

2ND INTERNATIONAL RESEARCH CONFERENCE ON ECONOMICS BUSINESS AND SOCIAL SCIENCES

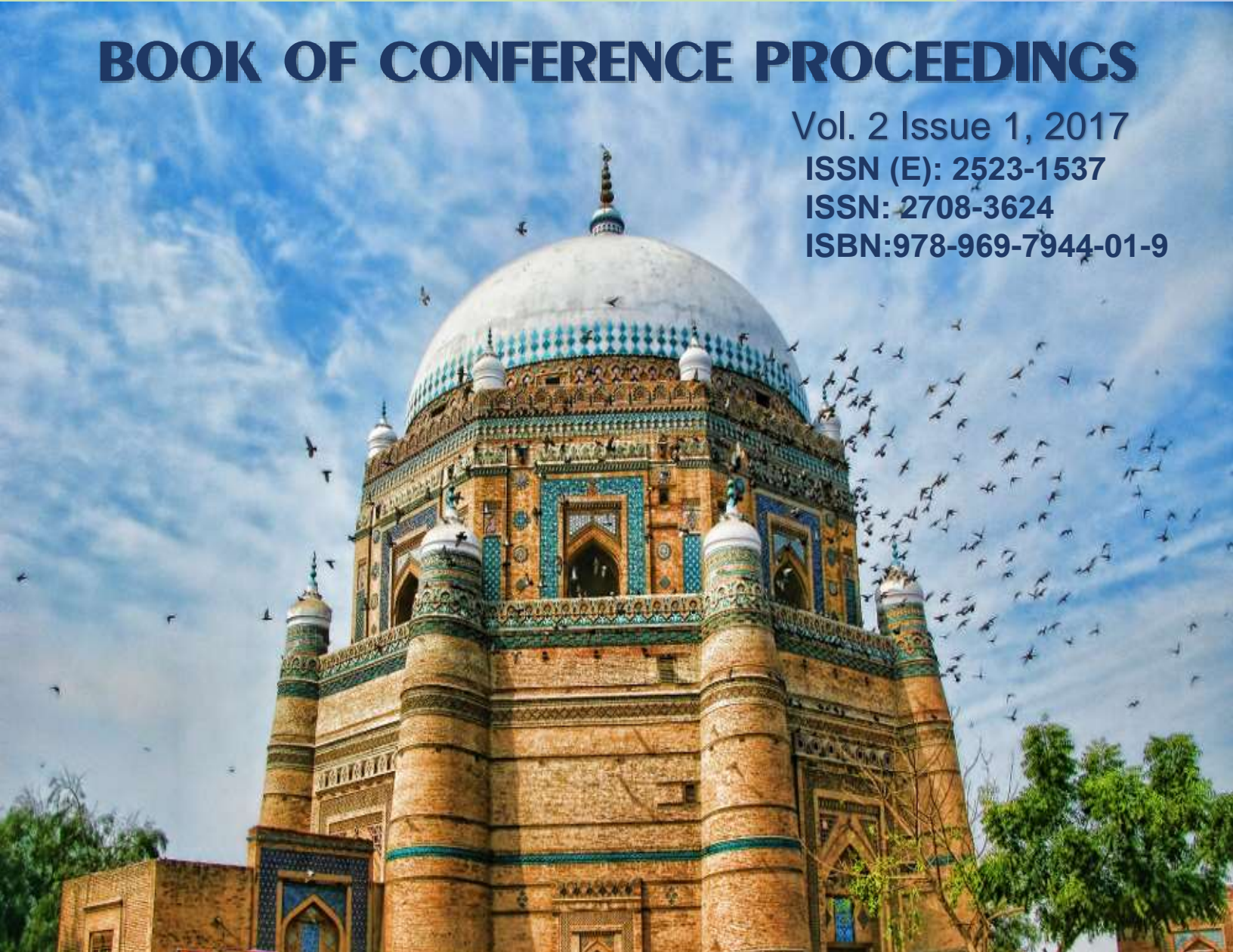
School of Economics, Bahauddin Zakariya University Multan Pakistan

Linking BUSINESS with PEOPLE and PLANET in DEVELOPING ECONOMIES
CHINA-PAKISTAN ECONOMIC CORRIDOR (CPEC): OPPORTUNITIES AND CHALLENGES AHEAD

April 17-18
2017

BOOK OF CONFERENCE PROCEEDINGS

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2nd International Research Conference on Economics Business and Social Sciences

School of Economics, Bahauddin Zakariya University Multan Pakistan

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Linking Businesses with People and Planet in Developing Economies
China-Pakistan Economic Corridor (CPEC): Opportunities and Challenges Ahead

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Editorial

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Foreword



Assalamualaikum w.b.t and warm greetings,

On behalf of the Center for Sustainability Research and Consultancy, it is my great pleasure to welcome you to this galaxy gathering at 2nd International Research Conference on Economics Business and Social Sciences - 2nd IRS 2017.

In line with the conference themes: “**Linking Business with People and Planet in Developing Economies**” and “**China-Pakistan Economic Corridor: Opportunities and Challenges Ahead**”, this conference will serve as an ideal platform to the academicians, researchers, practitioners and students to accomplish and further advance in research and practice which are relevant to issues faced by economy, businesses and society. One of the core objectives of CSRC is to bring credible opportunities for sharing knowledge, exchanging ideas and fostering collaboration among practitioners, academicians and research scholars in developing and emerging economies. The focus of 2nd IRC 2017 is in areas of economics theory and policy, management, human resource, organizational behavior, marketing, entrepreneurship, finance, accounting, and various sub-disciplines of social sciences and humanities.

I am very grateful to our conference patrons, collaborating institutions, keynote speakers, scientific committee, paper presenters and dedicated organizing committee members as well as to those who have contributed directly or indirectly to the success of 2nd IRC 2017.

Thank you.

PROF. DR. HAYAT MUHAMMAD AWAN
President
Center for Sustainability Research and Consultancy

Message from the Vice Chancellor

Bahauddin Zakariya University Multan Pakistan



Assalamualaikum w.b.t and warm greetings,

I take pleasure and honor to welcome the delegates from Universiti Utara Malaysia, distinguished keynote speakers, eminent faculty, research scholars and participants to Bahauddin Zakariya University Multan Pakistan for 2nd International Research Conference on Economics Business and Social Sciences. The conference is being co-hosted by School of Economics and Institute of Management Sciences, Bahauddin Zakariya University Pakistan and Center for Sustainability Research and Consultancy (CSRC) with the collaboration of School of Economics Finance and Banking, Universiti Utara Malaysia, Universitas Muslim Indonesia, UN Principles of Responsible Management Education (UN PRME) - ASEAN chapter and Emerald Group Publishing UK. The conference program is in line with the internationalization aspirations and efforts of BZU Pakistan.

The conference themes ‘Linking Business with People and Planet in Developing Economies’ and “China-Pakistan Economic Corridor (CPEC): Opportunities and Challenges Ahead” is in line with the vision of the University to integrate academic and research pursuits of the University with issues faced by the economy, businesses and society in Pakistan. The themes of 2nd IRC 2017 signify coherence of knowledge exploration process with the human welfare and societal issues through basic and applied research.

I especially appreciate the efforts of Prof. Dr. Imran Sharif Chaudhry, Director, School of Economics and his team for initiating and materializing the vision of International Conference. I also commend the role and efforts of CSRC, the conference organizing committees, keynote speakers and members of scientific committee for bridging the academic institutions of brotherly countries for mutual academic excellence.

I urge and hope that attendees will contribute scholarly insights through variety of conference sessions to discuss issues being faced by business and society and take advantage of powerful learning and networking opportunities.

PROF DR TAHIR AMIN

Vice-Chancellor

BZU Multan Pakistan

On behalf of the organizing and scientific committee, I am honored and delighted to welcome you to the 2nd International Research Conference on Economics Business and Social Sciences. The title and themes of the conference reflect the common vision of CSRC and collaborating institutions to encourage and align research and policy discussion with issues of sustainability and relevance in emerging economies. I am grateful to the leadership of co-host institutions, learned scientific committee, committed organizing committee and valued participants for making this conference a success and keeping the cost to the participants low. On the technical side, the conference program includes 4 keynote addresses, one panel discussion and 70 research papers split into parallel sessions. There are also special parallel sessions on key themes of the conference in which relevant papers will be presented. I hope the guests and participants will enjoy the hospitality of BZU Multan and brainstorm ideas for business and society.



Prof. Dr Abdul Halim Abdul Majid
Conference Chair
Universiti Utara Malaysia



Prof. Dr Imran Sharif Chaudhry
Conference Co-chair & Chief Organizer
Director, School of Economics, BZU
Multan Pakistan

Welcome to the 2nd edition of International Research Conference on Economics Business and Social Sciences at School of Economics and Institute of Management Sciences, Bahauddin Zakariya University Multan. The Conference symbolizes the ongoing commitment between Universiti Utara Malaysia, Bahauddin Zakariya University Multan Pakistan and Center for Sustainability Research and Consultancy. I am thankful to the learned Conference Chair and keynote speakers from LUMS Pakistan, IBA Karachi and Universiti Utara Malaysia for gracing the occasion and enlightening participants. The Conference is built on the commitment of leadership and faculty of School of Economics and Institute of Management Sciences to make it a credible forum for issues-driven and policy relevant research in social and behavioral sciences in emerging economies in line with global best practices. I am thankful to the participants for choosing this forum for their academic networking and excellence.

The leadership and faculty of Institute of Management Sciences welcome distinguished guests from academia, worthy faculty and aspiring research scholars to 2nd IRC 2017 at their venue. The executive hall of IMS & SOE is all set to facilitate the plenary session for keynote address and enable academic networking focused on the ideas and innovations for a green and inclusive future in developing and emerging economies. The tag line of 2nd edition of the conference 'Responsible Solutions' manifests the commitment of collaborating institutions towards encouraging and enabling ideas and innovations relevant to businesses and society. Co-hosting 2nd IRC 2017 with School of Economics and other collaborating institutions is part of longstanding commitment of IMS towards academic excellence with impact on businesses and society. Let's utilize the warm hospitality and galaxy gathering of scholars at lush green campus of BZU Multan Pakistan to ignite your hearts and minds for a better future for generations.



Assoc. Prof. Dr. Muhammad Nauman Abbasi
Conference Coordinator
Institute of Management Sciences, BZU Multan
Pakistan

Being part of the core organizing team of 2nd IRC 2017 has been a reason of personal accomplishment and contribution to my University and the academic community in Pakistan and other emerging economies. Department of Commerce at BZU Pakistan has been at the frontier for all endeavors aimed at academic excellence and internationalization. The Conference themes are of greater relevance due to the transformation wave Pakistan and neighboring regions are going through under China-Pakistan Economic Corridor and rising need of environment preservation and community engagement in markets. I foresee and look forward to greater academic collaboration between Universities of South Asian and South East Asian countries through this esteemed forum. I hope the experienced faculty and young scholars would utilize this forum to network with new colleagues and bring their research endeavors closer to real life issues faced by developing and emerging economies to benefit economy, business and society.



Assoc. Prof. Dr. Rehana Kausar
Conference Coordinator
Department of Commerce, BZU Multan
Pakistan



Dr. Khawaja Khalid Mehmood
Conference Secretary
Institute of Management Sciences, BZU
Multan Pakistan

Welcome and greetings to the distinguished guests, faculty and research scholars from across universities in Pakistan to the 2nd International Research Conference on Economics Business and Social Sciences (2nd IRC 2017). Being an alumni of Universiti Utara Malaysia and faculty member at Bahauddin Zakariya University Multan Pakistan, it has been indeed an honor and worthy experience for me to bridge between both institutions as Conference Secretary. I commend the efforts of leadership of UUM, BZU Pakistan and Center for Sustainability Research and Consultancy for initiating this truly international forum backed by prestigious institutions of higher learning. I want to appreciate the organizing and scientific team under the leadership of Prof. Dr. Imran Sharif Chaudhry who accorded all desired cooperation to make this conference a worthy experience for the participants. I encourage all participants to utilize this conference venue for the global academic networking and enjoy mind soothing sessions of research and policy discourse.

Keynote Speakers



PROF. DR. YUSNIDAH IBRAHIM is a Professor of Finance in the Department of Finance, School of Economics, Finance and Banking (SEFB), College of Business, Universiti Utara Malaysia (UUM). She obtained her BA in Actuarial Science and MSc Actuarial Science from University of Iowa, US, and PhD from De Montfort University, UK. Her research and publications are in the area of capital structure, dividend policy, Islamic bonds (Sukuk), small business finance and higher education finance. She has also undertaken consultation work on Private Financial Initiative (PFI) models, small business financial planning and higher education funding. In terms of professional involvement, she possesses the Registered Financial Planner (RFP) designation and Certificate in Risk Management (CFM). She also serves as the editorial board member of the International Journal of Banking and Finance (IJBF) and International Journal of Management Studies (IJMS). Apart from her academic accolades, she is currently serving as the Assistant Vice Chancellor of College of Business and Dean of the School of Economics, Finance and Banking (SEFB), at UUM.



PROF. DR. EHSAN UL HAQUE is Professor of Marketing at Suleman Dawood School of Business, LUMS, Pakistan. He received his undergraduate degree in electrical engineering from the University of Engineering and Technology, Lahore. He earned his MBA from the Wharton School, University of Pennsylvania and his PhD in marketing from the University of Texas at Arlington. He has contributed several cases and articles to regional and international books and journals. In 2010, Dr. Haque co-authored Principles of Marketing: A South Asian Perspective with Philip Kotler, Gary Armstrong and Prafulla Agnihotri which is a standard undergraduate marketing text in the South Asian countries. Dr. Haque's current area of interest is in the Effective Management of Universities. Dr. Haque has played a founding role in the establishment of two important institutions in Pakistan — LUMS and the Small and Medium Enterprise Development Authority (SMEDA). At SMEDA, he was the founding chief operating officer of this federal agency. Dr. Haque has been involved in consulting work for public and private corporate sectors, and international agencies like the Asian Development Bank, the UNDP and the USAID. Currently, Dr. Haque is enjoying his research and teaching activities and has received many accolades from students and executives alike for his provocative style of case teaching.



PROF. DR. MOHAMMED NISHAT is Professor of Economics and Finance at IBA Karachi Pakistan. He holds a PhD in Economics (specialized in Finance) from Auckland Business School, University of Auckland, New Zealand, 1999. He earned his Masters in Management Sciences from University of Waterloo, Canada in 1984 and Masters in Economics from the same University in 1982. He has also earned his M.A.S. in Economics from Applied Economics Research Centre, Karachi in 1978. Expertise and vast experience in Econometric Modeling and policy oriented research. With considerable experience (over 30 years) in conducting and analyzing farm and household surveys, his research interests include Financial Economics, Asset Pricing, Portfolio Management, and Financial Econometrics. His teaching experience is spanned over prestigious institutions such as University of Karachi, Pakistan; University of Waterloo, Ontario, Canada; Department of Economics, University of Auckland, New Zealand; Institute of Social Sciences, and Hamdard Institute of Management Sciences, Hamdard University, Karachi, Pakistan; IBA, Karachi Pakistan. Other than his strong flair for teaching and research, he is currently serving as Associate Dean at IBA Karachi Pakistan.

CONFERENCE BRIEF

Monday, April 17 (DAY 1)

REGISTRATION AND ARRIVAL OF GUESTS	08:30 – 10:00
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PLENARY SESSION	10:00 – 12:50
National Anthems of Pakistan and Malaysia	<i>(10 Minutes)</i>
Recitation from Holy Quran with translation	<i>(05 Minutes)</i>
<i>Naat Sharif (PBUH)</i>	<i>(05 Minutes)</i>
Opening Speech and Briefing By Conference Chair: Dr. Abdul Halim Abdul Majid	<i>(10 Minutes)</i>
<i>Welcome Note by Conference Co-chair: Prof. Dr. Imran Sharif Chaudhry</i>	<i>(10 Minutes)</i>
Guest of Honor-President of CSRC: Prof. Dr. Hayat Muhammad Awan	<i>(10 Minutes)</i>
Keynote Speaker: Prof. Dr. Yusnida Ibrahim , Universiti Utara Malaysia	<i>(20 Minutes)</i>
Keynote Speaker: Prof. Dr. Ehsan Ul Haque , LUMS Pakistan	<i>(20 Minutes)</i>
Keynote Speaker: Prof. Dr. Muhammad Nishat , IBA Karachi, Pakistan	<i>(20 Minutes)</i>
Keynote Speaker: Prof. Dr. Mohd Sobri B Minai , Universiti Utara Malaysia	<i>(20 Minutes)</i>
<i>Q & A Session</i>	<i>(15 Minutes)</i>
Address by the Vice Chancellor	<i>(15 minutes)</i>
Vote of Thanks by the Conference Secretary	<i>(05 Minutes)</i>
Souvenir Distribution	<i>(15 Minutes)</i>
Photo Session	<i>(05 Minutes)</i>

CONFERENCE LUNCH/PRAYER TIME ON	12:50 – 01:50
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Parallel Session 1	02:00 – 03:30
Parallel Session 1.01: Sustainability Issues in Business Strategy in Emerging Economies Executive Hall, IMS & SOE	
Parallel Session 1.02: China-Pakistan Economic Corridor: Opportunities and Challenges Ahead Research Lab, School of Economics	
Parallel Session 1.03: Issues in Social Sciences Conference Room (Up-Stairs), Institute of Management Sciences	

TEA BREAK AND NETWORKING/PRAYER TIME	03:30 – 03:45
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Panel Discussion

03:45 – 04:30

Topic: Sustainability Challenges in Emerging Economies: Perspectives from Academia and Industry

Panelists:

Prof. Dr. Mohd Sobri B Minai, Universiti Utara Malaysia, Malaysia

Prof. Dr. Muhammad Hanif Akhtar, Department of Commerce, BZU, Multan

Prof. Dr. Imran Sharif Chaudhry, School of Economics, BZU, Multan

Mr. Khawaja M. Usman, Former President, The Multan Chamber of Commerce and Industry

Moderator: Dr. Zeeshan Mehmood, Department of Commerce, BZU Multan Pakistan

Parallel Session 2

04:30 – 06:00

Parallel Session 2.01: Sustainability Issues in Business Strategy in Emerging Economies

Executive Hall, Institute of Management Sciences

Parallel Session 2.02: China-Pakistan Economic Corridor: Opportunities and Challenges Ahead

Research Lab, School of Economics

Parallel Session 2.03: Issues in Social Sciences: Psychology, Sociology and Social Work

Conference Room, Institute of Management Sciences

Parallel Session 2.04: China-Pakistan Economic Corridor and Social Sciences

Committee Room, Institute of Management Sciences

BREATHING TIME

Grand Dinner and Cultural Evening

07:30 – 10:00

CONFERENCE BRIEF

Tuesday, April 18 (DAY 02)

REGISTRATION	09:00am – 10:00am
Parallel Session 3	10:00am – 11:30am
<p>Parallel Session 3.01: Issues in Business Strategy: Accounting and Finance Executive Hall, Institute of Management Sciences</p> <p>Parallel Session 3.02: Issues in Social Sciences: Education and Learning Committee Room, Institute of Management Sciences</p> <p>Parallel Session 3.03: Sustainability Issues in Emerging Economies Research Lab, School of Economics</p> <p>Parallel Session 3.04: Issues in Business Strategy: Management Conference Room, Institute of Management Sciences</p>	
TEA BREAK AND NETWORKING	11:30am – 12:00Noon
Parallel Session 4	12:00Noon – 01:30pm
<p>Parallel Session 4.01: Issues in Business Strategy: Accounting and Finance Executive Hall, Institute of Management Sciences</p> <p>Parallel Session 4.02: Issues in Social Sciences: Education and Learning Committee Room, Institute of Management Sciences</p> <p>Parallel Session 4.03: Issues in Economic Theory and Policy Research Lab, School of Economics</p> <p>Parallel Session 4.04: Issues in Economic Theory and Policy Conference Room, Institute of Management Sciences</p>	
CONFERENCE LUNCH/PRAYER TIME	01:30pm – 02:15pm
Parallel Session 5	02:15pm – 03:30pm
<p>Parallel Session 5.01: Issues in Business Strategy: Management Executive Hall, Institute of Management Sciences</p> <p>Parallel Session 5.02: Issues in Business Strategy: Marketing Research Lab, School of Economics</p> <p>Parallel Session 5.03: Issues in Social Sciences: Education and Learning Committee Room, Institute of Management Sciences</p> <p>Parallel Session 5.04: Issues in Economic Theory and Policy Conference Room, Institute of Management Sciences</p>	
Emerald Publishing's Workshop on Guide to Getting Published Executive Hall, Institute of Management Sciences	03:30pm – 04:30pm
CLOSING REMARKS AND TEA BREAK	04:30pm – 05:00pm

PARALLEL SESSION I – April 17 (DAY 01)

02:00 – 03:30

Parallel Session 1.01: Sustainability Issues in Business Strategy in Emerging Economies

Room: Executive Hall, Institute of Management Sciences

Session Chair: Prof. Dr. Rehana Kousar

Coordinator: Dr. Zeeshan Mehmood

Time: 02:00 – 03:30 (Day 01)

Do CSR Initiatives Benefit Financial Banks in Terms of Customer's Satisfaction and Customer's Loyalty? Evidence from University Students (PKMS-10). Muhammad Asif Nadeem Khemta, University of Sargodha Bhakkar Campus Pakistan.

