0.7151	0.6398	0.7613

Table 4.4: Heterotrait-Monotrait Ratio (HTMT)

	Car_Suc	HRM_Pr	Org_Js	Per_Uni_Perf
Car_Suc				
HRM_Pr	0.3057			
Org_Js	0.3798	0.8768		
Per_Uni_Perf	0.3919	0.7390	0.6759	

Table 4.5: Represents Inner VIF

	Car_Suc	HRM_Pr	Org_Js	Per_Uni_Perf
Car_Suc				1.1368
HRM_Pr	2.8701			2.8705
Org_Js	2.8701			3.0190
Per_Uni_Perf				

Table 4.6: Represents the Model fit summary

	Saturated Model	Estimated Model
SRMR	0.0817	0.0817
d_ULS	6.3116	6.3116
d_G	2.1163	2.1163
Chi-Square	2932.7975	2932.7975
NFI	0.6808	0.6808

Table 4.7: Represents Model Selection Criteria

	AIC (Akaike's Information Criterion)	AICu (Unbiased Akaike's Information Criterion)	AICc (Corrected Akaike's Information Criterion)	BIC (Bayesian Information Criteria)	HQ (Hannan Quinn Criterion)	HQc (Corrected Hannan- Quinn Criterion)
Car_Suc	-28.9697	-25.9526	238.1841	-18.2305	-24.6549	-24.4565
Per_Uni_Perf	-202.5074	-198.4769	64.7243	-188.1885	-196.7543	-196.4357

In the figure it can be observed that HRM practices and career success has positively significant relationship with perceived university performance whilst organizational justice has significantly positive relationship with career success. Whereas 2 hypotheses have been rejected due to having T-value less the 1.96. HRM practices does not have and relationship with career success and organizational justice also have no relationship with perceived university performance.

For further clarification the following figure is being presented for easy understanding and concluding thereon:

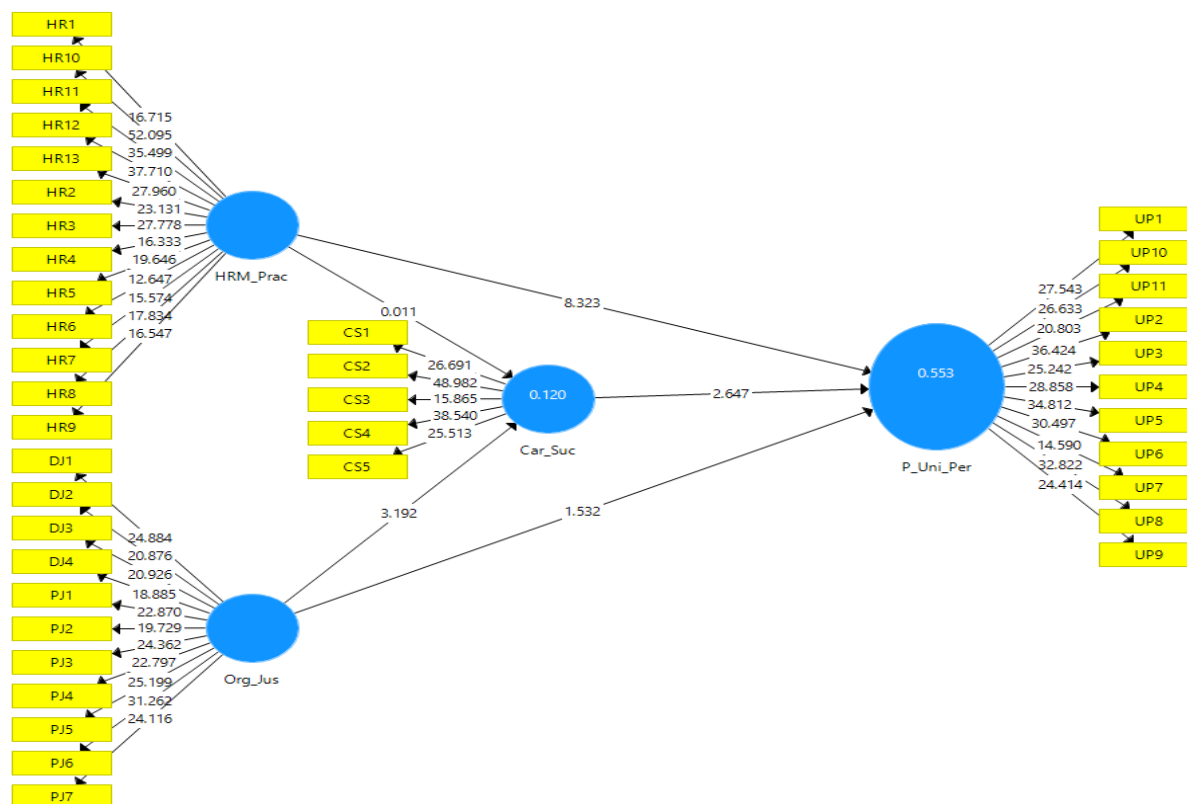


Figure 4.2: Represents the T-Statistics for the Research Framework

Table 4.8: Represents T-Statistics

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Car_Suc -> P_Uni_Per	0.1605	0.1595	0.0606	2.6471	0.0081
HRM_Prac -> Car_Suc	-0.0012	-0.0020	0.1093	0.0112	0.9910
HRM_Prac -> P_Uni_Per	0.5811	0.5848	0.0698	8.3235	0.0000
Org_Jus -> Car_Suc	0.3476	0.3541	0.1089	3.1921	0.0014
Org_Jus -> P_Uni_Per	0.1189	0.1185	0.0777	1.5316	0.1257

Table 4.9: Represents Total Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics (O/STDEV)	P Values
Car_Suc -> P_Uni_Per					
HRM_Prac -> Car_Suc					
HRM_Prac -> P_Uni_Per	-0.0002	-0.0018	0.0185	0.0106	0.9915
Org_Jus -> Car_Suc					
Org_Jus -> P_Uni_Per	0.0558	0.0574	0.0302	1.8503	0.0643

Table 4.10: Represents Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
HRM_Prac -> Car_Suc -> P_Uni_Per	-0.0002	-0.0018	0.0185	0.0106	0.9915
Org_Jus -> Car_Suc -> P_Uni_Per	0.0558	0.0574	0.0302	1.8503	0.0643

Table: 4.11 Represents Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Car_Suc -> P_Uni_Per	0.1605	0.1595	0.0606	2.6471	0.0081
HRM_Prac -> Car_Suc	-0.0012	-0.0020	0.1093	0.0112	0.9910
HRM_Prac -> P_Uni_Per	0.5809	0.5830	0.0698	8.3270	0.0000
Org_Jus -> Car_Suc	0.3476	0.3541	0.1089	3.1921	0.0014
Org_Jus -> P_Uni_Per	0.1747	0.1760	0.0716	2.4421	0.0146

Discussion and Future Recommendations

The study has examined the relationship of HRM practices and Organizational justice with career success and perceived university performance. The results demonstrated that there are three hypotheses meeting minimum threshold to be accepted and two are being rejected. As the public sector universities

have no service structure for the faculty members working on the basis of BPS. Every time they must compete and appear before the selection board for their advancement and progress. HRM practices are designed in such a way to accomplish organizational goals not for the grooming up or progress of the faculty members; that is the main reason as the statistical model demonstrates there is no significantly positive relationship between HRM practices and Career Success of the faculty members. Simultaneously organizational justice has also no relationship with perceived university performance. HRM practices and career success has positively significant relationship with perceived university performance. Organizational justice has significantly positive relationship with career success. Whilst the mediating relationship of career success has not been established with HRM practices, Organizational justice and Perceived university performance. As shown in Figure 4.1, r^2 is 0.553 which means 44.7% portion of perceived university performance has remained undiscovered. Future researchers are recommended to carry qualitative research for better interpretations.

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Journal of Business and Social Review in Emerging Economies

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Journal homepage: www.publishing.globalcsrc.org/jbsee**Social Ties impacting Audit Quality Exploring Government Entities*****Madiha Irshad**, The Islamia University of Bahawalpur, Pakistan**Amna Noor**, The Islamia University of Bahawalpur, Pakistan*Corresponding author's email: madihairshad@ymail.com**ARTICLE DETAILS****History**

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KeywordsSocial Ties, Corruption,
Government Sector, Audit
Quality**JEL Classification**

M42, E42

ABSTRACT**Purpose:** The purpose of the study is to analyze the first hand data regarding intimacies between government entities and government audit institution of Pakistan, to see its impact on the quality.**Design/Methodology/Approach:**

Qualitative research design is used to explore the concept base on theoretical saturation technique.

Findings: The results revealed by default presence of social ties among interactive agents. It further explores indirect relationship between audit quality and social interactions in the presence of petty corruption due to familiarity, unwarranted mutual trust and favoritism however this relationship is shifted toward direct relationship in the presence of material corruption due to fear of losing good reputation, loss of job, fear of departmental inquiry, threat of floating your weaknesses before your rival clique.**Implications/Originality/Value:** The results presented in this paper should therefore be of great interest to government, regulators and standard-setters charged with developing accounting standards to improve the audit quality of reporting information related to existing government auditing setup.

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Recommended citation: Irshad, M. and Noor, A. (2021). Social Ties impacting Audit Quality? Exploring Government Entities. *Journal of Business and Social Review in Emerging Economies*, 7 (4), 899-907.**Introduction**

William Little (2016) infamously quoted social tie as a “face-to-face social encounters in which people are physically present with one another for a specified duration”. Individuals and business firms prefer dealing with partners they know or have any previous connection, because knowledge, trust, and normative commitments grow over time (Granovetter, 1985). Furthermore, interactive agents are in a comfort zone and in a better position to communicate and exchange subtle and sensitive information (Granovetter, 2005). Top executives’ positions of the clients and engagement auditors both have the power and discretion to influence/affect audit quality, so the social interlocking between them suggested a significant influence upon the audit quality (Qi et al., 2017).

External auditors and clients are associated with each other through different links. These links may be based on long term tenure of audit-client firm. A number of studies had been conducted previously where audit firm tenure impact on audit quality (Kyriakou and Dimitras, 2018; Guindy and Basuony,

2018; Jenkins and Vermeer, 2013; Al-Thuneibat, Al-Issa, and Ata-Baker, 2011; Kim and Yi, 2009; Geiger and Raghunandan, 2002; Johnson, Khurana, and Reynolds, 2002; Carcello and Nagy, 2004; Deis and Giroux, 1992) but none of these answer the question that whether long term tenure breeds social ties between parties? By focusing this question, auditor conduct audit of the client for a long period of time, it may create more chances to develop social association among them based on frequent social interactions as (William Little, 2016). This study is further important due to lack of research done on social ties of audit-client association within government setup, this work will motivate to build a new literature and uncover the new dimensions for further research.

The main purpose of the current study is to explore the presence of the social ties between employees of government institutions and external audit officers of government audit setup due to long term tenure. Secondly, the current study wants to conduct in-depth examination of social ties of (external audit officers_ employees of government institutions) and its impact on the quality of the existing auditing structure of the government of Pakistan.

The Literature Review

Social Ties and Duration of Tenure

The term of Audit-firm tenure is used in substitution of a length and duration of an auditor-client relationship (Ball et al., 2015; Ruiz-Barbadillo, Gomez-Aguilar, Fuentes-Barbera, and Garcia-Benauet al., 2004). Lengthy auditor-client tenure period has the potential to develop closeness among auditor and the concerned client, this relationship promoting impairing audit quality and demoting auditor's independency (Al-Thuneibat et al., 2011). Frequent social encounters due to long term association between audit firm and client breed social association among them in which both parties are physically present with each other for a specific period of time (William Little, 2016). By complying the views of William Little (2016), Ball et al., (2015); Al-Thuneibat et al., (2011) and Ruiz-Barbadillo et al., (2004) it may further derive that long term tenure of auditor with auditee breeds social association among them.

Social ties and Audit Quality

The interactional effect between audit and client is very important element to influence audit quality. According to Garcia-Blandon and Argiles-Bosch (2017), the audit firm tenure and audit partner tenure do not play a relevant role in influencing audit quality without consideration of interaction effects among connecting agents. He further depicted that the interaction of both audit-partner tenure and audit-firm tenure with client shows stronger effects on audit quality than both forms of tenure separately considered.

Advocates of social interactions in term of long term tenure argues that social interaction among parties improve audit quality (Ball et al., 2015; Carcello and Nagy, 2004; Johnson et al., 2002). The presence of interpersonal association between clients and external auditor leads to improve mutual trust (Johansen and Pettersson, 2013; Granovetter, 2005) that can be used in transferring fair information (Sias and Cahill, 1998 and Gibbons, 2004), promoting transparency (Clinch et al., 2010), reduced audit effort (Guan et al., 2016) and reduced errors in audit judgment (Qi et al., 2017, He al al., 2017, Guan et al., 2016). The mutual trust and presence of affiliation further promotes information symmetry that promotes fair flow of information between the two parties. Auditors utilize the material and useful information provided by connected client while giving his final opinion that will reduce errors in his judgment, audit risk level and audit efforts (Guan et al., 2016) and further promoting better quality audit.

Opponents of social association in term of long term tenure argued that impairment in audit quality due to frequent social encounters among parties (Deis and Giroux, 1992; Geiger and Raghunandan, 2002; Tackett et al., 2004; Guan-jun & Lin, 2009; Al-Thuneibat et al., 2011; Ball et al., 2015). The intimacy between individual clients' top positions & external-auditors may lead to auditors' unwarranted trust in information provided by individual clients' top positions (Qi et al., 2017, He al al., 2017), undue influence caused by personal relationship (Tackett et al., 2004), injecting unintentional bias into

auditors' judgment and decision making (Kinney et al., 2004; Francis and Michas, 2013). Hence reduce audit quality.

After in-depth investigation of prior researches it is concluded that statutory audit of the corporate sector of Pakistan conducted by the audit partner who is qualified chartered accountant and the presence of social ties in term of long term relation among auditor-client have an impact on audit quality and there is paucity of such researches in a government institution. There exists an opportunity to explore and take in-depth review of the government auditing structure where the audit is conducted by the audit officers of basic pay scale seventeen appointed against the office of Audit General of Pakistan under article 170 of the Constitution of Pakistan (1973).

Methodology

Expert's opinion is required to obtain the rich data to gain insight into concept. Interview typology is used to extract the relevant material from the interviewee. Core population is divided into two sections. One section is the experts of government entities who have direct dealing with external audit officers. These experts comprise of members of Board, Head of the Departments, Direct Finance, Budget officers, Accountants and Internal Audit officers. Other section is the experts belong to Audit General of Pakistan, the constitutional institution that comprises of auditors, audit team members and audit officers. The experts from the Audit General of Pakistan are reluctant to provide open information due to confidentiality and sensitive nature of their profession. Therefore, in order to reach the effective information, majority of the interviews are conducted from the experts belongs to first section where the interviewee relatively less hesitant and more effective to provide sensitive information based on their experiences.

The sample size of the current study is twenty interviews based on theoretical saturation. The theoretical saturation is the concept where sampling, data collection and data analysis is combined in a linear process rather than treat them separately. In theoretical saturation, the researcher continues in conducting interviews until saturation is attained and no new theoretical-insights are being gathered from the sample data (Sarah Elsie Baker and Rosalind Edwards 2012). Guests et al., (2006) achieved their saturation after interviewing twelve peoples whereas the concept of current study gets their relevant theoretical saturation at the level of twentieth interviews.

Sensitivity of research areas makes some of the interviewee to be reluctant in giving audio-recording while some of them allow recording the face to face conversation. Audio recording of interview is transcript into written documents. Afterwards the required data analysis techniques applied on written transcript to obtain and tune the data into some meaningful information. The length of each interview is approximately 40 to 90 minutes. In most of the cases, double interview sessions are conducted from single experts in order to extract the true information from available opinion. The first interview is necessary to attain familiarly and comfort with the interviewee and second interview is actually about collecting data regarding social interactions between auditee and auditor and its effect on audit quality.

Current study is not utilized the standardized set of questions; it is more open discussions about extracting the concept of social interactions between external audit officer and government institution of Pakistan. Semi-structure interviews were conducted by asking the general open ended questions. A list of themes and questions has been prepared before collecting data which vary from interview to interview. Furthermore, likewise theoretical saturation former interviews are very helpful in guiding the latterly conducting interviews in term of asking the other relevant questions for the purpose of exploring the most accurate detail within limited period of discussion.

Data Analysis

Presence of Social Ties within Government Auditing Setup

The following interview evidences suggested that prolonged duration of the tenure of the audit officer and government association also contributes to develop an association between interacting agents within government setup based on frequent social interactions and psychological association.

“Audit by familiar team members has a more tendency to develop relations and exchange some mutually agreed benefits...”

In the same vein another interviewee stated that

“With old audit-team there is only a psychological association because of familiarity. It creates relax environment and most of the things can easily settled during discussions.”

Within the government structure of auditing the annual financial audit is conducted by the employees of the offices of the Audit General of Pakistan under article 170 of the Constitution of Pakistan (1973). The working of the offices is divided in term of divisions or regions. One of the respondent stated that each division may consist of approximately 10 to 12 audit officers. However, each formation/client is to be audited by the one of the same team of audit officers within the region. As we know the life of the government entities is long run and a continuously in process. Furthermore, the relationship between government entities and government audit officer is formed under article 170 of the Constitution of Pakistan (1973) that breeds by default audit firm-client associations. Interviewee stated follows in response to the question that how many interactions are necessary to make a comfortable relationship with an audit officer?

“In practice there are about 10 to 12 audit officer within single audit general office. I have work experience since from 1985. I have one, two, three or more interactions with almost each person of audit department”

Similarly, the other opinion in the same context is

“We have strength of 8 audit officers and 8 assistant audit officers in our office to conduct audit of the whole division”

It is concluded that the social ties, in term of long term tenure between audit officers and government entities, exists within government auditing structure. Moreover, unlike to the prior literature related to corporate sector, the government entities have no choice except of Audit General Office to conduct their annual financial audit. Due to availability of limited workforce within regional/divisional audit office and continuously long term life of the government entities, creates by default social ties among interactive agents.

Social Ties Impairing Audit Quality

The social relation of the client with the auditee may contribute to reduce audit quality. The relevant evidences are given below;

It is elevated that under the influence of social ties, one can easily convince other to ignore many issues that mean reducing audit quality.

“Audit by familiar team members has a more tendency to develop relations and exchange some mutually agreed benefits”

In the same context, the other experts stated that

External Auditors' duty is just to conduct his job; it does not matter whether audit team is new or old. With old one there is only a psychological association because of familiarity. It creates relax environment and most of the things can easily settled during discussions. But it is more preferable that the audit firm must change after two or three years because long tenure of same auditor-auditee associations create more chances of enhancing negativity"

Putnam (2000) stated in his book named "Bowling alone" about social ties and argued that development of strong social ties may result in some antisocial outcomes such as corruption, ethnocentrism etc. In the same context, the following expert observed that social ties in term of long term tenure may increase the room for corruption. He further perceived almost half of the budget is waste due to overall corruption that is a big loss to government and auditing structure.

"If same external audit-team visits the same station again and again, it will enhance the auditor-auditee associations that increase the room for corruption...."

"Corruption exists everywhere; private sector hidden profits and government departments are actually suffering losses as I perceived about 50% of the total budget is waste under umbrella/cover of corruption"

It is relatively easy to motivate audit officers towards getting leniency in making audit observation under presence of social tie in term of long term duration of the service. In addition to this, he further added that high level of corruptions cannot be ignored by the audit officers in their final reporting. As, interview evidences further explore, that the due to long term audit-auditor tenure, the auditee have an idea about the behavior, experience and working capacity of the auditor. Hence it is easy to mold audit officers towards obtaining leniency. But there is an exception to this statement within government auditing structure; material-corruption has no exemption for exclusion in audit reports but leniency may be gained in the issues of petty irregularities.

"Long term audit relation is familiar face, knowhow about his language, idea about his working capacity; we know his levels of evaluations and well known about how to motivate them? It is relatively easy to motivate them toward leniency....."

The routine matter or normal things may be ignored under influence of Social ties. But not ignore the fraud even if audit observations belong to your brother, friend and any other relative...it may possible to give relaxation in the writing of the audit observation but not possible to absolutely skip the inclusion of fraud from the annual audit inspection report"

In the same context, the second interview evidence suggested that

"Behaviors of audit officers toward audit observation are relatively lenient after taking some bribe. They pointed out the audit observations having nature of smaller irregularities that is easily settled in meetings instead of reducing the numbers of audit paras.... on the other side, any type of corruption has no exemption for exclusion in audit reports but leniency may be gained in the issues of petty irregularities"

According to some expert opinions, positive social ties do not impair audit quality in presence of material corruption due to fear of losing good reputation and loss of job, fear of inquiry and threat of your clique seeking your weaknesses. Here professional benefit from doing good (disclosure of fraud) is greater than personal benefit taken from doing wrong (taking bribe and concealing facts). We can say involvement of material corruption will make the audit of concerned vouchers/documentations/transaction purely unbiased and improve the partial audit quality.

"The audit officers do not compromise his independency in presence of corruption because of gaining good reputations from their high ups. That's why giving bribe to audit officers don't

mean he do not point out material corruption. He will definitely have pointed out corruption and also made other numbers of observations otherwise their higher authorities questioning/doubting about his independence and may stand enquiries upon him...members of the enquiry committee are the cliques of the concerned audit officer who indulges in seeking weakness of one another”

In the same vein, another respondent is of the following views

” Audit officer cannot ignore any fraud noted by him, he has a threat to lose his job”

Social Ties Improving Audit Quality

The following Interviewee briefly relates social interactions in term of long term tenure and better audit quality and agrees with (Guan et al., 2016) the use of social ties in obtaining fair flow of information that is helpful in attaining accuracy in final audit opinion.

“The experienced audit officer knows more about the areas of his consideration...He develop links and croods with the departmental staff and ask about the internal issues and problems. They use the internal information to get dominancy over others”

Audit quality will be improved because the intimacy due to long term tenure made the audit officer, to have in-depth information about the weak areas of the formation and induce the pressure on formation to overcome and improve the deficiencies.

“It is more comfortable to have the same external team to audit the institution because we are familiar from their way of work, mentality and level of capability. We can forecast best that which type of areas he concentrated more. So accordingly, we prefer effective working of these highlighted areas prior to external audit. “

Current study concluded that positive social ties may be directly relates to improving audit quality because of the familiar and long term tenure made the audit officer to have in-depth information about the weak areas of the formation and induce the pressure on formation to overcome and improve the weak areas. Furthermore, fair flow of information and unintentional mutual trust of connecting parties contributed improving audit quality.

Research Conclusion and Recommendations

Current study observes the presence of social ties between audit officers and government entities exists within government auditing structure. Moreover, in contrary to the corporate sector, the non-corporate government entities have no choice except of Audit General Office to conduct their annual financial audit. Due to availability of a one audit office with limited workforce in each regional/divisional and continuously long term life of the government entities, creates by default presence of social ties among interactive agents.

It further explores the presence of social ties among employees of government entities and audit officers of government setup of Pakistan. There exists indirect relationship between audit quality and social interactions in the presence of petty corruption due to familiarity, undue influence, unwarranted mutual trust and favoritism but this relationship is shifted toward direct relationship between audit quality and social ties in the presence of material corruption due to fear of losing good reputation, loss of job, fear of departmental inquiry, threat of floating your weaknesses before your rival clique.

The study further infers the results in term of material corruption and petty corruption. The presence of positive social ties may promote some sort of minor corruption regarding to petty irregularities within government setup of auditing on the part of the audit officer as well as of the auditee but the material-

corruption has no exemption for exclusion in audit reports. However, it concludes that the auditing structure of the government setup not absolutely weak because of definite inclusion of the material corruption within annual inspection reports. In the observance of material corruption, the audit quality will be improved even there are strong social ties among connected parties due to fear of losing good reputation, loss of job, fear of inquiry, threat of your clique seeking your weaknesses and have an upper hand. At this point, professional benefit from good doing (disclosure of material corruption) is greater than personal benefit taken from wrong doing (taking bribe and concealing facts/minor corruption). As a cost benefit analysis, the involvement of material corruption will make the audit of concerned vouchers/documentations/ transaction purely unbiased and improve the audit quality partially. Hence, it may be concluded that the audit quality of government entities is about moderate level. The social ties contribute to impair audit quality but it is inclined toward better audit quality in case of material inconsistency arises among reporting and procedures.

It is not possible to exclude social ties government institutions & government auditing setup of Pakistan. It is more favorable that government should design more strategical transfer and promotional policies to reduce the adverse impact of social ties on audit quality. The results presented in this paper should therefore be of interest to government, regulators and standard-setters charged with developing accounting standards to improve the audit quality of reporting information with existing government auditing setup. Future research could further explore by examining the current issue from perspective of private sector that involve participation of external auditor in determining the audit quality due to effects of social ties. Current study could be conducted from quantitative point of view.

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Journal homepage: www.publishing.globalcsrc.org/jbsee**A Broader Relevance of Gullivers Suffering in the Context of Culture Shock*****Atteq ur Rahman**, Islamia College Peshawar, Pakistan**Nadia Gul**, Islamia College Peshawar, Pakistan**Riaz Hussain**, Islamia College Peshawar, Pakistan*Corresponding author's email: atteq_h@hotmail.com**ARTICLE DETAILS****History***Revised format: Nov 2021**Available Online: Dec 2021***Keywords***Culture shock, Identity crisis, Sojourner, Hosts, Diaspora, Migrants***JEL Classification***M1, M2***ABSTRACT**

Purpose: This study analyzes Gulliver's sufferings among his different hosts and his relevancy to today's sojourners who travel abroad and suffer from the effects of culture shock. During his stay with four different hosts, Gulliver remains unable to adjust with them due to the impact of culture shock. He looks at his hosts from the cultural parameters of his native land that leads to multiplication his problems. Like him, most of the travelers who move abroad for various reasons undergo the effects of culture shock. If they fail to understand the internal and external aspects their hosts' culture, they may respond as Gulliver does.

Approach: Though critics have analyzed Gulliver's character from different perspectives, none has studied him from the lens of culture shock. On close analysis of the text of Gulliver's Travels, readers can easily observe Gulliver suffering from the effects of culture shock among his hosts. A fresh perspective has been adopted in this study by analyzing Gulliver's character in the light of culture shock. Culture shock affects sojourners in multiple ways. Many students, migrants, and the diaspora go through this experience while living in a new culture among new people.

Findings: This study shows that culture has been a common phenomenon for people who stay abroad for long or settle though they do not realize that several problems that they face are caused by culture shock. However, if someone consciously assimilates the effects of culture shock, it becomes a great experience to live a better life.

Implications: Though Gulliver belongs to the eighteenth century England, yet he exists around and among us. It is Gulliver's relevancy that adds to the meaningfulness of his character for the contemporary sojourners.



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Introduction

Gulliver's strange behavior among his hosts makes it evident that he remains unable to cope with the effects of culture shock. Since he looks at his hosts' culture from the cultural parameters of his native land, he seems to develop little understanding for their internal and external cultural aspects. And thus he adopts a strange behavior. He deliberately endangers his life among the Lilliputians, and remains under a constant fear of being crushed to death among Brobdingnagians. In Laputa, he feels ignored by his hosts and thus hastens to leave and jeopardizes his life. He is swayed away by his irrational love for the Houyhnhnms and falls in love with them. He emerges like a naïve in every subsequent visit. Any seasoned person like him is expected to anticipate the adjustment issues that one can possibly face while living among people of a different culture in a new environment. Perhaps, Gulliver learns nothing from his previous experiences as he exists in the moment he lives. He is least aware of what he does and what he needs to do. His lack of self-knowledge is indicative of his identity crisis. He is disturbed but does not know the cause of his disturbance. Consequently, he is unable to chalk out a strategy for his future. He seems unaware of how his own nature is causing problems for him. Such aspects of his behavior during his stay abroad make him fairly relevant to thousands of travelers who fail to handle culture shock and adopt a strange behavior. Students, professionals, and immigrants if fail to adjust in the host culture may adopt a behavior that is not acceptable to the host society. Some of them may have to return in the mid of their stay as they find it difficult to live among their hosts.

Literature Review

Most of the earlier and later critics have read Gulliver's character from allegorical perspective. They see him as a mouthpiece of Swift. Sir Charles Firth (1919) and A. E. Case (1958) read *Gulliver's Travels* as political allegory in which Swift targets his political opponents. Critics like Todd (1991) and Tilton (1959) consider Gulliver to be a real character and not a mouthpiece of Swift. However, modern critics, like Brown (1964) and Tuveson (1964), read it from psychoanalytic perspective. Many of them disapprove of Swift's stance. They believe that he has focused on issues pertaining to anality to uncover human nature. However, such critics target Swift more and provide less information about Gulliver.

Objectives and Approach

Unlike the previous studies, this paper focuses on how Gulliver wades through the effects of culture shock and how, like him, many travelers in our contemporary world remain unable to manage the problems associated with culture shock. The study shows that Gulliver is not merely a character in a book of literature, but he lives around us. He relates to all those sojourners who go suffer from the effects of culture shock. The study inquires why and how Gulliver suffers from the adverse effects of culture shock, and how he still exists around us. The study endeavors to establish that culture shock was and is a significant factor in determining the behavior people while living among their hosts.

Methodology

The methodology of this research rests on an intensive analysis of the primary text. It pays careful attention to Gulliver's behavior among his different hosts and how he changes his behavior owing to the repercussions of culture shock. A number of secondary sources have been read and analyzed to show how different critics and researchers observe Gulliver's behavior on different lands.

Discussion and Textual Analysis

The effects of culture shock transcend all barriers based on race, colour, religion, caste, and nationalities. Majority of the sojourners may confront this problem. In the perspective of culture shock, Gulliver acquires a symbolic relevance to our society in specific and humanity in general. We live among 'Gullivers'. They dwell not only in our immediate surrounding but everywhere. Financial constraints force middle class to go abroad. A huge majority among them easily fall a victim to negative impacts of culture shock due to their own complexes. However, many have the ability to cope successfully with such issues which result in their psychic growth. They adapt to the changed environment. Whereas, in case of unsuccessful adaptation, the sojourners have to face multitude of problems. Like Gulliver, not

only do they become a source of problems for themselves, but they also for the others.

Our respective cultures shape us. Culture bears a strong impact on whatever we eat and wear, whatever we do, and whatever we think. It not only designs our pattern of thought but also moulds our perspective about others and ourselves. What differentiates us from the people living in other cultures is our pattern of thoughts. Like a computer program, our thought pattern determines our actions and reactions in different situations. It is familiarity with our culture due to which we feel more comfortable in our own native land. Perhaps this is the reason why we feel disturbed while being in a different and new land. And perhaps this is why we confront multitude of problems while being abroad: we are unable to enjoy our stay as a tourist; we cannot study with proper concentration as a student; and we fail to perform with all our potentialities as an employee. We find it difficult to a normal frequency of interaction with the people abroad. Since we weigh and judge everything as per the parameters of our native culture, we suffer both physically and psychologically.

Bochner (2001) is of the view that travelers who go abroad come up with different psychological responses when they are exposed to a new culture. The dichotomy between the native and host culture may take them in different directions. They are in a dilemma about their own identity; they don't know who they are. It is labeled as 'Marginal' response. Recent studies on culture shock report that students who go abroad remain perturbed to get adjusted in the alien land and with people of a different culture. According to Furham (2001), students suffer from a sense of self isolation and powerlessness which in turn exposes them to psychological complications making their life difficult in a new place. Psychological complexities and 'Marginal' behavior are intertwined in this context.

Swift avoids providing ample details about Gulliver's more than two years long stay as a student in Holland, but since Gulliver had restricted himself to studies during his academic pursuits in Cambridge and London, one may assume that at Leyden too he would do the same. Such restricted attitude implies problem of adapting to the new place. Majority of the students face adjustment issues and develop psychological complexities and thus fail to make adjustment. Perhaps Gulliver is confronted with a similar situation which is why he does not show any psychic development. Like other students, there are reasons to believe that Gulliver might have adopted a 'Marginal' response while being at Leyden. He is unable to develop any friendship or make acquaintance at Leyden. He never provides any details of his stay and acquaintance there. Generally, the experience of living in different cultures results in psychic enlargement which seems impossible for a person like Gulliver who seems to exist at a superficial level.

In most of the cases, middle class people have latent potentialities but they remain unaware of them. Under the effects of culture shock, such problems may aggravate. Being raised in a middle class family, Gulliver is also blind to his potential abilities. His stay among Lilliputians provides a better chance to discover those aspects of his personality which are otherwise unknown to him. However, culture shock seems to have adverse impact on his personality due to which he remains unable to access his latent abilities and make use of them for his own good. In order to please the Lilliputian emperor, he arranges "mock Skirmishes" (Swift, 26) patterned on "the best military Discipline" (p.27). This is the time when Gulliver could use his training of Lilliputians as a card to win his liberty in a decent way but he seems to be unaware of his potentialities. Similarly, he prepares "wooden Chamber" (p. 96), closets that looks like a "London Bed-Chamber" (p. 96) and "Cane-chairs" in England" (p. 118). In spite of such potentialities, he is unable to utilize these for his benefit. He does not have the ability to analyse any situation. He is driven by what the moment demands. Maybe this is the reason that he never tries to deal in furniture business. The rising middle class in eighteen century England could have offered him better prospects to establish his business. But Gulliver seems to do well only when he is forced by circumstances; he is unable to develop understanding for such issues. Consequently, his tiny hosts in Lilliput make use of his abilities without he being aware of it. Price (1963) believes that Gulliver cannot see beyond the physical existence of the things. He is a man of senses and lives only in the outer world. Perhaps this is why, he seeks help from outside and is unable to help himself out of any difficult

situation. Thus, instead of trying to liberate himself, he begs to the Emperor “on [his] Knees” (p.18). He adopts an extremely servile and “most submissive Manner” (p. 7) in the Lilliputian court.

It is a common trait of most of the travelers that they are unable to develop understanding of their hosts’ thought pattern and internal culture and thus remains unable to follow the conventions of the hosts. Ward et al.(2001) also hold a similar opinion. They contend that some people are flexible in their behavior and easily adapt to the new environment. But some sojourners are rendered helpless and frustrated as they fail to adjust with the new environment . As a result, it is difficult for such sojourners to grasp the thought pattern of their hosts. They are more prone to be swayed away by what they can see and what is visible. They judge the new culture and act as per the requirement of their own native culture. Gulliver acts in a similar way when he starts living among the Brobdingnagians. For him big is strong and small is weak. The enormity of Brobdingnagians’ size seems to have overwhelmed his senses. He remains under a constant fear and thus fails to understand the parameters and cues of the internal culture of Brobdingnagians. The manner in which he misjudges the viciousness of tiny Lilliputians, he miscalculates the peaceful nature of Brobdingnagians. While among his latter hosts, he constantly endeavors to appease them. Since his focus is on the external appearance of his hosts, he fails to grasp the cues and signs of their internal culture. Though he stays close to the Emperor while being at Brobdingnag, he is unable to read his mind. After Gulliver joins the court, the Emperor wants to know about his reality. Besides being at home in “ Philosophy and particularly Mathematicks”(Swift, 94), the Emperor also has a deep insight in Politics, Law, Government, Justice, War as well human nature. But Gulliver cannot see through his critical and analytical approach. The Emperor is least impressed with what Gulliver says and does. He can see what Gulliver tries to hide about “own dear native Country” (p. 121). The Emperor, despite ruling a nation that lives away from human society, shows great ability to understand the pettiness of human thinking. He is against war and violence. However, for a person like Gulliver, it seems impossible to understand the thought pattern of Emperor’s mind.

With increasing interest in travelling abroad, cultural interaction has increased to a large extent due to which sojourners have been faced with problems pertaining to adjustment. Cortes (2003) further adds that disparity in cultural values and patterns of communication bring in temperamental problems in them. This causes not only nostalgic feelings but also adds to mental confusion. Folkman et.al (1985) believe the stress caused by adjustment to an alien culture results in withdrawal which in turn renders the sojourner helpless and dissatisfied. While evaluating stress and coping strategies, they point withdrawal as one of the effects of stress related to facing a new culture. Resorting to withdrawal multiplies the problems of the sojourner; it causes dissatisfaction and adds further complications to the situation confronting the sojourners. Weaver (2001) in his research study shows that the stress of loneliness makes the sojourners hostile and aggressive. He further adds the sojourners then try to avoid those people with whom they cannot adjust. Perhaps this is the reason which makes sojourners regret their going abroad and desires to go back home. They may also react in a more aggressive manner if they are unable to return home. In case they try to control their anger, they are more likely to suffer from depression which makes them feel hopeless and helpless. Gulliver is entangled in a similar situation when he is made captive by the Brobdingnagian farmer. Since he is helpless and powerless, Gulliver has no other option but to obey the farmer. He cannot express his anger. In such a precarious situation, Glumdulclitch is his only source of comfort. Though she provides every possible way to make him feel comfortable, he remains in distress. This is perhaps the reason due to which he wants to “devote [his] life to her Majesty’s service” (p. 92) when taken to the royal court. However, his misery does not end here; at the royal court, he is constantly under the attacks of the dwarf. The Queen’s Dwarf “Mortif[ies]”(p. 99) him the most. Since he is helpless and powerless, Gulliver is not in a position to settle scores with him. The only option he has is to repress his displeasure and anger. This is a tangible reason for him to fall a victim to a severe spell of depression which he does in the concluding pages of his stay at Brobdingnag.

Staying away from one’s family in other countries and cities to earn livelihood is not uncommon in this

era. However, it creates a sort of emotional vacuum while being away from family. Many people marry secretly; some develop illicit relationships. The ones who are unable to do so may develop psychological issues. In case of Gulliver, the situation is a bit different. He appears to be unconscious of his emotional. Deep inside, he needs someone to be with him to cater for his emotional needs but owing to his extrovert personality, he seems to be least aware of his inner needs. His fondness for Glumdalclitch can easily be understood in this context. He is being looked after by her in the most befitting manner. It is to her that he owes his “preservation in that country” (p. 86). Perhaps this is why Gulliver feels more comfortable in her company. To some extent, she fills the emotional vacuum in Gulliver’s life. However, the disparity in their sizes obstructs filling this vacuum. As a consequence, Gulliver remains quite disturbed among his giant hosts.

Giddens(1991) opines that the very existence of sojourner is at risk due to the stress and anxiety related to culture shock. He further says that such a situation may also result in providing inner strength to the sojourner. But in certain cases, it may weaken him and his entire personality. This may result in deterioration of his identity crisis. At Laggnag, Gulliver confronts a similar situation. He presents himself as a seasoned traveler there. Many people see him “out of Curiosity” (p. 204). In fact he has invited problems by behaving in such a manner. He poses to be a person of great eminence and thus is presented to the King. Owing to the etiquettes of the court, he has to “crawl upon [his] Belly, and lick the Floor” (p. 205). He jeopardizes his self-esteem. It is not unmanageable to avoid such a situation simply by keeping a low profile. However, he sees himself bigger and more important than others. His behavior becomes unbecoming of him. Besides being forced to other strange and disgraceful acts, he is made to utter some strange words in praise of the king. Perhaps it may be due to his fear of being insecure that he seems to have compromised his self-respect. This situation finally results in further deterioration of his identity crisis. He presents himself as a “Dutch Merchant” (p. 217). He sets aside all moral principles that he claims to profess. He fails to adapt to his hosts way of life and thus has to leave the place.

N. J. Adler(1991) asserts that many sojourners remain indifferent to various aspect of their native culture. They feel surprised when other people point such aspects. J. S. Adler(1972) thinks on a similar pattern; he is of the view that majority of the people remain oblivious of their own culture, norms, attitudes and beliefs. It is when they are exposed to a new culture that they start realizing those dimensions of their native culture about which they have been unaware of. This provides a better opportunity to know and understand their own cultural norms and values. Weaver(2001) also holds a similar opinion. He believes that culture shock makes us realize how our culture directs and controls our acts and responses. But one cannot ignore the psychological disposition of a sojourner. This factor plays a decisive role in determining the response of a sojourner while going through culture shock. Gulliver’s stay in Houyhnhnmland seems quite pertinent in such a context. Gulliver, while among Houyhnhnms, can easily see several aspects of his own culture to which he remains oblivious so far. His outlook changes about his native culture. Now he looks at people from an entirely different lens and “in a very different Light” (p. 262).

Limited understanding of a culture, according to Buttaro(2014), causes misunderstood assumptions and judgments. For him, some cultural aspects are universal in nature but there are certain cultural aspects which are peculiar in nature and are limited to a few places. Disparity in the cultural norms between the new and native cultures results in misunderstanding between the sojourners and the hosts. This may add to the problems of the former. Gulliver cannot realize that he is in a different land among different people. This is why, from the very initial days of his arrival in Houyhnhnmland, he judges the inhabitants from the lens of his own cultural norms. He lives in a mist of misunderstanding. Gulliver behaves like a conventional eighteenth century Englishman, he thinks high of himself. He believes he is more civilized than the inhabitants of the place he arrives in. He assumes, he is has arrived in India. He develops repulsion the moment he comes across Yahoos. He looks at the with “Contempt and Aversion” (p. 226). Berry (1994) labels such reaction as ‘Separation’: a pattern of behavior that makes a person

abhors the hosts' way of life and is glued to his native cultural identity. Berry links such behavior to inability of psychological adjustment on part of sojourner. In one of his previous studies, Berry relates such an outlook to psychological maladjustment of the sojourner. Schmidt (1997) relates such behavior to neurosis and psychosis leading to anxiety. It is in this context that one may easily understand Gulliver's antagonistic attitude towards Yahoos. Gulliver behaves more like a racist who sees himself superior to others. Yahoos are "deformed" (p.225) and despicable. Soon after he observes them, he is disgusted by their appearance. To him, they appear more as "ugly Monster" (p.226). He seems to have forgotten the horrifying sight when he first sees Strudbruggs. His memory doesn't support him to recall the "Horror and Disgust" (p.111) which he felt when he got close to the Brobdingnagian maids. Perhaps this is why he claims that he has never come across more "disagreeable an Animal" (p.225) as Yahoos are. He carries along an air of superiority due to which he looks down upon the Yahoos after his arrival in Houyhnhnmland.

Gulliver's interaction with Houyhnhnms exposes some other aspects of his psychological complexities which add to the deterioration of his personality. An obvious transformation in his personality can be seen when he returns to his native land from Houyhnhnmland. He becomes misfit to live among human beings. He is transformed into another being; he is no more that Gulliver who we meet on the first page of *Gulliver's Travels*. For Weaver(2001), culture shock is like death/rebirth phenomenon. Sojourners during their stay mostly adopt the life style of the new culture. This is not an easy process as the sojourners have to pass through a great deal of emotional and mental disturbance. This is comparable to the way the adolescents step into adulthood. The metaphorical death of the child results into the birth of an adult life. And this is what the sojourners go through during the process of culture shock. In case of Gulliver, it is more a psychological death/rebirth that he experiences during his long stay with Houyhnhnms.

Weaver(2000) is of the opinion that if neurotic aggression of the sojourners is not controlled, it may result in depression. The sojourners are unable to control the problems they are confronted with. They succumb to hopelessness and helplessness as they are unable to identify the real cause of their distress. This naturally results in irrational and unacceptable behavior. This sort of behavior is usually adopted in the mid of culture shock which Weaver labels as Filter stage. The sojourners try to oversimplify the nature of the complex problems they are faced with. They are also prone to twist the real face of the situation they confront among their hosts. At times, the sojourners deny their own culture and thus they over adopt their hosts' culture. In most of the cases, they imitate and adopt the external aspects of the new culture. They may learn the new language and dress like the hosts. They may eat like the hosts eat. However, by doing so the sojourners cannot absorb themselves in the host culture or they may not be given acceptability to become a member of host society. The Diaspora from the third world settled in the west mostly comes across such situation. Despite adopting the external aspects of hosts' culture, they are never accepted and are mostly ridiculed by the hosts. Like Gulliver, they see themselves as a part of host culture and look down upon their native people. They adopt the hosts' dress code, their hair style, their accent and use the brands commonly used by their hosts. But they are not able to develop understanding about the internal aspects of their hosts' culture. They Diaspora cannot change their complexion, their skin and their cultural genes. They fail to fit themselves in the hosts' culture as they are unable to inculcate the very essence of their hosts' cultural cues and signs. Like Gulliver, they look at themselves from their own eyes, and never try to see how others look at them. They may develop friendship with the local people there but that does not make them acceptable to the hosts' society.

