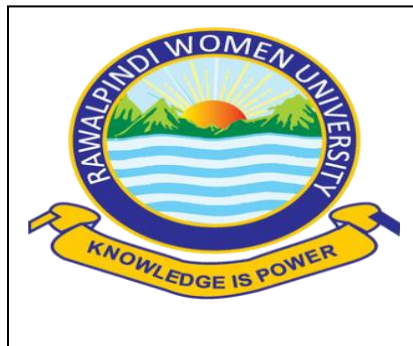




**3rd International Conference of Social
Sciences
“Contemporary World: Challenges and
Transformations, 2024
(CWCT-2024)”**

November 13th, 2024

Organized by



**Rawalpindi Women University
6th Road Satellite Town, Rawalpindi, Pakistan**

Conference Schedule

08:00 am - 09:00 am	Registrations
09:00 am - 09:10 am	Guests to be seated
09:10 am - 09:20 am	Arrival of Chief Guest
09:20 am - 10:40 am	Inaugural Session
09:20 am - 09:30 am	Recitation from Holy Quran
09:30 am - 09:35 am	National Anthem
09:35 am - 09:50 am	Welcome Address by Prof. Dr. Anila Kamal <i>Vice Chancellor, Rawalpindi Women University, Rawalpindi</i>
09:50 am - 10:10 am	Address by Chief Guest: Prof. Dr. Mukhtar Ahmed <i>Chairman, Higher Education Commission (HEC)</i>
10:10 am - 10:20 am	Keynote Address: Beyond Monetary Desires: Unraveling the Impact of Gratitude on the Pursuit of Money <i>Prof. Dr. Agata Gasiorowska</i> <i>SWPS University in Wroclaw, Poland</i>
10:20 am - 10:35 am	Keynote Address: Boys will be Boys: The Differential Relationship between Social Media Use and Support for Political Violence in the US Across Gender <i>Prof. Dr. Jason Gainous</i> <i>University of Sharjah, UAE</i>
10:35 am - 10:40 am	Shields Distribution to the Chief Guest and Keynote Speakers by <i>Prof. Dr. Anila Kamal</i> <i>Vice Chancellor, Rawalpindi Women University, Rawalpindi</i>
10:40 am - 10:40 am	Group Photo
10:40 am - 11:00 am	Tea Break
11:00 am - 01:00 pm	Parallel Sessions
	Session IA: Business Administration (Room 285, Sheikh Rasheed Block - 2 nd Floor)
	Session IB: English (Room 294, Sheikh Rasheed Block - 2 nd Floor)
	Session IC: Fine Arts (Webinar Room, Sheikh Rasheed Block)
	Session ID: Media and Communication Studies (Room 286, Sheikh Rasheed Block - 2 nd Floor)
	Session IE: Political Science (Room 273, Sheikh Rasheed Block - 1 st Floor)
	Session IF: Psychology (Fatima Hall)
	Session IG: Psychology (Room 274, Sheikh Rasheed Block - 1 st Floor)
Session IH: Sociology (Room 300, Sheikh Rasheed Block - 3 rd Floor)	
11:00 am - 12:30 pm	Posters Display
	Media and Communication Studies (Gallery, Sheikh Rasheed Block- 1 st Floor)

	Fine Arts (Gallery, Sheikh Rasheed Block-Ground Floor)
	Psychology (Back Gallery- Fatima Hall)
01:00 pm - 01:45 pm	Lunch & Namaz Break
01:45 pm - 03:45 pm	Parallel Sessions
	Session IIA: Business Administration (Room 285, Sheikh Rasheed Block - 2 nd Floor)
	Session IIB: English (Room 294, Sheikh Rasheed Block - 2 nd Floor)
	Session IIC: Fine Arts (Sheikh Rasheed Block, Webinar Room)
	Session IID: Media and Communication Studies (Room 286, Sheikh Rasheed Block - 2 nd Floor)
	Session IIE: Political Science (Room 273, Sheikh Rasheed Block - 1 st Floor)
	Session IIF: Psychology (Fatima Hall)
	Session IIG: Psychology (Room 274, Sheikh Rasheed Block - 1 st Floor)
	Session IIH: Sociology ((Room 300, Sheikh Rasheed Block - 3 rd Floor)
03:45 pm - 04:45 pm	Panel Discussion
	<i>Moderated by Prof. Dr. Sobia Masood (Chairperson Department of Psychology / Media and Communication Studies)</i>
Panelists	<i>Dr. Farooq Ahmad (Fatima Jinnah Women University, Rawalpindi)</i>
	<i>Prof. Dr. Safeer Awan (National University of Modern Languages, Islamabad)</i>
	<i>Mr. Aqeel Solangi (National College of Arts, Rawalpindi)</i>
	<i>Dr. Amrat Haq (International Islamic University, Islamabad)</i>
	<i>Dr. Saif Ur Rehman (Director Research, Ministry of Defense, Pakistan)</i>
	<i>Prof. Dr. Uzma Masroor (Shifa Tameer e Millat University Islamabad)</i>
	<i>Prof. Dr. Hazir Ullah (Quaid-i-Azam University, Islamabad)</i>
04:45 pm - 06:00 pm	Concluding Ceremony
04:45 pm - 05:00 pm	Certificates Distribution
05:00 pm - 05:15 pm	Concluding Remarks by <i>Prof. Dr. Nasir Mahmood Vice Chancellor, Allama Iqbal Open University, Islamabad</i>
05:15 pm - 05:30 pm	Concluding Remarks by Chief Organizer: <i>Prof. Dr. Anila Kamal Vice Chancellor, Rawalpindi Women University, Rawalpindi</i>
05:30 pm - 06:00 pm	Tea for distinguished guests

ORAL PRESENTATIONS

Session IA

Business Administration

Venue: Room - 285 (Sheikh Rasheed Block - 2nd Floor)

Time: 11:00 am - 01:00 pm

Themes: Finance, Financial Inclusion, Green Finance, and Economic Growth

Chair 1: Dr. Ajid ur Rehman

*Associate Professor,
National University of Science and Technology (NUST), Islamabad*

Chair 2: Dr. Raazia Gull

*Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology,
Islamabad*

Time	Invited Keynote Talks
11:05 am - 11:15 am	Fin-tech Development and Sustainable Development Dr. Syed Jawad Hussain Shahzad. (<i>Montpellier Business School, France</i>)
11:16 am - 11:26 am	Economic Policy Uncertainty and Investment Efficiency: Exploring the Role of Firm Size and Exports Prof. Dr. Abdul Rashid. (<i>Professor / Director General and Chairman Research at International Institute of Islamic Economics (IIE), International Islamic University, Islamabad</i>)

Abstract no (Time)	Oral Presentations
BBA-1362 (11:27 am - 11:33 am)	Nexus of Green Finance, Financial Development and Economic Growth: Empirical Evidence from Worldwide Taj, A. (<i>Capital University of Science Technology, Islamabad</i>)
BBA-1370 (11:34 am - 11:41 am)	Incentivizing Sustainability: The Role of Green Finance in Driving Employees Green Behavior and Enhancing Economic Performance Nawaz, A. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
BBA-114 (11:42 am - 11:48 am)	Impact of Board Knowledge and Board Complementarity on Cash Holding with Moderating Role of Family Ownership

	Nawaz, A., Ahmad, T., & Khan, M. (<i>Kohat University of Science and Technology, Kohat</i>)
BBA-1453 (11:49 am - 11:55 am)	Share Price Volatility and Market Capitalization: Role of Dividend Policy in Pakistan's Non-Financial Firms Ahmad, M. M., & Khan, Z. (<i>Allama Iqbal Open University, Islamabad</i>)
BBA-1262 (11:56 am - 12:02 pm)	Investigating Audit Fee Dynamics: A Systematic Literature Review Noor, E., & Majeed, A. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
BBA-1111 (12:03 pm - 12:09 pm)	Exploring the Evolution and Future Trajectories of Green Financing and Governance: A Comprehensive Bibliometric Analysis Over Five Decades Nasir, N. & Abedin, Z. (<i>Muslim Youth University, Islamabad</i>)
BBA-1005 (12:10 pm - 12:16 pm)	Financial Inclusion and CO₂ Emissions with Technological Innovation Playing a Moderating Role Hamid, H., Hussain, S., & Shahzadi, M. (<i>Rawalpindi Women University, Rawalpindi</i>)
BBA-1277 (12:17 pm - 12:23 pm)	Impact of Financial Development on Sustainable Development With the Moderating Role of Technological Innovation Fatima, N., Shaheen, A., & Hussain, S. (<i>Rawalpindi Women University, Islamabad</i>)
BBA-1256 (12:24 pm - 12:30 pm)	Firm Performance in the Age of Green Finance: Investigating the Enhancing Effect of Environmental Innovation Bibi, S., & Majeed, A. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
BBA-1130 (12:31 pm - 12:37 pm)	Impact of Ownership Structure and Corporate Governance on Corporate Cash Holding with Moderating Effect of Political Connections Dad, S. M., Ahmad, T., Abbas, S., & Ullah, H. (<i>Kohat University of Science and Technology, Kohat</i>)
BBA-1364 (12:38 pm - 12:44 pm)	A Path towards Sustainability: Nexus between Green Finance, Renewable Energy and Economic Growth Zafar, S. (<i>Capital University of Science and Technology, Islamabad</i>)
BBA-001 (12:45 pm - 12:51 pm)	The Impact of Financial Development on Sustainable Development Waheed, S. (<i>International Islamic University, Islamabad, Pakistan</i>)

