

International Conference of Social Sciences is organized every year at Rawalpindi Women University. This year's 4th International conference of social sciences is being organized to recognize the profound need and address the contemporary challenges and transformations of social sciences. In the current geopolitical situation of the world, social sciences play a critical role in shaping policies and driving social change. Through this platform, Rawalpindi Women University, is hosting social scientists, researchers, academicians, policy makers and social workers to come together and discuss the pertinent issues our world is facing.

Conference Themes

Business Administration

1. Sustainable Business Models
2. Gig and Platform Economy
3. Influencer Marketing and Social Commerce
4. Generative AI in Business Management
5. Innovation, Entrepreneurship, and Startups
6. Financial Innovations and Fin-Tech
7. Human Capital and Future of Work
8. Business and Climate Change

Fine Arts

1. Art, Technology, and Innovation
2. Cultural Identity and Heritage
3. Sustainability and Eco-Conscious Design
4. Social Impact and Activism in Art
5. Globalization and Cross-Cultural Influences on Art
6. Emerging Trends in Fine Arts and Design
7. Gender, Diversity, and Inclusion in Art
8. Evolving Art Education and Practice

Psychology

1. Addiction and Psychosocial Rehabilitation
2. Vulnerability, Crisis, and Wellbeing
3. Learning, Development, and Equational Equity
4. Environmental Psychology and Behavioral Change
5. Parenting, Attachment, and Family Systems
6. Psychology in the Digital Era
7. Violence, Trauma, and Resilience
8. Islamic Psychology and Culturally Rooted Healing Practices

Sociology

1. Structural Poverty and Women's Economic Marginalization
2. Gender, Health, and Structural Inequalities in Pakistan
3. Gender-Sensitive Curriculum and Pedagogy
4. Gender Inclusive Curriculum
5. Barriers to Girls' Education: Culture, Class, and Conflict
6. Social Inclusion and Equal Opportunities for all
7. Gender, Climate, and Social Vulnerability in Pakistan

English

1. Techno colonization
2. City literature
3. Climate narratives
4. Digital discourse
5. Cultural folklore
6. Identity displacement
7. Transnationalism
8. Literary intersectionality
9. Empowerment agency

Media and Communication Studies

1. Media Effects in the Age of Influence
2. AI and the Future of Media
3. Media Literacy, Digital Ethics and Identity Representation
4. Entertainment, Democracy and Polarization
5. Conflict and Peace building
6. The Role of Traditional Media in the Digital Age
7. Health Communication in the Digital Era
8. Media, Climate Change, and Environmental Narratives
9. New Media in 21st Century

Political Science

1. Governance, Rule of Law & Institutional Reforms
2. Global Diplomacy and Multilateralism in Changing World
3. The Political Economy of Poverty and Inequality
4. Climate Governance and Environmental Justice
5. Gender Politics and Inclusive Policymaking
6. Migration, Human Rights & Global Policy Responses
7. Civic Education, Youth Empowerment & Democratic Participation
8. Digital Governance, Cyber Politics & Public Accountability
9. Peacebuilding, Conflict Resolution & Political Stability



Patron in Chief

Prof. Dr. Anila Kamal

Vice Chancellor,
Rawalpindi Women University, Rawalpindi.

Organizer: Prof. Dr. Sobia Masood (Chairperson, Psychology)

Co-organizers

Prof. Dr. Rooh Ul Amin
(Chairperson, English & Fine Arts)
Dr. Shahzad Hussain
(Head, Business Administration)
Dr. Razaullah
(Head, Sociology & Political Science)
Dr. Ghulam Safdar
(Head, Media & Communication Studies)

Focal Person

Dr. Hafsa Rasheed (Business Administration)
Dr. Maham Michelle Gill (English)
Ms. Sahrish Jamil (Fine Arts)
Dr. Nazia Rehman (Media & Communication Studies)
Dr. Rayna Sadia (Psychology)
Mr. Ghulam Murtaza (Political Science)
Ms. Kainat (Sociology)

Keynote Speakers

Business Administration

1. Dr. Torehman Rosmaini Tasmin, University Tun Hussein Onn, Malaysia
2. Dr. Muhammad Imran Qureshi, Teesside University, United Kingdom
3. Prof. Dr. Muhammad Zahid, Bahria University, Islamabad
4. Dr. Muhammad Shafiq, SZABIST, Islamabad
5. Prof. Dr. Arshad Hassan, Management Sciences, CUST, Isb