Presenter(s): Muhammad Asif Nadeem Khemta

The Role of Green Human Resource Management Practices on Textile Sector: The Mediating Role of Sustainable Environment (PKES-51). Sadia Cheema, NCBA&E Lahore Pakistan; Farheen Javed, NCBA&E Lahore Pakistan.

Presenter(s): Sadia Cheema

Does Ethical Leadership and Organization Justice Enhance Employees' Work Outcomes? Examining the Mediating Influence of Perceived Organization Support (PKMS-38). Ammara Akram, Bahauddin Zakariya Multan Pakistan; University & Asma Fatima, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Ammara Akram & Asma Fatima

An Empirical Investigation on the Impacts of the adoption of Green HRM in the agricultural industry (PKMS-62).

Farheen Javed, NCBA&E Lahore Pakistan; Sadia Cheema, NCBA&E Lahore Pakistan.

Presenter(s): Farheen Javed

CO2 and Environment Change Evidence from Pakistan (PKEC-136). Javeria Masood, Bahauddin Zakariya Multan Pakistan; Fatima Farooq, Bahauddin Zakariya Multan Pakistan; Muhammad Saeed, Superior University Lahore Pakistan.

Presenter(s): Javeria Masood

Parallel Session 1.02: China Pakistan Economic Corridor (CPEC): Opportunities and Challenges Ahead

Room: Research Lab, School of Economics

Session Chair: Prof. Dr. Sofia Anwar

Coordinator: Dr. Furrukh Bashir

Time: 02:00 – 03:30 (Day 01)

Socioeconomic Blessings of Hydropower Initiatives of China Pakistan Economic Corridor (PKEC-146). Ejaz Gul, Bahauddin Zakariya University Multan Pakistan; Imran Sharif Chaudhry, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Ejaz Gul

Linguistic Imperialism and CPEC: A Hegemonic View of The Emergence of a New Lingua Franca in the Region. (PKSE-81). Rehana Yasmin Anjum, GC Women University, Sialkot Pakistan; Faiza Manzoor, University of Management and Technology Lahore Pakistan.

Presenter(s): Rehana Yasmin Anjum

China-Pakistan Economic Corridor (CPEC) Energy Projects and Energy Crisis in Pakistan: An Input-Output Analysis Approach (PKEC-145). Fatima Gulzar, Ghazi University D.G Khan Pakistan; Imran Sharif Chaudhry, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Fatima Gulzar

China-Pakistan Relations and Regional Development in the Context of China-Pakistan Economic Corridor (PKEC-74). Asmat Naz, The Women University Multan Pakistan;

Presenter(s): Asmat Naz

Dynamics of Balance of Trade in Pakistan: The Role of Trademarks and Patents (PKEC-86). Muhammad Raza Aftab, Bahauddin Zakariya University, Multan Pakistan; Zainab Shaukat, Bahauddin Zakariya University, Multan Pakistan.

Presenter(s): Muhammad Raza Aftab

Parallel Session 1.03: Issues in Economics and Social Sciences

Room: Conference Room, Institute of Management Sciences

Session Chair: Prof. Dr. Saiqa Imtiaz & Assoc Prof. Dr. Adiq Kiani

Coordinator: Dr. Iram Batool Awan

Time: 02:00 – 03:30 (Day 01)

Foreign Lending Dilemma and Poverty in Developing Countries: A Panel Data Analysis (PKEC-47). Mariam Abbas Soharwardi, The Islamia University of Bahawalpur Pakistan; Hina Ali, Women University Multan, Pakistan; Mujahid Ali, Pakistan Institute of Development Economics Pakistan.

Presenter(s): Mariam Abbas Soharwardi

The Enigma of Public Assistance to Private Investment through Infrastructure: Evidence from Pakistan (PKEC-70). Ayza Shoukat, Govt. College Women University, Sialkot Pakistan; Khalil Ahmad, Govt. College Women University Sialkot Pakistan; Muhammad Abdullah, Govt. Post Graduate College Sahiwal Pakistan.

Presenter(s): Ayza Shoukat

Modernist Analysis of The Love Song of J. Alfred Prufrock by T.S Eliot (PKSE-49). Hira Ali, University of Sargodha, Pakistan; Shaista Kazim, University of Sargodha, Pakistan; Kifayat Ullah Khan, Govt. Post Graduate College, Bannu Pakistan.

Presenter(s): Hira Ali

Gender Based Linguistic Variations in Urdu Language and their Role in Suppression of Females (PKSE-106). Rehana Yasmin Anjum, GC Women University Sialkot Pakistan; Fakhra Amjad, University of Management & Technology Sialkot Pakistan; Saira Yousaf, University of Management & Technology Sialkot Pakistan; Faiza Manzoor, University of Management & Technology Sialkot Pakistan.

Presenter(s): Rehana Yasmin Anjum, Fakhra Amjad, Saira Yousaf

TEA BREAK AND NETWORKING 03:30pm – 03:45pm

PANEL DISCUSSION 03:45pm – 04:30pm

EXECUTIVE HALL, IMS & SOE

Topic: Sustainability Challenges in Emerging Economies: Perspectives from Academia and Industry

Panelists:

Prof. Dr. Mohd Sobri B Minai, Universiti Utara Malaysia

Prof. Dr. Muhammad Hanif Akhtar, Department of Commerce

Prof. Dr. Imran Sharif Chaudhry, School of Economics

Mr. Khawaja Muhammad Usman, Former President, Multan Chamber of Commerce and Industry

Moderator: Dr. Zeeshan Mehmood, Department of Commerce, BZU Multan Pakistan

PARALLEL SESSION II – April 17 (DAY 01)

04:30pm – 06:00pm

Parallel Session 2.01: Sustainability Issues in Business Strategy in Emerging Economies

Room: Executive Hall, Institute of Management Sciences

Session Chair: Prof. Dr. Hayat Muhammad Awan

Coordinator: Dr. Muhammad Nauman Abbasi

Time: 04:30 – 06:00 (Day 01)

Better Future: Empowering Newly Deployed Skilled Birth attendants with a Sustainable Source of Livelihood (PKMS-92). Sanam Khoso, University of Jamshoro Pakistan.

Presenter(s): Sanam Khoso

Drivers and barriers to adopt sustainability practices in Pakistani Small & Medium Enterprises (PKES-127). Zeeshan Mahmood, Bahauddin Zakariya University Multan Pakistan; Sadaf Fatima, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Sadaf Fatima

Willingness to Purchase Green products: Evidence from Educated Segment of Southern Punjab (PKMS-126). Rehana Kouser, Bahauddin Zakariya University Multan Pakistan; Muhammad Imran, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Muhammad Imran

The Impact of Corporate Governance on Sustainability Reporting Evidence from an Emerging Economy (PKAF-125). Zeeshan Mahmood, Bahauddin Zakariya University, Multan Pakistan; Tahira Kanwal, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Tahira Kanwal

Services Sector Growth and Employment Generation in Pakistan: A Time Series Analysis (PKES-14). Mahnaz Ali, The Islamia University of Bahawalpur Pakistan; Rana Ejaz Ali Khan, The Islamia University of Bahawalpur Pakistan.

Presenter(s): Mahnaz Ali

Parallel Session 2.02: China Pakistan Economic Corridor (CPEC): Opportunities and Challenges Ahead

Room: Research Lab, School of Economics

Session Chair: Prof. Dr. Mohammed Nishat

Coordinator: Dr. Kamran Ishfaq

Time: 04:30 – 06:00 (Day 01)

China-Pak Economic Corridor: Role of Teachers in Career Counseling of Students at Higher Education Level (PKSE-84). Ghulam Fatima, University of the Punjab Lahore Pakistan; Misbah Malik, University of Education Lahore Pakistan; Rukhsana Bashir, University of the Punjab Lahore Pakistan.

Presenter(s): Ghulam Fatima

Identification of university students' awareness of and motivation for the prevailing opportunities in China Pak Economic Corridor (CPEC) (PKSE-85). Misbah Malik, University of Education Lahore Pakistan; Ghulam Fatima, University of the Punjab Lahore Pakistan; Shadab Samar, M.Phil Scholar, University of the Punjab, Lahore-Pakistan.

Presenter(s): Misbah Malik

China-Pakistan Economic Corridor, Economic Development and Entrepreneurship (PKMS-124). Khawar Naheed, Bahauddin Zakariya University Multan Pakistan; Amir Sohail, Bahauddin Zakariya University Multan Pakistan; Muhammad Waqas, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Amir Sohail, Muhammad Waqas

Innovation: KSEZ and CPEC: Implications for Investment (PKEC-121). Zenab Saleem, Sukkur Institute of Business Administration Pakistan; Suman Najam Shaikh, Sukkur Institute of Business Administration Pakistan; Irfan Ali Memon, Sukkur Institute of Business Administration Pakistan.

Presenter(s): Zenab Saleem, Suman Najam Shaikh, Irfan Ali Memon

Gwadar Port: An Economic Hub for Maritime Trade in the World (PKEC-65). Asmat Naz, The Women University Multan Pakistan; Fatima Ali, The Women University Multan Pakistan.

Presenter(s): Asmat Naz, Fatima Ali

Parallel Session 2.03: Issues in Social Sciences: Psychology, Sociology and Social Work

Room: Conference Room, Institute of Management Sciences

Session Chair: Assoc Prof. Dr. Sarwat Sultan

Coordinator: Dr. Javed Iqbal

Time: 04:30 – 06:00 (Day 01)

Effect of Five Big Personality Traits on Job Burnout among Special Education Employees (PKSS-73). Hummera Malik, The Women University Multan Pakistan.

Presenter(s): Hummera Malik

Stress and Coping Strategies in Undergraduate Medical Students (PKSS-82). Saba Yasien, The Islamia University of Bahawalpur Rahim Yar Khan Campus Pakistan; Tabassum Alvi, Majmmah University Majmmah, Saudia Arabia.

Presenter(s): Saba Yasien

Mediatory Role of Organizational Based Self-Esteem in the relationship of Workplace Ostracism, Self-Efficacy and Job Performance: testing Moderating Impact of Cultural Context in Pakistan (PKSS-123). Masoodul Hassan, Bahauddin Zakariya University Multan Pakistan; Asghar Iqbal, Bahauddin Zakariya University Multan Pakistan; Tayeba Khursheed, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Tayeba Khursheed

Level of Perceived Social Support and Marital Satisfaction among Love and Arrange Married Couples (PKSS-119). Razia Anjum, Government College Women University Sialkot, Pakistan; Mehwish Malik, Government College Women University Sialkot, Pakistan; Fatima Zulfiqar, Government College Women University Sialkot, Pakistan; Safina Safina, Government College Women University Sialkot, Pakistan; Nafeesa Saleem, Government College Women University Sialkot, Pakistan; Fatima Mehmood, Government College Women University Sialkot, Pakistan; Fareeha Ghaffar, Government College Women University Sialkot, Pakistan

Presenter(s): Razia Anjum

Psychological Stigma of Depression and its Social Acceptance in Society: Effects on the Treatment of Multi Drug Resistant Tuberculosis Patients (PKSS-150). Noshaba Chaurdhry, Psychologist, Nishter Hospital Multan Paksitan

Presenter(s): Noshaba Chaurdhry

Parallel Session 2.04: China Pakistan Economic Corridor (CPEC) and Issues in Social Sciences

Room: Committee Room, Institute of Management Sciences

Session Chair: Prof. Dr. Azra Asghar Ali

Coordinator: Prof. Dr. Javaid Akhtar Salyana

Time: 04:30 – 06:00 (Day 01)

The Game Changer: A Critical Discourse Analysis of News Headlines about CPEC (PKSE-80). Rehana Yasmin Anjum, GC Women University, Sialkot Pakistan; Faiza Manzoor, University of Management and Technology Lahore Pakistan.

Presenter(s): Rehana Yasmin Anjum, Faiza Manzoor

Impact of Concessional Debt and Urbanization on Sustainable Development of Services Sector of Pakistan in the Context of CPEC (PKEC-53). Muhammad Abdullah, Govt. Post Graduate College Sahiwal Pakistan; Muhammad Irfan Chani, COMSATS Institute of Information Technology Vehari Pakistan; Ayza Shoukat, Govt. College Women University Sialkot Pakistan.

Presenter(s): Muhammad Abdullah

Corroding the Corridor? Anti-China Sentiments in Jihadist Literature and Its Implications for CPEC (PKSP-46). Naqib Hamid, University of the Punjab Lahore Pakistan.

Presenter(s): Naqib Hamid

Pakistan's Nuclear Doctrine (PKSP-56). Ashfaq Ahmed, University of Sargodha Pakistan.

Presenter(s): Ashfaq Ahmed

Gala Dinner and Cultural Night 07:30pm - 10:00pm

PARALLEL SESSION III – April 18 (DAY 02)

10:00am – 11:30am

Parallel Session 3.01: Issues in Business Strategies: Accounting and Finance

Room: Executive Hall, Institute of Management Sciences

Session Chair: Prof. Dr. Yusnidah Ibrahim

Coordinator: Dr. Nadeem Ahmed Sheikh

Time: 10:00 – 11:30 (Day 02)

Influence of Creative Accounting on Reliability and Objectivity of Financial Reporting (PKAF-40). Maria Shahid, The Women University Multan Pakistan; Hina Ali, The Women University Multan Pakistan.

Presenter(s): Maria Shahid

Does Bank Size and Operational Efficiency Matters? An Impact of Financial Gearing and Asset Management on Islamic Banks' Performance in Pakistan (PKAF-48). Rashid Khalil, Universiti Utara Malaysia; Muhammad Azhar Khalil, National Institute of Development Administration Thailand.

Presenter(s): Muhammad Azhar Khalil

The Effect of Leverage and Firm Size to Profitability of Public Manufacturing Firms in Pakistan (PKAF-64). Ahmad Waleed, NCBA&E Lahore Pakistan; Adeel Akhtar, Bahauddin Zakariya University Multan Pakistan; Ahmad Tisman Pasha, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Ahmed Waleed

The Impact of Net Stable Funding Ratio on Net Interest Margin: A Comparative Study of Developing and Developed Countries Banking Sector (PKAF-101). Rehana Kousar, Bahauddin Zakariya University Multan Pakistan; Ulfat Abbas, Bahauddin Zakariya University, Multan, Pakistan.

Presenter(s): Ulfat Abbas

Capital Requirement, Lending and Deposit Behaviors of Conventional Banks and Islamic Banks: A Case of Pakistan (PKAF-143). Sakina Narmeen, Bahauddin Zakariya University Multan Pakistan; Rehana Kousar, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Sakina Narmeen

Are Firms that Contribute to Sustainable Development Valued by Investors? (PKAF-122). Zeeshan Mehmood, Bahauddin Zakariya University Multan Pakistan; Syed Shafqat Abbas, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Syed Shafqat Abbas

Parallel Session 3.02: Issues in Social Sciences: Education and Learning

Room: Committee Room, Institute of Management Sciences

Session Chair: Dr. Khalid Khurshid

Coordinator: Dr. Bashir Hussain

Time: 10:00 – 11:30 (Day 02)

Teachers' Self-Efficacy and Stress at Workplace: A Correlation Study (PKSE-95). Bushra Naoreen, GC University Faisalabad Pakistan; Atif Baloch, GC University Faisalabad Pakistan; Muhammad Waqas, GC University Faisalabad Pakistan; Fariha Sohail, GC University Faisalabad Pakistan.

Presenter(s): Bushra Naoreen, Atif Baloch, Fariha Sohail, Muhammad Waqas

Library Resources for Persons with Special Needs: A Quantitative Analysis (PKSE-102). Rukhsana Bashir, University of the Punjab Lahore Pakistan; Ghulam Fatima, University of the Punjab Lahore Pakistan; Misbah Malik, University of Education Lahore Pakistan; Irfan Ali, University of the Punjab Lahore Pakistan.

Presenter(s): Rukhsana Bashir

Use of Information and Communication Technologies (ICTs) in Teaching to students at the University Level (PKSE-83). Dur-e- Nayab, University of the Punjab Lahore Pakistan; Mumtaz Akhter, University of the Punjab Lahore Pakistan; Ghulam Fatima, University of the Punjab Pakistan; Misbah Malik, University of Education Lahore, Pakistan.

Presenter(s): Dur-e- Nayab

Unique Approach Towards Item Analysis: Rasch Analysis of a Multiple-item Test in Education (PKSE-16). Zunaira Fatima, University of Sargodha Pakistan.

Presenter(s): Zunaira Fatima

Job Satisfaction and Job Performance: An Empirical Analysis of University Teachers (PKEC-57). Muhammad Jamil, Quaid-i-Azam University, Islamabad Pakistan; Aabroo Fatima, Quaid-i-Azam University, Islamabad Pakistan.

Presenter(s): Aabroo Fatima

Parallel Session 3.03: Sustainability Issues in Emerging Economies

Room: Research Lab, School of Economics

Session Chair: Prof. Dr. Imran Sharif Chaudhry

Coordinator: Dr Khawaja Khalid Mehmood

Time: 10:00 – 11:30 (Day 02)

Impact of Urban Agglomeration on Economic Growth of Cities (PKEC-61). Zahid Ullah Khan, University of Sargodha Pakistan; Masood Sarwar Awan, University of Sargodha Pakistan.

Presenter(s): Zahid Ullah Khan

Adoption of Energy Efficient Cooking Technologies in Pakistan: A Logit Analysis (PKEC-112). Inayatullah Jan, The University of Agriculture Peshawar, Pakistan; Sabir Ullah Shah, University of Agriculture Peshawar, Pakistan; Waqar Akram, Sukkur Institute of Business Administration Pakistan.

Presenter(s): Inayatullah Jan

Green Politics, Kyriarchy and Sustainability: A Study of Socio-Economic Environmental Concerns (PKSE-90). Rabia Amir, National University of Modern Languages, Islamabad Pakistan.

Presenter(s): Rabia Amir

Tourism Causes Uneven Development: A Case Study of Natural and Cultural Heritage Tourism in Pakistan (PKSP-115). Masood ur Rehman Azhar, Universiti Sains Malaysia; Nor Malina Malek, Universiti Sains Malaysia; Saima Masood, COMSATS Institute of Information Technology, Wah Cantt. Pakistan.