(12:51 pm -
01:00 pm)

Q&A Session

Session Concluding Remarks by *Session Chairs*
Shields and Certificates Distribution

Session IIA

Business Administration

Venue: Room - 285 (Sheikh Rasheed Block - 2nd Floor)

Time: 01:45 pm - 03:45 pm

Themes: Human Resource Management, Learning Management, Project Management, and Supply Chain Management

Chair 1: Dr. Amir Rafique

*Associate Professor,
COMSATS University, Islamabad*

Chair 2: Dr. Muhammad Maroof

*Assistant Professor,
PMAS-ARID Agriculture University, Rawalpindi*

Time	Invited Keynote Talks
01:45 pm - 02:00 pm	Beyond Compliance: Reimagining Corporate Governance for a Digitally Transformed World Dr. Rohida Basiruddin. (<i>Universiti Teknologi, Malaysia</i>)
02:00 pm - 02:15 pm	Human Resource Development Prof. Dr. Bakhtiar Ali. (<i>Bahria University, Islamabad</i>)

Abstract No
(Time)

Oral Presentations

BBA-819 (02:15 pm - 02:20 pm)	Tariff Regulation and Two-Tiers Green Supply Chain: A Game Theory Perspective Yousaf, A., Kongbuamai, N., Habib, Y., & Yousaf A. (<i>Ningbo China Institute for Supply Chain Innovation, an MIT SCALE network, China</i>)
BBA-818 (02:20 pm - 02:25 pm)	Tripartite Green Supply Chain under Environmentally Aware Consumers and Tariff Regulation: A Cooperative Game Theory Yousaf, A., Yousaf, A., Jabeen, D., & Zaman, B. U. (<i>Ningbo China Institute for Supply Chain Innovation, an MIT SCALE network, China</i>)
BBA-922 (02:25 pm - 02:30 pm)	A Qualitative Exploration of Personal Branding Amongst Pakistani Entrepreneurs Zaman, A., & Qureshi, H. A. (<i>National University of Science and Technology, Islamabad</i>)
BBA-1110 (02:30 pm - 02:35 pm)	Influence of Big Data Analytics on Subordinates Innovative Work Behavior: The Mediating Role of Tacit Knowledge Sharing on Project Performance

	Noreen, A. (<i>Riphah International University, Islamabad</i>)
BBA-1258 (02:35 pm - 02:40 pm)	Investigating the impact of Artificial intelligence on Recruitment: Moderating Effect of Innovative Organizational Culture
	Zafar, Z. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
BBA-002 (02:40 pm - 02:45 pm)	Customer Satisfaction Through Business Model Innovation in the Banking Industry
	Qureshi, F. A. (<i>Foundation University, Islamabad</i>)
BBA-1112 (02:45 pm - 02:50 pm)	Assessing the Impact of Risk-based Logic and Capacity-based Logic on Public Organization Adaptation to Climate Change
	Afzal, F., Naveed, S., & Habib, N. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
BBA-1312 (02:50 pm - 02:55 pm)	Investigating Adaptive Performance through Job Competence, Satisfaction, and Environment in Telecom Sector
	Anjum, L. (<i>Riphah International University, Islamabad</i>)
BBA-1292 (02:55 pm - 03:00 pm)	Repercussions of Brand Hate on Consumer Behavior: A Text Mining Approach
	Ahmad, M. (<i>National University of Modern Languages, Islamabad</i>)
BBA-1225 (03:00 pm - 03:05 pm)	Exploring the Impact of Supervisory Phubbing on Employee Burnout: Mediating Effect of Interpersonal Relationship and Moderating Role of Coworker's Support
	Iftikhar, N. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
BBA-1113 (03:05 pm - 03:10 pm)	Assessing Entrepreneurial Intentions: A Comparative Study of Public and Private Secondary and Higher Secondary Institutions
	Yasmeen, N., & Naveed, S. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
BBA-1368 (03:10 pm - 03:15 pm)	Impact of Peer-Tutoring Model: English Writing-Center on Academic Learning of University Students
	Rahmana., Dattoo, A. K., & Bhutto, F. A. (<i>Institute of Business Administration, Sukkur</i>)
BBA-1109 (03:15 pm - 03:20 pm)	Investigating the Impact of Pro-Commitment to Learning on Digital Competencies Among Nurses: Mediating and Moderating Mechanisms
	Zahoor, R. (<i>Riphah International University, Islamabad, Pakistan</i>)

BBA-1140 (03:20 pm - 03:25 pm)	Inclusive Leadership and Innovative Work Behavior: An Assessment of Mediation and Moderation Trails- in the Banking Sector Qureshi, A. F. (<i>Riphah International University, Islamabad</i>)
BBA-669 (03:25 pm - 03:30 pm)	Examining the Impact of Despotic Leadership on Employee Silence with Mediating Mechanism of Emotional Exhaustion Nawaz, L., Tariq, J., & Hayat, A. (<i>Rawalpindi Women University, Rawalpindi</i>)
BBA-1509 (03:30 pm - 03:35 pm)	The Role of Decentralized Finance (DeFi) in Reshaping Global Financial Inclusion: Opportunities and Risks Ali, K., Shahzad, A., & Chaudhary, H. K. (<i>Rawalpindi Women University, Rawalpindi</i>)
BBA-1024 (03: 35 pm - 03:40 pm)	Impact of Branding and Marketing Strategies on Consumer Purchase Decisions Mobeen Shahid, M., & Kashif A. (<i>Bahria University, Islamabad</i>)
(03:25 pm - 03:45 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IB

English

Venue: Room - 294 (Sheikh Rasheed Block - 2nd Floor)

Time: 11:00 am - 01:00 pm

Themes: Emerging Trends in Linguistics and Literature, Postmodernism and Beyond

Chair 1: Dr. Akifa Imtiaz

*Associate Professor,
Fatima Jinnah Women University, Rawalpindi*

Chair 2: Dr. Naveed Ur Rehman Khattak

*Associate Professor
Air University, Islamabad*

Time

Invited Keynote Talk

11:00 am - 11:15 am	English Language Policies, Delusions, and Solutions Dr. Sham Haider. (<i>KIMEP, Kazakhstan</i>)
---------------------	---

Abstract No
(Time)

Oral Presentations

ENG-101 (11:15 am - 11:25 am)	A Thematic and Digital Humanities Study of Music in Jane Austen's Novel <i>Pride and Prejudice</i> Noor, S. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
ENG-892 (11:25 am - 11:35 am)	An Anthropological Linguistic Analysis of Culture and Folk Song Adaptations in Coke Studio Anwar, S. (<i>Rawalpindi Women University, Rawalpindi</i>)
ENG-781 (11:35 am - 11:45 am)	Cultural Biases in Literary Translations: An Analysis of <i>Borah aur Samandar</i> and <i>The Old Man and the Sea</i> Munir, U. (<i>National University of Modern Languages, Rawalpindi</i>)
ENG-850 (11:45 am - 11:55 am)	Investigation of Binaries in <i>Maleficent</i> through Plumwood's Ecofeminist Theory of Dualism: An Ecocritical Analysis Farooqi, A. (<i>National University of Modern Languages, Rawalpindi</i>)
ENG-10003 (11:55 am - 12:05 pm)	Urdu-English Contact in Pakistani Newspapers: A Global Perspective Ali, U., Gul, U., & Khan, Q. (<i>English Higher Education Department Khyber-Pakhtunkhwa</i>)
ENG-145 (12:05 pm - 12:15 pm)	Using Semi-structured Interviews in Qualitative Research: A Case of the Maintenance of Social Order in the Linguistic Landscape of Islamabad, Pakistan

	Tahir, S. (<i>National University of Science and Technology, Islamabad</i>)
ENG-1004 (12:15 pm - 12:25 pm)	A Corpus-based Eco Linguistic Study of Ecosophy Reflected Through the Identification of Erasure in Academic Discourse on COVID-19
	Mirza, E. (<i>FAST, NUCES, Islamabad</i>)
(12:25 pm - 01:00 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IIB

English

Venue: Room - 294 (Sheikh Rasheed Block - 2nd Floor)

Time: 01:45 pm - 03:45 pm

Themes: Identity, Displacement, and Diaspora

Chair 1: Prof. Dr. Shaheena Ayub Bhatti

Foundation University, Islamabad

Chair 2: Dr. Aneela Gill

Assistant Professor

National University of Modern Languages, Islamabad

Time

Invited Keynote Talk

01:45 pm - 02:00 pm	Dehumanization of ‘Bodies in Transit’ and Iraqi Fiction Prof. Dr. Aroosa Kanwal. (<i>Quaid-i-Azam University, Islamabad</i>)
------------------------	--

Abstract no
(Time)

