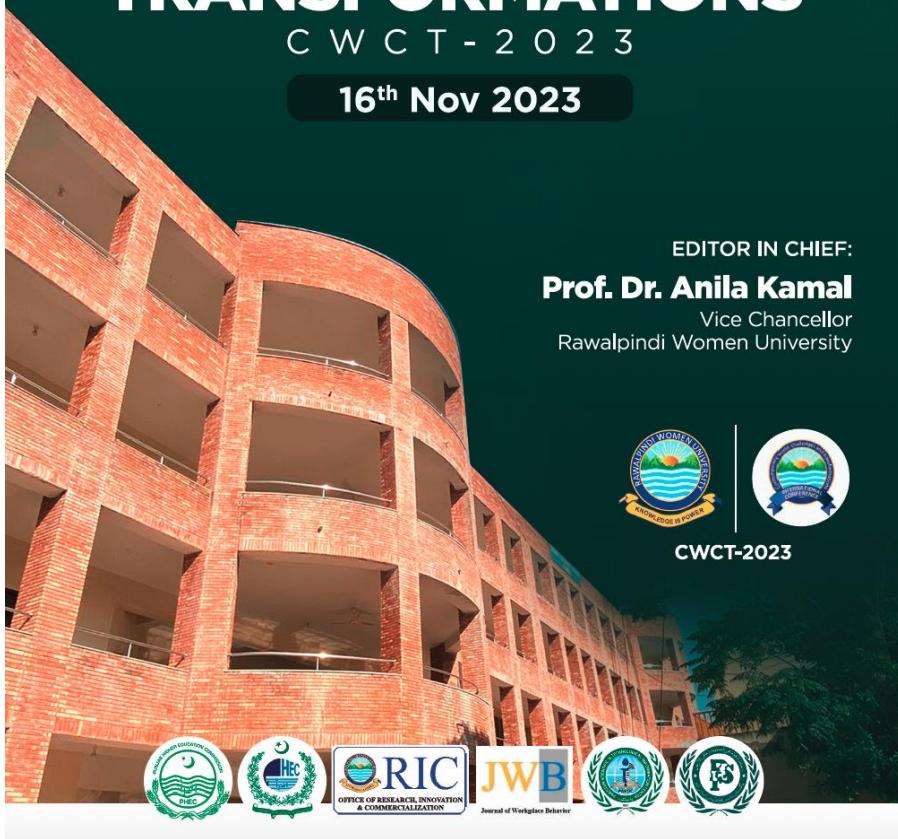


# BOOK OF ABSTRACTS

2<sup>ND</sup> INTERNATIONAL CONFERENCE  
OF SOCIAL SCIENCES  
**CONTEMPORARY WORLD:  
CHALLENGES AND  
TRANSFORMATIONS**

C W C T - 2 0 2 3

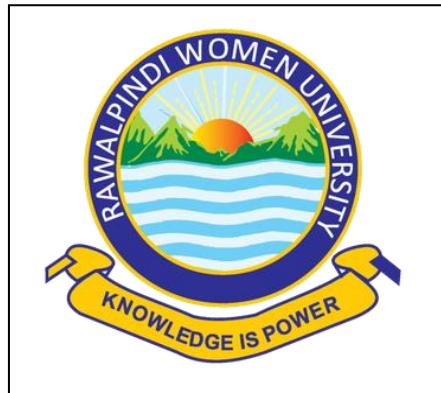
16<sup>th</sup> Nov 2023





**2<sup>nd</sup> International Conference of Social  
Sciences**  
**“Contemporary World: Challenges and  
Transformations, 2023**  
**(CWCT-2023)”**

**November 16<sup>th</sup>, 2023**



**Rawalpindi Women University, Rawalpindi  
6<sup>th</sup> Road Satellite Town, Rawalpindi, Pakistan**

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“Contemporary World: Challenges and Transformations, 2023  
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## **About the Conference**

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CWCT is organized every year at Rawalpindi Women University. This year's 2<sup>nd</sup> 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, policymakers, and social workers to come together and discuss the pertinent issues our world is facing.

In the post-pandemic world, the key challenges are rapidly changing society due to political and economic dynamics shift. Current technological advancements, for instance, artificial intelligence, have sparked a debate about transforming the world from what we know it to an altogether different world in a relatively small time frame. Social Media & digital technologies have already reshaped our communication patterns, altered power dynamics globally, and created new platforms for social and political engagements. These along with the challenges that emerged due to climate change, the refugee crisis, and terrorism have significant implications for economic inequality, social mobility, and the well-being of individuals. Therefore, addressing such challenges and providing an impactful solution for the world order is pertinent.

Complex social issues require integrated and holistic perspectives that draw on insights from various disciplines. Multidiscipline conferences further foster intercultural dialogue and understanding, particularly in developing countries where diverse, cultural, ethnic, and linguistic groups coexist. By bringing together scholars from diverse disciplines, this conference provides a platform for rich and interdisciplinary discussions that can contribute to a deeper and more nuanced understanding of the challenges and transformations of social sciences in the contemporary world. At Rawalpindi Women University, we believe that together as a society, we can foster harmony and tolerance, build the nation, and overcome any challenge. To effectively address the challenges and transformations of the world, and particularly Pakistan, this multidisciplinary conference is being organized to host the greatest minds of social sciences to foster collaborations and discussions into perspectives that go beyond societal challenges.

## **Message of the Chief Organizer**

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On behalf of Rawalpindi Women University (RWU), I welcome you all to the 2<sup>nd</sup> International Conference on "Contemporary World: Challenges and Transformations, 2023". Leaving behind the memory of the Covid-19 epidemic, humanity is now preparing to face the immense challenges offered by a fast-changing political, social, cultural, and economic landscape throughout the world. Consequently, we are all more aware than ever of how important and significant our contribution to society at large can prove to be. As a social scientist and a psychologist, I have always favoured a cohesive and unified community distinguished by a varied spectrum of ideas. However, the difficulties we face today necessitate remarkable and unconventional solutions in order to convert our society into a safe sanctuary for ourselves and future generations. As a prominent seat of higher learning in the twin cities, RWU is the alma mater of several outstanding scholars and magnificently productive members of society who hold distinguished positions in a variety of professions and through this conference, we intend to highlight the need to address the contemporary challenges and transformations of social sciences and come up with ways to deal with such challenges. It is indeed a moment of pride for RWU to provide the research community with an opportunity to express and share their views on how to best utilize our diverse ideas by giving them a suitable direction in order to establish a confident, harmonious, and economically prosperous society. Conference themes have been systematically organized to cover a wide range of research activities in the field of humanities and social sciences. The conference offers keynote sessions from national and international experts, oral and poster presentations from researchers, and a panel discussion on the broader theme to provide an opportunity for scholars and students to exchange their ideas and develop professional networking. So, I encourage everyone to take part in the discussions and debates that go on both during the scientific sessions and during the breaks. I would like to thank you all – conference sponsors, organizing committees, presenters, and the audience - for your participation in this conference and I hope you have an interesting, informative, and enjoyable day at this conference.

*Thank you.*

***Prof. Dr. Anila Kamal  
Vice Chancellor / Chief Organizer  
Rawalpindi Women University***

## **Message by Chief Guest (Inaugural)**

---



I am truly delighted that Rawalpindi Women University has managed to organize another International Conference on the issue of prime importance. It is indeed the need of the hour for higher educational institutions to assume responsibility for creating platforms for researchers, academicians, experts, and policymakers to develop a wider understanding and to think of ways to deal with an array of critical challenges confronting the contemporary social world. I am sure that this conference, true to its theme, will come forward with solutions to address some of the challenges and issues that have emerged and transformed this post-pandemic contemporary society. Such occasions are a source of positive projection of universities and also of self-accountability. I am positive that all conference activities, including keynote speeches by national and international experts, oral and poster presentations, and panel discussions will surely achieve the objective. Such a huge event cannot be organized without the wholehearted commitment of the organizing team, be it faculty, staff, or students. I congratulate all of you on being part of this learned and knowledgeable group of people. I am positive that under the keen leadership of Prof. Dr. Anila Kamal, her well-committed and professional team will keep striving for excellence and will set a standard for others to follow. I strongly hope that the outcomes of this mega event will help to form tangible policies to establish further constitution and social reforms. I wish the conference a grand success.

***Prof. Dr. Shahid Munir  
Chairman, Punjab Higher Education Commission, Lahore***

## **Keynote Address**

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### **ROLE OF SOCIAL SCIENCES IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS AND QUALITY OF LIFE**

An effective education system inculcates three qualities in a university/college graduate, which include confidence, creativity and character, where social sciences have a very important role to play. It has been observed that an education system that provides broad-based education, is better prepared for producing such graduates. It is not surprising that more than 50 % of Nobel Laureates of the world are graduates of Colleges of Liberal Arts, well known for providing broad-based education. In addition to routine teaching, a university teacher/professor is engaged in scholarly work/research, which requires collaboration. High-impact publications usually emerge from a broad-based collaboration, not only within the department or university but at the national/international level. This simply means that social skills required to lead a research team, are as important as technological skills. Recent research shows that those who are socially active, live longer.

Similarly, nations are heavily dependent on each other to achieve Sustainable Development Goals (SDGs). In September 2015, the UN member states approved an ambitious agenda to address poverty, the pursuit of equity, and the protection of the planet in the form of 17 SDGs which are mostly interdependent. We all wish to have a good quality of life, which is heavily dependent on different indicators such as physical and mental health, Access to education, freedom of expression, a clean and secure living environment, and sound economics but what about a situation when: We are healthy, but we are poor and don't have access to education? OR We have a secure income, but the air that we breathe is unclean and there is no freedom of expression OR We have freedom of expression, with a clean/safe environment but we can't feed our family? Obviously, we need to have all of these things, only then we can say that we are having a good quality of life.

This presentation will emphasize the significance and interconnectivity of three pillars of sustainable development (economic,

environmental, and social), where each individual as well as all nations have a role to play in achieving SDGs and hence, good quality of life, where true understanding of Islam is very important which focuses on building a prosperous, healthy and peaceful society.