Presenter(s): Masood ur Rehman Azhar

Globalization, Economic Growth and Poverty Nexus: A Case Study of Pakistan (PKEC-135). Hafeez ur Rehman, University of Management and Technology Lahore Pakistan; Laila Khalid, Directorate of Public Instructions (Colleges), Lahore Pakistan

Presenter(s): Hafeez ur Rehman

Parallel Session 3.04: Issues in Business Strategy: Management

Room: Conference Room, Institute of Management Sciences

Session Chair: Assoc Prof. Dr. Muhammad Nauman Abbasi

Coordinator: Dr. Raza Ali

Time: 10:00 – 11:30 (Day 02)

Impact of Transformational Leadership on Pakistani Hotel Performance: Mediating Role of Team Empowerment, Knowledge Sharing, Team-Efficacy and Team Prosocial Motivation (PKMS-137). Masoodul Hassan, Bahauddin Zakariya University, Multan Pakistan; Ubaidullah Shafique, Bahauddin Zakariya University Multan Pakistan; Zeeshan Iqbal, Bahauddin Zakariya University Multan Pakistan; Nayab Bukhari, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Ubaidullah Shafique

Role of Organizational Support in Information Use Outcomes via Knowledge Management Environment & Information Behavior Values in Pakistan (PKMS-120). Masoodul Hassan, Bahauddin Zakariya University Multan Pakistan; Asghar Iqbal; Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Asghar Iqbal

The Mediating Effect of Organizational Justice between Career Success and University Performance: A Study from Public Sector Universities of Pakistan (PKMS-113). Quaisar Ijaz Khan, GC University Faisalabad Pakistan; Sana Sarwar, GC University Faisalabad Pakistan

Presenter(s): Sana Sarwar

Impact of Relational Benefit on Customer Loyalty with the Mediating Role of Customer Satisfaction: A Study of Selective Banks of Multan Region (PKMS-149). Rana Muhammad Shahid Yaqub, The Islamia University of Bahawalpur Pakistan; Fairol Halim, Universiti Utara Malaysia

Presenter(s): Rana Muhammad Shahid Yaqub

Harnessing Information Systems & Technology with Supply Chain Management for Performance Excellence in Retail Sector (PKMS-97). Muhammad Hashim Amin, Metro Cash and Carry Pakistan; Mian Usman Sattar, University of Management and Technology Lahore Pakistan; Usman Khalid, University of Management and Technology Lahore Pakistan

Presenter(s): Mian Usman Sattar

TEA BREAK AND NETWORKING 11:30am – 12:00Noon

PARALLEL SESSION IV – April 18 (DAY 02)

12:00Noon – 01:30pm

Parallel Session 4.01: Issues in Business Strategy: Accounting and Finance

Room: Executive Hall, Institute of Management Sciences

Session Chair: Prof. Dr. Muhammad Hanif Akhtar

Coordinator: Dr. Muhammad Ramzan Sheikh

Time: 12:00 – 01:30 (Day 02)

Impact of Basel III Framework on Financial Distress: Case of Pakistan (PKAF-104). Muhammad Waqas Ashraf, Bahauddin Zakariya University Multan Pakistan; Rehana Kousar, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Muhammad Waqas Ashraf

Financial Development and Economic Growth: Time Series Evidence on Causality of Developed, Advance Emerging, Second Emerging and Frontier Economies (PKAF-132). Rehana Kousar, Bahauddin Zakariya University Multan Pakistan; Asma Kanwal, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Asma Kanwal

Impact of Corporate Governance and Shariah Advisory Board on Islamic Banks Performances: The Case of Pakistan (PKMS-107). Muhammad Hassan, Bahauddin Zakariya University Multan Pakistan; Hafiz Sohail, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Hafiz Sohail

A Literature Review of Agency Theory (PKAF-103). Rehana Kousar, Bahauddin Zakariya University Multan Pakistan; Muhammad Ali Abuzar, Bahauddin Zakariya University Multan Pakistan

Presenter(s): Muhammad Ali Abuzar

Impact of Firm Characteristics, Innovation and Financial Arrangement on Small Firm Growth: Evidence from Pakistan (PKAF-148). Muhammad Zahir Faridi, Bahauddin Zakariya University Multan Pakistan; Musarat Abbas, Ghazi University D G Khan Pakistan

Presenter (s): Musarat Abbas

Parallel Session 4.02: Issues in Social Sciences: Education and Learning

Room: Committee Room, Institute of Management Sciences

Session Chair: Prof. Dr. Ahmad Farooq Mash'hadi

Coordinator: Dr. Mubashrah Jamil

Time: 12:00 – 01:30 (Day 02)

Prevalence of Emotional Disturbance among Special Needs Children of Working and Non-working Parents (PKSE-18). Sana Qaisar, University of the Punjab Pakistan; Nuzhat Bano, University of the Punjab Lahore Pakistan; Ghulam Fatima, University of the Punjab Lahore Pakistan; Iqra Ashraf, University of the Punjab Lahore Pakistan; Misbah Malik, University of Education Lahore Pakistan; Tamhid Zahra, University of the Punjab Lahore Pakistan.

Presenter(s): Sana Qaisar, Nuzhat Bano

Problems Faced by Prospective Teachers of Special and General Education during Teaching Practice: A Qualitative and Comparative Investigation (PKSE-23). Iqra Ashraf, University of the Punjab Lahore Pakistan; Tamhid Zahra, University of the Punjab Lahore Pakistan; Ghulam Fatima, University of the Punjab Lahore Pakistan; Misbah Malik, University of Education Lahore Pakistan; Sana Qaisar, University of the Punjab Pakistan; Nuzhat Bano, University of the Punjab Lahore Pakistan.

Presenter(s): Iqra Ashraf

Relationship between Maternal Parenting Style and Moral Development of Secondary School Students: A Quantitative Investigation (PKSE-117). Mahwish Safder, University of the Punjab Pakistan; Abid Hussain Ch, University of the Punjab Pakistan; Ghulam Fatima, University of the Punjab Pakistan; Misbah Malik, University of Education Township Campus, Lahore Pakistan

Presenter(s): Mahwish Safder

Role of General and Special Education Teachers in Promoting Research Culture at University Level: A Comparative Investigation (PKSE-75). Amna Azka, University of the Punjab Pakistan; Ghulam Fatima, University of the Punjab Pakistan.

Presenter(s): Amna Azka

Parallel Session 4.03: Issues in Economic Theory and Policy

Room: Research Lab, School of Economics

Session Chair: Prof. Dr. Muhammad Zahir Faridi

Coordinator: Dr. Muhammad Omer Chaudhry

Time: 12:00 – 01:30 (Day 02)

Implementation of Islamic Economic System in the Light of Sharia Bill 1985: An Analysis (PKSP-36). Rahat Zubair Malik, National Institute for Historical and Cultural Research, Quaid-i-Azam University, Islamabad Pakistan.

Presenter(s): Rahat Zubair Malik

Impact of Rural-Urban Migration on Education: A Case Study of District Bahawalnagar (PKEC-35). Najma Talib, National University of Modern Languages Multan Campus Pakistan; Imran Sharif Chaudhry; Bahauddin Zakariya University Multan Pakistan; Mariam Abbas Soharwardi, The Islamia University of Bahawalpur Pakistan.

Presenter(s): Najma Talib

Trade Openness, External Debt and Growth Nexus in Pakistan: Empirical Evidence from ARDL Modeling Approach to Co-integration and Causality Analysis (PKEC-42). Hina Ali, The Women University Multan Pakistan; Najma Mumtaz, The Women University Multan Pakistan; Fatima Farooq; Bahauddin Zakariya University Multan; Mariam Abbas Soharwardi, The Islamia University of Bahawalpur Pakistan.

Presenter(s): Hina Ali

An Empirical Analysis of the Impact of Remittances on Household's Consumption Pattern and Poverty in Pakistan (PKES-77). Rehmat Ullah Awan, University of Sargodha Pakistan; Fasahat Waqar, University of Sargodha Pakistan; Falak Sher, University of Sargodha Pakistan

Presenter(s): Fasahat Waqar

Foreign Aid and Economic Growth: A Case Study of Selected African Countries (PKEC-94). Adiq Kiani, Federal Urdu University Islamabad Pakistan; Ya Sakina, Federal Urdu University Islamabad Pakistan; Sadia Bibi, COMSATS Institute Vehari Pakistan.

Presenter(s): Adiq Kiani, Ya Sakina Bibi, Sadia Bibi

Parallel Session 4.04: Issues in Economic Theory and Policy

Room: Conference Room, Institute of Management Sciences

Session Chair: Prof. Dr. Imran Sharif Chaudhry

Coordinator: Ms. Fatima Farooq

Time: 12:00 – 01:30 (Day 02)

The Impact of Stability and Defense Expenditure on Economic Growth: A Case Study of Pakistan (PKEC-134). Nabila Asghar, University of the Punjab, Lahore Pakistan; Shahida Hanif, Govt. Degree College for Women Lahore Pakistan

Presenter(s): Nabila Asghar

Measuring Energy Efficiency and Exploring the Determinants of Energy Efficiency in Selected Economies of Asia (PKEC-138). Muhammad Nadeem, University of the Punjab, Lahore Pakistan; Hafiz Ghulam Mujaddid, University of the Punjab, Lahore Pakistan; Nabila Asghar, University of the Punjab, Lahore Pakistan.

Presenter(s): Muhammad Nadeem

Impact of Energy Consumption on the Economic Growth in Pakistan: A Time Series Analysis (PKEC-139). Muhammad Sohail Amjad Makhdum, GC University Faisalabad Pakistan; Sofia Anwar, GC University Faisalabad Pakistan; Rakhshanda Kousar, University of Agriculture Faisalabad Pakistan; Muhammad Asif, University of Agriculture Faisalabad Pakistan.

Presenter(s): Muhammad Sohail Amjad Makhdum

Causal Relationship between Renewable Energy and Non-renewable Energy Sources and Economic Growth: A Panel Data Analysis of South Asian countries (PKEC-140). Sadia Ali, GC University Faisalabad Pakistan; Sofia Anwar, GC University Faisalabad Pakistan; Samia Nasreen, GC University Faisalabad Pakistan.

Presenter(s): Sadia Ali

Job Satisfaction and Marital Adjustment among Paramedical Staff: Mediating role of Work-Family Conflict (PKSS-131). Iram Batool, Bahauddin Zakariya University Multan Pakistan; Shaukat Hussain, Government Postgraduate College, Jhang Pakistan; Ruqia Safdar Bajwa, Bahauddin Zakariya University Multan Pakistan

Presenter(s): Iram Batool

CONFERENCE LUNCH/PRAAYER TIME 01:30pm – 02:15pm

**PARALLEL SESSION V – April 18 (DAY 02)
02:15pm – 03:30pm**

Parallel Session 5.01: Issues in Business Strategy: Management

Room: Executive Hall, Institute of Management Sciences

Session Chair: Assoc Prof. Dr Abdul Halim Abdul Majid

Coordinator: Dr. Muhammad Sadiq Shahid

Time: 02:15 – 03:30 (Day 02)

Corruption, Culture: The Ineffective Organizational Control (PKSP-31). Rabia Mumtaz Bhutta, Bahauddin Zakariya University Multan Pakistan; Hassan Bucha, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Rabia Mumtaz Bhutta

Organization Citizenship Behavior: Notion of Social Exchange Theory (PKMS-93). Malka Liaquat, National University of Modern Languages, Pakistan; Khawaja Khalid Mehmood, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Malka Liaquat

Impact of Employee Empowerment, Teamwork, Employee Training and Job Security on Job Satisfaction with Moderating Effect of Employees Qualification (PKMS-50). Ahmad Waleed, National College of Business Administration and Economics Pakistan; Muhammad Kashif Mughal, National College of Business Administration and Economics Pakistan; Adeel Akhtar, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Muhammad Kashif Mughal

Implications of Knowledge Processes, Principles & Learning Organization: Explorative and Exploitative Innovations (PKMS-89). Nabegha Mahmood, National Defense University, Islamabad Pakistan.

Presenter(s): Nabegha Mahmood

The Impact of Quality of Work Life on Job Satisfaction and Exploration of Role of Perceived Stress among Bank Employees (PKSS-130). Ruqia Safdar Bajwa, Bahauddin Zakariya University Multan Pakistan; Iram Batool, Bahauddin Zakariya University Multan Pakistan; Shaukat Hussain, Govt. postgraduate college Jhang Pakistan; Mohammad Qasim, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Ruqia Safdar Bajwa

Parallel Session 5.02: Issues in Business Strategy: Marketing

Room: Research Lab, School of Economics

Session Chair: Prof. Dr. Mohd Sobri B Minai

Coordinator: Dr. Zubair Ahmad

Time: 02:15 – 03:30 (Day 02)

Evaluation of Individuals' Behavior Patterns towards Cellular Network: An Empirical Study of Pakistan (PKMS-91). Masoodul Hassan, Bahauddin Zakariya University Multan Pakistan; Zeeshan Iqbal, Bahauddin Zakariya University Multan Pakistan; Maimoona Malik, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Zeeshan Iqbal

Role of Brand Loyalty in Building Brand Equity: A Comparative Study of Consumer Involvement Levels (PKMS-45). Shahid Nawaz, The Islamia University of Bahawalpur Pakistan; Muhammad Zahid, The Dongbei University of Finance & Economics China; Mudassar Ali, The Islamia University of Bahawalpur Pakistan; Muhammad Ishfaq, The Islamia University of Bahawalpur Pakistan.

Presenter(s): Shahid Nawaz

Antecedents of the User Behavior for Online Businesses: A Case of Pakistan (PKMS-105). Muhammad Amjad Khan, University of the Punjab Lahore Pakistan; Lutf Ullah, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Muhammad Amjad Khan, Lutf Ullah

The Impact of Learning and Market Orientation on Product Development: The Mediating Effect of Innovation Capability (PKMS-111). Khawar Naheed, Bahauddin Zakariya University Multan Pakistan; Badar Latif, Bahauddin Zakariya University Multan Pakistan; Mohsin Ali, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Badar Latif

Factors affecting the Individual Customers Selection of Commercial Banks to Deposit Money-Evidence from District Bhakkar (Punjab), Pakistan (PKEC-76). Muhammad Asif Nadeem Khemta, University of Sargodha Bhakkar Campus Pakistan.

Presenter(s): Muhammad Asif Nadeem Khemta

Parallel Session 5.03: Issues in Social Sciences: Education and Learning

Room: Committee Room, Institute of Management Sciences

Session Chair: Assoc. Prof. Dr Rana Muhammad Dilshad

Coordinator: Dr. Asia Zulfiqar

Time: 02:15 – 03:30 (Day 02)

A Study of Sensory Issues of Students with Autism (PKSE-79). Maria Mushtaq, University of the Punjab Lahore Pakistan; Hina Fazil, University of the Punjab Lahore Pakistan; Amna Azka, University of the Punjab Lahore Pakistan.

Presenter(s): Hina Fazil

University Students' Health Care Practices in Relation with their Classroom Performance (PKSE-37). Hina Khalid, University of Sargodha Pakistan; Shaista Khalid, University of Sargodha Pakistan; Zubair Ahmad Shah, Government College for Elementary Teachers, Sargodha Pakistan.

Presenter(s): Shaista Khalid

Studying the Availability and Utility of Information and Communication Technologies at Government Schools of Southern Punjab (PKSE-44). Maimoona Naeem, University of Sargodha Pakistan; Muhammad Sarwar, University of Sargodha, Pakistan.

Presenter(s): Maimoona Naeem

Problems Faced by Special Education Teachers in Teaching Mathematic Skills to Children with Intellectual and Development Disabilities (PKSE-78). Maria Mushtaq, University of the Punjab Pakistan; Hina Fazil, University of the Punjab Pakistan; Amna Azka, University of the Punjab Pakistan.

Presenter(s): Maria Mushtaq

Parallel Session 5.04: Issues in Economic Theory and Policy

Room: Conference Room, Institute of Management Sciences

Session Chair: Prof. Dr. Hafeez ur Rehman

Coordinator: Dr. Moeed Ahmad

Time: 02:15 – 03:30 (Day 02)

Choice between Domestic and Foreign Debt: A Case Study of Pakistan (PKEC-109). Ghazala Zafar Lashari, Women University Azad Jammu & Kashmir Bagh, Pakistan; Imran Sharif Chaudhry, Bahauddin Zakariya University Multan Pakistan; Muhammad Akbar, Bahauddin Zakariya University Multan Pakistan

Presenter(s): Ghazala Zafar Lashari

Identifying Determinants of Child Labor in Pakistan (PKEC-55). Muhammad Qamar Habib, The Islamia University of Bahawalpur Pakistan; Muhammad Asif Nadeem, The Islamia University of Bahawalpur Pakistan; Rozina Sadiq, University of Gujrat Pakistan

Presenter(s): Muhammad Qamar Habib

Youth Knowledge, Attitude and Practices About Malaria in District Layyah Punjab Pakistan (PKMS-60). Irfan Hussain Khan, Government College University Faisalabad Pakistan; Sofia Anwar, Government College University Faisalabad Pakistan; Shumaila Hashim, University of Karachi Pakistan.

Presenter(s): Irfan Hussain Khan

An Economic Analysis of Cotton Processing in Selected Ginning Small and Medium Enterprises (SMEs) in Punjab, Pakistan (PKEC-141). Syed Asif Ali Naqvi, GC University Faisalabad Pakistan; Sofia Anwar, GC University Faisalabad Pakistan; Muhammad Yousuf, University of Agriculture Faisalabad Pakistan; Muhammad Ashfaq, University of Agriculture Faisalabad Pakistan; Muhammad Laeeq, GC University Faisalabad Pakistan.

Presenter(s): Syed Asif Ali Naqvi, Muhammad Laeeq

Exploring the Factors Affecting Women Empowerment in Pakistan: Empirical Evidence from Southern Punjab (PKEC-144). Fatima Farooq, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Fatima Farooq

EMERALD'S WORKSHOP ON GUIDE TO GETTING PUBLISHED

03:30pm – 04:30pm

Executive Hall, IMS & SOE

CLOSING CEREMONY AND TEA BREAK

04:30pm – 05:00pm

Abstracts of Research Papers

Do CSR Initiatives Benefit Financial Banks in Terms of Customer's Satisfaction and Customer's Loyalty? Evidence from University Students

Muhammad Asif Nadeem Khemta, University of Sargodha Sub Campus Bhakkar Pakistan*

Abstract: This study finds the impact of corporate social responsibility initiatives of financial banks on customer's satisfaction and customer's loyalty. The target sample for this research study was consisted of 200 banking customers who were university students from commerce and business administration department of University of Sargodha Sub-Campus Bhakkar, Punjab, Pakistan. All the selected respondents were bank account holder of the following banks of Pakistan i.e. NBP, UBL, Bank Al Habib, MCB & Askari Bank. The respondents were selected by using purposive sampling mechanism and they were familiar with the concept of corporate social responsibility. The Regression analysis was used for data analysis. Following results were generated from this research study (1) There is significant positive impact of Corporate Social Responsibility initiatives of financial banks on Customer's Satisfaction (2) There is significant positive impact of Corporate Social Responsibility initiatives of financial banks on Customer's Loyalty. It was found that 28.1% Customer's satisfaction is explained by CSR and 26.2% customer's loyalty is explained by CSR at significance level of 5%. This research further concluded that the banking customers were in the favor of CSR initiatives of financial banks and that was the reason for their satisfaction level and loyalty with their banks.

Keywords: Corporate social responsibility, customer's satisfaction, customer's loyalty

Paper ID: PKMS10

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Services Sector Growth and Employment Generation in Pakistan: A Time Series Analysis

Mahnaz Ali, The Islamia University of Bahawalpur Pakistan*

Rana Ejaz Ali Khan, The Islamia University of Bahawalpur Pakistan

Abstract: Services sector is largest and fastest growing sector in the world economy, accounting largest share in total output and employment in most developed countries. The present study is an attempt to find the contribution of services sector growth in employment generation for Pakistan economy. Annual data is used for the analysis from 1980 to 2015. ARDL approach to cointegration is used for the empirical analysis. Results indicated that service sector growth has positive contribution in employment generation in case of Pakistan.

Keywords: Services sector growth; employment level; ARDL

Paper ID: PKEC14

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Unique Approach Towards Item Analysis: Rasch Analysis of a Multiple-item Test in Education

Zunaira Fatima, University of Sargodha Pakistan*

Abstract: Teaching and learning are two pillars of human development. A man with higher learning is considered a person with higher abilities. It is more desirable to measure the abilities for better development of human individuals. Measurement of abilities is quite debatable in this modern era of educational assessment. Assessment of learners achievement was the fundamental objective of the study. The present study was aimed to develop and analyze an achievement test of Educational philosophy for the students of master level in different universities of Panjab. The test was administered on 385 students of MA in Education and M.Ed in the three universities of Panjab Pakistan: Bahauddin Zakariya University Multan, Islamiya University of Bahawalpur, University of Education and University of Sargodha. Multi stage sampling technique was used to collect the data for the study. Rasch analysis is considered a unique and modern approach in analyzing the data for test items. The present data was also analyzed through Rasch analysis. Prox item and prox person measurement tables were made. Figure Latent continuous was drawn to show the position of items and persons in a single line graph. ICC and PCC (item character curve and person character curve) were also drawn to make Rasch analysis more clear and meaningful. The study recommended that the same analysis may be done with other subjects of master level so that the journey toward item banking may be finalized earlier.

Keywords: Rasch analysis

Paper ID: PKSE16

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Prevalence of Emotional Disturbance among Special Needs Children of Working and Non-working Parents

Sana Qaisar, University of the Punjab Pakistan*

Nuzhat Bano, University of the Punjab Pakistan

Ghulam Fatima, University of the Punjab Lahore Pakistan

Iqra Ashraf, University of the Punjab Lahore Pakistan

Misbah Malik, University of Education Lahore Pakistan

Tamhid Zahra, University of the Punjab Lahore Pakistan

Abstract: The present study was conducted to find out the prevalence of emotional disturbance among children of working and non-working parents. The population of study consisted of all special need children (Hearing impaired, visually impaired, physically handicapped, and intellectually challenged) enrolled in public sector special education schools in Punjab. The sample included special need children from 20 Government Special Education Centres in five randomly selected districts in Punjab. A self-developed questionnaire on five point Likert type scale (cronbach Alpha: 0.875) was used to collect data from 103 special education teachers teaching to special needs children. Data were analyzed applying frequency distribution of responses, t-test, and ANOVA. Major findings revealed that special needs children of working parents were more emotionally disturbed than those of non-working parents. Conclusions were drawn and recommendations to the Punjab Special Education Department were made to guide working parents for improving the situation.

