

# 1<sup>st</sup> National Conference on Business Dynamics

## 20<sup>th</sup> February 2017

### Academic Complex, AIOU Main Campus Islamabad.

08:00 AM to 09:00 AM Conference Registration at Reception Desk

#### PLENARY SESSIONS: 9:00 AM - 11:00 AM – MAIN AUDITORIUM, ACADEMIC COMPLEX

09:00 AM - 09:15 AM Inaugural Remarks and Recitation from Holy Quran

09:15 AM - 09:30 AM Welcome Remarks by Prof. Dr. Shahid Siddique, Vice-Chancellor AIOU

09:30 AM - 10:00 AM Remarks and Speech by Prof Dr Rauf I Azam  
Vice-Chancellor, University of Education, Lahore.

10:00 AM - 10:30 AM Keynote by Prof Dr Hasan Sohaib Murad,  
Rector, University of Management and Technology, Lahore.

10:30 AM - 10:50 AM Speech by Dr. Mukhtar Ahmed, Chairman HEC, Islamabad.

10:50 AM - 11:00 AM Remarks by Prof Dr Syed Hassan Raza, Conference Chair

11:00 AM - 11:30 AM Tea Break and Networking

#### PARALLEL SESSIONS: 11:30 AM - 01:00 PM – ROOMS 105 and 106

##### PARALLEL SESSION-I: Managing Human Resources and Developing Human Capital – ROOM 105

11:30 AM - 11:45 AM Sarfaraz latif and Saba Perveen, Relationship between Psychological Contract, Organizational Commitment and Intention to Leave.

11:45 AM - 12:00 PM Saman Javed, Attaining Total Quality Management through Effective HR and Knowledge Management Practices- A Closer Look at the Dimensions

12:00 PM - 12:15 PM Syed Saqlain Raza, Usman Ghani, Muhammad Kamran Rafique Yasser, Enhancing Job Performance through Compensation Practices and the mediating role of Organizational Commitment.

12:15 PM - 12:30 PM Faisal Hanif, Ethical Leadership and Employee Creativity: Mediating Role of Psychological Empowerment and Moderating Role of Creative Self Efficacy

12:30 PM - 01:00 PM Q/A Session

**Session Chair:** Prof Dr Mushtaq Sajid, UMSIT AJK.  
**Discussant:** Mr. Ahtesham Ali Raja, PD NBEAC Islamabad.

**Session Coordinator:** Dr. Majid Mehmood Bagram  
**Moderator/Co-Coordinator:** Mrs Mobashira Alvi

##### PARALLEL SESSION-II: Optimizing Financial Management and Covering Risk – ROOM 106

11:30 AM - 11:45 AM Masood Ahmad Khan, Samra Subhani and Anisa Shamim, Evaluation of Firm Performance on the Basis of Leverage Factors: Evidence from Service Sector of Pakistan

11:45 AM - 12:00 PM Muhammad Aleem, Abid Usman, Gohat Saeed, Mohsin Rais, Yasir Wahab, The Impact of different Macroeconomic Variables on Poverty: Cointegration and Causality Analysis of Pakistan

12:00 PM - 12:15 PM Dr Ahmed Imran and Anwar Hussain, A Comparative Study of Dividend Policy and Share Price across the South Asian Countries

12:15 PM - 12:30 PM Ammar Asghar and Dr. Faisal Rizwan, Analytical Perspective of Mergers and Acquisitions towards Achieving their Motives

12:30 PM - 01:00 PM Q/A Session

**Session Chair:** Prof. Muhammad Amanullah Khan, Riphah University, Islamabad.  
**Discussant:** Prof Dr. Arshad Hassan, CUST Islamabad.

**Session Coordinator:** Mr Sadar Ayub  
**Moderator/Co-Coordinator:** Mr Hassan Jamal

01:00 PM - 02:00 PM Lunch and Prayer Break

**PLENARY SESSION: 02:00 PM - 03:00 PM – MAIN AUDITORIUM, ACADEMIC COMPLEX**

02:00 PM - 02:30 PM Keynote by Prof. Dr. Syed Tahir Hijazi,  
Member Governance, Innovation and Reform,  
Planning Commission of Pakistan, Islamabad.