***Prof. Dr. Anwar-ul-Hassan Gilani (HI, SI)***

***Distinguished National Professor***

***Former Vice Chancellor, The University of Haripur***

***Former Chairperson, Pakistan Council for Science & Technology***

***Advisor to HEC and Fellow and Council Member, Pakistan Academy of Sciences***

## **Message by Chief Guest (Concluding)**

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I am pleased to be sharing my thoughts on the 2nd International Conference of Social Sciences titled, “Contemporary World: Challenges and Transformations, 2023” (CWCT-2023), a forum that encompasses varied perspectives on the myriad world around us. While exposing the audience to diverse but distinctive facets of today’s world and its issues witnessed in their contemporary shifts and complex dynamics, the

ingenious writings of the scholars are none but a giant leap towards unique insights into the possible ways of how to serve our society, and the world at large. While living in today’s global world scenario and using such platforms of academic endeavor for sharing their perspectives, the scholars have become a part of the community (a wide audience) and can go a long way in generating an all-encompassing discourse today that, in turn, will bring about social and ideational change for a better tomorrow. It merits mentioning with confidence that initiatives focusing on socioeconomic, sociocultural, and sociopolitical issues through innovative and thought-provoking ideas with an appeal to the entire academia, can open up numerous opportunities for growth to our youth—the future of our homeland. This auspicious occasion of such a significant scope is an honor for Rawalpindi Women University—a relatively newly established higher education institution that has never been in front when it comes to contribution to the community uplift. Such grand events have a culmination but in fact, it marks the commencement of a never-ending journey that has numerous avenues leading to diverse destinations of scholarly pursuits and community engagements. It would be remiss not to acknowledge the collective efforts exhibited through teamwork spirit and dynamic leadership, which this event (and many more to come) testifies to and displays the competence and devotion to our noble cause of service to the community. I congratulate all those who have worked day and night and made this event a success that will be always cherished, thus they deserve huge applause, and a standing ovation. Before we conclude, let’s commit ourselves to the cause of stepping up, contributing to the well-being of our society with innovative approaches, and exploring the untapped potential of yielding substantial returns through a unique way of looking at the world. Having the drive for social change in mind, let’s join hands in this digital era, transform our world, and (re)shape the dynamics of our social relationships and coexistence through such scholarly platforms highlighting sociopolitical and socioeconomic nuances of our lives and giving our due share via the all-encompassing perspectives. Our commitment, persistent hard work,

distinguished performance (as witnessed in this grand event), and perseverance can undeniably make Pakistan a flourishing nation and contribute to the efforts to make the world a happy abode.

***Prof. Dr. Samina Malik***  
***Rector***  
***International Islamic University, Islamabad***

## **Message of the Head of the Department: Business Administration**

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The contemporary business world is characterized by a rapidly changing global landscape, driven by various challenges and transformations. Some of the key challenges and transformations for businesses in this era include Digital Transformation, Globalization, Sustainability and Environmental Concerns, Economic Uncertainty, Changing Consumer Behavior, Cybersecurity Threats, Regulatory Changes, Workforce Transformation, Supply Chain Disruptions, E-commerce and Disruption, Healthcare Challenges, AI and Automation, Social and Political Activism, Rapid Innovation, and Data Privacy. In this dynamic business environment, adaptability, resilience, and a proactive approach to change are crucial for success. Businesses that can navigate these challenges and leverage the associated transformations will be better positioned to thrive in the contemporary world.

***Dr. Shahzad Hussain  
Head of the Department  
Business Administration***

## Message of the Head of the Department: Fine Arts



It is with great pleasure that I extend my warmest regards to all guests, students, and faculty members. We are honoured to host the 2<sup>nd</sup> International Conference on Contemporary World: Challenges and Transformation.

In the realm of Fine Arts, this conference serves as a unique platform for interdisciplinary dialogue, fostering a rich exchange of ideas that transcend the boundaries of artistic expression. As we navigate the complexities of the contemporary world, the role of the arts becomes increasingly vital in addressing the challenges and transformations that define our era. Art has the power to provoke thought, inspire change, and bridge cultural divides. This conference provides an opportunity for scholars, artists, and enthusiasts to engage in conversations that explore the intersections between the arts and the pressing issues of our time. Covering a host of topics on Arts and design, the conference aims to unravel the layers of our world's intricate tapestry. Our distinguished keynote speakers and presenters will contribute valuable insights, offering a diverse tapestry of perspectives. Together, we will explore how the arts can act as a catalyst for transformation, shedding light on the potential for creativity to drive positive change in our societies. I encourage all participants to immerse themselves in the vibrant discussions, forge new connections, and draw inspiration from the wealth of knowledge that will be shared. As we navigate these uncharted territories, let us embrace the transformative power of art to shape a more inclusive, empathetic, and sustainable world. Thank you for being part of this enriching experience. Together, let us chart the course for a future where the arts play a pivotal role in overcoming challenges and inspiring profound transformation.

Warm regards,

*Ms. Shumaila Muzhar  
Head of the Department  
Department of Fine Arts*

## **Message of the Head of the Department: Media & Communication Studies**

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On behalf of program organizers, I welcome you to the 2<sup>nd</sup> International Conference of Social Sciences on Contemporary World: Challenges & Transformations, 2023 organized by Rawalpindi Women University. I am thankful to Allah Almighty for giving us the courage and resources to arrange this highly Academic event. I would like to thank all the esteemed scholars and researchers from all over

the country for taking an interest in the conference and sending us their papers. Among the themes of the conference, the submitted and accepted papers highlighted two broad major issues i.e., New Media and Artificial Intelligence and Digital Media and fake News Phenomenon. Both themes emphasized issues faced by developing countries as well as developed nations that are endangering the human race in this era of globalization. I hope this institute will bring a positive change in our society and help to develop the Media Landscape on a true basis. I am certain that this institute will be successful by leaps and bounds. I want to thank all the people who put their efforts into developing this institute. I pay special thanks to the Session chairs and co-chairs. I also pay special gratitude to our keynote speakers Prof. Dr. Zafar Iqbal and Prof. Dr. Khalid Sultan for sharing a part of their expertise and knowledge. I would like to express my thanks to all authors for their outstanding contributions and in particular the members of the Scientific Board for their competent evaluation of the large number of submissions. Likewise, I would also like to express my appreciation to the program and awards committee, as well as to the invited chairs for their careful preparation of the invited sessions.

***Dr. Noman Ahmed Ansari***  
***Head of Department***  
***Media & Communication Studies***

## **Message of the Head of the Department: Political Science**

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The Scientific Conference intends to facilitate the exchange of cutting-edge research, methodologies, and best practices among Statisticians, data analysts, and researchers. It seeks to foster a collaborative environment that encourages interdisciplinary discussions, promoting the cross-pollination of ideas across various sectors. Additionally, the conference intends to provide a platform for emerging Statisticians to showcase their work and gain valuable insights from experienced professionals.

***Dr. Saba Riaz  
Head of the Department  
Political Science***

## **Message of the Head of the Department: Psychology**

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It is a matter of great honor and immense pleasure for me to be part of the Organizing Committee of the 2nd International Conference on “Contemporary World: Challenges and Transformations, 2023” at the Rawalpindi Women University. This forum will not only provide an opportunity to social scientists to highlight challenges that need to be addressed by future researchers but also will come up with innovative and cost-effective solutions with the sole objective of bringing positive change in the community. I strongly believe that this conference will prove to be an effective platform for both senior as well as junior researchers in the field of Arts, Humanities, and Social Sciences to share their ideas in the backdrop of ongoing research and will help them gain new knowledge and identify gaps in the contemporary research that needs to be addressed. No doubt, the enlightening thoughts of our keynote speakers, session chairs, co-chairs, and panel discussants will be an outstanding contribution and success of this conference. Listening to seasoned professors and distinguished researchers will cut the ground for other researchers and help them bring further clarity and crispness to their theoretical as well as practical understanding of the emerging trends in research. I hope that this conference will provide researchers, coming from diverse fields and institutions, with an ample opportunity to interact with each other, initiate fruitful discussions, and learn about the new trends in research.

***Prof. Dr. Sobia Masood  
Chairperson  
Department of Psychology***

## **Message of the Head of the Department: Sociology**

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On behalf of the Department of Sociology, I cordially welcome you to the 2<sup>nd</sup> International Conference on “Contemporary World Challenges and Transformation, 2023 at Rawalpindi Women University.

Through conference, we gave the opportunity to researchers, expert scientists, academicians, and students across the country to share their research work and scholarship with their academic colleagues, students, activists, and policymakers. The conference themes for the Department of Sociology are gender and education, women empowerment, eradication of all forms of inequalities, gender and health, objectification of women, gender and culture, gender discrimination in the workplace, and gender and violence. The conference also aims to provide an opportunity for sociologists from across the country to develop their networks and work on key sociological issues. To have a conference of such scale is not an easy task. It was teamwork and special guidelines of the worthy Vice Chancellor, Rawalpindi Women University, Prof. Dr. Anila Kamal due to which this conference turned out to be a great success. I extend special gratitude on behalf of Rawalpindi Women University to Prof. Dr. Hazir Ullah, Director School of Sociology, QAU, Prof. Tim Allender, The University of Sydney Australia, and Taeko Takayanagi Waseda University, Japan being with us as keynote speaker. Special thanks also go to Prof. Dr. Farhan Navid Yousaf, Dr. Akhlaq, Dr. Muhammad Shoaib, Dr. Rabia Ali, Dr. Nasim Khan Mahsud and Dr. Asim Muneeb for providing their insights as session chairs and co-chairs. I am also grateful to all the conference participants for their efforts.

***Dr. Raza Ullah  
In-charge  
Department of Sociology***

## PREFACE

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We extend a warm and inclusive welcome to all participants including academicians, researchers, and students of diverse academic fields at the International Conference of Social Sciences. The amalgamation of psychology, sociology, media science and communication studies, political sciences, and fine arts in a single event signifies the essential interconnectedness of these disciplines. Our mission is to create an interdisciplinary platform where voices from various backgrounds, cultures, and perspectives can converge, sharing insights, ideas, and innovations that will shape our understanding of society, culture, politics, and human expression. In a rapidly evolving global landscape, where social, political, and artistic transformations occur with unprecedented speed, the need for an integrated approach to learning and research has never been more vital. The distinct fields we gather at this conference, whether delving into the human psyche, analyzing societal structures, exploring the power of media, scrutinizing political dynamics, or engaging with the world through the lens of fine arts, each contributes to a richer, more comprehensive perspective. We extend our deepest gratitude to the remarkable scholars, diligent researchers, creative artists, and dedicated organizers who have played pivotal roles in bringing this conference to fruition. Your contributions and enthusiasm embody the spirit of academic excellence and interdisciplinary collaboration that we strive to foster.

