



National Conference on Research and Contemporary Issues in Management

12th March 2020

City University of Science and Information Technology (CUSIT),

City University Center for Sustainability Studies (CUCSS) and ORIC

Dalazak Road Peshawar +92-91-2609501-8

Google Map/WhatsApp Location <https://goo.gl/maps/8gq4oQwwLX5asjTM9>

Conference Schedule

Conference Day (Thursday) (12/03/2020)	
8:30 to 9:50 am	Conference Registration [Main Lobby CUSIT]
10 am	Opening Ceremony of the Conference [Auditorium CUSIT]
	Recitation of the Holy Quran
	Welcome Speech by the Hon. Vice Chancellor
	Introductory Speech by the Dean of Management Sciences
	Chief Guest Speech by Hon. Senator Nauman Wazir Khattak
	Key Note Speech
10:50 to 11:00 am	Tea Break

Paper Presentations (Parallel Morning Sessions)

Floor E (Building A) Human Resource Management I	Time Slot [11 am to 1:15 pm]
Room 1	
Session Chairs: Dr. Anwar Fazil Chishti, Dr. Jawad Iqbal, Mr. Zunnorain Khan, and Dr. Fayaz Ali Shah	
Paper 1: Servant Leadership and Job Satisfaction among Academicians by Muhammad Hashim	
Paper 2: Role of Despotic leadership on employee turnover intention: A moderated mediated model by Dr. Adeeba Khan	
Paper 3: Effect of Leadership Style on Organizational Performance: A Case of Islamic Banking Industry in Pakistan by Dr. M Arif	
Paper 4: Employee Retention and Job Satisfaction in the Era of Transformative Marketing: An Investigation in Context of Pakistan by Muhammad Naseer	
Paper 5: The Impact of Green Human Resource Management on Organizational Performance: A Case of Manufacturing Industry by Abdur Rashid	
Certificates Distribution and Best Presenter Announcement	

Floor E (Building A) Human Resource Management II	Time Slot [11 am to 1:15 pm]
Room 2	
Session Chairs: Dr. Shahid Nawaz, Dr. Nauman Habib and Dr. Muhammad Imran Rashid	
Paper 6: Comparative Analysis of Performance Appraisal Procedures of Educational Institutions by Sadaf Naushad	
Paper 7: Who Mimics Whom? Evidence from Corporate Sector by Muhammad Mudassar Anwar	
Paper 8: From Resources to Performance: Work Engagement and Resources by Dr. Muhammad Farooq	
Paper 9: Does Internal branding effect Employee Performance? An Empirical Evidence from Services Sector of Pakistan by Agha Husna	
Paper 10: Antecedents of Dark Leadership: Empirical Evidence from Khyber Pakhtunkhwa Police Department by Sourath Maher	
Paper 11: Nexus of Students Behaviors and Teachers Attitudes with Corporal Punishment in Peshawar Schools by Muhammad Wasim Jan Khan	
Certificates Distribution and Best Presenter Announcement	

Floor E (Building A) Entrepreneurship and Marketing	Time Slot [11 am to 1:15 pm]
Room 3	
Session Chairs: Dr. Shahid Jan Kakakhel, Dr. Samra Kiran, Dr. Mehnaz Gul and Dr. Waqar Alam	
Paper 12: Actors value in context through engagement in an entrepreneurial community by Anees Wajid	
Paper 13: The Impact of Consumer Level of Education on Reflection towards SMS Advertising by Abid Ullah	
Paper 14: Consilience –Holistic, Overarching and Deterministic knowledge by Marriam Malik	
Paper 15: Practicing Social Innovation in the Social Entrepreneurial Initiatives: Triggering Transition Towards Sustainable Social Development by Sidra Mumtaz	
Paper 16: Developing an Integrated Process Model of Student Based Brand Equity in Higher Education Institutions of Khyber Pakhtunkhwa by Munsif Ullah	
Paper 17: The influence of attitude towards Facebook advertising on purchase intention: Brand page “Like” intention to participate in word of mouth (WOM) as a mediator by Zia Ullah Khan	
Certificates Distribution and Best Presenter Announcement	

Floor E (Building A) Finance	Time Slot [11 am to 1:15 pm]
Room 4	
Session Chairs: Dr. Farzand Ali Jan, Dr. Muhammad Asif, Dr. Amna Noor, and Dr. Jawad Iqbal	
Paper 18: Corporate Governance, Financial Crisis and Stock Liquidity: The Interplay of Governance Compliance and Operating Liquidity by Javed Khan	
Paper 19: Developing an Integrated Process Model of Student Based Brand Equity in Higher Education Institutions of Khyber Pakhtunkhwa	
Paper 20: Impact of Future Contract on Weak Form of Market Efficiency in Pakistan by Maqsood Ali Shah	
Paper 21: Environmental Sustainability impact on Firm Financial Performance: Evidence from public listed companies of Pakistan by Musa Khan	
Paper 22: Effect of Corporate Governance on Firms’ Capital Structure of Listed Companies in Pakistan by Mahboob Ullah	
Certificates Distribution and Best Presenter Announcement	

Lunch and Prayer Break [1:15 pm to 2:30]

Paper Presentations (Parallel Afternoon Sessions)

Floor E (Building A) Human Resource Management	Time Slot [2:30 pm to 4:30 pm]
Room 1	