Findings and Implications

The way Gulliver suffers reflects how sojourners in general are unhinged by problems pertaining to culture shock. The ones who already have psychological issues are prone to more severe effects of culture shock. Culture shock emerges as a complex phenomenon because it pertains to both culture and psychology. Culture is like a software which controls and channels our behavior and responses. Our culture prevails over us everywhere we go. Be it resolving our issues, our thought pattern, our outlook to

life, emotional responses, or our way of interaction with the people around us, every aspect reflects the culture we belong to. Rarely do we come across a person who goes against the prevailing culture norms of his/her society. Our personal and social life is always based on the parameters provided by our culture. Perhaps this is the reason that we feel dis-eased when we live abroad. Displacement from one's culture results in disorientation. A better psychic equilibrium is needed to do away with the problems related to culture shock. Gulliver has remained unable to cope with the complexities involved in cultural adaptation mainly because of his failure to maintain a psychic balance. Perhaps this appears to be the reason behind all his suffering while being among his hosts. In this context, Gulliver's suffering makes one think that in this modern era of globalization, culture shock has gained more relevance since international traveling has become a common norm. And this is why, we can learn a great deal from the experiences that Gulliver has gone through.

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Journal homepage: www.publishing.globalcsrc.org/jbsee**Food Security and Conflict Nexus: An Empirical Evidence from South Asian Region****Muhammad Zubair**, Institute of Business Management, Karachi, Pakistan***Ayesha Shoukat**, Department of Commerce, The Islamia University Bahawalpur, Pakistan**Samreen Ramzan**, Department of Commerce, The Islamia University Bahawalpur, Pakistan*Corresponding author's email: ayesha.shoukat@iub.edu.pk**ARTICLE DETAILS****History***Revised format: Nov 2021**Available Online: Dec 2021***Keywords***Food Security, Dietary
Energy Supply, Conflict,
Fix Effect, South Asia***JEL Classification***L66, Q18***Purpose:** This empirical study aims to find the plausible link of food security and conflict for six conflict affected south Asian countries during 1990-2017.**Design/Methodology/Approach:** Using the data from FAO for Dietary Energy Supply (DES) a proxy for food security and battle deaths for Conflict from Uppsala conflict database a panel of six south Asian countries has been analyzed. Using fix effect model.**Findings:** The results reveal that conflict in selected sample of south Asian countries is negatively associated with food security as the onset of conflict the calories intake (kca/day/capita) decrease 26 on average in year. The results might be consistent with some recent empirical studies investigating the same relationship from other regions of the world.**Implications/Originality/Value:** The empirical literature explaining this nexus of food security and conflict has been analyzed on the data from single country affected by conflict. Fewer studies investigate this relation which is based cross countries analysis.

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Recommended citation: Zubair, M., Ayesha, S. and Samreen, R. (2022). Food security and conflict Nexus an Empirical evidence from south Asian region. *Journal of Business and Social Review in Emerging Economies*, 7 (4), 917-925.**Introduction**

The Food insecurity is emerged as grave concern which affects the lives of millions across the globe. It has potential implications for the issues like poverty, health, and nutrition etc. According the FAO report "The state of food security and Agriculture (FAO 2019) more than 820 million people around the globe were still hungry in 2018 despite the fact number of hungry people is increasing slowly. The report further states that more than 2 billion people don't have access to safe, nutritious and sufficient food while around 149 million children were stunted across the globe till 2018. The factors such as Low level of income, unequal distribution of wealth, Unemployment, declining farm size, Social discrimination, Population growth, Poverty and Political instability etc. are substantially contributing in rising food insecurity in the world particularly in developing countries.

Apart from all these contributors, the conflict can also have considered to be a potential factor having serious implications about the food insecurity of highly volatile conflict affected regions of the world. (Cindy Holleman, 2017) states that 19 countries which currently classified by FAO as being in a prolonged food crisis currently affected by conflict also. (FAO 2019) reveal that in the contexts of food crises, the linkage of conflict with economic slowdowns is substantial. The Conflict and insecurity of civilians were the main drivers of food insecurity in 21 states during 2018. Although it could be possible that the food security and conflict could be endogenous or exogenous factors of each other but most of the existing literature on food security and conflict nexus suggests that food insecurity might be an outcome of conflict. (Teodosijevic, 2003) suggests that conflict might be a determinant of food security due to the massive destruction of agricultural resources and the disruption of markets. On the other hand, food insecurity might be a cause of conflict because it can fuel the economic and social grievances to turn into conflict.

Since the WWI most of conflict of the world fought in less developed regions particularly in Africa and Asia so these regions have potential implications of conflict in account of food security. African region in this regard has been discussed in literature on food security and conflict nexus but the Asian region in general and south Asian in particularly found to be less explained region despite its emergence as epicenter of the global conflicts at the end of last century. Long standing unresolved conflict in Kashmir, the invasions in Afghanistan, the terrorism in Pakistan, civil war Sri Lanka and conflicts fueled by political instability in almost all countries of the region evidently prove that this region might be one of the highly volatile region of the world in terms of conflict. South Asian region has been worst affected region as the majority of the poor, and the food-insecure people living in this region which has been characterized by malnutrition, stunting and wasting. FAO 2019 states that despite the decline in prevalence of undernourishment from 22% to 15% in last five years it is still the as compare to the other sub regions of Asia.

The empirical literature based on south Asia in account of interaction between food security and conflict can be scarily traced. Only few studies such as (Anna D'Souza, 2012) found to be accesible which covers the south asian countries in contaxt of food security conflict nexus based on analysis of sigle country rather than the panel of regional countries. This study aims to bridge this gap in empirical litaerature by investigating the plausible link of food security and conflict for six south asian countries including Afghanistan, Pakistan, India, Bangladesh, Nepal, and Sri Lanka which have experinced conflict since 1990s or still have the ongoing conflict. Moreover some countries out of selected sample declared as food insecure by FAO. So considering this the study will investigate whether the food security is affected by conflict in south Asia? The study is orgnised in following order. Section II and III of the study explain the concepts of food security and conflict respectively. Section III describes the theoretical and empirical literature about the interaction between food security and conflict, section IV explains the methodology which includes data and econometric model followed by results and discussion. The last part concludes the study and suggest pathway for further research.

Food Security

Food security seems to be a complex phenomenon which might be associated with production, distribution, accessibility, utility and sustainability of food resources. Various organizations like Food and Agricultural organization (FAO) of United Nations, and World Bank etc. establishing their own standards, have defined the food security. The most of researchers and policy makers working in this area use these standardized definitions to explore different dimensions of food security. As per the defined by World Bank the food security is an access by all people at all times to plenty of food for active and healthy life. Similarly, Food and Agriculture Organization (FAO 1996) defines food security as a situation that exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life. The FAO's definition for food security has been widely considered to use in literature as it

seems to be comprehensively incorporating several needs including the availability and access to food, which is culturally appropriate. (Barrett, 2010) states that in today's global environment many factors exacerbate food security. We are growing and producing food which is enough to feed the world's population. But this food is not distributed nor has the global community culturally appropriate access to this food. The Locally available food access differs dramatically and the greatest difference exists between developed and developing countries. The main reason behind this food inequity is an income disparity among different segments of population. (Karyn Havas, 2011) Explain that nutrition and health are directly related to food security. Usually, food security being taken as related to the availability and access of food but it might be threatening by the other factors such income disparity, urbanization, overpopulation, degradation, ecosystem and animal health, etc.

So considering this distributional hurdle to access of food the FAO's definition seems to be more appropriate as it covers almost all aspects of food security comprehensively. Furthermore, the (FAO2006, FAO2017) classified food security into four pillars which includes the availability of food, access to food, food stability, and utilization of food which are aligned with Sustainable Development Goals (SDGs). The food Availability emphasizes on availability and types of calories at the individual and national level. The availability pillar based on 5 indicators including average dietary energy supply adequacy, average value of food production, and share of dietary energy supply derived from cereals, roots and tuber, average protein supply and Average supply of protein of animal origin. The access of food contains those variables to measure the physical infrastructure needed to supply food to market, and other individual level indicators which measures either people could access the required calories per day. This includes factors such as rail density, GDP per capita, domestic food price index, prevalence of food security in total population and prevalence of undernourishment etc.

Food Stability measures the dependence on the imports of food products, variability in domestic prices, and variation in cultivable irrigated land etc. The indicators to measure the food stability are cereal imports dependency ratio, the Percentage of arable land equipped for irrigation value of food imports over total merchandise exports, domestic food price volatility, and per capita food supply variability. The pillar of utilization captures anthropometric indicators either people are able to use available calories etc. The relevant indicators including wasting, stunting, and low weight among children are used to measure the utilization of food. FAO uses access to sanitation facilities, the percentage of underweight children who are under 5 years of age, and the prevalence of anemia among women who are pregnant etc. to measure this pillar of food security.

Conflict

As conflict is not a straightforward concept to define, various parameters have been used to measure it in empirical literature. The battle deaths seem to be most common criterion researchers used to study the conflict in relation with any other variable. Weezel, (2017) estimating the relation of Conflict with food security has defined the conflict as a contested incompatibility concerning government and/or territory between two parties, one of which is the government, and where armed force has led to at least 25 battle-related deaths. By using this definition very small incidents of violence where fatality remains below 25 fatalities will not be included in the dataset used for conflict. In this regard the data from Uppsala Conflict Database which is an appropriate database available to study the conflict. This data has been generated by department of Peace and Conflict Research, Uppsala University and the Centre for the Study of Civil War at the Peace Research Institute Oslo (PRIO) collaboratively which covers all conflicts from 1946 to 2018. Although many studies can be found which have used correlates of wars (COW) data base for conflict study but it doesn't give a closer look about conflict as COW datasets on war use the relatively high threshold of 1,000 battle-deaths. The Uppsala dataset on armed conflict has a lower threshold, 25 annual battle deaths (Gleditsch, et al 2002)

Theoretical and Empirical Literature Explaining the Nexus of Food Security and Conflict

The plausible link of conflict with food security in theoretical account found to be distinctly explained in the literature. The negative impacts of conflict on food security might be explained in account of three

dimensions of food security specified by FAO (2006) i.e. availability, access, and access. Verpoorten P. S., 2010) Muñoz-Mora, (2017) and Justin George, (2019) explaining this negative association of conflict with food security suggests that conflict could impact the availability through its impact on agricultural production by reducing agricultural productivity and output because it might limit the labor supply to farm, and reduce access to land used for production. In addition to that it can impact various social and economic support systems for agricultural production. If conflict sustain it might affect the income of households leading the to limit the stock of crops and livestock which eventually affects the availability of food. The most recent studies which explain the interaction of conflict and food security found to be systematic, diverse and using modern methodological approaches to study this causal link. (Verpoorten, 2009); (Rockmore, 2015)) elaborate that due to the adverse impacts of conflict on supply of labor, limiting access to cultivable land, unavailability of credit, theft and destruction agriculture production may drop substantially in conflict affected regions. In most of the cases the decline in food production caused by physical destruction of crops, abandonment of farming land and crops and negative impacts of all these on investment could lead to a significant decline in farm production in conflict affected regions. (Teodosijević, (2003) states that despite being less affected sector than industry per-capita the production of agricultural output declined by 1.5 percent per year due to conflict. The production of Food usually reduces, or collapses in some cases, may leads to hunger and starvation consequently forces large numbers of people to migrate. It could possible that Food aid to some extent buffers food-intake levels but per-capita-per-day calorie availability does fall by an average of about 7 % due to conflict. Food could be frequently used as a weapon during the period of conflict. The devastating outcomes of conflict such as destruction of infrastructure in rural areas, the loss of crops in line with loss of livestock, the use of land-mines, deforestation, and massive displacement of population could lead to the problems of food security in long term.

Similarly, the conflicts can affect the access to food both economically and physically due loss of income and limiting production, hoarding and suspension of supply due to hostility in conflict affected regions. (P Justino, 2014) suggests that associated economic contractions crumble public finances, which might diminish, or fully disrupt (in extreme cases) the mechanism of social protection. Due to suspension of business activity in conflict ridden countries the unemployment tends to increase which might limit the access to food if social protection mechanism is weak or doesn't exist in most of the cases. The conflict at micro level could cause the loss of business activities which could affect income providers such as small firms, farms, markets, schools, churches, mosques etc. Apart from limiting the access to food economically the conflicts tend to impact the access to food physically by destroying the infrastructure such as bridges, roads and farm markets which makes food inaccessible for the people living in conflict ridden countries.

Moreover, conflicts can affect utilization of food which can be measure by anthropometric indicators such as calories intake etc. These anthropometric measures including wasting, stunting, and low weight among children are seems to be significantly associated with conflict. (Martin, Stojetz, 2018) elaborate adverse short-term effects on nutritional status of children exposed to conflict. Most of these evidences found for anthropometric outcomes which might be associated with issues such as, stunting, malnutrition, and wasting etc. (Tom Bundervoet, 2009) explains that children (0-5 years) born in civil war affected regions, have significantly lower HAZ scores (that assess the stunting) than those born in non-conflict regions.

The empirical literature while explaining the nexus of conflict-food security gives a mix insight though most of the studies discuss the adverse effect of conflict on food security. (Anna D'Souza, 2012) investigates the relationship between conflict, food security, and food price shocks. Using data from nationally-representative household survey for food security and geo-coded data on violence for conflict, the study reveals the variations in food insecurity and conflict for Afghanistan. The evidence suggests that households in the provinces having higher levels of conflict related reduction in food security than the provinces experiencing lower levels conflict. This study might closely capture this relation of food

security and conflict as it is based on primary household data from Afghanistan, an intensely conflict ridden country in the region.

Weezel, 2017) using the data, of 106 countries from the diverse regions of the world during 19610-2011, estimated the impacts of conflict on food security. Using the dietary energy supply (DES) as a proxy for food security the results reveal that conflict during this period found to be correlated with lower food security. The results also revealed that conflicts for government power are correlated with a reduction in dietary energy supply (DES) at national level. Martin-Shields & Stojetz (2018) can be considered as most recent contribution in literature explaining the food security- conflict nexus both in theoretical as well as empirical accounts. Apart from emphasizing on the issue of indigeneity that identify the pairing between food security and conflict, this study made some contributions. For instance, it defines both conflict and food security using the standardized databases, and explain how at the micro and macro levels the other intervening factors could influence this relationship of food security and conflict. It explains the casual linkage between food security and conflict comprehensively supported by evidences from recent empirical literature. Moreover, it highlights policy-affecting data gaps to suggest the way forward to improve the existing literature and data which might support policy making.

So after thoroughly reviewing the empirical literature explaining the interaction between food security and conflict few observations have to be considered. First much of the literature explaining this nexus of food security found to be unsystematic, like diversity and inclusivity in nature. Second much of the accessible empirical literature explains this link has been analyzed on the data from single country affected by conflict. Fewer studies such as Weezel, (2017) investigate this relation which is based cross countries analysis. This might reflect the holistic view of the food security and conflict nexus as both conflict and none conflict ridden states from diverse regions are included in the sample. In this regard the literature is lacking the empirical analysis of this relation in regional account particularly in context south Asian region. Considering the exemptions such (Anna D'Souza, 2012) which analyzes the relation between food security and conflict for Afghanistan, none of the studies found in literature which explain this relation for conflict ridden south Asian region. This study might bridge this gap in empirical literature.

Data and Methodology

Data

Due to the multitude affect from the factors might influence the supply and demand of food, the measuring food security becomes challenge. Since this study investigate the relation between conflict and utility of food rather than any other pillar of food security the Dietary Energy Supply (DES) seems to be more suitable variable as compare to any other one. So we use the dietary energy supply (DES) as proxy variable for food security. DES will be used in terms of kilocalories intake (day/per capita) for selected samples of countries during 1990-2017. DES has been widely used to capture the utilization of food in literature. Cafiero, (2013) Weezel, (2017) have used in their studies investigating the food security in relations with other variables such as conflict etc. The variable of DES calories/ per day/per capita can be measured by taking total food supply available in the country for domestic use and dividing this with the total population of the same country. Moreover, the food supply available for domestic use can be measured by adding the imports of food to the total food production available at national level and subtracting food exports (if any), as well as adjusting the changes in available stocks. This variable accounts for various channels that influence food supply that might affect the food security in country. The data for Dietary energy supply for calories per day per capita can be obtained from FAO database available from 1961 to 2017. We have obtained the data of DES for selected south Asian countries from 1990-2017 from FAO Balance sheet which has been updated till 2017.

The data for conflict has been taken from Uppsala Conflict Data Program has been generated by department of Peace and Conflict Research, Uppsala University and the Centre for the Study of Civil War at the Peace Research Institute Oslo (PRIO) collaboratively which covers both internal and

external, conflicts from period 1946 to the present. Although as mentioned above there many researchers in past have used correlates of wars (COW) data base for conflict study but it doesn't give a closer look about conflict because this dataset uses the high threshold relatively. The COW datasets uses of 1,000 battled-deaths as compare to Uppsala dataset which has a lower threshold of 25 battled deaths annually (gleditsch, et all 2002) hence gives a closer picture of conflict. We have used the data coding as 1 in case battled deaths are more than 25 in a year and 0 otherwise.

Methodology

Since the data for both the Dietary Energy supply a proxy of food security and Conflict has been obtained for the panel of six south Asian countries, it might pose some estimation and inference problems such as heteroscedasticity, autocorrelation and cross correlation in cross section units at the same point in time. Literature in such cases suggest to use the fixed effect and the random effect techniques which might deal with these estimation problems. How to opt for an appropriate model between fixed effect and random effect can be tackled by applying the Hausman test. Justin George,(2019) used the same to estimat the empirical relationship between food security and conflict. The functional form of the will take place like this.

$$\text{Calorie Intaketit} = \beta_i + \beta_1 \text{Calorie Intakeit}_{-1} + \beta_2 \text{Conflictit} + \beta_3 \text{Conflictit}_{-1} + \mu_{it}$$

While Calorie intake is the Dietary Energy supply per day per capita which is the proxy of food security while Conflict variable as defined above is the dummy as 1 in case battled deaths are more than 25 in a year and 0 otherwise.

Results and Discussion

In order to apply the fix random effect due to the reason mentioned above the first step is the selection of an appropriate panel model among the three types Pool OLS, the fix affect model and the random effect model. First type is a model with variant coefficients as well as variant intercepts, second type uses the similar coefficients but essentially different intercepts and third type of model has invariant coefficients and intercepts. In order to select one from the first two we applied F test which suggest to skip the pooled OLS and select one among fixed effect model and random effect model for the selected sample. Then we applied Hausman test which suggest to apply fixed effect model for the sample. The results of Hausman test are given in table 3 in Apendix. The chi-square value rejects the null hypothesis hence suggests the fix effect model is more appropriate for the estimation.

Table. 1 Cross-section Fix effects

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	170.8531	73.29381	2.331071	0.0211
FOODSECURITY(-1)	0.934229	0.030568	30.5627	000
CONFLICT	-26.6409	13.94044	-1.91106	0.0579
CONFLICT(-1)	11.51775	14.10865	0.816361	0.4156
R-squared	0.94844			
Adjusted R-squared	0.945744			
F-statistic	351.8044			
Prob(F-statistic)	0000			

*Dependent Variable: Food security (Calories intake/ day/per capita)

In table 2 the results for the fix affect model are illustrated. The probability of F-stats indicates that overall model is Significant while R2 shows that 94% variations in dependent variable are explained by the exploratory variables. So it might be concluded that the model is statistically significant and explaining enough cross country variations. The t-statistics probability of all explanatory variables

shows that all coefficients except the variable which represents one-year lag period of conflict are statistically significant at 5% level of significance. The regression results in Table.1 for Equation 1, where the (Calories intake/ day/per capita) is regressed on the explanatory variables such as the lag of calories intake (kca/day/capita), conflict, and temporal lag of conflict. The model in this case includes all types of conflict at the threshold of 25 battled deaths as defined by UCDP/PRIO. The coefficient of conflicts has negative sign with probability 0.057 which shows during the onset of conflict the calories intake (kca/day/capita) decrease 26 on average in year. On the other hand, the variable for one lag period of conflict is statistically insignificant despite has positive sign. So it might be presumed that conflict in selected sample of south Asian countries is adversely related with food security. In this regard the results might found to be consistent with Anna D'Souza, (2012) and Weezel, (2017) which reveal the same empirical association of onset of conflict with food security.

Conclusion

This study aims to investe the plausible link of food security and conflict for six south asian countries which have experinced conflict since 1990s or still have the ongoing conflicts. Some of these countries are declared as food insecure by FAO. The empirical literature explaining this nexus of food security and conflict has been analyzed on the date from single country affected by conflict. Fewer studies investigate this relation which is based cross countries analysis. This might reflect the holistic view of the food security and conflict nexus as both conflict and none conflict countries from diverse regions of the world are included in the sample. In this regard the literature is lacking the empirical analysis of this relation in regional account particularly in context south Asian region. Moreover, none of the studies found in literature which explains this relation for conflict ridden south Asian region. This study might bridge this gap in empirical literature. Using the data from FAO for Dietary Energy Supply (DES) a proxy for food security and battled deaths for Conflict from Upsala conflict database a panel of six south Asian countries has been analyzed. Using fix effect model the results revealed that that conflict in selected sample of south Asian countries is negatively associated with food security. The results might be consistent with some recent empirical studies investigating the same relationship from other regions of the world. The study has identified some gaps which can used for future research. First the empirical analysis for of food security and conflict relation in bi directional context can be carried out for the same sample of selected countries.

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Appendix

Table. 3

Test Summary	Chi-Sq. Statistic	Chi-Sq. d.f.	Prob.
Cross-section random	7.174724	3	0.0665



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***Surriya Shahab**, Institute of Social and Cultural Studies, Bahauddin Zakariya University, Multan, Pakistan

Munir Ahmad, Department of Pakistan Studies, Bahauddin Zakariya University, Multan, Pakistan

Muhammad Saleem Qazi, Department of Pakistan Studies, Bahauddin Zakariya University, Multan, Pakistan

Muhammad Asif Rasheed, Department of Pakistan Studies, Bahauddin Zakariya University, Multan, Pakistan

*Corresponding author's Email: suriishaque786@gmail.com

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ABSTRACT

Purpose: The nature and extent of religious and social challenges posed by the madaris have been studied by scholars on a micro level, but there is a need of methodologically investigating of the problems on a macro and global levels by using a multi-disciplinary and collaborative approach to readdress these issues. The purpose of this research paper is to find out the role of for causing militancy in Pakistan and to recommend measures/strategies for de-radicalization in Pakistan.

Design/Methodology/Approach: Agenda setting, priming and farming theories were used in this study. Qualitative content analysis method was used in this study to analyze the editorial policy of these three newspapers.

Findings: The results revealed that all these three newspapers gave significant coverage to the peace talks issue but Nation gave more coverage to the issue. Findings also revealed that Dawn and The News, most of the time showed neutral behavior but tilted towards unfavorable position regarding peace talks. Nation showed strongly unfavorable behavior regarding peace talks.

Implications/Originality/Value: So it is concluded that the government should take steps to take madaris in main stream education system in Pakistan. The funding should be checked and audited.



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Introduction

It is alleged that Madaris Education is causing religious radicalization, Extremism and aggressiveness in Pakistan, which is not only a menace to global peace and security, is also a significant cause of political uncertainty in Pakistan. It is an abysmal problematic in Pakistan that is pouring local, regional and

worldwide instability (Fani, 2007). Now, for the first time, Muslims and non-Muslims are facing a common enemy in the form of globally engaged Islamist terrorism and during the present wave of militancy; Pakistan is coarsely affected by terrorist acts. The driving motives behind the cause of militancy are mostly religious, political, ideological, economic, and social (Ali, 2010). The emergence of different Islamic militant groups in Pakistan under the umbrella of the religious sectarian factions and their capability to forge alleged close ties to Madaris are posing a major security threat to global, regional and domestic peace (Kimball, 2005). The Islamic Republic of Pakistan is only Muslim country which appeared on the map of the world on an Islamic Ideology has a forceful militant Islamic lobby under the influence of religious parties. There are a smaller number of violent Sunni and Shia Islamist groups in Pakistan which are persuaded by the teaching of Madrasas education (Fani, 2007).

Islam is a religion of peace and tolerance that holds to the Supremacy of Allah (God) and the revelations of all Prophets and it has a central place in every aspect of life, especially politics. The philosophy and the teachings of Islam emphasize the Muslims that this life is to worship Allah and that we are placed on this earth in order to worship and obey the command of Him. "Did you think that we have created you in jest, and that you would not be brought back to US (for account)?" (Al- Quran, 23:115). Most Muslims are not fundamentalists, and most fundamentalists are not terrorists, but most present-day alleged terrorists are Muslims and proudly identify themselves as such (Lewis, 2004). In couple of decades, religion has played a considerable role and influences on politics in many regions of the world and has been a major factor in recent acts of terrorism, Pakistan particularly (Fani, 2007). The examples of religious extremists can be found in all religious traditions and no holds a monopoly on violence. All religious traditions can be used to justify acts of destruction and aggression (Juergensmeyer, 2005). The political resurgence of Islam in many countries from Morocco to the Philippines has accumulated with increasing speed (Jansen, 1979). The Islamist discourse has received a great deal of attention worldwide due to the collapse of the Soviet system and the ensuring of the New World Order (Abu-Rabi, 2003). Most Pakistanis are not extremists, and many are tolerant, both of differences within Islam and of non-Muslim believers (ECP, 2008). The election results of February, 2008 clearly verify this statement. In Feb. 2008 Elections, the alliances of Religious Parties, The Muttahida Majlis-i-Amal (MMA) got only 07 seats out of 342 in National Assembly (Fani, 2007). Madaris generally provide religious education, free accommodation and meals to the students (Ali, 2006), which, for those parents living below the poverty line and with large families to boot, is a great blessing and attraction. They feel that sending their sons to madaris is a much better economic proposition than to a public school. The state thus leaves with no other option for them expect to send their sons to madaris. Abandoning the children of the poor to the madrassah sector bears social costs not only in the form of exposure to abuse and diminished educational opportunities but also in increased intolerance and militancy.

The September 11, 2001 attacks on the symbols of the US financial power, the World Trade Centre in New York City, and military power, the Pentagon in Arlington County, Virginia, near Washington, D.C and the plane crash near the town of Shanks Ville in Somerset County, Pennsylvania have dramatically changed the political landscape of the world (Woollcott, 2002). These 9/11 terrorist attacks have brought Islamic militancy to the world in an unmatched way. These terrorist events were construed as proof that Muslims militants would smack any nation to quench their thirst for violence and attacks changed the ontology of Islamic terrorism. The act of Islamic militants (who are in minority) in 9/11 attacks has been a catalyst to further aggravate the misconceptions about Islam and is being projected as the principal source of international terrorism (Fani, 2007). Conflict and tension between Islam and the West has been prevalent through history. Some western scholars have mixed jihad with terrorism and are using Islamic terrorism (Islamist terrorism) or Jihadist terrorism (Levonian, 1940). Muslims in many countries were seen as subversive agitators, Jihadists, militants, and involved in vast pan-Islamic plots. More important, distorted and inflammatory linkages between Islam and terrorism can convince Muslims that the West is their enemy (Smith, 2007). Islam is repainted in the global consciousness as a religion of violence. A new paradigm began to emerge in the non-Muslim world that Islamic militancy due Madaris Education in the Middle East, Pakistan, Afghanistan, Chechnya and some other places

derives its unrelenting impulse for violence from the faith itself. The Muslims were seen by the larger public in the USA as homogeneously complicit in these brutal acts and the Pakistani madaris got attention of the policy makers of the world in this regard (Fair, 2009).

In Pakistan, the issues like the failure of parliamentary democracy, the weakening of civil society, the interventions of military and so called Afghan Jihad i.e. the outbreak of war in Afghanistan and spreading Madaris after 1979 have prompted the growth of social protests in the form of Islamic militancy and political Islam. The army dictators portrayed themselves as the guardian and custodian of democracy in Pakistan but in fact are obstacles to it (Shafqat, 1997). The Pakistani military saw themselves as the essential core, the nucleus of the Pakistani state. The civilian politicians were considered as anti-national, corrupt and disloyal and therefore needed to be supervised. Despite Benazir Bhutto's pronouncements regarding Pakistan's role as a moderate Islamic state, the military continued to regard the militant Islamic parties and Madaris as a tool for furthering Pakistani interests in Afghanistan and Kashmir (Gerges, 1999). The armed forces grip on the political process, especially its relationship with the Jihadi groups and Madaris between 1996 and 2001, was such that a former Prime Minister of Pakistan acknowledged the Inter-Services Intelligence (ISI) to be a state within a state. It has now been established by several scholarly and journalistic works that the Pakistan military establishment directly assisted the Taliban's rise (Davis, 1998). This has contributed to the growth of political Islam, Islamic militancy and has given political protests a religious outlet (Rashid, 2000).

After the Soviet invasion, the madaris underwent a significant logistical and conceptual transformation (Fani, 2007). Although the Soviet Union withdrew from Afghanistan, the madaris continued to function within the framework of minimal education and maximal spirit of jihad. The religious students educated in Pakistani Deobandi madrassas formed the core of the Taliban (Hussain, 2005). It is common perception in Pakistani intellectuals that the decisive battle of the Cold War was fought and won for the West in Afghanistan by the Afghan Mujahideen' or Holy Warriors with the aid of the US resources mediated through Pakistan (Fani, 2007). They were trained, indoctrinated, armed and given financial assistance by the West and the more affluent 'moderate' Islamic countries, notably Saudi Arabia. Thousands of volunteers from Muslim countries, particularly the Arab world, were flown to training camps in Pakistan and sent into Afghanistan to fight the Soviet occupation forces. They were acclaimed as the 'Mujahideen' or Holy Warriors and were lionized as the heroes of the liberation struggle. After 9/11 attacks, the role of Pakistani madaris in shaping radical views among the masses and specially the students studying therein has been a prominent feature of the debates on terrorism and has been a matter of serious concern for many analysts and policy makers in the USA and West (International Crisis Group, 2004). The US and its allies have launched a campaign to ban the teaching of jihad in the madaris. The Southern Punjab madaris, in particular, are perceived by the western media as a crucial medium for promoting religious extremism, Jihadi culture and sectarianism (Rana, 2010). The religious and ideological training given in madaris plays a crucial role in expanding the network of religious extremists in Pakistan. The number of madaris with ties to Islamist radicals has increased. The unregulated madaris and mosques are creating religious radicalization and militancy in Pakistan and thus are posing serious threats to its social and political stability (Fani, 2007). The affiliation of the madaris with political, sectarian and militant organizations is a major cause of this very concern. Such affiliations of the madaris may drive their administration and students toward an increased political role. Many analysts view that although not all madaris have direct links with terrorism (Bergen & Pandey, 2006) but approximately 10-15 percent does (Singer, 2005). Much of information about Madaris is anecdotal (Fair, 2009). The study was conducted to examine alleged 79 terrorists who were responsible for five of the worst anti-Western terrorist attacks and even though none of the attackers studied in madaris in Pakistan or elsewhere (Fair, 2009) and further noted that masterminds of the attacks all had university degrees (Bergen & Pandey, 2006). Madaris and mosques have multiplied in Pakistan at a rapid pace since the mid-1980s, the heyday of the anti-Soviet Jihad in Afghanistan. There are approximately 3800 madaris and 25000 mosques of five major sects in 51 Tehsils of 14 Districts of the Southern Punjab.

Statement of the Problem/Hypothesis

Following the terrorist attacks of September 11, 2001, the proliferation of Pakistani madaris has been noted with particular consternation and they are alleged to be incubators of militants in Pakistan and are thought to be responsible for creating communities of support for militancy in the region.

Objectives and Aims of Research

The following objectives and aims were set to complete this research work:

- 1- The nature and extent of religious and social challenges posed by the madaris have been studied by Pakistani and Western scholars on a micro/ local level, but there is a need of methodologically investigating of the problems/issues on a macro and regional levels by using a multi-disciplinary and collaborative approach to readdress these issues. The comprehensive and objective assessments of madaris education in Pakistan and its impacts on society were carried out by using the same approaches and techniques.
- 2- The countrywide figures about madaris and mosques are disputed in Pakistan and no one agrees to these because of the non-reliability of official estimates. Thus, there is a need for collection of reliable statistical data. This study was, therefore, aimed to conduct a thorough and transparent survey of the madaris and mosques for collecting exact figure, reliable information and statistical data of students enrollment in different madaris of the Southern Punjab, their family background and affiliations of the madaris and mosques with political, sectarian and militant organizations so as to make a comprehensive and objective assessment of madaris education, particularly with reference to the collection of data of different available books in the libraries of the madaris and the impact of their contents on the society, and to trace evidences as regards linkages of madaris with different militant organizations and Jihadi groups working in Pakistan, Afghanistan etc.
- 3- To investigate the local and foreign funding sources of the madaris as well as the pattern of their expenditures and utilization on different activities related to the madaris and mosques and to recommend measures/strategies for de-radicalization.

Research Methodology

Research is the product of knowledge about a given subject matter and people who produce and control such knowledge increase their power to deal with the particular issues involved (Barnard, 2000). The methodology is the order line of any research work, which deals with the technique of investigation of phenomena and a process of research, essentially empirical in data collection and data analysis (Pandey, 2001). The present study is related to the issues of religious education and alleged links of madaris to religious extremism. It focuses the role of Southern Punjab madaris and mosques played in emerging religious radicalization and militancy in Pakistan, and strategies adopted for countering their effects of violence with a cursory glance at its historic perspective and evolution in Pakistan and the other parts of the world. This research was done on the basis of public material already collected by various government and semi-government/autonomous bodies, field survey, data collection, the individual's research reports, findings of think tanks, articles, newspapers, magazines, books etc. Further, this research was based both on a contextual and a textual approach to Madaris Education and challenges in Pakistan. The longstanding literature on Islamic educational institutions was also used for completing this study. The methodology of this research was theoretical as well as applied. A historical inquiry in such a situation can discern patterns in the evolution of political events and determine whether these patterns have a recurring theme in history. In the context of historical perspective and analysis, the renowned scholar, Hedley Bull has strongly advocated and recommended a research agenda for the study of world politics based on historical methodology as opposed to a total reliance on a 'scientific' approach derived from behavioral methods (Bull, 1972). This method was used by conducting the present study. The use of history enables the scholars to understand the particular characteristics of a state (Baruch, 1952, Banfield, 1961). By conducting this particular research on Madaris Education in

Pakistan, the same role and behaviour of the state actors has been examined because the historical perspectives of madaris education are playing major role in present wave of militancy in Pakistan. This research proposed to develop a model of transnational networking of civil society across the Muslim world and beyond, with a view to reshape the intellectual and professional currents of opinions along the global agenda of peace and harmony. A model was built by connecting themes in a network or pattern (Bush & Mosteller, 1955) and can be used to summarize data. The field survey and the documentary primary and secondary sources were used for getting information and collecting data to complete this research and reach the final findings and recommendations.

Field Survey

Field survey is one of many available research methods and a wide variety of data-collecting techniques, including various kinds of interviews, questionnaires, census data, tape recordings, projective techniques and content analysis of essays and stories is used in empirical research (Mills, 1951). Fink describes surveys as ways of producing information to describe, compare and predict attitudes, opinions, values and behaviour based on what people say or see and what is contained in records about them and their activities (Fink, 1995). Ackroyd and Hughes characterize survey into four distinct categories: factual; attitudinal; social psychological and explanatory (Ackroyd & Hughes, 1993). Gans' study of Levittown was based on questionnaires, interviews and participant observation (Gans, 1967). Karsh in his study of a strike used structured interviews that were subjected to content analysis and also files correspondence, photographs, newspapers clipping, songs, and court transcripts, outlines of speeches, notes and personal memos (Karsh, 1958). In this study, a transparent field survey was used for collecting the real data of the selected madaris and mosques in the Southern Punjab, which comprised the common questionnaires, in-depth individuals interviews, and the interviews of stakeholders, the selected madaris students and teachers, leaders of the religious –political parties, ethno political groups, militant groups, the officials of the organizations, including the federal and provincial governments, NGOs and the key players involved in the policy and decision making process in Pakistan. We developed inventory of infrastructure, timetabling and other activities of the madaris. The teaching style of the faculty and the special seminars, if conducted by them on the current issues of interest, were also documented to analyze the working of the madaris. Self-administered and semi- structured questionnaires were used as means of ensuring some consistency in the data gathered during the research. Self-administered questionnaires facilitate confidentiality and anonymity. The usages of interviews in various research projects are now wide-spread and widely accepted. These offer the opportunity to sit and listen to people's concerns and opinions at a level inaccessible to a questionnaire (Stroh, 2000). Interviews are used extensively by sociologists that Benny and Hughes have referred to Modern Sociology as "the Science of the Interview (Benney & Hughes, 1956). According to Dawn Burton, "Face-to-face interviews are far better at eliciting data to open-ended questions. Self-administered questionnaires are better at generating information from highly structured questions where respondents are required to tick an appropriate box (Burton, 2000). Face-to-face interviews and Self-administered questionnaires were also used during this study. The collected information and data were analyzed from the viewpoint of Ulema of various sects, different intelligence agencies, the government /police investigation reports. A cross comparison of all these helped us to understand the ground realities of madaris education and the typical mindset of their students and teachers. Attention was focused on the strategies and sharing of the best practices for de-radicalization.

Documentary Sources

Documentary sources consist of primary and secondary sources in form of published and non-published documents, official reports and the reports of the agencies, secrets reports, manuscripts, Intelligence Bureau (IB) reports, Inter-Services Intelligence (ISI) reports, Special branch reports, Military Intelligence (MI) reports, Police reports, diaries, letters, newspapers, research journals and books. First hand data in form of un-published official records, files, letters, police investigate reports and other

firsthand data and reports which are available in different sections of the Ministry of Interior Affairs, Ministry of Foreign Affairs, Ministry of Religious Affairs, Cabinet Division, Ministry of Law and Parliamentary Affairs, Home Departments, Human Rights Commission, and Police Departments in Pakistan were primary sources which were used for this research. The books, newspapers, periodic and journals are major secondary sources and these were also used. This research was Qualitative and Quantitative. On the basis of qualitative methodology, the Ground Theory, assumptions and predictions and historical approaches were applied.

Conclusion

This research article gives a local, regional and worldwide viewpoint on the link amongst religion, politics, conflict and identity. By means of a extensive range of cases from Pakistan, it observes the multifaceted means in which religious values, beliefs and norms rouse and affect political developments and behaviour of the society; the social conditions, which give rise to religious movements as well as how much movements are promoted and sustained over time; the relations between religious leaders and followers; and the relations between social mobilization and the pursuit of particularistic objectives. So, findings and recommendations are being made on the basis of the unprecedented field work and the judicious use of the existing literature. This study plays a unique role to devise workable strategies addressing the most intractable conflicts with innovative public policy solutions for Pakistan and some other countries. These findings also provide a base and guideline for the Government of Pakistan to introduce proper reforms in madaris education. The problems stated in the study, readdresses through making efforts for inter-sectarian and inter- religion dialogue. So, the present research is a true benchmark study, which establishes the standard and clear guideline for the future researchers to conduct research work on the core issues and problems of madaris education and religious establishment in Pakistan.

Some madaris and mosques are fuelling the present wave of religious radicalization and militancy in Pakistan and the present study not only traced out the root causes of violence but also proposed concrete measures and steps to be taken by the Government of Pakistan as well as the five registered Madaris Boards to counter terrorist effects and radicalization. So, this research will be an intrinsic value for foreign analysts and policy makers. This study also proves to be an invaluable guide for policy makers, both in Pakistan and in the communities of the states that wish to develop a truly modern and effective educational system for madaris. So, a set of reforms-related issues and suggestions from the viewpoints of the government, the madaris' administrators and educators, and the Islamic scholars are presented. This study has also an academic significance, as it will be helpful in updating the available literature on this field of study. This will also useful for developing the curriculum of madaris education and for education in colleges and universities.

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Impact of Executive Compensation, CEO Compensation and Board Diversity on Organizational Performance with Moderating Effect of Systemic Factors

Muhammad Shoukat Malik, Dean, Faculty of Law, Commerce & Business Administration, Bahauddin Zakariya University Multan, Pakistan

***Noorulain Waheed**, Ph.D. Scholar, Institute of Banking & Finance, Bahauddin Zakariya University /Lecturer University of Education Lahore (Multan Campus), Pakistan

*Corresponding author's email: noorulain.waheed@gmail.com

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ABSTRACT

Purpose: Current research intended to probe the impact of executive compensation, CEO compensation and diversity on the organizational financial performance with the moderating role of systemic factors. Systemic factors are overall country based factors such as political, economic, social and legal factors that may moderate the relationship of executive compensation, CEO compensation, diversity and organizational performance.

Design/Methodology/Approach: To conduct study secondary data is collected from annual reports of domestic scheduled public sector banks of 2015-2020. Executive compensation, CEO compensation and board gender diversity are bootstrapped on organizational performance by using MS Excel and Stata17. Linear regression and moderated hierarchical regression analysis is used for data analysis.

Findings: Results shows that Executive compensation, CEO compensation and diversity has signification positive impact on organizational performance. Moreover systemic factors moderates the predictors and outcome relationship

Implications/Originality/Value: This paper explores the relationship of Executive & CEO compensation, board gender diversity and organizational performance with the moderating role of systemic factors, which has largely been ignored in the previous literature



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Introduction

In liberal economic settings and country's integration into world market, the current world business community cannot overlook the significance of governance and corporate governance. Governance can

be delineated as formulation, continuous monitoring and proper implementation of policies by governing body members of the organization (Connelly et al., 2017). While the term “corporate governance” is now commonplace, its usage is not very consistent. It’s a system of rules and practices by which country’s relationship with stakeholders are ensured by BOD with the help of accountability, fairness and transparency (Stellner, Klien & Zwergel, 2015). Numerous scams in the corporate antiquity of the world like Robert Maxwell, Enron and Satyam that attracts the attention of investors towards corporate Governance. Most of the frauds are related to poor corporate governance strategies and due negligence of board of directors. This lead the researcher to study various factors of corporate governance that creates economic turbulence (Haynes et al., 2017). In the current study, researcher have identified executive compensation, CEO compensation and diversity as main contributing factors of corporate governance which may have an impact on organizations financial performance.

In Pakistan, this topic gained importance in the recent times because of the fragile corporate institutional culture and the state observed a very high numbers of corporate failures. Securities and Exchange Commission (SEC) set up a committee that provide amendments in code of corporate governance in 2012 followed by further amendments in 2017 to deal with corporate governance practices in Pakistan and to resume public confidence. Based on the above-mentioned, it was clear that this is prerequisite to develop and promote good corporate governance in Pakistan in which executive compensation, CEO compensation and board gender diversity are important contributing factors which may exert influence on financial performance of organization. So, to study these predictors following research question have been developed:

Research Questions of the Study

This research will answer the following questions

1. How executive compensation affects organizational performance?
2. How CEO compensation affects organizational performance?
3. To what extent diversity affects organizational performance?
4. How systemic factors moderates the relationship of executive compensation, CEO compensation, diversity and organizational performance?

Research Objectives

Current research would be conducted to study three main corporate governance factors and its influence on organizational performance with moderating role of systemic factors. Main objectives of our research are as follows:

1. To explore the influence of executive compensation, CEO Compensation and diversity on organizational performance
2. To study the extent to which systemic factors moderates the relationship of executive compensation, CEO Compensation, diversity and organizational performance.

Literature Review

Executive & CEO Compensation

Due to the ever increasing prominent corporate catastrophes, the rich, complex and scandalous issue of executive compensation has attracted the attention of shareholders, regulators, the media and the public. This leads to raise questions about suitability of the company structure that regulates executive compensation and the connection between executive compensation plans and company performance. In addition, the company’s financial performance is getting more and more attention, especially after the repercussions of the 2007-2009 financial crisis (Coles et al., 2014). The relation between pay and performance is derived from agency theory (Zooning, 2017). According to agency theory, the design of compensation contracts should make the interests of managers (agents) and shareholders (clients) consistent. Executive compensation is a classic application of principal-agent theory.

Diversity

In today’s business units, the workforce has become increasingly diverse in terms of age, race, gender,

tenure, experience, educational background, and socioeconomic status (Darmadi, 2011). Due to this ever increasing diversity, phenomenon of discrimination with minority group (women) has enhances the organizational attempts to encourage equal opportunities. In line with these, corporate governance reforms signify the importance of minority group representation in board of directors (Adams & Ferreira, 2009).

In addition, the Norwegian and Swedish administrations set gender quotas on the board of directors (Randøy et al., 2006). Like Scandinavian countries, Spain, Iceland and France also approved regulation governing the female representation in board (Ahern & Dittmar, 2012). Furthermore, according to Companies Act 2017, its mandatory for public interest companies to have women representation in directors as specified by the Securities and Exchange Commission of Pakistan (SECP) and for listed companies the board of such companies shall have at least one woman director (Hayat, 2017). Based on these Board diversity has attracted the interest of researchers from different disciplines. So, in the current research, researcher investigated board diversity and its relationship with organizational performance in Pakistan's context.