We hope you have a fruitful and enlightening experience at the 2<sup>nd</sup> International Conference of Social Sciences on “Contemporary World: Challenges and Transformations, 2023”. We are excited to witness the profound impact of your collective contributions and look forward to the innovative and transformative outcomes that will arise from our shared endeavors.

***Dr. Motsim Billah***  
***Conference Secretary***

## ACKNOWLEDGMENT

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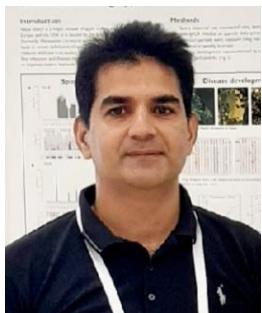
In the current geopolitical situation of the world, social science and humanities play a vital role in building nations. Last year's conference was conducted with the main focus on COVID-19 and the challenges it brought. This year's conference themes are highlighting post COVID world along with the quick emergence of artificial intelligence in all walks of life. Even though 2023 was all about post pandemic and AI in all fields, in the past few months, the world is witnessing a moral conundrum. I believe that as social scientists, it is our responsibility to provide platforms for discussions. Contemporary World and Challenges (CWCT-2023) addresses all challenges but are not limited to the issues of 2023 rather what great minds are foreseeing in the future so that timely actions could be taken.

On behalf of organizing committee, I would like to thank all presenters, members of the scientific community, and students for their interest in the conference. It is with great honor that I would like you to welcome to experience 2<sup>nd</sup> International conference of Social Sciences at Rawalpindi Women University. I hope that this forum could provide you what you are looking for and could be stepping stone in your journey of something great.

I welcome and encourage all the participants and distinguished guests to utilize this platform to network, collaborate, and broaden their vision of interdisciplinary research.

Enjoy the conference!

**Dr. Rayna Sadia**  
*Conference Secretary*



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As a member of the Office of Research, Innovation, and Commercialization (ORIC) and organizing team, it is my great pleasure to welcome and invite members of the scientific community to this signature event of the year 2023 *viz.* 2<sup>nd</sup> International Conference of Social Sciences on “Contemporary World: Challenges and Transformations, 2023” (CWCT, 2023) organized by the Rawalpindi Women University, Rawalpindi on November 16<sup>th</sup>, 2023.

It is a premier social sciences conference with a comprehensive range of sessions that brings together members of academia, scholars, researchers, graduate and post-graduate students, scientists, and representatives from government agencies from around the Pakistan and world for one day of immersive learning, sharing, and networking.

The conference will be of professional and personal benefit to all of us as we proceed with our work towards a better future. This conference will deliberate and discuss all the different facets of exciting social sciences topics and come up with recommendations that will lead to a better, healthier, and merrier world.

I hope that the experiences in this event will be engraved in your memory. Have a great conference time...

***Dr. Nasir Mehmood  
Assistant Director, ORIC***

## Conference Program

<b>Registrations</b>	
08:00 am – 09:00 am	
09:00 am – 09:15 am	Guests to be seated
09:15 am – 09:30 am	Arrival of Chief Guest
<b>Inaugural Session</b>	
09:30 am – 10:30 am	
09:30 am – 09:35 am	Recitation from the Holy Quran
09:35 am – 09:40 am	National Anthem
09:40 am – 09:50 am	<b>Welcome Address by</b> <i>Prof. Dr. Anila Kamal Vice Chancellor, Rawalpindi Women University, Rawalpindi</i>
09:50 am – 10:00 am	<b>Keynote Address:</b> <i>Prof. Dr. Anwar-ul-Hassan Gilani (HI, SI), Advisor Higher Education Commission, Islamabad</i>
10:00 am – 10:10 am	<b>Address by Guest of Honour:</b> <i>Brig. Dr. Abdul Ghafour Pro-Rector Foundation University, Islamabad</i>
10:10 am – 10:20 am	<b>Remarks by Chief Guest:</b> <i>Prof. Dr. Shahid Munir Chairman, Punjab Higher Education Commission, Lahore</i>
10:20 am – 10:30 am	Shields Distribution to the Chief Guest, Keynote Speaker, and Guest of Honour by <i>Prof. Dr. Anila Kamal Vice Chancellor, Rawalpindi Women University, Rawalpindi</i>
10:30 am – 10:40 am	<b>Group Photo</b>
10:40 am – 11:00 am	<b>Tea Break</b>
	<b>Parallel Sessions</b>

11:00 am – 01:00 am	<p>Session IA: Business Administration (Room 15, Block A - Ground Floor)</p> <p>Session IB: Fine Arts (Room 300 - Sheikh Rasheed Block)</p> <p>Session IC: Media &amp; Communication Studies (Room 286 - Sheikh Rasheed Block)</p> <p>Session ID: Political Science (Webinar Room - Sheikh Rasheed Block)</p> <p>Session IE: Psychology (Fatima Hall)</p> <p>Session IF: Sociology (Room 28, Block A - Ground Floor)</p> <p>Session IG: Sociology (Room 33, Block A - Ground Floor)</p>
11:00 am – 12:30 pm	<p><b>Posters Display</b></p> <p>Business Administration (Corridor- Block A, Ground Floor)</p> <p>Fine Arts (Gallery- 3<sup>rd</sup> Floor Sheikh Rasheed Block)</p> <p>Media &amp; Communication Studies (Gallery- Gallery- 2<sup>nd</sup> Floor Sheikh Rasheed Block))</p> <p>Psychology (Corridor- Block A, Ground Floor)</p>
01:00 pm – 01:45 pm	<p><b>Lunch &amp; Namaz Break</b></p> <p><b>Parallel Sessions</b></p> <p>Session IIA: Business Administration (Room 15, Block A - Ground Floor)</p> <p>Session IIB: Fine Arts (Room 300 - Sheikh Rasheed Block)</p> <p>Session IIC: Media &amp; Communication Studies (Room 286 - Sheikh Rasheed Block)</p> <p>Session IID: Political Science (Webinar Room - Sheikh Rasheed Block)</p> <p>Session IIE: Psychology (Fatima Hall)</p> <p>Session IIF: Psychology (Room 33, Block A - Ground Floor)</p>

	Session IIG: Sociology (Room 28, Block A - Ground Floor)
03:45 pm – 04:30 pm	<b>Panel Discussion</b>
<b>Panelists</b>	<i>Prof. Dr. Amir Shah (Allama Iqbal Open University, Islamabad)</i>
	<i>Prof. Dr. Memoona Khan (Fatima Jinnah Women University, Rawalpindi)</i>
	<i>Dr. Faiz Ullah Jan (University of Peshawar, Peshawar)</i>
	<i>Prof. Dr. Azhar Ahmad (Asia-Africa Development &amp; Exchange Society of China)</i>
	<i>Prof. Dr. Rubina Hanif (Quaid-i-Azam University, Islamabad)</i>
	<i>Prof. Dr. Hazir Ullah (Quaid-i-Azam University, Islamabad)</i>
	<b>Concluding Ceremony</b>
04:30 pm – 05:30 pm	Certificates distribution
04:45 pm – 05:00 pm	Concluding Remarks by <i>Prof. Dr. Samina Malik, Rector, International Islamic University, Islamabad</i>
05:00 pm – 05:10 pm	Concluding Remarks by Chief Organizer: <i>Prof. Dr. Anila Kamal Vice Chancellor, Rawalpindi Women University, Rawalpindi</i>
05:10 pm – 05:30 pm	Tea for distinguished guests

## ORAL PRESENTATIONS

### Session IA

#### Business Administration

**Venue: Room-15 (Block-A, Ground Floor)**

**Time: 11:00 am - 01:00 pm**

**Themes: Human Resource Management, Marketing & Sustainable Development**

**Chair: Dr. M. Sarmad**

*Associate Professor,*

*Ripah International University, Islamabad*

**Co-Chair: Dr. Bilal Kiyani**

*National University of Modern Languages, Islamabad*

Time	Invited Keynote Talks
11:00 am - 11:19 am	<b>Role of Employee Green Behavior in Achievement of Sustainable Development Goals (SDGs)</b> Prof. Dr. Khurram Shahzad ( <i>Riphah International University, Islamabad</i> )
11:19 am - 11:25 am	<b>Sustainability Pathways for Environmental Protection in Pakistan, Areas of Untapped Knowledge, Curriculum Highlights and Responsibilities of Higher Education Institutes in Pakistan</b> Prof. Dr. Ali Ahsan ( <i>Torrens University, Australia</i> )

Abstract No  
(Time)

#### Oral Presentations

<b>BBA-82</b> (11:25 am - 11:35 am)	<b>Awakening the Awe: Unpacking the Impact of Transformational Leadership on Awe-Inspiring Experiences</b> Javed, S. ( <i>Bahria University, Islamabad</i> )
<b>BBA-329</b> (11:35 am - 11:45 am)	<b>Socially Responsible HRM (SRHRM) and Social Performance Through the Lens of Proactive Motivation Model</b>

	Abrar, F., & Rehman, Z. M. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-361</b> (11:45 am - 11:55 am)	<b>Examining Equivocal Relationship between Job Stress and Outcomes: Do Spiritual Leaders Help?</b> Ahmed, S. M., Ejaz, S., & Niazi, A. ( <i>National University of Modern Languages, Islamabad</i> )
<b>BBA-270</b> (11:55 am - 12:05 pm)	<b>Examining the Influence of Work Environment on Triple Constraint: Project Success Factors</b> Ghafoor, H. A. ( <i>Hamdard University, Islamabad</i> )
<b>BBA-351</b> (12:05 pm - 12:15 pm)	<b>Importance of Mentorship in Academic Careers of Women through Qualitative Research: Exploring Strengths, Loopholes, and Future Perspective</b> Abrar, F., Tariq, J., & Rehman, Z. M. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-558</b> (12:15 pm - 12:25 pm)	<b>Exploring the Interactivity Motivations for Customer Engagement with Self-Service Technology</b> Ali, T. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-332</b> (12:25 pm - 12:35 pm)	<b>The Dynamics of Reskilling and Up-skilling: Significance and Role in Contemporary Organizations</b> Abrar, F., & Rehman, Z. M. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-201</b> (12:35 pm - 12:45 pm)	<b>Transformational Leadership Style and Strategies in a Sustainable Global World</b> Nasir, N., & Basharat, M. A. ( <i>Muslim Youth University, Islamabad</i> )
12:45 pm - 01:00 pm	<b>Q &amp; A Session</b> Session Concluding Remarks by <i>Session Chair and Co-Chair</i> Shields and Certificates Distribution