Oral Presentations

ENG-866 (02:00 pm - 02:10 pm)	Competing Identities: Ethnic vs National Identity in <i>Home Fire</i> by Kamila Shamsie Rabbi, A. (<i>National University of Modern Languages, Islamabad</i>)
ENG-1283 (02:10 pm - 02:20 pm)	Ethical Implications of AI in Shaping Online Discussions (Deepfakes, Bots) Gill, A. N. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
ENG-817 (02:20 pm - 02:30 pm)	Exploring Female Agency in <i>Sur Suhni</i> and <i>Sur Marui</i> of Shah Latif Bhittai Khokhar, M. I., & Soomro, A. R. (<i>Shah Abdul Latif University, Khairpur</i>)
ENG-1157 (02:30 pm - 02:40 pm)	Translating Trauma: Beholding Violence and Displacement in the Translation of Saadat Hassan Manto's <i>Khol Do</i> Naz, K. (<i>Rawalpindi Women University, Rawalpindi</i>)
ENG-1246 (02:40 pm - 02:50 pm)	Transnational Narratives in South Asian Literature: A Textual Exploration of Identity and Belonging in Sabaa Tahir's <i>All My Rage</i> Tariq, M. (<i>National University of Modern Languages, Rawalpindi</i>)

ENG-869 (02:50 pm - 03:00 pm)	Unseen Labor, Unseen Wounds: Patriarchal Capitalism and Reproductive Labor in Safinah Danish Elahi's <i>The Idle Stance of the Tippler Pigeon</i> Ali, A., Janjua, M. I., Zahra, F., & Fatima, M. (<i>National University of Modern Languages, Islamabad</i>)
ENG-804 (03:00 pm - 03:10 pm)	Analyzing Cartographic Confinement in Elif Shafak's <i>The Island of Missing Trees</i> Malik, I. (<i>Government Degree College, Rawalpindi</i>)
ENG-874 (3:10 pm - 03:20 pm)	Self in a Sociocultural Context: A Phenomenological Study of Moira Rose Nagrah, F. (<i>FUSST, Islamabad</i>)
ENG-1087 (03:20 pm - 03:30 pm)	Theatrical Strategies for Climate Activism: Caryl Churchill's Vision of a Sustainable Future Ghafoor, A. (<i>Government Degree College, Rawalpindi</i>)
(03:30 pm - 03:45 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IC

Fine Arts

Venue: Webinar Room (Sheikh Rasheed Block)

Time: 11:00 am - 01:00 pm

Themes: Pre & Post Classical Concerns

Chair 1: Prof. Dr. Ahmed Bilal

Director, PRCCA. Chairperson, DGD

College of Art & Design,

University of the Punjab, Lahore

Chair 2: Mr. Gihan Mallawaarachchi

Educationist, Researcher,

Department of Pāli & Buddhist Studies,

University of Kelaniya, Sri Lanka

Time

Invited Keynote Talk

11:00 am -
11:20 am

Quest for an Authentic Expression of Indian Art Before Independence

Emeritus Prof. Marcella Sirhandi. (*Oklahoma State University, USA*)

Abstract no
(Time)

Oral Presentations

FA-001e (11:20 am - 11:30 am)	Post-Colonial Era and Mannerism of the Romantic Regionalism in Chughtā 'i's Art Khan, M. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
FA-1411 (11:30 am - 11:40 am)	Unveiling the Architectural Tapestry: A Comparative Study of Decorative Elements in Pakistani Historical Architecture and Its South Asian Counterparts Amir, N. (<i>University of the Punjab, Lahore</i>)
FA-704 (11:40 am - 11:50 am)	The Post-colonial Concerns About the Representation of Gandhara Craftsmen Community in Taxila Gul, Z. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
FA-1060 (11:50 pm - 12:00 pm)	Semi Divine Beings in the Hindu-Buddhist Religious Texts and Art: A Case Study of Yakshas and Yākshinīs Ullah, M., & Hakeem, G. (<i>Directorate of Education, Government of Khyber Pakhtunkhwa</i>)
FA-1434 (12:00 pm - 12:10 pm)	A Comparative Analysis of Umayyad Architecture and Aesthetics in the Mshatta and Qasr Amra Palaces: Reflections of Authority and Identity Ashraf, S. (<i>Fatima Jinnah Women University, Rawalpindi</i>)

FA-1338 (12:10 pm - 12:20 pm)	Crafting Elegance: Exploring Aesthetics in the Creation of Calligraphy Tuba, S., Haya, G. A., Alvi, R., Javed, Z., & Gangqiang, Z. (<i>The Islamia University of Bahawalpur, Bahawalpur</i>)
(12:20 pm - 01:00 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IIC

Fine Arts

Venue: Webinar Room (Sheikh Rasheed Block)

Time: 01:45 pm - 03:45 pm

Themes: Chronology of Art Sensitivity

Chair 1: Prof. Dr. Zafar Iqbal

*Chairman, School of Design,
Art and Architecture Technologies SDAAT
Pak-Austria University*

Chair 2: Dr. Munnaza Rashid

*Assistant Professor, Department Active In-charge
University of Home Economics, Lahore*

Time

Invited Keynote Talk

01:45 pm - 02:00 pm	The Rise of AI-Generated Pictures on Social Media With Reference to Pakistan Dr. Muhammad Asghar. (<i>Government College University, Faisalabad</i>)
------------------------	--

Abstract no
(Time)

Oral Presentations

FA-002e (02:00 pm - 02:15 pm)	Art Sensitivity in Socio-Political Scenario in Pakistan Rashid, M. (<i>University of Home Economics, Lahore</i>)
FA-1448 (02:15 pm - 02:30 pm)	A Study of Viewership and Audience's Response Towards Static and Digital Art Displays Ali, A. H., & Abbas, A. (<i>Pakistan Institute of Fashion & Design, Lahore</i>)
FA-1261 (02:30 pm - 02:45 pm)	Museography to Communicate the Regional Culture to Low Visiting Areas in Contemporary World Sarwar, N., & Noreen, S. (<i>The Government Sadiq College Women University Bahawalpur, Bahawalpur</i>)
FA-1232 (02:45 pm - 03:00 pm)	A Revolutionary Approach to Achieving SDGs Through Algae-Based Technology Kamran, S. (<i>Liquid Tree, Islamabad</i>)
FA-1287 (03:00 pm - 03:15 pm)	Art Sensitivity as a Catalyst for Gender Equality and Justice: Exploring the Sociopolitical Impact in Achieving SDGs 5 and 16 Khan, G. (<i>Harbor Heritage University, USA</i>)

FA-1369 (03:15 pm - 03:30 pm)	Modern Interpretations of Traditional Islamic Art in Contemporary Design Shahid, T., Hayat, G. A., & Alvi, R. (<i>The Government Sadiq College Women University Bahawalpur, Bahawalpur</i>)
(03:30 pm - 03:45 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session ID

Media and Communication Studies

Venue: Room - 286 (Sheikh Rasheed Block - 2nd Floor)

Time: 11:00 am - 01:00 pm

Themes: Impact of New Media on Contemporary Journalism, Innovative Storytelling in Gaming and Interactive Media, Ethical Issues in the AI Age, Virtual Reality (VR), and Augmented Reality (AR) in Media

Chair 1: Prof. Dr. Syed Abdul Siraj

Senior Professor

Bahria University, Islamabad

Chair 2: Dr. Muhammad Ali

Incharge, Department of Communication and Media Studies

Fatima Jinnah Women University, Rawalpindi

Time

Invited Keynote Talk

11:05 am - 11:19 am	Digital Media Challenges and the Impact of AI on the Journalism Industry Dr. Mumtaz Aini Alivi. (<i>University of Malaya, Malaysia</i>)
---------------------	---

Abstract no
(Time)

Oral Presentations

MCS-908 (11:20 am - 11:29 am)	Distraction Vs Immersion: Use of 360-format Videos in News Storytelling Tahir, J. (<i>Riphah International University, Rawalpindi</i>)
MCS-1244 (11:30 am - 11:39 am)	Effects of Exposure to Animated Videos of Dental Procedure on Patient's Anxiety and Decision-Making: An Experimental Study Hussain, S. A. (<i>Foundation University, Islamabad</i>)
MCS-1231 (11:40 am - 11:49 am)	Exploring the Perception and Effectiveness of Virtual Reality (VR) Among Physiotherapy Students (DPT) Safdar, G., & Fatima, S. N. (<i>Rawalpindi Women University, Rawalpindi</i>)
MCS-788 (11:50 am - 11:59pm)	Cyberbullying: A Study of Cyberbullying and its Impact on Mental Health by Discussing Cyber-Theories Malik, E., & Rehman, N. (<i>Rawalpindi Women University, Rawalpindi</i>)
MCS-1420	On Cultivating Moral Resilience Towards Information Disorder in the Age of AI and Social Media