Systemic Factors

A set of interrelated and interdependent parts arranged in a manner that produces a unified whole is called system approach. System dynamically interacts by means of the environments by taking inputs and converting them into outputs that are disseminated into environments (Robbins, 2007). Systemic factor are the ones that come from different levels of the system (internal and external organizational factors) and includes legislation, policies, culture, people, processes and resources. According to Jensen (2000) systemic view is looking at whole organism of an operation, entity or business in relationship to its environment. That survival of organization depends on the surrounding environment as well as its own parts. Systemic thinking, or a systemic perspective, is reviewing not just a problem or challenge in isolation, but in the context of its surroundings.

In the literature, researcher identified many systemic factors that can affect organizational performance and corporate governance. These moderating factors include social, economic, political and legal factors (Shaukat & Zafar, 2010). Moreover (Demil & Lecocq, 2010) suggests that a systemic perspective provide decision makers and managers with a lean strategy design tool, to be used on a regular basis (i.e., social, environmental, and economic value forms). Similarly according to Cosenz, Rodrigues & Rosati (2019) the system design incorporates the environmental, social and economic factors that generate value into the dynamic business model.

So in line with the above discussion brief description of social, economic, political and legal factors are provided that can affect the effective implementation of corporate governance and their viable impact on organizational performance.

Social Factor

According to Ahmad (2018) social factors of Pakistan are measured in terms of estimated population (212.2 M) and age (64% of total population is below age 30). While Ilyas et al., (2019) estimated social factors on population growth (2.1%), population geographical factor (37% lives in urban area), unemployment rate (5.6%) and language (English is official and Punjabi is spoken language (48%)). These social systemic factors may affect the induction of board of directors and executive compensation.

Economic Factor

Pakistan is a developing country but decade of war and unstable social structure has severely affect the country's economic position (Walsh, 2013). As per PFER (2020) data, Economic factors of Pakistan are purchasing power parity (27th largest in the world), gross domestic product (47th largest), GDP per capita (\$3149) and foreign currency reserves (\$13.6 B). Most of Pakistan's population pay by means of hard cash while debit card holders are 2.9% and 8.7% have bank accounts. In spite of all these debt defaults and economic crisis, Pakistan stock market is unceasingly booming, it showed exceptional performance and make new historic heights. Pakistan's stock market i.e. Karachi Stock Exchange has become the

second-best performing stock market (Zafar, 2013), and ranked fourth in the world's top ten best-performing markets (CNN, 2014). In the past two years, the e-commerce sector has shown an ascending trend. According to statement of Ehsan Malik, CEO of Unilever Pakistan, quoted in the Pakistan Entrepreneurship Report “Pakistan with its nearly 200 million populations is simply too large and too attractive market to ignore” (Dawood & Gai, 2014).

Political & Legal Factor

Since inception Pakistan has always faced unstable political environment in the form of three military dictator eras (Cheema 2014) followed by democratic leadership of Nawaz Sharif, the head of PMLN (Pakistan Muslim League). Meanwhile corruption, bribing government officials and representatives (Qaiser et al., 2017) and lowest tax returns (Hourled, 2013) even worsen the political culture of Pakistan. Similarly lack of cyber-crime law and no practical steps in formulation of cybercrime law enforcement contaminate the legal structure of country (Ataa, 2013). Currently government is planning to establish special courts to deal with cyber disputes (Dad, 2015). Pakistan has also blur and very lenient investment policies to attract foreigners as they are allowed to have 100% equity with no local partner involvement and they can also fully repatriate the investment (Dawood & Gai, 2014).

Organizational Performance

As per Wheelen and Hunger (2000) performance is an accomplishment of an activity and an organizational performance is sum of end results of all the organization's work process and activities. In the current study organizational financial performance is taken as dependent variable. Financial performance is the firm's ability to make profits and it is divided into three general categories: investor, accounting and perceptual returns (Orlitzky, Schmidt, & Rynes, 2003).

Financial performance is calculated with the help of accounting returns i.e. earnings per share (EPS), price to earnings ratio, return on investment (ROI), return on asset (ROA (Orlitzky et al., 2003). Accounting-based company performance measurement standards are based on the evaluation of the company's past performance (Wang & Clift 2009).

Relationship between Executive Compensation, CEO Compensation and Organizational Performance

The increasing number of bank failures makes it very vital to discover ways to increase their worth so as to draw investors and potential investor's attention. In order to achieve this goal, scholars have proposed from various aspects that if the desired value needs to be achieved, the person who manages the bank must be adequately compensated. Therefore, this study examines the moderating effect of equity on the relationship between executive compensation and the value of the Nigerian Listed Deposit Bank (DMB). The results showed that CEO compensation and chairman compensation have a positive impact on the value of listed banks, while the highest paid directors have a negative impact on bank value. However, when the variables are moderated along with the equity of executives, CEO compensation has a positive impact on the value of the bank, while the compensation of the chairman and the highest paid director reduce the value of the company after the moderation (Kantudu & Zik-Rullahi, 2020).

Another study examined executive compensation and firm performance (accounting & market-based measures) relationship among Indian firms by using system generalized methods of moments (GMM) estimator. Results show a significant tenacity in executive compensation among the sample firms. Further, there is absence of pay-performance relationship among the smaller sample firms and business group affiliated firms (Raithatha & Komera, 2016). Similar results reported by Barde & Zik-Rullahi (2020) that CEO Pay creates a positive effect on financial performance of banks, while chairman compensation and highest paid director have negative influence on banks financial performance.

In plethora of the above researches Sheikh et al., (2018) also inspects the relationship by using a more robust generalized moment method (GMM) estimation method, the impact of Pakistan's corporate performance and corporate governance on CEO compensation was studied, and it was found that the current and previous year's accounting performance had a positive impact on CEO compensation.

However, the performance of the stock market does not seem to have a positive impact on executive compensation. So keeping in view of the literature, our hypothesis are as follows:

H1a: Executive Compensation has significant influence on EPS

H1b: Executive Compensation has significant influence on ROE

H2a: CEO compensation has significant impact on EPS

H2b: CEO compensation has significant impact on ROE

Relationship between Diversity and Organizational Performance

Schwartz (2013) documented that companies with gender-balanced boards have better corporate performance. Similarly, Herdhayinta (2014) used ordinary least squares (OLS) and two-stage least squares (2SLS) regression analysis to study 50 Asia-Pacific companies, and the results showed that the gender diversity of board members has a positive impact on financial performance (Tarus and Aime, 2014).

Pletzer et al. (2015) conducted a meta-analysis of the relationship between female representatives on the company's board of directors and the company's financial performance. The study included 20 research data from 3,097 companies published in peer-reviewed academic journals. The results showed that if other factors were not taken into account, female representatives on the company's board of directors had nothing to do with the company's financial performance. A study by Alm & Winberg (2016) based on six-year panel data from 255 companies and found that there is no statistically significant relationship between ROA and Tobin's Q and the female gender variable; this shows that the relationship between gender diversity and performance has no clear link.

Another study used the role of corporate social responsibility (CSR) in companies listed on the Palestine Stock Exchange from 2010 to 2017 to examine how significant impact board gender diversity has on the company performance directly and indirectly. The results show that the gender diversity of the board of directors has a positive and insignificant impact on company performance. However, under the moderating effect of corporate social responsibility, it was found that the change from positive insignificant to positive and significant (Saleh et al., 2021). At the same time, Oware, & Mallikarjunappa (2021) used the Indian stock market as a testing ground to study the family management, financial performance and gender diversification of listed companies. The results showed that the increase in stock price returns led to corresponding growth in female employment. Consistent with this study by Gong and Gilma (2021), the focus on the impact of gender diversity on business performance has been prominent in the agendas of many politicians and business leaders in recent years. The empirical results of the impact of gender diversity on company performance are not clear. Sensitivity analysis shows that when the proportion of female directors is about 30%, gender diversity seems to have the greatest impact. One more study revealed that the board diversity has a significant influence on the performance, indicating that knowledge, skills, and abilities acquired by directors are critical for board effectiveness (Onuorah et al., 2019).

H3a: Board gender based diversity has a significant impact on EPS

H3b: Board gender based diversity has a significant impact on ROE

Systemic Factors Moderate the Relationship between Corporate Governance Issues and Organizational Performance.

Systemic factors for instance political, legal, economic, social and cultural enhance the business model worth (Cosenz, Rodrigues & Rosati, 2019). These factors interacts with the environment by taking inputs and transforming then into outputs (Robbins, 2007). A study (Liedong & Rajwani, 2018) conducted to study the impact of political element of systemic factors on the cost of debt with the mediating role of corporate governance and results revealed that that there is direct relationship between

political ties and interest rates but corporate governance doesn't mediate the relationship. Sari & Lubis (2018) studied the impact of culture on corporate governance and corporate performance relationship and the results show that there is significant influence of culture on corporate governance and corporate performance relationship. Another research was conducted by Aboud and Diab (2018) in which social, environmental and corporate disclosure were taken as independent variable and firm value as dependent variable. Finding suggests that social, environmental and corporate disclosure is positively associated with the firm performance. Systemic factors is a novel variable and very few studies are available to test its moderating role in Executive compensation, CEO compensation, diversity and organizational performance relationship. So the hypothesis are as follows.

H4a: Systemic factors moderates the relationship of executive compensation and EPS

H4b: Systemic factors moderates the relationship of executive compensation and ROE

H5a: Systemic factors moderates the relationship of CEO compensation and EPS

H5b: Systemic factors moderates the relationship of CEO compensation and ROE

H6a: Systemic factors moderates the relationship of board gender diversity and EPS

H6b: Systemic factors moderates the relationship of board gender diversity and ROE

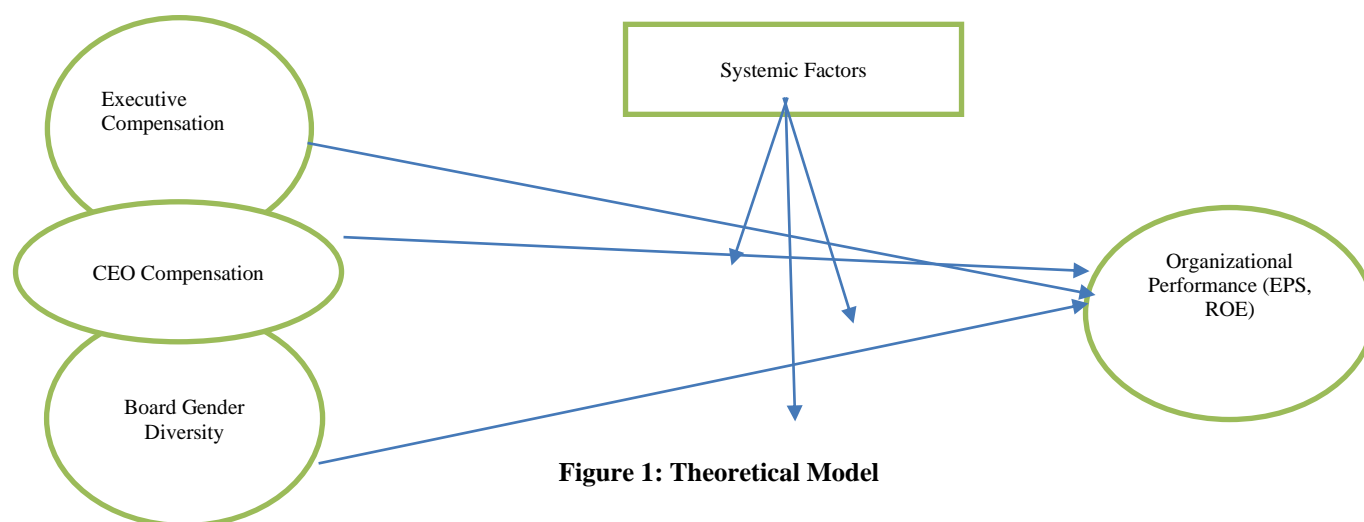


Figure 1: Theoretical Model

Research Framework

Population and Sampling

Current study examined the moderation effect of systemic factors on executive compensation, CEO compensation, diversity and organizational performance on time series panel data of 14 public sector scheduled banks from 2015 to 2020 time span. Banking sector was chosen for the data collection and all the public sector scheduled banks were included in the study except First Women Bank Ltd. as from 2017 annual report of the said bank are not available due to audit issues. Moreover data of international banks was also given in dollars so they are also not included in current study. So out of 24 public sector scheduled banks, 14 domestic public sector banks are selected as sample.

Measures

Executive compensation

Data of executive total compensation is extracted from annual reports during the time period of 2015 to 2020. Moreover data of CEO compensation is also used in the study. Natural Logarithm of Executive and CEO Compensation is calculated for harmonizing the data with the rest of variables.

Diversity

Board gender diversity is being used in the current study. Data of this dimension was collected from annual reports. Board gender diversity is assessed by analyzing the board members profile data. Value 1 assigned when BOD has female member and 0 value is assigned what BOD has no female member.

Organizational Performance

Organizational performance is the dependent variable of the research. Several previous studies (Vafaei et al., 2015) have used accounting based (ROE, ROA & EPS), others (Siddiqui, 2015) have used market-based measures (Tobin's Q, market to book ratio and Return on Stocks) to measure financial performance. In the current study accounting based measures i.e. ROE & EPS are being used to measure the organizational performance. ROE and EPS is calculated by formula given below:

$$ROE = \frac{\text{Net income after interest and tax}}{\text{Total equity}}$$

$$EPS = \frac{\text{Company's profit}}{\text{Outstanding shares of its common stock}}$$

Systemic Factors

Systemic factor is the moderating variable of the research model. Data for country based systemic factors (Economic, political, social & Legal) are extracted from the World Bank database for years 2015 to 2020. Economic factor is measured with the help of inflation CPI, social factor assessed with the help of unemployment rate of the population, political factor measured by means of political stability and absence of violence index while legal systemic factor is calculated with the help of Rule of Law data of country. All the four dimensions are transformed into single computed variable.

Data Analysis Results and Discussion

STATA 17 was used for data analysis as researcher is using panel data in current research. Firstly, summary statistics was calculated and after that regression was used to check the direct effect of independent variable on dependent variable. In the last step, researcher used moderation analysis with the help of interaction effect.

Table 1: Summary Statistics

Variables	Observations (n)	Mean (X)	S.D.	Min.	Max.
EPS*	84	7.29	6.74	-6.98	29.04
ROE*	84	14.79	15.34	-97.2	43.12
Exe-comp**	84	20.09	2.08	18.26	23.24
CEO-Comp**	84	18.13	0.72	16.23	20.94
BGD**	84	0.404	0.49	0	1
Ln sales***	84	24.58	0.86	22.90	26.32
Systemic Factors	84	6.92	2.52	2.84	11.80

*Dependent variable, EPS (Earnings per share), ROE (Return on Equity)

**Independent variable, Exe-comp (Executive compensation), CEO-comp (CEO compensation), BGD (Board gender diversity)

***Control Variable: Firm size (lnsales)

Table 1 summarizes the statistics of all research variables. Total observations used in the study are 84 as the researcher has used data of 14 domestic public sector banks of Pakistan covering time span of 6 years. Organizational performance is determined with the help of EPS & ROE. Earnings per share (EPS) is the dependent variable and the finding shows that its mean score is 7.29, while minimum value is -6.98 (Sindh Bank) and maximum value is 29.04 which is depicted by MCB. ROE is also dependent variable and its mean score is 14.79 while minimum score is -97.2 depicted by Sindh bank while maximum score is 43.12 (BOP) which reveals that MCB and BOP financial position is good as they have highest EPS & ROE respectively while Sindh bank is facing losses as both ROE & EPS of Sindh bank is negative.

Table 2: Regression Analysis of Executive Compensation, CEO Compensation, Board Gender Diversity and EPS

Hypothesis	Standard Error	t-value	p-value	Decision	R ²
H1a (Exe comp→EPS)	0.31	1.83	0.007*	Accepted	0.30

H2a	(CEO comp→ESP)	0.91	4.57	0.000*	Accepted
H3a	(BGD→EPS)	1.41	2.10	0.03*	Accepted

*Note: $p < 0.05$

Table 2 shows direct relationship of Executive compensation and EPS and the results of p-value shows that .007 is less than 0.05 which means that results are significant. It supports our hypothesis H1a i.e. Executive compensation has a significant impact on EPS. Literature also proves the same significant relationship as Elsayed & Elbardan (2018) analyzed 5 year data during (2010-2014) of 350 companies and rigorous analysis found out strong evidence for the greater influence of executive compensation on firm performance. Hypothesis H2a is also accepted as p-value 0.000 is less than 0.05 and it shows that CEO compensation has positive significant impact on EPS. These results are also supported by Barde & Zik-Rullahi (2020) that CEO Pay has significant positive effect on financial performance of banks. Third hypothesis H3a is also accepted as 0.03 is less than 0.05 which proves that board gender diversity has a significant positive impact on earnings per share. This relationship was also proved from the study conducted by Saleh et al. (2021) using Palestine Stock Exchange listed firms over the period 2010–2017 and results showed that BGD has a positive and significant influence on firm performance with the moderating effect of CSR. Value of R^2 is 0.30 which means that model is fit and cumulative effect of executive compensation, CEO compensation and board gender on EPS is 30%.

Table 3: Regression Analysis of Executive Compensation, CEO Compensation, Board Gender Diversity and ROE

Hypothesis		Standard Error	t-value	p-value	Decision	R^2
H1b	Exe-comp→ROE	.800	1.94	0.05*	Accepted	0.15
H2b	CEO comp→ROE	2.29	2.66	0.01*	Accepted	
H3b	BGD→ROE	3.53	-1.77	0.08*	Rejected	

*Note: $p < 0.05$

Table 3 reveals direct relationship of Executive compensation and ROE and the results of p-score show that 0.05 value is significant. It supports our fourth hypothesis H1b i.e. Executive compensation has a significant impact on ROE. Above mentioned results are confirmed by study conducted by Raithatha & Komera (2016) who explored executive compensation and firm performance relationship (accounting & market-based measures) among Indian firms by employing the system generalized methods of moments (GMM) estimator and results depicted that there is significant impact of executive compensation on firm performance. Fifth hypothesis H2b is accepted as p-value 0.01 is less than 0.05 and it shows that CEO compensation has positive significant impact on ROE. Sixth hypothesis H3b is rejected as 0.08 is greater than 0.05 which shows that board gender diversity has no significant impact on return on equity (ROE). Alm & Winberg (2016) confirmed current findings as results of their research found no significant link between gender diversity and organizational performance relationship. R^2 value of current study is 0.15 which reveals that model fit is good and cumulative effect size of Executive compensation, CEO compensation and BGD on ROE is 15%.

Table 4: Moderated Hierarchical Regression Analysis when Systemic Factors Moderates the Relationship of Executive Compensation, CEO Compensation, Board Gender Diversity and EPS

Hypothesis		Standard Error	t-value	p-value	Decision	R^2
H4a	Exe-comp→EPS	0.249	1.96	0.05*	Accepted	0.58
H5a	CEO-comp→EPS	0.89	0.27	0.78*	Rejected	
H6a	BGD→EPS	1.10	1.96	0.05*	Accepted	
	Lnsales	0.73	7.27	0.000		

*Note: $p < 0.05$

In table 4 results of moderated hierarchical regression analysis is presented where systemic factors (economic, social, political and legal) are used as moderating variable. Very few studies have used systemic factors as a moderating variable. H4a i.e. systemic factors moderates the relationship of

Executive compensation and EPS relationship is accepted as p-value is 0.05. Hypothesis H5a which is systemic factors moderates the CEO compensation and EPS relationship is rejected as 0.78 is greater than 0.05. CEO-comp→EPS direct relationship was significant but with moderating variable, relationship turns into insignificant which predict that when political, economic, social and legal factors intervene than higher CEO compensation no longer creates any impact on earnings per share. H6a i.e. board gender diversity and EPS relationship is moderated by systemic factors is accepted as p-value is 0.05 while overall model fit is 58%

Table 5: Moderated Hierarchical Regression Analysis when Systemic Factors Moderates the Relationship of Executive Compensation, CEO Compensation, Board Gender Diversity and ROE

Hypothesis		Standard Error	t-value	p-value	Decision	R ²
H4b	Exe-comp→ROE	1.07	1.89	0.06*	Rejected	0.68
H5b	CEO-comp→ROE	2.26	-2.77	0.007*	Accepted	
H6b	BGD→ROE	2.43	1.61	0.04*	Accepted	
	Lnsales**	0.80	6.83	0.000		

*Note: p<0.05

In table 5 systemic factors are used as a moderating variable in predictor-outcome relationship. H4b i.e. systemic factors moderates the relationship of Executive compensation and ROE relationship is rejected as p-value is 0.06 which is greater than 0.05 which shows that when systemic factors moderates the relationship than Executive compensation doesn't create any significant impact on return on assets while in case of Table 4 Executive compensation creates significant impact on EPS in the presence of moderator. Hypothesis H5b which is systemic factors moderates the CEO compensation and ROE relationship is accepted as 0.007 is less than 0.05. H6b i.e. board gender diversity and ROE relationship is moderated by systemic factors is accepted as p-value is 0.04 while overall model fit is 68%.

Table 6: Summary of Moderated Hierarchical Regression Analysis

	EPS Model 1		ROE Model 2	
	Without Moderation	With Moderation	Without Moderation	With Moderation
R²	.30	.58	.15	.68
Adjusted R²	.27	.56	.12	.65

Table 6 compares results of R² with and without moderation effect. In EPS model 1, value of R² is 30% while after systemic factors moderation value of R² increased up to 58% which shows that model fit is improved by 28%. While in ROE model 2 value of R² is 15% without moderation while value is enhanced by 68% with moderation effect, so it reveals that model 2 fit is improved by 53%.

Conclusion

Based on current analysis it's revealed that Executive compensation, CEO compensation and board gender diversity has significant impact on organizational financial performance in terms of EPS. While social, economic, political and legal factors moderates the Exe-comp→EPS & BGD→EPS relationship but systemic factor does not moderates CEO-comp→EPS relationship. Similarly when organizational performance is measured by means of ROE, then it shows that executive compensation & CEO compensation has significant impact on ROE when BGD has no impact on ROE and systemic factor moderates the CEO-comp→ROE & BGD→ROE relationship while it does not have any moderating impact on Exe-comp→ROE relationship. So overall results depicts that CEO & Executive compensation and diversity can enhance organizational financial performance and systemic factor contribute in model fit that's why organizations cannot ignore the importance of systemic factors as organizations can't work in isolation and economic, social, political & legal factors moderates the predictor outcome relationship.

Limitation of the Study

Recent study has used CPI index for analysis of economic systemic factor analysis while other factors can also be included in future research such as GDP growth of Pakistan. Moreover for social, political and legal data other indexes can be used apart from unemployment index (social), political stability & absence of violence (political) and rule of law index (legal).

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Fiscal Decentralization and Gender Parity in Education: Empirical Evidence from Pakistan

Sidra Naeem, Department of Economics, The Islamia University Bahawalpur, Pakistan

Mahnaz Muhammad Ali, Department of Economics, The Islamia University Bahawalpur, Pakistan

*Hafeez ur Rehman, Department of Economics, The Islamia University Bahawalpur, Pakistan

*Corresponding author's email: hafeez.rehman@iub.edu.pk

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ABSTRACT

Purpose: Fiscal decentralization is an emerging phenomenon in Pakistan from the last few decades. A large number of studies have been investigated the socio-economic and political effects of fiscal decentralization in Pakistan. But none of the study has examined that how fiscal decentralization has affected gender parity in education in Pakistan.

Design/Methodology/Approach: This study empirically investigated the dynamic relationship between fiscal decentralization and gender equality in education by employing different measures of fiscal decentralization and used autoregressive distributed lag model (ARDL) bounds test approach for cointegration testing for the period of 1975 to 2020. The bounds tests suggest that the variables of interest are bound together in the long run when gender parity in education is dependent variable.

Findings: The long run relationship is also confirmed by the significance of associated equilibrium correction. The robust analysis of this study suggest that fiscal decentralization is improving gender equality in education particularly education expenditure decentralization and revenue decentralization.

Implications/Originality/Value: The results are important for fiscal policy formulation in public and social sector in Pakistan. Further, these results might be helpful for other developing countries that share a common experience in applying fiscal decentralization reforms and struggling to reduce gender disparity in education sector.



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Introduction

Fiscal decentralization is considered a vital policy tool to distribute the resources effectively and it also

ensure an efficient government as provinces have more financial autonomy. The smaller units of federation¹ have more opportunities concentrate on their economic development and central government can complete the national level responsibilities efficiently. Accountability and efficiency are important rationales behind fiscal decentralization. Accountability of small organizations is easy comparatively to large organizations. Desires of citizens and provision of public goods are closely matched in decentralization which increase productivity and efficiency gains (Oates, 1972). Provincial government has informational advantage over the central government regarding resource distribution so more efficiency is expected. These informational benefits allow the provincial government to deliver public goods and services at preferences basis and at lower cost to local community. These efficiency benefits, dynamic or static, lead to advanced and more sustainable economic growth (Jalil et al., 2014). Therefore, decentralization can raise economic welfare of society as a whole. One more rationale of fiscal decentralization is that it also promotes competition among local governments and improves the quantity and quality of public goods and services (Oates, 1972, 1985).

Fiscal decentralization empowers the provincial government through financial autonomy and capacitate the central government for achieving the national tasks more effectively. It can eliminate the unnecessary engagements of central government through better targeting. Better targeting is the entering point of gender concern into fiscal decentralization process. Decentralization empowers the subnational governments in a way which help them to use the resources in a better way, improves standard of living and shares load of work (Akpan, 2011; Gordin, 2004). Transfers to provincial governments from central government ensures the better service delivery. Rise the revenue autonomy of provincial governments is essential as it is related with social sector's service delivery (Adam, 2007). Conversely, the opponents of fiscal decentralization claim that biased provision of social services, economic inefficiency and social inequality are caused by the decentralization (Blair, 2000; Katsiaouni, 2003; Samoff, 1990; Tanzi, 1996).

It is observed that there are many factors affected by the inequality and injustice in distribution of resources and income (Ahmad, 2013). Education is one of the factors, which is affected by such inequalities. Many important development objectives may adversely be affected by gender inequality. Less access to resources and gender inequality in education can increase the child mortality (Concepción-Zavaleta et al., 2020; Landes, 2017), fertility (Brzozowska, 2015; Samari, 2019) and an expansion of education for the next generation (El-Kogali & Krafft, 2015). Pakistan is an underdeveloped country and there is need to improve all indicators of economic development. The Pakistani women have different status then women have in Western countries. They have weaker status in society in terms of health, education, business opportunities, employment, decision-making and legislation. There are significant gender disparities in education, across the entire country. Though, from last few decades women's equality has gained subnational attention at societal and political level. For education inequality, the government has established many educational policies in Pakistan like the national education policy in 1972, 1979, 1992 and to the achieve 100 percent literacy rate was the aim of all these policies.

The purpose of current study is to empirically investigate the impact of fiscal decentralization on gender parity/equality in education from 1975 to 2020 in Pakistan. The three objectives of the current study are to examine the effect of fiscal decentralization by using three measures i.e. expenditure decentralization, revenue decentralization and education expenditure decentralization on gender parity index of education. Local government is well informed about local gender educational needs so can target the gender aspect of education in a better way hence decentralization of expenditures is closely linked to gender parity. The decentralization of revenue is essential with decentralization of expenditures as it improves the performance of local government. In many ways, this study significantly departs from earlier literature.

¹ In this discussion the provincial, states and sub national level of governments will be used interchangeably.

No study has focused on gender parity in education and fiscal decentralization for the case of Pakistan in existing literature.² Secondly, the gender parity index, used in this study, is relatively more comprehensive measure of gender parity in education. Gender parity in primary and secondary school enrolments is covered in this index. Thirdly, this study may stimulate further multidisciplinary research in public finance sector of Pakistan.

Literature review

In case of developing countries, fiscal decentralization is considered as one of the basic mechanisms to enhance the economic growth, better infrastructure and efficient public service delivery. There are numerous studies about fiscal decentralization. Different studies proved that decentralization efficiently addressed the social sector service delivery and it has significant and positive relation in various cases.

Bussemeyer (2008) argued about the relationship between fiscal decentralization and public education expenditures in OECD countries. Empirical results found positive and robust relation between fiscal decentralization and education spending at aggregate level. Fiscal decentralization is linked with less spending in pension policies. Similarly, Faguet and Sánchez (2014) empirically tested the access to social services in Colombian's decentralized setup. The data covered over 95 percent of Colombian municipalities. The results proved that local democracy and political competition provides local officials more information about the needs of voters so they allocate the expenditure in such manners that their impact is maximized. The theoretical argument that decentralization improves the quality of public services held true in case of Colombia. In districts where educational policy making and financing was in local authority their school enrollment enhanced strongly. Based on these results it can be argued that the fiscal decentralization of gender policies holds good, as local governments are better informed about gender differentials, their needs and preferences.

Mehmood and Sadiq (2010) studied that how fiscal decentralization has affected human development in Pakistan by using human development index. Study used two models for two periods, annual data for 1976-2009 and panel data for 1989 to 2009. 1st model applied cointegration and established long run relationship while 2nd model applied GMM on panel data to measure the effect of decentralization on human development. The result proved that fiscal decentralization increased the human development in Pakistan. However, many gender inequalities exist in Pakistan and education inequality is still high. Pakistan is moving towards decentralization of many responsibilities like health and education. Whereas, the decentralization of education responsibilities to provinces has affected the gender inequality in education or not has not explored yet. Blochliger et al. (2013) conducted a study on fiscal decentralization and its impact on economic activity, public performance and on educational system in OECD countries. Authors argued that more decentralized countries have more investments in physical and human capital. Moreover, decentralization has strongly positive relation with educational outcome and GDP per capita. Ahmed and Lodhi (2016) also found similar association between educational outcomes and fiscal decentralization in Pakistan by using time series data set and panel data set.

Sow and Razafimahefa (2015) explored the effect of fiscal decentralization on efficiency of public service delivery and used an unbalanced panel of sixty-four developing and developed economies. The results showed that the efficiency of health and education could be improved with fiscal decentralization but under certain conditions. Firstly, the decentralization process needs sufficient institutional and political environments. Secondly, to obtain the necessary favorable outcomes, sufficient degree of expenditure decentralization is required. Thirdly, expenditure decentralization requires accompanying with necessary revenue decentralization. Without these conditions the efficiency of public service delivery in health and education can be worsen. This study lacks of gender aspect of education in their

² However, Stotsky, et al. (2019) examined intergovernmental fiscal transfer's effect on gender equality in education for India.

analysis.

Stotsky (2019) investigated that how intergovernmental fiscal transfers affects the educational gender parity taken as enrollment at the primary and secondary levels for India. The result of the study recommended that fiscal transfers from central to states are not helpful to achieve the educational gender parity for India at aggregate level. The study also used another specification of disaggregating the transfers and grants and concluded that only unconditional fiscal transfers promotes the gender parity. While the conditional transfers have less impact on India's gender parity in education. Pakistan has many common cultural, socio-economic and political similarities. Fiscal decentralization affects female education in India but how it effects in Pakistan is still to explore.

The empirical evidences on this issue are mixed. Decentralization in education sector without proper financial and technical supports from the federal government may not be successful for the improvement in educational quality, especially for the poor. For example, Brazil has strong decentralized system in education and failed to increase the per capita education expenditure and in reducing income and regional disparities to access the educational services. The condition of the people not only worsened after decentralization in Chile, as a result, the disparities between rich and poor has increased (Carnoy, 2000).

There is an increasing trend of fiscal decentralization in Pakistan since independence. After 18th amendment in 8th National Finance Commission (NFC) award in 2010, the education sector is a provincial subject in Pakistan despite of this amendment, central government still make coordination and policy planning of education sector. Presently, the responsibilities of planning, monitoring and finance of basic education are given to the provincial governments (Khan & Mirza, 2011). The fundamental aim of basic education decentralization is to improve quality and provision of basic education. Hence in the current study, it is assumed that gender parity in education can be increased with more fiscal decentralization. To the best of our knowledge, this relationship have not been empirically tested in Pakistan.

Fiscal Decentralization in Pakistan

In Pakistan, fiscal decentralization started right after independence. Several awards have been announced for resource sharing in Pakistan like The Niemeyer Award 1947, the Raisman Award 1952, and 1965 and eight NFC awards based on the 1973 Constitutions. The constitution of 1973 and all the amendments of this constitution favor more decentralized system in Pakistan than centralized system. In 1974 Zulfikar Ali Bhutto made first attempt and established the National Finance Commission (NFC). The shares between central and provincial administrations were 80:20 respectively in 1st NFC. Through the developmental process, in 7th NFC award shares of central and provincial governments are fixed at 56:44 respectively. This rise in the part of provincial governments permits them to expand the service delivery and distribute the funds in utmost demanding areas. In 2010, government of Pakistan undertook two significant developments. One was signing the 8th NFC award in which bulk of resources transferred to the provinces and second was passed the 18th Constitutional Amendment in which large range of fiscal responsibilities have been shifted to the provinces from center. These major expansions caused an essential transfer for the division of powers between the central and the provincial governments. Provinces now have more autonomy for macroeconomics management and delivery of public goods and services. It is generally claimed that efficiency of resource allocation is improved through fiscal decentralization.

Gender Inequality in Education in Pakistan

The vital role of education in economic growth and development has become the prominent concern for discussion and research since the 1960's. Many cultural, social, demographic and economic factors are contributing in gender disparity in education in Pakistan. The Pakistani society is patriarchal and

generally women face discrimination in all sphere of life. According to the Pakistan Economic Survey, male literacy rates and enrolment rates are better than female. There is insufficient progress to decrease the gender gap in education in Pakistan. Since, independence of Pakistan, the education of female improved very steadily. There were merely 82 female secondary schools with 800 female staff and 8000 girls were enrolled of the total in Pakistan at the time of independence (50 years of Pakistan in Statistics, volume II). The education of female has remained a neglected sector over the previous 74 years and lagged much behind. As per the global gender gap report, (2020) Pakistan ranks 144 number in educational attainment gap out of 156 countries as its female literacy rate is 46.5% while the male literacy rate is 71.1%. This gap is particularly high in primary school enrolment where female primary school enrolment is 61.6% to 73.2% in male. According to Economic survey of Pakistan (2020) the cumulative education expenditures by federal and provincial governments stood at 1.5 percent of GDP as compared to 2.3 percent of GDP in 2019. Expenditures on education had been rising gradually until 2018-19, but in 2019-20, education-related expenditures witnessed a decrease of 29.6 percent.³ Province wise data suggests that gross enrolment ratio of female at primary level has decreased from 82 % in 2014-15 to 78% in 2019-20 in Punjab, Sindh from 69 to 62 %, Khyber Pakhtunkhwa from 80 to 79%. Consequently, the economic development of the country is affected. Therefore, to pursue the broad range of critical development objective investment in female education is the most effective way.

Model Specification

The modified model to confine the relationship between fiscal decentralization and female human capital is as:

$$EDUGEN_t = f(FISCD_t, X_t) \quad (1)$$

where

EDUGEN is the education gender parity index in Pakistan

FISCD is the fiscal decentralization measure

X consists of control variables

μ Is the error term

$t = 1, 2, \dots, N$

$\beta_0, \beta_1, \beta_2$ and β_3 are parameters.

The models of expenditure decentralization, revenue decentralization and education expenditure decentralization become as:

$$EDUGEN_t = \alpha_0 + \alpha_1 DEXP_t + \alpha_2 SECEXP_t + \alpha_3 FER_t + \alpha_4 FEMP_t + \alpha_5 TR_t + \alpha_6 GDPPCG_t + \mu_{it} \quad (2)$$

$$EDUGEN_t = \beta_0 + \beta_1 DREV_t + \beta_2 SECEXP_t + \beta_3 FER_t + \beta_4 FEMP_t + \beta_5 TR_t + \beta_6 GDPPCG_t + \mu_{it} \quad (3)$$

$$EDUGEN_t = \delta_0 + \delta_1 EDUD_t + \delta_2 SECEXP_t + \delta_3 FER_t + \delta_4 FEMP_t + \delta_5 TR_t + \delta_6 GDPPCG_t + \mu_{it} \quad (4)$$

Where

- EDUGEN is the education gender parity index
- DEXP is the decentralization of expenditures
- DREV is the decentralization of revenue
- EDUD is the decentralization of education expenditures
- SECEXP is expenditure on secondary education

³ The education related expenditures witnessed a decline in 2020 due to closure of educational institutes amid country-wide lockdown and decrease in current expenditures (other than salaries) due to COVID-19 Pandemic.

- FER is fertility rate
- FEMP is female labor force participation rate for ages 15-24
- TR is trade percentage of GDP
- Income is measured as GDP per capita growth rate

Education Gender Parity

The gender disparity in education is measured through several ways. However, gender differences are revealed through gross and net enrolment rates. Similarly, dropout rates and completion rates are other ways to capture the educational gender disparities. In the current study, gender parity index for gross enrollment ratio in primary and secondary education is used as measure of gender parity and it is the ratio of girls to boys enrolled at primary and secondary levels in public and private schools in Pakistan.

Fiscal Decentralization Measures

Two traditional measures of fiscal decentralization are frequently used in many studies (Cantarero & Gonzalez, 2009; Lin & Liu, 2000; Mehmood et al., 2010; Neyapti, 2010; Xie et al., 1999; Yilmaz, 1999; Zhang & Zou, 1998). 1st measure is decentralization of expenditures and calculated as the ratio of provincial government expenditures to the total government expenditures (provincials and central).

$$DEXP = PE / PE + CE$$

2nd measure is revenue decentralization it defined as the ratio of the provincial government's revenue to the total government revenue (provincials and central).

$$DREV = PR / PR + CR$$

Third measure is education expenditures decentralization. Education sector is in the provincial domain after the 18th amendment of 7th NFC award. The composition of expenditures and social service delivery can be increased if carried out by sub-national governments (Tiebout, 1956). The ratio of provincial government education expenditures to total government education expenditures (central plus provincial) is called as education expenditures decentralization.

$$DEDU = PEE / PEE + CEE$$

where DEXP, PE, CE, DREV, PR, CR, DEDU, PEE and CEE are decentralization of expenditures, provincial expenditures, central government expenditures, decentralization of revenue, provincial revenue, central revenue, education expenditures decentralization, provincial education expenditures and central education expenditures respectively.

Control Variables

This study use many other control variables that are found in literature and effects the gender parity in education. To find the impact of public education policy on education, secondary school expenditures that is expressed as a percentage of total general government expenditure on education are taken. The health of female also affects her education level so total fertility rate that represents the number of children that would be born to a woman if she were to live to the end of her childbearing years is taken. A high-educated woman is more likely to have high-paid job, which increases the opportunity cost of childbearing and decreases the fertility. Female employment is captured as female labor force participation rate for ages 15-24 that is economically active. Trade as percentage of GDP is taken and to capture the income effect on gender parity in education GDP per capita growth as percentage of GDP is taken.

Data Sources

Annual time series data on gender parity in education and fiscal decentralization covering the period of 1975–2020 has been used in this study. Pakistan was separated from Bangladesh in 1972 so the 1975 time period is taken to see the separate impact of Pakistan Finance Commission's division of resources among provinces. Data on different measures of fiscal decentralization has been taken from various issues of Pakistan statistical year book. Data for other control variables like fertility rate, government

secondary school education spending, employment of female between the age of 15-24, trade openness and GDP per-capita growth is taken from World Development Indicators published by World Bank (2020). To fill the missing values of the data, we use the linear interpolation method.

The ARDL Model to Conitegration

The autoregressive distributed lag (ARDL) cointegration technique is applied in this study to empirically analyze the long-run relationships and short-run dynamic interactions between fiscal decentralization and education gender parity index. Pesaran and Shin (1995) and Pesaran et al. (2001) developed the ARDL approach of cointegration. There are three main benefits of this approach comparing with other cointegration methods. Firstly, it is not necessary in ARDL that the entire variables must be integrated of the same order. It can be applied with variables that have mix order of integration like zero and one. Secondly, in finite and small sample data it is more efficient. Thirdly, the unbiased estimates of the long-run model can be obtained (Harris & Sollis, 2003). The ARDL model used in this study is expressed as follows:

$$\Delta EDUGEN_t = \beta_1 + \beta_2 EDUGEN_{t-1} + \beta_3 FISCD_{it-1} + \beta_4 X_{it-1} + \sum_{k=1}^{\rho} \beta_k \Delta EDUGEN_{it-k} + \sum_{n=0}^{\rho} \delta_n \Delta X_{it-n} + \mu_{it} \quad (5)$$

where the notation Δ indicates change in variables and all variables are previously defined.

The bounds test is based on the F -statistic whose null hypothesis is of no cointegration. On the basis of equation 4, the null hypotheses for cointegration test are as follow:

$$H_0 : \beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = \beta_6 = 0$$

It states that no cointegration exists among variables.

If null hypothesis is rejected it means variables have long-run relationship then short run relationship among variables is established through Vector Error Correction Model (VECM):

$$\Delta EDUGEN_t = \beta_1 + \sum_{k=1}^{\rho} \beta_k \Delta EDUGEN_{it-k} + \sum_{n=0}^{\rho} \delta_n \Delta X_{it-n} + \phi ECT_{t-1} + \mu_{it} \quad (6)$$

Where one period lagged error correction term is shown through ECT_{t-1} . After a short run shock, the adjustment speed back to the log-run equilibrium is identified by ECM. The goodness of fit of the model is confirmed by taking diagnostic tests. The autoregressive, conditional heteroscedasticity, heteroscedasticity, sensitivity tests check the normality and serial correlation linked with the model and are presented in appendix along with descriptive statistics.

Methodology

Unit Root test

Before applying the ARDL bounds test, order of integration of all variables is tested. This is done to ensure that all the variables are not stationary at $I(0)$ or at $I(1)$. To apply the unit roots tests, augmented Dickey-Fuller (ADF) (1979, 1981) is employed for all variables used in all models and results are presented in the table 1. The results of the stationarity tests show that some variables are stationary at level and some are stationary at first difference.

Table 1: Augmented Dickey-Fuller Unit Root Test

Variables	I(0)		I(1)	
	t-statistics	prob-value	t-statistics	prob-value
EDUGEN	-0.279	0.919	-3.357	0.018
DEXP	-2.070	0.257	-6.984	0.000
EDUD	-2.089	0.249	-5.761	0.000
DREV	-1.923	0.319	-7.319	0.000
SECEXP	0.404	0.1984	-5.699	0.05
FER	-4.417	0.001	-0.239	0.925

Table	FEMP	-1.679	0.434	-5.428	0.000	2
	TR	-2.253	0.191	-6.551	0.000	
	GDPPCG	-4.602	0.000	-10.308	0.000	

presents the estimated long run results of coefficients using ARDL approach and all the models are robust as various diagnostic tests have applied. Value of F-test lies above the upper bond value at 1 % level for model 1 and 3 and at 10% level for model 2 indicating existence of long run relationship among variables in all models.

Table 2 Long Run Results of the Models

Dependent Variable= EDUGEN			
Variables	Model 1 Expenditure decentralization	Model 2 Education expenditure decentralization	Model 3 Revenue decentralization
	F-static value=10.209 1% (3.15 4.43)	F-static value=3.559 10% (2.12 3.23)	F-static value=12.262 1% (3.15 4.43)
EDUGEN(-1)	-0.757 (0.00)	-0.329 (0.03)	-0.660 (0.00)
DEXP	0.011 (0.86)		
EDUD		0.035 (0.04)	
DREV			0.098 (0.02)
SECEXP	-0.001 (0.04)	-4.182 (0.88)	-0.001 (0.01)
FER	-0.115 (0.00)	-0.056 (0.00)	-0.101 (0.00)
FEMP	-0.004 (0.00)	-0.001 (0.16)	-0.004 (0.00)
TR	0.001 (0.08)	0.001 (0.04)	0.001 (0.05)
GDPPCG	0.004 (0.00)	0.001 (0.12)	0.005 (0.00)
c	1.098 (0.00)	0.458 (0.02)	0.951 (0.00)

p-values are in parenthesis.

The estimated coefficient shows that expenditure decentralization remained insignificant though it has a positive impact on gender parity in education. While education expenditure decentralization improving the gender equality in education in Pakistan. These results are similar to the traditional theory of fiscal federalism presented by Oates (1972) and in recent literature Stotsky (2019) also found that conditional transfers from central to local governments has increased female education in India. Faguet and Sánchez (2008) found positive impact of decentralization in terms of public education outcome in Colombia. Heredia-Ortiz (2007) found positive impact of education decentralization on completion rate in developed and developing countries. Revenue decentralization also positively affect the gender equality in education in Pakistan. Iqbal et al. (2013) argued that revenue decentralization is necessary to get the desire results of fiscal decentralization. Secondary school expenditures negatively affect the gender parity in education. Education spending can affect education sector indirectly as by reducing economic growth. As Obi and Obi (2014) found not productive outcomes of public education expenditures on economic growth of Nigeria. The low level of economic growth can affect the gender equality in

education. Fertility rate is also negatively affecting the gender parity in education. A number of studies has shown that female education is associated with a decrease in fertility Sackey (2005) in Ghana, Bbaale and Mpuga (2011) in Uganda, Shakya and Gubhaju (2016) in Nepal. Trade is also positively linked with reduced gender equality in education. By, Many East Asian countries are able to be competitive in global markets by adopting the strategy of women-intensive export-oriented manufacturing industries. Now many South Asia countries and developing world also following this strategy (Seguino, 2000a, 2000b). It is needed to educate the women for emergence and growth of such competitive export industries so that there may be less barriers for women employment in such sectors.