## Session IIA

### Business Administration

**Venue: Room 15 (Block-A Ground Floor)**

**Time: 1:45 pm – 03:45 pm**

**Themes:** Banking, Finance, Green Finance, Supply Chain Management

**Chair:** Dr. Jaleel Ahmed Malik

Associate Professor,

*Capital University of Science and Technology, Islamabad*

**Co-Chair:** Dr. Ammara Mubashar

Assistant Professor,

*Fatima Jinnah Women University, Rawalpindi*

Time	Invited Keynote Talk
01:45 pm - 02:00 pm	<b>Disruptive Digital Transformational Change and Interdisciplinary Sense</b> Prof. Dr. Qaiser Malik ( <i>Foundation University, Islamabad</i> )

Abstract No  
(Time)

### Oral Presentations

<b>BBA-176</b> (02:00 pm - 02:10 pm)	<b>Impact of Effective Financial Management on Financial Performance with Moderating Role of Board Expertise in Public Sector Universities of Pakistan</b> Ishtiaq, M. ( <i>Kohat University of Science and Technology, Kohat</i> )
<b>BBA-187</b> (02:10 pm - 02:20 pm)	<b>Implications of International Standards of Internal Auditing in Public Sector Universities of Pakistan</b> Paracha, Z. Q., Abbas, S., & Ahmed, T. ( <i>Kohat University of Science and Technology, Kohat</i> )
<b>BBA-248</b> (02:20 pm - 02:30 pm)	<b>The Impact of Industry 4.0 Adoption Level on Supply Chain Resilience of Manufacturing SMEs: A Dynamic Resource-Based View</b> Ahmad, A., Nasir, N., & Waseem, M. ( <i>Al-Qadir University, Sohawa</i> )
<b>BBA-429</b> (02:30 pm -	<b>Impact of Green Practices Perception on Sustainable Performance of Banks; Moderating Role of</b>

02:40 pm)	<b>Competitor Pressure</b> Rani, S. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>BBA-549</b> (02:40 pm - 02:50 pm)	<b>Harnessing the Impact of Supply Chain Innovation on Supply Chain Performance Mediated by Competitive Advantage: A Study of Manufacturing Firms in Pakistan</b> Wasim, M., & Adeel Ahmed, A. ( <i>Qadir University, Sohawa.</i> )
<b>BBA-224</b> (02:50 pm - 03:00 pm)	<b>Impact of Ownership Structure and Corporate Governance on Corporate Cash Holding with Moderating Role of Political Connections</b> Dad, M. S. ( <i>Kohat University of Science and Technology, Kohat</i> )
<b>BBA-245</b> (03:00 pm - 03:10 pm)	<b>Impact of Board, Firm Characteristics and Audit Quality on Fraudulent Financial Reporting</b> Ahsan, W., Ahmad, T., & Khan, M. U. ( <i>Kohat University of Science and Technology, Kohat</i> )
<b>BBA-209</b> (03:10 pm - 03:20 pm)	<b>Enhancing Quality Management for the Future: Exploring the Potential for Improvement</b> Kiyani, S. A., & Hamid, S. A. R. ( <i>Hamdard University, Islamabad</i> )
03:20 pm - 03:45 pm	<b>Q &amp; A Session</b> Session Concluding Remarks by <i>Session Chair and Co-Chair</i> Shields and Certificates Distribution

## Session IB

### Fine Arts

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**Venue: Room 300 (Sheikh Rasheed Block)**

**Time: 11:00 am - 01:00 pm**

**Themes:** Modern Art Philosophies, Notion of Design, Multimedia Art & Technology

**Chair:** Dr. Farrah Mahmood

*Chairperson,  
COMSATS University, Islamabad*

**Co-Chair:** Dr. Qaiser Khan

*Assistant Professor,  
Foundation University, Islamabad*

Time	Invited Keynote Talks
11:00 am - 11:20 am	<b>Remembering the Future: Making Art &amp; Design Education Relevant in Contemporary Pakistan</b> Prof. Dr. Sadia Pasha Kamran ( <i>Ruman Art Initiative, Lahore</i> )

Abstract No (Time)	Oral Presentations
<b>FA-410</b> (11:30 am - 11:40 am)	<b>Education, Sans Gene</b> Mahmood, S. ( <i>The University of the Punjab, Lahore</i> )
<b>FA-312</b> (11:40 am - 11:50 am)	<b>The Contemporary Narrative Making Practice in Multimedia Arts and Technology and Its Implications for Traditional Visual Cultural Narratives</b> Gul, Z. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>FA-417</b> (11:50 am - 11:60 am)	<b>Exploring Body Politics: Modern Art Philosophies through the Lens of Female Artists</b> Naeem, S. ( <i>National College of Arts, Lahore</i> )
<b>FA-299</b>	<b>Postmodernism in Art: From Western Perspective to Indigenous Applications in Pakistan</b>

(12:00 pm - 12:10 pm)	Alam, N. ( <i>The University of the Punjab, Lahore</i> )
<b>FA-452</b> (12:10 pm - 12:20 pm)	<b>Ethical Considerations in the Digital Art World</b> Rashid, M. ( <i>University of Home Economics, Lahore</i> )
(12:20 pm - 01:00 pm)	<b>Q &amp; A Session</b> Session Concluding Remarks by Session <i>Chair</i> and <i>Co-Chair</i> Shields and Certificates Distribution

## Session IIB

### Fine Arts

#### Session IIB: Fine Arts Room 300 (Sheikh Rasheed Block)

Time: 01:45 pm - 03:45 pm

**Themes:** Paradox in Art Histories, Conservation, & the Future

**Chair:** Dr. Maseeh Ullah

Assistant Professor,  
Foundation University, Islamabad

**Co-Chair:** Dr. Nadeem Alam

Assistant Professor,  
The University of the Punjab, Lahore

Time	Invited Keynote Talk
01:45 pm - 02:05 pm	<b>Prevarications on Islamic Art of the Book Consistencies and Contradictions</b> Prof. Dr. Mamoon Khan ( <i>Fatima Jinnah Women University, Rawalpindi</i> )

Abstract No (Time)	Oral Presentations
<b>FA-330</b> (02:05 pm - 02:15 pm)	<b>A Study of Technological Tools Supersede Textile Surfaces in Lahore, Pakistan</b> Ali, A. H. ( <i>Pakistan Institute of Fashion Design, Lahore</i> )
<b>FA-406</b> (02:15 pm - 02:25 pm)	<b>The Historical and Cultural Documentation of Lahore through Visual Art</b> Zulfiqar, A. ( <i>The University of the Punjab, Lahore</i> )
<b>FA-424</b> (02:25 pm - 02:35 pm)	<b>AI-Enhanced Artistry: A Contemporary Take on Sadequain's Legacy</b> Awan, M. S., & Mughees, S. ( <i>Dr. A. Q. Khan Institute of Information Technology, Kahuta</i> )
<b>FA-297</b> (02:35 pm - 02:45 pm)	<b>Traditional Mughal Miniature Paintings and Contemporary Transformations of Miniature Paintings Techniques</b> Ashraf, S. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>FA-194</b> (02:45 pm - 02:55 pm)	<b>A Case Study of Architecture and Ornamentation of Gulab Dīn Havelī Andrūn Delhī Gate</b> Arshad, A. ( <i>Government College Women University Sialkot, Sialkot</i> )
<b>FA-413</b> (02:55 pm - 03:05 pm)	<b>Decorative Stone in the Incrustation Style of Pompeii</b> Muzzafar, N. ( <i>Rawalpindi Women University, Rawalpindi</i> )
03:05 pm - 03:45 pm	<b>Q &amp; A Session</b> Session Concluding Remarks by <i>Session Chair and Co-Chair</i> Shields and Certificates Distribution

## Session IC

### Media & Communication Studies

**Venue: Room 286 (Sheikh Rasheed Block)**

**Time: 11:00 am - 01:00 pm**

**Themes:** Traditional Media, Changing Trends, Gender Identities, Racial Divide, Far-right Populism, and Fake News: Media as a Tool of Escalation and De-escalation

**Chair:** Prof. Dr. Shahzad Ali

*Professor,  
Bahauddin Zakariya University, Multan*

**Co-Chair:** Dr. Musa Khan

*Associate Professor,  
Riphah International University, Islamabad*

Time	Invited Keynote Talk
11:00 am - 11:19 am	<b>Mass Media in Pakistan: Challenges and Opportunities</b> Prof. Dr. Zafar Iqbal ( <i>International Islamic University, Islamabad</i> )

Abstract No  
(Time)

### Oral Presentations

<b>MCS-195</b> (11:20 am- 11:30 am)	<b>Exploring the Disinformation in Communicating Health on X: Unraveling the Web of Deception Through Critical Thinking and Multifaceted Approaches</b> Akram, G., Aziz, S., & Naseer, M. ( <i>Media &amp; Security Research Organization, Islamabad</i> )
<b>MCS-265</b> (11:30 am - 11:40 am)	<b>Post-Truth Era: Analyzing Disinformation, Misinformation, and Fifth Generation Warfare Through a Case Study of Political Media Campaign</b> Ansari, N., & Masood, A. ( <i>Riphah International University, Islamabad</i> )
<b>MCS-267</b> (11:40 am - 11:50 am)	<b>Punjabi Pop Songs and Rising Aggression among Youth</b> Subhani, U., & Rehman, N. ( <i>Foundation University, Islamabad</i> )