Keywords: Emotional disturbance, special needs children, working parents, non-working parents

Paper ID: PKSE18

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Problems Faced by Prospective Teachers of Special and General Education during Teaching Practice: A Qualitative and Comparative Investigation

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Ghulam Fatima, University of the Punjab, Lahore Pakistan

Misbah Malik, University of Education, Lahore Pakistan

Sana Qaisar, University of the Punjab, Lahore Pakistan

Nuzhat Bano, University of the Punjab, Lahore Pakistan

Abstract: The central purpose of the study was to identify and compare the problems faced by prospective teachers enrolled in B.Ed, BS. honors and master degree programmes of special and general education during their teaching practice in different public sector schools in Punjab. The population of study comprised all prospective teachers enrolled in teachers Training Institutions in Punjab. By using simple random sampling technique, 300 prospective teachers enrolled in four public sector colleges and universities (University of the Punjab, Lahore, University of Education, Lahore, Government Training College for the Teachers of Blind and Government Training College for the Teachers of the Deaf, Lahore) were selected. A self developed and validated questionnaire on five point Likert type scale (Cronbach Alpha: .86) and an interview schedule was used to collect data. The researchers personally visited the sampled institutions and collected the desired information from the respondents. The data were analyzed through thematic analysis by interpreting the information, deriving themes, generating categories, and making codes. Correlation coefficient was investigated through comparative analysis. It was concluded that prospective teachers of special education were facing more problems during teaching practice than those of general education. Conclusions were drawn and recommendations to the concerned institutions were made.

Keywords: Prospective teachers, teaching practice, special education, general education

Paper ID: PKSE23

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Corruption, Culture: The Ineffective Organizational Control

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Hassan Bucha, Bahauddin Zakariya University Multan Pakistan

Abstract: Scholarly work on corruption in higher education is relatively limited and is emerging topic in the field of education research. There is extensive scholarship on corruption, culture and ineffective control. But none has combined these variables at one place especially in education sector. Most of the work is available regarding national level corruption. Not much has been done on organizational level particular in education. This study focuses to find that dimension of culture, in the presence of organizational ineffective control, which promote corruption in universities. It is hypothesized that there is significant relationship between culture and corruption. For data collection, respondents have been selected from South Punjab's universities. This research will help to reduce the corruption in order to ascertain the desired goal of education. Practically, it could be proposed that organization might have the opportunity to set up their organizational culture to anticipate the corruption.

Keywords: Culture, corruption, ineffective control

Paper ID: PKSP31

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Impact of Rural-Urban Migration on Education: A Case Study of District Bahawalnagar

Najma Talib, National University of Modern Languages Multan Campus, Pakistan*

Imran Sharif Chaudhry, Bahauddin Zakariya University Multan, Pakistan

Mariam Abbas Soharwardi, The Islamia University of Bahawalpur, Pakistan

Abstract: This research investigates the impact of rural urban migration on education. Qualitative and quantitative approaches are utilized for empirical analysis. District Bahawalnagar is selected as a sample of the study. Probability sampling method is used for selecting sample and systematic sampling technique. A Structured questionnaire and interviews methods are employed as a tool to collect the information for the study to get the detailed knowledge on the pattern of rural urban migration and other demographic factors influencing education of the household in district Bahawalnagar. A survey is conducted from 200 respondents from five tehsils of district Bahawalnagar. Logit model is used to describe the influence of rural urban migration and other demographic factor associated with education of the households. The results exhibit that age, gender, migration, poverty and employment status have positive and significant impact on attainment of education in district Bahawalnagar.

Keywords: Rural urban migration, head count ratio, social variables, logit model, Bahawalnagar

Paper ID: PKEC35

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Implementation of Islamic Economic System in the Light of Sharia Bill 1985: An Analysis

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Abstract: After its inception, the basic challenge that was faced by Pakistan was a workable system of government which needed support of a viable economic system that could take it to the path of growth and development. Economy of any state can prove to be the basis of its growth. For a diverse country like Pakistan a common point to keep the nation united was the basic requirement and Islam was the only such point that united the Muslims of British India. After independence the same role of Islam was idealized by the ruling elite. To adopt Islam as the state religion, it was important to organize each of its system according to the teachings of Islam including the economic system. There had been many efforts of the succeeding governments to adopt Islamic economic system. One major breakthrough in this regard was the Sharia Bill of 1985 which was presented by Maulana Sami-ul Haq as private member's bill and later was adopted by the Senate and approved by the National Assembly during first tenure of Nawaz Sharif as Prime Minister. The above mentioned bill had a detailed scheme for the Islamization of Laws in Pakistan including the economic system. The present paper will be an effort to study the problems that were faced by the government to implement the economic clauses of the bill. It will also be an effort to analyze the politics and political developments that revolved around the Sharia Bill of 1985.

Keywords: Islam, Economic system, sharia bill, political implications

Paper ID: PKSP36

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University Students' Health Care Practices in Relation with their Classroom Performance

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Shaista Khalid, University of Sargodha Pakistan*

Zubair Ahmad Shah, Government College for Elementary Teachers, Sargodha Pakistan

Abstract: Health is greatly influenced by diet and physical exercise. For students, good health is one of the contributing factors toward classroom performance and academic achievement. The present study was designed to explore the awareness and practices of health care among university students and its relationship with their academic achievement and classroom performance. A sample of 726 students from six faculties of university of Sargodha was selected using stratified sampling technique. A questionnaire was developed to inquire the diet pattern, physical exercise and classroom performance of students. For academic achievement, semester scores were used. The questionnaire was validated and revised through expert opinion including authentic nutritionist. The tool was pilot tested as well and reliability was 0.876. Findings showed that majority of the university students were consuming unhealthy food in the form of junk food. Interestingly students from departments of medical and food sciences scored higher on measure of junk food. A very low number of students considered exercise as essential element for health in their daily life. It was also found that the students more health caring were good in classroom performance as well as in their academic achievement. It was concluded that a major number of students had unhealthy patterns of diet and physical activities. It is recommended to include not only information about health care in daily teaching as well as informal coaching by teachers.

Keywords: Health care, healthy diet, junk food, physical exercise, academic performance, university students

Paper ID: PKSE37

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Does Ethical Leadership and Organization Justice Enhance Employees' Work Outcomes? Examining the Mediating Influence of Perceived Organization Support

Ammara Akram, Bahauddin Zakariya University Multan Pakistan*

Asma Fatima, Bahauddin Zakariya University Multan Pakistan

Abstract: Purpose – Employees' work related attitudes and behavior is topic of considerable interest in the areas of organizational behavior and human resource management. This study aims to explore the impact of ethical leadership and organizational justice on employees' work outcomes i.e. job performance and job involvement while considering perceived organizational support as a mediating variable.

Design /Methodology / Approach: The model is tested by using data of sample (n = 800) of employers and employees working in top four cellular companies of Pakistan. Self-administered survey has been used for collecting data where respondents were asked to give response on five point Likert scale. SPSS version 18 is used for analyzing data. Correlation and Regression analysis is used to analyze the direct and mediating connection between key variables of the study.

Findings: Results reveal that both ethical leadership and organizational justice have positive relationship with job performance and job involvement. Results also depict that perceived organizational support partially mediates the relationship between ethical leadership and work outcomes as well as between organizational justice and work outcomes.

Research Limitations/Implications: This study has some limitations. First, study has used cross sectional design. The findings of this study can be extended by applying experimental, quasi-experimental, or longitudinal design to allow for causal inferences. Secondly, findings of this study supported partial mediation which indicates that other theoretically relevant variables may help account for the influence of ethical leadership and organizational justice on work outcomes. **Practical Implications:** Ethical leadership and organizational justice helps foster job performance and job involvement through the mediating mechanism of perceived organizational support.

Originality Value: The results provide new and deeper insights in explaining the impact of ethical leadership and organizational justice on work outcomes by strengthening the mediating role of perceived organizational support specifically in the context of Pakistan. **Keywords:** Ethical Leadership, Organizational Justice, Job Performance, Job Involvement, Perceived Organizational Support **JEL Classification:** M10, M12, M19

Keywords: Ethical leadership, organizational justice, job performance, job involvement, perceived organizational support

Paper ID: PKMS38

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Influence of Creative Accounting on Reliability and Objectivity of Financial Reporting

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Hina Ali, The Women University, Multan Pakistan

Abstract: Purpose: Intellectual modifications (creative accounting) in financial reports to make them attractive are very emerging and vastly accepted practices around the globe. But these practices are deceiving and unethical. This study aims to explore the factors encourage the management to adopt creative accounting practices like agency problem, corporate governance, company's ethical values, company's future orientation etc. as well as how these practices effect the reliability and objectivity of financial reporting.

Research Design: This research is of descriptive nature and convenient sampling technique used to select sample size. Research population is accounting professionals of manufacturing industry of Middle East but data is collected from Punjab via structured questionnaire as well as interviews. Both qualitative (Content analysis) and quantitative techniques (SPSS software) used for analysis.

Findings: Through analysis, it is explored that agency problem and company's ethical value have strong positive association with adoption of creative accounting practices while corporate governance and company's future orientation has positive but mild association which has placed a question mark on the reliability and objectivity of financial reports.

Limitations: limited awareness among management and shareholders and investors to this concept causes hindrance in data collection. As well as it is applied only in Punjab region of Pakistan.

Practical Implications: Results of this research assist the company's management in designing strategies to control adverse influence of these manipulative activities on reliability and objectivity of financial reports as well as provide literacy to investors to be aware of such extensively using speculative activities.

Originality: As a new emerging concept with little awareness to stakeholders especially investors as well as lack of literature in Pakistan business context, this paper contributes in accounting knowledge and helps the management to control the factors responsible for extensive adoption of creative accounting practices. It also helps the investors to secure their interests.

Keywords: Creative accounting; agency problem; corporate governance; company's ethical values; company's future orientation; financial reporting

Paper ID: PKAF40

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Trade Openness, External Debt and Growth Nexus in Pakistan: Empirical Evidence from ARDL Modeling Approach to Co-integration and Causality Analysis

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Fatima Farooq, The Women University Multan Pakistan

Mariam Abbas, The Islamia University of Bahawalpur Pakistan

Abstract: Trade policies and regulations, Balance of payments, Foreign direct investment etc. are few major indicators of measuring the growth potential of developing economies like Pakistan. This Empirical study explores the influence of trade openness and external debt on economic growth by using time series data from 1974 -2015. Gross domestic product (GDP) considered as dependent variable while foreign direct investment, Inflation, External debt and Trade openness are studied as explanatory variable. Unit Root Test applies to check the stationary of data in which GDP & INF are integrate at level 1(0) while the channel of variables like FDI, T, ED, CF are integrate at 1st difference. Auto-regressive distributed lagged model (ARDL) technique applies for estimation. The objective of this study is to find out how these variables are associated with economic growth. The findings of study indicate that External debt and capital formation has negative effect on Economic growth while Trade Openness, Inflation, foreign direct investment has positive impact on economic growth.

Keywords: External debt; trade openness; capital formation; foreign direct investment; ARDL to co-integration

Paper ID: PKEC42

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Studying the Availability and Utility of Information and Communication Technologies at Government Schools of Southern Punjab

Maimoona Naeem, University of Sargodha, Pakistan*

Muhammad Sarwar, University of Sargodha, Pakistan

Abstract: This study was designed to explore the availability and utility of Information and Communication Technology (ICT) at Government secondary schools of southern Punjab. All secondary schools of Southern Punjab were constituted the population for this study. The sample of the study was 329 male students of secondary schools selected through multistage sampling techniques from three districts (D.G Khan, Bahawalpur, and Multan) of Southern Punjab. Two instruments (questionnaire and interview schedule) were used to collect the data. The first tool was a self-developed questionnaire based on (5) subscales and consisted of 45 items, validated by experts' opinion. The reliability of questionnaire was computed by using Cronbach's Alpha (0.70). The second tool was a self-developed interview schedule consisted of six questions and validated by experts' opinion. The quantitative data were analyzed through percentages and qualitative data through thematic method. The analyzed data explored that the computers were available with its proper utilization to students; no residential differences were found in availability of computer to students. Qualitative data showed that there was shortage of computer teachers and laboratory assistants. Frequent power outages were a problems, the UPS Uninterrupted Power supply) facility was available but the backup was not sufficient to supply continuous power supply.

Keywords: Availability, utility, ICT, residential difference

Paper ID: PKSE44

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Role of Brand Loyalty in Building Brand Equity: A Comparative Study of Consumer Involvement Levels

Shahid Nawaz, The Islamia University of Bahawalpur Pakistan*

Muhammad Zahid Nawaz, The Dongbei University of Finance & Economics, China

Mudassar Ali, The Islamia University of Bahawalpur Pakistan

Muhammad Ishfaq, The Islamia University of Bahawalpur Pakistan

Abstract: Although the concept of brand loyalty in recent times has evolved one of the dominant phenomenon of brand management in building brand equity for corporations, yet the picture is incomplete without considering the role of consumer involvement levels for brands. The purpose of this study is to measure the effect of perceived quality, brand trust and customer satisfaction on brand loyalty, and role of brand loyalty in building brand equity, relationships of variables are also measured by conducting comparative analysis of two brands from different consumer involvement levels. The survey and convenience sampling methods were used to collect primary data, 161 questionnaires of respondents were selected for regression analysis to measure the relationships of hypotheses. The findings showed the significant and positive relationship of perceived quality, brand trust, customer satisfaction with brand loyalty, and highly significant and positive impact of brand loyalty has found in building brand equity. Significant differences were found between high and low involvement settings. This research will provide exceptional learning opportunities for brand managers and scholars alike, through empirical verifying the effect of perceived quality, brand trust and customer satisfaction on customer brand loyalty, and role of brand loyalty in building brand equity, by using two brands of different consumer involvement levels.

Keywords: Perceived quality, brand trust, customer satisfaction, brand loyalty, brand equity, consumer involvement level.

Paper ID: PKMS45

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Corroding the Corridor? Anti-China Sentiments in Jihadist Literature and Its Implications for CPEC

Naqib Hamid, Institute of Social and Cultural Studies (ISCS), University of the Punjab Pakistan*

Abstract:The China-Pakistan Economic Corridor (CPEC) is being seen as a true game changer for the region. Yet this mega project also faces a number of challenges including security issues related to the militant insurgency present in the Uighur region, specifically Xinjiang province of China, as well as the Pakistani theater of war. While a number of localized Uighur groups have been involved in anti-China militant activities since some time, special concerns are being expressed now by Pakistan's security agencies about potential attacks on CPEC related projects from battle-hardened Uighur jihadists returning from fighting in Iraq and Syria. The present research seeks to analyze the grievances that exist in contemporary jihadist literature against China which may, directly or indirectly, affect CPEC in the future. It is based on a preliminary discourse analysis of several jihadist publications including those related to the Turkistan Islamic Party (TIP) as well as texts related to groups operating in Pakistan's theater of war. The paper attempts to develop a typology of hostile groups to China, including variations within the Uighur jihadists such as those affiliated to Islamic State of Iraq and Syria (ISIS) and those affiliated to Jabhat Fath al-Sham. The typology also includes non-Uighur groups such as Tehreek-e-Taliban Pakistan (Jamat al-Ahrar faction), Islamic Movement of Uzbekistan (IMU) and Al-Qaeda in the Indian Subcontinent (AQIS). The research findings show how anti-China sentiments are present in both Uighur as well as non-Uighur jihadist groups in the region and these may pose a geostrategic threat to the CPEC in the days to come.

Keywords: CPEC, China-Pakistan Economic Corridor, uighur jihadists, ETIM, TIP

Paper ID: PKSP46

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Foreign Lending Dilemma and Poverty in Developing Countries: A Panel Data Analysis

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Mujahid Ali, Pakistan Institute of Development Economics, Pakistan

Abstract: The purpose of this study is to investigate the impact of IMF and WORLD BANK lending on poverty in Pakistan India and Bhutan. In this study corruption, GDP, unemployment, secondary enrolment, and external debt are used as independent variables and poverty headcount ratio as dependent variable. Study finds out the relation of corruption unemployment and external debts with poverty and showing the positive relation while secondary enrolment and GDP showing negative relation with poverty. Moreover study finds out that lending of IMF and WORLD BANK mostly causes poverty in these developing countries instead of reducing it because of corrupt government weak policies of distribution of loans. Study also finds that the countries with strong policies and non-corrupt government can take full advantage of these lending for poverty reduction. But it is noticed that the countries which are the members of IMF structural adjustment programs are facing more poverty problems as compare to those countries which are not involved in these programs or even have less numbers of lending. Those countries are much better than the countries involve in structural adjustment programs.

Keywords: Poverty headcount ratio, IMF, World bank, SAP, dilemma

Paper ID: PKEC47

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Does Bank Size and Operational Efficiency Matters? An Impact of Financial Gearing and Asset Management on Islamic Bank's Performance in Pakistan

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Muhammad Azhar Khalil, National Institute of Development Administration Thailand

Abstract: The persistent growth of Islamic banks has been the distinction of the Muslim world financial background in the 1980s and 1990s. Through a network that spans more than 62 countries and an asset base of more than \$169 billion; Islamic banks are now performing a progressively more significant role in their particular economies. The core objective of this study is to find the impact of some of the key bank-specific factors (internal determinants) on the profitability of Islamic banks in Pakistan. Factors that opted in this study are bank size, operating efficiency, gearing ratio and asset management. Secondary data was obtained from 5 Islamic banks in Pakistan from year 2007 to 2015. The Ordinary Least Square (OLS) was used to analyze the empirical findings. The estimation results show that bank size significantly and positively influence the bank profitability while the asset management inversely affects the bank profitability. For future studies, it is recommended that more sample size and determinant factors can be included in determining the impact on bank's profitability.

Keywords: Islamic banking, Return on assets (ROA), Return on equity (ROE), bank size, asset management.

Paper ID: PKAF48

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Modernist Analysis of the Love Songs of J. Alfred Prufrock by T.S Eliot

Hira Ali, University of Sargodha, Pakistan*

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Abstract: Study highlights the theory of modernism and its implications through a poem by T.S Eliot The Love song of J. Alfred Prufrock. Our main concern is with the impacts of World War I in the modern age and destruction of modern civilization due to spiritual barrenness, lack of connection with the traditional values, directionless and meaningless life, atheism, inactivity of modern man and their inability to make decisions in life. These elements make up the poem and Eliot has presented the moral and religious decadence prevalent in the modern era. Through textual analysis we can draw certain conclusions based upon lexical items, paradoxes, images and symbols which are used in the poem. We have selected this poem because it is full of those ideas which give a realistic picture of our life even today; and there is true representation of modern man, his inner conflicts which are propound to exist in the personality of every individual in the present scenario. The basic purpose of this work is to make an analysis of our present social life and the problems which we have to face due to the origin of modern philosophies and their impacts. By the critical evaluation of this poem, we want our readers to be mature enough to understand the social realities of life and instead of escaping from these realities one should try to find the solutions of these problems of life.

Keywords: Modernism, social life, religious depravity, modern era.

Paper ID: PKSE49

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Impact of Employee Empowerment, Teamwork, Employee Training and Job Security on Job Satisfaction with Moderating Effect of Employees Qualification

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Adeel Akhtar, Bahauddin Zakariya University Multan Pakistan

Abstract: Building job satisfaction is one of the significant factors for banking sector. This research purposes to study the effects of four factors namely employee empowerment, teamwork, and employee training, job security on job satisfaction with moderating effect of communication in Pakistani Banking sector. Being a descriptive study, survey method is adopted for data collection. For data collection purpose, a questionnaire on the 5-point Likert scale was adopted and distributed among employees of public and private banks in district Multan. Reliability of questionnaire is measured via Cronbach's Alpha. Pearson correlation and multiple regression techniques are used. The results of multiple regression analysis show that all independent variables have positive impact on job satisfaction. The moderator has positive effect on dependent variable.

Keywords: Employee empowerment, teamwork, employee training, job satisfaction

Paper ID: PKMS50

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The Role of Green Human Resource Management Practices on Textile Sector: The Mediating Role of Sustainable Environment

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Abstract: The perception of creating a sustainable environment by business entities is explored in this paper. The rising demand for Corporate Social Responsibility (CSR) leads to the application of management tools of green human resource management. Most organizations have adapted human resource practices that encourage a green environment with a consideration of minimal environmental pollution and destruction of the environment. The idea of having a green environment by the human resource department is an integral process that affects the activities of green selection and recruitment, performance appraisal method, the reward and pay system and a supportive green culture. The importance of green environment is emphasized in the paper as well as the efforts by different companies in maintaining a sustainable environment. The expected outcomes of Green Human Resource Management (GHRM) are evaluated and the setbacks expected when trying to achieve a green environment. The results of this study explored Green HRM practices and sustainable environment significantly influence on corporate social responsibility.

