3rd International Conference on Contemporary World: Challenges & Transformations (CWCT-2024)

CHIEF ORGANIZER/PATRON IN CHIEF
Prof. Dr. Anila Kamal
Vice Chancellor
Rawalpindi Women University

13th November, 2024

Themes for Upcoming 3rd International Conference

Business Administration:
1. Financial Literacy and Female Financial Inclusion
2. Business Analytics
3. Public Private Partnerships, Mergers and Acquisitions
4. Green Finance
5. Green HRM
6. Supply Chain and Project Management
7. Innovations and Entrepreneurship
8. Islamic Finance
9. New Wave of Marketing
10. Economic Growth

English
SHIFTING TRENDS IN LINGUISTICS AND LITERATURE
1. Techno-colonialism and techno-orientalism
2. Hashtag politics and internet activism
3. Discourse in the Digital Age
4. Culture and Politics
ZEITGEIST: CONSTRUCTS AND DISCOURSES
1. Glocalization and Globalization
2. Transcreation
3. Cosmopolis
SPOTTING GENRES AND BEYOND
1. Dictionary and Archives through Literature
2. Empowerment and Agency
3. Intersectionality in Literature

Fine Arts
1. Art History in the Subcontinent and Pakistani Arts
2. Traditional Art from the Islamic World
3. Crossroads of Western and Contemporary Art and Architecture (Islamic Perspective)
4. Expression of Creative Industries under AI
5. Digital Art Challenges
6. Art Sensitivity in Socio Political Scenario
7. Aspects of Environmental Art
8. Cultural Representation of Art Society
9. Literature and Art Education

Media & Communication Studies:
1. Impact of New Media on Contemporary Journalism
2. Innovative Storytelling in Gaming and Interactive Media
3. Ethics Issues in the AI Age
4. Virtual Reality (VR) and Augmented Reality (AR) in Media
5. Media's Role in Advocacy and Social Movements
6. Role of Media in Achieving SDG 2024
7. Media Convergence: The Future and Integration of Streaming Services
8. Media Strategies in Public Health Crises
9. Traditional Media in 21st Century

Political Science Department
1. Political Implications of Displacement and Poverty
2. The Role of Governance in Health Crisis Management
3. Comparative Politics of Education Systems
4. Women's Political Participation, Leadership and Challenges
5. The Role of Political Stability in Economic Growth
6. Identity Politics and Social Movements
7. Climate Politics and Strategies for Climate Resilience
8. Democratic Backsliding and Authoritarian Resurgence

Psychology
1. Health, Well-being and Behavior Change
2. Cognitive and Socio-emotional Development
3. Education and Learning
4. Testing, Assessment, and Evidence-Based Interventions
5. Family, Parenting, and Relations
6. Cyberpsychology, Behavior and Social Networking
7. Marriage, Family and Interpersonal Relationships
8. Vulnerable Segments of Population
9. Violence, Human Rights and Social Justice
10. Emotional Intelligence in the Workplace
11. Climate, Nature and Human Behavior

Sociology:
1. Evolution of Poverty
2. Social Determinants of Health
3. Gender Sensitive Curriculum and Pedagogy
4. Inclusive and Quality Education for Girls
5. Gender-Based Violence
6. Women and Economic Empowerment
7. Inclusive Environment and Equal Opportunities
8. Women and Political Participation

KEYNOTE SPEAKERS

INTERNATIONAL KEYNOTE SPEAKER

Business Administration
Ms. Syed Jawad Hussain Shah Sajjad
Montpellier Business School, France

Fine Arts
Prof. Dr. Marcello Galiardi
Oklahoma State University, USA

Media and Communication Studies
Dr. Hassan Raza Syed
Taylor's University, Malaysia
Dr. Mustafa Abd Wahab Jalil
University of Malaya
Prof. Dr Jasim Gajmala
University of Sharjah, Sharjah

Political Science
Prof. Dr. Adam Warren
RMIT University Australia

Psychology
Prof. Dr. Lucia Closser
University of Oxford, UK
Prof. Dr. Catherine Ann Cameron
University of British Columbia, Canada
Dr Hang Anah
University of Oxford, UK

Sociology
Prof. Dr. Adada Ahmed Ghali
University of Gloucestershire, UK
Dr. Tsuko Takayanagi
Tokyo Women's Christian University

NATIONAL KEYNOTE SPEAKER

Business Administration
Prof. Dr. Abdul Nasir
Iqra National University, Peshawar
Mohammad Ali Jinnah University, Karachi
Prof. Dr. Saddam Ali
Bahria University, Islamabad