Table 3 Short Run Results of the Models

Dependent Variable= EDUGEN			
Variables	Model 1 Expenditure decentralization	Model 2 Education expenditure decentralization	Model 3 Revenue decentralization
	F-static value=10.209 1% (3.15 4.43)	F-static value=3.559 10% (2.12 3.23)	F-static value=12.262 1% (3.15 4.43)
D(EDUGEN(-1))	0.211 (0.03)	0.344 (0.008)	-0.660 (0.00)
D(EDUD)		-0.004 (0.791)	
D(DR(-1))			0.071 (0.02)
D(SECEXP)	-0.001 (0.04)	-0.001 (0.007)	0.0004 (0.13)
D(FER(-1))	-0.340 (0.00)	-0.340 (0.00)	-0.355 (0.95)
D(FEMP(-1))	0.002 (0.02)	0.002 (0.02)	0.002 (0.00)
D(TR)	-0.001 (0.11)	-0.001 (0.405)	0.001 (0.05)
D(GDPPCG(-1))	-0.003 (0.00)	-0.003 (0.00)	-0.004 (0.00)
ECM(-1)	-0.756 (0.00)	-0.757 (0.00)	-0.582 (0.00)
	Adjusted R Squared= 0.71 D.W=1.79	Adjusted R Squared= 0.47 D.W=2.1	Adjusted R Squared= 0.81 D.W=2.4

p-values are in parenthesis.

Gender disparity in employment and education will decrease the ability of countries to capitalize on these plans (Busse & Spielmann, 2006; King & Mason, 2001). GDP per capita growth also increase the gender parity in education as nation have more financial resources to invest on gender equality in education.

The short run results are same as the long run results as the coefficient of ECM is significant at 1% level hence the result of the bounds test for cointegration is confirmed. The value of ECM is estimated to -0.756 in model 1, -0.757 in model 2 and -0.582 in model 3 which infers a high speed of adjustment to equilibrium after any shock. In model 1 and 2 it is approximately 75 percent and in model 3 about 58 percent of disequilibria suggest that shock of the previous year converge back in one year to long run equilibrium. The stability of the long-run coefficient is tested by the short-run dynamics. After the

estimation of ECM model given by equation (5), the stability of the parameters is tested by applying cumulative sum of recursive residuals (CUSUM) and the CUSUM of square (CUSUMSQ) (Pesaran and Pesaran (1997)). Graphs for CUSUM and CUSUMSQ tests for all three models are presented in appendix. The resulted plot of the CUSUM and CUSUMSQ statistic lies within the critical bands of the 5% confidence interval of parameter stability that indicate absence of any instability of the coefficients.

Conclusion

Fiscal decentralization is growing phenomenon in Pakistan and especially fiscal decentralization in education sector. It is assumed that fiscal decentralization will increase the education outcomes in Pakistan and it is also struggling to reduce the gender gaps in all spheres of life. Hence current study is based on the assumption that fiscal decentralization will increase the gender equality in education as local government has more information advantage regarding the local gender needs. To empirically investigate the long run bond between fiscal decentralization and gender parity in education, the ARDL model to cointegration is applied for the time period 1975 to 2020. The results of the study implied that decentralization of education expenditures is helpful to increase the gender parity in education in Pakistan. Revenue decentralization also increase the gender parity in education implying that it is necessary to give the sufficient revenue autonomy along with education expenditure decentralization to get the desired benefits of fiscal decentralization. Universally it is accepted that upgraded general standard of living in a society and improved citizens are created by education. Additionally, it reduces the gender gaps in many areas of life and fiscal decentralization in education is important policy tool to increase the gender equality in education in Pakistan.

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Appendix
Descriptive statistics

Variables	Mean	Std. Dev.	Min	Max
EDUGEN	.639	.160	.396	.879
DEXP	.291	.031	.246	.372
EDUD	.818	.142	.363	.975
DREV	.297	.041	.193	.3821
SECEXP	31.871	7.482	24.411	57.448
FER	5.204	1.152	3.454	6.612
FEMP	13.516	4.459	5.92	20.65
TR	32.154	3.555	25.306	38.499
GDPPCG	2.006	1.901	-1.843	6.695

Diagnostic tests

Model 1 Expenditure decentralization		Model 2 Education expenditure decentralization		Model 3 Revenue decentralization	
Breusch-Godfrey	Serial	Breusch-Godfrey	Serial	Breusch-Godfrey	Serial
Correlation test		Correlation test		Correlation test	
χ^2 statistic = 0.19 (0.82)		χ^2 statistic = 1.72 (0.19)		χ^2 statistic = 0.29 (0.75)	
Jarque-Bera test		Jarque-Bera test		Jarque-Bera test	
χ^2 statistic = 1.21 (0.55)		χ^2 statistic = 2.16 (0.34)		χ^2 statistic = 2.77 (0.25)	
Ramsey RESET Test (log likelihood ratio)		Ramsey RESET Test (log likelihood ratio)		Ramsey RESET Test (log likelihood ratio)	
χ^2 statistic = 2.33 (0.12)		χ^2 statistic = 0.23 (0.79)		χ^2 statistic = 2.44 (0.10)	

Lag length selection of model 1

Lag	LogL	LR	FPE	AIC	SC	HQ
0	-244.4919	NA	0.000284	11.69730	11.98401	11.80303
1	39.88506	462.9393	5.15e-09	0.749532	3.043188	1.595362
2	140.5070	131.0425	5.60e-10	-1.651488	2.649117*	-0.065558
3	225.3691	82.88856*	1.80e-10*	-3.319493*	2.988061	-0.993462*

Lag length selection of model 2

Lag	LogL	LR	FPE	AIC	SC	HQ
0	-334.0013	NA	0.012714	15.50006	15.78391	15.60533
1	-23.36446	508.3149	8.95e-08	3.607475	5.878262	4.449593
2	73.40270	127.5567*	1.21e-08*	1.436241*	5.693966*	3.015211*

Lag length selection of model 3

Lag	LogL	LR	FPE	AIC	SC	HQ
0	-255.0580	NA	0.000464	12.18875	12.47545	12.29447
1	21.07575	449.5201	1.23e-08	1.624384	3.918040	2.470213
2	127.4616	138.5490*	1.03e-09	-1.044724	3.255881*	0.541206*
3	191.4576	62.50776	8.71e-10*	-1.742214*	4.565340	0.583817

* indicates lag order selected by the criterion

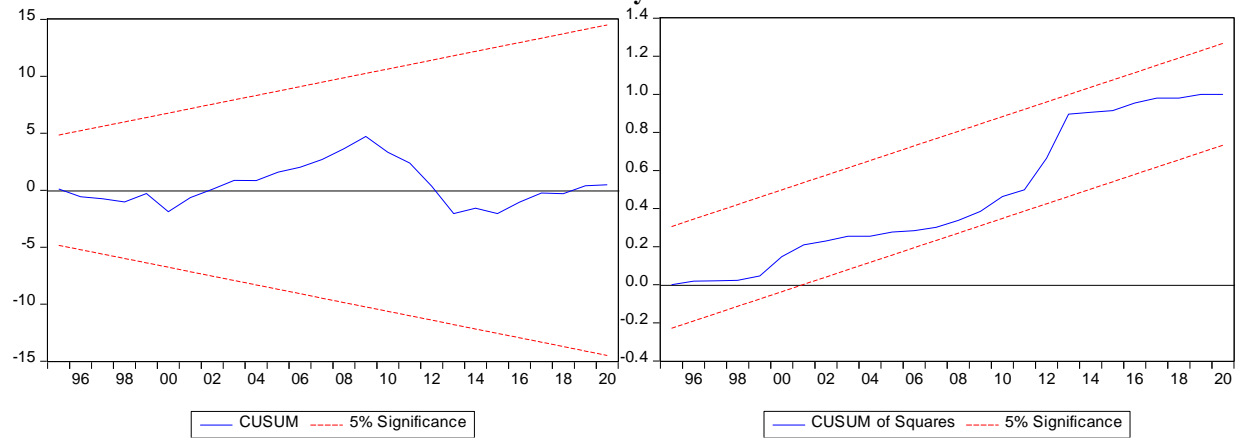
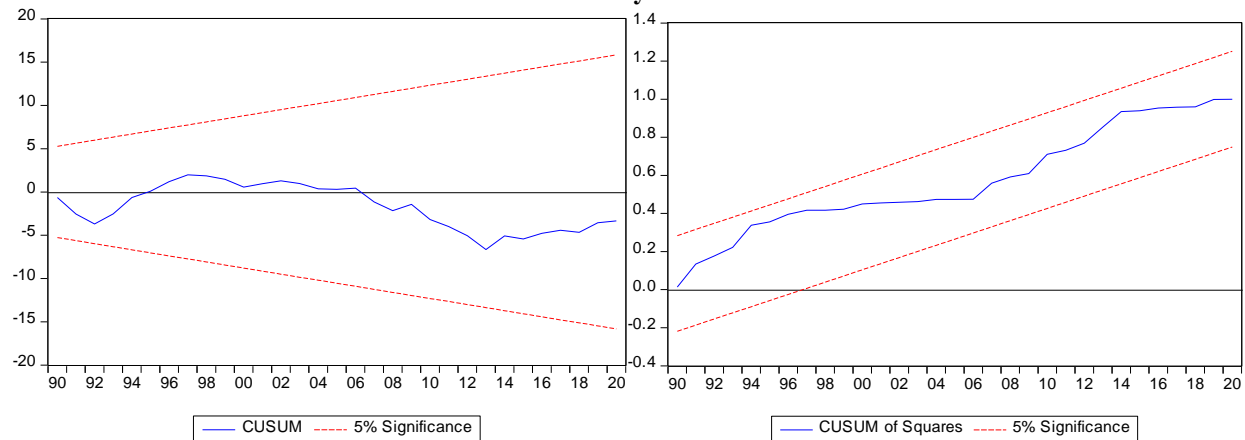
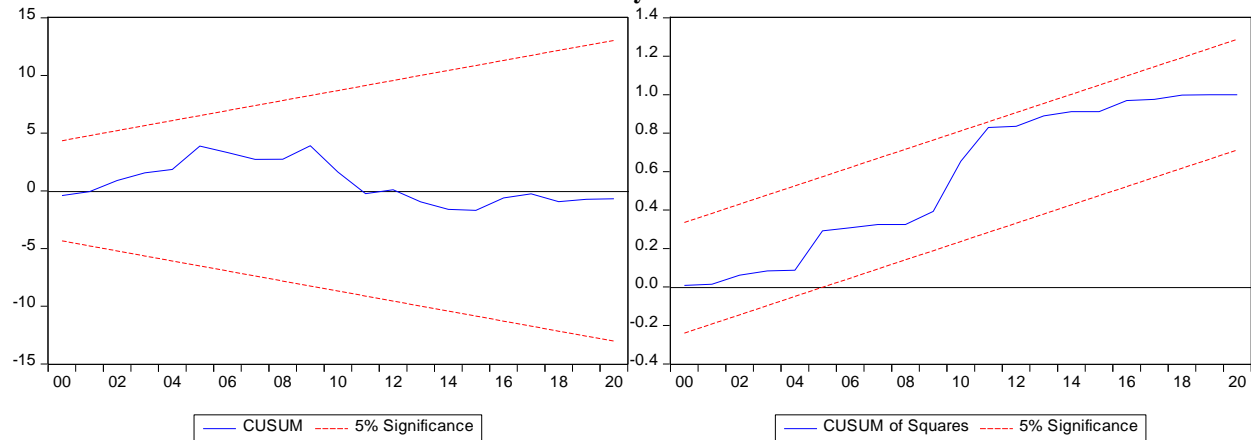
LR: sequential modified LR test statistic (each test at 5% level)

FPE: Final prediction error

AIC: Akaike information criterion

SC: Schwarz information criterion

HQ: Hannan-Quinn information criterion

Stability test of model 1**Stability test of model 2****Stability test of model 3**



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Application of Human Rights Laws in Pakistan: A study with reference to International Bill of Human Rights

***Amjad Hussain**, Assistant Professor, Department of Law, Islamia University Bahawalpur, Pakistan
Muhammad Arif Saeed (LLM), Lecturer, Department of Law, The Islamia University of Bahawalpur, Pakistan

Shahzada Aamir Mushtaq, Doctoral candidate at School of Law and Economics, Zhengzhou University, Henan Mainland, China

*Corresponding author's email: ahpanwar@iub.edu.pk

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ABSTRACT

Purpose: The present paper explores the efforts of Pakistan regarding application of Human Rights Laws. At first, the research explains the main Human Rights declarations and covenants and then their incorporation into Pakistani laws has been described.

Design/Methodology/Approach: The global perspective of Human Rights and developments at regional level has been studied by using the domestic statutes, international covenants, conventional, etc. The doctrinal method of research has been adopted to achieve the objectives of the current study.

Implication: The study has disclosed that being signatory of UNO Conventions and Declarations, the Pakistan has been under obligation to incorporate International Human Rights into its legal system.

Findings: The study finds that Pakistan has taken into consideration the international developments on Human Rights and has enacted various laws accordingly to promote the fundamental liberties.



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Introduction

Human Rights Law has become the most popular subject now a day. With the passage of time, people have become more aware about their rights. Everyone talks about the Human Rights situations and shows his displeasure regarding the violations of rights and freedoms. Due to information technology and education, people easily interact with one another and anything which happens at one side of the world instantly reaches the other side of the world. This has also created a challenge for the developing States to ensure the security of life, liberty and other rights of its citizens. The Human Rights developments at international level has further required the States to take serious steps at domestic level to protect the Human Rights of the people. Pakistan being member of the International community has

also implemented the International Human Rights conventions and covenants into its legal system. The present paper explores the efforts of Pakistan regarding application of Human Rights Laws. At first, the research explains the main Human Rights declarations and covenants and then their incorporation into Pakistani laws has been described.

What is International Human Rights Law?

The International Human Rights Law (or IHRL) may be defined as that body of the law, which has been established to protect and promote the human's rights at global, regional and national/domestic level and which mainly consists of international human rights treaties and conventions. IHRL divides the human rights into the following two categories:

- Civil & political rights, and
- Social, economic & cultural rights.

The first category protects humans' freedom from intrusion by the State and makes sure that everybody would get a chance to contribute in the civil activities of the community. This category of rights includes, for example, the freedom of speech, freedom of assembly, protection from torture (Weller, 2019), etc.

The second category of rights protects the basic necessities of life, which includes the right to food and water, right to residence, and the right to adequate health facilities (Ibid.).

The International Bill of Human Rights (IBHR)

The loss of humanity in World Wars I & II compelled the nations to re-think for international peace (Chowdhury, 2012). There is no doubt that Man is the most precious entity among all the beings of the Universe. It must be protected at all levels. The international struggle for scheming an IBHR started after the establishment of United Nations Organization on 24th of October in 1945. First of all, the UN Charter envisioned the promotion of peace to protect humanity (Article 1). The next accomplishment was the framing and espousing the Universal Declaration of Human Rights (UDHR) in 1948 which complemented the UN Charter and offered a roadmap regarding the human rights (Weller, 2016). It is said that most of the nations framed their constitutions under inspiration of the UDHR (Ali, 2008). It also paved the way to serve the humanity by protecting human rights at regional levels, for instance, the European Convention on Human Rights (ECHR) in 1950 was designed for European community. The struggle continued and finally in 1966, the International Covenant on Economic, Social, and Cultural Rights (ICESCR) and the International Covenant on Civil and Political Rights (ICCPR) were framed. Later on, many other international covenants and conventions were introduced and adopted by the UN member States. It is pertinent to mention that current study is limited to the above said three documents (i.e., UDHR, ICESCR and ICCPR), and their Optional Protocols which are considered as the IBHR.

The Scope of International Bill of Human Rights

The idea of protecting Human Rights along with related concerns is not a modern thing. It is as old as the human himself is (Chowdhury, 2012). The history shows that disrespect to human rights resulted in unpleasant consequences including wars and genocides (Weller 2016). The same happened during the World Wars I and II. However, after the World War II, efforts started to protect the human rights which lead to the creation of the IBHR. The scope of each fragment of IBHR is discussed below.

(1) The Universal Declaration of Human Rights, 1948

By its resolution number 217 A (III) of 10th of December 1948, the UN General Assembly adopted the UDHR whereby 48 States voted in its favor and none opposed it. The Declaration protects almost all the basic human rights. It has a preamble along with 30 Articles.

Article 1 of the Declaration explains the basic theme of the document, for example, the right to equality and liberty is human's inherent right which cannot be transferred or withdrawn. Similarly, the human

being a moral and rational creature, is dissimilar from other beings on earth and, thus, deserves some rights which other beings cannot exercise. Article 2 provides for parity and non-discrimination in respect of exercise of human rights. The Article prohibits differences of all kinds. U/A 3, the Declaration asserts the right to life including safety and liberty of the humans. The right to life (also called the mother right of all the rest of the rights) is such a right which is necessary to enjoy all remaining rights.

Articles 4-21 proclaim civil and political rights with freedom from enslavement and servitude, protection from torture, protection from inhuman behavior, right to recognition ubiquitously as a person under the law, right to legal relief through courts, prohibition from inhuman arrest or detention, right to fair and impartial trial in open by independent forums, right to nationality, asylum, religion, property, equal opportunities, etc.

Articles 22-27 recognize the social, economic and cultural rights, i.e., rights to work, social security, similar pay for similar work, rest and leisure, education, adequate living for good health and to take part in cultural activities.

Articles 28-30 provide that everybody has right to a conducive atmosphere where the above-mentioned rights be fully enjoyed. Article 30 highlights that nobody would claim any right to involve in any bustle or to do anything to destroy any of the rights or freedoms enshrined in the Declaration.

Due to its worldwide character, the UDHR has been regarded as a package of essential rights for every human, and that's why it became a yardstick to gauge the amount of care and progress regarding the universal human right standards (Glendon, 2004).

Since 1948, the UDHR not only has been a starting point for all the United Nations conventions and declarations, but also a primary source of motivation for domestic, regional and international efforts to protect and promote the human rights. It also conceived the path for all succeeding efforts in the domain of human rights. It has also given the key idea for other lawfully binding international covenants intended to guard the human rights and fundamental liberties which it declares (OHCHR, 1995).

Furthermore, the UDHR preserves its rationality for every human, irrespective of the fact that whether or not the States have properly accepted its principles. It has been observed that UDHR became the most translated text of the world that is available in more than 500 languages, which has influenced more than 200 documents since its inception. Although, the UDHR is not a legally enforceable document and it is mere a declaration, yet, it has become a part of the customary international law (Weller 2016), so, it may be said that the States are morally bound to implement the provisions of UDHR (Hannum, 1998).

(2) International Covenant on Economic, Social, and Cultural Rights, 1966

On 16th of December, 1966, the United Nations adopted the ICESCR, however, it got binding force on 3rd of January 1976. The ICESCR has 171 State parties whereby 71 are the signatories (UNTC, 2021). It was meant to protect the economic, cultural and social rights. This Covenant follows the scheme similar to the UDHR. It has a preamble and 31 Articles.

Article 1 of this Covenant proclaims the freedom of self-determination for every human. This right is further extended to the right to one's political standing, right to follow one's cultural, social and economic goals, and the freedom to manage and dispose of one's own resources.

Articles 6-8 protect the labour rights including right to occupation, right to fair and decent wages, right to reasonable and favorable working atmosphere, right of equal opportunity and treatment at the workplace, right to paid holidays, right to leisure and rest, right to setup or join trade unions, right to strike, protection from discrimination at workplace, protection from forced labour, protection from child labour, etc.

Article 9 protects the social security rights. It obligates the State parties to provide social insurance schemes against the sickness, injury, disability, unemployment, maternity, old age, etc. It further obligates the State parties to support the orphans, patients, survivors, poor and needy.

Article 10 protects the right to establish family. It obligates the States to make sure that marriages are contracted with free consent of the parties. It includes right to paid leave or other necessary support to parents before/after child-birth. It also includes protection of children from social or economic exploitation and employing them into risky occupations.

Article 11 protects sufficient standard of life. It includes right to adequate quality foodstuff and clean water, housing, clothing, etc. in accordance with the surrounding culture. It obligates the State parties to eliminate hunger.

Article 12 saves the right to health (mental & physical). It includes right to sanitation and nutrition, right to medical treatment, right to healthy environment, protection from medical experimentation, etc.

Articles 13-14 protect the education rights. This right is extended to free and compulsory education up to primary level without any discrimination, equal access to higher education, moral and religious education, scholarships, academic freedom of faculty and students, elimination of corporeal punishment, etc.

Article 15 protects the right to take part in cultural activities. It also includes the right to acknowledge intellectual work of authors. State parties are required to promote the scientific research and preserve the culture.

The Optional Protocol of ICESCR

Optional Protocol for extending the scope of ICESCR was espoused by the United Nations on 10th of December 2008. It was offered for signatures on 24th of September 2009. After receiving the essential ratifications, it came into force on 5th of May 2013. It has been signed by 45 States and ratified by 24 States up to 2020. The Optional Protocol to the ICESCR is an extension of the Covenant that allows State to admit the jurisdiction of Human Rights Committee on Economic Social and Cultural Rights to deliberate individual complaints.

(3) International Covenant on Civil and Political Rights, 1966

On 19th of December 1966, the United Nations adopted the ICCPR, however, it got force on 23rd of March 1976. The ICCPR has 173 State parties, 75 by signature as well as ratification, while the rest by accession, or succession (UNTC, 2021). The purpose of the ICCPR was to protect the civil and political rights. The Covenant has recognized the inherent self-esteem of each human and assumes to promote human rights conditions at State level so that these rights become enjoyable. The ICCPR follows the scheme similar to the ICESCR and UDHR. It has a preamble followed by 53 Articles.

Article 1 of the Covenant proclaims the universality of the inherent right to self-determination. This Article requires the States to respect as well as promote the enjoyment of the said right. Article 2 confirms that freedoms protected by ICCPR would be exercised by every man and woman within the ratifying States.

Articles 6-8 protect the rights relating to physical integrity (i.e., right of life, protection from violence, protection from cruel or degrading or inhuman treatment including safety from slavery, etc.).

Articles 9-11 protect the rights relating to security and liberty of person (i.e., protection from arbitrary arrest and confinement, protection from pre-trial detention, right of prisoners/other detainees to dignified

and humane treatment, etc.).

Articles 14-16 protect the rights relating to procedural fairness (i.e., right to justice and a fair treatment during trial which consists of equal attention before judge, right to be treated as innocent, right to hearing before an impartial, competent and independent tribunal, with a judgment announced publicly, right to prompt and detailed information in the language understandable by the litigant, right to reimbursement for victims of miscarriage of justice, right to speedy trial, right to counsel, right to face lesser punishment where criminal penalties have been altered between the time of offence and conviction. protection from self-incrimination, protection from double jeopardy, protection from prosecution by ex post facto law, protection from execution of retrospective punishment for committing offences, right to recognition as person before law, etc.).

Articles 12, 13, 17-24 and 27 protect the rights relating to individual liberties (i.e., right of privacy, protection from arbitrary expulsion of resident aliens, protection from provocative war and hate, freedom of movement, expression, religion, assembly and association, the right to marriage, right to name and nationality, and rights of linguistic, ethnic and religious minorities to celebrate their cultural, etc.).

Articles 3 and 26 protect the political rights (i.e., protection against discrimination and equality rights)

Article 28 provides to setup a Human Rights Committee which would be responsible to administer the execution of rights enumerated in the Covenant.

The States which ratified the convention are bound to preserve and protect the rights enshrined in the covenant. Such States may be compelled to adopt statutory, judicial and administrative measures to protect the said rights as well as to provide effective remedies (CCLA, 2015).

Optional Protocols to ICCPR

To give additional protection to Human Rights, two Optional Protocols to extend the scope of ICCPR have been designed. The First Optional Protocol sets up a complaint system for individuals, which allows them to file complaints before Human Rights Committee regarding violation of the provisions of the Covenant. This system has also widened the scope of the Covenant in respect of interpretation/application of ICCPR. First Optional Protocol has 116 State parties up to September 2019.

The Second Optional Protocol aimed to eradicate the penalty of death. In this regard, the States were allowed to put a reservation to award the penalty of death for the severe offences relating to military institution, might be committed during the wartime. This Protocol has 87 State parties up to September 2019.

Conditions and Limitations

The UDHR, U/A 29-30, states that exercise of rights and freedoms provided by the UDHR may be subject to certain limitations, imposed by law, to secure due acknowledgement of the human rights of others as well as to fulfil the fair needs of public order, morality, and welfare within the society. Rights cannot be exercised against the principles/purposes of the UNO, or to destroy any of the rights provided by the Declaration.

The ICESCR, U/A 4, provides that exercise of rights proclaimed by the Covenant may be restricted by the law, to promote the general welfare within the society.

Unlike the UDHR and the ICESCR, the ICCPR contains no special provision regarding authorizing the restrictions regarding enjoyment of human rights. However, certain Articles of the Covenant provide that the enjoyment of the said rights would be subject to law, public order, national security, or others'

rights. Certain rights, thus, can never be limited or suspended, even in the emergency, i.e., freedom from torture, rights to life, protection against slavery/servitude, protection against operation of retrospective punitive laws, protection against detention for debts, right to recognition before the law as an individual, liberty of conscience, thought as well as religion (OHCHR, 1995).

The ICCPR U/A 4 also allows the State parties to avoid from their obligations mentioned in the Covenant for certain circumstances, i.e., during times of official public emergencies independent of any discrimination on the basis of race or colour or sex or language, or religion, or social background. Nevertheless, the States are not entitled to derogate from Articles 6-8, 11, 15-16 and 18. Such suspensions or limitations must be reported to United Nations.

Implementation of International Human Rights Laws in Pakistan

Being a party to International Human Rights Covenants, the Pakistan has accepted the following obligations:

1. to deference human rights;
2. to shield the exercise of human rights against violations; and
3. to enforce individuals' human rights, i.e., to adopt measures to provide an environment where the human rights would be fully exercised.

Before going towards the details regarding application of International Human Rights Laws in Pakistan, it is essential to understand the implementation scheme of the IBHR which is as follows:

Article 2(2) of ICCPR states that States are bound to take appropriate steps to enact such laws or adopt such measures which may help to recognize the rights under the Covenant. The States which have ratified the Covenant must take further steps to acknowledge the acceptance of Covenant.

In addition, Article 28 of ICCPR provides to setup a Human Rights Committee to monitor the State efforts to implement the Covenant. The States are bound to send reports after every five years to this Human Rights Committee to review the measures used by the States to adopt the human rights documented in the ICCPR.

The First Optional Protocol to ICCPR permits the sufferers (of human rights violation) to be heard by the Human Rights Committee. However, before filing the appeal to the Human Rights Committee, the pursuer must exhaust the domestic legal recourses (UFHR, 2008). Nevertheless, the ICCPR, U/A 41, also provides that a State party which asserts that another State is not taking steps to implement the ICCPR, may submit in writing the same to the Human Rights Committee for deliberation. Furthermore, non-governmental organizations (NGOs) may also contribute by reporting that the rights under the ICCPR are being protected or not, by sending shadow reports. They may also highlight certain areas to be considered by the Committee on Human Rights.

After the investigation, the Committee on Human Rights declares the findings which are of great value. If the Committee upholds the accusations, the State party will have to take necessary measures to address the reported abuse/s (UFHR, 2008).

Implementation of UDHR in Pakistan

It is observed that while framing many constitutions of the world, the UDHR has been followed as a model document with reference to human rights portion (Elkins, 2017). The scheme of Constitution of Pakistan of 1973 regarding fundamental rights also seems to be inspired by the UDHR (Robertson, 1996). The following table shows the influence of UDHR over the fundamental rights enshrined in the Pakistan Constitution of 1973:

Table 1.

Sr.	Rights provided by the Universal Declaration	Rights enshrined in the Constitution of
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	of Human Rights, 1948	Islamic Republic of Pakistan, 1973
1	U/A 3 Right to life or liberty or security	U/A 9 Security of person
2	U/A 9 Freedom from arrest, detention, or exile	U/A 10 Safeguards as to arrest and detention
3	U/A 10 Right to fair trial	U/A 10-A Right to fair trial
4	U/A 4 Prohibition of slavery	U/A 11(1) Prohibition of Slavery
5	U/A 11(2) Protection against retrospective punishment	U/A 12 Protection against retrospective Punishment
6	U/A 12 Freedom from arbitrary interference with privacy	U/A 14(1) Right to privacy
7	U/A 5 Prohibition of torture	U/A 14(2) Prohibition of torture
8	U/A 13(1) Freedom of movement	U/A 15 Freedom of movement
9	U/A 20(1) Freedom of Assembly	U/A 16 Freedom of Assembly
10	U/A 20(1) Freedom of Association	U/A 17 Freedom of Association
11	U/A 23(1) Right to work	U/A 18 Freedom of trade, business or Profession
12	U/A 19 Freedom of opinion/expression	U/A 19 Freedom of speech
13	U/A 18 Freedom of religion	U/A 20 Freedom of religion
14	U/A 17 Right to property	U/A 23-24 Right to property
15	U/A 7 Right to equality	U/A 25 Equality of citizens
16	U/A 26 Right to education	U/A 25-A Right to education
17	U/A 21(2) Right to equality regarding access to public service	U/A 27 Safeguard against discrimination regarding services
18	27(1) Right to take part in cultural life	U/A 28 Preserving of culture, or script or language

The following table shows a few other rights enshrined in the UDHR which are also provided by the Pakistan Constitution:

Table 2.

Sr.	Rights provided by the Universal Declaration of Human Rights, 1948	Rights enshrined in the Constitution of Islamic Republic of Pakistan, 1973
1	U/A 8 Right to enforce human rights	U/A 184(3) and 199(1) Right to enforce fundamental rights by the Supreme Court and High Courts respectively
2	U/A 16 Right to marriage	U/S 35 Protection of family
3	U/A 21(3) Right to vote	U/A 51 Right to vote
4	U/A 21(1) Right to contest elections	U/A 62 Right to contest election
5	U/A 22 Social security rights	U/A 27-A(1) Social security rights, etc.
6	U/A 25 Satisfactory standards of living	

The above-mentioned information shows the influence of UDHR. However, the following human rights as provided by the UDHR have not become part of the fundamental rights in the Pakistan Constitution:

- a) Right to recognition before the law U/A 6
- b) Presumption of innocence U/A 11
- c) Right to asylum U/A 14
- d) Right to nationality U/A 15
- e) Right to Leisure and rest U/A 24
- f) Right to Free and fair world U/A 28

It must not be inferred from the above list that these rights are not available in Pakistan. Most of the rights from the above list are available impliedly which are exercised and are never denied at any forum, for example, right to recognition before the law, right to nationality, presumption of innocence, etc.

On the basis of above-mentioned fundamental rights under the Constitution of Pakistan, the victims/sufferers of human rights violations apply to the higher courts for legal reliefs by filing writ petitions. The courts have been awarding appropriate remedies accordingly.

Implementation of ICESCR in Pakistan

The Pakistan has signed the ICESCR on 3rd of November 2004 while ratified⁴ it on 17th of April 2008. However, Pakistan has refused to sign the Optional Protocol to the ICESCR regarding acceptance of individual complaints procedures and Inquiry Procedure (UFHR, 2008). It has a reservation to interpret the ICESCR in accordance with its own Constitution. However, the provisions of ICESCR are legally binding on Pakistan. The following table shows the implementation of the Covenant in Pakistan:

Table 3.

Sr.	Rights provided by the ICESCR, 1966	Position in Pakistan
1	U/A 01 Self-determination	Though not codified expressly, yet this right is exercised in Pakistan. It may be said that this right has been recognized impliedly. This right is never denied under any law. People are free to decide their political affiliations. They may decide their social, economic and cultural goals
2	U/A 13-14 Education	This right is recognized U/A 25-A and 37(a), 37(b) and 37(c) of the Pakistan Constitution of 1973
3	U/A 06-08 Labour rights	These rights are recognized U/A 11, 17, 18, 25 and 37 (e) of the Pakistan Constitution of 1973. Article 11 protects against child labour and bonded labour of any type. Article 17 protects freedom of association and union. Article 18 without any discrimination, allows to enter any legitimate occupation or business. Article 37(e) provides for just and humane conditions of work and ensures that women and children must not be employed in the vocations not suitable to their sex/age, and it also provides for maternity benefits for working ladies. The labour laws of Pakistan also protect the labour rights, i.e., the Workmen's Compensation Act 1923, the Factories Act 1934, the Payment of Wages Act 1936, the Minimum Wages Ordinance 1961, the Industrial & Commercial Employment (standing orders) Ordinance 1968, the Shops and Establishment Ordinance 1969, the Employment of Children Act (ECA), 1991, the Bonded Labour System (Abolition) Act 1992, the Protection against Harassment of Women at Workplace Act 2010, the Industrial Relations Act 2012, etc.
4	U/A 09 Social security	In Pakistan, social security rights are protected under the Provincial Employees' Social Security Ordinance 1965, the Sindh Employees' Social Security Institution 1970, Compulsory Group Insurance Scheme 1968. Different social support programs via Bait-ul-Maal are also doing the needful. The Employees Old Age Benefits Institution and the Employees Social Security Institution are also playing their role to support the employees. The Punjab Employees' Social Security Institution is another recent development. Social security rights are also protected U/A 27-A(1) of the Pakistan Constitution 1973.
5	U/A 10 Family	U/S 35 of the Pakistan Constitution 1973, family rights are protected. Right to maintenance and

⁴ The ICESCR was ratified by the President Pervez Musharraf.

		dower of wife is protected by the Muslim <i>Family Laws</i> Ordinance 1961. Right to maintenance of parents, wife and children is also protected U/S 125 of the Criminal Procedure Code.
6	U/A 11 Basic necessities	Most of the basic necessities are covered U/A 9 of the Pakistan Constitution 1973. The scope of right to life has been extended by the decisions of the superior courts. Basic necessities are also protected U/A 27-A(2) of the Pakistan Constitution 1973. The National Zero Hunger Action Plan and Pakistan Vision 2025 are may be regarded as notable efforts in this respect.
7	U/A 12 Health and Environment	Health rights are also protected U/A 27-A(2) of the Pakistan Constitution 1973. Environment rights are covered U/A 9 of the Pakistan Constitution 1973 as it is interpreted in the case of <i>Shehla Zia v. Wapda</i> , PLD 1994 SC 693.
8	U/A 15 Culture	Cultural rights are protected U/A 28 of the Pakistan Constitution 1973.

The above-mentioned information shows the incorporation of ICESCR into Pakistani laws.

Implementation of ICCPR in Pakistan

The Pakistan has also signed the ICCPR on 17th of April 2008 while ratified⁵ it on 23rd of June 2010. But it has neither signed the Optional Protocol 1 (regarding acceptance of complaints procedures for individuals) nor the Optional Protocol 2 (which is designed to abolish death penalty) to the ICCPR (OHCHR, 1996). However, the provisions of ICCPR are legally binding on Pakistan. The following table shows the integration of the Covenant into the Pakistan Constitution of 1973:

Table 4.

Sr.	Rights provided by the ICCPR, 1966	Rights under Pakistan Constitution
1	U/A 6 Right to life	U/A 9 Right to life
2	U/A 7 Protection against torture	U/A 14(2) Protection against torture
3	U/A 8 Protection against slavery	U/A 11(1) Protection against slavery
4	U/A 9 Right to security/liberty of person	U/A 9 Security of person
5	U/A 12 Freedom of movement/residence	U/A 15 Freedom of movement
6	U/A 14 Right to fair trial	U/A 10-A Right to fair trial
7	U/A 15 Protection against retrospective punishment	U/A 12 Protection against retrospective Punishment
8	U/A 18 Freedom of religion	U/A 20 Freedom of religion
9	U/A 19 Right to hold views without intrusion	U/A 19 Freedom of speech
10	U/A 21 Right of peaceful assembly	U/A 16 Freedom of Assembly
11	U/A 22 Freedom of Association	U/A 17 Freedom of Association
	U/A 23 Right to marriage	U/A 35 Protection of family
	U/A 24 Children's rights	Children rights are protected U/A 11 (3), 25(3), U/A 25-A, 26(2), 35, 37(e)
12	U/A 25 Political rights	U/A 51 & 62 Political rights
13	U/A 26 Equality before law	U/A 25 Equality of citizens
	U/A 27 Minority's rights	U/A 36 Minority's rights

The above table shows the impact of ICCPR over the Constitution. The following human rights have not been included in the Constitution of Pakistan, 1973, however, a most of these are protected by other laws in Pakistan:

U/A 10 Detainees' Rights

U/A 11 Right to not be detained merely for breach of contract

⁵ The ICCPR was ratified by the President Asif Ali Zardari.

U/A 13 Aliens' rights

U/A 16 Right to recognition before the law as a person

U/A 17 Protection against arbitrary/unlawful interference

Reservations

The Pakistan, initially, made the following reservations regarding the ICCPR:

- (1) that Articles 3, 6-7 and 18-19 of the Covenant would be applied in conformity with the provisions of the Pakistan Constitution of and laws of the Shariah;
- (2) that Article 12 of the Covenant would be applied in conformism with the provisions of the Pakistan Constitution;
- (3) that regarding Article 13 of the Covenant, the Government of Pakistan reserves the right to apply Pakistani laws in respect of the foreigners;
- (4) that Article 25 of the Covenant would be applied in conformity with the provisions of the Pakistan Constitution; and
- (5) that the Government of Pakistan does not accept the jurisdiction of Human Rights Committee as mentioned U/A 40 of the ICCPR.

However, later, the Pakistan removed its reservation regarding Articles 6-7,12-13,18-19 and 40 of the ICCPR. It modified the reservations regarding Articles 3 and 25 as follows:

- a) That Article 3 of the ICCPR would be applicable in conformity with the personal laws of the citizens as well as the Qanoon-e-Shahadat.
- b) That Article 25 of the ICCPR would be applicable in conformity with Articles 41(2) and 91(1) of the Pakistan Constitution 1973.

With reference to ICESCR, the Pakistan, initially declared that its provisions would be implemented in a progressive way subject to the development plans and economic position of the State. The other declaration was that the Covenant would be implemented in compatibility with the principles laid down in the Pakistan Constitution 1973.

Later, the Pakistan modified its declaration into the reservation by stating that to exercise the rights enshrined in the Covenant in the best possible way, all the reasonable means would be used up to the maximum of its existing resources.

Challenges in Implementation

Now, we see a number of issues which have become challenges for implementing the certain provisions of the Covenants in Pakistan.

1. With reference to Right to marry U/A 23 of the ICCPR (which is also provided U/A 16 of the UDHR), the Pakistan has recorded no reservation. Due to this omission, implementation on Article 23 of the ICCPR has become a challenge because the Covenant allows marriages between men and women irrespective of their faith. Under the Islamic law, a Muslim man can marry a Muslim woman, or a woman of Christian or Jewish faith. All the other women are not qualified to become brides of Muslim men. Similarly, a Muslim woman cannot marry a non-Muslim person.

The Article 23 of the ICCPR restricts the marriage only between marriageable couples, i.e., the persons having the age of majority and sound mind, while under the Islamic law, marriage of young children is also recognized which is subject to the confirmation by the spouses (mostly by the wife) on attaining the age of majority.

2. The Pakistan has made no reservation in respect of right to equality U/A 26 of the ICCPR (which is also provided U/A 7 of the UDHR). The Covenant proclaims that man and woman shall have equal rights as to property. The result is that there becomes a contradiction between Article 26 of

the ICCPR and the principles of Islamic law as to inheritance. When equal male and female legal heirs are entitled to their share in the estate, the share of female is half of the share of the male. For example, where there is one son and one daughter of the Muslim deceased, the share of daughter is one-third (1/3) while the share of son is two-third (2/3), which apparently seems injustice, but it is not in fact. And the reason is that every Muslim male is bound to provide maintenance to the female dependents of his family and this obligation is permanent. A Muslim male maintains his wife, mother, sisters and daughters and even other female relations too, if he has sufficient income, but a female is not bound to maintain her male relations.

Similarly, a Muslim male can contract up to four marriages at a time, but a Muslim female can contract only one marriage at a time.

Likewise, a Muslim male can dissolve the marriage by pronouncing Talaq, while a Muslim female cannot do so.

Thus, in several matters, treating both male and female equally, becomes impossible.

3. U/A 18 of ICCPR, the right to profess religion has been recognized. Under this provision, a person may change his religion any time, but under the Islamic Law, a Muslim cannot renounce his religion otherwise he would be punished for committing apostasy. It means that a reservation to this effect would have been recorded to avoid this conflict.

Conclusion

The International Bill of Human Rights deserves to be treated as a great achievement in the history of human rights. In Pakistan, the current theoretical framework of its legal system contains sufficient laws for the protection of human rights. The Constitution of Pakistan incorporates more than 75% of the provisions of the International Human Rights Covenants. The rest of the provisions (except a few) are also protected by other laws of the land. However, the implementation of these laws is not up to the mark. There is need to educate the society about its fundamental human rights which are protected by the laws. With education, people get awareness and confidence which motivate and encourage the public to stand for their rights. In Pakistan, although the process of awareness has started but it needs to be accelerated which is possible when all the sections of the society would put their efforts together. There are, no doubt, challenges in implementing certain provisions of International human rights which may be addressed by taking into confidence all the concerned stakeholders of the society.

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Does Social Media Provoked to Cyber Deception? An Illustrative Based Study of Youth

Nasar Shah, MPhil Scholar, Department of Rural Sociology, The University of Agriculture Peshawar, Pakistan

Muhammad Jawad, Department of Rural Sociology, University of Agriculture Peshawar Pakistan

Younas Khan, Lecturer, Department of Sociology and Political Science, Bacha Khan University Charsadda, Pakistan

Syed Zuhaib Aziz, Department of Sociology, University of Peshawar, Pakistan

*Corresponding author's email: khansoc5@gmail.com

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ABSTRACT

Purpose: The present study was conducted with the sole aim to explore the role of social media in promotion of cyber deception among youth which further lead to deviance among the existing societal order.

Methodology: sample size of 354 respondents (youth) were randomly selected for taking primary data through structured questionnaire technique. Further, the primary data was coded into SPSS for further analysis in terms of descriptive and inferential statistics

Findings: Based on the study results, the study explored that cyber deception caused by the excessive usage of social media which further lead to psychological and physical problems among youth. Moreover, virtual social world and social games are the stakeholders of cyber deception; online shopping of various companies intentionally did cyber deception; content communities and social networking users are the major deception; youth are sharing fake picture from their profile for deception. Likewise, the study also explored that manipulation of sender identity information. Female are more indulged in deceptive behavior than male, usually girl's misuse of social media sites to influence and cash wealthy and loved ones and kidnaping is done through cyber deception

Implications: Thus keeping in view the above results, the government should make such policies to overcome on the premises of the study in an urgent basis with corroboration to busy the future generation in more positive ground on sustainable development projects were the order of the day, along with parents must focus on their youth in terms of proper check and balance on weekly basis with corroboration of proper socialization will subjugate the tumbling factor in today world i.e., cyber deception

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Introduction

Cyber Deception

Deception is defined as the ability to detect deception through certain means. Fraudulent detection ideas are classified as reward indicators and strategic decisions. Symptoms of leaks show sincere intention of someone, that attempts to clarify the another person's speech, for instance small expressions. Besides, strategic verdicts are intended to be transmitted by the swindler in order to succeed in their deception (Humpherys et al., 2011). In order to detect fraud, user behavior is used. The use of hand and facial expression by the user is one of the method adopted by Blob for recognizing the fraud (Lu et al., 2005). In addition, the following ideas are also used to perceive fraud. They are "Interpersonal Deception Theory (IDT), Leakage Theory (LT), and Expectancy Violations Theory (EVT)" (Burgoon et al., 2005). Two researchers conducted a study on IDT and found that the method is driven by policy. IDT makes it seem that deception is a strategic activity under various detection systems. Leaked theory is also used to detect fraudulent indicators but these are automatically introduced by the fraudster due to the inability to reconstruct the equivalent of true behavior (Tsikerdekis and Zeadally, 2014).