Keywords: Green human resource management, corporate social responsibility, sustainable environment

Paper ID: PKES51

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Impact of Concessional Debt and Urbanization on Sustainable Development of Services Sector of Pakistan in the Context of CPEC

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Abstract: China-Pak Economic Corridor (CPEC) is a mega economic project of infrastructure, communication and power production development in Pakistan. It will integrate not only the whole regions of country with each other but also with rest of the world. Therefore services sector of Pakistan's economy is expected to reap the maximum benefits from CPEC in the long run. Investment of more than 46 billion US dollar is planned for this project on concessional interest rates by the Chinese banks and companies. This study intends to examine the impact of concessional debt and urbanization on the development of services sector of Pakistan for the period 1972 to 2014. Co-integration and VECM procedures have been utilized for long run and short term empirical analysis respectively. Unit root test is also utilized to determine the order of integration of variables before the application of co-integration analysis. Empirical results expose that concessional debt and urbanization positively and significantly affect the services sector of Pakistan. Labor force and capital formation are also contributing significantly and positively. Findings of this study confirm the importance of CPEC towards the leading sector of Pakistan's economy.

Keywords: Concessional debt, urbanization, services sector, Pakistan, China

Paper ID: PKEC53

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Identifying Determinants of Child Labor in Pakistan

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Muhammad Asif Nadeem, The Islamia University of Bahawalpur Pakistan

Rozina Sadiq, University of Gujrat Pakistan

Abstract: Present study identifies determinants of child labor in Pakistan. The objectives of the study were to identify the factors causing child labor in Pakistan and suggest ways for the eradication of child labor from Pakistan. A household survey was conducted to collect the data. Data was collected from 290 households. Total numbers of sample was 1079. Binomial Logit Model was used for econometric analysis. Descriptive results showed that more than 50 percent children both male and female were engaged in child labor. Illiteracy of parents' seemed to be the major component causing child labor. Results indicated that an awareness program may be initiated for the importance of education among parents. There is a need to improve condition of schools and conducive learning environment may be given to the learners.

Keywords: Child labor, socio-economic development, Pakistan

Paper ID: PKEC55

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Pakistan's Nuclear Doctrine

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Abstract: Military preparedness, gigantic size and conventional asymmetry in Indian favour enables it to cripple Pakistani defenses. New Delhi officially abandoned Cold Start Doctrine yet it poses existential threat to Pakistan. Conversely Islamabad relies on nuclear deterrent as per realist philosophy of self-preservation to ensure its existence. Pakistan is determined to utilize all available means to preferably deter and if required ensure inflicting damage against India. Former is probably abandoning policy of Minimum Credible Deterrence (MCD) to become hazardous and dangerous. Nuclear pessimist fears Pakistan Tactical Nuclear Weapons (TNWs) development, ability to fire them from land, air and sea and weapons grade fissile material production may cause WMDs use in South Asia. Pakistan's evolving nuclear posture is based on TNWs to deter Indian aggression. Deterrence breakdown would require Pakistan to carryout first-strike against Indian counterforce targets at tactical level. However, Indian nuclear doctrine based on massive retaliation compels Pakistan either to relinquish first strike or launch massive strikes against India. Pakistan would cease to exist in India-Pakistan nuclear exchange. Conversely life would become a curse for surviving Indians. Pakistan's suffrage would be, as per Clausewitz assertion, an "honorable defeat" against most bitter, hegemonic and gigantic foe. India-Pakistan military showdown indicates that Pakistan's military elite, as per Clausewitz's advice, has nourished the audacious idea of defense and learned to live with it happily. Pakistan's adoption of hostile posture is best described in the words of Herman Kahn as restoration. Presentation attempts to trace origins, rationale for relying on nuclear deterrent, analyze Pakistan's nuclear doctrine from diverse theoretical frameworks, significant characteristics and evolving nuclear posture for instance asymmetric escalation posture, delegation of authority and assertive control (positive and negative nuclear command).

Keywords: Nuclear, international relations, Pakistan, strategic studies

Paper ID: PKSP56

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Job Satisfaction and Job Performance: An Empirical Analysis of University Teachers

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Abstract: The study focused on the indicators of job satisfaction and job performance of university teachers. The satisfaction indicators that are incorporated in the research are satisfaction by job security, job environment, opportunities to grow and job rewards. Likewise, performance indicators that are used in the study are performance related to publications, teaching, workshops, conferences attended or participated, seminars conducted or organized and research supervision at various levels. Non parametric tests reveal that teachers feel more satisfied when they get more opportunities to grow at their institutions. Results also reveal that university teacher's satisfaction at job also affected by rewards at job. Relations with colleagues, students and administrators, flexibility in scheduling also affects the satisfaction of teachers.

Keywords: Job satisfaction, job security, job environment, job rewards, job performance.

Paper ID: PKEC57

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Youth Knowledge, Attitude and Practices about Malaria in District Layyah Punjab Pakistan

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Abstract: The present study is undertaken to examine youth knowledge, attitude and practices about malaria in district Layyah Punjab. There is little evidence that studies have been conducted to evaluate knowledge, attitudes and practices of youth about malaria prevention. Thus the aim of the study is to explore the knowledge, attitude and practice of community youth about malaria prevention and management. A standardized structured questionnaire with Multiple Choice Questions was developed. Respondents were selected through simple random sample and questionnaire were used for data collection. Thereafter the data were coded and entered in computer for analysis with SPSS and later for interpretation. The majority of respondents who participated in this study had positive attitude and with sufficient knowledge with low practices regarding malaria control and prevention. The findings of the study indicate that if people are supplied with accurate knowledge through appropriate channels, they may eventually have good practices in malaria prevention and management. Regular training on malaria prevention and management is necessary to address the knowledge gap revealed in the study.

Keywords: Youth, Knowledge, practice, malaria, Layyah

Paper ID: PKMS60

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Impact of Urban Agglomeration on Economic Growth of Cities

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Abstract: Current study attempts to identify the impact of urban agglomerations on economic growth of cities in Punjab, Pakistan. Additionally the study attempted to identify the non-linearity of urban system in Punjab. The study utilized the district level data collected from secondary sources. For the purpose of estimations the study utilized recursive econometric technique. The results of the study showed that market size, district land area and Govt. policy for agglomeration has a positive and significant impact on urban agglomeration. While district vehicle density and district urbanization level negatively and significantly affect urban agglomeration. Results for urban economic growth regression showed that urban agglomeration positively and significantly affect urban economic growth. The study also supported the shaped non-linearity of the core-periphery (CP) model in Punjab's urban system.

Keywords: Impact, Urban, agglomeration, economic policy

Paper ID: PKEC61

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An Empirical Investigation on the Impacts of the adoption of Green HRM in the Agricultural Industry

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Abstract: The green human resources management (Green HRM), developed from companies engaging in practices that are concerned about environmental conservation and maintaining sustainable ecological balance. It includes all the activities that are geared towards helping an organization carry out its goals for environmental management to reduce carbon footprints in areas that concern the employment of employees, their training and compensation. Green HRM plays a useful role in supporting environment and agricultural related issues by following and adopting green HR practices and policies. There is a great deal of increase in the adoption of sustainable agricultural systems by the agricultural industry. Literature has highlighted the importance of the adoption of the sustainable agricultural systems as a key objective of the agricultural sector thus making it very significant to identify with the support of green HRM practices. In most parts of the world today, there are ongoing debates and uncertainties that are associated with how green management principles can be effectively implemented in a workforce in an organization. Research methodology is based on quantitative research and primary data was collected. The results was calculated by SPSS 24 , different tests were applied to measure reliability and validity, to analyze the variables simple linear regression, one way repeated measures ANOVA and Paired-Samples t-test were applied. This research identified the various ways that green HRM practices are helping in improving agriculture now and in the future. The key finding of this research was that there is very little understanding of GHRM in Pakistan, therefore more effect manners should be applied to collect appropriate data and learning employee behavior towards change can make a major difference in this field.

Keywords: Green HRM (green human resource management), HR practices (human resource practices), agriculture, organizational outcome, training & development, recruitment.

Paper ID: PKMS62

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The Effect of Leverage and Firm Size to Profitability of Public Manufacturing Firms in Pakistan

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Abstract: This study aimed to analyze the effect of leverage and the size of a firm to its profitability. Data were obtained from the financial statements of 50 qualified manufacturing firms listed in Pakistan Stock Exchange in the period of 2013-2015. Leverage was measured by debt ratio, while firm size was measured by total assets and total sales, and profitability by return on assets. Panel data regression analysis was implemented to analyze the influence of independent variables to the dependent variable. The most suitable panel data regression model in this study was a random effect model. The study found that the debt ratio had a significant and negative effect on profitability while total assets and total sales insignificant effect to the profitability of the firms.

Keywords: Leverage, firm size, profitability

Paper ID: PKAF64

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Gwadar Port: An Economic Hub for Maritime Trade in the World

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Abstract: Gwader port, deep-sea port, is used and operated as a mean to serve the supply and import requirements of a well prominent hinterland, as other harbors of Pakistan has been working. Gwader port is situated in the Arabian Sea, at Gwader in Baluchistan province of Pakistan. The economic prediction of Gwader port is the trump card for economy and trade routes for Central Asian States and the world, which holding trade from the western part of China and assume as a reasonable interchange transshipment to another desire ports of the region. The port features prominently in the China–Pakistan Economic Corridor (CPEC) plan, and is considered to be a crucial link between the ambitious One Belt, One Road and Maritime Silk Road projects. The proposed paper through the empirical and inductive research approach tries to identify the importance of Gwader port in the economic and maritime trade of in the world. Gwader port has an eminent status in the trade of China and Pakistan throughout the world. In future, it will be a key stone in the economic development of Baluchistan as well as Pakistan. Furthermore, China is also investing for the development of Gwader port to make it the center of maritime trade of Chinese products

Keywords: Gwader port, Maritime trade, CPEC

Paper ID: PKEC65

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The Enigma of Public Assistance to Private Investment through Infrastructure: Evidence from Pakistan

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Abstract: Public physical infrastructure development has fairly large impacts on private sector investment decisions and through this, it can affect economic performance (growth). The current study intends to explore the course in which public infrastructure affects private sector investment in Pakistan and whether there exist long run equilibrium between them or not. Time series annual data from 1972 to 2015 has been employed. Instead of using a single infrastructure indicator, the study has constructed a multidimensional composite index through principal component analysis (PCA). Real gross fixed capital formation is used as the proxy of private sector investment. The long run relationship is determined by Johansen's co-integration technique after checking for the order of integration. The empirical evidence shows that physical infrastructure availability is positively and significantly affecting private sector investment decisions. In addition, credit to private sector, per capita GDP, work force and inflation rate are positively and significantly affecting private investment. Further, private investment is sensitive to public physical infrastructure availability not only in long run but also in short run. A statistically significant and negative ECT (-1) term confirms the long run relationship and convergence towards equilibrium in case of Pakistan. Findings of the study shows that public physical infrastructure services endorse the private investment both in the long run and the short run.

Keywords: Public infrastructure, private investment, domestic credit, PCA, Pakistan

Paper ID: PKEC70

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Effect of Five Big Personality Traits on Job Burnout among Special Education Employees

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Abstract: The purpose of present study was to explore the effect of five big personality traits on job burnout among special education employees in Multan division. 193 employees in which 95 female and 98 male were selected from 32 schools and centers of special education by using convenient sampling method with age range of 24-60 years. Five big personality inventory developed by Finchan and Rhodes (1991), was used to measure personality traits and Maslach burnout inventory (1986) was also used to measure burnout level. Analysis revealed that personality factors leads towards burnout significantly. Five big personality traits are seen at moderate levels independently but burnout shows highly significant level among employees especially in women and contract employees because of not defined task, pay and future programme. Employees scores indicate high level in reduce accomplishment, emotional exhaustion and then depersonalization in sequence. Personality traits for example neuroticism and conscitiusness significantly lead towards burnout because they have to face different critical situations in their institutes than general. But an interesting finding is that females are more extrovert, agreeable, openness to experience and conscitiusness than male employees. Job status and responsibilities are strongly related to burnout experience.

Keywords: Personality traits, burnout, special education, employees

Paper ID: PKSS73

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China-Pakistan Relations and Regional Development in the Context of China Pakistan Economic Corridor (CPEC)

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Abstract: Pakistan and China as all weather strategic partners have a history of glorious friendly relations. Both countries always try to make strong these relations through different geo-political, strategic and economic projects/agreements. The Pak-China Economic Corridor (CPEC) is also a key to make strong economic relations of both countries. It is considered to be an extension of China's proposed 21st century Silk Road initiative and considered a centre for their relations. It is a huge project under construction that will undertake the construction of highway and railway links running through the areas from Gwadar in Baluchistan and culminating in Kashgar in western China, while passing through the regions of Baluchistan, Sindh, Punjab, Khyber Pakhtunkhwa (KPK) and Gilgit-Baltistan (Khunjrab Pass) and run through most vital geostrategic locations. It will connect Pakistan with China and the Central Asian countries by the highway connecting Kashgar to Khunjrab and Gwadar. The CPEC is of high significance, as it making this region more economically viable, stable and sustainable. It is also one of many mega projects planned by China in Central, South and South East Asia for expanding its political and economic influence to counter the US influence in the region. China has made an attempt to fulfill multiple interests of its own by the financial investments in region on CPEC. It shall act as a trade bridge between China, Middle East and Europe through Pakistan and proved a source of economic benefits. The paper through the empirical and inductive research approach tries to identify the China-Pakistan relations and the regional development by the construction of CPEC. In this paper makes consideration of the main traits of the CPEC on both regions. It also emphasizes on the impacts on the economic situation of Pakistan at regional and global levels as well.

Keywords: South East Asia, CPEC, economic, Gwadar, Kashgar

Paper ID: PKEC74

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Role of General and Special Education Teachers in Promoting Research Culture at University Level: A Comparative Investigation

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Abstract: This comparative study was proposed to analyze the steps taken by university teachers of general and special education to promote the research culture in Pakistan. This study was embedded in the ranking of universities on the basis of research at international level. The population of study included all general and special education teachers and students of public and private sector universities. A sample of 100 students and 50 teachers was selected through simple random sampling to collect data. A self-developed and validated questionnaire (Cronbach Alpha: .862) on five point Likert type scale was used. Collected data was then analyzed through SPSS using t-test, and ANOVA. Major findings revealed that teachers of private sector, life and natural sciences and general education were more involved in promoting research culture and improving university ranking at international level. Conclusions were drawn on the basis of results and recommendations were given to the Higher Education Commission for taking more practical steps for the promotion of research in Pakistan.

Keywords: Research culture, special education teachers, general education teachers, university level

Paper ID: PKSE75

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Factors Affecting the Individual Customers Selection of Commercial Banks to Deposit Money- Evidence from District Bhakkar (Punjab), Pakistan

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Abstract: This study finds the factor that that affect individual customers to select a commercial bank for depositing money. The target population for this study were young adults (university students). The sample for this research was consisted of university students from University of Sargodha Sub Campus Bhakkar and 200 respondents were selected as sample size. The respondents were selected through purposive sampling mechanism. The analysis was carried out through SPSS software and factor analysis was utilized to analyze the factors and regression analysis and correlation analysis were also carried out. For the reliability purpose pre-testing of the scale was also done. The factor identified which affect individuals customers to select a commercial bank for depositing money were (1) Interest rates (2) Brand (3) Staff (4) Sense of Security (5) Transaction procedures (6) Convenience. This research study will prove to be beneficial for the commercial banks because identified factors are important for the customers for depositing money in banks. The commercial banks should focus on these factor to attract more customers to deposit the money their banks.

Keywords: Commercial banks, customers choices, money deposit.

Paper ID: PKAF76

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An Empirical Analysis of the Impact of Remittances on Household's Consumption Pattern and Poverty in Pakistan

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Abstract: This study investigates the impact of remittances on consumption pattern and poverty at household level by using nationally representative household survey namely Pakistan Social and Living Standard Measurement survey (PSLM) for the year 2010-11. To handle the issue of potential endogeneity and selectively bias, Propensity Score Matching (PSM) technique is employed. PSM is best to construct counterfactual group to conduct comparison between the groups in which one group receives treatment while other doesn't. Three types of remittances recipient household situations are considered i.e. internal, international and both. Empirical findings unveil that internal and international remittances are used in productive way. At mean, internal remittances recipient households spend 1.3% and 1% more on average on education and health respectively than what they would have spent without receipt of such type of remittances. Likewise, international remittances recipient households spend 2.1% and 0.1% more, on average, on education and health respectively than what they would have spent without receipt of such type of remittances. Considering both types of remittances simultaneously, no substantial difference in pattern of consumption is captured. Thus, international remittances play greater role than internal remittances to bring change in pattern of spending and wellbeing.

Keywords: Remittances, consumption pattern, poverty, household level, propensity score matching, internal, international

Paper ID: PKEC77

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Problems Faced by Special Education Teachers in Teaching Mathematic Skills to Children with Intellectual and Development Disabilities

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Abstract: Mathematic skills are one of the essential skills in our daily life. These skills make the individual functional and independent. These skills are equally important for individuals with intellectual and developmental disabilities (IDD). As the individuals with IDD are poor in their social, Practical and conceptual skills the learning of mathematic skills become more important. The main purpose of this quantitative study is to identify the problems faced by special education teachers in teaching mathematic skills to children IDD. Population of the study will consist of special education teachers working in Punjab. A sample of 250 special educationalists will be selected purposefully from different special education school of Lahore city. Researchers will use self-developed questionnaire to take responses from respondents. Researchers will analyze the data by using parametric and non-parametric. Researchers will share the findings, conclusions and recommendations with the audience.

Keywords: Special education teachers, mathematic skills, children with intellectual and developmental disabilities

Paper ID: PKSE78

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A Study of Sensory Issues of Students with Autism

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Abstract: The main purpose of this quantitative study was to know the sensory issues of students with autism. The population of study included all teachers teaching students with autism all over the Punjab. A sample of 150 teachers was selected conveniently from different schools all over Punjab. A self-developed questionnaire was used to take responses from teachers to know the sensory issues of student with autism. Data was collected through interview and analyzed through transcribing, deriving themes, and coding. Frequency distributions of teachers' responses were calculated. Major findings revealed that sensory issues create problems in the education of students with autism. Conclusion was drawn and recommendations were given to parents and teachers to overcome the sensory issues regarding the independency of student with autism.

Keywords: Sensory issues, autism, sensory integration.

Paper ID: PKSE79

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The Game Changer: A Critical Discourse Analysis of News Headlines about CPEC

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Abstract: CPEC has become the center of attention for the whole world as it has been entitled as “a game changer”, since China has been connected to the European and Gulf states through CPEC via silkroad. Gawader has become an important trade center of the future. Due to these key reasons, this issue is being manipulated and portrayed in different colors on the national and international forums. Keeping the present scenario in view, the present study has invested to explore the hidden strategies of different local newspapers that how this phenomenon is being portrayed and manipulated. It is an analytical research of media discourse that primarily studies, how social power and inequality are manipulated and reproduced through text and talk in both social and political contexts. CDA of journalistic discourse tries to unveil the biased language and to make the readers aware of manipulations strategies. The present study aims at making a comparative study of three daily English newspapers, The Dawn News, The Tribune Pk and The Business Recorder about the news headlines on CPEC (China-Pakistan Economic Corridor to show the negotiation of the important issues like CPEC via news headlines. Through investing the Critical Discourse Analysis as method, the researcher has tried to investigate the manipulations by the different editors to represent their different ideologies on a particular phenomenon. To meet this purpose 3 headlines were collected from all these three newspapers dealing with the same phenomenon. All those headlines were analyzed on the modal of Van Dijk (2000) in terms of discursive strategies through discursive micro and macro strategies presented by Van Dijk. The nature of the study is both quantitative and qualitative. The results are shown through numbers and tables to present clearer results. The results show a mixed approach towards the acceptance of the mega project and apprehensions of the stake holders.

Keywords: Van dijk modal, discursive practices, CPEC.

Paper ID: PKSE80

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Linguistic Imperialism and CPEC: A Hegemonic View of The Emergence of a New Lingua Franca in the Region

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Abstract: CPEC (China Pakistan Economic Corridor), a hot cake for the analysts, business Tycons, politicians, traders and above all the common man. CPEC has become the centre of attention for the whole world as it has been entitled as “a game changer”, since China is getting access to a big economy of the European and Gulf states through. CPEC has become a Global eye catcher. This issue is being manipulated and portrayed in different colours on the national and international forums. The present study has been invested to explore its effect on the linguistic map of the world generally and Pakistan particularly. The present study explores the prospects of CPEC as creating new linguistic changes and its hegemonic acceptance. It is an analytical research of media discourse to expose the manipulation of social power and inequality on national, regional and global levels being reflected through text and talk in both social and political contexts. CDA has been used as a methodology to unveil the biased language and to make the readers aware of manipulations strategies. The present study aims at making a critical discourse analysis of BBC (British Broadcast Company) Kuala Lumpur’s report published on 22nd February 2012 to investigate the manipulative strategy of the editor that how CPEC can be involved in a linguistic debate on global level and how it can disturb the linguistic imperialism. To meet this purpose a journal with the title of “Is English or Mandarin the language of the future?” published in BBC Kuala Lumpur has been selected to be analyzed on the modal of Van Dijk (2000) in terms of discursive strategies. The nature of the study is both quantitative and qualitative. The results are shown through numbers and tables to present clearer results. The results show a mixed approach towards the acceptance of the mega project and apprehensions of the stakeholders.