English
Prof. Dr. Zahra Ayub
Fatima Jinnah Women University, Rawalpindi
Dr. Mehwish Mehmood
Iqra National Islamic University, Islamabad
Dr. Anwar Kanwal
Quaid-i-Azam University, Islamabad
Dr. Marwana Ayub Khan
Bahria University, Islamabad
Dr Asma Kausar
Fatima Jinnah Women University, Rawalpindi

Fine Arts
Prof. Dr. Ayat Sheri
University of Sharjah, Dubai
Shahnawaz Zaidi
Dean of Performance, Educational Artist (TV)

Political Science
Prof. Dr. Anjum Mehmood
Iqra National Islamic University, Islamabad
Prof. Dr. Adam Saad
Bahria University, Islamabad

Psychology
Prof. Dr. Tanya Abidin, NUM (Field)
N. Bell University, Rawalpindi Campus

Sociology
Prof. Dr. Nasir Ullah
Quaid-i-Azam University

CONFERENCE ORGANIZERS

Prof. Dr. Sabia Masood (Psychology/Media & Comm. Studies)
Prof. Dr. Noor Ul Amin (English)
Dr. Shahzad Hussain (BBA & Fine Arts)
Dr. Saba Riaz (Political Science)
Dr. Raza Ullah (Sociology)
Dr. Motsim Billah (Conference Secretary)
Dr. Rayna Sadia (Conference Secretary)

ORGANIZING COMMITTEE

Dr. Rafia Rashed (Business Administration)
Ms. Maham Michelle Gill (English)
Ms. Nabiha Muzaffar (Fine Arts)
Dr. Nadia Rehman (Media & Comm. Studies)
Mr. Ghulam Murtaza (Political Science)
Mr. Umm Eman Syed (Psychology)
Dr. Raza Ullah (Sociology)
Dr. Nasir Mahmood (ORIC)

Important Dates

- Call for Abstract: 15th July, 2024
- **Abstract Submission Deadline 15th August, 2024**
- Abstract Decisions 1st - 10th September, 2024
- Early Bird Registration Deadline 25th September, 2024

Scan to visit
REGISTRATION LINK
URL: https://forms.gle/xxxxxxxxxxxxxxxx

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REGISTRATION FEE

Early Bird Registration

RWU Students	1500	RWU Faculty	2000
Other than RWU Students	1700	Other than RWU Faculty	2500

Normal Registrations

RWU Students	1700	RWU Faculty	2500
Other than RWU Students	2000	Other than RWU Faculty	3000

Contact
Dr. Motsim Billah
Conference Secretary | Additional Director ORIC
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Dr. Rayna Sadia
Conference Secretary | Assistant Professor Psychology
Cell: +92 344 0967422

Email: Conf.ss@rwu.edu.pk

About Conference

Rawalpindi Women University is hosting its 3rd International Conference on Social Sciences, aiming to address global challenges. The conference focuses on the United Nations Sustainable Development Goals (SDGs), will feature interdisciplinary dialogues aimed at achieving tangible impact. The conference will cover various fields, including Business Administration, Fine Arts, Media & Communication Studies, Political Science, Psychology and Sociology. Thematic tracks will explore social implications of social research in various fields. The university invites scholars, academicians, social scientists, policy makers and participants from around the world to join the intellectual journey, deepening understanding, fostering collaborations, and charting a course towards a more equitable and sustainable future.

Together, let us harness the power of knowledge and collaboration to address today's challenges and pave the way for a brighter tomorrow.

SCIENTIFIC COMMITTEES

Business Administration
Prof. Dr. Muhammad Sarwar, Riphah International University, Islamabad
Dr. Muhammad Imran Rashid, University of Surrey, UK
Dr. Abdul Ullah Khattak, NCBA&E China
Dr. Asif Saeed, COMSATS, Islamabad
Dr. Rehan Bin Tariq, IUB, Bahawalpur
Dr. Waleed Younas Arshad, AL, Multan Campus
Dr. Shoaib Haroon, NUML, Rawalpindi
Dr. Imran Bashir Cee, FUI, Islamabad
Dr. Javed Ahmed, GUST, Islamabad
Dr. Bilal Afzal, NUML, Rawalpindi
Dr. Sabia Javed, Riphah International University, Islamabad
Dr. Mehwish Rasheed, NUML, Rawalpindi

English
Dr. Naveed Khattak, AU, Islamabad
Dr. Fazir Hussain, QAU, Islamabad
Dr. Javeria Gul, NUML, Islamabad
Dr. Aafia Imtiaz, FJWU, Rawalpindi
Dr. M Hamed, AIOU, Islamabad
Dr. Munawar Khan, AIOU, Islamabad
Dr. Mehwish Zafoor, PU, Islamabad