Sock puppet cases include text from real users who deliberately create multiple identities and deliberately try to hide their relationship with the sock pup master. Thus through this chorus researchers can easily explore the writing style of each user and acquire multiple identities (Solorio et al., 2013). Stylometry is a method of forensics that helps security researchers finds ownership of anonymous documents. It answers questions such as, "Who is the author of the document?" (Afroz et al., 2012). Now a day, the association protection media are exceptionally worried about individuals being acquainted with a wide extent of maltreatment through Online Media Stages. The unsafe target of people beguiling different people develops a modernized risk that is perhaps the most hard to battle. Significantly more by and large, these high level dangers are annoyed with the sheer number of inadequacies present in social media (SM), the measure of accessible and various types of SM, the vulnerable game plan and improvement of SM, the giant volumes of unstructured substance, and the chances that SM accommodate people acting noxiously (Assunção et al., 2015; Haimson and Hoffmann, 2016; Chaffey, 2016). These sections all add to SM being unimaginably vulnerable against modernized hazards accomplished by noxious clients. Likewise, because of these high level dangers and SM deficiencies we witness a disturbing improvement in the greatness of mechanized tormenting, data blackmail, character copy, dispersal of sexual redirection, trickiness (Galán-García et al., 2015; Smit, 2015; Gurajala et al., 2015; Kabay et al., 2014).

Electronic dating deception has been the place of intermingling of considered different scientists. For instance, people introduce themselves truly in their electronic dating profiles. They found that individuals purposefully deceive and accepted that trickery on certain person ascribes like picture, locale, age and sexual bearing, are more ordinary (Toma et al., 2008). Equivalent appraisal on web based dating extortion in any case rotated around the photographs introduced on these electronic dating profiles alone (Hancock and Toma, 2009). During another agent screening could effectively see people admitting all from individuals (Nahari et al., 2016). Past criminal records and contemplated the information equipped by the culprits with the authentic information. The information they got familiar a development with show the person credits about which these criminals were all around made a beeline for lie. It was discovered that criminals most reliably lied about their name (Wang et al., 2006). Keeping in view the above stock of literature, the present study was designed to explore the role of social media in the view of cyber deception through sociological and criminological lens. Moreover, this article tries to explore the aforementioned problem through associational and perceptual research methods i.e. chi-square test statistics, repressively.

Material and Methods

A cross sectional based study was conducted in district Dir lower Khyber PukhtunKhwa (KPK) Pakistan. A sample size of 354 respondent (youth) out of total 4468 population was selected randomly as per Sekaran (2003) criteria. The primary data was collected through structured questionnaire from two government collages i.e., Government Post Graduate College Timergara (GPGCT) and Government Girls Degree College Timergara (GGDCT) respectively. After data collection, the data was coded into Statistical Packages for Social Sciences (SPSS) to determine the results in terms of descriptive and inferential statistics. The results of univariate were obtained in the form of frequency and percentages while the result of bivariate analysis, chi-square test statistics was used to measure the association between dependent (deviance) and independent variable (cyber deception).

Result and Discussion

Descriptive Statistics Explanation

Table 1 depicted that majority of the sampled respondents 88.7 percent were using social media sites, 70.1 percent were agreed that excessive usage of social media provoked to deviant behavior at macro and micro level, and 68.6 percent were agreed that deviant behavior on social media create a psychological and social disorder at societal and individual level. Likewise in the next statement that media addiction due to excessive usage of social media drastically affects academic performance, as witnessed by Nain, (2014) that, excessive use of social media is a waste of time and has a detrimental effect on health student's academic performance as well. 68.6 percent of the respondents were agreed with the statement, 74.3 percent were agreed that academic performance is weak due to excessive usage of social media sites at formal and informal learning setup and 75.4 percent of the respondents were agreed, social media usage had negative effects on student's social behavior in daily life. These results were also in line with Nain (2014) who disclosed that the excessive usage of social media wasting the time and worsen youth social behavior and student's academic performance at school which lead to deviance among them in present and future scenario. Moreover, majority of the sampled respondents 52.5 percent were disagree that victimization through online harassment leads to socio-psychological dysfunctional. It could be deduced from these findings that online victimization were not perpetuated in the study area. However, the current results were not similar outlook with Keijsers et al., (2012) and Ybarra et al., (2007) who disclosed that social media usage harassment like in the shape of face to face victimization the negative consequences associated with it. Likewise majority of the respondents 58.5 percent were agreed that excessive social media often lead toward inclination of drugs and others substance abuse in your area and 66.4 percent of the respondents disclosed that juvenile delinquency caused due to the excessive usage of social media by both parents and teachers. It could be inferred from these results that, parents and teachers excessive usage of social media instead of their concerned duty i.e., socialization of younger generation in day to day life further worsen the career of the youth (Hirschi, 2001).

Table 1: Perception of the Respondents Regarding Dependent Variable (Deviance among Youth)

Statement	Agree (%)	Disagree (%)	Total (%)
Are you using any social media sites?	314(88.7)	40(11.3)	354(100)
Excessive usage of social media provoked to deviant behavior at macro and micro level.	248(70.1)	106(29.9)	354(100)
Deviant behavior on social media creates a psychological and social disorder?	225(63.6)	129(36.4)	354(100)
Media addiction due to excessive usage of social media drastically affects academic performance.	243(68.6)	111(31.4)	354(100)
Academic performance is weak due to excessive usage of social media sites at formal and informal learning setup.	263(74.3)	91(25.7)	354(100)
Do you agree that social media usage had negative effects on student's social behavior in daily life?	267(75.4)	87(24.6)	354(100)

Are you become a victim of any online harassment, which led to socio-psychological dys-functionalism?	168(47.5)	186(52.5)	354(100)
Do you agree that excessive social media often lead toward inclination of drugs and others substance abuse in your area?	207(58.5)	147(41.5)	354(100)
Juvenile delinquency is caused due to excessive usage of social media by parents & teachers.	235(66.4)	119(33.6)	354(100)

Association between CD and Deviant Behavior (DB)

Table 2 explored the association between dependent variable (deviant behavior) and independent variable (Cyber Deception) through associational test i.e., chi-square test statistics. A highly significant association ($P= 0.000$) was found between DB that CD is caused through the excessive usage of social media it could be deduced from these findings that CD at social media sites contributed to negative reper causation at societal and individual level. As these results were also similar with Ma and Lei (2010) & Jin et al. (2021) who disclosed that in China, there are three types of CDB (cyber deviant behavior) are found among youth, CF (cyber flaming) and CP (cyber pornography) and CD (cyber deception) due to the excessive usage of social media. Moreover a highly significant association ($P= 0.000$) was found between DB and Cyber deception leads to psychological and physical problem. It could be inferred from these findings that mental and physical health worsens day by day due to CD in the existing society. This statement was also supported by Roberts and Dunbar (2010) disclosed that, social media sites affect our youngsters socially, emotionally, physically and the huge time of their life in cognitive development deteriorate due to CD. Similarly in the next statement that virtual social world and social games are the stakeholders of cyber deception and DB was found a non-significant association ($P= 0.386$) it could be deduced from the above inferences that excessive usage of social media effects younger generations in term of all institutional structure in the current scenario. Furthermore, a highly significant association ($P= 0.000$) was found between DB and online shopping of various companies intentionally did CD. This statement is not in line with Kaplan et al., (2010) and Lenhart & Madden, (2007), who dismantled that online business is done through SM sites by the youth, which have access to different technologies for keeping them connected through these sites with each other, so the usage of SM sites is rapidly grown in children, elders and especially in youth worldwide, empowering new chances for self-promoting learning and making a wide level relation and interaction and the controlling of discretion and closeness. Moreover a non-significant association ($P= 0.908$) was found between DB and content communities and social networking users are the major deception. This statement was line with Wang et al., (2006) who explored that content communities and social networking users are the major deception in today era. Likewise highly significant association ($P= 0.000$) was found between DB and youth are sharing fake picture from their profile for deception. It could be inferred from such findings that due to the excessive usage of SM sites new deceptions activities were awakened which further lead to dysfunctionism at community and individual level, as Kapidzic and Herring (2014) dismantled that young people pick their profile pictures as solicitations to interface with others, and their decisions address socially predominant belief systems of sexual orientation and race as built up by broad communications pictures. Moreover a highly significant association ($P= 0.000$) was found between DB, manipulation of sender identity information, content, and communication channel with low difficulty lead to high deception on social media and DB. These results were also in line with Brickman-Bhutta, (2009) and Fox et al., (2007) who disclosed that, online chatting, calling and sharing of media and leaking of personal information and communication to the unknown people will need further research in the same field. Notwithstanding, non-significant association ($P= 0.634$) was found between DB and female are more indulged in deceptive behavior than male. These findings are supported by Mitchell et al., (2014) who disclosed that young girls are get more inappropriate behavior in examination with young men. Similarly, a highly significant association ($P= 0.000$) was found between DB and usually girl's misuse of social media sites to influence and cash wealthy and loved ones, These results was supported by Kim (2004) stated that ladies may post hot pictures of themselves online in light of the fact that it causes them to feel engaged. For instance, young ladies who much of the time read cosmopolitan or excitement are bound to see sex as a fun, easygoing action and were stronger of ladies assuming responsibility in sexual connections. Lastly a highly significant association ($P= 0.000$) was found between DB and Kidnaping is done through

CD, which is sub type of social media.

Table 2: Association between independent variable (cyber deception) with dependent variable deviant behavior

Statement	Dependent variable	Chi-square & P value
Cyber deception is caused through the excessive usage of social media.	Deviant Behavior among youth	$\chi^2 = 88.031$; $P = 0.000$
Cyber deception leads to psychological and physical problem.		$\chi^2 = 98.483$; $P = 0.000$
Virtual social world and social games are the stakeholders of cyber deception.		$\chi^2 = .786$; $P = 0.386$
Online shopping of various companies intentionally did cyber deception.		$\chi^2 = 76.599$; $P = 0.000$
Content communities and social networking users are the major deception.		$\chi^2 = .028$; $P = 0.908$
Youth are sharing fake picture from their profile for deception.		$\chi^2 = 51.400$; $P = 0.000$
Manipulation of sender identity information, content, and communication channel with low difficulty lead to high deception on social media.		$\chi^2 = 1.669$; $P = 0.210$
Female are more indulged in deceptive behavior than male.		$\chi^2 = .314$; $P = 0.634$
Usually girl's misuse of social media sites to influence and cash wealthy and loved ones.		$\chi^2 = 45.461$; $P = 0.000$
Kidnaping is done through cyber deception, which is sub type of social media.		$\chi^2 = 53.264$; $P = 0.000$

Conclusion

A cross sectional based study was conducted to explore the CD through perceptual based study in district Dir lower Pakistan. Based on the study dynamics the study found that CD is caused through the excessive usage of SM which further worsen the socio-psychological wellbeing of the societal members at macro and micro level. Moreover, virtual and social world, social games, online shopping companies, content communities and social networking uses are the major symbolize through cyber deception scenario. Moreover, the study also explored, that manipulation of sender identity information, content and communication channel disrupted the societal equilibrium i.e., female are more indulged in deceptive behavior than male, as usually girls misuse the social media sites to influence and cash wealthy and loved one and lastly kidnaping in also done through CD in the study area. Thus, parents should motivate their youth to use internet and other media sources only for the purpose of education, while in educational institution teachers to encourage students to improve their knowledge through internet irrespective of involvement in those sites which cradle into CD which is cry of the day of every society around the globe. A proper check and balance by the parents in familial life and teachers at schooling life will positively contributed to overcome on the surging issue of CD is the order of the day. Lastly, the government should also make policies pertaining to CD cases more severe, along with ban on such websites which further lightened the CD endeavor.

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Nexus among the Hofstede Cultural Dimensions and Consumer Brand Loyalty: Empirical Evidence from Pakistan

Iqra Hafeez, COMSATS University Islamabad, Sahiwal Campus, Pakistan**Qamaruddin Maitlo**, Department of Business Administration, Institute of Business Administration (IBA) Sukkur, Pakistan**Ishfaq Ahmed Lashari**, School of Management, Wuhan University of Technology, Wuhan, China***Khaliq Ur Rehman**, Office of Research Innovation and Commercialization, University of Management & Technology, Lahore, Pakistan*Corresponding author's email: khaliqcheema@gmail.com**ARTICLE DETAILS****History***Revised format: Nov 2021**Available Online: Dec 2021***Keywords***Hofstede's Cultural Dimensions, Consumer, Brand Loyalty, Pakistan***JEL Classification***M1, M2***ABSTRACT**

Purpose: The current research aims to investigate the nexus among Hofstede's national cultural dimensions and consumer brand loyalty in Southern Punjab, Pakistan. These cultural dimensions represent the independent fondness of one state of affairs over another that distinguishes the country's culture (rather than individuals) from each other.

Design/Methodology/Approach: Current research adopts a survey research method for data collection following the quantitative research strategy. Primary data through a self-administrated questionnaire was collected from individuals in southern Punjab, Pakistan's major cities. Current research has targeted 1110 individuals for data collection, out of which 900 people responded positively to our instruments. Descriptive statistics, Spearman correlation, and multiple regressions techniques were used to analyze the impact of Hofstede's cultural dimensions on brand loyalty.

Findings: The current research findings are fascinating as spearman's correlation shows that Cultural dimensions have a positive relationship but are negatively associated with consumer brand loyalty. Multiple regression analysis results also show that cultural dimensions do not significantly impact consumer brand loyalty.

Implications/Originality/Value: In the Pakistani cultural context, brand loyalty does not take much influence from the cultural values, but there could be some other factors that may affect brand loyalty. Further researchers can explore the exciting reasons for the current research results. Future studies can also explore the other factors which may influence brand loyalty, especially in the culture of southern Punjab, Pakistan.



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Introduction

Brand loyalty has remained a topic of interest for both practitioners and academicians. Relationship marketing has its roots in brand loyalty (Chinomona, 2016). Several factors affect brand loyalty, such as brand benefits, after-sale services, added values, brand trust, genetic influence, price consciousness of consumers, and cultural values (Steenkamp, 2019). Producers and marketers usually analyze the market and sales to get the maximum share in the market. Situation analysis consists of 3Cs Company, Customers, and Competitors, which further extended to 5Cs with the addition of Climate and Collaborators (Todorov & Akbar, 2018). Customer is the main motive of marketers and, without him, nothing can be produced or sold. An individual who purchases goods and services for use according to his taste, interest, need, income level, culture, awareness, and availability in the market is a consumer (Moliner-Velázquez, Fuentes-Blasco, & Gil-Saura, 2019). Consumer buying behavior is a process of decisions and actions that a consumer involves during purchasing and using products and services (Gaur, Amini, Banerjee, & Gupta, 2015; Sudha & Sheena, 2017).

Consumers buy any product after crossing six stages of decisions making. First of which is problem recognition (awareness of need). Sometimes consumer is aware of their need and sometimes unaware. To stimulate the unaware needs of the consumer, marketers use advertisements to provide information and create demand. The second stage of consumer decision is information searching about the problem's solution that can be internal or external. After purchasing the product, a consumer can be satisfied or dissatisfied (Aguirre-Rodriguez, Bosnjak, & Sirgy, 2012; Solomon, White, Dahl, Zaichowsky, & Polegato, 2017). If a consumer is satisfied, it will have a good image of the company, which will lead to brand loyalty. Brand loyalty means to re-buy your favorite products or services consistently in a future life, and brand loyalty is influenced by the situation, price advantages, and advertisement or references groups (IsHak et al., 2013).

In their study, Syed, Rehman, and Kitchlew (2018) described that brand loyalty is the competitor advantage of an organization over the other companies. Every company tries to create brand loyalty to reduce its market expenses and build a long-term relationship with the customers (Kapferer, 2008). There are six ways to create brand loyalty: competitor advantage, brand affiliation, credibility, accessibility, Connection ability, and repurchasing (Kotler & Pfoertsch, 2006). Consumers try to purchase their favorite brand even at a high price, whether competitive brands are available with the same attribute in the market at a low price (Viswanathan, Torelli, Xia, & Gau, 2009). For example, in the USA, people are loyal to Apple products, while in Finland, people are loyal customers of Nokia Phones, but the question arises why they are so. The answer is they are easy to use. Undoubtedly, a loyal customer is ready to purchase their favorite brand at a high price and, after purchase, promote their brand without getting any favor (Keller, Parameswaran, & Jacob, 2011). Therefore, the brand's loyal customers are less influenced by advertisements or environmental factors (Iglesias, Singh, & Batista-Foguet, 2011). Companies try their best to create brand loyalty in long-term relationships. Therefore, to understand Brand loyalty, you must understand attitudinal loyalty, behavior intent, behavioral loyalty, brand building loyalty, and trust loyalty. Attitudinal Loyalty has three main cognitive, affective, and behavioral intent dimensions. Its development is based on a brand image that can develop through media. Loyalty means consumer satisfaction, but satisfaction does not lead to loyalty. It can play a role in building loyalty, but saying this that customer satisfaction leads to loyalty, is not suitable.

No doubt, it is pretty easy to convert a satisfied customer into a more loyal customer than an unsatisfied customer. Therefore, we can say that if the consumer's attitude is positive towards a brand, they will be more loyal so, by making a favorable attitude towards the brand, you can shift switching buyers to loyal buyers (Sheu, 2016). Behavioral Intent is an intermediary state between attitude and behavior. It appears in different forms, either to buy a product for the first time or repurchase commitment. Behavioral

Loyalty focuses on the repeated buying behavior of the consumer. The consumer can be loyal to the brand or with the store from where he purchased. Behavior loyalty is a complex term and cannot be measured in the true sense.

Brand building activities build a brand image and can be divided into two major areas: brand image building and frequency programs (Kaushik, 2016). Promotion tools and advertisements will help develop a brand image. Consumer relationship also builds the brand image like the “Volkswagen Owners Association” and the “Mickey Mouse Club.” Trust builds Loyalty. Therefore, perceptions, beliefs, ideas, and attitudes that family, society, or other institutions are the values, which refers to culture. Every country has its cultural dimensions that affect consumers’ buying behavior. Therefore, marketers and producers always remained interested in examining the factors that affect consumer buying behavior. To know about the culture dimensions in 1983, Hofstede’s conducted a study in 53 countries and identified five dimensions of culture. Therefore, the focus of the study is to measure the impact of cultural dimension on consumer buying behavior by replicating the same model of Hofstede’s cultural dimension (Power Distance, Uncertainty Avoidance, Individualism-Collectivism, Masculinity-Femininity, and Confucian Dynamism). The current research study considers all dimensions except confusion dynamism.

Literature Review

Brand Loyalty is one of the essential factors in research and the commercial markets around the globe because organizations are heavily investing in loyalty programs (Reinartz & Kumar, 2002). Still, most of the time, these programs generate temporal loyalty, where customers seem loyal while organizations cannot sustain those customers in the longer run (Jones, 1995). Consumers’ loyalty can only be achieved by delivering superior customer experience and value (Reichheld & Schefter, 2000; Shafiq, Shafique, Din, & Cheema, 2013). One of the essential objectives for a company is to gain loyalty as it is much easier to attain existing customers than generate new customers as it requires less effort and resources than generating new customers (Naveed, Akhtar, & Cheema, 2012). Loyalty counts for consumers’ repeatedly purchasing the same product in a certain period, depending on the consumer’s experience with the product. Loyalty refers to the consumer’s behavioral factors, whether the consumer will purchase the specific product in the future or switch to alternates (Lin, Wu and Wang 2000). There are several factors determining brand loyalty. These factors can be product characteristics, Consumer characteristics, and market characteristics. Product characteristics includes quality, aesthetics, product line, brand popularity, packaging, new product trial, free gifts and vouchers etc. consumer characteristics involves perceived quality, repeated purchase, brand commitment, and consumer demographics (age and income level of consumers). Market characteristics include store location, advertisement, marketing strategy, market and store environment etc (East, Harris, Willson, & Hammond, 1995; Lin, Wang, & Wu, 2000; Rundle-Thiele & Bennett, 2001). A significant work is already available on brand loyalty, different dimensions of brand loyalty as well as determinants and consequences of brand loyalty. However, brand loyalty has not been explored terms of national culture and its dimensions, especially in developing countries like Pakistan. The current study attempts to find how cultural dimensions given by Hofstede can influence consumer brand loyalty.

Khuhro, Bhutto, and Sarki (2015) examined the impact of university students’ culture and lifestyle on brand meaning. They found a positive relationship between cultural values and lifestyles of university students. While (Lupyan & Thompson-Schill, 2012) examined the impact of antecedents (perceived quality, perceived value, and trust) on consumer brand loyalty, they investigated the moderate effect of cultural values on consumer brand loyalty. The results showed that perceived value does not influence consumer brand loyalty while Hofstede’s cultural dimensions significantly impact brand loyalty. Consumers with a high degree of collectivism are more loyal than individualists by replicating Hofstede’s cultural dimensions. Five cultural dimensions, i.e., power distance, uncertainty avoidance, masculinity-femininity, individualism-collectivism, and Confucian work dynamics, take one eastern country, Taiwan, and one western country, the United States, to restudy their cultures by extending

Hofstede's work investigating occupational culture in the higher education setting. The results showed a continuous change in the culture due to political, social, and economic factors. So the culture cannot be static; instead, it is dynamic (Wu, 2006).

Podrug, Filipović, and Stančić (2014) used Hofstede's national cultural dimensions in Central European countries (Croatia, Bosnia & Herzegovina, and Slovenia). The findings showed that these countries have some similarities and differences according to value orientation in their countries. They examined a minor degree of power distance in these three countries, indicating that people want to live independently. Croatia has a lower degree of uncertainty avoidance, while Slovenia, Bosnia, and Herzegovina have a high degree of uncertainty avoidance that confirms the (Hofstede, 2001) research. Results on Individualism collectivism in this research also confirm the Hofstede assumption that there is a global shift from collectivism towards individualism. Croatia and Slovenia have masculinity dominancy that showed their people have a high degree of assertiveness, competitiveness, success, accomplishments, less cooperation, balanced life, care for others, etc.

In contrast, Bosnia and Herzegovina have a low degree of masculinity compared to the sample taken. Traditions, customs, rituals, and religions that confirm Hofstede's findings characterize these societies. Croatia, Bosnia, and Herzegovina have short-term orientation, while Slovenia has a slightly long-term orientation (Podrug et al., 2014). Sun, Lin, and Chou (2005) conducted an exploratory study in Australia. In this research, the main objective was to measure the effects of culture over marketing mix and consumer buying behavior because the previous studies did not cover these aspects. They only examined the effects of culture over brand loyalty. In this research, Hofstede's culture dimensions (Power Distance, Uncertainty Avoidance, Individualism-Collectivism, and Masculinity-Femininity) were considered. It was an empirical study to examine the effects of cultural dimensions on consumer-reported "proneness" to brand loyalty. The results showed that cultural values could affect brand loyalty and play a role in consumer decision-making.

Moreover, the result of the study will contribute to the exciting work. It is well-defined from the above research that culture is not a static thing; instead, it is a dynamic in its nature. Therefore, in this study, Hofstede's cultural values were used to measure their impact on consumer brand loyalty.

Theoretical Framework

Culture influences consumers' perceptions and reactions (Allman, Hewett, & Kaur, 2019; Fan, Shen, Wu, Mattila, & Bilgihan, 2018) which eventually affects their purchase decisions. Culture has remained an exciting topic, and it has been widely researched in social and behavioral sciences literature (Geert Hofstede, 1980; Inkeles & Levinson, 1969; Miller, 2020; Triandis, 1996; Trompenaars, 1994). Culture is defined as *"the collective programming of the mind, which distinguishes the members of one group or category of people from another"* (Hofstede, 1997, p. 5). Hofstede (1980-1994) conducted a study over fifty-three countries and gave basic dimensions of differences among national cultures, which distinguishes one culture from others. Later on, some researchers criticized Hofstede's research; many critics opposed Hofstede's generalization of the study among different cultures (Yeh, 1988). On the other hand, Marchers adopted cross-cultural research on attitudes and behaviors (Fam & Merrilees, 1998; Liu, Sudharshan, & Hamer, 2000) and cultural differences (Lim, 2016; Moran, Harris, & Moran, 2007). Hofstede (1991) proposed that these cultural dimensions can differentiate national cultures. They can also use at the individual level within cultures. A wide range of studies is available in the literature that uses Hofstede's cultural dimensions at the individual level (Aycan, 2005; Suls, Martin, & Wheeler, 2002). They conducted their study based on Hofstede's dimensions to determine brand loyalty at the individual level within cultural differences.

Hypothesis Development

The current research study has taken Hofstede's cultural dimensions (Individualism-collectivism, Uncertainty Avoidance, Power Distance, and Masculinity-femininity) as independent variables, whereas

consumer brand loyalty was taken as a dependent variable. After reviewing the literature, four hypotheses were formulated based on the variables to achieve the study's objectives.

The first dimension given by Hofstede is Individualism. Individualism is an ethical psychological concept that focuses on human beings' perceptions about their life. Individualism refers to individuals' attitudes towards the concept of self (Dawar, Parker, & Price, 1996). It defines that individualistic people think and judge independently by giving full authority to their thinking. Individualism elaborates the sovereignty of one's life, thinking, decision, liking and disliking, etc. They only think about their lives, not others, in their daily routine. Collectivism is the opposite of individualism, where people prioritize collective goals (Singelis, Triandis, Bhawuk, & Gelfand, 1995). In collectivism, people think more about norms and social rights (Matsumoto, 2000). People who have a high degree of individualism are self-centered, and they take less influence on an advertisement, social norms, or advocacy. They will purchase those products to whom they like or are more suitable. According to Hofstede's cultural dimensions index, Pakistan has 14 for individualism and 86 for collectivism.

The second dimension of (G. Hofstede, 1980) is Uncertainty Avoidance. People remain satisfied, feel comfortable in their existing structured situation, and feel uncomfortable in the unstructured, new, unknown or unusual atmosphere and situation. Consumers who have a high degree of uncertainty avoidance remain more loyal to their existing brand than consumer who has a low degree of uncertainty avoidance. According to Hofstede's survey, the uncertainty avoidance in Pakistan is 70. The third dimension is masculinity. Masculinity preference assertiveness, accomplishment, and material success, while femininity refers to relationships, modesty, and caring for others. People who are high in masculinity are more independent and sovereign in their decisions; they are likely to get less influence of external factors and remain loyal to their existing brand. The masculinity score from Hofstede's survey was 50 in Pakistan.

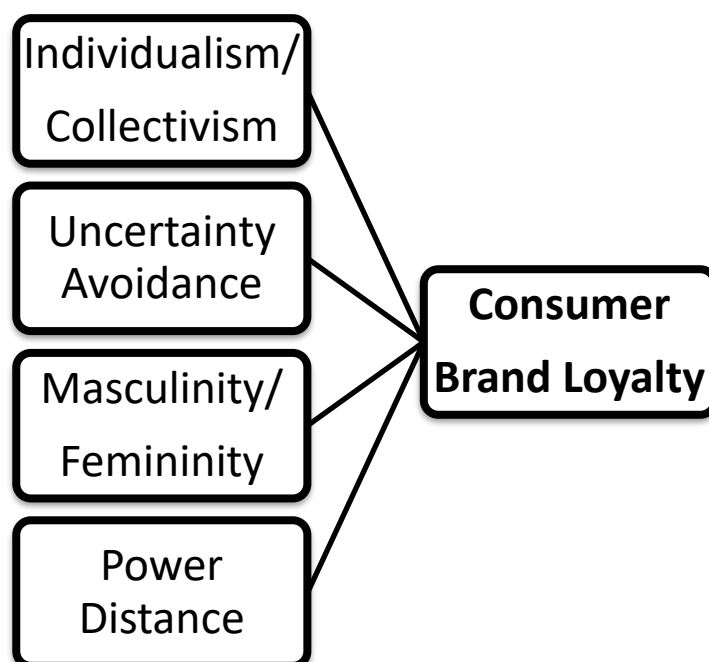
The fourth dimension is Power Distance. Power distance means the extent to which the members of the social exercise and like to distribute the power unequally among individuals. Consumers who have a high degree of power distance accept more inequality in society than consumers who have a lower degree. In a high degree of power distance, people will buy the product by the influence of their reference groups: peers, superiors, friends, and family, while in a low degree of power distance, people will buy whatever they like without considering others. Therefore, the consumers who have a high degree of power distance remain less loyal to their existing products and easily switch to the new brands by the influence of reference groups. At the same time, consumers who have a low degree of power distance remain more loyal to their existing brands. In Pakistan, the power distance score is 55.

H1: The consumer who has a high degree of individualism will be more loyal to the brand than a low degree of individualism.

H2: Consumers with a high degree of uncertainty avoidance have a greater proneness to brand loyalty than those who score low in uncertainty avoidance.

H3: Consumers with a high degree of masculinity are more loyal to their brand than consumers who have a low degree of masculinity.

H4: Individuals who score high in power distance will be less prone to brand loyalty than those who score low.



Research Methodology

Following the quantitative research strategy, current research adopted the questionnaire survey method to collect primary empirical evidence to validate the research objectives. In total 1100, individuals were targeted by following the convenience and random sampling technique from significant cities of southern Punjab, Pakistan. Out of these 1100, only 900 respondents positively took part in the research. To measure Hofstede's cultural dimensions questionnaire has been adapted from (Hofstede & Bond, 1984), and for the consumer brand loyalty, the instrument was adapted from (Ghafoor, Iqbal, Tariq, & Murtaza, 2012). The instruments are valid and reliable as they were already used in different studies in different contexts. The questionnaire is divided into two sections. The first section contains the questions related to the respondents' personal information, i.e., age, gender, qualification, family structure, social class, and nature of the job. The second part of the questionnaire consists of questions regarding independent variables (Hofstede's cultural dimensions, i.e., Individualism-Collectivism, Uncertainty Avoidance, Power Distance and Masculinity-Femininity) and the dependent variable (consumer brand loyalty) measured in an ordinal scale. Measuring the impact of Hofstede's cultural dimensions on Consumer Brand loyalty, the following regression was proposed and empirically tested $c_t = \beta_0 + \beta_1 \text{Individualism-Collectivism} + \beta_2 \text{Uncertainty Avoidance} + \beta_3 \text{Power Distance} + \beta_4 \text{Masculinity-Femininity} + \varepsilon_{c,t}$ Where: β_0 – constant, ε – Model error, c – Consumer, t – Purchasing at a particular time.

Results and Discussion

Descriptive statistics analysis is used to measure personal factors; the results of descriptive statistics are described in table 1 below.

Table 1 Demographic Information of the Respondents

	Range	Minimum	Maximum	Mean	Std. Deviation
Age Of Participant	2.00	2.00	4.00	2.3905	.52797
Gender	3.00	1.00	4.00	1.5905	.78072
Family Income	3.00	1.00	4.00	3.2952	1.05542
Type Of Family	3.00	1.00	4.00	1.7714	.50492
Social Class	3.00	1.00	4.00	2.2095	.58335
Education Of The Participant	5.00	1.00	6.00	3.6095	1.11368
Location	4.000	1.00	5.00	1.4381	.783530
Nationality	.00	1.00	1.00	1.0000	.00000

Occupation	5.00	1.00	6.00	2.3429	.66258
Nature Of Job	4.00	3.00	7.00	5.3810	.75168

Descriptive statistics results have shown that a maximum number of people belong to the age group of 20-30, whereas a minimum number of participants fall in 40-50 years. Male respondents were in more significant numbers as compared to female respondents. Maximum participants have more than 50,000 rupees monthly income, whereas minimum respondents earn below 25,000 rupees. Maximum respondents live in the joint family system while the minimum is living in a nuclear family. There are three main categories of social classes in Pakistan. i.e., Upper class, upper Middle class, and Working-class. In this study, maximum participants are from the middle class, and the minimum is from the upper class. The maximum respondents of the study have a master's level of education, and the minimum respondents have intermediate-level education. The sample was taken from the cities of southern Punjab, Pakistan. The nature of the job of maximum participants was teaching whereas the minimum was trained officers,

Table 2 Reliability Analysis

Items	Cronbach's Alpha
Independent	.705
Dependndet	.758

The reliability of independent and dependent variables was analyzed by comparing the calculated value of Cronbach's alpha through the scale reliability technique with the standardized value of Cronbach's alpha. Cronbach's alpha scores are more than 0.70 for the independent variable and dependant variable that suggested reliability in the item of the variables.

Table 3 Spearman Correlation Analysis

Spearman's rho		Indv.	UA	M & F	P D
Uncertainty Avoidance	Correlation Coefficient	.388**			
Masculinity And Faminity	Correlation Coefficient	.350**	.403**		
Power Distance	Correlation Coefficient	.150	.236*	.062	
Consumer Brand Loyalty	Correlation Coefficient	.119	.151	.059	.023

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Spearman's correlation technique has been used to test the correlation between the dependent and independent variables. Results of spearman's correlation have are given in table 1.3. Results describe that Individualism-Collectivism Has Positive and Significant Correlation with Uncertainty Avoidance (0.388) and masculinity and femininity (0.350) but no correlation with power distance (0.150) and consumer brand loyalty (0.119). Uncertainty avoidance is positive and significantly correlated with individualism (0.388) and masculinity and Femininity (0.403) but weak correlation with power distance (0.236) whereas no correlation with consumer brand loyalty (0.151). Masculinity and femininity have a positive and significant correlation with individualism-collectivism (0.350) and uncertainty avoidance (0.403) but do not correlate with power distance (0.062) and consumer brand loyalty (0.059). Power distance has a positive and significant correlation with uncertainty avoidance. There is no correlation among individualism (0.150), masculinity and femininity (0.062), and consumer brand loyalty (0.023). Consumer brand loyalty has no correlation among Hofstede's cultural dimensions, i.e., individualism, uncertainty avoidance, masculinity and femininity, power distance. It means that if independent variable increase in value, the dependent variable will not increase. Similarly, when independent variable decrease, the dependent variable will not decrease because they do not correlate. The significance (2-tailed) values were not less than 0.05, which described that H1, H2, H3, and H4 are not in the acceptable region.

Table 4 Model Summary of Multiple Regressions Analysis

Model	Variables Entered	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
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1	Individualism	.187 ^a	.035	.026	.33191	
2	Uncertainty Avoidance	.196 ^b	.038	.019	.33299	
3	Masculinity And Faminity	.217 ^c	.047	.019	.33307	
4	Power Distance	.219 ^d	.048	.010	.33463	1.942

Multiple regression analysis is used to examine the relationship between dependant and independent variables; when there is more than one variable in the model, and adjusted R square value is used to balance the effect of independent variables. The value of adjusted r square is 0.026 for individualism 0.019. for uncertainty avoidance, and same for masculinity and femininity and 0.10 for power distance which exhibits that change in the overall consumer brand loyalty is 7.4 % due to Hofstede's culture dimension is not significant. It also showed the degree of influence of independent variable over dependent variable is the week in this model. The Durbin-Watson test value is 1.942, within the acceptable range of 1.5-2.5, which describes no autocorrelation and multicollinearity among dependent and independent variables.

Table 5 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.413	1	.413	3.750	.056 ^b
	Residual	11.347	103	.110		
	Total	11.760	104			
2	Regression	.450	2	.225	2.029	.137 ^c
	Residual	11.310	102	.111		
	Total	11.760	104			
3	Regression	.555	3	.185	1.669	.178 ^d
	Residual	11.204	101	.111		
	Total	11.760	104			
4	Regression	.562	4	.140	1.255	.293 ^e
	Residual	11.198	100	.112		
	Total	11.760	104			

A two-way ANOVA test was used to explore the nexus among Hofstede's cultural dimensions and consumer brand loyalty. Results revealed no significant impact of Hofstede's Cultural dimensions on consumer brand loyalty ($p < 0.05$) for all four independent variables. In this case, the F ratio is low, and the significance value is above 0.05. There are more than one independent variable and one dependent variable in current research, so a multiple regression model has been applied.

Table 6 Regression Coefficient

Model		Un-standardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error			
1	(Constant)	3.351	.131		25.555	.000
	Individualism	.122	.063	.187	1.936	.056
2	(Constant)	3.324	.139		23.857	.000
	Individualism	.098	.076	.150	1.293	.199
	Uncertainty Avoidance	.032	.056	.067	.576	.566
3	(Constant)	3.461	.198		17.478	.000
	Individualism	.111	.077	.171	1.448	.151
	Uncertainty Avoidance	.048	.059	.100	.826	.411
	Masculinity And Faminity	-.071	.072	-.106	-.975	.332
4	(Constant)	3.428	.242		14.152	.000
	Individualism	.111	.077	.171	1.435	.154
	Uncertainty Avoidance	.045	.061	.093	.740	.461
	Masculinity And Faminity	-.069	.073	-.103	-.940	.350

POWER	.012	.051	.025	.242	.809
DISTANCE					

a. Dependent Variable: Consumer Brand Loyalty

The regression coefficient table represents that B_0 =constant value is 3.428, which is too high, whereas $\beta_1 = 0.111$, $\beta_2 = 0.045$, $\beta_3 = -0.069$, and $\beta_4 = 0.012$, which shows that Hofstede's cultural dimensions do not have a significant impact on consumer brand loyalty. After analyzing the results, it concluded that H1, H2, H3, and H4 fall in the rejection region.

Conclusion

Results of the study suggest that consumer brand loyalty is not influenced by cultural values (Lim, 2016) also found in their research that only H1(The consumer who has a high degree of individualism will be more loyal to brand compared to a low degree of individualism). And H2 (Consumers who have a high degree of uncertainty avoidance have a greater proneness to be brand loyal than those who score low in uncertainty avoidance) positively impact consumer brand loyalty. But H3(Consumers who have a high degree of masculinity are more loyal to their brand as compared to the consumer who has a low degree of masculinity) and H4(Individuals who score high in power distance will be less prone to brand loyalty than those who score low in power distance) rejected in their study. This research suggests that H1 and H2 are also rejected along with H3 and H4. Therefore, in Pakistan, cultural dimensions of Hofstede's Model have a low impact on consumer brand loyalty. Some research positively influences consumer brand loyalty due to different cultural traits and values because cultural index varies from one country to another. The study's findings will provide a guideline for the producers and marketers to understand that cultural dimensions negatively impact consumer brand loyalty. Brand loyalty is the ultimate task of any company so that they may reduce their per-unit cost and enhance their market share so; these findings help them to understand that there are some factors other than cultural values which have a positive and substantial impact on consumer brand loyalty other than cultural values in Pakistan. The results are accurate and helpful for stakeholders, but they also have limitations such as sample size, variables, survey tool, and a single research approach. For future researchers, there is an opportunity to find out the relationship of brand loyalty with other factors by adopting different research methods, approaches, tools, and variables to contribute to the existing body of knowledge.

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Normative Reference Standard for Handgrip Strength among Adolescent Students in South Punjab Pakistan: A Cross-Sectional Study

***Syed Muhammad Zeeshan Haider Hamdani**, Lecturer, Faculty of Arts & Social Sciences, Department of Sports Sciences, Bahauddin Zakariya University, Multan, Pakistan

Jie Zhuang, Professor, Faculty of Sport Science, School of Kinesiology, Shanghai University of Sport, Shanghai, China

Wang Tian, Scholar, Faculty of Sport Science, School of Kinesiology, Shanghai University of Sport, Shanghai, China

Syed Ghufraan Hadier, Ph.D. Scholar, School of Physical Education, Shanxi University, China

*Corresponding author's email: syedhamdaniphd@gmail.com

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ABSTRACT

Purpose: The study provided the age and gender-specific normative standard by using LMS technique and comparison with international reference values for the muscular strength by hand grip among adolescents of South Punjab, Pakistan.

Design/Methodology/Approach: A cross sectional descriptive research design was adopted, 60 public high school with 2970 students aged 12-16 contributed. Hand grip strength was measured using (GRIPX Digital Hand Dynamometer). LMS method was used for calculating reference norms. Age and gender-specific smoothed percentile curves P5th to P95th were acquired for hand grip strength.

Findings: The results revealed that the boys were higher in muscular strength than their counterparts, South Punjab's adolescents were found lower in strength than the compared adolescents. Around 40% of the population is falling in the poor and very poor zone.

Implications/Originality/Value: The current study presented the foremost age and gender specific hand grip strength percentile curves and provided the health benefit zones for the adolescent of South Punjab.



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Introduction

Grasping or throwing is an ability of humans which is based on the strength of the hand (Khan et al., 2019). The hand grip strength which is considered as the most commonly used as well as least invasive

measure to predict the overall muscular strength and is usually used to gauge the strength and fitness of a person. Hand grip strength is useful in assessing the hand functions of person (Jawaria, 2018). Hand grip strength is an indicator that specifically tells us about the strength of the upper extremity and predicts the overall muscular strength too. Muscle strength is an indicator that depicts the health especially in youth population (Ekelund et al., 2007) and work as an independent risk factor when it comes to mortality rate of adults (Garcia-Hermoso et al., 2018). There are many techniques available for measuring the overall physical fitness and muscular strength, but they require intensive and long duration procedures. On the other hand, hand grip strength test is valid, reliable and feasible to measure muscular strength of body with a single dynamometer instrument.

Grip strength has a core importance in clinical studies. there are several clinical outcomes such as cardiovascular diseases and its related mortality that is linked to be predicted health related risk by hand grip strength (McGrath et al., 2020). Not only this but also a sequential decrease in handgrip strength is a predictor of stroke. However, handgrip strength cannot be used to determine the cardiovascular functions (Fredriksen et al., 2018). It is observed that cardiac patients have a decrease in muscle strength and in turn decreased handgrip strength. Hand grip strength of the dominant hand is found less in cardiac patients when compared with normal individuals of the same age (Mirza et al., 2020). Thus handgrip strength demonstrates starring role in determining the health status of any individual as well (Musalek et al., 2017).

Obesity has become dangerous phenomena and created emergency situation in modern era. Almost every country whether it is developed or developing country are facing the pandemic of obesity especially at younger population. Individuals having BMI greater than 25 have increased risk of developing various diseases. hand grip strength is now considered as a valid indicator of accelerating aging process in humans because obese persons have high cortisol (aging hormone) that cause them to have a low muscle strength and that is indicated by a decrease in hand grip strength (Mirza et al., 2020). Physical activity has been found a resistance against obesity and in prevention of several other diseases (Lavie et al., 2019). There is an important correspondence between level of physical activity as well as BMI with the hand grip strength of adolescents that has been stated in studies (Mirza et al., 2020, Tahir et al., 2021). Physical activity has a positive effect in increasing hand grip strength and effect of BMI on hand grip strength too (Mirza et al., 2020, Tahir et al., 2021, Rafique et al., 2014).

Age specific and gender specific reference values have already been published globally (Catley, 2013, Peterson, 2015). However, a large amount of handgrip publications is found in the USA, Europe, Australia other Asian country like China and Korea and other pacific or more in developed countries (Perna et al., 2016, Laurson et al., 2017, Cohen et al., 2010, Catley, 2013, Sun et al., 2020, Lee et al., 2017). In contrast, there is scarcity of reference values of handgrip strength as well as other fitness components indicators into developing or below developing countries, which makes impossible to evaluate the health or fitness indexes especially at young aged adolescents (Ruiz et al., 2008). That is why the normative percentile values of hand grip strength have been worked as a framework for the classification of fitness levels for adolescents. Less than 20th centile is “very low/poor”; from 20th to 40th centiles as “low/poor”; from 40th to 60th centiles as “moderate”; from 60th to 80th centiles as “high/good”; and when it is above the 80th centile, it is “very high/good” (Catley, 2013, Tomkinson et al., 2018). It is stated that if level of physical fitness is below the fifth centile then there is an increases risk of development of CVD in future times (Twisk et al., 2002).

From the perspective of public health and construction of reference values of handgrip strength to identify the levels of adolescent's handgrip strength, hand grip strength dynamometer is found to be inexpensive, portable and reliable instrument. WHO has diverted its attention towards this growing issue and is encouraging to increase the level of physical activity and physical fitness to have a good muscular strength and hand grip strength is the best measure to assess (Fühner et al., 2020). This marks the importance of hand grip strength. But to dismay, Pakistan is one of the countries where this direct

domain is highly neglected. There is no even single research done on 12 to 16 years old adolescents of South Punjab, Pakistan. Therefore, it became the prime focus of study to know the normative value of hand grip strength in this region and also compared the current calculated reference values with published international studies.

Physical fitness in early age plays an important role in the health and fitness of adolescents as well as in adulthood. Developed as well as developing countries are keeping eye strictly on adolescents' fitness as this age group is really important in the term of physical and mental development of individual. Physical fitness criteria have already been studied globally especially for adolescents to minimize the high rate of obesity which has become a leading phenomenon of the modern era. The importance of defining a normative value lies the fact that it helps in assessing the current status and making the comparison among the diverse age and gender specific populations of different countries but no such effort has been made in South Punjab Pakistan. Current study had on two objectives firstly, construction of age-gender-specific normative reference values of hand grip strength by using LMS technique for the adolescents of south Punjab Pakistan. Lastly, it compared the hand grip strength with the other published reference values of hand grip strength and developed health benefit zone followed by normative cut off values similar to the USA, European and Asian studies for the adolescent population of South Punjab (Perna et al., 2016, Laurson et al., 2017, Cohen et al., 2010, Catley, 2013, Sun et al., 2020, Lee, 2017). This was the first study in South Punjab Pakistan which presented the handgrip strength normative reference values by using LMS technique (Cole, 1990).