Keywords: Van Dijk Modal, discursive Practices, CPEC.

Paper ID: PKSE81

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Stress and Coping Strategies in Undergraduate Medical Students

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Abstract: Objective: The study aimed to assess level of stress and the association of coping strategies with perceived stress. Method: The sample of 200 medical students participated in this cross-sectional study. The age of the participants ranged from 18 to 26 years old. Demographic questionnaire, perceived stress scale and brief cope scale were administered.

Findings: Descriptive statistics, t-tests and multiple hierarchal regression was employed for statistical analysis. Findings indicated that 29% of the medical students were found to be less stressed, 26% were moderately stressed and 20% were highly stressed. There was no gender difference in the level of stress. Coping strategies of self-blame and denial emerged as significant positive predictors of stress. Beside healthy coping strategies, they are using maladaptive coping strategies.

Implication: Findings highlighted the need to conduct stress management programs which help to strengthen the coping skills of student.

Keywords: Undergraduate medical students, perceived stress, coping strategies

Paper ID: PKSS82

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Use of Information and Communication Technologies (ICTs) in Teaching to students at the University Level

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Abstract: Information and Communication Technologies (ICTs) have a major impact on the education sector and on the teaching learning methods. The use of ICT in teaching learning process has become an important feature and it has enriched the approaches for meaningful learning. The central purpose of the study was to explore the relationship between ICT and the academic achievement of the students at the master's level. The population of the study included all Master level students enrolled in public and private sector universities. A self-developed and validated questionnaire (Cronbach alpha: .854) was employed for data collection from a sample of 400 master level students (males: 156, females: 244) using SPSS. Major findings revealed that students using ICT were having better academic achievement as compared with other students. Conclusions were drawn and recommendations to the universities were made to incorporate the use of ICT at all levels of the university education.

Keywords: ICT, academic achievement, university students

Paper ID: PKSE83

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China-Pak Economic Corridor: Role of Teachers in Career Counseling of Students at Higher Education Level

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Abstract: The study was aimed to identify the role of university teachers in developing awareness and providing guidance and counseling to their students regarding career opportunities existing in the projects of C-PEC. The sample of the study was selected randomly from different departments of two public and two private universities of city Lahore. Eighty university teachers were approached to identify their role through a self-developed and validated instrument. Reliability index (Chronbach Alpha) of the instrument was .82. Results showed that most of the teachers in universities were not aware of the existing and upcoming projects of CPAK. Results also revealed that male university teachers were more aware of the CPEC career opportunities than female teachers. Teachers in different departments also vary in providing counseling to their students regarding CPEC career opportunities. Recommendations were made on the basis of the results of the study.

Keywords: Motivation, awareness, CPEC

Paper ID: PKSE84

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Identification of university students' awareness of and motivation for the prevailing opportunities in China Pak Economic Corridor (CPEC)

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Abstract: The substantive purpose of the study was to identify the awareness and motivation of university students to avail opportunities prevailing in the projects of CPEC. The sample of the study was selected randomly from different departments of two public and two private universities of city Lahore. 387 students were the subject of the study. A self-developed and validated instrument was used to elicit students' responses. Reliability index (Chronbach Alpha) of the instrument was .78, which was statistically significant. Results showed that most of the students at university level were not aware of the prevailing opportunities in different projects of C-PEC. Results also revealed that male students were more aware of the opportunities than female students. Level of motivation of students in different departments was also different. Recommendations were made on the basis of the results of the study.

Keywords: Student motivation, opportunities, awareness, C-PEC

Paper ID: PKSE85

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Dynamics of Balance of Trade in Pakistan: The Role of Trademarks and Patents

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Abstract: The position of the balance of payment has earned a vital role in the economic performance of a country, that's why it is important to study the factors that influence the balance of payment. Present study makes a healthy endeavor to explore the impact of trademarks and patents in explaining the dynamics of balance of trade (BOT) in case of Pakistan. For this sake, using time series data, study employs ARDL technique for the estimation of the econometric model. A positive relationship between BOT and trademark application is observed, while this relationship is confounded with inflation, exchange rate, Gross Domestic Product (GDP), which indicate different effects on balance of trade. Study suggests that trademarks and patents are important factor in determining the value of balance of trade, which leaves an important implication for the prudent policy formulation in making favorable position of Pakistan's balance of trade.

Keywords: Balance of trade, patents and trademarks, ARDL, Pakistan

Paper ID: PKEC86

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Implications of Knowledge Processes, Principles & Learning Organization: Explorative and Exploitative Innovations

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Abstract: Purpose: The aim of this paper is to highlight the similarities among eminent theories of knowledge creation, knowledge management and learning organization proposed by renowned management scientists and researchers globally. And yet to add another unsought for dimension; references from Quran and examples from life of Prophet Muhammad ﷺ have also been quoted. The purpose is to delve into basic principles embedded in said sources which have many common domains. It links it further with the requisite balance between exploration/adaptability/feed-forward and exploitation/alignment/feed-back innovations which are vitally needed for the survival and growth of organizations.

Methodology: This is a conceptual study exploring forty empirical and conceptual studies reviewing extant literature to compare, contrast and synthesize common themes.

Findings: This paper explores and analyzes similarities between the four modes of knowledge creation, the four processes from 'four I's framework' and varied knowledge processes from knowledge management theories. It proposes a summarized and comprehensive framework wherein different constructs from the said theories are equated and are suggested to be incorporated in future studies. For example, common themes have been highlighted among constructs from different theories and parallels are drawn among "interpreting" and "socialization"; "integration", "knowledge transfer" and "combination"; "intuiting", "deep thinking", "knowledge acquisition" and "internalization"; "externalization" and "institutionalization" (Mahmood, 2015) and "knowledge application". At the same time, it also discusses twelve principles or dynamics of organizational learning.

Research limitations: An exhaustive summary of the principles of knowledge and learning along with elaboration is out of the scope of this study. **Practical implications:** Although certain researchers may argue that there are many apparent differences, an empirical study is necessitated to test the practical validity of the tenets of study especially how constructs from varied sources mentioned above can be selected according to contextual requirements of global demographics.

Originality: This study stands the potential to bolster the tolerance levels among different cultures because the theories, coming from different regions of the world are integrated, not with the intent of undermining the importance of different theories but only in pursuance of finding out common themes.

Keywords: Learning organization, knowledge management processes, knowledge creation processes, exploration/adaptability/feed-forward and exploitation/alignment/feed-back innovations, organizational performance.

Paper ID: PKMS89

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Green Politics, Kyriarchy and Sustainability: A Study of Socio-Economic Environmental Concerns

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Abstract: Green politics is a political environmental ideology that recognizes the multifaceted effects of global crises holding sway on every aspect of our lives. Theorists in green political paradigm are concerned with the ensuing global crisis impacting our health and livelihood, the quality of our environment and our social relationships, our economy, technology, our politics; in fact, our very survival on this planet. This present study contextualizes Mohsin Hamid's novel, *How to Get Filthy Rich in Rising Asia* (2013) in the cornucopia of Green Politics, situating it more specifically in the theory of social ecology by Murray Bookchin. The tenets of Bookchin's theory of social ecology can be enumerated as environmental concerns with social and economic aspects, raised on the principles, which are bearable, equitable, sustainable, and viable. I will study the social ecological tenets and their violation being voiced as pertinent concerns by Mohsin Hamid in the text selected for this research. This study provides an alternative lens for studying the kyriarchal concerns. Where, Kyriarchy is an intersectional extension of the idea of patriarchy beyond gender. And, Kyriarchal modes of social organization were a major concern for the critical theory of social ecology by Murray Bookchin, (1921-2006). Since, the selected novel for this research provides a number of implicit and explicit references to the social ecological issues, Bookchin's critical theory of social ecology provides a suitable lens for the kyriarchal concerns raised in this novel. Consequently, this exploratory study will render the importance of such a concern for a sustainable development of the environment.

Keywords: Green Politics, social ecology, sustainability, kyriarchy, patriarchy, environment

Paper ID: PKSE90

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Evaluation of Individuals' Behavior Patterns towards Cellular Network: An Empirical Study of Pakistan

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Abstract: In the fast changing technological landscape, telecommunication sector plays an impressive role in the success of any country. Pakistan Vision 2025 also acknowledged the real force of technology which have entirely changed the way people conduct transactions, interact with each other, create value, and generate business. However, prior research work has provided narrow understanding about the drivers that influence the customers' behavioral intention towards cellular network in Pakistan. Research into such drivers could potentially offer important managerial insights into how individuals' behavioral intention can be effectively evaluated. Considering the incredible practical significance and the lack of empirical research work, this study aimed to develop & examine a parsimonious structure of multiple constructs of TRA, TAM, and TPB along with perceived cost, perceived expressiveness and network quality. The researchers employed convenient sampling method for data collection by distributing self-administrated questionnaires among the university students located in Pakistan. Furthermore, structural equation modelling with the help of smartPLS was used to analyze the yielded data. The results revealed perceived usefulness, perceived cost, network quality, and social influence are the key drivers of intention towards cellular network in Pakistan. Hence, these findings enable policy makers to effectively manage these all factors. Moreover, this study empowers the academicians to gain in-depth knowledge of the drivers associated with intention towards cellular network in Pakistan. However, this research is limited by its scope of data collection, therefore extended data are needed to generalize these findings. Moreover, future research work can integrate current study model to other technology adoption frameworks to predict customers' behavioral intention towards cellular network.

Keywords: Theory of Reasoned Action, theory of planned behavior, technology acceptance model, cellular network, telecom sector

Paper ID: PKMS91

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Better Future: Empowering Newly Deployed Skilled Birth attendants with a Sustainable Source of Livelihood

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Abstract: Maternal and child health is a challenging area in Pakistan's health care system. The majority (143.7%) of deliveries are conducted by unskilled birth attendants, likely leading to the high maternal mortality rate of 276/100,000. With the aim of preventing needless maternal and neonatal deaths across the country, the Government of Pakistan initiated training and deployment of a new cadre of skilled birth attendants (SBAs), in 2007 to provide quality maternal newborn and child health (MNCH) services in order to combat high maternal and neonatal mortality rates. This cadre has subsequently created an increase in the number of deliveries and referrals to MNCH centers. These skilled birth attendants are trained and deployed in the difficult-to-reach communities where they are most needed. The vision of having these skilled birth attendants at the community level includes SBAs running their own private birth centers. However, challenges regarding the business aspect of SBA practice have been noted, with very few successfully running their own centers. Some have instead been subsumed into government facilities, which was not the original intent of the effort to increase access to SBAs. To make these SBAs a successful Businesswoman or an entrepreneur Enterprise development training needs to be designed and implemented.

Keywords: Community engagement, inclusive health policy, sustainable livelihood

Paper ID: PKMS92

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Organization Citizenship Behavior: Notion of Social Exchange Theory

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Abstract: Employee-organization relationship has been one of the main interesting and debatable constructs in discussion of organizational behavior. This study attempts to propose possible antecedents through which not only this relationship could be enhanced but also provide insights for factors to bring voluntary activities among employees to carry out extra duties for organizational wellbeing. Based on the notion of Social Exchange theory (SET), the paper attempts to highlight the organizational and individuals factors that could act as key mechanisms for leading towards organizational citizenship behavior. Therefore, based on the existing literature, the association among variables has been established along with which a conceptual model is proposed and conclusions stating the possible future directions for testing of the model are presented.

Keywords: Social exchange theory, organizational citizenship behavior, organizational culture, psychological capital, emotional Intelligence

Paper ID: PKMS93

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Foreign Aid and Economic Growth: A Case Study of Selected African Countries

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Abstract: The present study estimated the effectiveness of foreign aid on economic growth in the six highly aid-dependent African countries, Malawi, Mali, Niger, Central African Republic, Sierra Leone and Togo. This paper tested the aid- growth nexus in case of African countries by using pooled mean group technique of panel data proposed by Pearson (1998) for the time period 1981 to 2015. As poor countries heavily rely on aid, so it is major concern of the governments of these countries as well. We have tested through panel unit root test that these countries are not homogeneous so by using a panel data technique designed for heterogeneous panel data series our study proves that aid positively affect growth in long run in African countries. We have also found that in short run the impact of aid is insignificant in our panel, it shows that growth of these countries is not affected by aid in short run. When aid is used in development projects, it expands its benefits to whole nation in the long run. In long run trade openness and investment also positively affects growth. Our results are consistent with the results of Mallik (2008), Asteriou (2008) and Minoiu and Reddy (2010). Therefore, it is suggested that air donors should consider underdeveloped or poor countries for aid as it can work as a fuel for the engine of economic growth for them.

Keywords: FDI, foreign aid, African countries

Paper ID: PKEC94

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Teachers' Self-Efficacy and Stress at Workplace: A Correlation Study

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Abstract: Self efficacy provides psychological responses to stress. “The higher the self-efficacy belief of the employees, the bolder the people in handling the stressful situations at workplace”. The main purpose of the study was to find out the relationship between self-efficacy and stress. Three null hypotheses were designed on self-efficacy (two sub factors of self-efficacy) and workplace stress. The self-efficacy scale and stress inventory was used as instruments in current study. The sample of the study was comprised of 180 faculty members having PhD degrees teaching in various departments of three public sector universities of the district Faisalabad. Data were analyzed using Pearson’s correlation to find out the relationship between variables. T-test was used to find out the level of self-efficacy among different demographic variables. Findings indicated that there is negative correlation between variables i-e the higher the level of self-efficacy the greater the power to handle stressful situations at workplace. Basis of the findings of the study, suggestions were made.

Keywords: Self-Efficacy, stress, correlation, workplace

Paper ID: PKSE95

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Harnessing Information Systems & Technology with Supply Chain Management for Performance Excellence in Retail Sector

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Abstract: Retailers are revolutionizing the ways they manage their operations and supply chains to meet customer's ever changing needs. Advancements in Information Technology (IT) and Information System (IS) are supporting the companies to achieve this goal. Core activities of a retailer; stock management, category & space management, forecasting, negotiation and tracking all depends upon efficient supply chain management (SCM). These tasks cannot be executed without the proper implementation of IT/IS solutions at various levels of organizations. The purpose of this paper is to focus on critical SCM performances and to highlight how IT/IS system can help the retailers to overcome the challenges of modern day retail business.

Keywords: Information technology, information system, supply chain management, retail management.

Paper ID: PKMS97

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The Impact of Net Stable Funding Ratio on Net Interest Margin: A Comparative Study of Developing and Developed Countries Banking Sector

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Abstract: We empirically investigate the impact of new liquidity framework proposed under Basel III, namely Net Stable Funding Ratio on Net Interest Margin for 385 banks in SAARC countries (Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka) along with five developed countries i.e. Australia, Canada, China, Japan and United State over 2003-2013. The NSFR in Basel III liquidity necessity intended to limit funding risk emerging from maturity conflicts between assets and liabilities of overall countries. The results indicate that there is also a gap between developing and developed countries to managing the stability of their funding source as well as liquidity of its assets is a benefit to them and is also transformed into net interest margin by comparison of developing and developed countries. In addition, this study also proved the findings of previous researches in developed countries that are relevant to bank determinants and net interest margin in the world.

Keywords: Net stable funding ratio, net interest margin, Basel III, developing countries and developed countries

Paper ID: PKAF101

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Library Resources for Persons with Special Needs: A Quantitative Analysis

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Abstract: The main purpose of this study was to identify the library resources available for persons with special needs in the libraries of public and private sector universities of the Lahore, Punjab province. The sample of the study includes 23 librarians of departmental libraries from public and private sector universities. Instrument of the study was self-developed “Adaptation in Library Resources Questionnaire” having four components; building access and environment, library staff, library services and adaptive technology for computer was used. The responses of the subjects were rated on three point criteria i.e yes, no, to some extent. Data were analyzed by using SPSS. The findings revealed that ramps and elevators are not non-availability, directional signs in large print, book call numbers converted into Braille and telecommunication devices had not been provided to the deaf persons in the libraries. The study therefore recommended that academic libraries must follow universal design of learning that require the formulation of policy regarding provision of library services to people with special needs, providing adequate budgets and staff training in addition to practical measures such constructing library buildings with ramps and maintaining working lifts, acquiring Braille and large print information resources, as well as providing assistive equipment.

Keywords: Library resources, persons with special needs, braille and telecommunication devices

Paper ID: PKSE102

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A Literature Review of Agency Theory

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Abstract: Agency theory postulates the conflict between principal (owners) and agent (managers). Today, modern world change the business culture. In this era, owners provide funds to the firm and delegate authority to the managers. If managers work for shareholders interest there is no agency conflict. But, if managers work for their own interest that leads to agency conflict between managers and shareholders. Agency theory is used as a set of proposition in regulating a modern firm that is typically specified by large number of shareholders or owners who allow different individuals to control and direct the use of their mutual capital for future gains. These individuals (that are also known as agents) must always have shares but they may own applicable professional skills in managing the corporation. Agency theory is very useful theory in understanding and examining of the relationships between the owners and manager and with the help of this theory we able to find out that how the final goal of maximizing the owner return is achieved. Our goal of this paper is to review the large scale literature of agency theory along many of its short comings and it also pay heed on a point that a corporation can upgrade its performance by the reduction of the agency cost.

Keywords: Agency theory, owner, managers, performance

Paper ID: PKAF103

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Impact of Basel-III Framework on Financial Distress: Case of Pakistan

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Abstract: New liquidity rules phased under the Basel III define the new stable funding ratios (NSFR) increase the stability of the funding structure of the financial institution. Using a Pakistani banking data, we test the relevance of both Structural liquidity and Capital ratios as defined in the Basel III. We used the broad definition of the failure and distress to check the status of the banks. If the banks fail, then it denoted by 1 otherwise 0. We use the logistic regression in our study. Estimate from several versions of the logistic probability model indicate that the likelihood of failure and distress decrease with increase liquidity holding while capital ratios are not significant. Our result provides support for the Basel III that the NSFR has the inverse relation with the bank failure and distress. This study also compared the two versions of the NSFR. NSFR-10 and NSFR-14 are the two versions. Our analysis tells that the NSFR-14 is more reliable as compared to the NSFR-10. We also check the bank situations, whether it lies in the failure and distress condition or inactive banks. In this study we also check the other variables that has an important impact on the stability and failure and distress of the banks.

Keywords: Basel III, structural liquidity, new stable funding ratios (NSFR)

Paper ID: PKAF104

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Antecedents of the User Behavior for Online Businesses: A Case of Pakistan

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Abstract: Purpose: This study tries to investigate the antecedents of user behavior like purchase intentions and e-loyalty in the context of Pakistan. More specifically, it studies the relationship between perceived flow, perceived usefulness, perceived ease of use and the user behavior constructs which this study considers are e-loyalty and purchase intentions.

Design/methodology/approach: Primary Data is obtained through survey from 466 respondents and was analyzed through PLS-SEM approach.

Findings: Findings suggest that perceived flow and technological acceptance model constructs which are perceived ease of use and perceived usefulness have significant positive impact on the e-loyalty and purchase intentions in the developing economy like Pakistan.

Research limitations/implications: This study is a contribution to the literature acknowledging the importance of flow and technology acceptance model constructs as antecedents of user behavior for online businesses in the context of developing country like Pakistan. But this study is limited in scope as it has measured perceived flow with just three items but it is a proper psychological situation and a multifaceted construct which should be explored more deeply. Moreover, this study would have provided more insights if it would have studied the consumer behavior through longitudinal study as behavior of the consumer is dynamic.

Practical implications: This study guides practitioners for designing such a website that make a user feel 'flow' situation while surfing their website. If they are able to make their visitors feel flow, they are more likely to generate purchase intention and develop e-loyalty for the e-vendor.

Keywords: E-Loyalty, perceived flow, technology acceptance model, purchase intentions, online businesses

Paper ID: PKMS105

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Gender Based Linguistic Variations in Urdu Language and their Role in Suppression of Females

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Abstract: Sociolinguistics deals with linguistics variations such as dialect, idiolect, genoelect, register etc. It deals with ways of using particular languages and the social roles of speaker of these languages. It is the speaker-oriented approach. Genders have different characteristics in the use of language, which lead to the gender differences in language. The present study was conduct to analyze the gender-based linguistic variations (variations at discourse and communication level) in Urdu language. Deborah Tannen's Genderlect theory is the theoretical Background of the study. She has presented six sets of language contrasts that are used as instrument to analyze male and female conversations. It is commonly believed that women language is more sophisticated, apologetic as compared to men. These differences are called gender preferential differences in a patriarchal society with their own fancies and whims. The hypothesis is that men and women have different ways of communicating, based on male and female perception of the world as they are made of different things and contrasting style. The qualitative paradigm used in this study. Direct observation, interview and tape recording are used as tools for the data collection. Recorded conversation has been transcribed and analyzed to provide data from which these issues have been discussed. The researcher has analyzed Urdu language conversation among Urdu speech community living in Sialkot, according to Tannen's speech contrasts. The data was analyzed manually. The findings show that variations occur due to the use of various linguistic devices, style, topic of discussion, power etc. This study is limited to the Urdu speech community. The limitation of my research is that I observed the language of middle class Urdu speech community not the other classes. In this research, I only highlighted variations at communication level, and delimited all other variations such as morphological, syntactic, phonological variations. Future researchers can study these aspects. The study will benefit the whole society in creation of awareness about non-sexist language to give a psychological identity of females in Pakistan.