Fine Arts
Prof. Dr. Shaukat Mehmood, Emirates
Prof. Dr. Mamoona Qasr, FJWU, Rawalpindi
Prof. Dr. Hussain Ustad, DUAH, Islamabad
Prof. Dr. Ahmad Bilal, PU, Lahore
Prof. Dr. Aala Abdul Rahim, International Islamic University Malaysia
Prof. Dr. Sadia Pasha Kamran, Institute for Art & Culture, Lahore
Prof. Dr. Sumera Javed, PU, Lahore
Dr. Rafia Tahir, The University of Home Economics
Dr. Nadeem Asif, PU, Lahore
Dr. Qaiser Khan, PU, Islamabad.
Dr. Mawish Ullah, Department of Archaeology and Museum, Pakistan

Media and Communication Studies
Dr. Bakht Raveen, AIOU, Islamabad
Dr. Siraj, BU, Islamabad
Dr. Waqar Khan, Riphah International University, Islamabad
Dr. Ayesha Siddiqa, NUML, Islamabad
Dr. Riaz Adil, Riphah International University, Islamabad
Dr. Sadia Hidayat, FJWU, Rawalpindi
Dr. Shahid Hussain, AIOU, Islamabad
Dr. Muhammad Ali, FJWU, Rawalpindi
Dr. Tehmina Akhtar, DJI, Islamabad
Dr. Naveed Ullah Khattak, SZABIST, Islamabad
Dr. Ayesha Qamar, FJWU, Rawalpindi

Political Science Department
Dr. Zahid Ahmed, Deakin University Australia
Farah Ahmed, Boston University USA
Naif Al Bich, Keele University UK
Dr. Omar Shabbir, RMIT University Australia
Dr. Aniya Saif Ullah, UOS, Sargodha
Dr. Rikshana Aman, UOP, Peshawar
Dr. Manzoor Ahmed, AWKUM, Mardan

Psychology
Dr. Victor Counted, Regent University, USA
Prof. Dr. Muhammad Zubair Khan, UOP, Peshawar
Prof. Dr. Anila ul Haque, NUML
Prof. Dr. Rubina Hanif, NIP, QAU, Islamabad
Prof. Dr. Javid Malik, NIP, QAU, Islamabad
Prof. Dr. Najeeb Iqbal, MUM, LCS, Gulgotha
Prof. Dr. Aman Ullah, GCWU, Sialkot
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Dr. Shazia Khalid, NUML, Rawalpindi
Dr. Saima Kalsoom, DU, Islamabad
Dr. Nada Mahmood, WMT, LHR

Sociology
-Prof. Dr. Nasir Ullah, QAU, Islamabad
-Tim Alender University of Sydney, Australia
-Dr. Akhlaq Ahmad, PU, Lahore
-Dr. Farhan Nawid Yousaf, PU, Lahore
-Dr. Muhammad Shoaib, UOG, Gujrat
-Dr. Babar Ali, IIU, Islamabad
-Dr. Muhammad Siddique, PU, Lahore
-Dr. Umar Daraz, University of Malakand, Malakand
-Dr. Shakeel Ahmad, Hazara University, Mansehra
-Dr. Nasseer Khan Mahsud, AIOU, Islamabad
-Dr. Muhammad Sirat, AWKUM, Mardan
-Dr. Sawaullah, University of Chitral, Chitral
Dr. Saeed Akhtar, IIU, Islamabad
Dr. Farooq Abdullah, MUST, Mirpur, AJK

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Ms. Gulnaz Akhtar (Librarian)
Dr. Baqir Hussain (Additional Director QECEL)
Mr. Farrukh Aftab (Project Director)
Mr. Al-Murtaza Tirabi (Additional Director Purchase & Store)
Ms. Khadija Saeed (Additional Director Student Affairs)
Mr. Yasir Mumtaz (Database Administration)

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Cell: 0332-5351191
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Reception Committee

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Ms.Sahrish Jamil
Dr. Yasmin Jamali
Mr. Umair Jalal
Dr. Anam Khan
Dr. Raza Ullah
Dr. Saba Zaidi

Registration Committee

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Ms. Maham Michelle Gill (English)
Ms. Nabiha Muzaffar (Fine Arts)
Dr. Nadia Rehman (Media & Comm. Studies)
Mr. Ghulam Murtaza (Political Science)
Ms. Umm Eman Syed (Psychology)
Mr. Kashif Ali (Treasurer Office)

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