English

1. Dr. Ghulam Murtaza, Govt. College University Faisalabad
2. Dr. Ghulam Ali, Allama Iqbal Open University Islamabad

Fine Arts

1. Fredrick Nsibambi, Cross - Cultural Foundation of Uganda
2. Prof. Yasser El Shamy, Dean of the College of Language and Communication, Arab Academy for Science and Technology, Egypt.
3. Prof. Dr. Riffat Dar, Lahore College Women University, Lahore.
4. Dr. Surriya Chaudhry, Fatima Jinnah Women University, Rawalpindi.

Media & Communication Studies

1. Prof. Dr. Natalie Fenton, Goldsmiths, University of London
2. Prof. Dr. Carola Richter, Freie Universität Berlin
3. Dr. Mario Rodriguez, American University in the Emirates (AUE), Dubai

Political Science

1. Prof. Dr. Muhammad Nadeem Mirza, Quaid e Azam University, Islamabad
2. Dr. Masood Khattak, International Islamic University, Islamabad

Psychology

1. Prof. Dr. Agata Gasiorowska, University of Wroclaw, Poland
2. Prof. Dr. Victor Counted, University of Regent, USA
3. Prof. Dr. Lorraine Sherr, University College London, UK
4. Prof. Dr. Parveen Ali, University of Sheffield, UK
5. Prof. Dr. Tahir Khalily, Khushal Khan Khattak University, Karak
6. Prof. Dr. Rubina Hanif, Quaid-i-Azam University, Islamabad
7. Prof. Dr. Rafia Rafique, President, Pakistan Psychological Association

Sociology

1. Dr. Akhlaq Ahmad, Punjab University
2. Dr. Rabia Ali, International Islamic University
3. Dr. Taeko Takayanagi, School of Arts and Science, Tokyo Women's Christian University

Contemporary World: Challenges & Transformations, 2025 (CWCT-2025)



Important Dates

Call for Abstract: 5th July 2025

Abstract Submission Deadline: 15th August, 2025

Abstract Decision: 1st – 10th September, 2025

Early Bird Registration Deadline: 25th September, 2025

Register Now !

<https://tinyurl.com/25c6kdxn>



CATEGORY	Early Bird	Normal
RWU Students	1700 PKR	2200 PKR
Other than RWU Students	2000 PKR	2500 PKR
RWU Faculty	2500 PKR	3000 PKR
Other than RWU Faculty	3000 PKR	3500 PKR
International Participants (Students)	50\$	50\$
International Participants (Professionals)	75\$	75\$

Contact Us

th **Dr. Sumuya Munib**  **0334-8555084**
sumuya.munib@f.wu.edu.pk

Dr. Motsim Billah  **0334-5554979**
motsimbillah@rwu.edu.pk

Conference Secretary
(Director ORIC)

Highlights Of Previous Conference, 2024



4th International Conference of Social Sciences

Scientific Committee

Business Administration

1. Prof. Dr. Muhammad Sarmad, Riphah International University, Islamabad
2. Dr. Abaid Ullah Yousaf, Riphah International University, Lahore.
3. Dr. Ishtiaq Ahmed Malik, Iqra University, Islamabad
4. Dr. Asif Saeed, COMSATS, Islamabad
5. Dr. Shoaib Hassan, NUML, RWP
6. Dr. Rehan Bin Tariq, Islamia University, Bahawalpur
7. Dr. Imran Bashir Dar, Foundation University, Islamabad
8. Dr. Jaleel Ahmed, CUST, Islamabad
9. Dr. Bilal Kiani, NUML, RWP
10. Dr. Sadia Hanif, Riphah International University, Islamabad

English

1. Dr. Zainab Younus, NUML Rawalpindi
2. Dr. Yasir Hussain, QAU, Islamabad
3. Dr. Sadaf Mehmood, QAU, Islamabad
4. Dr. Zain ul Maqsood, FJWU, Rawalpindi
5. Dr. Rabia Shamim, NUML Islamabad