(12:00 pm - 12:09 pm)	Gul, A. (<i>Allama Iqbal Open University, Islamabad</i>)
MCS-1253 (12:10 pm - 12:19 pm)	Social Media Journalists Impact on Professional Journalists Practices: A Case Study of Malakand Division Aziz, T., Ali, S., & Hassan, K. (<i>University of Malakand, Malakand</i>)
MCS-1238 (12:20 pm - 12:29 pm)	The Transformative Power of Communication: Shaping Identity, Society, and Thought in the Social Media Age Akram, G. (<i>Media and Security Organization, Islamabad</i>)
MCS-701 (12:30 pm - 12:39 pm)	Social Media as a Catalyst for Political Polarization in Pakistan Abbasi, A. B., & Rehman, N. (<i>Rawalpindi Women University, Rawalpindi</i>)
MCS-1176 (12:40 pm - 02:50 pm)	The Ethics of AI Creativity: Emerging Challenges and Prospect Zakir, S., & Ansari, N. (<i>BUIITEMS, Quetta</i>)
(12:50 pm - 01:00 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IID

Media and Communication Studies

Venue: Room - 286 (Sheikh Rasheed Block - 2nd Floor)

Time: 01:45 pm - 03:45 pm

Themes: Emerging Trends of New Media and Traditional Media in 21st Century

Chair 1: Dr. Wajid Zulqarnain

*Associate Professor / HOD Media Sciences
SZABIST, Islamabad*

Chair 2: Dr. Aatif Iftikhar

*Assistant Professor,
National University of Modern Languages, Islamabad*

Time	Invited Keynote Talk
01:45 pm - 02:00 pm	Catering Sustainable Development Goals: A Conceptual Framework of Sustainable Journalism for 3Rs Green Practices—Reverse, Reuse, and Reduce E-waste for Sustainable Consumption Dr. Hassan Raza Syed. <i>(Taylor's University, Malaysia)</i>

Abstract no
(Time)

Oral Presentations

MCS-1284 (02:00 pm - 02:10 pm)	Climate Change Reporting: The Impact of Cross-Platform Integration in the Digital Era- A Comparative Analysis of Dawn News and The News Nawaz, H., & Ishtiaq, S. <i>(Fatima Jinnah Women University, Rawalpindi)</i>
MCS-1267 (02:11 pm - 02:19 pm)	Social Media Political Campaigns and Voting Behaviour Among the Electioneering of the 2023 General Elections in Pakistan Ahmed, Z., & Manzoor, S. <i>(National University of Modern Languages, Islamabad)</i>
MCS-858 (02:20 pm - 02:29 pm)	Examining the Influence of Pakistani Television Dramas Depicting Extramarital Affairs on Youth Arshad, R., & Shehwar, D. <i>(Foundation University, Islamabad)</i>
MCS-1404 (02:30 pm - 02:39 pm)	Portrayal of Mental Illness in TV Shows and Movies on Netflix: Exploring its Effects on Viewer's Perception Asif, H. <i>(University of Central Punjab, Lahore)</i>
MCS-835 (02:40 pm -	Youth Voices Unleashed: Media Narratives in Bangladesh's 2024 Quota Reform Movement

02:49 pm)	Ahmed, E. (<i>National University of Modern Languages, Rawalpindi</i>)
MCS-1447 (02:50 pm - 02:59 pm)	Portrayal of Male Protagonist and Masculinity in Pakistani Dramas Maqsood, M., & Hashmat, S. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
MCS-1332 (03:00 pm - 03:09 pm)	Reenactment-Based Crime Shows Representation on Social Media by Pakistani Channels and its Psychological Effects on Youth of Lahore Nazeer, J. (<i>Lahore Garrison University, Lahore</i>)
MCS- 1334 (03:09 pm - 03:19 pm)	Exposure to Pandemic-related News on Traditional Media: A Study of Risk Perception and Perceived Stress Ahsan, A., & Qazi, T. A. (<i>Bahria University, Islamabad</i>)
(03:20 pm - 03:45 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IE

Political Science

Venue: Room - 273 (Sheikh Rasheed Block – 1st Floor)

Time: 11:00 am - 01:00 pm

Themes: Democratic Backsliding and Authoritarian Resurgence, Climate Politics and Strategies for Climate Resilience Political Implications of Displacement and Poverty, The Role of Governance in Health Crises Management, Comparative Politics of Education Systems, Women's Political Participation, Leadership, and Challenges

Chair 1: Dr. Uzma Naz

*Associate Professor,
Minhaj University, Lahore*

Chair 2: Dr. Lubna Sunawar

*Assistant Professor,
National Defense University, Islamabad*

Time	Invited Keynote Talks
11:00 am - 11:15 am	The Return of History, the Incoming Clash, and the Rise of Caesarism Naif Al Bidh. (<i>Keele University, UK</i>)
11:15 am - 11:30 am	Democratic Backsliding and Need of a New Social Contract in Liberal Democracies Prof. Dr. Amna Mahmood. (<i>International Islamic University, Islamabad</i>)

Abstract no (Time)	Oral Presentations
POL-726 (11:30 am - 11:38 am)	Religion-Society Nexus to Build Resilience Against Climate Change Abbas, T. (<i>University of Sargodha, Sargodha</i>)
POL-739 (11:38 am - 11:46 am)	The Effects of War on Climate Change: A Case Study of Palestine Sadaf, S. (<i>Quid-i-Azam University, Islamabad</i>)
POL-740 (11:46 am - 11:54 am)	Breaking Barriers: The Evolution of Women's Political Participation in Pakistan Huma, Q. (<i>Rawalpindi Women University, Rawalpindi</i>)
POL-816 (11:54 am - 12:04 pm)	Climate-Induced Displacement and Migration in Gilgit-Baltistan and Chitral: A Case Study of the Role of Government of Pakistan, International Institutions, and NGOs Hasina, Z. (<i>Bahria University, Islamabad</i>)

POL-903 (12:04 pm - 12:12 pm)	Political Implications of Displacement and Poverty Fehmeedah, K. (<i>Rawalpindi Women University, Rawalpindi</i>)
POL-1447 (12:12 pm - 12:20 pm)	Integration and Role of Indigenous Perspectives in Higher Education Community Engagement Initiatives for Leadership Development and Minimizing Social Inequalities: A Case Study of Universities in Azad Jammu and Kashmir Tahzeeb, M. (<i>International Islamic University, Islamabad</i>)
POL-749 (12:20 pm - 12:28 pm)	Transgender People Rights and Political Participation in Pakistan (1947-2024) Ayesha, G. (<i>Rawalpindi Women University, Rawalpindi</i>)
POL-791 (12:28 pm - 12:36 pm)	Islam and Modernity: A Case of Study of Saudia Arabia Komal, A. (<i>Quid-i-Azam University, Islamabad</i>)
POL-787 (12:36 pm - 12:44 pm)	Saudi-Iran Reproachment and its Implications on Pakistan Mohima, T. (<i>Rawalpindi Women University, Rawalpindi</i>)
POL-733 (12:44 pm - 12:50 pm)	AI-Driven Climate Change Communication Strategies in International Diplomacy Irfan, P. (<i>University of Sargodha, Sargodha</i>)
POL-730 (12: 50 pm - 01:00 pm)	De-Dollarization and Its Implications for Pakistan: A Complex Conundrum of Economic Sovereignty, Geopolitical Tensions, and Financial Dependencies Sabha, J. (<i>Air University, Islamabad</i>)
POL-993 (01:00 pm - 01:08 pm)	Change in World Order and its Implications on Pakistan Ramsha, K. (<i>Rawalpindi Women University, Rawalpindi</i>)
(01:08 pm - 01:45 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IIE

Political Science

Venue: Room - 273 (Sheikh Rasheed Block - 1st Floor)

Time: 11:00 am - 01:45 pm

Themes: Climate Politics and Strategies for Climate Resilience, The Role of Political Stability in Economic Growth, The Role of Governance in Health Crises Management, Identity Politics and Social Movements, Women's Political Participation, Leadership, and Challenges.

Chair: Prof. Dr. Manzoor Afridi

Dean,

International Islamic University, Islamabad

Chair 2: Dr. Uzma Siraj

Assistant Professor,

Federal Urdu University, Islamabad

Time	Invited Keynote Talk
01:45 pm - 02:00 pm	Climate Change as a Non-Traditional Security Threat to Pakistan Prof. Dr. Adam Saud. (<i>Bahria University, Islamabad</i>)

Abstract no (Time)	Oral Presentations
POL-1030 (02:00 pm - 02:10 pm)	Cultural Challenges and Opportunities in Gender Equality Initiatives Beyond Equality: The Journey Toward Gender Equality and Women's Empowerment Kishwar, N. (<i>Foundation University, Islamabad</i>)
POL-898 (02:10 pm - 02:20 pm)	Colonially Looted Artifacts: Postmodern Challenges and Experimental Museologies for Authentic Repatriation in Pakistan Aileya, S. (<i>National Defense University, Islamabad</i>)
POL-1118 (02:20 pm - 02:30 pm)	Gendered Impacts of Climate-Induced Disasters: A Case Study of the 2022 South Punjab Floods in Pakistan Amjad, F. (<i>National Defence University, Islamabad</i>)
POL-1126 (02:30 pm - 02:40 pm)	Enhancing Cybersecurity in Pakistan's Nuclear Infrastructure: Addressing Emerging Digital Threats Jannat, R. (<i>University of Management and Technology, Lahore</i>)