Methods

It is a Cross-sectional study. Sampling was done by Stratified random Sampling. The main Strata is South Punjab which has further divided into three administrative division as Stratum and three most populous district (Multan, Bahawalpur, D. G. Khan) were selected for study representation. Randomly selected sixty (12 % of high schools from three districts of South Punjab, Pakistan) public high schools were included for data collection according to Education Department official statistics (Punjab Government School Information System, 2020). Sixty schools were further distributed equally among the three stratum as Multan 20 (33.33%), Bahawalpur 20 (33.33 %) and D. G. Khan 20 (33.33 %). For the determination of sample size current study opted the equation used by Suresh et al., 2012 for the sample size calculation (Suresh et al., 2012). Consequential, the sample aged 12-16, total of 3012 school adolescents were selected randomly out of which 50% were boys and 50% were girls from the South Punjab Pakistan. Initially, a total of 3012 participant's measurements were obtained however, forty one participants were excluded from Sample due to outliers. Inclusion criteria for participants was that student should be physically and mentally fit. The exclusion criteria was based on the report of any type of dysfunction that can limit the physical activity e.g. any disease or physical or mental disability.

Ethical Approval and Consent

Trained research assistants from Bahauddin Zakariya University, South Punjab, Pakistan were assistants for data collection under the supervision of senior member of the team. The consent was taken and hence the participants were allowed to withdraw any time from study. For that written approval for holding this research was achieved by education authorities and school Principal. Verbal consent from guardian and students were taken. The study was conducted according to ethical standards in sport and exercise science research (Harriss, et al., 2019). The study was approved by the research ethical board of faculty of sport science, school of kinesiology, Shanghai University of Sport (SUS), Shanghai, China.

Procedure

Anthropometric Parameters

Age (years), gender, height, weight, and BMI (kg/m²) etc. were measured and saved. These anthropometric measurements were taken when students were barefoot as well as wearing a light cloth. A portable electronic scale was used for the measurement of body mass. The status of Body mass was classified using the Centre of disease control (CDC) age specific and gender-specific thresholds (CDC,

2017).

Handgrip Strength

A standard adjustable digital dynamometer (GRIPX Digital Hand Dynamometer) was used for the measurement of handgrip. A brief demonstration was given to students and verbal instructions were also provided to explain the test, and if there was a need, the students were helped in adjusting it to their hand size as was decided by our predetermined protocols (CDC, 2017).

The dynamometer was calibrated by us according to the already known body masses in a periodic manner and there was no drift observed. Handgrip strength was observed in the subject when he was in a standing position with the shoulder in an adducted position and was neutrally rotated as well as the arms being parallel but not in touch with the body interface. The students were asked to squeeze the handle for a maximum of three to five seconds. There was no verbal encouragement allowed during the test time. There was a two trials period allowed for each of the limb. The cumulative average was calculated for every peak grip strength (kg) that was recorded and that average was then applied. So, the values of hand grip which we are demonstrating in this study are as a result of combination of the values of left hand as well as and right-handed subjects. The results were observed irrespective of the dominance of left or right hand. The handgrip strength recorded the peak grip strength (kg) (CDC, 2017).

Data Analysis

After raw data acquisition, unique identification codes were assigned to every individual, as for the area status and the gender (Male = 1 and Female = 2). Data was entered in the sheet of Microsoft excel. The Current study adopted a cut-off of SD- score (Z-Score) and this study agreed ± 5 Z-scores cut-off points to identify outliers. Finally, a sample of 2970 (approximately 98%) participants was subjected for further statistical analysis. Descriptive and inferential analysis, percentages (%), frequencies, Mean, and standard deviation of variables were analyzed. To check the normality of data (Kolmogorov-Smirnov test) was also applied. The mean differences of gender-wise and which were calculated via a non-parametric Mann-Whitney U test Chi-square test was also applied to know the association of age-gender with indicators. The LMS method was used and L (γ lambda), M (μ) and S (δ sigma) curves were made to obtain the percentile value of muscular strength indicator of health related physical fitness (Cole, 1990). In this regard, LMS method was adopted and generated in R statistical software version 3.0.2. descriptive and inferential analysis Statistical Package for the Social Sciences (SPSS) version 21.0. The value of $P < 0.05$ was set as a significant.

Results

Table 7 Demographic analysis Age and gender specific

Indicators	Boys	Girls	Total
Age-groups (years)			
12 N (%)	291 (19.7%)	299 (20.24%)	590 (19.9%)
13 N (%)	295 (19.97%)	298 (20.17%)	593 (20.0%)
14 N (%)	298 (20.17%)	296 (20.04%)	594 (20.0%)
15 N (%)	298 (20.17%)	300 (20.31%)	598 (20.1%)
16 N (%)	295 (19.7%)	300 (20.31%)	595 (20.0%)
Area			
Multan N (%)	495(33.51%)	498(33.71%)	993 (33.4%)
D G Khan N (%)	491(33.24%)	498(33.71%)	989 (33.3%)
Bahawalpur N (%)	491(33.24%)	497(33.64%)	988 (33.3%)
Total	1477 (100%)	1493 (100%)	2970 (100 %)

Note: The data was presented as N: Number of sample and percentage %.

Sample population distribution for each age category is presented in Table 1. There is equal participation from each group in a category whether it is age related, gender based or area wise.

Table 8 Gender Specific Anthropometric Component of Participants

Component	Total		Boys		Girls		P-value
	N	M±SD	N	M±SD	N	M±SD	
Age (years)	2970	14.01±1.41	1477	14.01±1.41	1493	14.00±1.41	<0.001
Height (cm)	2970	159.53±10.51	1477	160.50±11.50	1493	158.57±9.34	<0.001
Weight (kg)	2970	43.00±9.10	1477	45.02±9.78	1493	41.00±7.89	<0.001
BMI (kg/m ²)	2970	16.80±2.67	1477	17.30±2.41	1493	16.29±2.82	<0.001
HGS (kg)	2970	24.39±13.36	1477	31.81±14.85	1493	17.06±5.39	<0.001

Note: The data was presented as mean ± standard deviation, HGS (kg): Hand Grip Strength (kilograms)

Table 2 shows mean age of boys and girls was 14.01±1.41 years (P <0.001). The average height of the population was 159.53 ±10.51cm (P <0.001). The average weight of boys and girls was 43.00±9.10 kg (P <0.001). Mean BMI of both gender found 16.80±2.67 (P <0.001). However, mean anthropometric variables, i.e., height, weight, BMI were higher in boys than in girls. While talking about handgrip strength results showed that 24.39±13.36 kg (P <0.001) averagely. Whereas results reflected that boys handgrip strength was found almost doubled than girls as 31.81±14.85 kg than 17.06±5.39 kg respectively.

Table 9 Hand Grip (kg) Percentile by Age and Gender in Adolescents Aged 12-16 from South Punjab

Age	N	M	P 5	P 20	P 40	P 50	P 60	P 80	P 95
Boys									
12	291	22.53	9.38	14.64	19.83	22.53	25.50	33.36	46.77
13	295	25.77	12.67	17.85	23.03	25.77	28.83	37.21	52.50
14	298	29.00	15.78	20.99	26.21	29.00	32.15	40.97	57.92
15	298	32.24	18.69	24.02	29.37	32.24	35.50	44.70	62.96
16	295	35.47	21.30	26.89	32.48	35.47	38.86	48.49	67.72
Girls									
12	299	14.12	8.30	11.05	13.12	14.12	15.17	17.77	21.77
13	298	15.01	8.49	11.27	13.80	15.01	16.28	19.36	24.00
14	296	16.48	8.65	12.10	15.09	16.48	17.92	21.36	26.36
15	300	18.16	9.90	13.76	16.79	18.16	19.55	22.80	27.32
16	300	20.18	10.78	15.30	18.68	20.18	21.68	25.11	29.75

Note: N, Number of participants; M, median

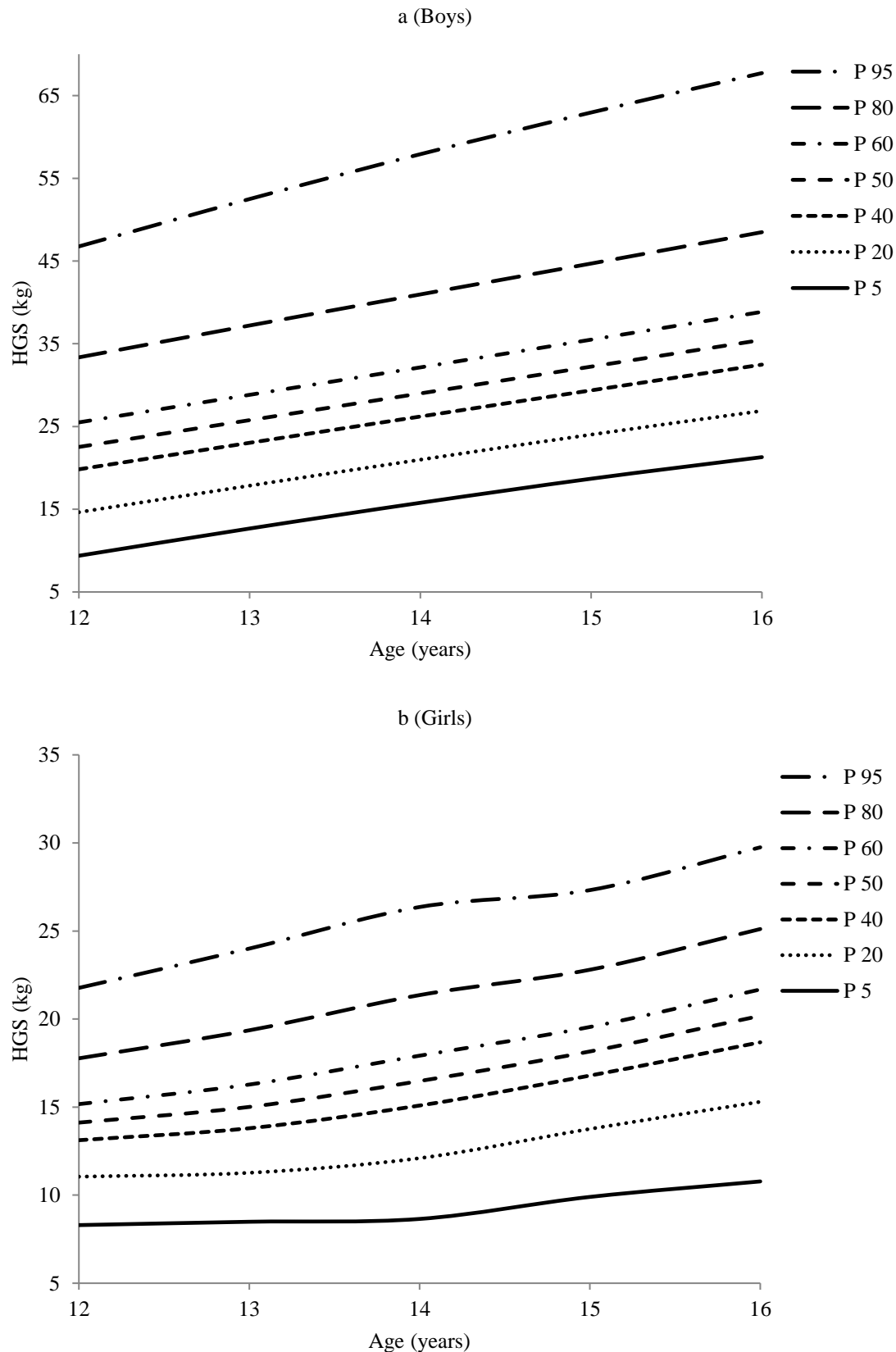


Figure 1 Hand grip strength (kg) percentile curve for the South Punjab.

The Smoothed LMS curves (for the 5th, 20th, 40th, 50th, 60th, 80th and 95th centiles) for the handgrip strength of boys and girls are presented in figure 1 and corresponding numeric are presented in table 3 and figure 1. It is noticeable from the centiles that the boys of every age showed a better hand grip strength test than girls. For boys and girls, the value of 50th centile of handgrip strength was ranging

from 22.53 to 35.47 kg and 13.12 to 20.18 kg respectively. Moreover, it was observed that there was approximately 3 to 5 kg average annual increase was detected in boys and girls. In both boys as well as girls, it was observed that the muscle strength increased across the age range, however the increase in performance was observed to be marked between 14 and 15 years.

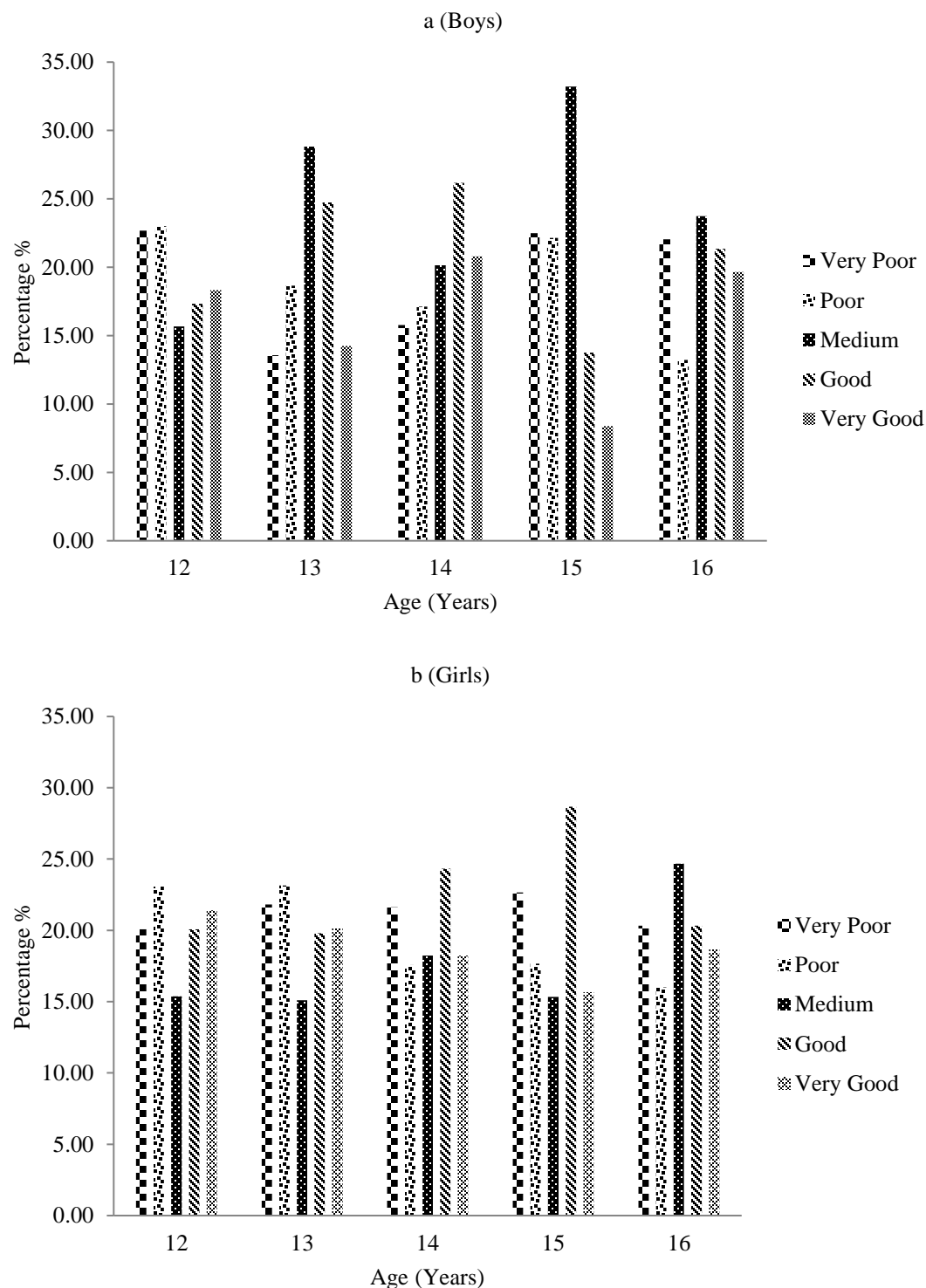


Figure 2 Percent of Adolescents by hand Grip Strength Health benefit zone by age and Gender.

Figure 2 presented that boys at aged 12 and girls at aged 15 had same maximum percentage as 22.67% in very poor category respectively. The maximum percentage of the medium category population was found at ages of 15 (33.22%) and 16 years (24.67%) between boys and girls respectively. In very good

category boys at age 14 and girls at age 12 as well as 13 had almost identical percentages as 21%. Thus, boys seemed better than girls in good and very good category muscular strength, but both the boys and girls need to work hard for the improvement in their muscular strength as well as overall healthy life.

Comparison with foreign normative references

Table 4 Hand Grip (kg) Comparison of P50 between present studies and other published studies

Age (years)	Present Study	Laurson et al., (2017)	Sun et al., (2020)	Catley et al., (2013)	Ramírez et al.,(2017)	Lee, S. (2017)
Boys						
12	22.5	22.6	23.9	22.7	17.5	-
13	25.8	28.4	27.8	25.8	21.1	24.8
14	29.0	34.6	31.7	30.7	23.8	29.5
15	32.2	39.5	35.3	36.5	28.5	33.2
16	35.5	42.9	38.3	-	31.1	36.0
Girls						
12	14.1	20.6	19.9	21.4	18.1	-
13	15.0	24.6	21.6	23.6	19.5	20.4
14	16.5	27.1	23.7	25.4	21.9	21.6
15	18.2	28	24.5	26.9	21.5	22.2
16	20.9	28.2	25.8	-	22.7	22.3

Note: – Not reported

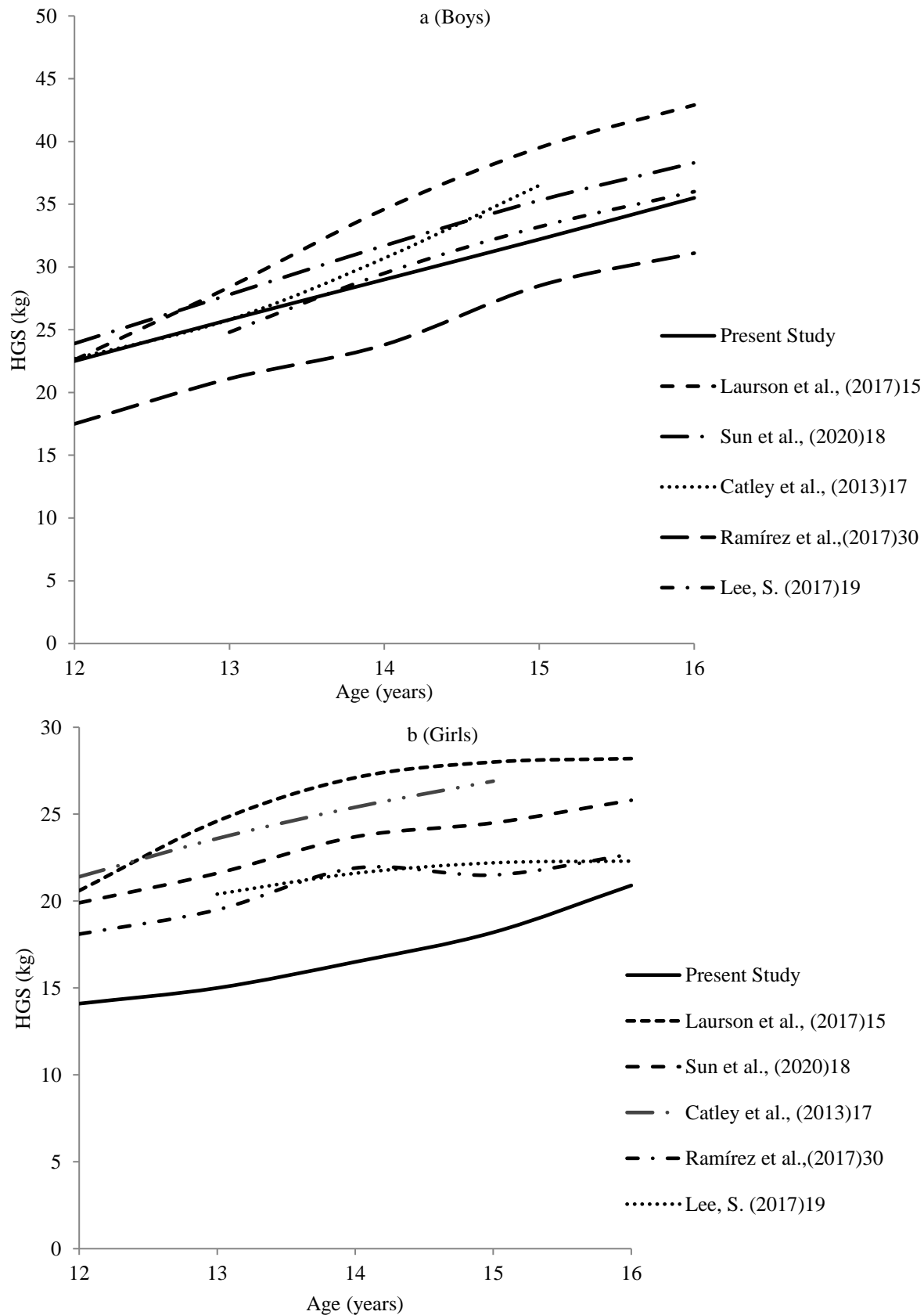


Figure 3

HGS (kg) Comparison of P50th between Present Studies and Published Studies

Table 4 and figure 3 shows the normative reference values (the value of 50th centile) of handgrip strength that was also measured in (kg) referenced from different studies with respect to age and gender. The European, Australian, Chinese, Colombian and Korean adolescents showed a score that is

comparatively better than Pakistani adolescents according to 50th centile values, except for Colombian boys at all given years of age (Laurson et al., 2017, Catley, 2013, Sun et al., 2020, Ramírez-Vélez et al., 2015, Lee et al., 2017). In contrast, Pakistani male children scored higher than their Colombian counterparts. However, Colombian girls scored higher hand grip strength than Pakistani girls of all ages stated. Muscular strength of south Punjab Pakistan's Adolescence is found higher in boys than girls. Moreover, Muscular strength of Pakistani Adolescence on basis of age and gender is lower than the most of other nations.

Discussion

Anthropometric measures are important while discussing handgrip strength. Because Anthropometric measures like height weight and BMI are important indicators of hand grip strength as stated in a Korean study (Lee et al., 2017). Moreover, anthropometric characteristics can help in selection and application of appropriate sports training design as well as exercises for the rehabilitation and treatment of people having poor hand grip strength or other hand related deformities. Current study presented all the mean anthropometric variables, i.e., height, weight, BMI were higher in boys than in girls and the same was observed in similar study of Pakistani population where the anthropometric measures were higher in boys than girls (Tahir et al., 2021).

Meanwhile, the mean of the handgrip strengths of south Punjab Pakistan's adolescents was marked among boys than girls. A study also concluded that value of the mean of the handgrip strength was significantly marked in boys than girls (Jawaria, 2018). A research study conducted in city of Karachi, Pakistan concluded that the muscle strength as well as hand grip strength was low in females as compared to males (Mirza et al., 2020). A study of Pakistani population in as well as Columbian are also in congruence and also showed that hand grip strength in females is lower than males, this also demonstrates that low females have low muscle strength as compared to males regardless of age specification (Jawaria, 2018, Ramírez-Vélez et al., 2015). These sex related differences are evident in many other studies as well (Laurson et al., 2017, Cohen et al., 2010, Ramírez-Vélez et al., 2015). The average value of hand grip strength in current study is 31.81 ± 14.85 kg while, another Pakistani study's hand grip strength outcome was 30.75 ± 14.35 kg which is in congruence with the current findings (Mirza et al., 2020).

Current study also made comparison of the values of P50th percentile of South Punjab's adolescents with the values of P50th percentile of other selected international studies. Overall, European, Australian, Chinese, Colombian and Korean adolescents showed scores were more marked than Pakistani children at the 50th centile (Laurson et al., 2017, Catley, 2013, Sun et al., 2020, Lee et al., 2017, Ramírez-Vélez et al., 2015). In contrast, Pakistani children of male sex scored higher than their Colombian counterparts. However, Colombian girls also scored higher than Pakistani girls of all ages stated. Another comparison study showed a comparison of the values of the hand grip strength of the student of Tsinghua University Beijing and University of Sindh Pakistan, that showed hand grip strength of female Chinese students was higher than female Pakistani students (Rafique et al., 2014). Our results are in congruence with another Pakistani study that also concluded that hand grip strength of Pakistani adolescents is less than consolidated values by 30.8 % in males and 24.1 % in females (Jawaria, 2018). The reason for the difference with respect to the age and gender is usually interpreted by individual differences for instance physical differences, difference in muscle mass, total body weight, and stature (Sherriff et al., 2008). Moreover data from a recent study in Pakistan depicted an overall increase in screen time among youth, which might be accounted for low levels of handgrip strength as literature supports that low physical activity and high sedentary behaviour may affect the strength of an individual (Ijaz et al., 2020).

Results of Columbian adolescent's hand grip strength revealed that more percentage of boys and girls of 12 to 16 years of age were in the category of "Need improvement" and another study conducted in USA reported that a significant number of 12 to 16 years old boys were found in "Need improvement" zone than girls as the current study also confirmed these findings after having the similar results (Ramírez-

Vélez et al., 2015). More percentage of girls were in the excellent category of health benefits zone in this study which was based on Columbine adolescent of age 12 to 16 years as similar to current study which also reflects that the adolescent girls of 12 to 16 years old were found more in numbers than boys in good or excellent category (Ramírez-Vélez et al., 2015). Hence, these research findings are also verifying our result and hence strengthening the results of our study.

Current study successfully calculated the normative reference values of hand grip strength of adolescents of south Punjab Pakistan by using LMS method. Additionally, also provided the health benefit zone for adolescents to better understand their current level to make further improvement of muscular strength as well as overall fitness.

Physical educators are requested to monitor and form policies to escalate vigorous physical activity levels among youth. Thus milestone can be achieved by increasing sports at school and club organizations (Pozuelo-Carrascosa et al., 2018). So the schools are acknowledged as potential setting to improve healthy lifestyle among children and adolescents (Escalante et al., 2011).

Conclusion

Current study provided the age and gender specific anthropometric measurements and BMI of adolescents of South Punjab, Pakistan's boys were found having higher values of BMI. Moreover, hand grip strength was higher in male at each percentile level and age group than girls. This demonstrated boys had higher muscular strength with respect to each age group than girls. The comparison with international standards showed that hand grip strength of Pakistani children is lower than many other countries including China, USA, Europe and Australia. As hand grip strength is considered as a marker of muscular strength indicator of health related physical fitness, so this is creating an alarming situation for Pakistani adolescents. The government as well as responsible institutions should focus more on the promotion of physical activity, and healthy life style in adolescents at schools specifically.

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Factors Affecting the Acceptability of Islamic Micro-Finance in Emerging Economy

Muhammad Akbar Ali Ansari, Department of Commerce, The Islamia University of Bahawalpur, Pakistan

***Ali Junaid Khan**, Institute of Business Management and Administrative Sciences, The Islamia University of Bahawalpur, Pakistan

Nadia Hanif, Department of Economics and Business Administration, Division of Administrative and Management Science, University of Education, Lahore, Pakistan

Tanveer Ahmed, Department of Environmental Management, National College of Business Administration & Economics, Lahore, Pakistan

*Corresponding author's email: Junaaidkhan@yahoo.com

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ABSTRACT

Purpose: Microfinance institutions impose a very high interest rate only to enhance the wealth of owner of the institution and stockholders. However, Islamic microfinance is the opposite of traditional microfinance; it is a form of interest-free financing dedicated to societal well-being. The research's primary objectives are to identify public knowledge of Shariah-based microfinance and ascertain the factors that contribute to the acceptance of Islamic microfinance in Pakistan.

Design/Methodology/Approach: This study investigated the significance of shariah-based microfinance in Pakistan, which is based on the Islamic financial system, and used a quantitative descriptive technique to estimate the factors.

Findings: There are several factors that give to the acceptability of Islamic banking. The most important variables are: cost-benefit analysis, business support, product and service quality, religious obligation, awareness and knowledge, trust and reputation. After an examination of all the acceptability factors, it was found that each factor has an effect on the acceptability of Islamic microfinance in Pakistan.

Implications: The study has various implications for policymakers wishing to promote Islamic microfinance at the levels of national and international.



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Introduction

Background of the Research

Microfinance (MF) is the provision of modest loans to the poor masses (particularly those who cannot access financial services from conventional banks) through MF programs that are tailored to meet the individual needs of the people (Khan, 2008). Micro-finance is defined by Abedelhamid (1991) as "the transfer of money, loans, and insurance to the underprivileged as well as small business owners." "The method of offering a range of financial services to the impoverished based on market-driven and commercial techniques" is how Christen (1997) defines the word "microfinance." Non-financial services can help microfinance move its attention away from lending to low-income people and toward fulfilling the dual goals of social outreach and financial sustainability (Bos and Millone 2015, Zamore et al. 2019). Researches have shown that these initiatives have significantly improved women's security, independence, status, and self-assurance (Khan & Rahaman, 2007). Microfinance is a fundamental part of economic growth and poverty eradication. As new business ventures, self-employment, and self-help organizations are fostered via the use of microfinance, rural employment is expected to grow. This, in turn, will reduce emigration and expedite rural development (Gupta, 2014). Microfinance may be a new way to stimulate growth in the developing world's most impoverished regions (Khavul, 2010; Muhammad, 2020).

Yusuf (2006) emphasizes the Muslim Ummah's opposition to Western culture. It is their belief that adhering strictly to Islamic Shariah law is the only way to solve the current economic crisis. Islamic finance, according to Frasca (2008), may be a viable haven for depositors who have been harmed by the global financial crisis. It protects them against the traditional financial system's expected excess. The majority of people do not appear to use conventional microfinance programs since they are based on *riba* (interest), which Islam prohibits (Goud, 2007). As a means of providing financial assistance to small firms run by low-income entrepreneurs, Islamic microfinance (IMF) is frequently discussed (Smolo, 2007). Some small business owners might benefit from Islamic banking, which offers interest-free loans with no collateral and risk sharing (Rahul and Sapcanin, 1998). Islamic banking describes not just banking that does not charge interest, but also how ethics and finance may be integrated as a concept to serve and lead society for the greater good (Babar, 2019). According to Obaidullah, (2008). The poor seek Islamic microfinance products, such as micro savings, micro loans, micro remittances, micro insurance, and micro equity, to help them. Masses of people invest in profit-making methods that allow them to give services to the underprivileged within the Islamic financial framework of thought. Slight adjustments might make it suitable for microfinance (Obaidullah, 2008).

Statement of the Problem

The study will investigate the factors that make Islamic microfinance acceptable to Pakistan's small investors. Micro-finance has been the subject of several research studies in Pakistan, Islamic microfinance strives to end the cycle of poverty and lift the needy out of poverty. Furthermore, the study by Ashrafi (2017) indicated that traditional microfinance has failed to break the poverty cycle in this country and little is known about its impact on the country's economy so far. Saad (2012). Islamic microfinance products are in great demand, and if banks and microfinance institutions launch them, then poor and needy individuals will be able to obtain loans or credit to meet their requirements (Saad, 2012). Microcredit is a form of interest-free lending that is used to benefit society as a whole. Through Islamic micro-financing schemes, more ethical and economically beneficial conduct is encouraged (Rahman, 2010).

Objectives of the Research

These are main objectives that are developed for this study:

1. To investigate the understanding regarding Islamic micro-finance among the people in Pakistan.
2. To investigate the factors that affecting the acceptance of Islamic micro-finance in Pakistan.

Literature Review

Numerous research studies have been conducted worldwide on micro-finance. So little research has been conducted so far on Islamic microfinance and its acceptability in various countries, most notably Pakistan. This research will contribute to the current body of knowledge by providing a new research direction..

Micro Financing

Microfinance was introduced for the first time in 1976 in Bangladesh. At the time, the concept of microfinance had grown globally, particularly in third-world countries ("Latin America, Africa and Asia"), as well as in better-off economies like the North American countries and European countries. (Abdelkader & Salem). Otero (2006), tiny microcredit activities began in the mid-17th century. The majority of microfinance institutions operate in poor nations. (Kaburi et al., 2013) argue that microfinance's primary objective is poverty reduction. Poverty alleviation in global expansion is a significant role of microfinance (Santandreu et al., 2020 and Wright et al., 2019). According to Frasca (2008), microfinance originated in the 1970s in Bangladesh as an experimental programs in which modest loans were made to a group of underprivileged women by a state-funded non-governmental organization to engage in productive activities. Microfinance has become increasingly recognized as a key component of poverty reduction strategies over the last few decades. This recurrence of misfortunes is much more pronounced for poor individuals, as the majority of them are regularly victims of natural disasters, theft, and fire (Patel, 2004; Ahmad, 2007; Obaidullah, 2008).

The term "microfinance" has been defined by a variety of scholars. According to Otero (1999), microfinance defines as "offering of financial services to those people who have low income and highly impoverished self-employed persons". Schreiner and Colombet (2001), is "an effort to expand underprivileged households' access to small deposits and small loans." Microfinance, as defined by Ledgerwood (1999), is financial services offered to low-income persons, typically in the form of loans and savings.

Microfinance, as defined by Brandsma and Burjorjee (2004), contains the following characteristics:

- With a particular emphasis on poor business individual who do not have access to commercial banks, it facilitates access to borrowed short-term, small loans through the use of substitute collateral.
- It also provides voluntary savings services to allow for more manageable deposits and more convenient access to funds. According to the Asian Development Bank (2000) and La Torre and Gianfranco (2001), government regulation of microfinance may be divided into three types (2006). Islamic finance is a type of financing that uses Islamic principles.

Islamic Financing is a term that refers to a financial system that follows Islamic (sharia) based laws. Islamic banking is founded on Islamic basic principles of economic and social justice, as well as equitable distribution of wealth.

The fundamental rules and concepts governing Islamic finance trace all the way back to the early seventh century, and include the following:

1. Prohibition/ban on Riba (interest).
2. Sharing of risk.
3. Contract's sanctity.
4. Activities according to Shariah.

Islamic Microfinance

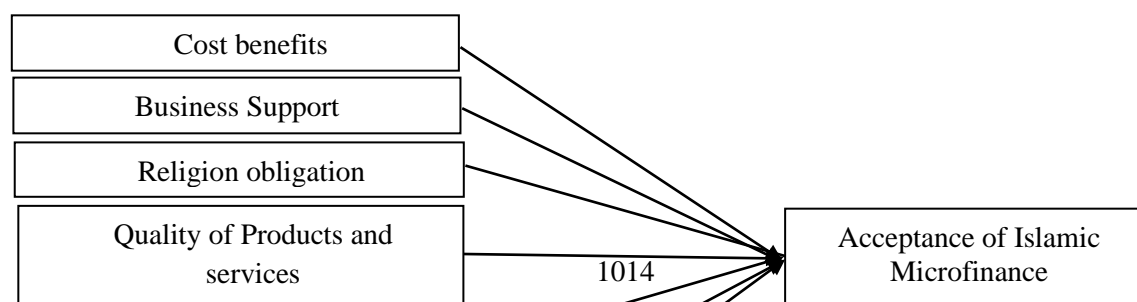
El-Kommi & Croson (2012). Islamic microfinance is derived from Islamic banking. Nonetheless, sizable sections of the underprivileged are Muslims, and as a result, They are unable to benefit from traditional microfinance contracts that demand of interest payments As "Dr. Abbas Mirakhor, Executive Director of the International Monetary Fund", noted in Chaudhri (2006), "a critical function of Islamic finance that

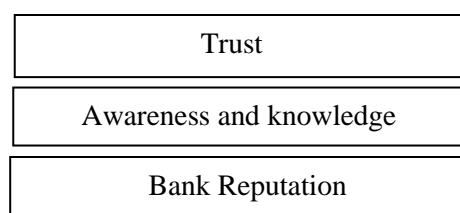
is frequently overlooked is its capacity to serve as a economical and financial empowerment, converting idle fund into income generating recourses in order to economically empower the poor people." Muftis Muhammad Taqi Usmani says that Islamic Shari'ah bans the practice of Riba for all financial transactions, and hence Muslims have been seeking for a long time to define their way of life in accordance with Islamic teachings. Islamic Microfinance is a way to provide loans to the underprivileged without relying on the concept of interest payments. It is necessary to alter microfinance more fundamentally in order to accommodate Islamic value financing arrangements. It is important to remember that microfinance initiatives are founded on a collective sharing of risk and individual certainty, and that maintaining trust and honesty is tied to future money availability.

Islamic micro-finance is a solution for Muslim people who are unable to access traditional financial services. It was decided that a descriptive analysis would be used by the author. The researcher used a semi-structured interview and a questionnaire to examine the economic effects of Islamic microfinance on the client. Financial demands can be met at a low cost using Islamic microfinance programs. A merger of Islamic banking and microfinance was being considered as a possible move. Dhumale and Sapcanin (1999). These three Islamic financial tools—murabaha, mudaraba, and the three types of musharaka—were taken into consideration in the hopes of creating an effective microfinance scheme. An Islamic financial system may give microfinance to a large number of small business individual as well as poor people, who might not be consider It if conventional business loans (Interest based) were available. Additional practices and experimentation in the sector should result in increased knowledge and a greater acceptance of Islamic banking efficient loan delivery procedure (Muhammad Ramzan, 1996).

Table 1: Conceptualization of Framework from Existing Literature

S. #	Variables	References
1	Cost Benefits"	"(Al-Ajmi et al. 2009), (Gait and Worthington, 2008); (Hamid and Masood, 2011)"
2	Business Support	"(Gait and Worthington, 2009), (Yusoff and Yacob, 2010)"
3	Quality Products and services	"Hedayatnia & Eshghi (2011), Haque et al., (2009)"
4	Religion obligation	"(Amin et al, 2011), (Butt et al, 2011)"
5	Awareness and knowledge	"(Writz and Matilla, 2003), Haron (1994), (Gerard, 1997), Kamal et al., 1999)"
6	Trust	"(Rousseau et al., 1998), (Sirdeshmukh et al., 2002) , (Lewis and Weigert, 1985) (Mayer et al., 1995), (Pavlou, 2003), Johnson, 2007).(Johnson et al., 2008), (Yap et al., 2010; Yoon, 2002,), (Suh andHan, 2003,Gholami et al., 2010, George, 2002, Sohail and Shanmugham, 2003, Liu and Wu,2007, Gefen, 2000)"
7	Bank Reputation	"Almossawi (2001) , Aregbeyen (2011), Gerrard and Cunningham (2001), Cicic et al. (2004)"



**Fig 1: Conceptual Framework**

Research Methodology

The quantitative approach of research analysis is the most effective strategy for determining the final results and accepting or rejecting a hypothesis (Shuttleworth, 2008). With the objectives and scope of the research in mind, as well as the nature of the population and sample strategy, it is concluded that the quantitative approach is the most appropriate methodology for achieving the objectives. (1993, Burns and Grove)

According to all participants of the population must share the study's specific characteristics (Polit and Hungler, 1999). Due to the fact that the study is investigating the acceptance of Islamic microfinance in Pakistan, therefore, the population of the study should be the clients of micro finance institution in Pakistan. But unfortunately in Pakistan none of the bank (Islamic or Conventional) is offering the Islamic micro financing facilities to its clients. Therefore, keeping in view this issue, current study considers the clients of Islamic banks, Islamic branches of commercial banks and conventional micro financing institutions of Bahawalpur region as population as shown in the table given below.

Most of the studies in the banking sector are based on secondary data, whereas this study is based on primary data. As a result, a sample size of 300 would be used. Comrey and Lee (1992) defined inferential statistics as a sample in a series. The sampling strategy used is important because it has an effect on the outcomes (Miles & Huberman, 1994). 300 questionnaires would be distributed evenly among the banking sector. This research will propose the use of stratified random sampling to provide enough representation from each sector. The questionnaire was adapted from one provided by (Tara et al, 2014). Keeping the sampling frame in mind, a total of 300 questionnaires were dispersed evenly across the banking industry. 262 replies were collected following repeated conversations and inquiries.

Results and Discussions

In the present study, it has analyzed the results of 262 questionnaires.

Table 1:Demographic descriptive analysis

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
"Age"	262	4	1	5	2.96	1.105	1.220
"Gender"	262	1	1	2	1.25	0.433	0.187
"Income"	262	4	1	5	3.82	1.271	1.617
"Qualification"	262	2	2	4	3.59	0.611	0.373
"Status"	262	2	1	3	2.91	0.625	0.390
"Valid N"(list wise)	262						

Reliability Measurement

To measure the research's internal reliability and the questionnaire's clarity and readability. As seen in Table 2, the reliability value is 0.87; value of Cronbach's alpha is better than "0.7" is acknowledged to be acceptable consistent for items evaluating a particular thought or idea (Nunnally and Bernstein, 1994; Nunnally, 1978). Endorsed the idea and established that only items with a Cronbach's Alpha value

greater than 0.870 should be deemed consistent (Bernstein and Sekaran, 2003).

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.870	8

Table 3: Regression Analysis

Hypotheses	Beta	t-value	Sig.
<i>H1: Acceptance of Islamic micro-finance has been significant affect by cost benefit.</i>	.283	4.764	.000
<i>H2: Acceptance of Islamic micro-finance has been significant affect by business support.</i>	.369	6.407	.000
<i>H3: Acceptance of Islamic micro-finance has been significant affect by quality of products and services.</i>	.315	5.355	.000
<i>H4: Acceptance of Islamic micro-finance has been significant affect by religious obligation.</i>	.439	7.889	.000
<i>H5: Acceptance of Islamic micro-finance has been significant affect by awareness and knowledge.</i>	.359	6.196	.000
<i>H6: Acceptance of Islamic micro-finance has been significant affect by trust.</i>	.383	6.691	.000
<i>H7: Acceptance of Islamic micro-finance has been significant affect by bank reputation.</i>	.300	5.070	.000

According to Table # 6, The factors for Islamic-microfinance have a significant and positive impact on acceptability in Pakistan, and the values of R-square shows that in the comparison, this model is fit in the best manner.

Table 5: Model Summary

Change Statistics									
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Square Change	F Change	df1	df2	Sig. Change
1	.489 ^a	.239	.218	.47489	.239	11.411	7	254	.000

a. Predictors: (Constant), R, QPS, BS, T, AK, CB, RO

Table 6: ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	18.013	7	2.573	11.411	.000 ^a
	Residual	57.282	254	.226		
	Total	75.295	261			

a. Predictors: (Constant), R, QPS, BS, T, AK, CB, RO

b. Dependent Variable: AC

H1: Acceptance of Islamic micro-finance has been significant affect by cost benefit.

The research confirm that cost benefits have an effect on the acceptance of Islamic micro-finance, the “Hypothesis 1” has accepted. Because the coefficient is” 0.283” and the t-value was “4.764”, the results strongly supported the hypothesis. This supported the findings of (Al-Ajmi et al, 2009; Gait and Worthington, 2008).

H2: Acceptance of Islamic micro-finance has been significant affect by business support.

This research confirms that business support has an effect on the acceptance of Islamic microfinance, hence accepting the "Hypothesis 2".. Because the coefficient was "0.369" and the t-value was "6.407", these results are in the support of the hypothesis. This was also supported by (Yusoff and Yacob, 2010).

H3: Acceptance of Islamic micro-finance has been significant affect by quality of products and services.

Hypothesis 3 investigated the effect of product and service quality on the acceptance of Islamic microfinance. Because the coefficient was "0.315" and this t-value was "5.355", these results are highly in the support of the hypothesis. This confirms the findings of (Haque et al, 2009).

H4: Acceptance of Islamic micro-finance has been significant affect by religious obligation.

"Hypothesis 4" investigated the effect of religious requirements on the acceptance of Islamic microfinance. Because coefficient was "0.439" and t-value was "7.889", these results are highly in the support of the hypothesis. There is a fact that there is a positive result that is smaller than one that indicates the religious obligations have an effect on the acceptance of Islamic microfinance and are strongly supported by the other variables. This confirms the findings of (Amin et al, 2011).

H5: Acceptance of Islamic micro-finance has been significant affect by awareness and knowledge.

The effect of awareness and knowledge on the acceptance of Islamic microfinance was studied in "Hypothesis 5". The fact that the coefficient was "0.359" and the t-value was "6.196" strongly supported the hypothesis. This confirms the findings of (Kamal et al, 1999; Writz and Matilla, 2003).

H6: Acceptance of Islamic micro-finance has been significant affect by trust.

The effect of trust on the acceptability of Islamic microfinance was studied in "Hypothesis 6". The fact that the coefficient value of the factor is "0.383" and t-value is "6.691", which indicates about the data that is highly support the hypothesis. This conclusion is corroborated by the finding of (Gholami et al, 2010).

H7: Acceptance of Islamic micro-finance has been significant affect by bank reputation.