Fine Arts

1. Prof. Yasser El Shamy Dean of the College of Language and Communication, Arab Academy for Science and Technology, Egypt.
2. Fredrick Nsilambi, Deputy Executive Director at The Cross-Cultural Foundation of Uganda.
3. Nancy M. Abdel-moneim, Associate Professor, Dean - College of Engineering & Technology, Egypt.
4. Dr. Amira Mohamed Ehsan Abdelmalek Aly, Assistant Lecturer, Arab Academy for Science and Technology, Egypt.
5. Prof. Dr. Shaikat Mehmood, Professor of Emeritus, Fine Arts, Punjab University, Lahore.
6. Prof. Dr. Mamoon Khan, Former HoD Institute of Visual Arts and Design, Fatima Jinnah Women University.
7. Prof. Dr. Zamir Ahmed Abro, Dean Faculty of Design, Aror University, Sukkur.
8. Prof. Dr. Rifat Dar, Department of Visual Arts, Lahore College for Women University (LCWU), Lahore.
9. Prof. Dr. Sumera Jawad, College of Art & Design, Lahore.
10. Prof. Dr. Ahmad Bilal, Chairman, (Department of Graphic Design) College of Art and Design, University of the Punjab, Lahore.
11. Dr. Surriya Chaudhry, Associate Professor / Chairperson, Fine Arts, Fatima Jinnah Women University, Rawalpindi.
12. Dr. Fazil Sattar Durrani, Associate Professor of Art & Design, PCA-Pakhtunkhwa College of Arts, Abdul Wali Khan University Mardan, KP.
13. Dr. Muhammad Asghar Associate Professor Institute of Art & Design, Faisalabad
14. Dr. Qaiser Khan, Assistant Professor, Arts & Media Department, Foundation University School of Science and Technology, Rawalpindi.
15. Dr. Maseeh Ullah Bacha, Assistant Professor, Tourism & Hospitality Management, Air University, Islamabad
16. Nadeem Alam, Lecturer (Art History), College of Art & Design, University of the Punjab, Lahore. Art Historian & Critic Dawn Media Group, Karachi

Media & Communication Studies

1. Dr. Bakht Rawan, HOD, Dept. of Mass Communication, AIOU
2. Dr. Sadia Ishtiaq, Assistant Professor, FJWU
3. Dr. Shahid Hussain, Assistant Professor, AIOU
4. Dr. Ayesha Qamar, Assistant Professor, FJWU
5. Dr. Muhammad Ali, HOD, Dept. of Communication and Media, FJWU
6. Dr. Shams Ur Rehman, HOD, Dept. of Media & Communication, KIU.
7. Dr. Durr-e-Shehwar, Assistant Professor, FUSST
8. Dr. Adnan Munawar, Assistant Professor, IIUI
9. Dr. Riaz Adil, HOD, Dept. of Media, RIPPHA
10. Dr. Ayesha Siddiqua, HOD, Dept. of Media, NUML

Political Science

1. Prof. Dr. Amna Mahmood, IIUI
2. Prof. Dr. Adam Saud, BUIC
3. Prof. Dr. Sarwat Rauf, NUML Islamabad
4. Mr. Farah Adeed, Boston, USA
5. Dr. Saif Malik, NUML Peshawar
6. Dr. Asiya Saif Alvi, Sargodha University
7. Dr. Muhammad Sajid Dhariwal, PU Lahore
8. Dr. Muhammad Omar Shabbir, ANU, Australia
9. Dr. Lubna Sunawar, NDU Islamabad
10. Dr. Uzma Siraj, Federal Urdu University Islamabad
11. Dr. Mujahid Hussain Sargana, MY University Islamabad