Keywords: Genderlect theory, genoelect, linguistics variations, patriarchy, gender-bias

Paper ID: PKSE106

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Impact of Corporate Governance and Shariah Advisory Board on Islamic Banks Performances: The Case of Pakistan

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Abstract: The aim of this research paper is to identify the impact of Corporate Governance determinants on Islamic banks performance. This research paper analyzed the effect of Board size, board Independence and Shariah Advisory board on Islamic banks performance in Pakistan from 2011 to 2015. In this article using a sample size of five pure Islamic banks and 12 conventional banks who have separate Islamic business in Pakistan for the period of 2011 to 2015. The study has used CAMEL technique to find out the results by applying different statistical analyses like descriptive statistics, correlation and linear regression to explicate the effect of explanatory variables on dependent variables. CAMEL described through Capital Adequacy (Capital over Total Assets), Assets Quality (Non-performing Financing over Total Financing), Management Quality (Total Financing over Total Deposits), Earning (ROA & ROE) and Liquidity (Current Ratio & Cash Ratio). Regression analysis shows that board size has negative coefficient with Islamic banks performance and Shariah board has positively correlated with coefficient of banks performances (ROA & ROE). Board Independence has no significant relation with Islamic banks performances (ROA & ROE). We find that board size has negative significant effect on Islamic banks performance means increase in board size lead to decrease in ROE and ROA of the banks. Shariah board has positive significantly correlated with Islamic banks performance in Pakistan. Large board Independence has no significant effect on Islamic banks performance. ROA and ROE are the good performance indicators but according to this research Capital adequacy and Assets Quality are better from them to check Islamic banks performance because it has less variance as compared to ROA and ROE. Limitation of this research includes the data of Islamic banks in Pakistan only.

Keywords: Corporate governance, shariah board, CAMEL approach, Islamic banks performance

Paper ID: PKMS107

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Choice between Domestic and Foreign Debt: A Case Study of Pakistan

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Abstract: In Pakistan, domestic debt, foreign debt and debt servicing is the most discussed issue among the economist and policy makers. Pakistan has been taking chunks of money in the form of domestic and foreign debt since 1970's. Most common reason of debt dependency is saving-investment gap and revenue – expenditure gap. To fill these gaps, internal and external borrowing has become a common source. High level of debt servicing left no room for policy makers to carry out macroeconomic reforms in order to increase economic growth rate. The present study has been conducted to investigate the choice between domestic and foreign debt in promoting economic growth. Auto regressive Distributed Lag (ARDL) approach has been used in the study for the data set from 1972-2010. It is found that external and domestic debt influenced the economic growth positively both in short-run and long-run with the exception of volume of domestic debt in the short-run. Further, impacts of foreign and domestic debt servicing on economic growth has also been analyzed. The findings of the study suggest that both foreign and domestic debt servicing have negatively influenced the economic growth. In the light of the present paper, it is suggested that Pakistan should not rely on debt to fulfill its gaps. Governments should use the policy of maximum revenue generation through local resource mobilization. Gross fixed capital formation and worker remittances have shown a significant impact on economic growth both in short run and long run. So the policy to promote industry in Pakistan is very much needed to reduce dependence on debt.

Keywords: Domestic debt, foreign debt, debt servicing, real GDP, ARDL

Paper ID: PKEC109

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The Impact of Learning and Market Orientation on Product Development: The Mediating Effect of Innovation Capability

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Abstract: This study explained the impact of market orientation, learning orientation, and innovation capability on product development. Extant literature, most of studies focused on the relationship between innovation capability and business performance; however, there is lack of studies that focused on market orientation and learning orientation in order to enhance the process of product development which is the source of increased business performance. Previous studies link the learning orientation and market orientation with product development. There is lack of studies that highlighted the impact of these factors in SMEs. This study fills this gap and examined the impact of market and learning orientation through innovation capability on product development in SMEs. The data has been collected through form the employees' working in Packages industries in district Multan from Pakistan. The 302 questionnaires were responded form the employees. The data was analyzed through SPSS and PLS-SEM software. The results supported the direct and indirect relationship between market orientations and product development and learning orientation and product development. Moreover, the indirect relationship through innovation capability is also supported between market orientation and product development and learning orientation and product development. This indicates a partial mediation of innovation capability between learning and market orientation with product development. This indicates that both orientation improve and enhances the product development process through innovation capability. The result implied innovation capability is important in the understanding the process of product development.

Keywords: Learning orientation, market orientation, innovation capability, product development, business performance

Paper ID: PKMS111

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Adoption of Energy Efficient Cooking Technologies in Pakistan: A Logit Analysis

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Abstract: Energy plays an important role in the socio-economic development of a nation by contributing to improvements in the standard of living and quality of life. Therefore, the state of economic development of a country can be partly assessed by analyzing the pattern of its energy consumption. About three billion people worldwide use solid biomass fuels for cooking and space heating. Furthermore, these fuels are burnt in traditional devices which have poor combustion efficiency. Ambient air pollution, which is mainly caused by the burning of fuelwood, is responsible for about 4.3 million annual deaths and accounts for an estimated 4.5% of the global prevalence of disease. Similarly, more than 50% of premature deaths among children less than 5 years of age are due to pneumonia caused by particulate matter (soot) inhaled from household air pollution. To abate the environmental and health threats caused by the inefficient burning of biomass fuels, large-scale initiatives were undertaken globally for the dissemination of fuel-saving and energy-efficient stoves, known as improved cookstoves (ICS). This paper examines the adoption of ICS in northwest Pakistan by using a logit analysis. The results show that the education of the respondent, number of working household members, and total income of the household had significant effects on the adoption of ICS. Conversely, the age of the respondent and possession of land did not exhibit any significant influence on adoption. The overall model was significant with p

Keywords: Solid biomass fuels, indoor air pollution, improved cookstoves, logit analysis

Paper ID: PKEC112

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The Mediating Effect of Organizational Justice between Career Success and University Performance: A Study from Public Sector Universities of Pakistan

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Abstract: Purpose of the Study - The motive of the current study is to examine the impact of subjective career success on perceived university performance with the mediating effect of organizational justice.

Research Design - Data were collected from 223 faculty members working in public sector universities of Punjab, Pakistan; by online survey, using Google docs through random stratified sampling. SMART PLS version 3.2.6 registered has been utilized for Structural equation modelling - Partial least square (SEM-PLS) technique for extracting results.

Findings - Study found partial mediation of organizational justice between subjective career success and perceived university performance. Research Limitation - The current study is a cross sectional in nature, where the data are collected once only. Research's convenience remains at priority, because of financial limitations and time constraints. The results might not be generalized. The application of the finding in private sector universities may be done with supreme attention.

Practical Implications – Policy makers in higher education and establishment departments in higher educational institutions may be the beneficiary of the findings to enhance the university performance through boosting faculty member's career success working in public sector. The findings prove the underpinning theory of dynamic capabilities; whereas, the faculty members working in public sector universities has the competencies to improve or contribute in university performance, if treated with justice.

Originality - The unique construct in hand is amongst the preliminary studies conducted in the context of Pakistan's public sector universities. The study contributes in the body of knowledge in many ways as it adds a chapter of Pakistan in the theory of dynamic capabilities and subjective career success of the faculty members working in the public-sector universities of Pakistan.

Keywords: Organizational justice, career success, university performance, public sector universities

Paper ID: PKMS113

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Tourism Causes Uneven Development: A Case Study of Natural and Cultural Heritage Tourism in Pakistan

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Abstract: Tourism is a global phenomenon and considered as a rescuer of the underprivileged and disadvantaged, providing opportunities and monetary benefits, encouraging social exchange and enhancing livelihood. It is a major source of foreign exchange earnings and development in the developing countries. On the other hand, it is also argued that tourism creates uneven development in society. It creates dependency of the country on an unreliable source of income. It increases inequality in income and resource distribution in society. Tourism has flourished to a level of an industry worldwide but it has hegemony of elite class. This essay aims to analyze the concept that “Tourism causes uneven development in society” according to the theoretical framework of tourism and development by discussing a case study of tourism in Pakistan.

Keywords: Tourism and development, unequal development, Pakistan tourism, uneven development

Paper ID: PKSP115

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Relationship between Maternal Parenting Style and Moral Development of Secondary School Students: A Quantitative Investigation

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Abstract: The main objective of this quantitative investigation was to find out relationship between maternal parenting style and moral development of students enrolled in secondary schools. In this correlational study, 1239 secondary school students were selected randomly from seven districts of the Punjab Province out of 36 districts. One adopted interview inventory (Cronbach Alpha .813) and one adapted questionnaire (Cronbach Alpha .836) were used for data collection. Data were analyzed on SPSS version 20. Pearson correlation coefficient revealed ($r = .107$ at $p = .035$) that mother's authoritative parenting style was significantly correlated with moral development of their secondary school children. No significant relationship was found between mothers' authoritarian parenting style and moral development of their children enrolled in secondary schools. Major findings were reported, conclusions were drawn and recommendations to School Education Department for the guidance and counselling of parents were made.

Keywords: Maternal parenting style, moral development, secondary school students

Paper ID: PKSE117

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Level of Perceived Social Support and Marital Satisfaction among Love and Arrange Married Couples

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Abstract: The aim of the study was to find out the level of perceived social support and marital satisfaction among love and arrange married couples. The sample was comprised of total 300 married couples (150 love marriage: 150 arranged marriage). Study sample was consisted at different universities and hospitals employees. Sample collected through convenience sampling technique by using correlational research design. Multidimensional Scale of Perceived Social Support and Test Your Own Marriage Satisfaction Scale were used to collect data. Through findings it was revealed that perceived social support significantly affect the marital satisfaction among love and arrange married couples. Arrange married couples perceived more social support as compared to love marriage couples. Further it was explored that love marriage couples were more satisfied with their marital life as compared to arranged marriage couples. Most important explored determinant of marital quality was age, gender, education and marital duration. The findings of the study were discussed in the light of current situation of love and arrange married couples.

Keywords: Marital satisfaction, perceived social support, love married couples, arrange married couples

Paper ID: PKSS119

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Role of Organizational Support in Information Use Outcomes via Knowledge Management Environment & Information Behaviour Values in Pakistan

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Abstract: The main purpose of the study was to explore the impact of organizational support on information use outcomes through mediating effect of Knowledge Management Environment & Information Behaviour Values in Pakistan. In this regard empirical test was conducted in Pakistan Stock Exchange (PSX) listed organization in Pakistan. A questionnaire was used to get data about study variables. Total 476 respondents were analyzed. The study results supported all hypotheses of study and it was found that organizational support is positively related with knowledge management environment, information behaviour values & information use outcomes. It was also found that knowledge management environment mediates the relationship between organizational support & information behaviour values & also mediates the relationship between organizational support & information use outcomes. Furthermore, the mediating effect of information behaviour values between organizational support & information use outcomes was also proved. This study provides a key pyramids to all business education stakeholder and Managers, for proficiently & successfully administering information, distributing & utilizing of information within an organization. Managers can utilize their committed leadership, a supportive co-workers & supervisor which may lead towards the successful administration of information and how the knowledge within an organization & information system of organization be helpful for information administration, distribution & utilization.

Keywords: Organizational Support, knowledge management, information behaviour values, information use outcome, Pakistan

Paper ID: PKMS120

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Innovation: KSEZ and CPEC: Implications for Investment

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Abstract: It has been witnessed that all countries of the world are striving hard to enhance their socio-economic development. For that they are adopting different strategic moves, one of them is Special Economic Zone. In the same manner China-Pakistan Economic Corridor is a framework of regional connectivity. Through which the SEZs in different regions of Pakistan are being introduced. Applying same strategy for the economic development of society, the government of Sindh has started work on Khairpur Special Economic Zone (KSEZ). The project is located on National High Way over 140 acres with an aim to emerge as a thriving industrial zone in the province of Sindh. It is expected that KSEZ will enhance the level of business in the Khairpur region, it will increase the trade, investment, job creation & better administration. Due to the location advantage the KSEZ will contribute growth to CPEC it connects the three provinces. Location has a major impact on the overall risk and profit of the industry. When innovation is the focus, following attributes seem to affect overall competitiveness as well as innovation. The presence of high quality and specialized technology; an environment that encourages investment and intense local rivalry; Pressure and insight gained from a sophisticated local market; Local presence of related and supporting industries. In this paper an example of China's "Shenzhen Special Economic Zone (SSEZ)" is taken as a bench mark for Khairpur Special Economic Zone. The Government policies of (SSEZ), rules and regulations, tax relaxation, import and export duties, entrance & exist from the zone, investment opportunities, threats weakness, shortfalls used as lesson for Khairpur Special Economic Zone (KSEZ). With the help of KSEZ the agriculture sector will move towards the automation. The Interest of entrepreneurs will increase people will start to invest in the zone and as the investment increases the demand for labor, that will increase the income generation and consumption patterns of people of Khairpur region. The demand for goods & services will automatically increase, there will be a development in the infrastructure includes improved road and railway lines that will lead to the growth. The technology will be shared by china can be implemented here in Khairpur region. KSEZ in the geographical and location perspective will open the doors for opportunities and investment in connection with CPEC nodes. The products can be export and import domestically and internationally.

Keywords: Economic zone, innovation, investment, CPEC

Paper ID: PKEC121

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Are Firms that Contribute to Sustainable Development Valued by Investors?

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Abstract: Corporate Sustainability reporting is among the latest innovations in corporate reporting that is not only concerned with the disclosure of relevant sustainability issues but is also considered as an integral part of the corporate communication process between companies and its internal and external stakeholders. Sustainability reporting contributes to making sustainable development a higher priority for companies, increases the social responsibility of their companies, and reinforces the credibility and trust of their internal and external stakeholders. Sustainability reporting research is thriving. However, the main focus has been investigating the patterns and determinants of sustainability reporting. Investigating the value relevance of sustainability disclosure is one such issue that is largely ignored especially in the context of emerging economies. Determining the value relevance is quite important for the promotion of sustainability reporting in emerging economies. This paper aims to fill this gap. The aim of our research is to analyze whether sustainability disclosure provides relevant information and incremental value for investors in the south Asia setting where this practice has been steadily increasing recent years. Analysts and investors usually value standard set of reporting for comparison across companies. In this sense, the GRI criteria are the standards most widely used by companies throughout the world by providing high-quality CSR information which can be value relevant for investors. Therefore, the study used data of 120 south Asian companies, whose CSR reports were in accordance with GRI Website from 2014 to 2015. To analyze whether investors value the social responsibility information provided by companies, we employ the valuation model developed by Ohlson. Our overall results support the belief that conducting business in accordance with ethical norms is value relevant for Asian investors and investors as a whole value this type of information. However, our results also reveal that there is no homogeneity among markets. These findings could have several implications, companies should provide higher-quality sustainability reports as well as make greater strides to increase sustainability-related communication and direct engagement with the investment community. On the other hand, investors should request companies for improved sustainability performance and harmonization in directing this information to the investment community.

Keywords: Corporate Social Responsibility, South Asia, GRI, value relevance

Paper ID: PKAF122

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Mediatory Role of Organizational Based Self-Esteem in the Relationship of Workplace Ostracism, Self-Efficacy and Job Performance: Testing Moderating Impact of Cultural Context in Pakistan

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Abstract: A state of being ignored, rejected and/or excluded results in distress threatening the survival in firm, for which people react to reinforce or restore their need for sadness. These behavioral outcomes then lead for reinforcement of relational requirements (i.e. self-esteem, belonging, trust, sharing and understanding) which finally results in pro-social thought to restoring efficacy and dealing most efficiently with anti-social thoughts and behaviors. Recent researches on ostracism reveals long-lasting exposures of exhausted management of resources finally a depression and helplessness. In this context of chronic outcomes of Ostracism and need for restoring of self-efficacy & self-esteem, this study aimed to find out an mediatory role of Organizational based Self-Esteem in the relationship of Workplace Ostracism, Self-Efficacy and Job Performance and moderating impact of Cultural Context in Pakistan. PLS based SEM analysis was run on sample size of 304 taken from banking sector employees of Pakistan. It was found that Self-Efficacy is the key factor behind Organizational based Self-Esteem, whereas, Workplace Ostracism is negatively correlated with it. This Organizational based Self-Esteem then results in higher Job Performance. Moreover, Cultural Context moderate the relationship between Organizational based Self-Esteem and Job Performance. Finally, this paper suggests some theoretical and practical implications for academicians and practitioners along with limitations and direction for future research.

Keywords: Workplace Ostracism, self-efficacy, organizational based self-esteem, job performance, Pakistan, PLS-SEM

Paper ID: PKSS123

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China-Pakistan Economic Corridor, Economic Development and Entrepreneurship

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Abstract: Abstract To build the strategic cooperation with other regions of the World through China-Pakistan Economic Corridor (CPEC) may indicate an economic breakthrough for Pakistan. This initiative will improve the billions of people's lives through alleviating poverty by creating new business and job opportunities in Pakistan. This paper discusses the importance of CPEC in economic development particularly its role in seeking and exploitation of opportunities at small and medium level in Pakistan. The objective of the paper is to focus on three stages of economic development namely factor driven economy, efficiency driven economy, and innovation driven economy through implementation of CPEC. The paper concluded that in the view of vision 2025, the economy of Pakistan will shift from factor driven economy to efficiency driven economy through the development of entrepreneurial activities. The paper suggested to the policy makers to focus and emphasis on that entrepreneurial activities at small and medium size business such as services, manufacturing and trading.

Keywords: Economic development, entrepreneurship, China-Pakistan Economic Corridor (CPEC)

Paper ID: PKMS124

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The Impact of Corporate Governance on Sustainability Reporting Evidence from an Emerging Economy

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Abstract: Corporate governance has become a subject of contracts associated with the implementation of improvements in three dimensions (environmental, social and economic). Therefore, sustainability is a key to maintaining or increasing the value of the organization. The study empirically examines the impact of corporate governance on sustainability reporting in the emerging economy like Pakistan, through the lens of agency theory and stakeholder theory. This research claim, in fact, that no single theory fully accounts for all the hypothesized relationships. The sustainability performance measure, through manual content analysis on sustainability reports of the companies which are listed in Pakistan stock exchange for the year of 2012-2015. The study also used tag cloud technology to demonstrate sustainability meaning among the Pakistani listed companies. This study expand the existing literature by examine the impact of selected corporate governance mechanisms on each dimension of sustainability performance, as defined by the (Global Reporting Initiative) GRI framework. In view of the factual, findings provide support for a new beginning in which the theories should try not only to provide rationale for the impact of corporate governance on sustainability, but it can explain that which dimension of sustainability is affected. The multiple regression method is used to measure the impact of Corporate Governance elements on companies' Corporate Sustainability reporting. The results of the study reveal that overall corporate sustainability reporting by Pakistani companies are relatively moderate however, the variety of Corporate Sustainability items are really inspiring. The study found positive and significant impact from board size, women on board, and presence of (Corporate Social Responsibility Committee) CSRC on Sustainability Reporting. The most important proposition for professional in promoting sustainable practices that can be achieved by introducing a system of corporate governance. The finding also contribute to the ongoing improvement of the standard setting process concerning the revision in depth of the economic dimension of sustainability carried out within the framework of the new GRI.

Keywords: Corporate Governance; women on board; corporate social responsibility committee; sustainability reporting; agency theory; stakeholder theory

Paper ID: PKAF125

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Willingness to Purchase Green products: Evidence from Educated Segment of Southern Punjab

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Abstract: In this study, we explore the influence of environmental concern on willingness to purchase green product of selected segment of educated consumers. We administrated a questionnaire survey and distributed 500 questionnaires among which 305 suitable for empirical analysis. Logistic regression model was used to examine the connection between willingness to purchase green product and environmental concern variables (i.e. Environmental concern, comfort, eco-labelling and lack of knowledge). Among environmental concern variables eco-labeling positive & significant and lack of knowledge has negative and significant related to the willingness to purchase green product.