POL-1148 (02:40 pm - 02:50 pm)	The Impact of Authoritarianism and Democratic Backsliding on US-Russia Nuclear Postures: A Case Study of Ukraine War Saqib, H. (<i>Rawalpindi Women University, Rawalpindi</i>)
POL-1149 (02:50 pm - 03:00 pm)	From Ibn-i-Khaldun to the Modern Era: The Interplay of Climate, Nature, and Human Behavior Arousa, A. (<i>Shaheed Benazir Bhutto Women University, Peshawar</i>)
POL-937 (03:00 pm - 03:10 pm)	US Presidential Elections: Significance and its Repercussions Over the Globe Shayan, H. (<i>National University of Science and Technology, Islamabad</i>)
POL- 775 (03:10 pm - 03:20 pm)	Saudi Paradigm Shift and Lessons for Pakistan Anita, W. (<i>International Islamic University, Islamabad</i>)
POL-752 (03:20 pm - 03:30 pm)	The China-Pakistan Economic Corridor (CPEC) and the National Integration: A Case Study of Pakistan Muniba, B. (<i>Rawalpindi Women University, Rawalpindi</i>)
POL-1446 (03:30 pm - 03:40 pm)	Analyzing Climate Change in Pakistan: A Human Security Perspective Shabnum, G., & Hira, S. (<i>Lahore College for Women University, Lahore</i>)
POL-1375 (03:40 pm - 03:50 pm)	A Critical Discourse Analysis on the Rights, Belonging, and (Un) Guaranteed Indigeneity of Kalash Shahzad, A. (<i>University of Peshawar, Peshawar</i>)
03:50 pm - 04:00 pm	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IF

Psychology

Venue: (Fatima Hall)

Time: 11:00 am – 01:00 pm

Themes: Marriage, Family, and Interpersonal Relationships

Chair 1: Prof. Dr. Rubina Hanif

*Director, National Institute of Psychology,
Quaid-e-Azam University, Islamabad*

Chair 2: Prof. Dr. Farhana Kazmi

*Chairperson, Department of Psychology,
Hazara University, Manshera*

Time	Invited Keynote Talks
11:00 am - 11:15 am	Psychological Perspectives of Artificial Intelligence Brig. Prof. Dr. Tanvir Akhtar, SI(M) (<i>National University of Modern Languages, Rawalpindi</i>)
11:15 am - 11:30 am	Day in the Life (Ditl) Across the Lifespan and Around the Globe Prof. Dr. Catherine Ann Cameron. (<i>University of British Columbia, UK and University of New Brunswick, Canada</i>)

Abstract no (Time)	Oral Presentations
PSY-719 (11:30 am - 11:40 am)	Relationship Between Fear of Childbirth, Desire To Avoid Pregnancy, and Marital Adjustment Among Married Females Mukhtar, A., R., Syed, U. E., Khan, A., & Bibi, N. (<i>Rawalpindi Women University, Rawalpindi</i>)
PSY-810 (11:40 am - 11:50 am)	Perceived Partner Phubbing, Perceived Marital Emotional Work, and Marital Quality Among Couples Riaz. R., & Naqvi. I. (<i>Quaid-i-Azam University, Islamabad</i>)
PSY-837 (11:50 am - 12:00 pm)	Impact of Cyber Dating Abuse and Mental Health Among Emerging Adults' Romantic Relationships: Mediating Role of Ghosting Umar, A., Sadia, N., & Amin, H. (<i>University of Wah, Wah</i>)
PSY-953 (12:00 pm - 12:10 pm)	Impact of Mindful Parenting on Adolescents' Mental Health: Parent-Adolescent Attachment in Context Tahirkheli, M. K., & Masood, S. (<i>Rawalpindi Women University, Rawalpindi</i>)

PSY-930 (12:10 pm - 12:20 pm)	Relationship between Perceived Parenting Styles and Non-Suicidal Self Injury: Emotional Dysregulation as a Mediator Among Young Adults Sana, & Naz, N. F. (<i>Govt Girls Postgraduate College, Abbottabad</i>)
PSY-1044 (12:20 pm - 12:30 pm)	Beyond Baby Blues: Unveiling the Influential Role of Negative Affectivity and Perceived Spousal Support in Postpartum Depression Among First-Time Mothers Rashid, A., & Zubair, A. (<i>Quaid-i-Azam University, Islamabad</i>)
PSY-1222 (12:30 pm - 12:40 pm)	Self-Silencing, Rejection Sensitivity and Depression Among Infertile Women Balouch, Z. S., & Loona, M. I. (<i>International Islamic University, Islamabad</i>)
PSY-1382 (12:40 pm - 12:50 pm)	Addressing the Mediating Role of Emotional Manipulation for Association Between Narcissism and Interpersonal Relationship Among Married Individuals Habiba, U., & Menahil. (<i>Government College Gujranwala, Gujranwala</i>)
(12:50 pm - 01:00 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IG

Psychology

Venue: Room - 274 (Sheikh Rasheed Block - 1st Floor)

Time: 11:00 am – 01:00 pm

Themes: Marriage, Family, and Interpersonal Relationships

Chair 1: Prof. Dr. Najma Iqbal

Chairperson, Department of Psychology

University of Sargodha, Sargodha

Chair 2: Dr. Nelofar Kiran Rauf

Assistant Professor, National Institute of Psychology

Quaid-i- Azam University, Islamabad

Time	Invited Keynote Talk
11:00 am - 11:15 am	Going to the Movies to Reduce Violence Against Children? The Evidence and Promise of Entertainment-Education Approaches to Promoting Positive Parenting in Low-Resource Displacement Settings Dr. Amanda Sim. (<i>McMaster University, Canada</i>)

Abstract no (Time)	Oral Presentations
PSY-935 (11:15 am - 11:25 am)	Effects of Social Networking Addiction on Memory Functioning and Aggression Among University Students: Mediating Role of Sleep Quality Khan, M. J., Khan, A., Ismail, F., Khan, B., Ahmad, A., & Sagheer, S. (<i>International Islamic University, Islamabad</i>)
PSY-948 (11:25 am - 11:35 am)	Navigating the Digital Age: State-Driven FOMO and the Rise of Screen Time Aslam, I., & Malik, J. A. (<i>Quaid-i-Azam University Islamabad</i>)
PSY-1318 (11:35 am - 11:45 am)	Influence of Workplace Incivility on Counterproductive Work Behavior: The Role of Psychological Capital and Emotional Exhaustion in Pharmaceutical Industry Batool, H., Batool, I., Bukhari, A. W., & Sohail, I. (<i>Bahauddin Zakariya University, Multan</i>)
PSY-1337 (11:45 am - 11:55 am)	Perceived Depressive Realism and Sense of Control of Working Individuals: Mediating Role of Optimism Bias Babur, M. S., & Kalsoom, S. (<i>Bahria University, Islamabad</i>)

PSY-1390 (11:55 am - 12:05 pm)	Role Overload and Burnout Among Teachers: Moderating Role of Workplace Support and Resilience Malik, L., & Siddiqui, S. H. (<i>National University of Modern Languages, Islamabad</i>)
PSY-796 (12:05 pm - 12:15 pm)	Moderating Role of Resilience between Work Stress and Death Anxiety Among Dolphin Police Nayab, D., & Sana, F. (<i>Rawalpindi Women University, Rawalpindi</i>)
PSY-894 (12:15 pm - 12:25 pm)	Role of Emotional Intelligence and Psychological Capital in Fighting Burnout Among University Teachers Afridi, A., & Ambreen, S. (<i>University of Balochistan, Quetta</i>)
PSY-950 (12:25 pm - 12:35 pm)	The Relationship Between Executive Functioning and Academic Procrastination: Role of Multidimensional Perfectionism Shaheen, F., Akbar, A., & Janjua, M. M. (<i>University of Wah, Wah</i>)
PSY-857 (12:35 pm - 12:45 pm)	Relationship between Online Shopping Addiction and Compulsive Buying Behavior Mediating Role of Self - Self-control Among University Students Tahir, L., Shabbir, H., Bibi, N., & Syed, U. E., (<i>Rawalpindi Women University, Rawalpindi</i>)
(12:45 pm - 01: 00 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IIF

Psychology

Venue: (Fatima Hall)

Time: 01:45 pm - 03:45 pm

Themes: Vulnerable Segments of Population, Violence, Human Rights, and Social Justice

Chair 1: Brig. Dr. Muhammad Imtiaz Chaudry

*Chief Psychologist,
PA Dte, GHQ*

Chair 2: Dr. Tamkeen Saleem

*Associate Professor, HOD Department of Clinical Psychology,
Shifa Tameer-e-Millat University, Islamabad*

Time

Invited Keynote Talk

01:45 pm -	The Future of Parenting Programs: New Evidence
02:00 pm	Prof. Dr. Lucie Cluver. (<i>Oxford University, UK</i>)

Abstract no
(Time)