Psychology

1. Prof. Dr. Rubina Hanif, Quaid-i-Azam University, Islamabad
2. Prof. Dr. Najma Iqbal Malik, University of Sargodha, Sargodha
3. Prof. Dr. Adnan Adil, Government College for Women University Sialkot, Sialkot
4. Prof. Dr. Rafia Rafique, Punjab University, Lahore
5. Prof. Dr. Shahida Batool, Government College University, Lahore
6. Prof. Dr. Farhana Kazmi, Hazara University
7. Prof. Dr. Sobia Aftab, University of Karachi, Karachi
8. Prof. Dr. Amina Muazzam, Lahore College for Women University, Lahore
9. Prof. Dr. Shazia Khalid, National University of Medical Sciences, Rawalpindi
10. Prof. Dr. Aneela Maqsood, National University of Modern Languages, Islamabad
11. Dr. Uzma Masroor, Shifa Tameer-i-Millat University, Islamabad
12. Dr. Iram Batool, Bahaudin Zakariya University, Multan
13. Dr. Tamkeen Saleem, Shifa Tameer-i-Millat University, Islamabad
14. Dr. Sadaf Ahsan, Foundation University, Rawalpindi
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17. Dr. Saima Ambreen, University of Balochistan, Balochistan
18. Dr. Nazia Iqbal, International Islamic University Islamabad, Islamabad
19. Dr. Shazia Yousaf, Bahria University, Islamabad
20. Dr. Najia Zulfiqar, University of Haripur, Haripur
21. Dr. Tamkeen Ashraf, National University of Science and Technology, Islamabad
22. Dr. Irum Naqvi, Quaid-i-Azam University, Islamabad
23. Dr. Nelofer K. Rauf, QAU, Islamabad
24. Dr. Haziq Mehmood, University of Management and Technology, Lahore

Sociology

1. Prof. Dr. Hazir Ullah, Vice Chancellor University of Chitral, Chitral
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3. Prof. Dr. Hazir Ullah, QAU, Islamabad
4. Tim Allender University of Sydney, Australia
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6. Dr. Farhan Navid Yousaf, PU, Lahore
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10. Dr. Umar Daraz, University of Malakand, Malakand
11. Dr. Shakeel Ahmad, Hazara University, Mansehra
12. Dr. Naseem Khan Mahud, AIOU, Islamabad
13. Dr. Muhammad Bilal, AWKUM, Mardan
14. Dr. Sanaullah, University of Chitral, Chitral
15. Dr. Saeed Akhbar, IIUI, Islamabad
16. Dr. Farooq Abdullah, MUST, Mirpur, AJK

RAWALPINDI WOMEN UNIVERSITY

6th ROAD, SATELLITE TOWN, RAWALPINDI, PAKISTAN, (Ph: 051-9291648)

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4th International Conference of Social Sciences

Glimpses of Previous International Conference, 2024



Reception Committee

Dr. Baqir Hasnain (Director QEC/EL)
Ms. Javeria Tariq (Lecturer, Business Administration)
Dr. Azka Khan (Assistant Professor, English)
Ms. Nabihah Muzzafar (Lecturer, Fine Arts)
Dr. Noman Ahmad Ansari (Assistant Professor,
Media and Communication Studies)
Mr. Syed Umair Jalal (Lecturer, Political Science)
Dr. Anam Khan (Assistant Professor, Psychology)
Ms. Faiq Fatima (Lecturer, Sociology)

Accommodation Committee

Dr. Waqar Mehmood (0322-5167800)
Ms. Sadaf Parveen (0347-9511547)
Ms. Sanila Arshad (0324-9401735)
Mr. Syed Umair Jalal (0332-5351191)
Mr. Ghulam Murtaza (0302-2012545)
Mr. Muhammad Ishfaq (0314-9799745)



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Dr. Hafsa Rasheed (Assistant Professor,
Business Administration)
Ms. Sahrish Jamil (Lecturer, Fine Arts)
Ms. Maham Michelle Gill (Lecturer, English)
Dr. Nazia Rehman (Assistant Professor, Media and
Communication Studies)
Dr. Ghulam Murtaza (Lecturer, Political Science)
Ms. Rayna Sadia (Assistant Professor, Psychology)
Ms. Kainat (Lecturer, Sociology)

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Prof. Dr. Muhammad Zaman Ashraf (Chemistry)
Prof. Dr. Saima Mustafa (Maths)
Dr. Huma Fawad (Additional Registrar)
Mr. Muhammad Naveed Ashraf (Treasurer)
Dr. Baqir Hasnain (Director, QEC/EL)
Mr. Farrukh Aftab (Project Director)
Mr. Al-Murtaza Turabi (Director Purchase & Store)
Ms. Khadija Saeed (Additional Director Student Affairs)
Mr. Yasir Mumtaz (Additional Director, ITS)

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