MCS-277 (11:50 pm - 12:00 pm)	<b>Unethical Dimensions of Ramzan Transmissions in Pakistan</b> Zulqarnain, S., Rashid, M., & Adil, R. ( <i>Riphah International University, Islamabad</i> )
MCS-295 (12:00 pm - 12:10 pm)	<b>Framing of Climate Change Issues in Pakistani Media</b> Javed, N., & Siddiqua, A. ( <i>National University of Modern Languages, Islamabad</i> )
MCS-308 (12:10 pm - 12:20 pm)	<b>Language Acquisition of Infant's Exposure to TV: A Phenomenological Study of Mother's Experiences</b> Safeer, M., Choudhry, & Qamar, A. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
MCS-510 (12:20 pm - 12:30 pm)	<b>Religious Minorities in Pakistan: A Thematic Analysis of the Editorial Coverage of the Lynching of Sri Lankan Citizen in Sialkot</b> Ali, A., & Ghauri, J. ( <i>Islamia University Bhawalpur, Bhawalpur</i> )
MCS-465 (12:30 pm - 12:40 pm)	<b>The Portrayal of Women in TV Advertisements and Its Impact on Their Mental Health</b> Nasir, N. U. A. ( <i>University of Management and Technology, Lahore</i> )
MCS-373 (12:40 pm - 12:50 pm)	<b>The Role of Social Media in The Promotion of Archaeological Sites in Malakand Division</b> Khan, Z., Bibi, A., Shahab, J., & Ali, S. ( <i>University of Malakand, Malakand</i> )
12:20 pm - 01:00 pm	<b>Q &amp; A Session</b> Session Concluding Remarks by Session <i>Chair</i> and <i>Co-Chair</i> Shields and Certificates Distribution

## Session IIC

### Media & Communication Studies

**Venue: Room 286-Sheikh Rasheed Block**

**Time: 01:45 pm - 03:45 pm**

**Themes:** Digital Media: Media and Public Health, Advertising in Digital Era: Social Media as a New Ground for Political Capital

**Chair:** Prof. Dr. Altaf Ullah Khan

*Dean,*

*Forman Christian College University, Lahore*

**Co-Chair:** Dr. Inam ur Rehman

*Assistant Professor,*

*International Islamic University, Islamabad*

Time	Invited Keynote Talks
01:45 pm - 02:00 pm	<b>Media Effects Paradigm in the Digital Age</b> Prof. Dr. Khalid Sultan ( <i>National University of Modern Languages, Islamabad</i> )
02:00 pm - 02:15 pm	<b>Media Issues or Existential Threats?</b> Dr. Fatma Elzahraa M. Elsayed ( <i>University of Cairo, Egypt</i> )

Abstract No (Time)	Oral Presentations
<b>MCS-269</b> (02:15pm - 02:23am)	<b>Bite-Sized Tiktok AI Avatar/Anchors/Host Videos: Impact on Communicating A Message and Audience's Memory</b> Tariq, N. Z., & Ansari, N. ( <i>Work Generations, Islamabad</i> )
<b>MCS-278</b> (02:23 pm - 02:31 pm)	<b>Cognitive Dissonance and Spiral of Silence Effects on Reciprocal Journalism for Digital Media Journalists in Pakistan</b> Iftikhar, A. ( <i>National University of Modern Languages, Islamabad</i> )
<b>MCS-289</b> (02:31 pm - 02:39 pm)	<b>Exploring The Impact of Memetic Content on Political Behaviors of University Students in Punjab, Pakistan</b>

	Amin, A., & Hussain, T. ( <i>The University of the Punjab, Lahore</i> )
<b>MCS-290</b> (02:39 pm - 02:47 pm)	<b>Hashtags and Trends as Catalysts of Discourse: Analyzing the Role of Hashtags and Trends as Digital Oratory in Pakistani Political Discourse on Twitter: A Study of (Imported Government, Unacceptable) and (Desecration of Masjid-E-Nabavi, Unacceptable)</b> Anwar, N., Saeed, M., & Zaheer, A. ( <i>Hamdard University, Islamabad</i> )
<b>MCS-391</b> (02:47 pm - 02:55 pm)	<b>Effectiveness of Animation as a Pedagogical Tool: An Experimental Study</b> Rashid, N., & Khanum, N. ( <i>Foundation University, Islamabad</i> )
<b>MCS-509</b> (02:55 pm - 03:05 pm)	<b>Exploring the Relationship Between Social Media Addiction and Cognitive Failures Among University Students in Pakistan</b> Ahmed, A., & Nisa, U. ( <i>National University of Modern Languages, Islamabad</i> )
<b>MCS-E560</b> (03:05 pm - 03:13 pm)	<b>Unveiling the Role of Digital Media Misinformation in Shaping Aurat March Perceptions among University Students of Lahore</b> Awan, S. Z., & Shazab, R. ( <i>Forman Christian College, Lahore</i> )
<b>MCS-516</b> (03:13 pm - 03:21 pm)	<b>Perceptions of Celebrity Weddings among Instagram Users: An Analysis of Social Comparison Theory</b> Malik, D., Shehwar, D., & Rehman, N. ( <i>Inter Services Public Relations</i> )
<b>MCS-272</b> (03:21 pm - 03:28 pm)	<b>Effects of Digital Media on Pakistani Culture: A Study of University Students of Punjab, Pakistan</b> Safdar, G. ( <i>Rawalpindi Women University, Rawalpindi</i> )
03:28 pm - 03:45 pm	<b>Q &amp; A Session</b> Session Concluding Remarks by Session <i>Chair</i> and <i>Co-Chair</i> <b>Shields and Certificates Distribution</b>

## Session ID

### Political Science

**Venue: (Sheikh Rasheed Block)**

**Time: 11:00 am - 01:00 pm**

**Themes:** Changing World Order, Globalization, Climate Change, and Human Security

**Chair:** Prof. Dr. Adam Saud

*Dean,*

*Bahria University, Islamabad*

**Co-Chair:** Dr. Afsah Qazi

*Assistant Professor,*

*Air University, Islamabad*

#### Time

#### Invited Keynote Talks

11:00 am - 11:15 am	<b>The Ethics of AI and the Future of Humanity</b>  Prof. Dr. Adib-Moghaddam ( <i>SOAS University of London, UK</i> )
11:15 am - 11:30 am	<b>The Changing Patterns of Climate and Impacts on Pakistan</b>  Prof. Dr. Muhammad Khan ( <i>International Islamic University, Islamabad</i> )

Abstract No  
(Time)

#### Oral Presentations

<b>POL-331</b> (11:30 am - 11:38 am)	<b>De-dollarization of the Global Economy: Implications for the US Hegemony</b>  Abbas, T. ( <i>University of Sargodha, Sargodha</i> )
<b>POL-525</b> (11:38 am - 11:46 am)	<b>The Standing of China and the US in the Existing World Order</b>  Afzidi, M., & Anjum, N. ( <i>International Islamic University, Islamabad</i> )
<b>POL-234</b> (11:46 am - 11:54 am)	<b>The US-China Maritime Competition in East Asia: Implications for the Economic Security of the Region</b>  Wazir, A. K. ( <i>Bahria University, Islamabad</i> )

<b>POL-159</b> (11:54 am - 12:04 pm)	<b>Climate Change: A Threat Multiplier to the National Security of Pakistan</b> Mir, H. ( <i>Bahria University, Islamabad</i> )
<b>POL-526</b> (12:04 pm - 12:12 pm)	<b>The Emerging Minilateralism in the Contemporary International System: A Counterforce to Multilateral Frameworks of the World</b> Rehman, A. ( <i>National University of Modern Languages, Islamabad</i> )
<b>POL-350</b> (12:12 pm - 12:20 pm)	<b>Repercussions of Climate Change in Pakistan and Gender Specific Vulnerabilities</b> Hassan, Z. ( <i>National Defense University, Islamabad</i> )
<b>POL-368</b> (12:20 pm - 12:28 pm)	<b>Changing World Order and its Implications on Pakistan</b> Sattar, A. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>POL-229</b> (12:28 pm - 12:36 pm)	<b>Emerging Authoritarian Nexus: Reshaping the Future of Dollar Dominance</b> Alam, M. S. ( <i>International Islamic University, Islamabad</i> )
<b>POL-511</b> (12:36 pm - 12:44 pm)	<b>Role of AI in Climate Change Mitigation and Adaptation</b> Ali, I. ( <i>University of Sargodha, Sargodha</i> )
12:44 pm - 01:00 pm	<b>Q &amp; A Session</b> Session Concluding Remarks by <i>Session Chair and Co-Chair Shields</i> and Certificates Distribution

## Session IID

### Political Science

**Venue: Webinar Room (Sheikh Rasheed Block)**

**Time: 01:45 pm - 03:45 pm**

**Themes:** Democracy, Identity Politics, Post Covid-19 World, and Comparative Politics

**Chair:** Prof. Dr. Amna Mahmood

*Dean,*

*International Islamic University, Islamabad*

**Co-Chair:** Dr. Muhammad Nadeem Mirza

*Associate Professor,*

*Quaid-i-Azam University, Islamabad*

Time	Invited Keynote Talk
01:45 pm -	<b>Social Challenges in the 21<sup>st</sup> Century</b>
02:00 pm	Dr. Sarwat Rauf ( <i>National University of Modern Languages, Islamabad</i> )

Abstract No  
(Time)

### Oral Presentations

<b>POL-478</b> (02:00 pm - 02:08 pm)	<b>Emergence of Arab Nationalism and the Changing Geopolitical Landscape of the Middle East</b> Naqvi, S. F. H. ( <i>Institute of Regional Studies, Islamabad</i> )
<b>POL-529</b> (02:08 pm - 02:16 pm)	<b>Hybrid Warfare: A Dilemma for National Security of Pakistan</b> Afzidi, H. S. ( <i>International Islamic University, Islamabad</i> )
<b>POL-156</b> (02:16 pm - 02:24 pm)	<b>US and China in Southeast Asia: Confrontation or Competitive Coexistence?</b> Fatima, A. ( <i>International Islamic University, Islamabad</i> )
<b>POL-307</b> (02:24 pm - 02:32 pm)	<b>KSA-Iran Rapprochement and Its Implications for Pakistan</b> Altaf, K. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>POL-450</b> (02:32 pm - 02:40 pm)	<b>Post 2021 Changing Strategic Dynamics in Afghanistan: Regional Implications</b> Khattak, M. ( <i>International Islamic University, Islamabad</i> )
<b>POL-528</b> (02:40 pm - 02:48 pm)	<b>US-Backed Regime Change in Pakistan: An Assessment</b> Nawaz, N. ( <i>National Defense University, Islamabad</i> )

<b>POL-355</b> (02:48 pm - 02:56 pm)	<b>Navigating Pakistan's Foreign Policy in an Emerging Multiplex World Order</b> Shah, M. A. ( <i>Air University, Islamabad</i> )
<b>POL-531</b> (02:56 pm - 03:04 pm)	<b>Participation of Women in Politics: A Case Study of Gilgit Baltistan</b> Begum, N. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>POL-524</b> (03:04 pm - 03:12 pm)	<b>US China Interstate Competition or Rivalry?</b> Mir, Z. ( <i>University of Management and Technology, Lahore</i> )
<b>POL-393</b> (03:12 pm - 03: 20 pm)	<b>Emerging Environmental Threats to Iran: Existing Counterstrategies and Way Forward</b> Abbas, S. A., & Cheema, M. ( <i>Quaid-i-Azam University, Islamabad</i> )
03:20 pm - 03:45 pm	<b>Q &amp; A Session</b> Session Concluding Remarks by <i>Session Chair and Co-Chair</i> Shields and Certificates Distribution