The effect of a bank's reputation on the acceptance of Islamic microfinance was studied in "Hypothesis 7". The fact that the coefficient was "0.300" and the t-value was "5.070" strongly supported the hypothesis. This confirms the findings of (Almossawi, 2001).

Conclusion

Microfinance (MF) is the provision of small loans to the poor masses through MF programmes that are tailored to meet the individual requirements of the people (Khan, 2008). These two terms, microfinance and microcredit, are often used interchangeably. Both, however, differ somewhat. "The method of offering a range of financial services to the impoverished based on market-driven and commercial techniques," is how Christen (1997) defines the word "microfinance." Islamic microfinance (IMF) is frequently discussed as a means of providing financial assistance to small company owners in need, whether they are just starting out or looking to expand their operations (Smolo, 2007). Some small business owners might benefit from Islamic banking, which uses risk sharing and interest-free financing (Rahul and Sapcanin, 1998). Despite the fact that microfinance has been a huge success, the transaction costs are quite high. In spite of its many success/acceptability factors, traditional micro-finance has certain non-acceptability elements such as high cost, interest rate and religion component.

Islamic microfinance schemes are in high demand in the microfinance industry, as evidenced by several studies. If banks and microfinance institutions implement Islamic microfinance schemes, the poor and credit-insecure will be able to obtain loans and credit to meet their requirements (Saad,2012). In order to relieve poverty, Islamic micro-financing programmes encourage more ethical and economically

beneficial conduct (Rahman, 2010). In contrast to those who support conventional microfinance, proponents of Islamic microfinance want to see the advancement of Islamic society rather than the promotion of principles that could be in conflict with shariah (Wilson, 2007). Islamic finance is a relatively new idea in Pakistan and has necessitated much effort. Thus yet, very little study has been conducted to investigate the phenomena. As a result, this research will be utilized to determine the characteristics that contribute to the acceptability of Islamic microfinance among small investors in Pakistan.

Theoretical Implications

In the previous, researchers have investigated at the factors that impact acceptance or adoption; however the majority of the studies are focused on Islamic finance or Islamic banking “(Gait and Worthington, 2008; Al-Ajmi et al., 2009; Haque et al., 2009; Amin et al., 2011; Kamal et al., 1999; Almossawi, 2001)”. An significant research gap was addressed in Pakistani Islamic microfinance as a result of this study. Previous research has focused on the factors that influence the acceptance or implementation of Islamic finance or Islamic banking.

Managerial Implications

The findings of this study expand and enrich the scope of past research in various ways. Banks needs be more aggressive and intensive in order to educate the peoples about Islamic micro-financing. This means that in order to reach potential customers, Islamic microfinance has to run informed and successful advertising efforts. Islamic microfinance products should be advertised via electronic and print media, the internet, and the outdoors. The state bank of Pakistan should also provide framework and policy guidelines for the expansion and development of Islamic microfinance institutions in Pakistan.

Future Research Directions

Further study is needed to explore more acceptability factors and to determine the acceptability of Islamic microfinance in all Islamic and non-Muslim nations. The research should focus on the poor and needy who require qard-e-hassan financing and other capacity-building opportunities to become active micro entrepreneurs. Small loan assessments are also available for the poor or target clientele, such as individuals who lack access to banks or financial institutions.

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Assessing the Impact of Education on Women's Political Participation in Khyber Pakhtunkhwa Pakistan

***Najib Khan**, Lecturer in Sociology, Department of Social Work Shaheed Benazir Bhutto University Sheringal Dir Upper, Khyber Pakhtunkhwa Pakistan

Muhammad Jawad, Department of Rural Sociology, the University of Agriculture Peshawar, Khyber Pakhtunkhwa Pakistan

Saima Sarir, Lecturer, Department of Rural Sociology, the University of Agriculture Peshawar, Khyber Pakhtunkhwa Pakistan

Malik Muhammad Shafi, Assistant professor, Institute of Development Studies, The University of Agriculture, Peshawar, Khyber Pakhtunkhwa Pakistan

*Corresponding author's email: najeebuom@yahoo.com

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ABSTRACT

Purpose: Societies across the world, on the basis of their social, cultural, and economic positions have different approaches to women's political empowerment. In addition, education is commonly used to assess a woman's position, and it is increasingly being recognized in modern literature as a means of empowering women by diversifying their competencies. The present hypothesis the relation between literacy level and female participation politics in District Dir.

Methodology: Out of 363, 205 female participants were recruited as the sample size for data collection through the proportional allocation method.

Findings: From the statistical analysis, it has resulted that illiterate group, a highly significant ($p = 0.00$) and positive ($T^b = 1.01$) association between education fallacy and women political participation was found. Likewise, the aforesaid variables were also observed highly significant ($p = 0.00$) and positive ($T^b = 4.865$) for an educated group. Meanwhile, the table as a whole disclosed highly significant ($p = 0.00$) and positive ($T^b = 4.840$) co-relation between education fallacy and women political participation.

Implications: Encouraging and motivating female segments of the society for accruing education while providing educational facilities at the local level are some of the recommendations.



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Background of the Study

Most of the societies and countries on the basis of their social, cultural and economic positions have different approaches about women's political empowerment. However, the situation of political empowerment of women is more worsen in the developing countries (Naz, 2011). In Pakistan, due to gender discrimination, women are suppressed and subordinate to men. Moreover, conservative cultures lead towards socio-economic disparity and political disempowerment of women. For instance, an empirical study conducted by Naz and Ahmad (2012) explored that females political activities/participation significantly affected by societal norms, culture, and economic factors, besides lack of education and awareness in regard to their rights also restricted women in political activities. As the work of Agbalajobi (2010) disclosed in patriarchal setup female segment of the society are not allowed to join public affairs i.e. economic, political process and even they do not aware that vote casting is their right. Furthermore, in most cultures, activities regarding employment and politics are associated with gender where women are not given their due rights. Men are always in the top and higher places while women are deprived in this regard. This imbalanced gender-based socio-cultural situation is responsible for the absence of political socialization and political disempowerment of women (UNDP, 2005). Besides, participation of women in the political process, their role, contribution, and authorization are not satisfactory. They are not politically socialized and have been deprived of most of their rights. The political rights not given to Pukhtoon women in such a male-dominated society are i.e. voting process as voters, leadership's role, contesting the election as candidates, freedom of political expression, decision-making process and decision implementation, etc. (Bose & Rossi, 1983).

Women Education and Political Participation

Education is commonly used to assess a woman's position, and it is increasingly being recognised in modern literature as a means of empowering women by diversifying their competencies. In relation to macro quantitative data on determinates of gender liberation, involvement in economic and political activities in the United Nations Human Development Report, 1995, literacy of both male and female gender is very important (Jayaweera, 1997). Notwithstanding, the most well-documented correlation in the realm of political behavior is that between educational achievement and political participation. According to data stretching back over half a century, higher educated people are more likely to vote in elections and participate in campaigns (Berinsky & Lenz, 2011; Hillygus, 2005; Nie, Junn, & Stehlik-Barry, 1996; Schlozman, 2002). It seems self-evident that formal education is inextricably tied to political engagement by both men and women. Indeed, American sociologists Burns, Schlozman, and Verba feel that education is a "particularly powerful predictor of political participation" based on decades of research into the factors influencing women and men's engagement with politics in the United States". Formal education has a number of direct and indirect implications on political engagement, according to the researchers. Its most visible consequences include the learning of necessary knowledge and communication skills for public debate, as well as direct political analysis training through current events courses. The benefits of voluntary participation in school government, clubs, sports, and school newspapers are just a few of the indirect effects; these arenas provide young people with an early apprenticeship for politics, where they can exercise leadership, develop civic skills of cooperation and negotiation, and acquire bureaucratic and organizational skills useful for political activity. Access to high-paying employment that gives the resources and contacts for political participation, as well as access to non-political groups such as charitable organizations or religious establishments that can serve as a recruiting ground for political involvement, are all enhanced by education (Goetz, 2003).

Current Focus of the Study

In an ideal world, increased political participation by more women could certainly contribute to greater attention to gender equity in social and economic policy, resulting in quality of life for females especially. This paper aimed at examining the facts regarding the relations among women's education and their participation in the political realm in order to determine whether the literacy level of the

women can have a contribution to alteration in their political engagement. Thus the present study is restricted to examine the below-mentioned objectives;

Objectives of the Study

1. To know about the influence of educational fallacy on political participation.
2. To assertion the relationship between educational fallacy and women's political participation in Pukhtoon society.

Methodology

Universe, Sampling Procedure and Sampling Size of the Study

The universe of this study is comprised of the union council of Wari, and District Dir upper. Data was collected from the women voters of the mentioned union councils. For the purpose of getting reliability and authentic information and to reach the depth of the problem, in this study we take the four major villages of these union councils, which includes, village Wari Payen, village Wari Bala, village Daskor and village Kakad, For the purpose of sample a meeting was held with the secretary of these union councils. According to the secretary of union council Wari, the registered female voter's population in the concerned villages is comprised of 363 females. A random sampling technique was used for the selection of a sample from the population. The sample was allocated proportionally to each village of the union council by using the proportional allocation method (Ullah & Muhammad, 2020). The distribution of respondents and sample size is mentioned in below Table 1,

$$n_i = n/N_i * N_i$$

n = Required sample size

N = Total population in the research area

N_i = Number of Women in the selected village

n_i = Sample size selected from each village

Table-1: Proportional allocation method of sample size in different villages of the study universe

	Village Name	No. of respondents	Sample size
1	Wari Payin	97	55
2	Wari Bala	83	47
3	Kakad	106	60
4	Das Kor	77	43
Total		363	205

Tools for Data collection and Data Analyses

In the current study, the authors were not able to collect data by themselves from the respondents because of the cultural boundaries of Pukhtoon culture. Hence for this purpose females were hired and proper training was given in process of primary data collection. Collected data were analyzed through SPSS (20) including univariate, bivariate analysis, and multivariate. Uni-variate analysis was a for analyzing the data in frequency and percentage of the study variables. At Bi-variate and Multivariate analysis level, chi-square statistics were conducted to check the strength and direction of the relationship between dependent and independent variables.

Results and Discussions

Educational Fallacy as a Hurdle to Women Political Participation

Table 2 represents information pertaining to women's education fallacy as contributing factor for the lack of women's political participation. Results of the study show that inequality among gender is the outcome of a low level or lack of education stated by 91.2 percent of the study participant. Likewise, almost all 94.4% of the respondents opined that women's empowerment is significantly surged by the quality of education. Besides, more than two-thirds 79.5% of the participant stated that women's education did not contribute to confrontation among men and women in our society. Moreover, 95.1% of the study participant disclosed that literate women have more political skills than illiterate ones. More than two-thirds 80% of the study respondents revealed that education contributed to the freedom of expression among women. Likewise, 77.6% of the respondents stated that women's education is very important for their political participation at the grass-root level. Besides 92.2% of the participant opined

that educated women buildup educated society

Table: 2 Educational Fallacy

S. No	Educational Fallacy	Yes	No	Don't Know
1	Lack of education is responsible for gender inequality in Pukhtoon society.	187 (91.2)	15 (7.3)	3 (1.5)
2	Quality education is the right of women for their empowerment.	194 (94.6)	11 (5.4)	0 (0)
3	Educated women are more politically socialized as compared to uneducated women.	195 (95.1)	10 (4.9)	0 (0)
4	Freedom of expression of women is possible due to education and literacy in Pukhtoon society.	164 (80)	36 (17.6)	05 (2.4)
5	An educated mother produces an educated society.	189 (92.2)	12 (5.9)	04 (2)
6	Literacy is a must for women's politics at grass root level in Pukhtoon society.	159 (77.6)	37 (18)	09 (4.4)
7	Education does not create a clash of power between men and women in Pukhtoon society.	163 (79.5)	40 (19.5)	02 (1)
8	Education of women is a way to women empowerment.	196 (95.6)	09 (4.4)	0 (0)

Education Fallacy and Women Political Participation (Using Education as a control variable)

The findings of the present study portray that 99 participants among an illiterate group and 43 respondents among the educated group opined that educational fallacy is inversely associated with women's political participation. Moreover, to examine the correlation between education fallacy and women's political participation, multivariate analysis was employed. For the illiterate group, a highly significant ($p = 0.00$) and positive ($T^b = 1.01$) association between education fallacy and women political participation was found. Likewise, the aforesaid variables were also observed highly significant ($p = 0.00$) and positive ($T^b = 4.865$) for an educated group. Meanwhile, the table as a whole disclosed highly significant ($p = 0.00$) and positive ($T^b = 4.840$) co-relation between education fallacy and women political participation.

Table 3: Education Fallacy and Women Political Participation (Using Education as a control variable)

Education status	Education Fallacy	Women Political Participation			Total	Statistics	As Whole Table
		Yes	NO	Don't Know			
Illiterate	Yes	99(100%)	0(0%)	0(0%)	99(99%)	$\chi^2 = 24.4$	$\chi^2 = 86.806$ $p = 0.000$ $T^b = 4.840$
	No	0(0%)	1(100%)	0(0%)	1(1%)	98	
	Don't Know	0(0%)	0(0%)	0(0%)	0(0%)	$p = 0.000$	
	Total	99(100%)	1(100%)	0(0%)	100(100%)	$T^b = 1.015$	
Literate	Yes	43(100%)	45(78.9%)	0(0%)	88(83.8%)	$\chi^2 =$	
	No	0(0%)	10(17.5%)	5(100%)	15(14.3%)	39.661	
	Don't Know	0(0%)	2(3.5%)	0(0%)	2(1.9%)	$p = 0.000$	
	Total	43(100%)	57(100%)	5(100%)	105(100%)	$T^b = 4.865$	

Discussion

Prosperity and development of any society are positively surged by the quality and opportunity of education available to the people of that society. In addition, the motive of education is to increase the level of understanding of people towards different societal problems. Furthermore, education, bring constructive alteration in the behavior of people and motivates people for the betterment of society, as well encourage human to speak about their rights. Thus keeping in view the aforesaid facts the current study was designed to examine the impact of education fallacy on the participation of females in the political sphere at District Dir, KP, Pakistan. Findings of the primary data unveil that women's empowerment is significantly surged by the quality of education which contributed to their political participation. Similar findings were also explored by [Oxaal and Baden \(1997\)](#) in their report that

undeniably women empowerment is the first step towards their political empowerment, political empower women could work properly for their rights and other women of the society. They further explored that unfortunately in most societies women are not politically socialized which makes the women restricted from understating women issues and problems. Findings of the present study further explored that literate women have more political skills than illiterate ones and freedom of expression. These findings are closely in line with the previous work of Robinson and Gottlieb (2019) that investment in female education enhances women's participation in the political system. Moreover, at the Bivariate level educational fallacy significantly humpers women's political participation. While at a multivariate level a highly significant and positive association between education fallacy and women political participation was found for educated and uneducated respondents. The rationale for the above-mentioned association could be attributed to the fact that undoubtedly education provides females with the skills and resources people need to participate in politics. Likewise, Verba, Schlozman, and Brady (1995), for example, suggest that education not only promotes involvement directly but also allows citizens to gain the civic skills essential to effectively articulate their concerns to politicians. In a similar fashion, Rosenstone and Hansen (1993) argue that education "imparts the knowledge and skills most essential to a citizen's task, because of their schooling, the well-educated have the skills people need to understand the abstract subject of politics, to follow the political campaign, and to research and evaluate the issues and candidates." Increased political participation is a result of the formal education process (Berinsky & Lenz, 2011). Taking the above findings and existing empirical work we can argued that literacy has very important role in making women more political active, for instance the illiterate women don't know about public domains (outside affairs of the society i.e. political system, etc.) they are only confine to private core of life e.g. household activities etc. However, when the women got an education, they are in better position to speak about their civic rights and political rights.

Conclusion and Implication of the Study

The main focus of this research work was to examine the position of women's political participation in the purview of education fallacy in district Dir upper, union council Wari. The existing literature vividly unveiled that literacy of the people and their political participation has a strong link, the more society is educated the more political participation is witnessed. Similarly, the present study also concluded that women's education can enhance their political participation. Besides in educational institutions, women learned skills useful for political activity. These findings were also supported by previous studies. Encouraging and motivating female segments of the society for accruing education while providing educational facilities at the local level and encouraging parents or guardians about female education and their political participation are some of the recommendations.

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Realignment of Power Patterns in Indian Ocean: Role of Regional and Global Actors

***Muhammad Ijaz Latif**, Chairman, Department of International Relations Islamia University of Bahawalpur

Muhammad Tayyab Zia, Associate Lecturer, Department of International Relations Islamia University of Bahawalpur

*Corresponding author's email: ijaz.latif@iub.edu.pk

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ABSTRACT

Purpose: Purpose of study is to analyze the impact of changing strategic patterns and priorities of various regional and international actors on the Indian Ocean Region. Geo-political contestation for hegemony among these actors i.e. US, India, Japan, Australia, China and Pakistan is examined. Measures and counter-measures taken by the said states too are evaluated.

Design/Methodology/Approach: Analytical study based on qualitative descriptive analysis is formulated in inductive way.

Findings: Indian Ocean has been evolving to be the center-stage of Global power politics. US, UK, Australia, Japan and India are pursuing the goal of containment of China. China too has initiated economic partnerships with various states of the Indian Ocean Region i.e. Pakistan, Myanmar and Sri Lanka.

Implications/Originality/Value: Keeping in view the pace at which international and other concerned actors are inclined towards alliances formulation and militarization of the Indian Ocean Region, naval arms to acquire naval second strike capability is anticipated to be initiated in the near future, Indian ambitions to achieve the naval based second strike capability can be analyzed with the same lens.



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Introduction

Indian Ocean has been evolving to be the arena for regional as well as global powers to pursue their respective national interests, considering the most significant energy trade Sea Lines of Communication. Subsidiary water bodies such as Persian Gulf, Gulf of Oman, Australian Bight, Mozambique Channel, Gulf of Aden, Java Sea, Savu Sea, Red Sea, Sea of Zanj, Andaman Sea, Flora Sea, Timor Sea and various other water channels and seas too are the offshoots of Indian Ocean. Security and stability of smooth functioning of its Sea Lines of Communication is the objective of all the concerned actors as any

halt in maritime traffic would inflict devastating impact on regional and international actors (Shabbir, Bashir and Saleem, 2019: 48).

Moreover, Indian Ocean is having the most sensitive choke points on which various actors have divergent national interests. These choke points are: Strait of Hormuz, Strait of Malacca, Bab el Mandeb, Six and Ten Degree Channels, Mozambique Channel, The Sunda and Lombok strait. Strait of Hormuz is the connecting channel of Arabian Sea and Persian Gulf, which is between Oman and Iran. It is considered to be the hub of trading of crude oil as eighty five percent of Asian supply of crude oil is traversed in Strait of Hormuz and seventeen million barrel is transported on daily basis (Ahmad, 2015).

Strait of Malacca is one of the most crucial choke point in the Indian Ocean as it is the center of rift between India, US and China. It connects Indian Ocean with South China Sea and Pacific Ocean. East Asian states, Australia and China find the Strait of Malacca as the shortest oil import trade route through Persian Gulf. Beijing has vital concerns in this area as it is the backbone of China's oil imports and if it is blocked due to any reason, it would have direct and devastating impacts on its oil imports, ultimately on its economy.

Traditionally Indian Ocean region gained less attention in great power politics among various super powers i.e. during cold war era substantial focus was on Atlantic Ocean and Pacific Ocean by both of the super powers. But with the change in international strategic dynamics, Indian Ocean has evolved to be the central point of concentration of various regional and international actors. Historically, Indian Ocean remained eminent for oil trading, although this trait of Indian Ocean is still pertinent, yet shifting international patterns has compelled concerned players to engage in Indian Ocean politics other than oil trading. US, having the intentions to contain China, supports India in the region as New Delhi is the only viable regional option for the US to achieve the goal of containment of China (Lobo, 2021: 83). India on the other hand has the candidature of a more proactive role in Indian Ocean as its area of influence. Both Beijing and New Delhi are challenging each other in order to index themselves for the hegemony in Indian Ocean. To gain their objectives in the said maritime region Regional and international players are inclined towards the alliance formulation i.e. AUKUS, QUAD (Shah, 2021: 4).

Besides that notion of 'partnership' too is being advocated and practiced by China. Pakistan is affected too much in the wake of these developments as on the one hand Pakistan has severe maritime apprehensions regarding Indian Ocean due to growing disparity of naval powers between Pakistan and its arch rival India, and on the other hand in regional and international alignments US and other major relevant actors i.e. Japan, Australia, ASEAN have inclinations towards India. Moreover Pakistan is not a member of Indian Ocean Rim Association, in which India has a strong say. That has compelled Pakistan to be engaged in power politics of Indian Ocean Region and ultimately came closer to China. US Deputy Assistant Secretary, Bureau of East Asian and Pacific Affairs, Alex N. Wong stated that "it is in our interest, The US interest, as well as the interests of the region, that India plays an increasingly weighty role in the region. India is a nation that is invested in a free and open order". That has made evident that Washington has put the weight to New Delhi's side and Islamabad has left with no choice except to opt for the parallel power pole (Hassan, 2019: 79).

US Interests in Indian Ocean

The central principle of US foreign policy regarding Indian Ocean Region is that US cannot allow the emergence of a state or a coalition to be the decisive force in the region as that state or a coalition can potentially threaten the its national interests in entire Eurasian region. Geo-Economic shift of World towards Asia and subsequent growth of trade in Indian Ocean has enhanced the strategic significance of the area (Vaughn, 2018: 1).

Since various past US administrations Washington had been pursuing the following national objectives in the Indian Ocean Region.

- It is one of the basic objectives of the US to counter piracy activities in the Indian Ocean Region.

- Maintaining and enhancing the prevalent dominant economic and strategic standing of the US in order to promote its economic interests there (Owais, 2020: 93).
- Support the like-minded partner states, India, Australia, Japan, to achieve the objectives of shared values and democracy.
- Security of significant strategic choke points of Indian Ocean such as Bab el Mandeb and Persian Gulf from terrorism (Vermeer, 2017: 6).
- Diminish or at least postpone the upsurge of larger scale conflicts i.e. Kashmir issue between Indian and Pakistan.
- To keep the check on proliferation of Weapons of Mass Destruction to any state actor or non-state actor.
- To keep the Sea Lines of Communication open in order to smooth flow of trade and naval patrolling in the Indian Ocean Region.
- To shape the strategic structure of Indian Ocean as required with the objective to prevent Asia dominated by a hegemon, be it a single state or be it a coalition which could threaten the interests of the US (Vaughn, 2018: 3).

US Naval Assets in Indian Ocean are as following.

1. A naval support facility of the US is positioned in Diego Garcia in South of India, a British Indian Ocean Territory. This facility is responsible for the logistic and operational support to the forward deployed forces generally in Indian Ocean and specifically in Persian Gulf Region (Harris, 2020: 1).
2. Camp Lemonnier Djibouti is considered to be the base for military, naval and logistic operations for Africa Command of the US in Horn of Africa. This facility serves 4000 civilian and Military personnel of the US as for as for the allied forces (Melvin, 2019: 21).
3. Naval Support Activity of Bahrain. This facility is the base for the US Fifth Fleet and the US naval Forces Central Command. This facility is responsible for the naval operational support to US Central Command Area of Responsibility (CENTCOM AOR). CENTCOM AOR covers Entire Middle East, Central Asia, Arabian Sea, Red Sea and Persian Gulf (Wallin, 2018: 1).
4. US Pacific Command Area of Responsibility (PACOM AOR) too covers a large area of Indian Ocean. Besides it under the domain of military alliance cooperation with Australia, US is having a rotational positioning of 2500 US marines and aircrafts around the Australia's Northern Coast, Darwin (Feickert, 2013: 42).

China's Interests in Indian Ocean

China's core interest in Indian Ocean is the security of its energy supplies as being the largest energy consumer and China's economy is massively dependent upon its energy supply, it is its primary concern to eradicate every halt to Sea Lines of Communication in Indian Ocean. For that purpose it maintaining the adequate force in Indian Ocean is imperative for Beijing. It is evident from the Blue Book of China, which states that hedge against threats posed by other states, that Beijing is concerned about its vulnerabilities in Indian Ocean. Growing trade of China with Africa and Middle East needs China to have a more sophisticated position in Indian Ocean and for the very reason Beijing has increased its naval patrols in Indian Ocean and more specifically the strategic choke points of the region.

Statistics reveal that one third of international trade and shipping and 40 % of international oil trade have to traverse Malacca Strait making it one of the busiest trade route. As far as China is concerned, significance of Strait of Malacca for Beijing is far more than any other concerned state. It is because more than 80% of China's energy supplies have to cross Malacca Strait (Akram, 2019: 34). Various challenges are faced by China in the said are such as piracy, Indian influence and US presence and a naval base in Singapore. Naval presence of the US in Malacca Strait inflicts two pronged impacts on China's in the Indian Ocean Region. On the one hand it is positively significant for China that US naval forces are stationed in Strait of Malacca with the objective of security of Sea Lines of Communication there. And on the other hand US naval facility is a matter of severe concern as for as Beijing's strategic

interests in any event of confrontation in the region are concerned. The discussed Chinese vulnerability is catalyzed. Moreover, naval base of India in Andaman too is considered to be a challenge by Beijing (Sharif, R. 2015).

The term “Malacca Dilemma” was first coined by President of China Hu Jin Tao. Following that, China Youth Daily wrote that it is quite definite that whoever would govern Strait of Malacca would have the capability to influence the Sea Lines of Communication in the region. Various US analysts argue that any commotion in Sea Lines of Communications of Beijing’s energy supply would have a more detrimental impact on China than any military attack on its territory (Ollapally, 2014: 348).

In the short-run contemporary maritime power pattern in Indian Ocean, it seems less likely that Beijing would opt for any confrontation with the US, Indian or other challenge. It is because of the US naval superiority and Indian strategic advantage. So it is anticipated that China would opt to a constructive engagement based on its ‘harmonious sea’ policy rather than to adopt an aggressive and offensive approach against India or the US with the objective to acquire more space in Indian Ocean. While on the long-run too, Chinese hostile and offensive role in Indian Ocean is not anticipated except that Beijing would seek more influence in the Indian Ocean Region with the increase in its economic power and military might in future (Hilali, 2014).

Beijing is now heading faster than expected by many scholars towards its increased economic as well as military and naval role in Indian Ocean Region. It may include the construction of naval and military bases alongside the Indian Ocean Littoral states. Ranging from developing a naval support base Djibouti to naval bases in Bangladesh and Sri Lanka, China has a variety of naval installations in Indian Ocean littoral states and this variability in size and function of these naval bases would serve in contingency plans i.e. non-combatant withdrawals, operations for anti-piracy, protection of Chinese citizens, and even that any essential intervention in Indian Ocean littorals (Brewster, 2018).

To establish a strong foothold in the Indian Ocean Region, China has opted for various steps. Beijing has positioned its People Liberation Army Navy in Indian Ocean, for anticipatory operations. Submarines and ships of People Liberation Army Navy engaged in live-fire exercises in the said area to ensure its strategic objectives (Jash, 2021: 81). China has developed and ultimately acquired a strategically significant port in Sri Lanka, named Hambantota for a lease of 99 years. Located very close to India, the said port would assist China to, on the one hand China could have station its personnel at the port to support its cargo maritime transportation in any case of threat. And on the other hand, China may have a check on Indian maritime activities (Hassan, 2019).

China’s traditional naval strategy had focused on near China Sea and Taiwan, but with the expansion of its interests and power around the globe, Beijing has shifted its concentration in far China Sea and “far China defense” too. The policy reveals the growing power and maritime interests of China as unlikely to previous decades, when China had a sole focus on South China Sea, in contemporary scenario growing Chinese concerns apart from its near seas and near neighborhood reflects the persistent growth in Chinese power. Li Keqiang China’s Premier, justifies the sophistication of naval and military capabilities of China. He argued that it is because of the deep changes of security environment of China. Initial deployments of PLAN (People’s Liberation Army Navy) in Indian Ocean were made with the objective of operations of anti-piracy. With the passage of time Beijing enhanced the scope of its objectives in the Indian Ocean region, particularly securing its Sea Lines of Communication from its territorial waters to the Persian Gulf (O’Rourke, 2021: 1). China has significantly augmented its naval capabilities and patrolling in Indian Ocean as the number of Chinese warships has been increased from seven to fourteen in order to marginalize the US role and assert to be a leading regional and major global power (Gurung, 2017).

Despite of enhancing its footprints in Indian Ocean, Beijing still assumes its vulnerabilities in the Indian

Ocean Region generally and in Strait of Malacca specifically. It is because of the strong say of the US together with its, US, naval base in Singapore. Moreover, Indian naval influence in the region too cannot be precluded as on the one hand India is the member of QUAD, which can influence the Chinese interests in the region to a significant extent and on the other hand Indian island of Andaman and Nicobar also are not too far from the strategically significant Strait of Malacca. Australia's inclusion in the Indian – led Malabar Naval Exercise together with US and Japan made it evident that the quadrilateral group is focusing on the naval influence in the region, which concerns China (Jash, 2021: 81).

In order to diversify the energy and other trade routes of China, CPEC is the most plausible option for Beijing in this regard. CPEC would be a two pronged alternative route for China as on the one hand China would bypass the Strait of Malacca and on the other hand CPEC would be the shortest logistic route for China, specifically for its South Western parts. Zhao Nanqi, former Director of Peoples Liberation Army's General Logistic Department once stated that Beijing would no more let Indians think as Indian Ocean to be the India's Ocean. Zhang Ming, naval expert of China is of the view that all the 244 islands which accumulatively named Andaman and Nicobar can be used to be the metal chain which may halt the Western part of the Strait of Malacca. Furthermore he stated that once New Delhi held its grip on Indian Ocean, Indian would not be confined to that extent rather it would keep on increasing its influence in the Indian Ocean Region (Hilali, 2014).

China's Far Sea Operations: Policy shift from near China Sea to Far Sea Operations manifest the Chinese concerns regarding the upper discussed views of Chinese officials. This Far Sea Operations is an Ocean Centric approach which is devised in order to secure the Sea lines of Communication utilized for the energy supplies of China. Since then Beijing is increasing its activity in the Indian Ocean along with South China Sea (Shabbir, Bashir, and Saleem, 2019: 48).

Indian Ambitions in Indian Ocean

India is the largest Indian Ocean Littoral state having the 7500 kilometers of coastline and 12 major ports and 200 minor sea ports along its coastline. Having such a huge maritime infrastructure is due to New Delhi's short-term and long-term maritime ambitions (Owais, 2020: 93). These Indian ambitions and hegemonic designs are the reason for which New Delhi is considering a more proactive role in the Indian Ocean Region. In the wake of 2013, some of the US Administration officials coined the terms i.e. "Indo Pacific", "Rebalance" "Indo-Asia Pacific" which is the signal that Washington is going to let India a more effective role in Indian Ocean (Jia, 2017: 2017).

In order to achieve its hegemonic designs in the said area India has adopted a multi-pronged approach which includes investments, diplomacy, trade, strategic partnership and sophisticated high seas naval patrols for which India requires a sea based second strike capability (Khan, 2016: 155). New Delhi has acquired the discussed second strike capability but the development had inflicted deteriorated impacts as initiation of nuclear arm race in not only South Asian Region but also in the Indian Ocean Region. Although Indian hegemonic designs have gave birth to some serious issues of technical aspect and command and control system, yet taken together, New Delhi has gained the ground due to the rift between China and the US and their bilateral power competition. Even a step forward according to the J. Shankar, Indian Foreign Secretary, New Delhi aspires to be a leading power rather than just a balancing power (Tellis, 2016: 5).

Being a center-stage state in the Indian Ocean due to its ambitious hegemonic designs and largest Indian Ocean Littoral state, India is the one of the significant players in the maritime power politics of Indian Ocean Region. K. M. Pannikar, an Indian Diplomat is of the view that Indian lifeline is the subject to the Indian Ocean and Indian sovereignty is dependent upon the waters of Indian Ocean. According to him India cannot excel in any mechanical development or business progression and no political or economic arrangement in India would be fruitful if its seashores are vulnerable (Khan, 2016: 156).

In order to have a strong say in Indo Pacific, in Indian Ocean too, New Delhi in 1990 took a foreign policy step named “Look East” by the Government of Narshima Rao. Look East policy intended to augment trade and economic relations with the states in East Asia. Besides the economic and trade ties, strategic advantage too is the key element behind this policy. Some of the key intentions of Look East are as

- Indian strategic interests are subject to the strength of the Indian Navy and this policy would enhance the Indian naval capabilities.
- In order to shrink the growing Chinese influence in the region, New Delhi must have constructive relations with the East Asian nations (Shabbir, Bashir and Saleem, 2019: 53).

New Delhi’s strategic partnership with Tehran is a crucial development in Indian Ocean power politics. Iran’s close proximity to Strait of Hormuz provides it a great leverage of a proactive role in Indian Ocean Region, specifically the world oil trading. Although Iran has demonstrated some inclination towards China, yet India is one of the top list importers of Iranian oil products and both of the actors, Tehran and New Delhi, are in a bilateral strategic agreement. India has supported Iran in sophistication of Chahbahar port which is near Farzad oil fields. Despite of sanctions imposed on Iran by the US, Washington have offered a waiver for New Delhi for latter’s oil imports from Iran, which reveals the depth of Indo-US close ties in the region (Hassan, 2019: 80).

Furthermore, in addition from the significance for India due to oil trading, New Delhi can monitor the naval activities of China and Pakistan while stationed in Iran, which is a at least a concern, if not threat, for both of the latter states. In order to achieve and augment this objective, New Delhi took over the Duqm port of Oman to provide the logistic and maintenance assistance to its naval ships in Indian Ocean. Apart from that this port would provide India with a swift access to Gulf of Aden and Red Sea and formulation of new Sea Lanes of Communication in Indian Ocean (Hassan, 2019: 83).

Pakistan’s Concerns in Indian Ocean

Having the coastline of 1050 KM and extensive dependence upon Indian Ocean regarding its economic and trade functions, Pakistan is considered to be the major littoral state of Indian Ocean. A significant part of oil imports and more than ninety percent of global trade of Pakistan relies on Indian Ocean. Major part of these activities is operated at the Karachi port, which is vulnerable to the multiple emerging threats in Indian Ocean, particularly by Indian naval ambitions. Islamabad has not put the adequate focus on its maritime power as it needed to be. Maritime anxieties of Pakistan are at their core Indian centric. It is because in any act of war or naval clash, Indian naval dominance over Pakistan may consequently lead towards the barricade of Karachi, which may cause the crushing damages to latter’s economy and naval and strategic standing in the region. Increasing disparity of naval conventional power between both of the South Asian players has led New Delhi on strategic advantage. Subjective naval advantage that Islamabad enjoyed till 1990s was over taken due to US sanctions against Pakistan during the said decade. During that time frame, New Delhi quantitatively and qualitatively enhanced its naval capabilities. Ambitions of New Delhi to acquire naval based second strike capability have hampered the naval balance in the Indian Ocean Region. Considering the debates of anticipations of a low or a large scale armed clash between New Delhi and Islamabad cannot be completely discarded, so extensive naval disparity between India and Pakistan may result into instability of the region (Khan, 2016: 155).

In order to avoid that environment and balance the strategic alignment, CPEC would assist to strengthen Pakistan’s position in the region. Although economic aspect of Gwadar port and CPEC is evident yet various factors throttle its vitality. But its potential to strengthen the strategic position and security of Pakistan’s struggling maritime standing as well as defense of its land borders (Pande: 2015).

Geostrategic position of Gwadar port could assist Pakistan to have a listening post in Indian Ocean just

at the brink of hub of oil trading maritime Sea Lanes of Communication and monitoring of maritime traffic. Various defence analysts in Pakistan have the perspective that development of Gwadar port would solidify Islamabad's bargaining position in the Indian Ocean maritime affairs while negotiating with the concerned regional and international actors (Kaleem, 2018: 112). Moreover in any event of naval confrontation, Gwadar would be a strategic asset for Pakistan than heavily vulnerable port of Karachi. While considering the alliances formulation i.e. QUAD, AUKUS and other Indo-US naval collaborative activities, CPEC and Gwadar port would help China and Pakistan to boost their naval exercises and naval cooperation in Indian Ocean as a counter weight (Butt and Butt, 2015: 30).

Operationalization of Gwadar port and its inclusion, to be the hub, in Belt and Road Initiative would marginalize the previously discussed Indo-Iran strategic ties, for the reason that Belt and Road Initiative is anticipated to have the potential to transform the geo-economic and geo-strategic patterns not only in the Indian Ocean Region but globally as well. And Tehran has expressed its interest to be the part of that project. In addition to the potential of Gwadar to restructure the power equation in Indian Ocean, the said project would be a deterrent to New Delhi for its support of insurgency in Baluchistan. It is because of the presence of Chinese interests and installations in Baluchistan would daunt India for its support to terrorism in the province (Wagner, 2016: 2).

Conclusion

Indian Ocean Region is gravity of power projection is increasing with the time. Various regional and international actors are shifting their focus in the said region. Indian Ocean region is being contested by China and India to be their area of influence. Geographically India is the only state which is, and can, confronting China, and in order to achieve this objective India has found US, Australia and Japan on the same page. Therefore, all of these states are inclined towards formulation of alliances i.e. QUAD, AUKUS and bilateral strategic agreements. Beijing has taken a series of steps in order to balance the power equation such as the economic partnerships and deploying its naval installations in various ports, i.e. Djibouti and Sri Lanka. Being a key littoral state of Indian Ocean and vulnerable to the increasing tensions and militarization of the Indian Ocean Region, Pakistan is compelled to be the part, not party, of power politics of Indian Ocean. By joining Belt and Road Initiative and having proximity to Strait of Hormuz via Gwadar, Pakistan has made attempts to marginalize Indian maritime hegemonic designs in Indian Ocean.

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Journal homepage: www.publishing.globalcsrc.org/jbsee**China's Development of Gwadar as a Regional Maritime Hub*****Rahat Iqbal**, PhD, independent researcher in International Relations, Pakistan**Inamullah Jan**, is lecturer at Department of Politics and International Relations, International Islamic University, Islamabad, Pakistan**Zafar Iqbal Yousafzai**, is Senior Research Associate at SVI, an Islamabad-based think tank, Pakistan*Corresponding author's email: rahat-iqbal@hotmail.com**ARTICLE DETAILS****History***Revised format: Nov 2021**Available Online: Dec 2021***Keywords***China, Gwadar, Maritime hub, CPEC, Pakistan***JEL Classification***F50***ABSTRACT**

Purpose: This article aims at analyzing China's development of Gwadar as a maritime hub in the region. Gwadar, after Karachi and Bin Qasim Port is the third seaport of Pakistan, which has a greater impact not only on Pakistan but also on regions, especially China. Moreover, the paper through light on the features of CPEC which connects Gwadar with China. Challenges which Gwadar has to face in the near future are also analyzed.

Methodology: Qualitative and analytical method is used to conduct this research.

Findings: The paper concludes that Gwadar is a potential maritime economic hub in the region.

Implications: Hence, the joint venture will not only bring multiple benefits to China-Pakistan but also bring opportunities to the adjacent regions: Central Asia, Middle East and Persian Gulf.



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Introduction

In the post-Cold War era, dynamics of international regime transformed from international politics to international warfare. Economies, in the present-day era are the pivotal factor in International Relations. Countries for vested interest, prefers indirect wars in the form of hybrid warfare, asymmetric warfare or 5th generation warfare's. Similarly, is the situation of Pakistan, due to the importance of its geo-strategic location, it has a vital role to be played in geo-politics. Think thanks in Pakistan, in the present-day era are focusing on the revival of economy and for that CPEC is the matter of concern, of which Gwadar is the backbone.

Gwadar is the third deep-seaport of Pakistan, which was officially inaugurated by President Musharraf in 2007. The land was purchased from Oman at the cost of \$ 3 million in 1958. Development of port remained under Port Singapore Authority (PSA) (Ijaz, 2015) for almost five years after its inauguration

in 2007 by President Musharraf. Due to its weak performance, this seaport was handed over to Chinese Overseas Port Holding Company (COPHC) in 2013 (PTI, 2018). The development of Gwadar was accelerated with initiation of China Pakistan Economic Corridor (CPEC). Gwadar seaport possesses immense potential of carrying out heavy shipments and transits and has the capacity of bearing more than 20 berths at one time. It can also endure heavy machineries and related stuff. In economic perspectives, it will benefit more than 20 countries of three regions. It also provides the shortest possible route to China for trade to many regions. Gwadar will definitely enhance its cooperation among various countries and states, as it is located at a far distance from the Indian aggression. Additionally, Gwadar has the capacity for carrying out checks and balances for transportation of goods to other areas and also covert operations of India.

It's not only the state that will take benefit from such initiative but it's the people of that particular region who will be at advantage. Baluchistan is considered as the most backward province of the country but with development of Gwadar, it has been transformed into mega city from Small Township. Soon, it will become the hub of large investments due to Gwadar's smooth services provided, which is not borne by major powers of the region. Challenges to its development cannot be ignored at any point. It has the potential to benefit not only countries but regions by providing easy access and routes for trade purposes. However, Gwadar's potential to be a regional maritime hub is challenged by several major initiatives taken by major powers, i) Development of Chabahar, a joint venture of Iran and India, ii) Creation of insurgencies in Baluchistan region iii) Blame games with Pakistan. This paper will identify the potential of Gwadar as a regional maritime hub and also will highlight challenges, which is becoming stumbling block in its development.

China-Pakistan Relations

China-Pakistan strategic partnership began since the Chinese independence in 1949. The story of the Sino-Pakistan friendship is quite old and beyond explanation. Both of these states had enjoyed cordial relations since establishing diplomatic ties in 1951. Pakistan was the first state to recognize the People's Republic of China in 1950. It also sided with China during the 1960s and 1970s termed as international isolation (Afridi and Bajoria, 2010). China being the key supportive countries towards Pakistan in terms of military, technical and economic. Many analysts opine that the United States (US) strategic partnership with India will ultimately push Pakistan for the closure linkages with China. China-Pakistan Economic Corridor is not only a mega project but taking the bi-lateral ties between the two neighboring countries into a new peak. To bring prosperity and to boost economic growth of both Pakistan and China, CPEC is intended to link Port of Gwadar of southern Pakistan to the Chinese north-western region with the network of railways, roads networks, and pipelines for the transport of gas and oil. CPEC is a significant component in understanding the possible regional trade and connectivity with the SAARC, ASEAN, CAREC and the ECO (Khan 2014).

China's Development of Gwadar

Chinese ambition of developing Gwadar as a regional maritime hub is the core objective designed in the CPEC initiative. President Xi Jinping suggested for cooperation of "China-Pakistan Community of Shared Destiny" during his visit in 2015. The proposed notion is based on two particular aspects: i) to enhance collective interest through mutual cooperation and ii) to bolster trust through mutual understanding and cooperation. The Chinese President stated that "Diplomatic Work with Neighboring Countries" is comprised of mutual interest, trust, and cooperation (Lingliang, Z, 2016: 518-523). Moreover, China is prone to build the Special Economic Zone (SEZ) in the less developed part of China named Kashgar. China intends to connect Gwadar port of Pakistan for swift development of the region. In this way, the connected route of Kashgar to Gwadar port will provide a convenient access to Arabian sea as well it will help in saving the time of transportation for its quick service of imports from West China to West Asia (Perveen and Khalil 2015). Chinese Ambassador Sun Weidong in Pakistan at a seminar titled "Building Community of Shared Destiny, in the New Era" expressed that Pakistan will be essential ally both at regional and international affairs. Another Chinese analyst and ex-ambassador of

China Mr. Zhou Gang also showed concern regarding deepening of bi-lateral ties between China and Pakistan while stating that in order to resist the foreign intervention or forces, for the protection of sovereignty, enhancing security and maintaining stability then one must learn from episodes of uproars of North African and West Asian region.

For the easy access of trade with China, the project of CPEC aims to connect Silk Road Economic Belt (SREB). SREB possess European region to the Central Asian region. This route would help in linking the European or Eurasia region through Central Asia to that of Pakistan via Gwadar. In this way the regions like Eurasia will also be benefit from easy trade with China. Chinese authorities have presented five difference networks including road network, policy exchange, currency circulation, and people to people contacts. (Blanchard and Flint 2017). This project will connect Gwadar with Kashgar in order to boost up the trade links among China, Pakistan, Central Asian states. This is benefiting in two ways i) reducing the time of transportation for trade goods and ii) short route or distance between South China Sea and Arabian Sea. CPEC will be fruitful in having trade with Afghanistan government, strategic projection into Africa and West Asia. The Pakistan's nation also hopes that China will help the country in boosting and progress in the field of gems and agriculture other than energy and communication links.