Oral Presentations

PSY-1108 (02:00 pm - 02:10 pm)	Self-Efficacy, Optimism, Perceived Social Support and Psychological Well-being of Adolescents with Physical Disabilities <i>Zil-e-Haram., & Rafique, H. M. (National University of Medical Sciences, Islamabad)</i>
PSY-1123 (02:10 pm - 02:20 pm)	Relationship of Personality Traits and Problem-Solving Styles Among Psychiatric Patients <i>Nawaz, H., & Masroor, U. (Shifa Tameer-e-Millat University, Islamabad)</i>
PSY-1160 (02:20 pm - 02:30 pm)	Relationship between Prolonged Grief Experiences and Reintegration to Life: Social Support and Spirituality as Mediators <i>Javed, I., & Rafiq, N. (Shifa Tameer-e-Millat University, Islamabad)</i>
PSY-1163 (02:30 pm - 02:40 pm)	Self-Compassion as a Predictor of Psychological-Wellbeing Among Parents of Children with Special Needs <i>Bibi, Z., & Ahsan, S. (FUSST, Rawalpindi)</i>
PSY-691 (02:40 pm - 02:50 pm)	Feasibility of Parent-mediated PEERS® Program for Enhancing Social Skills in Children on Spectrum <i>Tara, U., Rauf, N. K., & Arshad, A. (Quaid-i-Azam University, Islamabad)</i>

<p>PSY-695 (02: 50 pm - 03:00 pm)</p>	<p>Impact of Triarchic Personality Traits on Cyberbullying Perpetration: Mediating Role of Attitudes Towards Cyberbullying Umar, K., Khan, S., & Zia, K. (<i>Quaid-i-Azam University, Islamabad</i>)</p>
<p>PSY-855 (03:00 pm - 03:10 pm)</p>	<p>Impact of Post-traumatic Growth on Life Satisfaction: Moderating Role of Coping Strategies Among Female Acid Burn Victims Ilyas, I., Khan, A., Syed, U. E., Adil, A., & Yousaf, A. (<i>Rawalpindi Women University, Rawalpindi</i>)</p>
<p>PSY-984 (03:10 pm - 03:20 pm)</p>	<p>Trust Through the Ages: A Global Journey Across Generations Khan, M., & Gasiorowska, A. (<i>SWPS University, Poland</i>)</p>
<p>(03:20 pm - 03:45 pm)</p>	<p>Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution</p>

Session IIG

Psychology

Venue: Room - 274 (Sheikh Rasheed Block - 1st Floor)

Time: 01:45 pm - 03:45 pm

Themes: Health, Well-being, and Rehabilitation

Chair 1: Prof. Dr. Jamil Ahmed Malik

*National Institute of Psychology,
Quaid-i-Azam University, Islamabad*

Chair 2: Dr. Nazia Iqbal

*Associate Professor, HOD Department of Psychology,
Islamic International University, Islamabad*

Time	Invited Keynote Talk
01:45 pm - 01:55 pm	Investing in Early Child Development: The Case for Pakistan Dr. Aisha Khizar Yousafzai. (<i>Harvard University, USA</i>)

Abstract no
(Time)

Oral Presentations

PSY-1002 (01:55 pm - 02:05 pm)	Effects of Multisensory Visual and Auditory Hallucinations on Cognitive and Emotional Functioning in Dementia and Healthy Individuals: A Placebo Intervention Study Akhtar, R., & Aqeel, M. (<i>Foundation University, Rawalpindi</i>)
PSY-1017 (02:05 pm - 02:15 pm)	Efficacy of Mindfulness-Based Stress Reduction (MBSR) Program on Psychological Wellbeing, Psychological Distress, and Subjective Wellbeing Among Special Education Teachers Hanif, T. (<i>COMSATS University, Islamabad</i>)
PSY-1047 (02:15 pm - 02: 25 pm)	The Mediating Role of Health Consciousness in the Relationship Between Orthorexia Nervosa and Food Obsessions in Young Adults Rashid, A., Gul, I., & Hanif, T. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
PSY-1090 (02: 25 pm - 02: 35 pm)	Effects of Violent Video Game Exposure on Bullying Perpetration Among Young Adults Mubashir, A. S., Faryad, M., & Kainaat, R. (<i>National University of Modern Languages, Rawalpindi</i>)

PSY-1340 (02: 35 pm - 02: 45 pm)	Sociocultural Attitudes Towards Appearance and Attitudes Towards Acceptance of Cosmetic Surgery in Adults Ansari, R. I., & Jami, H. (<i>Quaid-i-Azam University, Islamabad</i>)
PSY-714 (02: 45 pm - 02: 55 pm)	Imposter Phenomenon and Self-Handicapping Among Medical Students: Moderating Role of Self-Care Rashid, A., Khan, A., Syed, U. E., Ghayas, S., & Niaz, S. (<i>Rawalpindi Women University, Rawalpindi</i>)
PSY-735 (02:55 pm - 03:05 pm)	Psychosocial Factors of Behavioural Adherence Among Type II Diabetes Patients on Insulin Khan, O. Z., & Rohail, I (<i>FUSST, Rawalpindi</i>)
PSY-974 (03:05 pm - 03:15 pm)	Exploring the Impact of Cultural Diversity on Emotional Experiences of University Students in Karachi Mehboob, T., & Rauf, K. (<i>Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology University, Karachi</i>)
PSY-1093 (03:15 pm - 03: 25 pm)	Perfectionism and Body Dysmorphic Disorder Symptoms Among Men Seeking and not Seeking Hair Transplant Israr, A., & Mushtaq, R. (<i>International Islamic University, Islamabad</i>)
PSY-E1 (03: 25 pm - 03: 35 pm)	Mediating Role of Cognitive Flexibility in the Relationship Between Smartphone Addiction and Phubbing Qayyum, S. A., Sikandar, A., & Zahra, S. T. <i>National Univeristy of Modern Languages, Rawalpindi</i>
(03:35 pm - 03:45 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IH

Sociology

Venue: Room - 300 (Sheikh Rasheed Block - 3rd Floor)

Time: 11:00 am - 01:00 pm

Themes: Gender, Education, and Social Challenges: Navigating Transformation, and Inequality

Chair 1: Dr. Akhlaq Ahmed

*Associate Professor,
University of the Punjab, Lahore*

Chair 2: Dr. Naseem Khan Mehsud

*Assistant Professor,
Allama Iqbal Open University, Islamabad*

Time	Invited Keynote Talk
11:00 am - 11:12 am	The Interplay between Educational Equity, Quality, and Meritocracy Prof. Dr. Hazir Ullah. (<i>Quaid-i-Azam University, Islamabad</i>)

Abstract no (Time)	Oral Presentations
SOC-674 (11:15 am - 11:24 am)	Navigating Gendered Realities: The Transformation of Women's Roles in Pakistani Migrant Families in Australia <i>Zahra, S. (National Academy for Prisons Administration)</i>
SOC-675 (11:24 am - 11:33 am)	Perception of Body Shaming on Workplace Performance: A Study of Bankers in Islamabad <i>Abbasi, M. (International Islamic University, Islamabad)</i>
SOC-684 (11:42 am - 11:51 am)	Status of Girls' Education in the Newly Merged Districts of Khyber Pakhtunkhwa: Challenges and Opportunities <i>Ullah, K. (Quaid-i-Azam University, Islamabad)</i>
SOC-694 (11:51 am - 12:01 pm)	Pleasure Trap: Understanding the Role of Curiosity in Youth Drug Initiation <i>Ullah, R. (Quaid-i-Azam University Islamabad)</i>
SOC-706 (12:01 pm - 12:10 pm)	Healthcare Services and its Impacts on Women Health in District Chitral <i>Saif, A. (International Islamic University Islamabad)</i>
SOC-711 (12:10 pm - 12:19 pm)	Gender Disparities for Disabled Employees in the Private Sector <i>Saif, A. (Allama Iqbal Open University, Islamabad)</i>

SOC-814 (12:19 pm - 12:28 pm)	Familial Dynamics and Their Impact on Transgender Well-being in Swat, Pakistan Sahar, Y., & Ali, B. (<i>GPG Jahanzeb College, Swat</i>)
SOC-853 (12:28 pm - 12:37 pm)	Sociological Investigation into Student Attrition in Higher Education Institutions in Pakistan Irum, N. (<i>Quaid-i-Azam University, Islamabad</i>)
SOC-918 (12:37 pm - 12:46 pm)	An Empirical Evidence of Online Learning Activity during COVID-19 in Higher Education Waris, T., Ali, R. S., & Shehzadi, S. (<i>University of Gujrat, Pakistan</i>)
SOC-969 (12:46 pm - 12:55 pm)	Gender Based Academic Performance in Higher Education: A Systematic Review Sania Shehzadi, Tanees Waris, Syed Rahat Ali (<i>University of Gujrat, Gujrat</i>)
SOC-680 (12:55 pm - 01:05 pm)	Power Dynamics in Doctor-Nurse-Patient Roles: Negotiating Decision Making for C-Section in Mardan, Khyber Pakhtunkhwa Bilal, M., & Khalil, H. (<i>Abdul Wali Khan University, Mardan</i>)
SOC-917 (01:05 pm - 01:14 pm)	Initiatives of Pakistan's Government for the Protection of Women Rights Hassan, J. (<i>Arid University, Rawalpindi</i>)
SOC-929 (01:14 pm - 01:23 pm)	Trends of Cyberbullying and Harassment Among Youth: A Survey Study in District Gujrat Fatima, L., Shabir, A., & Asif, I. (<i>University of Gujrat, Gujrat</i>)
SOC-1036 (01:23 pm - 01: 32 pm)	Challenges of Intercaste Marriages in Chitral: Social Stigma and Family Pressure Rishma Karim (<i>Quaid-i-Azam University, Islamabad</i>)
(01:32 pm - 01:45 pm)	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