## Session IE

### Psychology

**Venue: Fatima Hall**

**Time: 11:00 am - 01:00 pm**

**Themes:** Family Dynamics, Parenting Practices, and Intimate Relationships

**Chair:** Dr. Aneela Maqsood

Associate Professor,

*Fatima Jinnah Women University, Rawalpindi*

**Co-Chair:** Dr. Humaira Jami

Assistant Professor,

*Quail-i-Azam University, Islamabad*

Time	Invited Keynote Talk
11:00 am - 11:15 am	<b>Embracing Ubuntu as a Vital Imperative: A Journey to Revive Care and Compassion Within Organizations</b> Prof. Dr. Adnan Adil ( <i>Government College Women University Sialkot, Sialkot</i> )

Abstract No (Time)	Oral Presentations
<b>PSY-69</b> (11:15 am - 11:23 am)	<b>Moderating Role of Marital Adjustment in Relationship Between Perceived Maternal Parenting Styles and Family Functioning Among Fathers</b> Ashraf, R., Syed, U. E., Khan, A., & Bibi, N. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-101</b> (11:23 am - 11:31 am)	<b>Relationship between Inter-Parental Conflict, Emotional Regulation and Academic Performance among Adolescents</b> Shabbir, H., Bibi, N., Syed, U. E., Khan, A., ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-51</b> (11:31 am - 11:39 am)	<b>Loneliness, And Family Support are Indicators of Risk Taking Behaviors among Individuals having Romantic Relationship</b> Jabeen, S., Khan, A., Syed, U. E., Adil, A., & Bibi, N. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-137</b>	<b>Sex Taboos, Sexual and Marital Satisfaction and Infidelity in Married Men</b>

(11:39 am - 11:47 am)	Arif, M., & Tariq, S. ( <i>University of Management and Technology, Lahore</i> )
<b>PSY-175</b> (11:47 am - 11:54 am)	<b>Morality as a Moderator in the Relationship Between Parenting Styles and Filial Piety among Adolescents</b> Safa, M., & Zubair, A. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-191</b> (11:54 am - 12:02 pm)	<b>Peer Influence and Mechanisms of Moral Disengagement among Adolescents</b> Atta, A., & Zahir, R. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-237</b> (12:02 pm - 12:10 pm)	<b>Relationship of Postpartum Depression, Mother Child Bonding, and Marital Satisfaction among New Mothers</b> Kainat, I., Khan, A., Syed, U. E., Adil, A., Yousaf, A., & Niazi, S. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-268</b> (12:10 pm - 12:18 pm)	<b>Patriarchal Beliefs, Religious Misconceptions, and Early Marriages: Unveiling Pakistani Youths' Lived Experiences</b> Janjua, M. M., & Kamal, A. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-343</b> (12:18 pm - 12:26 pm)	<b>Intimate Partner Violence and Postpartum Depression among Pakistani Women</b> Anwar, I., & Sadia, R. ( <i>Riphah International University, Islamabad</i> )
<b>PSY-358</b> (12:26 pm - 12:34 pm)	<b>Parental Psychological Childhood Abuse, Emotional Regulation, and Social Anxiety among Young Adults</b> Tanveer, R., Khan, A., Syed, U. E., Adil, A., & Bibi, N., ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-396</b> (12:34 pm - 12:42 pm)	<b>Emotional and Psychological Predictors of Moral Disengagement among Adolescents: Impact of Gratitude Intervention</b> Mukhtar, A., & Malik, J. A. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-281</b> (12:42 pm - 12:50 pm)	<b>Parenting Styles, Moral Disengagement, and Prosocial Behavior of University Students</b> Azhar, L., Kalsoom, S., Shakeel, K., & Saeed, S. ( <i>Bahria University, Islamabad</i> )
12:50 pm - 01:00 pm	<b>Q &amp; A Session</b>

	Session Concluding Remarks by <i>Session Chair and Co-Chair</i> Shields and Certificates Distribution
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## Session IIE

### Psychology

**Venue: Room 33 (Block A- Ground Floor)**

**Time: 01:45 pm - 03:45 pm**

**Themes: Social Media & Cyber Psychology**

**Chair: Dr. Sadaf Ahsan**

*Associate Professor,  
Foundation University, Islamabad*

**Co-Chair: Dr. Saira Khan**

*Associate Professor,  
Riphah International University, Islamabad*

Time	Invited Keynote Talk
01:45 pm - 01:55 pm	<b>Peace Psychology: Theory, Research, and Strategies</b> Prof. Dr. Lawrence H. Gerstein ( <i>Ball State University, USA</i> )

Abstract No (Time)	Oral Presentations
<b>PSY-39</b> (01:55pm - 02:01 pm)	<b>Impact of Appearance Related Social Media Consciousness on Social Comparison and Beauty Standards among Social Media Users</b> Shahid, A., Syed, U. E., Khan, A., & Bibi, N. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-141</b> (02:01 pm - 02:07 pm)	<b>IT Professionals and Cyberloafing: A Personality Perspective</b> Asghar, A., & Haleem, M. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-157</b>	<b>Role of Perceived Sense of Agency in Patient Care Practices among Nurses</b>

(02:07 pm - 02:13 pm)	Abbasi, S. A., & Zubair, A. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-160</b> (02:13 pm - 02:19 pm)	<b>The Role of Machiavellianism and Perceived Social Support in Predicting Cyberbullying Perpetration</b> Javed, M., & Zubair, A. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-113</b> (02:19 pm - 02:25 pm)	<b>Impact of Social Media in Provoking Social Anxiety and Aggression among Adolescents</b> Hussain, A., Bibi, N., Syed, U. E., Khan, A., ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-190</b> (02:25 pm - 02:31 pm)	<b>Perception of Early Symptoms of Autism Spectrum Disorder (ASD): A Comparative Study between Parents of Children with and without ASD</b> Batool, L., & Rauf, N. K. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-86</b> (02:31 pm - 02:37 pm)	<b>Relationship between Cyber-victimization, Coping Strategies, and Resilience among Social Media Users</b> Bukhari, S. R. Z., Syed, U. E., Khan, A., & Bibi, N. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-203</b> (02:37 pm - 02:43 pm)	<b>Unmasking the Phenomenon of Cyber Blasphemy: Profiling Motives, Attributes, and Societal Influences</b> Karim, N. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-213</b> (02:43 pm - 02:49 pm)	<b>Psychosocial Safety Climate and Job Satisfaction: Moderating Role of Psychological Capital among Remote Workers</b> Shahid, Z., & Bashir, S. ( <i>Lahore Garrison University</i> )
<b>PSY-279</b> (02:49 pm - 02:55 pm)	<b>Psychological Capital and Innovative Work Behavior among the Employees of Telecom Industry</b> Waqr, N., & Naqvi, I. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-296</b> (02:55 pm - 03:01 pm)	<b>Obsessive Compulsive Disorder, Rumination and Cognitive Errors: A Correlational Study</b> Waheed, S., Hasan, S., & Sohail, M. ( <i>University of Central Punjab, Lahore</i> )
<b>PSY-359</b> (03:01 pm - 03:07 pm)	<b>Impact of Coping Strategies and Perceived Social Support on Quality of Life and Stress among Individuals with Post Traumatic Stress Disorder Symptoms</b>

	Ahmed, M., Khan, A., Syed, U. S., Adil, A., Ghayas, S., & Bibi, B. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-517</b> (03:07 pm - 03:13 pm)	<b>Effectiveness of Lego Therapy in Enhancing Social Skills among Children with Autism Spectrum Disorder</b> Samar, A., & Arshi, S. ( <i>Bahria University, Karachi</i> )
<b>PSY-447</b> (03:13 pm - 03:18 pm)	<b>Impact of Workplace Harassment on Work Quality, Withdrawal from Work and Work Attitude in Female Workers</b> Mehreen, S., Muzaffar, J, Batool, S., & Khalid, S. ( <i>University of Sargodha</i> )
<b>PSY- E05</b> (03:18 pm - 03:26 pm)	<b>Effect of Role Stressors on Turnover Intention and Work Family Conflict Among Airport Security Force: Mediating Role of Emotional Exhaustion</b> Khalid, I., & Khan, M. J. ( <i>International Islamic University, Islamabad</i> )
03:26 pm- 03:45 pm	<b>Q &amp; A Session</b> Session Concluding Remarks by <i>Session Chair and Co-Chair</i> Shields and Certificates Distribution

## Session IIF

### Psychology

**Venue: Fatima Hall**

**Time: 01:45 pm - 03:45 pm**

**Themes: Psychological Disorders and Mental Health**

**Chair: Dr. Uzma Masroor**

*Associate Professor,*

*Shifa Tameer-e-Millat University, Islamabad*

**Co-Chair: Dr. Shazia Khalid**

*Assistant Professor,*

*National University of Medical Sciences,*

*Rawalpindi*

Time	Invited Keynote Talks
01:45 pm - 02:00 pm	<b>Indigenizing Psychology: Challenges for the South</b> Prof. Dr. Muhammad Asir Ajmal ( <i>GIFT, Gujranwala</i> )
02:00 pm - 02:10 pm	<b>Global Health Research: Challenges and Opportunities</b> Prof. Dr. Amina Muazzam ( <i>Lahore College for Women University, Lahore</i> )

Abstract No (Time)	Oral Presentations
<b>PSY-87</b> (02:10 pm - 02:16 pm)	<b>Role of Threat Appraisal on Cognitive Avoidance in Response to Uncertainty</b> Batool, S., & Aslam, N. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-104</b> (02:16 pm - 02:22pm)	<b>Relationship between Body Self-Image, Self-Compassion, and Psychological Wellbeing among University Students</b> Tahir, L., Bibi, N., Syed, U. E., Khan, A., ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-114</b>	<b>Body Uneasiness and Appearance Anxiety as Predictors of Psychological Well-Being in Women with or Without Cosmetic Procedures</b>