02:30 PM - 03:00 PM Remarks by Prof. Dr. Syed Abdul Siraj  
Dean Faculty of Social Sciences and Humanities,  
Allama Iqbal Open University, Islamabad.

**PARALLEL SESSIONS: 03:00 PM - 04:30 PM – ROOMS 105 and 106**

**PARALLEL SESSION-III: Marketing and Showcasing Products with Prime Emphasis on Domestic Strengths – ROOM 105**

03:00 PM - 03:15 PM Muhammad Nouman Shafique, Mehmood ul Hassan and Hussain Ahmad, Distribution Channel: A Juggler Effect among Flexibility, Logistic Service Quality and Relationship Satisfaction

03:15 PM - 03:30 PM Muhammad Haroon and Murtaza Ali, Sway of Close Influence Strategy On Job Satisfaction Among Sales People: A Study Based On Pharmaceutical Industry Of Pakistan

03:30 PM - 03:45 PM Dr. Qaiser Rafique Yasser and Irfan Ahmed, CSR of Gender-Diverse Boardrooms: Insights from Asian Emerging Economies

03:45 PM - 04:00 PM Talal Javaid, Creativity and Design

04:00 PM - 04:15 PM Kaleem Ullah, Gul e Hina Ijaz, Hissan Arshad, Ghulam Sughra and Raheel Shehzad, Factors that Influence the Agri Entrepreneurship Development

04:15 PM - 04:30 PM Q/A Session

**Session Chair:** Dr Hassan Rasool, PIDE Islamabad.  
**Discussant:** Dr. Muhamamad Abbas, FAST Business School Islamabad.

**Session Coordinator:** Mr Muhammad Ayub Shaikh  
**Moderator/Co-Coordinator:** Mr Ehsan Javed

**PARALLEL SESSION-IV: Technology Management and Human Computer Interaction as a Catalyst for Business Performance – ROOM 106**

03:00 PM - 03:15 PM Fatima Javed, Rebecca Ali, Ariba Hamid and Dr. Ahmed Imran Hunjra, Refinement of Instrument of Value Co-creation

03:15 PM - 03:30 PM Muhammad Akram, Nida Kamal, Dr. Muhammad Ismail Ramay, Is Job Satisfaction a Missing Link in Relationship between Emotional Intelligence and Job Performance? Evidence from Academics in Higher Education Sector of Pakistan

03:30 PM - 03:45 PM Amir Amanat, Muhammad Munir Ahmad and salman Ali Qureshi, Developing Innovation Capability in Organizations through Knowledge Management: the Perspective of Pakistan.

03:45 PM - 04:00 PM Farid Ullah Shah and Sadar Ayub Khan, Impact of Organization's Adhocracy Culture, Employees' Job Satisfaction and Organization Commitment on the Innovation Capabilities of the Organization in NGOs Sector of Pakistan.

04:00 PM - 04:15 PM Masood ul Hassan, Asghar Iqbal and Syeda Manal Fatima, Mediatory Role of Psychological Capital between Emotioanl Intelligenece, Social Support and Work Engagement: Testing the Moderating Role of Trust in Telecom Sector of Pakistan

04:15 PM - 04:30 PM Q/A Session

**Session Chair:** Dr Shafqat Hameed, IBS Islamabad.  
**Discussant:** Dr Amir Gulzar, Foundation University Rawalpindi.

**Session Coordinator:** Mr Salman Qureshi  
**Moderator/Co-Coordinator:** Ms Attiya Rahat

04:30 PM - 05:00 PM Tea Break and Networking

**CLOSING CEREMONY: 05:00 PM - 07:00 PM – MAIN AUDITORIUM, ACADEMIC COMPLEX**

05:00 PM - 05:20 PM Concluding Remarks by the Chairman

05:20 PM - 6:00 PM Concluding Remarks by the Vice-Chancellor

06:00 PM - 06:30 PM Certificate Distribution and Award Ceremony to sponsors, Organizing Committee, Participants

06:30 PM - 07:00 PM Group Photos