Session IIIH

Sociology

Venue: Room - 300 (Sheikh Rasheed Block - 3rd Floor)

Time: 01:45 pm - 03:45 pm

Themes: Social Challenges and Gender Dynamics in Healthcare, Education, and Identity in Pakistan

Chair 1: Dr. Rabia Ali

*Associate Professor,
International Islamic University, Islamabad*

Chair 2: Dr. Muhammad Shoaib

*Associate Professor,
University of Gujrat, Gujrat*

Time	Invited Keynote Talk
01:45 pm - 02:00 pm	Kenya-Masai Women's Power Cultivated from Collective Social Actions Dr. Taeko Takayanagi. <i>(Tokyo Woman's Christian University, Japan)</i>

Abstract no
(Time)

Oral Presentations

SOC-001e (02:00 pm - 02:07 pm)	Problems Faced by Indoor Patients in a Public Sector Hospitals: A Case of District Gujrat <i>Ilyas, S. (University of Gujrat, Gujrat)</i>
SOC-002e (02:07 pm - 02:14 pm)	The Untold Stories of Women Hegemony in Pakistan <i>Khan, S. I. (Istanbul University, Turkey)</i>
SOC-003e (02:14 pm - 02:21 pm)	Challenges Faced by Caregivers of People with Substance Use Disorders (SUDs): A Caregiver Perspective <i>Khan, M. A., & Sadaf, A. (National University of Modern Languages, Rawalpindi)</i>
SOC-965 (02:21 pm - 02:28 pm)	Extremism and Social Networking Professionals in Gujrat: An Empirical Evidence <i>Shabir, S., Asif, I., & Fatima, L. (University of Gujrat, Gujrat)</i>
SOC-914 (02:28 pm - 02:35 pm)	Empirical Evidence on the Factors of Learning Skills of Students at Higher Education Institutions <i>Ali, S. R., Waris, T., & Shehzadi, S. (University of Gujrat, Gujrat)</i>
SOC-945	Causes and Consequences of Illegal Migration: A Qualitative Analysis

(02:35 pm - 02:42 pm)	Asif, I., Fatima, L., & Shabir, A. (<i>University of Gujrat, Gujrat</i>)
SOC-986 (02:42 pm - 02:49 pm)	Cultural Identity Crisis Among Urban Youth: The Impact of Western Media and Traditional Family Expectations Fatima, Z., Zulfiqar, Z., & Riaz, N. (<i>University of Sargodha, Sargodha</i>)
SOC-1011 (02:56 pm - 03:03 pm)	A Quality Study of Issues and Challenges in the Way of Women Education Arsalan, A., & Iftikhar, E. (<i>Rawalpindi Women University, Rawalpindi</i>)
SOC-954 (03:03 pm - 03:10 pm)	Subjective Experiences of Marital Quality Among Pashtun Couples Kainat. (<i>Quaid-i-Azam University Islamabad.</i>)
SOC-978 (03:10 pm - 03:17 pm)	Role of Women Supervisors in Combating Academic Challenges Faced by Women Doctoral Students in Pakistani Universities Khan, A., & Ali, R. (<i>International Islamic University, Islamabad</i>)
SOC-912 (03:17 pm - 03:24 pm)	Impacts of AI on Economic Rights: Income Inequality and Job Displacement Jabeen, F. (<i>Allama Iqbal Open University, Islamabad</i>)
SOC-989 (03:24 am - 03:31 am)	Exploring the PhD scholars' perspective on the Role of Research Competence in PhD Completion Zahid, M. (<i>Abdul Wali Khan University, Mardan</i>)
SOC-1027 (03:31 pm - 03:38 pm)	Exploring the Challenges and Complexities in Research Supervision Baloch, Z. (<i>Quaid-i-Azam Univeristy, Islamabad</i>)
SOC-1106 (03:38 pm - 03:45 pm)	A Discourse Analysis of Prime-Time Advertisements on Two Pakistani TV Channel Durrani, F. F. (<i>Quaid-Azam University, Islamabad</i>)
SOC-1289 (03:45 pm - 03:51 pm)	Navigating Work-Home Interference: The Role of Psychological Contract Breach in Predicting Organizational Cynicism and Emotional Exhaustion Jamil, A. M. (<i>Riphah International University, Islamabad</i>)
	Q&A Session Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

POSTER PRESENTATIONS

Media & Communication Studies

Venue: Gallery, Sheikh Rasheed Block-2nd Floor

Poster Judges

Dr. Ayesha Qamar	<i>Assistant Professor Fatima Jinnah Women University, Rawalpindi</i>
Dr. Durre Shehwar	<i>Assistant Professor Foundation University, Islamabad</i>

Poster Code	Title
MCS-1438	Parental Views on Free Fire: Impact on Children's Mental Health and Effectiveness of Control Measures <i>Hassan, S., & Hussain, S. (Superior University, Lahore)</i>
MCS-1412	New Media's Impact on Contemporary Journalism: Pakistani Perspective <i>Chaudhary, M. U., & Ghani, A. (Islamia University, Bahawalpur)</i>
MCS-1419	Ethical Challenges in 21st Century Journalism: Analyzing the Selected PCP Codes in Leading Dailies <i>Moazzam, S. (Independent Researcher)</i>
MCS-802	The Use of Facebook, YouTube, and Instagram in Health Communication and Public Health <i>Fatima, F., & Rehman, N. (Rawalpindi Women University, Rawalpindi)</i>
MCS-906	Impact of Social Media on Mental Health Among Young Adults <i>Waheed, L., & Rehman, N. (Rawalpindi Women University, Rawalpindi)</i>
MCS-1439	Social Media as a Catalyst for Eco-Tourism Growth: Exploring the Perception of Social Media Users in Twin Metropolitan Cities (Rawalpindi & Islamabad), Pakistan <i>Safdar, G., & Bibi, M. (Rawalpindi Women University, Rawalpindi)</i>

Fine Arts

Venue: Gallery, Sheikh Rasheed Block- Ground Floor

Poster Judges

Dr. Naila Amir	<i>Associate Professor, The University of Punjab, Lahore</i>
Ms. Meharbano Khattak	<i>Associate Professor, National College of Arts, Rawalpindi</i>

Poster Code	Title
FA-668	“The Post-Colonial Impact on the Living Legacy of Weaving in South Asia” <i>Sarfraz, S. (University of Management and Technology, Lahore)</i>
FA-1000	Persian Carpet Ornamentation: An Iconic Expression of Islamic Art <i>Khan, S. (The Islamia University of Bahawalpur, Bahawalpur)</i>
FA-1147	Interplay of History and Contemporary Art <i>Mughees, S. (Govt. Viqar-un-Nisa Graduate College, Rawalpindi)</i>
FA-1266	Navigating Digital Frontiers: Challenges Faced by Digital Artists in Pakistan <i>Shah, S. S. (University of Sargodha, Sargodha)</i>
FA-1339	Interwoven Bonds: The Symbolism of Knots in Human Relationships and Art <i>Hayat, G. A., & Rasheed, H. (The Islamia University of Bahawalpur, Bahawalpur)</i>
FA-1367	The Evolution of Art Movement and its Diverse Transformation Based on Culture and Space <i>Alvi, R. (The Government Sadiq Women College University, Bahawalpur)</i>
FA-1401	Evolution of Sikh Art and Culture in the Potohar Region <i>Aqib, A. (Quaid-i-Azam University, Islamabad)</i>
FA-1402	Interspace between Writing for Art and Literature in Pakistan <i>Hammad, S. (Islamabad Model College for Girls, Islamabad)</i>
FA-1281	Empowering Street Children for a Brighter Future and Breaking the Poor Parental Pressure in Terms of Earning <i>Tahir, D., & Ibrahim, S. (Foundation University, Islamabad)</i>
FA-003e	The Role of Eco-Art in Pakistan <i>Jamil, S. (Rawalpindi Women University, Rawalpindi)</i>

Psychology

Venue: Back Gallery, Fatima Hall

Poster Judges

Dr. Humaira Jami	Assistant Professor <i>Quaid-i-Azam University, Islamabad</i>
Dr. Ulfat	Assistant Professor/ <i>HoD</i> <i>National University of Modern Languages, Islamabad</i>
Dr. Irum Naqvi	Assistant Professor <i>Quaid-i-Azam University, Islamabad</i>
Dr. Aisha Zubair	Assistant Professor <i>Quaid-i-Azam University, Islamabad</i>
Ms. Aliya Abdul Hayee	<i>Assistant Professor</i> <i>Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Islamabad</i>