Session Chairs: Dr. Warda Najeeb Jamal, Muhammad Zeeshan, Dr. Qadar Bakhsh Baloch and Dr. Muhammad Imran
Paper 23: Causes and Effects of Perceived Organizational Obstruction under the moderating role of Subordinate-Moqi: A Destructive Facet of Social Exchange Theory by Hina Fayaz
Paper 24: Effect of Work Load and Job Stress on Employee Turn Over Intention: A Case Study of Higher Education Sector of Khyber Pakhtunkhwa by Nisar Muhammad
Paper 25: Does Leader's Sense of Humor lead to LMX and Employee Job Involvement? A Mediation Analysis by Sehrish Munaf
Paper 26: Supervisor Expediency leads to Unethical Behaviors: An Empirical Study by Sheema Ahmad
Paper 27: If I don't exist: An empirical investigation of workplace ostracism and psychological distress by Surryia Hayat Mengal
Paper 28: Leaders' Emotional Intelligence and Employee's Job Attitude and Behavior: The Mediating Role of Locus of Control by Muhammad Usman
Certificates Distribution and Best Presenter Announcement

Floor E (Building A) Sustainability Performance	Time Slot [2:30 pm to 4:30 pm]
Room 2	
Session Chairs: Dr. Muhammad Azam, Dr. Muhammad Zahid, Dr. Uzma Noor and Dr. Kashif Amin	
Paper 29: Corporate Social Responsibility and Firm's Performance: An Evidence from the Cement Industry of Pakistan by Shahid Mehmood	
Paper 30: Macroeconomic Factors as Drivers of Foreign Portfolio Investment in Pakistan by Zaheer Khan	
Paper 31: Impact of Dividend Policy on Stock Prices Before and After Capital Gain Tax Imposition: The Case of Manufacturing Sector of Pakistan by Atta Ullah	
Paper 32: Econometric Analysis of the impact of Corporate Social Responsibility on Firm's Financial Performance of Pakistan by Amin Ullah Khan	
Paper 33: Do the Audit Committee Attributes Constrain Earnings Management Practices? Evidence from Pakistan Stock Exchange by Sattar Khan	
Paper 34: Workplace Sustainability and Firms Financial Performance: The Mediating Role of Environmental Sustainability by Gohar Ayaz	
Paper 35: The Analysis of Multi-Stakeholder's View of Ecopreneurship Startups in Khyber Pakhtunkhwa by Fazaila Shad	
Certificates Distribution and Best Presenter Announcement	

Floor E (Building A) Finance	Time Slot [2:30 pm to 4:30 pm]
Room 3	
Session Chairs: Dr. Khurshid Iqbal, Dr. Muhammad Abbass and Dr. Imran Rasheed, Dr. Naveed	
Paper 36: Thirty Years of Tax Reforms and Organizational Dynamics of Federal Board of Revenue (FBR): A Comparative Focused Review by Mehmood Ali Shah	
Paper 37: The Effect of Chief Executive Officer Dominance and Shareholder Rights on Cost of Equity Capital Evidence from Pakistan Stock Exchange by Brig. Asrat Mahmood	
Paper 38: Impact of Future Contract on Weak Form of Market Efficiency in Pakistan by Maqsood Ali Shah	
Paper 39: Why Number of IPOs Fluctuates Over Time: Case of Pakistan Stock Exchange (1999-2017) by Fazli Reheem	
Paper 40: Delusion and Wisdom of the Crowds: Collective Perception in Pakistani Exchange Markets by Furqan Ullah	
Paper 41: Institutional Ownership Structure and Earnings Management Practices: Dynamic Panel Estimation by Muhammad Adnan Parwar	
Paper 42: The Impact of Corporate Governance on Firms Financial Performance: The Mediating Role of Institutional Investors by Kashmala Mukhtiar	
Paper 43: Determinants of Tax Aggressiveness in Family and Non-Family Firms: Evidence from Pakistani Non-Financial Listed Firms in Pakistan Stock Exchange by Sana	
Certificates Distribution and Best Presenter Announcement	

Floor E (Building A) Human Resource Management	Time Slot [2:30 pm to 4:30 pm]
Room 4	
Session Chairs: Dr. Raza Ullah, Dr. Wajahat Ali, Dr. Shams Ur Rehman, and Dr. Syed Muhsin Ali Shah	
Paper 44: The Emergence of Green Human Resource Management as a ‘Higher-Order Construct’ in Asian Context by Saba Farooq	
Paper 45: Positive Side of Emotional Labour in Gradations of Organizational Injustices, Perceived Organizational Support and Organizational Citizenship Behaviour by Huma Yaqoob	
Paper 46: Being Aware of Self (Self-Awareness): Does it Help in Reducing Stress Cause by Role Conflict, Role Ambiguity, Work Overload and Time Pressure? by Imran Rafiq	
Paper 47: The Ifs and Buts of Psychosocial Job Demands on Female Nurses Psychological Health by ZarAyesha Parvez	
Paper 48: Development and Management of Human Capital in Educational Institutions: A Perspective for Pakistan by Brig. Asrat Mahmood	
Paper 49: The Impact of Basic Emotions on Workaholism Triads of Academicians at Public and Private Sector Universities in Quetta by Mohammad Noman Kasi	
Paper 50: Managing Workplace Identity: A Case of Working Women in Higher Education Institutes of Khyber Pakhtunkhwa, Pakistan by Fazila Sadiq	
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Queries: ncrcim20@cusit.edu.pk

Updates: <http://cusit.edu.pk/cusitnew/viewNTRCIM.php>