(02:22 pm - 02:28 pm)	Shaheen, I., Khan, A., Syed, U. E., Adil, A., Bibi, N., & Niazi, S. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-217</b> (02:28 pm - 02:34 pm)	<b>Acculturative Stress, Social Interaction Anxiety, Fear of Negative Evaluation among students of Other Provinces: Moderating Role of Perception of Teasing</b> Ghaffar, A. A., & Bashir, S. ( <i>Lahore Garrison University, Lahore</i> )
<b>PSY-235</b> (02:34 pm - 02:40 pm)	<b>Negative Life Events as Predictors of Suicidal Ideations among Women</b> Dil, S., & Sadiq, W. ( <i>Hazara University, Manserha</i> )
<b>PSY-244</b> (02:40 pm - 02:46 pm)	<b>Identity Formation in Young Gay Men: A Narrative Inquiry</b> Rai, A., & Haroon, Z. ( <i>Kinnaird College for Women University, Lahore</i> )
<b>PSY-256</b> (02:46 pm - 02:52 pm)	<b>Role of Social Capital in Mental Health Outcomes in Pakistani Adults</b> Khawar, R., Butt, R., Amin, R., Sheraz, A., Dogar, I. A., Akhtar, T., Akram, B., Hussain, S., & Aslam, M. ( <i>Government College University, Faisalabad</i> )
<b>PSY-335</b> (02:52 pm - 02:58 pm)	<b>Relationship between Self-Compassion, Hope and Life Satisfaction among Late Adults: A Meditational Model</b> Choudhry, M., Niazi, S., Yousaf, A., Ghayas, S., & Khan, A. ( <i>University of Sargodha, Sargodha</i> )
<b>PSY-500</b> (02:58 pm - 03:04 pm)	<b>Mediating Role of Tolerance for Psychological Pain in Predicting Suicidal Ideation from Post-Traumatic Stress Disorder among Adults of Gilgit and Chitral</b> Ahmed, M., Sadia, R., & Khan, S. ( <i>Riphah International University, Islamabad</i> )
<b>PSY- E02</b> (03:04 pm - 03:10 pm)	<b>Shyness, Emotional Intelligence and Academic Achievement Among Adolescents</b> Zahra, S. T., & Waheed, M. ( <i>National University of Modern Languages, Rawalpindi</i> )
<b>PSY- E03</b> (03:10 pm - 03:16 pm)	<b>Relationship Between Ethical Ideology and Well-being of Advocates: The Mediating Role of Proneness to Guilt and Shame</b> Wasim, J., Khan, A., Syed, U. E., Adil, A., & Niazi, S. ( <i>Rawalpindi Women University, Rawalpindi</i> )

<b>PSY-397</b> (03:16 pm - 03:22 pm)	<b>Impact of Academic Procrastination on Academic Dishonesty through Self-Efficacy and Moral Disengagement among University Students</b> Faraz, M. & Sadia, R. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-257</b> (03:22 pm - 03:28 pm)	<b>Negative Life Events, Positive and Negative Affect and Resilience in Older Adults</b> Chaudhary, K. & Haroon, Z. ( <i>Kinnaird College for Women University, Lahore</i> )
<b>PSY-</b> (03:28 pm - 03:45 pm)	<b>Q &amp; A Session</b> Session Concluding Remarks by <i>Session Chair and Co-Chair</i> Shields and Certificates Distribution

## Session IF

### Sociology

**Venue: Room 28 (Block A - Ground Floor)**

**Time: 11:00 am - 01:00 pm**

**Themes:** Education, Gender Equality, Empowerment, and Media

**Chair:** Prof. Dr. Farhan Navid Yousaf

Professor,

*The The University of the Punjab, Lahore*

**Co-Chair:** Dr. Rabia Ali

Associate Professor,

*International Islamic University, Islamabad*

#### Time

#### Invited Keynote Talk

11:00 am - 11:12 am	<b>Pakistan's Progress on SDG 4 &amp; 5: Global Commitments and Local Realities</b> Prof. Dr. Hazir Ullah. ( <i>Quaid-i-Azam University, Islamabad</i> )
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Abstract No  
(Time)

#### Oral Presentations

<b>SOC-476</b> (11:15am - 11:24 am)	<b>Gender and Employment: Conditions in the field of Embroidery in Balochistan</b> Azhar, R. ( <i>National Academy for Prisons Administration</i> )
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<b>SOC-356</b> (11:24 am - 11:33 am)	<b>Why do Boys Fall Behind in Education? Empirical Evidences from Khyber Pakhtunkhwa</b> Ullah, R. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>SOC-472</b> (11:33 am - 11:42 am)	<b>Impediments to Attain Female Education: Unveiling the Voices from District Sherani, Balochistan</b> Khan, K. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>SOC-264</b> (11:42 am - 11:51am)	<b>Learning Styles and Achievement Goals' Differences among University Students</b> Hassan, A., Rashid, M., & Manzoor, M. ( <i>SZABIST University, Islamabad</i> )
<b>SOC-E01</b> (11:51 am - 12:01 pm)	<b>Girls Outperform Boys in Higher Education of Azad Jammu and Kashmir</b> Ullah, F. ( <i>Mirpur University of Science and Technology (MUST)</i> )
<b>SOC-72</b> (12:01 pm - 12:10 pm)	<b>Exploring PhD Scholars' Academic and Social Integration in Pakistan Universities</b> Zahid, M. ( <i>Abdul Wali Khan University, Mardan</i> )
<b>SOC-49</b> (12:10 pm - 12:19 pm)	<b>Lived Experiences of Out-of-School Children Engaged in Begging and Scavenging Activities: A Qualitative Case Study in the Swat District, Pakistan</b> Ullah, K. ( <i>Quaid-i-Azam University Islamabad</i> )
<b>SOC-390</b> (12:19 pm - 12:28 pm)	<b>Unveiling Legacy Dynamics: Exploring Inheritance Traditions and their Impacts on Gender Equity in Land Ownership in Rural Punjab Pakistan</b> Fatima, Z., Riaz, N., Ahmed, U., Fatima, R., & Zulfiqar, Z. ( <i>University of Sargodha, Sargodha</i> )
<b>SOC-74</b> (12:28 pm - 12:37 pm)	<b>Grade Inflation in Higher Education: Analyzing the Role of Market Driven University Environment</b> Qureshi, W. A. ( <i>University of Peshawar, Peshawar</i> )
<b>SOC-381</b> (12:37 pm - 12:47 pm)	<b>A Critical Analysis of Children's Representation in Television Advertisements in Pakistan</b> Durrani, F. ( <i>Quaid-i-Azam University, Islamabad</i> )
12:47 pm - 01:00 pm	<b>Q &amp; A Session</b> Session Concluding Remarks by <i>Session Chair and Co-Chair</i> Shields and Certificates Distribution

## Session IG

### Sociology

**Venue:Room 28 (Block A - Ground Floor)**

**Time: 11:00 am - 01:00 pm**

**Themes:** Gender, Health, Women Empowerment, Political Participation, and Human Rights

**Chair:** Dr. Akhlaq Ahmed

Associate Professor,

*The University of the Punjab, Lahore*

**Co-Chair:** Dr. Nasim Khan Mahsud

Assistant Professor,

*Allama Iqbal Open University, Islamabad*

Time	Invited Keynote Talk
11:00 am -	<b>Yes, They Knew: The Colonial Shaping of the Female Body, 1820 -1950</b>
11:12 am	Professor. Tim Allender. ( <i>The University of Sydney, Australia</i> )

Abstract No (Time)	Oral Presentations
<b>SOC-508</b> (11:15am - 11:24 am)	<b>Vulnerabilities of Pregnant Women during 2022 Floods: Reflections from Rajanpur Pakistan</b> Youssaf, Z., Ali, A., & Rubab, I ( <i>Abdul Wali Khan University, Mardan</i> )
<b>SOC-298</b> (11:24 am - 11:33 am)	<b>How Social Networking Enhances Women's Political Resilience in Khyber Pakhtunkhwa? An Intersectional Feminist Political Analysis</b> Bial, M. ( <i>Abdul Wali Khan University, Mardan</i> )
<b>SOC-61</b> (11:33 am - 11:43 am)	<b>Resisting the Stigma: Narratives of Female Student Smokers in Islamabad Universities</b> Ullah, R. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>SOC-E02</b> (11:43 am - 11:53 am)	<b>A Systematic Analysis of Sehat Sahulat Program of Pakistan 2015</b> Arqum, L., Khurshid., Tahir, A., & Imtiaq, A. ( <i>University of Sargodha, Sargodha</i> )

<b>SOC-185</b> (11:53 am - 12:03 pm)	<b>Assessing Knowledge and Attitudes of Women towards Cervical Cancer in Lahore Pakistan</b> Warda, G. ( <i>The University of the Punjab, Lahore</i> )
<b>SOC-125</b> (12:03 pm - 12:12 pm)	<b>Impact of Glacier Lake Outburst Floods (GLIOF's) on the Livelihood of People of Chitral</b> Saif, A. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>SOC-326</b> (12:12 pm - 12:21 pm)	<b>Shattering the Silence: Understanding Teacher Bullying and Favoritism the Unfair Treatment in Education</b> Khan, D. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>SOC-402</b> (12:21pm - 12:30 pm)	<b>Impact of Recent Initiative of Pakistan Government for Protection of Women Right in Pakistan</b> Hassan, J. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>SOC-64</b> (12:30 pm - 12: 39 pm)	<b>Right to Information, Social Accountability, and Good Governance: A Sociological Perspective</b> Kamran, K. ( <i>International Islamic University, Islamabad</i> )
<b>SOC-505</b> (12:39 pm - 12:48 pm)	<b>Intersectionality of Gender and Reentry: Challenges for Pakistani Women</b> Iqbal, J. ( <i>The University of the Punjab, Lahore</i> )
12:48 pm - 01:00 pm	<b>Q &amp; A Session</b> Session Concluding Remarks by <i>Session Chair and Co-Chair</i> Shields and Certificates Distribution

## Session IIG

### Sociology

**Venue: Room 28 (Block A - Ground Floor)**

**Time: 01:45 pm - 03:45 pm**

**Themes:** Environmental Changes, Higher Education and Crimes

**Chair:** Dr. Muhammad Shoaib

*Chairman,*

*University of Gujrat, Gujrat*

**Co-Chair:** Dr. Asim Munib

*Assistant Professor,*

*Bahria University, Islamabad*

#### Time

#### Invited Keynote Talk

01:45 pm -

02:00 pm

**Women's Learning and Empowerment in Rural Kenya: Maasai Village Women Take Initiative**

Dr. Taeko Takayanagi (*Waseda University, Japan*)