Poster Codes

Title

PSY-1018	Relationship of Childhood Traumatic Experiences Borderline Personality Traits and Narcissistic Personality Traits with Gaslighting Among Young Adults Hanif, T., & Gul, I. (<i>COMSATS University, Islamabad</i>)
PSY-1024	Effects of Multisensory Visual and Auditory Hallucinations on Cognitive and Emotional Functioning in schizophrenia and Healthy Individuals: A Placebo Intervention Study Bibi, N., & Aqeel, M. (<i>Foundation University School of Science & Technology, Rawalpindi</i>)
PSY-1031	Self-Compassion and Internet Addiction: The Moderating Role of Emotional Intelligence LIM, Y. (<i>University of Hong Kong, Hong Kong</i>)
PSY-1035	Cultural Influence on Mental Health Stigma Among Ethnic Groups in Pakistan Iman, F. (<i>Quaid-i-Azam University, Islamabad</i>)
PSY-1066	Exploring the Effectiveness of Intervention for Academic Procrastination Among Undergraduate Students Sabir, S. (<i>National University of Medical Sciences, Rawalpindi</i>)
PSY-1083	Self-Care and Professional Quality of Life Among Practicing Psychologists Sajjad, A., & Imran, H. (<i>Quaid-i-Azam University, Islamabad</i>)
PSY-1089	Paternal Postnatal Stress and Infant Bonding Among Fathers in Pakistan Tariq, S., & Khan, H. S. (<i>Quaid-i-Azam University, Islamabad</i>)
PSY-1109	The Impact of Parental Attachment and Emotional Regulation on Marital Satisfaction Among Adults Altaf, I. S., & Masroor, U. (<i>Shifa Tameer e Millat University, Islamabad</i>)
PSY-1112	The Role of Media in Stockholm Syndrome Among Individuals in Intimate Relationships Soomro, N., & Kanwal, F. (<i>Bahria University, Karachi</i>)
PSY-1122	Enhancing Bipolar Disorder Diagnosis: Leveraging XGBoost for Detection and Trait Analysis – A Pilot Study Jahangir, T. (<i>National University of Medical Sciences, Rawalpindi</i>)
PSY-1127	Enhancing Emotional Intelligence in Adolescent Girls Maryum, K., & Khalid, S. (<i>National University of Medical Sciences, Rawalpindi</i>)

PSY-1129	Effectiveness of Mindfulness-based Interventions on Emotion Regulation and Attention Control Among University Students Ali, M., & Masroor, U. (<i>Shifa Tameer e Millat University, Islamabad</i>)
PSY-1137	Impact of Social Networking, Peer Influence, and Social Desirability on Smoking Behavior Among Young Adults Muzzammil, A., & Waseem, E. (<i>National University of Modern Languages, Rawalpindi</i>)
PSY-1208	Can Habitual Eating be Changed When Promoted by Government: A Study of Maintaining Sustainable Eating Behavior? Jameel, M. (<i>National University of Modern Language, Faisalabad</i>)
PSY-1237	Impacts of Problematic Internet Use Among Adolescents of Pakistan: A Qualitative Inquiry Saleem, K. & Rauf, N. K. (<i>Quaid-i-Azam University, Islamabad</i>)
PSY-1310	Impact of Emotional Exhaustion and Resilience on Rescue Workers' Psychological Health Sohail, I., Batool, I., Batool, H., & Bukhari, A. W. S. (<i>Bahauddin Zakariya University, Multan</i>)
PSY-1403	Locus of Control and Team Performance Among Male and Female University Students Farheen, A., & Mubeen, A. (<i>Quaid-i-Azam University, Islamabad</i>)
PSY-1410	Impact of Perceived Inter-Parental Conflicts on Psychological Well-Being of School Going Students Naseem, S., & Ambreen, S. (<i>University of Balochistan, Quetta</i>)
PSY-1416	Relationship Between Self-Regulation, Achievement Motivation, and Academic Procrastination Among University Students Naseer, L., & Zahir, R. (<i>Quaid-i-Azam University, Islamabad</i>)
PSY-1440	A Mix Method Analysis of Social Competence and Psychological Well-being of Multiplayer Online Gamers Fiaz, N. B. (<i>Fatima Jinnah Women University, Rawalpindi</i>)
PSY-666	Emotional Intelligence and Academic Success Among Undergraduate Nursing Students in Pakistan: A Cross-Sectional Study Bibi, S., Khurshid, S., & Parveen, S. (<i>National University of Medical Sciences, Rawalpindi</i>)
PSY-682	Exploring Climate Change's Psychological Association Between Eco-Anxiety, Eco-Grief, and Attitude Towards Environment Shujaat, M., Shan, Z., Shah, I., & Zia, K. (<i>University of Malakand, Malakand</i>)
PSY-688	Relationship Between Stigmatization Perceived Social Support and Quality of Life Among Hepatitis C Patients Baig, M., & Ayesha. (<i>Rawalpindi Women University, Rawalpindi</i>)
PSY-700	The Effect of Perceived Teacher Support on Academic Self-Efficacy and Mental Well-Being Among Students in Pakistan Ismail, S., Zia, S., Mehmood, M., Um-ul-Baneen, Akhtar, M., Ali, J., & Gilani, S. A. B. (<i>Rawalpindi Women University, Rawalpindi</i>)
PSY-708	Burnout As Global Pandemic Among Medical Students: A Qualitative Study to Explore Its Determinants and Implications in Pakistan Khurshid, S., Toor, H. K., & Khurshid, S. (<i>National University of Medical Sciences, Rawalpindi</i>)
PSY-709	Road Risk Perception and Driving Behavior Among Adolescents and Young Adults Ali, M., & Rauf, N. K. (<i>Quaid-i-Azam University Islamabad</i>)
PSY-710	Spirituality and Attitudes Towards LGBTIQ Community Arzoo, S., & Mubeen, A. (<i>Quaid-i-Azam University Islamabad</i>)
PSY-785	Mediating Role of Nomophobia in Relationship Between Dark Triad Traits and Phubbing Behavior Among Young Adults

	Khawar, R., Malik, G., & Janjua, M. M. (<i>University of Wah, Wah Cantt</i>)
PSY-786	Interrelations of Executive Functioning, Academic Procrastination, and Achievement: Insights from University Students in Islamabad and Rawalpindi
	Bibi, M., Shaheen, F., & Janjua, M. M. (<i>University of Wah, Wah Cantt</i>)
PSY-801	Determining Young Adults' Skin Care Preferences: Social Networking, Ethnocentrism, and Buying Behavior
	Afzaal, H., Zahid, M., & Shoukat, A. (<i>University of Wah, Wah Cantt</i>)
PSY-811	Impact of Artificial Intelligence and Cyber Bullying on Academic Procrastination Among University Students
	Khan, G., Khan, O. Z., & Qasim, Z. (<i>University of Swabi, Swabi</i>)
PSY-821	Imposter Phenomenon, Job Performance, Work Engagement and Turnover Intention Among Employees
	Ashfaq, S., Naz, I., Shams-un-Nisa, Shaukat, A. (<i>University of Wah, Wah Cantt</i>)
PSY-828	How Control Shapes Trust: An Experimental Evidence of Communal vs. Market Relationships
	Gasiorowska, A., Khan, M., Kuzminska, A., Kesebir, P., & Zaleskiewicz, T. (<i>SWPS University, Poland</i>)
PSY-873	Doodling and Recall: A Sketchy Connection Exploration in Light of the Stroop Task
	Fasih, W., Fatima, S. Q., Zafar, F., & Chaghtai, K. (<i>Bahria University, Karachi</i>)
PSY-877	Smartphone Addiction and Symptoms of Brain Fog Among Emerging Adults
	Ijaz, A., & Imran, H. (<i>Quaid-i-Azam University, Islamabad</i>)
PSY-882	COVID-19 Pandemic Legacy: Examining Demographic Influences on Teacher Burnout During Online Teaching
	Aslam, I., & Aslam, N. (<i>Quaid-i-Azam University, Islamabad</i>)
PSY-934	Effects of Perceived Stigma and Social Anxiety on Psychological Well-being Among Acne Vulgaris Adolescents
	Siddiq, A. (<i>Rawalpindi Women University, Rawalpindi</i>)
PSY-943	Shining a Light: Building a Methods Case for Studying Academic Cheating Behaviours
	Launeanu, M. S., Song, J., Chawla, T., & Cameron, C. A. (<i>University of British Columbia, Canada</i>)
PSY-944	Impact of Household Chaos on Multiple Screen Addiction Among Young Adults
	Amjad, S., & Abbasi, S. (<i>National University of Modern Languages, Islamabad</i>)
PSY-949	Examining Relationship between Nomophobia and Academic Performance: Moderating Role of Academic Motivation
	Sattar, F., & Rafiq, N. (<i>Shifa Tameer e Milat University, Islamabad</i>)
PSY-E2	Ostracism and Psychological Distress of Divorced Individuals: Moderating Role of Psychological Capital
	Shafiq, A., & Kalsoom, K. (<i>Bahria University, Islamabad</i>)
PSY-1135	Development and Validation of Eco-Anxiety Scale in Pakistan
	Aziz, A. (<i>Bahauddin Zakariya University, Multan</i>)