Keywords: Green Product, environmental concern, educated People

Paper ID: PKMS126

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Drivers and barriers to adopt sustainability practices in Pakistani Small & Medium Enterprises

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Abstract: The concept of sustainability is emerging and has shown a shift from large organizations to small and medium enterprises (SMEs). Many small and medium enterprises (SMEs) are now adopting sustainability practices. The present study was conducted to analyze/investigate the drivers and barriers to adopt sustainability practices in SMEs of Pakistan. There is a lack of literature on sustainability practices in SMEs of Pakistan. Although there are some quantitative studies on sustainability in Pakistani SMEs but there is a lack of qualitative studies specifically on the drivers and barriers of sustainability practices in Pakistani SMEs. To fill this gap, the current paper contribute to narrow this gap by identifying drivers and barriers of SMEs of Pakistan. This was a qualitative research study utilized semi structured interviews to obtain data. For the purpose of data collection 8 manufacturing SMEs were selected. This study analyzed the drivers and barriers of sustainability practices from an SME perspective in a Pakistani context by using Institutional theory. The research findings shows three main drivers for adoption of sustainability practices (1) Competitors pressures (2) Regulatory pressures (3) Shareholders pressure and main barriers includes (1) imperfect information (2) financial and economic barriers (3) lack of resources and lack of awareness (4) lack of training and skills.

Keywords: Sustainability Practices, institutional theory, small and medium enterprises, drivers, barriers, Pakistan

Paper ID: PKES127

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The Impact of Quality of Work Life on Job Satisfaction and Exploration of Role of Perceived Stress among Bank Employees

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Abstract: Abstract Feelings of contentment regarding ones work refers to job satisfaction, whereas Quality of work life (QWL) was conceptualized as satisfaction result through the interaction of workers' needs and organizational resources relevant for meeting them. The existing literature provides empirical evidences about the relationship between employees' job satisfaction and quality of work life. The present study was aimed to explore the impact of quality of work life on job satisfaction among bankers. Furthermore, it was also intended to explore the level of perceived stress among bank employees. It was hypothesized that job satisfaction is positively related to quality of work life and vice versa to perceived stress. A survey study was conducted based on a sample of 516 bank employees (male and females) from public and private banks of Multan Zone, Punjab, Pakistan. Job Satisfaction questionnaire, Employee Quality of Work life Survey (EQWLS) and Perceived Stress Scale, was used. Results revealed that quality of work life had an impact on job satisfaction; whereas perceived stress has no mediating role. Significant gender differences were also found on Job satisfaction and perceived stress.

Keywords: Quality of work life (QWL); job satisfaction; perceived stress; bank employees, Pakistan

Paper ID: PKSS130

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Job Satisfaction and Marital Adjustment among Paramedical Staff: Mediating role of Work-Family Conflict

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Abstract: An extensive pressure arose by work environment or by family environment resulted as work-family conflict. Occurrence of such conflicts are observed when employees experienced interference of work to family and family to work. Keeping the literature available on effects of work-family conflict in relationship to job satisfaction and marital adjustment, this study was designed to investigate the mediating role played by work family conflict between the relationship of job satisfaction and marital adjustment among paramedical staff. Another aim of this study was to explore the relationship among three variables. Furthermore, it was aimed to find out if there are any differences on gender or other demographical variables. A sample of 100 employees was taken from Jhang and Faisalabad city. Instruments for measuring Work family developed by Netemeyer et al. (1996), job satisfaction developed by Paul E. Spector, (1994), and adapted and translated by Shazad, (2011) was used. Dyadic adjustment scale developed by Spanier, (1976) and adapted and translated translated into Urdu by Naseer (2000) was also used. Results revealed positive correlation between work to family and family to work conflict, while negative with marital adjustment and job satisfaction. The regression analysis showed Job satisfaction contributed 29% and family to work contributed 27% in predicting marital adjustment. Significant gender differences were found. The results of partial least square structural equation modeling (PLS-SEM) found significant mediating role of work to family conflict and family to work conflict.

Keywords: Work family conflict, job satisfaction, marital adjustment, paramedical staff

Paper ID: PKSS131

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Financial Development and Economic Growth: Time Series Evidence on Causality of Developed, Advance Emerging, Second Emerging and Frontier Economies

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Abstract: This research study re-examines the empirical relationship between financial and economic development while (i) taking into account their dynamics and (ii) differentiating between stock market and banking sector development. The study investigated the co-integration and causality between finance and growth for 20 countries that belongs to different classification of the countries. We picked 5 countries from developed economies, 5 from first emerging economies, 5 from second emerging and 5 from frontier economies. The time series analysis suggests that causality patterns depend on whether countries' financial development stems from the stock market or the banking sector. Findings reveal that stock market development tends to cause economic development, while a reverse causality is mostly present between banking sector development and output growth. These findings indicate that the direction of causality between finance and growth is probably be different at high levels of development.

Keywords: Financial markets development, economic growth, time series analysis, emerging economies

Paper ID: PKAF132

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The Impact of Stability and Defense Expenditure on Economic Growth: A Case Study of Pakistan

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Abstract: The present study evaluates the economic effects of stability and defense expenditure on economic growth of Pakistan over the period of 1984-2015. The study empirically evaluates the channel through which defense expenditure may influence economic growth in the context of stability. Stability index which contains financial stability index, economic stability index and political stability index is constructed to find the factor which is most vulnerable to economic growth. Auto Regressive Distributive Lag (ARDL) technique is used to check the short run and long run relationship among the variables. The results of the study indicate that defense expenditure enhance economic growth in the long run while stability fails to play its role in economic growth of Pakistan.

Keywords: Stability, defense expenditure, economic growth

Paper ID: PKEC134

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Globalization, Economic Growth and Poverty Nexus: A Case Study of Pakistan

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Abstract: Globalization is considered to be the procedure of amplification of economic, social, financial, political and cultural relations across international boundaries. It exerts significant impact on human lives, economic growth and reduction in poverty across the world. This study is designed to investigate the impact of globalization on economic growth and poverty in Pakistan using multi equations model over the period of 1984-2015. The study concludes that globalization has significant impact on economic growth and poverty in Pakistan. However, Pakistan is still unable to reap the full benefits of globalization. There is need to take effective steps for improving the financial institutions, governance and education system as well as image and relations of Pakistan with neighboring countries. The adoption of favorable foreign policies and diversification of export markets may help the country to achieve the desired objectives of globalization.

Keywords: Globalization, economic growth, poverty

Paper ID: PKEC135

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CO2 and Environment Change Evidence from Pakistan

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Abstract: A safe and healthy environment is a basic right of all living bodies but in current era pollution is at peak. The present study applied bound test based co-integrating technique using annual time series data from 1970-2014 for exploring major determinants of Environmental degradation. Present study included four determinants were energy consumption, gross domestic products, FDI and population growth. Finding of the present observed a significant relationship among energy consumption, GDP, population growth and environmental degradation in short run and long-run. However, foreign direct investment has a positive and significant association with environmental degradation at 10% level of significance both in short and long-run. The econometric findings suggest that Pakistan has to sacrifice use of energy consumption, to have a safe and healthy environment for better livings; Pakistan should adopt other way of energy like solar energy .While foreign direct investment must be used for pollution free machine or pollution free projects so that we can have clean Pakistan. Government of Pakistan should care about green policy and should spread awareness in public so that population growth should not be a problem of environmental degradation. This research study made a unique participation in emergent body of empirical studies on practices of environmental awareness in Pakistan by using bounds test based co-integration technique.

Keywords: ARDL, Corbin dioxide, bounds test, energy consumptions, ECM, environmental degradation.

Paper ID: PKEC136

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Impact of Transformational Leadership on Pakistani Hotel Performance: Mediating Role of Team Empowerment, Knowledge Sharing, Team-Efficacy and Team Pro-social Motivation

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Abstract: Pakistan has recently emerged as an important investment destination for new hotel development. According to Pakistan Hotels Association (PHA), hotel industry showed a growth of 9.7 percent in 2005-2006. Moreover, secretary general of PHA has disclosed that hotels located Islamabad, Lahore and Multan showed rising trend after the courtesy launch of China Pakistan Economic Corridor (CPEC). Transformational leadership proved as one of the key leadership styles that have significant influence on firm performance. A team's leader plays an important role in directing the team to achieve organizational goals. Transformational leadership (TFL) is one of the most extensively researched topics of the past few decades pondering upon team working among the various leadership styles such as transactional leadership, participative leadership etc. The basic aim of this study is to investigate the impact of TFL on the hotel's performance through the mediation of knowledge sharing, team empowerment, team-efficacy and team prosocial motivation. The study is based on the sample of 300 employees from the hotels located in Multan, Pakistan at three hierarchical positions i.e. general manager, manager and supervisors & other team members. Structural equation modeling was applied to examine the association between variables by using smart PLS. The findings of study revealed the significant positive influence of transformational leadership on knowledge sharing, team empowerment, team-efficacy and team prosocial motivation. Similar to previous research studies, TFL proved as a noteworthy predictor of hotel's performance. Moreover, team empowerment, knowledge sharing, team prosocial motivation and team-efficacy mediates the positive relationship between TFL and hotel's performance. The findings of the study may not be generalized because the responses were yielded from the hotel industry of Multan which have comparatively small hotels as in other developed cities of Pakistan such as Lahore, Karachi and Islamabad. However, this study contributes to the literature by strengthening researchers' theoretical understanding of the major factors (knowledge sharing, team empowerment, team-efficacy and team prosocial motivation) by which transformational leaders enhance firms' performance.

Keywords: Transformational leadership, hotel Industry, Pakistan

Paper ID: PKMS137

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Measuring Energy Efficiency and Exploring the Determinants of Energy Efficiency in Selected Economies of Asia

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Abstract: There is widely recognition of the need to effectively consume the energy particularly in energy deficient countries. The effective use of energy requires that one must know the current efficiency level, so appropriate measures may be taken to make the efficient use of energy. Present study in an attempt to measure the energy efficiency and determinants of energy efficiency in fourteen selected developing economies of Asia for the time period 2007 to 2013. DEA double bootstrap technique has been used for estimation purposes. The results of bias corrected energy efficiency indicate that there is not a single economy that is fully energy efficient over the period under consideration. After measuring the energy efficiency, truncated regression analysis is utilized to find the determinants of energy efficiency. The results indicate that industrial share and per capita income have positive effect on energy efficiency while corruption, political instability and voice and accountability have negative impact on energy efficiency. So there is dire need to control corruption, political stability needs to be resorted and voice and accountability system needs to be redefined.

Keywords: Energy efficiency, DEA double bootstrap, developing economies, Asia.

Paper ID: PKEC138

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Impact of Energy Consumption on the Economic Growth in Pakistan: A Time Series Analysis

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Abstract: The present study is conducted to investigate the impact of Energy Consumption (EC) on the Economic Growth (EG) in Pakistan by using a trivariate model. Time series data of macroeconomic determinants of Energy Consumption, Energy Prices (EP) and Economic Growth is used to analyze the linkage among the variables. Annual data is collected from different published sources like World Development Indicators (WDI), BP Statistical Review and Economic Surveys of Pakistan for the period 1971-2014. Augmented Dickey Fuller (ADF) unit root test and Phillips Perron unit root test are used to examine the stationarity of the data and all the variables are found stationary in differenced form. Short run and long run linkage among the variables is examined through Johansen co-integration test and the results confirm the existence of one co-integrating vector among the variables. Granger causality test under Vector Error Correction Model (VECM) is applied to observe the direction of between Energy Consumption (EC), Energy Prices (EP) and economic growth (EG). Unidirectional causality is found from Economic Growth (EG) to Energy Consumption (EC) and unidirectional causality from Energy Consumption (EC) to Energy Prices (EP) is also found in short run as well as in long run. On the basis of result of the study, conservation policy regarding to the Energy Consumption (EC) is suggested with a negligible or no effect on Economic Growth (EG).

Keywords: Energy Consumption; economic growth; energy prices; Vector Error Correction Model (VECM)

Paper ID: PKEC139

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Causal Relationship between Renewable Energy and Non-renewable Energy Sources and Economic Growth: A Panel Data Analysis of South Asian countries

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Abstract: This paper explores the causal relationship between economic growth, renewable and non-renewable energy sources, trade openness and institutions using data of selected four South Asian countries. The study covers the period of 1980-2013. To analyze the long run and causal relationship between variables we have applied panel co-integration and causality approaches. Empirical results confirm the presence of long run co-integration between variables. The impact of renewable and non-renewable energy economic growth is found to be positive which increases GDP per capita. The analysis of FMOLS panel estimates taking economic growth as dependent variable is estimated in various six models. Results shows that all coefficients are statistically significant and their signs are according to economic theory Moreover, the study found the evidence of unidirectional panel causality running from economic growth to non-renewable energy sources. There is no causality between growth and renewable energy sources.

Keywords: Renewable energy, non-renewable energy, economic growth, trade openness, FMOLS, South Asia

Paper ID: PKEC140

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An economic analysis of cotton processing in selected ginning Small and Medium Enterprises (SMEs) in Punjab, Pakistan

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Abstract: For the study purpose district Bahawalpur of Punjab was selected purposively as it is an important production region in the cotton zone of Pakistan. A representative sample of hundreds lots, each within 10 ginning factories working with were selected randomly. The results of study showed that age, experience and education of ginners had a significant effect on the margins and on production of better cotton. As for as the benefit cost ratio (BCR) of selected ginning SMEs, these were earning different range of profit as their BCR ranged from 1.94 to 1.18 due to difference in ginning model, labour skills and the quality difference of raw cotton. According to the results of model, fiber; color, length, strength, contamination and moisture contents were the significant variables that were affecting the price of lint cotton. It is concluded that ginners should focus on improving the working conditions and incomes of their employees.

Keywords: Cotton, ginners, Punjab, benefit cost ratio, SMEs

Paper ID: PKEC141

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Capital Requirement, Lending and Deposit Behaviors of Conventional Banks and Islamic Banks: A Case of Pakistan

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Abstract: Purpose of study - This study aims to answer whether capital adequacy requirement (CAR) has any impact on bank's lending and deposit behavior or is it necessary to maintain a certain level of capital reserve. CAR is examined using two different ratios Leverage Ratio and Risk based capital ratio.

Significance - This study is useful for banking industry in determining sufficient enough CAR and to make decision for taking deposits and issuing loans.

Data and methodology - This study has sample of 25 banks of Pakistan; 20 conventional and 5 Islamic banks. Study period is comprises of 10 years, 2006 to 2015. Panel data methodology is used. Different kind of tests are applied to data including descriptive statistics, unit root test, Hausman test, Co-integration test and Regression analysis. Data is collected from different sources like: Site of state Bank of Pakistan, web sites of relevant banks and some data like macroeconomic indicators is taken from site of World Bank.

Findings - findings show that CAR has impact on change in capital and change in loans. A certain level must be achieved to avoid excess of deposit and lending; and to avoid any future contingencies. Practical implications- it helps bankers to maintain and regulatory authorities to set a certain level of reserve with them.

Future recommendation - research provides limited scope in context of sample, time, industry and methodology. The issue should also be discussed beyond these limits.

Keywords: Capital adequacy requirement, leverage ratio, risk based capital ratio, change in deposits, change in loans

Paper ID: PKAF143

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Exploring the Factors Affecting Women Empowerment in Pakistan: An Empirical Evidence from Southern Punjab

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Abstract: The present study explores the factors affecting women empowerment and its various forms in Southern Punjab of Pakistan. The promotion of gender equality and women empowerment is one of the Millennium Development goals which is analyzed by employing women empowerment index and also by decomposing into economic, social and familial women empowerment indices. Economic empowerment of women is determined by women control over the spending of her personal income, Independence in making expenditures by women; own bank account of women, women ownership of any asset, women access to loan/ microfinance while social empowerment is measured by access to media to women, shopping or visit status of women to park or to their relatives and their participation at community services. The familial women empowerment index is estimated based on choice to make decision about family size/ planning, choice to make decision about child health care, choice to make decision about child's education, choice to make decision about own health care, fear of violence from husband/ father. The results state that education, age of respondent, married women, participation in household decision making, employment status, father's job and father's education have strong impact on women empowerment in South Punjab.

Keywords: Women empowerment, Southern Punjab, gender equality, Pakistan

Paper ID: PKEC144

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China-Pakistan Economic Corridor (CPEC) Energy Projects and Energy Crisis in Pakistan: An Input-Output Analysis Approach

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Abstract: The shortfall of energy resources is the major factor of energy crisis in developing countries. Pakistan energy demands are increasing day by day with 55 percent population access. The ongoing projects of CPEC are playing key role in the improvement of Pakistan's energy sector. In this study, an emphasis is given on the analysis of relationship between Pakistan energy crisis and CPEC energy projects. This connection employs input-output model to estimate the effect of energy crisis in Pakistan through vector of demand and supply by using data set of 2010 to 2017. The data shows that current short fall in power sector is 4000 Megawatt and CPEC energy projects will meet this shortfall with added value of 10400 Megawatts by the end of 2017. The findings of the study conclude that there is substantial potential of CPEC energy projects in Pakistan to handling the present energy crisis as well as meeting the future energy need.

Keywords: Energy crises in Pakistan, CPEC energy projects, input output model

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Impact of Firm Characteristics, Innovation and Financial Arrangement on Small Firm Growth: Evidence from Pakistan

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Abstract: This study attempts to quantify the impact of innovation and financial arrangements on small firm growth in Pakistan using the World Bank enterprise survey data. The empirical analysis shows that apart from firm's traditional characteristics, innovation and financial arrangements plays significant role in small firm growth. More specifically, current study observed positive relationship between age of firm and firm growth, unregistered small firms are unable to grow, willingness of small firms towards formal finance and their access to formal finance is very poor in Pakistan. Majority of small firms are reluctant to establish banking relationship, to avail financial facilities due to higher rate of interest and documentations requirement of the banking sectors. On the other hand financial institutions are reluctant to advance loan to small firms. Small firms are innovative in working process but not in logistic methods for inputs and outputs mobilizations. Financial and innovation arrangements and registration process for small are required to revise at macro level in Pakistan, so that small firms may grow, becomes cost efficient and compete world growing requirements of the businesses.

Keywords: Small firms, growth, determinants of small firms; World Bank enterprise survey

Paper ID: PKAF148

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Impact of Relational Benefit on Customer Loyalty with the Mediating Role of Customer Satisfaction: A Study of Selective Banks of Multan Region

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Abstract: Banks are the extensively known institutions of eminent financial interest and worth with vivid economic and societal recognition and acknowledgement. These institutions involve financial intermediation of two customer categories: depositors and borrowers, being the conspicuous elements of establishment's success or failure. Customer Satisfaction itself and all factors reinforcing customer satisfaction and loyalty have been of keen interest and consideration by almost all types of evolving Organization categories. Capturing Customers without the intension of retaining them is highly ineffective for an Organization in the longer run; thus, Customer Satisfaction without Customer Loyalty is worthless. These two variables have been empirically tested and experimented under diverse conditions and situations in order to retain customers. The research paper opens up to Relationship Marketing approach with the objective to find an array of factors facilitating Customer Loyalty in Banks: Customer Relational Benefit has been studied to increase Customer Satisfaction and thus, Customer Loyalty as well. This study focuses on and talks about empirical findings from 422 customers of different banks situated in Multan. AMOS and SPSS were used to analyze the data. Descriptive statistics, frequency distribution, correlation, confirmatory factor analysis and structure equation modeling tools were used to analyze the data. The key finding in this Research Paper indicates that customer relational benefits & customer satisfaction are key players that enhance and retain the customer loyalty. This study provides a comprehensive guide line for managers to access and retain the loyal customers.

Keywords: Customer relational benefits, customer satisfaction and customer loyalty

Paper ID: PKMS149

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Psychological Stigma of Depression and its Social Acceptance in Our Society: Effects on the Treatment of Multi Drug Resistant Tuberculosis Patients

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Abstract: Objectives: To check the Psychological Stigma of Depression and its Social Acceptance in our society Effects on the Treatment of Multi Drug Resistant Tuberculosis Patients Hypothesis: Psychological Stigma of Depression and its Social Acceptance is in our society had Effects on the Treatment of Multi Drug Resistant Tuberculosis Patients Method: This cross Sectional analytical study was conducted from Feb , 2015 to feb 2016 , Total 120 Cases of MDR _TB Diagnosed as per World Health Origination guide line criteria were enrolled from Pulomonology Department of Nishtar Hospital Multan via Convent sampling. Severity of Depression was measured by Patients Health Question Air (PHQ-9) To assess the Social Acceptance in our society plained interview was connected. Duration: one year Inclusion Criteria: 1- Age from 18 to 70 years 1. Male and Females 2. Patients having evidence of Multi Drug Tuberculoses via Gean Expert 3. Patients on treatment more than 3 months 4. Patients who ability to follow three step commands Exclusion Criteria : 1. Patients with CAT-1 or CAT-2 2. Patients who are unable to communicate 3. uncontrolled and unmanageable medical illness at the time of study Results : The data was entered and analyzed by using SPSS version 20 Out of 120 Patients 56 were males (%) and 64 (%) were Females The mean age of Patients was 43.5 Conclusion : Psychological Stigma of Depression and its Social Acceptance in our society is effects a lots on Multi Drug Tuberculoses Patients (MDR -TB) Patient's Treatment

Keywords: Psychological Stigma, PHQ-9, depression, social acceptance, multi drug resistant patients

Paper ID: PKSS150

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