China and Pakistan will be connected through multiple means through the project of CPEC. This including roads, railways networks, fiber-optic cables, energy projects and functioning or operations of Gwadar deep sea-port. The basic aim of China is to help Pakistan in building highways, motorways and other pending project through CPEC initiative. The project of CPEC is comprised of three phases, short, medium and long-term. To enhance the communication a linkages and transport in the early phases included the construction of orange line Metro train Lahore, along with the upgradation of already existing railway tracks. CPEC is based on the broader scope. It is comprised of construction of new rail and road links and establishment of Special Economic Zones (SEZ) as well making Gwadar operationalized. To re-construct the road links between China and Pakistan is the first and foremost component of the project. Moreover, the project also focuses on changing the street links, the area stretches from Gwadar seaport to Khunjerab pass, the border located in north China. The road such as Karakorum highway will link Pakistan with China through the 15000 feet high. The renovation and re-location of the highways is one of the fundamental components of the road development project in CPEC initiatives. Pakistan areas such as Hasanabdal, Khyber Pakhtunkhwa, and Attabad, etc. will be connected with Chinese region. This will indeed be beneficial to both China and Pakistan (Jawad. F. 2015).

The second important component of CPEC is the enhancement or rehabilitation of the rail links. Since the initial phase of the project Pakistan Prime Minister had given a permission for work start for the advancement of the existed railway tracks of Havelian of Abbottabad District. During the planning phase of CPEC initiative, Chinese railway expert had made a visit to Pakistan for assessment and probability of \$ 3.5 billion investment as well for the restoration of tracks stretching from Karachi to Peshawar. In all the project China's ambition of the development of Gawadr deep seaport is essential milestone on which the entire CPEC project is dependent. The entire CPEC initiative is dependent on the operation of Gwadar deep sea route. Therefore, the China's ambition of developing Gwadar will be a milestone achievement only for China and Pakistan but other connected regions as well. The project aimed for the completion of short-term project including formation of o Gwadar International Airport, Eastbay Expressway and the breakwater and dredging of breathing channels by 2017. The project also aimed to advance the city with the provision of facilities such as fresh and clean water supply, the building of hospitals, vocational and training institutes comprising of different fields, creating support for nearby industries and export suppliers; and commissioning a coal-fired power plant. The development of Gwadar was early expected as claimed by Chairman Gwadar Port Authority (GPA) Mr. Dostain Khan Jamaladini.

It should be recognized that the development and elimination of switching infrastructure bottlenecks,

that is, railways and highways, will facilitate faster movement of items across borders. To make the project successful, Pakistan will play a vital role, despite facing challenges. The initiative of CPEC will also help Pakistan to come out of its economic turmoil and also will be a source of employment for many job-seekers across the country particularly remote areas. CPEC is based on multi-dimensional projects including transportation and energy schemes. It is comprised around 3218 KM route which includes economic free zones, pipelines, highways, railways and infrastructural projects, between Pakistan and China (Shah 2015). CPEC is a component of Chinese mega project of Belt and Road Initiative (BRI) which is composed of Silk Road, Economic Belt, and twenty-first Century Maritime Silk Road. BRI aims to incorporate the twenty-first Century Maritime Silk Road and China Road Economic Belt. The aspiration intends to uplift and to accommodate free trade in economic perspective, to improved integration among countries' markets and well-balanced economic collaboration (Reform 2015).

Characters of CPEC

The announcement by Xi Jinping in 2014 to invest \$46 billion under One Belt, One Road initiative was a significant development for various sectors.

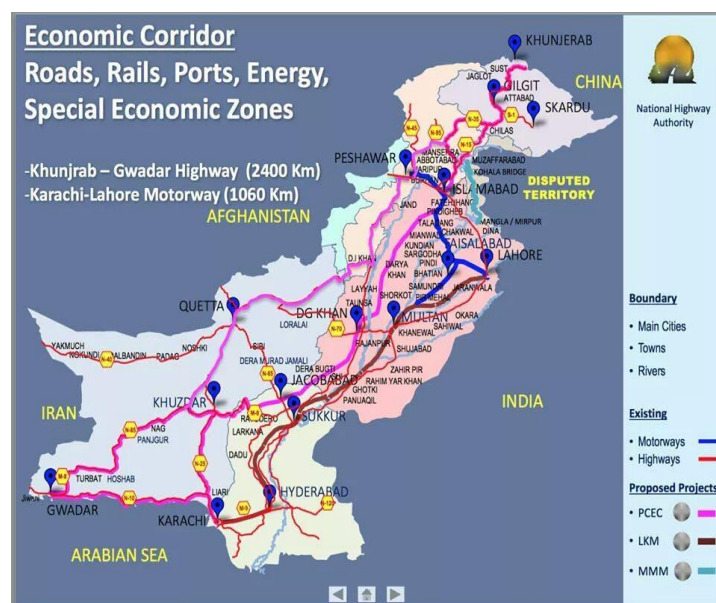


Figure 2: Economic Corridor: Source: <https://defence.pk/pdf/threads/genuine-map-of-cpec.372891/>

CPEC consists of many projects which will boost up Pakistan's economy. There are different projects which are under development. For infrastructure, there are \$11.8 billion; \$33.8 billion for energy sector and @622 million for the Gwadar port development. Moreover, the hydro energy projects have to add 10,400-megawatt energy to the national grid of Pakistan.

Karakoram Route: Karakorum highway connect Pakistan with the western Chinese province Xinjiang. Beside a Chinese firm: China's Production and Construction Corps (PCCC), Frontier Works Organization (FWO) are working to connect all major towns of Gilgit Baltistan with this route. Now, the focus of CPEC connectivity is rail routes.

Gwadar Port

Gwadar seaport will connect China with Arabia Sea. Work is also in progress to enhance Gwadar Port's allotment to 100,000 dead weight tonnage of dry cargo while the capacity of oil tankers will be increased to 200,000 dead weight tonnage.

Energy Sector: For years, Pakistan is in shortage of energy. In order to boost up the energy sector in

Pakistan, two third of the CPEC funding will be used. It will add 17,000-megawatt energy to the national grid. Chinese firms are also investing in hydro, coal and solar energy production. A Chinese firm Shanghai Electric is also interested to invest in the energy sector.

Industrial Cooperation

Industrial sector is one of the key components of CPEC project. Enhancing and developing industrial sector will promote the capacity of smaller and local industries which will ultimately help reduce unemployment in the country. Special Economic Zones are also under development which will provide massive job opportunities.

Agricultural Cooperation

Pakistan is an agricultural country yet it lacks modern machinery and technology. China is interested to further modernize the agriculture sector of Pakistan. On one hand, Pakistan will get agriculture technology while on the other hand, Pakistan will be able to provide agriculture products to China. Cotton crops productivity is also a main area of cooperation in agriculture. A project is underway that will boost Cotton productivity by the 2030.

Maritime Hub

Maritime hub deals with the interstate and intrastate trade linkages through waterways by shipping. Since, the pre-cold war era, states preferred to define various routes to have trade for exchange of goods among countries. Asia, being the largest continent of the world, is blessed with huge markets, which is the mode of attraction for many Western and European states for the purpose of commerce and trade. PSA is set example which is playing its role as global maritime hub. It connected Asia to the world and world to Asia. If we look into the geographical location of Gwadar, it can also become a regional maritime hub, which will not only be beneficial to Pakistan but to many more countries as well. It is only the water routes which connected states and also the only mode of transportation of good and services. Hence, the countries need to make focuses on it as it is playing a vital role not only in business terms but also in the livelihood of nations. The future wars will not be fought for power or expansionism but it will be on water. The various approaches by the major powers of curbing developments with special context to Gwadar is a case in point. Since the division of the Sub-continent, Pakistan was the epic of center due to its geo-strategic location but now with the growing trend it is gaining its momentum as it can also lead to regional maritime hub via Gwadar. Apparently, two maritime hub exists in this world such as PSA on global level and Gwadar soon will start providing its services on regional level.

Pakistan's Maritime Policy, and Interest

Maritime law or policy governs the sea-based activities such as shipping, seamen and navigation. Under the International law, the area of the sea is divided among states while assigning some coastal lines and nautical miles for the transit routes via sea. Sea, is the main source for transit and transshipments, hence it is essential for every state to strengthen its Maritime security which can easily prevents its exploitation. Pakistan's Maritime policy revolves around Maritime zones, pointing out the territorial waters, Contiguous Zones, Continental Shelf, and Exclusive Economic Zone of Pakistan with inclusion of any other area declared by the Federal Government of Pakistan (Gazette of Pakistan, 1994). South of Arabian Sea is the coastal line for Pakistan having length of 1046 Kilometer (km). Pakistan's Maritime Policy revolves around means of right, jurisdiction and sovereignty over maritime zones. It includes independent rights of Pakistan to exploit, explore, manage the living and non-living resources, to preserve and many other activities. In economic perspectives such as economic exploration and exploitation as well as safeguarding of unauthorized exploitation of resources of Pakistan Sea and also to keep it safe from pollution (Gazette of Pakistan, 1994).

Maritime and Port Authority (MPA), Singapore

Like Gwadar, Singapore was based on a small township. Building of the first port container in Tanjong

Paga (Singapore) has driven the state to a mega hub from a small port. Currently, it possesses around 600 ports with annual shipping of more than 130,000 ships across the globe. It is connected to 600 ports (Lam, 2017) worldwide. Moreover, it also facilitates 63 berths at one time. MPA, Singapore port bears approximately 120,000 vessels annually. This illustrates that it is the busiest port. After every five minutes a ship leaves and arrives at this particular port. Singapore port is one of the busiest ports of the world on the basis of cargo it handles on daily basis and it is a world leading port in container transit for shipments within South East Asia region. Approximately, daily 50,000 containers are transited from container ships. Besides this huge traffic, Singapore port is excellent in its port operations and fast turnovers (News Hound, 2014). Observing port of Gwadar, it has all the capabilities to act as a regional maritime hub as PSA do. Singapore was built a larger city from small township due to the PSA capabilities, along role played by investors. Like Singapore, Gwadar a small township which can emerge as a large mega hub and city with the successful implementation of CPEC.

Gwadar's Geographical Significance

Gwadar has a greater impact not only on Pakistan but on the region as a whole due to its geography. It is located in the eastern belt of Baluchistan Province (Pakistan). It is the shortest route for connecting China to the warm waters of Arabian Sea. Its coastal belt is around 600 kilometers (km).

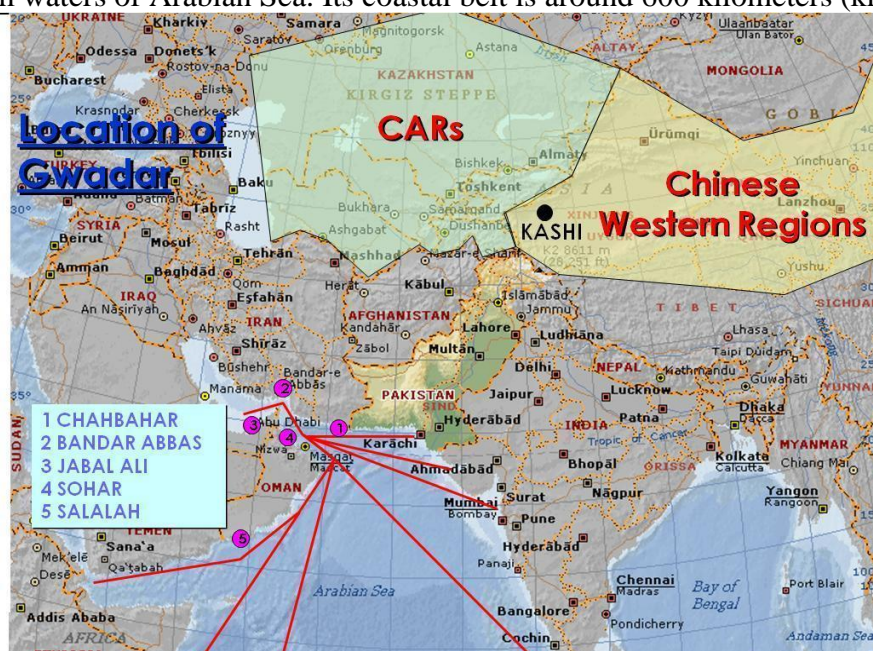


Figure 3: Gwadar's Routes: Source Google Maps.

It lies some 624 nautical miles to the east of the Strait of Hormuz which is the only route of carrying oil tankers to Europe via Persian Gulf (Alamgir, 2011). It is some 460 km away from Karachi and while having a distance of 120km from the border of Iran. It is the third deep seaport which connects the three South Asian, Central Asian and Middle East regions, Afghanistan and to some extent Europe, not only through sea but through road as well.

Gwadar's Potential as a Sea Port

Gwadar seaport is bordering with Iran and is connected to east of Persian Gulf with opposite location to Oman. Additionally, it also connects three regions of South Asia, Central Asian Republics and Middle East. The liberalist's focuses on cooperation among states, in this regard, development of Gwadar's development can lead to cooperation not only on states but regional wise. According to the Chinese Chairman of COPHC Mr. Zhang Baozhong that port of Gwadar has the capability of adjusting more than 70,000 Deadweight Tonnage (DWT) of large vessels (Correspondent 2016). Additionally, Gwadar's seaport has the capacity to bear the birth of more than fourteen ships at one time (Wirsing, 2009: 117-119). After completion of its first phase of three years since its inauguration, the seaport was capable enough for functioning three berths at a time (Anwar, 2011). Gwadar has also the potential of

combating covert operation taken by the adversaries, as it is a seaport, which is located at a far distance from India. Due to this leverage, it achieves strategic depth against any attack and can raise early warning against any naval threat. It also holds the ability of successfully providing transshipment facilities with easy access as it is close to the Sea Lines of Communication (SLOCs) (Malik, 2012: 58). Strategic location is the main factor for having the potential of easy transshipment among the regions and states, which Gwadar's possess. For transshipment, Gwadar's seaports have the capability of bearing various loads at one time. It has the capability of transferring goods from door-to-door movements for different spots within minimum time and low cost (Takrim & Afeef, 2018). It is the second city after Singapore that it provides mega opportunity for neighboring regions of easy trade.

Gwadar's Potential as Economic Hub

According to liberal school of thought, institution building through economic cooperation is the essential part of international politics. Similarly, development of Gwadar has a significant impact on the regional maritime hub. It is the only deep-sea port, which directly links the regions of Central Asia, South Asia and Middle East. This interconnection among the regions would result in accelerating the trade among three regions, as it is the only seaport, which connects China, not only through sea route but through road as well. Additionally, it is the shortest route for trade to China as compare to water gateways of Mediterranean. Due to the significance of Gwadar, Chinese aspirations have increased for developing linkages with the states of Burma, Bangladesh, Myanmar, South China Sea and Thailand. Invitations to these states were also given for using Gwadar seaport as an alternate during any conflict (Sadiq, 2016: 264-265).

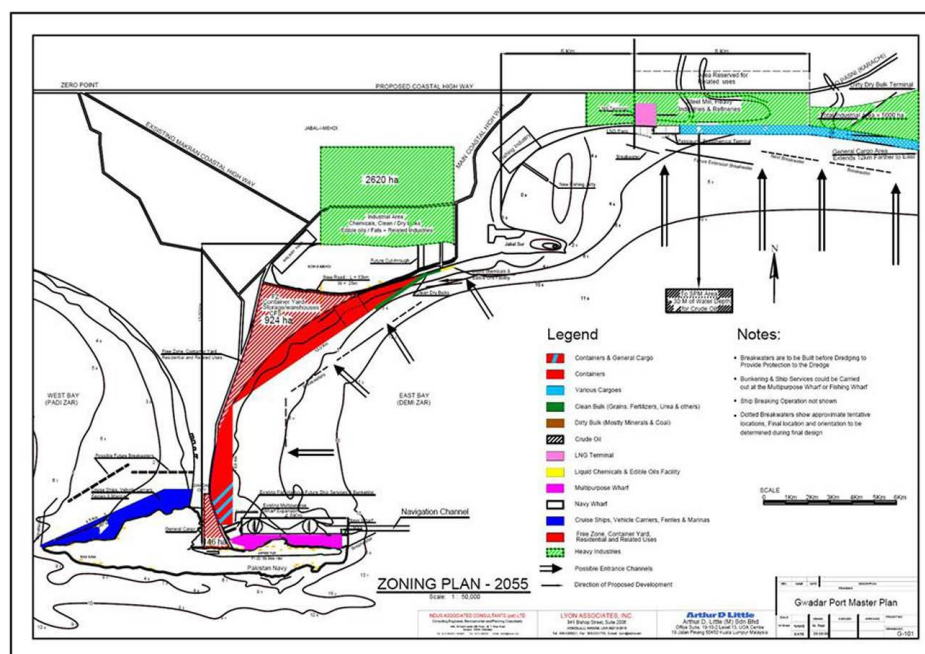


Figure 4: Gwadar's Master Plan: Source: Gwadar Port, Government

According to the theory of liberalism, trade is the source of enhancing cooperation among the states. Therefore, nearly, 20 countries of Middle East, Central Asia, South Asia, and China will be benefitting from this huge project of Gwadar. To be a part of international trade, this seaport will facilitate countries by providing services of transshipment, transit, coastal trade, warehousing and provision of commercial, manufacturing conveniences and industrial units especially to China, Iraq, Iran, Saudi Arabia, Oman, Qatar, Afghanistan, United Arab Emirates (UAE), and Central Asian Republics (CARs) (Alamgir, 2011). As Gwadar is located on the entry to the Persian Gulf through the Strait of Hormuz, it will offer several services to the regional and extra-regional key players including European Union, UAE and Persian Gulf. Interestingly, the economic zone through Gwadar seems wide as to offering trade opportunities to Afghanistan and the region of Caspian Sea (Khetran, 2015). Due to the provision of trade and economic via connectivity of regions, trial to curtain development of Gwadar's seaport has brought into action many several times by India as it is a threat to their hegemony. Covert approaches

and pressure tactics were the strategies adopted for the implementations of such planning.

Challenges to Gwadar Operations

We are living in the world of politics; states are continuous process to meet their national interest as prescribed in their policies. If Maritime and Port Authority (MPA) Singapore has the capacity to become the global maritime hub as it connects three continents via sea route. Gwadar, poses serious challenges to the trade among various states with special reference to Asia and Europe through Middle Eastern water ways, which is considered as the global maritime hub. Gwadar has the potential to become the regional maritime hub of the South Asian region, hindering the trade access and trade gains of the major powers. Somehow, the concerned major powers, have adopted some covert approaches as to become hurdle in the development of Gwadar, through various tactics.

Development of Chabahar

Chabahar is a seaport located in southeastern part of Iran towards Gulf of Oman. It is approximately 72 kilometers away from Gwadar (a deep seaport, develop by Pakistan with the help of China in Province of Baluchistan, Pakistan). It is the only seaport of Iran, which connects, Afghanistan, Central Asia and Iran. It has the capacity of holding the 10 berths at a time. India, on the other hand, in the past several months intended to develop the Chabahar seaport. This initiative was taken when Prime Minister of India Mr. Narendir Modi had made a historic visit to Iran in 2016. India's motive to develop this port (Chabahar seaport) was to bypass Pakistan for having trade access to Afghanistan and Central Asian states. India claims to have a bundle stakes in Afghanistan. India went on a deal with Iran without the consensus of US, which imposed several trade sanctions on Iran due to development of nukes. Moreover, threat of boosting of trade and provision of easily accessible route for trade linkages among the regions have also posed a serious threat of Indian stakes present in Afghanistan. Additionally, India strives for becoming the regional super power will also be abandon with Gwadar's potential of becoming regional maritime hub. To curb the development of Gwadar to become a regional maritime hub, India tended to have deal with Iran. However, since partition, relations both Iran and India have remained in good terms.

“India has already committed significant political and diplomatic resources to the Chabahar project, which it hopes will counter Pakistan's Gwadar port, backed by China” (Scmp, 2018). On the other side, huge investment has been done by India for reconstruction of Afghanistan, which is key ally in the region. Development of Chabahar port would also accelerate the rehabilitation works caused due to wars initiated, while by passing Pakistan. The posture of bridging gap between India and Afghanistan could enable US for rethinking on the decisions of sanction imposed on Iran, due to successful operation of Chabahar port, theoretically curtailing the influence of Pakistan and China (Scmp, 2018).



Figure 5: India route to Chabahar, source: Tasnim (Tehran) News Agency

China's initiative of one belt, one road, is also on the watchdog of Iran. Visit of Iran Foreign Minister Mr. Javed Zarif, few months back have enforced Iran to rethinking of joining its venture of CPEC.

China-US Tug of War

Since, the emergence of the nation state system, the world has been indulged in International politics through International warfare in different dimensions. Since the pre-cold war era, world was in constant move from multi-polarity to uni-polarity, but in the current era, it is vice-versa. Economic interest has remained the constant factor of conflict of interest among or between states. One side it bridges the gap among states but on the other side it is core factor of conflict among states. China- US tug of war in the South Asian region in particular and in the world in general has raised serious concerns, as it is driven force of the conflict in the region.

China's missionary approach is only limited to world affairs only. They had no ideology or system to be spread across the world. China does not claim for any status-quo or power. The agenda to become an economic power is to secure energy, metals and strategic minerals for improving the living standard of the poor generations across

the world and to provide technical assistance and support. The basic objective of China's policy is dominated by economic initiatives, which are not only limited to its borders rather it focuses on global arena through its vertical expansion of soft power.

The US withdrawal from Afghanistan and its shift to Indo-Pacific policy has provided for new challenges to China. Chinese "Nine Dots Line" claim in South China Sea is challenged by US policy in Asia including its influence over Malacca and Sunda Straits and its support to regional countries against Chinese interest. This means a lot to China as its huge trade is through these straits (Bhatti, 2018). In the new strategic policy announced by President Trump in 2017 has clearly declared China and Russia are revision powers due to aggressive response by both of these states. Japan is also enhancing its clout in Indian Ocean region and South Asia as its Free and open Indo Pacific strategy which is mostly on the behest of US. Japan - India partnership is increasing in Asia Africa Growth Corridor initiative. This corridor is estimated at U.S. \$40 Billion including expertise from both the countries in Africa. A vague policy adopted by the major power. U.S strategy to contain China's soft power has started revealing its broad repercussions in South Asian region. India is also pursuing its relations with the Gulf States which secured huge investments specially from KSA. India is also reenergizing international North South Transit Corridor (INSTC) Project with Iran and also trying to assess CARs through Chabahar Port of Iran and Afghanistan. In September 2017, Japan and India also signed civil nuclear deal. Recently held India-US-Japan trilateral naval exercises as part of Malabar series and India-Japan maritime exercise (JIMEX) in the Indian Ocean are also a challenge. The US is trying to enhance Indian role in the region, moreover Afghanistan has kept a condition of rail-road access to India through Wahga border for joining CPEC.

Hence China's Belt and Road initiative is facing numerous hurdles due to the US grand strategy aiming to contain soft power of China in Indian Ocean and South Asia. The presence of terrorist groups like TTP and Daesh may help create problems in Pak-Afghan border area and Baluchistan which will eventually affect the CPEC projects however, due to successful operations by Pakistan military, majority of these areas on the Pakistani side have been cleared and are secure.

Conflict in Baluchistan

Incident of 9/11 and the invasion of Afghanistan in 2001 have paved the way for the spread of terrorism in South Asian region, especially in Pakistan. Mainly two provinces in Pakistan including Baluchistan, which has a border Iran, and Khyber Pakhtunkhwa (KP), which has a border with Afghanistan, were

severely affected. The several movements in Afghanistan and the call for separation by the Baloch Liberation Movement proven the Indian legacy behind such insurgencies. This was further proven by the arrest of Kulbushna Yadav, an agent of Research and Analysis Wing (RAW) during insurgency in Baluchistan by Pakistan Army. The continuous presence of violence and chaos in Baluchistan will lead to instability, particularly in the province. To target Baluchistan, is to abandon the development of Gwadar, which is soon going to become the regional maritime hub. To pursue such interest, the government of Pakistan claims for foreign intervention including United States (US) and India, in such activities. Jundullah leader during his arrest, claimed for the provision of base in Afghanistan with military equipment by US has endorse the allegations imposed by Pakistan government (Normool, 2018).

Geographical Aspect

Law and order issues in Pakistan are matter of concern especially for the area like Baluchistan. Gwadar will help in connecting the silk belt from Pakistan to that of Kashgar, via water connection and road. Kashgar is the city of great significance to China. The continuous terrorist activities and insurgency in the region is an alarming situation which needs to be highly addressed. Pakistan defense is making efforts to contain such activities via launching of military operations. To counter such activities a new task force known as Special Security Divisions, which will be comprised of 10000 in armed forces and wings of Frontiers Corps as well as rangers will be assembled for security purposes.

Blame Games

The stakes of the US and India lies in the Afghanistan, Middle East and Central Asian Republics (CARs). US is having its hegemony while India is striving for becoming the regional superpower. Hence, the development of Gwadar, poses a serious threat to the status quo of both of these states. However, to curtail such expansionism is not an easy task. Neither it can be stopped, nor it can be abandoned. One has to play tactfully. Financial Action Task Force (FATF) during its meeting held in Paris (France) proclaimed to put Pakistan in the grey list for failing in combating terrorism in the country. This was somehow a misunderstanding created by US, to pressurizes other countries for abandoning the infrastructural development in Pakistan including China and Saudi Arabia.

Conclusion

Development of Gwadar and the Maritime Silk Route will pace the regional trade as it will have the capacity of obtaining excessive import and exports. Gwadar's leasing to China is the part of One Belt One Road, which is an initiative for connecting China to Europe by land. Gwadar's seaport will enhance cooperation and trade among the states and regions. As said in the theory of Liberalism that one of the ways to reduce conflict is to have focus on developing stronger trade linkages. Hence, Gwadar can be viewed as the source of abolishing the conflict or restraining of war among states due to its regional connectivity and its advantages. There, is no doubt that provision of services through Gwadar will bring prosperity among region but at the same time its development is emerging as a source of conflict due to vested interests of US and India. US under President Trump administration in warming its relations with Indian covering all the required fields, which has helped India in adopting the policy of no talks with Pakistan in the context of cross border terrorism. The US-Indian cooperation is affecting the economic interdependence of Pakistan in many terms due to vested interest of both of these states. To have effective economic regional alliance and making CPEC with context of Gwadar a successive project it's to think on re-opening of talks with India for bilateral issues. Mover, in the current scenario, Pakistan needs to expand its economic ties with countries of Gulf Cooperation Council (GCC). It also needs to enhance its cooperation of trade with countries such as Iran, Turkey and Central Asian States by using the platform of Economic Cooperation Organization (ECO), which will help in reviving the economic status-quo of Pakistan.

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Journal homepage: www.publishing.globalcsrc.org/jbsee**Investigation of Cognitive Mapping Abilities of Persons with Visual Impairment****Rabia Awan**, MPhil Scholar, University of the Punjab, Lahore, Pakistan***Ghulam Fatima**, Associate Professor, University of the Punjab, Lahore, Pakistan**Muhammad Jahanzaib**, Phd Scholar, University of the Punjab, Lahore, Pakistan*Corresponding author's email address: fatima.dse@pu.edu.pk**ARTICLE DETAILS****History***Revised format: Nov 2021**Available Online: Dec 2021***Keywords***Cognitive Mapping Abilities, Investigation, Persons with Visual Impairment.***JEL Classification***D91, E71***ABSTRACT**

Purpose: Cognitive mapping of spaces is vital to the progress of well-organized orientation and mobility skills. Mostly the information required for cognitive mapping is acquired through the sense of vision. Persons with visual impairment lack in this critical information, and in consequence, they face difficulties in mapping as well as navigating new spaces. This study was aimed to investigate the cognitive mapping abilities of persons with visual impairment for the purpose of improvement in their independent movement.

Design/Methodology/Approach: The population of this quantitative study comprised persons with visual impairment residing in district Lahore, Pakistan. The convenient sampling technique was used for taking the sample of 30 persons having visual impairment. A self-developed questionnaire (Cronbach Alpha: 0.78) consisting of 36 items on five-point Likert scale (strongly agree to strongly disagree) was used to gather data through online mode. Descriptive and inferential statistics were used to analyze data.

Findings: The findings of the study revealed that the persons with visual impairment used language audition and haptics to get a direct or indirect awareness of their physical environment. The usage of assistive devices play an important role in their lives.

Implications/Originality/Value: The study suggested the strong need to assess the cognitive mapping abilities of persons with visual impairment through an increased sample and experimentation to improve their quality of life by increasing mobility and independence.



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Introduction

Cognitive mapping is a mental perception of an environment, formulated through trial and error along with observation. The assumption that works behind this concept is that an individual looks for and gather contextual clues, such as environmental relationships, rather than acting as a passive receptor of information needed to achieve a goal. Human beings and animals too have fully grown cognitive maps that consist of spatial information enabling them to orient themselves and seek their way in the real world. Symbolism and meaning are also part of such maps. The utility of the cognitive map would be associated with success to reach the objective points in the real environment (Guerrón, Cobo, Olmedo, & Martínez, 2020). Whether blind, visually impaired, or sighted, our quality of life is greatly dependent on our ability to make informed spatial decisions through the processing and synthesis of spatial information, within a variety of situations, at differing scales (Golledge, 1993).

To varying extents, we all have a spatial awareness of our surroundings. Through the varied stimulation of our senses, we come to know about places in the world. These sensory inputs emerge directly from the environment, where our senses engage in direct perception with objects that are close enough to touch, taste, smell, hear and see (Jacobson, 1998). The ability to navigate spaces independently, safely, and efficiently is a combined product of motor, sensory and cognitive skills. Normal exercise of this ability directly affects the individual's quality of life. Mental mapping of spaces, and of the possible paths for navigating these spaces, is essential for the development of efficient orientation and mobility skills (Lahav & Mioduser, 2003). Most of the information required for this mental mapping is gathered through the visual channel (Lynch, 1960).

Blind people are lagging in this information, as a result, they encounter great difficulties like developing efficient mental maps of spaces, and so navigating efficiently within these spaces. Blind persons might have difficulties in estimating distances and inferring spatial relationships in large spaces (Luca, Fabrizio, Vignini, & Cocchi, 2019).

In the first place, an individual with visual impairment is a human, a bio-psycho-socio-spiritual being. For such a person, spatial orientation is considerably affected by visual impairment, external and internal aspects. At the same time, spatial mobility is dependent upon training lower and higher compensatory functions. For successful orientation, such person develops a spatial mental/cognitive map. In this sense, the mental mapping process and the form of the mental map have certain specifics (Majerova, 2014). Sound and soundscape have a supportive role for memory and, thus, enable storage and recall of spatial information (Papadopoulou, Baroutib & Koustriavac, 2018). Furthermore, prior exploration of an environment by persons with visual impairment can increase their spatial knowledge without the risks and cognitive load of direct exploration (Guerreiro, Ahmetovic, Kitani, & Asakawa, 2017).

The world has many dimensions for a person having visual impairment. These dimensions are implied to receive and process information of different types of quality and quantity. As the information theory describes that, this involves a comprehensive approach to an individual in the context of bio-psycho-socio-spiritual information aspect. In special education, the information aspect is closely related to compensation. Compensation is taken as a replacement for decreased performance of an organ through increasing another one. Lower compensatory functions include hearing, touch, smell, and taste; higher compensatory functions include memory, attention, thinking and imagination (Edelsberger et al., 2000). This infers that the process of spatial mental mapping involves hearing, touch, smell, and taste as well as memory, attention, thinking and imagination. Similarly, will and emotion significantly affect the way an individual uses information in the development of a mental map (Majerova, 2014).

The process of spatial mental mapping is defined by four basic stages: 1. Obtaining information through the senses. 2. Selection and conscious processing.

3. Storage in the form of spatial representation. 4. Decision making, movement and orientation based on the stored representation. Investigating the cognitive mapping skills of persons with visual impairment has considerable theoretical and practical importance. It has four major

applied reasons. First, through this investigation it is possible to enhance the life quality of people who are visually impaired or blind through increased mobility and independence. Cognitive mapping research has the prospects to provide clues about improving visually impaired people's wayfinding and orientation skills, by directly effecting orientation, mobility, and rehabilitation training, and eventually on independence and quality of life (Papadopoulos, Baroutib & Koustriavac, 2018).

The ability to travel independently and to interact with the wider world is one of the greatest challenges facing persons with visual impairment (Golledge, 1993). Indeed, Bruce et al., (1991) found in a survey of young people registered blind in the U.K. that in the preceding week, 20 per cent of respondents had not left their home, only 34 per cent had travelled locally, and only 41 per cent left the confines of the home alone and on foot. Second, an increasing number of blind and visually impaired persons use mobility devices. For the effective and efficient work of these devices, it is important that into their conception and design goes a baseline awareness about the navigation of visually impaired and blind people without these aids. Cognitive mapping research can come up with this baseline, providing what information is required by a blind navigator and how can we present this information to a traveler. Cognitive mapping research can also be used to evaluate the utility and benefits of these assistive devices. Third, the planning of easier to remember and more pleasurable to use environments can be facilitated by using the perceptions and insights obtained through cognitive mapping research. We can better plan, design and manage the environment for and with people if we know how they imagine the world.

Fourth, through this study, we can obtain valuable information concerning the role of sensory experience in cognitive mapping in general. This leads to theoretical insights in human thought and could have implications to other projects relating to wayfinding such as robotics and artificial intelligence (Kuipers, 1997).

The long history of research about cognitive mapping abilities of blind people is categorized by Fletcher (1980) into three broad theories: deficiency, inefficiency, and difference. **The deficiency theory** states that individuals who are congenitally blind, are not able to formulate a general spatial understanding because they have never experienced the perceptual processes (e.g., vision) required to comprehend complex spatial arrangements. **The inefficiency theory** states that the knowledge and comprehension of people with visual impairments about spatial concepts is inferior to that based upon vision, because information is based upon auditory and haptic cues. But it does not mean that blind people cannot understand and mentally manipulate spatial concepts. **The difference theory** proposes that visually impaired individuals possess the same abilities to process and understand spatial concepts, and that though functionally equivalent to the sighted, they are carried out in a different and often slower manner (Juurmaa, 1973). Millar (1988) argues that although nonvisual senses are inferior to coding spatial relational information, visually impaired people have no less potential than the sighted for developing a fully integrated representation of space.

Objectives of the Study

The study was intended to:

1. To determine the role of sensory experiences in cognitive mapping of blind persons.
2. To find out the utility and benefits of assistive devices used for mobility.
3. To use the insights and understanding obtained through cognitive mapping for the modification of existing environment.
4. To find out the information needed by a blind navigator.

Questions of the Study

The questions of the study included:

1. What is the role of sensory experiences in development of cognitive mapping abilities of blind

people?

2. What are the benefits of assistive devices used for mobility?
3. How can an existing environment be modified to improve the mobility and independence of persons with visual impairment?

Method

The following method was used:

Participants

In this descriptive type of study, 35 persons with visual impairment living in Lahore participated. The sample consisted of 18 males and 17 females. Their age ranged from 14 years to 52 years ($M = 23.6$). All the participants had legal blindness. Specifically, 18 participants had total blindness or light perception, and 10 participants had profound visual impairments (their visual acuity was less than 1/40), four participants were having moderate level of visual impairment, three participants had low vision. The visual impairment was congenital for 14(40%) participants and acquired for the remaining 21(60%) participants. All the participants were educated and currently studying or doing jobs. The sample was collected through convenient sampling technique. Convenient sampling is about collecting sample from the population that is near and approachable to the researcher. It is also known as accidental sampling, opportunity sampling, or grab sampling because the researchers can use the respondents who are conveniently available.

Instrumentation and Procedure

A survey was conducted through a self-developed questionnaire. At initial level, 45 items were developed. After pilot testing nine items were removed due to affecting reliability of the questionnaire which was finalized with 36 items (Cronbach Alpha 0.78). The questionnaire was divided into seven parts a) demographic information b) importance of haptic information for appropriate spatial performance (4 items) c) importance of auditory information for appropriate spatial performance (4 items) d) disadvantage due to lack of vision (3 items) e) importance of the assistive devices made for mobility (6 items)

f) Physical barriers of the environment (9 items) g) self-confidence about cognitive mapping skills and independent movement (6 items). The validity of the questionnaire was ensured through gathering opinions of three experts working in the field of visual impairment and having research exposure.

The data was collected through online mode. Initially the contact numbers and email addresses of the Persons with visual impairment were sought. Their consent to be a part of this study was obtained. They were assured that information taken from them will be kept confidential and will only be used for research purposes. The questionnaires were sent to them through email which they returned after a few days. It took almost 12 days in receiving back all questionnaires.

Data Analysis

The data was analyzed using descriptive statistics in the form of percentages based on five categories: Strongly agree, Agree, Uncertain, Disagree and Strongly disagree.

Results

Table 1
Frequency Distribution of Responses on Haptic Information

Items	SA	A	N	D	SD
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Table							1
1	Haptic information is essential for appropriate spatial performance.	42.9%	45.7%	5.7%	2.8	2.8%	
2	I rely on using palms and fingers for fine recognition of objects.	38.2%	41.2%	20.6%	0	0	
3	I can have the exact information about surface by my feet.	18.2%	45.5%	12.1%	18.2%	6.1%	
4	The information gained through tactile sense is better than that is gained through vision.	11.8%	35.3%	14.7%	32.4%	5.9%	

depicts that majority of the persons having visual impairment rely on haptic information for appropriate spatial information as more than 77% respondents fall in the category of strongly agree and agree in the answer of statement # 1,2, and 3.but more than 50% respondents disagree, or they are uncertain that this information is better than the information gained through vision.

Table 2
Frequency Distribution of Responses of Persons with Visual Impairment on Using Auditory Channel for Special Skills

	Items	SA	A	N	D	SD
1	I can know about the distance of anything (animal, human, machine) by hearing its sound.	20.6%	70.6%	2.9%	5.9%	0
2	I can know about the presence of other people (machine or animal) through auditory channel.	38.2%	52.9%	4.4%	4.5%	0
3	I can have the complementary information about an event with the help of my auditory skills.	24.2%	54.5%	15.2%	6.1%	0
4	Audio information is superior to all other sensory alternatives in development of spatial skills.	35.3%	50%	5.9%	8.8%	0

Table 2 reveals that persons having visual impairment mostly rely on the information gained through auditory channel as more than 85% respondents consider audio information as superior to all other sensory alternatives in development of spatial skills.

Table 3
Frequency Distribution of Responses of Persons with Visual Impairment on Vision Regarding Spatial Relational Information

	Items	SA	A	N	D	SD
1	vision is more important to code spatial relational information?	32.4%	47.1%	8.8%	5.8%	5.9%
2	I consider the vision as necessary element to comprehend complex spatial arrangements	14.7%	50%	8.8%	23.5%	3%
3	It is very difficult to acquire complex information about objects without vision	20.6%	50%	17.6%	11.8%	0

Table 3 shows that respondents consider the loss of vision as a big disadvantage to code spatial relational information.

Table 4
Frequency Distribution of Responses of Persons with Visual Impairment on the usefulness of Assistive Devices

	Items	SA	A	N	D	SD
1	Assistive devices are helpful in avoiding obstacles within the next few spaces.	28.1%	56.3%	6.2%	9.4%	0
2	These devices detect hazards in the environment.	5.9%	64.7%	20.6%	8.8%	0
3	I rely on cane for scanning the immediate surroundings.	17.6%	41.2%	29.4%	11.8%	0
4	Assistive devices play an important role in my life.	35.3%	52.9%	11.8%	0	0
5	Assistive devices enhance all type of performance in new spaces.	20.6%	61.8%	14.7%	2.9%	0
6	These devices are important for independent mobility.	18.2%	63.6%	12.1%	6.1%	0

Table 4 depicts that more than 75% respondents agree with the high utility and benefits of assistive devices while performing in new spaces. So, it is essential to add baseline awareness of how visually impaired and blind people navigate without these aids in the conception and designing of assistive devices.

Table 5
Frequency Distribution of Responses of Persons with Visual Impairment Regarding Physical Obstacles

	Items	SA	A	N	D	SD
1	Pavement furniture creates problems while moving independently.	20.6%	44.1%	14.7%	20.6%	0
2	Construction/repair also causes problems.	38.2%	52.9%	3%	5.9%	0
3	Irregular, uneven, or broken surface is an obstacle.	52.9%	35.3%	3%	8.8%	0
4	Crowds of people is always an obstacle.	27.3%	51.5%	12.1%	6.1%	3%
5	Using steps is not an issue.	29.4	55.9	2.9	11.8	0
6	Weather is a factor that affects independent movement and spatial cognition skills.	11.8%	67.6%	11.8%	4.8%	4%
7	Lack of railing affects independent movements.	29.4%	35.3%	17.6%	14.7%	3%
8	Traffic lights should be audible	52.9%	32.4%	2.95%	8.8%	2.95%
9	Visual cues (e.g., street signs) should be audible.	47.1%	29.4%	14.7%	8.8%	0

Table 5 illustrates some of the physical problems encountered when navigating through the built environment without sight. More than 70% respondents consider the pavement furniture, construction/repair, irregular, uneven or broken surface, Lack of railing, and weather as big factors affecting independent movement and spatial cognition skills. About 12 % respondents consider the usage of stairs creating problem for them. Almost 80% respondents suggested to design the audible traffic lights and visual cues. These insights may be used to facilitate the planning of environments that are easier to remember and more pleasurable to use.

Table 6
Frequency Distribution of Responses of Persons with Visual Impairment Regarding Spatial Concepts

	Items	S.A	A	N	D	S.D
1	I can understand and mentally manipulate spatial concepts.	14.7%	29.4%	32.4%	23.5%	0
2	The acquisition of knowledge of an environment's structural realities is more like an achievement.	14.7%	67.6%	8.8%	8.8%	0
3	The ability to travel independently and to interact with the wider world is one of the greatest challenges.	35.3%	35.3%	5.9%	14.7%	8.8%
4	I can move outside the house independently.	17.6%	32.4%	11.8%	35.3%	2.9%
5	I always use the familiar route to go to the same place.	2.8%	32.4%	20.6%	32.4%	11.8%
6	I feel stressed when I go outside on a new route.	11.8%	38.2%	8.8%	26.5%	14.7%

Table 6 shows that persons having visual impairment are less sure about their understanding and mental manipulation of spatial concepts. More than 80% of persons with visual impairment consider the acquisition of knowledge of an environment's structure realities as an achievement. Almost 70% of them take the task of interacting the outer world and traveling independently as the greatest challenge. Almost 50% of them can move independently. This reflects the strong need to improve the self-confidence of persons having visual impairment. Contrary to this, there is less percentage of respondents who use the same familiar routes for same place and get stressed while adopting a new route.

Discussion

Major findings of the study reveal that persons having visual impairment rely on audition, haptics, and usage of assistive devices to gain the knowledge of spatial environments. This finding has been supported by studies conducted in other countries as well. Lahav and Mioduser (2003) suggested in the concluding remarks of their case study on using a haptic virtual environment that work with a multi-sensory virtual environment supported blind people's construction of spatial cognitive maps and, consequently, their navigation in real environments. Moreover, the study points out the physical barriers of built environments like pavement, furniture, construction/repair, irregular, uneven or broken surface, Lack of railing, and weather as big factors those affect independent movement and spatial cognition skills.

This study finds a less percentage of respondents who use the same familiar routes for same place and get stressed while adopting a new route. These findings of this research contradict to the findings of Passini et al., (1990). When traversing geographic space many blind people adhere to familiar, known routes, as exploration can be stressful, introducing disorientation and subsequent anxiety (Passini et al.,1990).

Conclusions

Vision is the most effective sense for gaining spatial relational information, but people having visual impairments can use language, audition, haptics, as well as awareness of flow and motion for the purpose of gaining a direct or indirect awareness of their geographic environment. An investigation of cognitive mapping skills of persons with visual impairment about their geographic environment is extremely worthwhile. It has considerable practical and theoretical worth; by providing necessary information about how to enhance

orientation and navigation; provision of baseline of information about existing navigation strategies to design navigation aids; suggestions for improvement and modification of physical environments; and information about the role of sensory experience in cognitive mapping. The research presented shows some of the issues that need to be addressed. However, there is always a need of a holistic approach to bring insight, understanding and tangible benefits to persons having visual impairment.

Recommendations

All aspects of the ‘human environment behavioral interface’ need being investigated, as they are all interlinked. To increase the theoretical validity of application of cognitive maps to people with visual impairments, drawing on wealth of cognitive mapping is needed in psychology, planning, geography, cognitive science and so on. There is a pressing need for the application of cognitive mapping to real world practical situations. There is a strong need to provide better haptic information and provision of audio haptic maps and models of built environments. There is a strong need for the development of orientation and navigation aids to be more supportive and address the more macro problems of route planning, geographic orientation and way finding. There is a need to modify existing environments to enable better access for visually impaired people. This study addressed a small sample and since the study was conducted in Lahore, it has not the capacity to be a representative sample of the whole population of persons having visual impairment in Pakistan. Further studies with an enlarged sample drawn all over the country and using qualitative method should be conducted.

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