Abstract No  
(Time)

#### Oral Presentations

<b>SOC-422</b> (02:00 pm - 02:10 pm)	<b>Community Resilience and Local Adaptive Strategies: Exploring Social Dynamics in Response to Climate Change in Multan</b> Hussain, S. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>SOC-196</b> (02:10 pm - 02:20 pm)	<b>State of Social Cohesion amongst First Generation Univeristy Students in Pakistan</b> Fayyaz, H. N. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>SOC-63</b> (02:20 pm - 02:30 pm)	<b>Impact of Monitoring on School Teacher's Performance in District Malakand Khyber Pakhtunkhwa</b> Zia, A. ( <i>Kohsar University, Murree</i> )
<b>SOC-55</b> (02:30 pm - 02:40 pm)	<b>Artificial Intelligence and University Student's Learning: Students Perspective</b> Tabassum, A. ( <i>Quaid-i-Azam University, Islamabad</i> )

<b>SOC-36</b> (02:40 pm - 02:50 pm)	<b>Impact of Work-Family Conflict on Deviant Workplace Behaviors in Telecom Sector of Pakistan: Moderating Role of Islamic Work Ethics</b>  Riaz, A. ( <i>Abasyn University, Islamabad</i> )
<b>SOC-223</b> (02:50 pm - 03:00 pm)	<b>Sociological Analysis of Criminal Behaviors among the Youth</b>  Ullah, R. ( <i>Department Government of KP</i> )
<b>SOC-357</b> (03:00 pm - 03:10 pm)	<b>Subjective Interpretations of Marital Quality in the Pakistani Context: Insights from District Swabi</b>  Kainat. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>SOC-E03</b> (03:10 pm - 03:20 pm)	<b>Study Culture, Self-fulfilling Prophecy, and Learning Skills of Students at Tertiary Level</b>  Ali, R. ( <i>University of Gujrat, Gujrat</i> )
<b>SOC-533</b> (3:20 pm - 3:30 pm)	<b>Culture beyond Classroom: The Relationship between Family Structures and the Preferences for Teaching Styles in Higher Education Institutions of Pakistan</b>  Qureshi, R. ( <i>SZABIST, Islamabad</i> )
03:30 pm - 03:45 pm	<b>Q &amp; A Session</b> Session Concluding Remarks by <i>Session Chair and Co-Chair</i> Shields and Certificates Distribution

## POSTER PRESENTATIONS

### Business Administration

**Venue: Corridor- Block A, Ground Floor**

#### Poster Judges

<b>Dr. Irum Batool</b>	<i>PMAS-Arid Agriculture University, Rawalpindi</i>
<b>Dr. Umm-e-Rubab</b>	<i>Fatima Jinnah Women University, Rawalpindi</i>

Poster Code	Title
<b>BBA-109</b>	<b>The Impact of Green Organizational Leadership on Green Competitive Advantage with mediating role of Green Employee Engagement</b> Khaliq, J., & Anam, V. ( <i>Sir Syed CASE Institute of Technology, Islamabad</i> )
<b>BBA-110</b>	<b>Impact of Salary and Ranks on Job Satisfaction: Examining the Role of Perceived Fairness in Banking Sector of Pakistan</b> Anam, V., & Khaliq, J. ( <i>Sir Syed CASE Institute of Technology, Islamabad</i> )
<b>BBA-111</b>	<b>Impact of Work Life Balance on Organizational Commitment</b> Anam, V., & Khaliq, J. ( <i>Sir Syed CASE Institute of Technology, Islamabad</i> )
<b>BBA-151</b>	<b>Investor's Preferences for Green Practices: Evidence from Pakistan</b> Naveed, S., & Rasheed, H. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-164</b>	<b>Firm Specific Determinants of Financial Distress: A Study of Automobile Sector of Pakistan</b> Khatoon, N., & Rasheed, H. ( <i>Shaheed Zulfiqar Ali Institute of Science and Technology, Islamabad</i> )
<b>BBA-211</b>	<b>Impact of Economic Factors on Financial Performance of MNCs: A Case Study of Pakistan</b>

	Bibi, Z., & Naveed, S. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-219</b>	<b>The Effect of Leverage and liquidity on Financial Performance: A Case Study of IT Sector of Pakistan</b> Hamid, H., & Rasheed, H. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-379</b>	<b>Servant Leadership's Influence on Job Satisfaction and Organizational Commitment in Pakistani Banking</b> Ejaz, S., Mir, S., & Niazi, A. ( <i>National University of Modern Languages, Rawalpindi</i> )
<b>BBA-380</b>	<b>Impact of Laissez-Faire Style of Leadership on Thriving at Workplace during Organizational Change in Higher Education Sector of Pakistan</b> Tariq, J., Syed, K., Shafeeq, F., Farooq, S., & Zahid, A. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-75</b>	<b>A Study on the Impact of Covid-19 on the Performance of PSX: A Case Study of the IT Sector of Pakistan</b> Nadeem, A., Malik, M., & Rasheed, H. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-165</b>	<b>Impact of FDI on Stock Market Development in South Asia</b> Shahzadi, M. ( <i>Rawalpindi Women University, Rawalpindi</i> )

## Fine Arts

**Venue: Gallery- 3<sup>rd</sup> Floor Sheikh Rasheed Block**

### Poster Judges

<b>Dr. Surriya Chaudhary</b>	<i>Associate Professor, Fatima Jinnah Women University, Rawalpindi</i>
<b>Dr. Anwar Ali</b>	<i>Assistant Professor, COMSATS University, Islamabad</i>

Poster Codes	Title
FA-30	<b>Unveiling the Artistry and Cultural Significance of Indus Textile</b> Sarfraz, S. ( <i>University of Management and Technology, Lahore</i> )
FA-182	<b>From Brewing to Masterpiece: A Journey of Exploring the Artistic Creation in Tea Culture</b> Hameed, T. ( <i>Rawalpindi Women University, Rawalpindi</i> )
FA-214	<b>The Healing Power of Nature</b> Umar, F. ( <i>Rawalpindi Women University, Rawalpindi</i> )
FA-284	<b>Khussa of Bahawalpur: An Expression of Art and Culture</b> Khan, S. & Muzzafar, N. ( <i>Rawalpindi Women University, Rawalpindi</i> )
FA-376	<b>A Symbolic Representation of Mementos and Identity through Graffiti</b> Mughees, S. ( <i>Govt. Viqar-un-Nisa Graduate College, Rawalpindi</i> )
FA-404	<b>The Impact of AI on the Arts and Design Profession: Threat or Aid for the Future?</b> Mazhar, S. ( <i>Rawalpindi Women University, Rawalpindi</i> )
FA-415	<b>Design and Text on Wedding Cards Printed in Lahore</b> Tariq, S. ( <i>Govt. Post Graduate College for Women, Gulberg, Lahore</i> )
FA-531	<b>Neuroaesthetics; An Experience of Beauty in Visual Arts</b> Jamil, S. ( <i>Rawalpindi Women University, Rawalpindi</i> )

## Media & Communication Studies

**Venue: Gallery-2<sup>nd</sup> Floor Sheikh Rasheed Block**

### Poster Judges

<b>Dr. Riaz Adil</b>	<i>Assistant Professor, Riphah International University, Rawalpindi</i>
<b>Dr. Sadia Ishtiaq</b>	<i>Assistant Professor, Fatima Jinnah Women University, Rawalpindi</i>

Poster Codes	Title
MCS-276	<b>Social Media and Political Engagement: A Comparative Analysis of Traditional and Social Media in Pakistan</b> Tariq, M., Khan, S., & Tariq, K. ( <i>Bahauddin Zakariya University, Multan</i> )
MCS-285	<b>Pak-China Relations: A Comparative Study of American, Indian, Chinese and Pakistani Press</b> Imran, M. ( <i>The Islamia University of Bahawalpur</i> )
MCS-303	<b>Social Media and Its Impact on Career Development: A Study on University Students in Islamabad</b> Waqar, S. ( <i>International Islamic University, Islamabad</i> )
MCS-386	<b>Impact of Work Environment on Professional Integrity: A Case Study of Journalists in Islamabad</b> Ali, G., & Shafiq, Z. ( <i>Rawalpindi Women University, Rawalpindi</i> )
MCS-289	<b>Role of Digital Media in Political Decision Making: A Survey of Lahore Based Youth</b> Hussain, T., & Iftikhar, A. ( <i>The University of the Punjab</i> )
MCS-499	<b>Shaping Punjab: Unraveling The Media's Influence on Public Policy in Pakistan</b> Javed, M. N., & Moeen, A. S. ( <i>University of Malaya, Kuala Lumpur</i> )

## Psychology

### Venue: Corridor Block A- Ground Floor

#### Poster Judges

<b>Dr. Shumaila Tasleem</b>	<i>Assistant Professor, Air University, Islamabad</i>
<b>Dr. Saima Kalsoom</b>	<i>Assistant Professor, Bahria University, Islamabad</i>
<b>Dr. Anila Sadaf</b>	<i>Assistant Professor, National University of Modern Languages, Rawalpindi</i>
<b>Dr. Memoona Ismail</b>	<i>Assistant Professor, Islamic International University, Islamabad</i>
<b>Dr. Nelofar Kiran Rauf</b>	<i>Assistant Professor, Quaid-i-Azam University, Islamabad</i>

Poster Codes	Title
PSY-98	<b>Nomophobia, Achievement Goal Orientation and Metacognitive Problems among University Students</b> Mahjabeen., & Sana, F. ( <i>Rawalpindi Women University, Rawalpindi</i> )
PSY-140	<b>From Values to Virtue: Unveiling the Moral Identity- Prosocial Behavior Nexus in Young Adults</b> Mir, S., Haleem, M., & Asghar, A. ( <i>Quaid-i-Azam University Islamabad</i> )
PSY-189	<b>How Does Social Media Influence Digital Shopping Behaviors of University Students in Pakistan?</b> Saqib, R., Qasim, R., & Ahmad, Z. M. ( <i>Air University, Islamabad</i> )
PSY-197	<b>Managing Substance Induced Grandiose Delusions Comorbid with Borderline Personality Disorder through Supportive Therapy (Psychiatry), Religious Cognitive Behavior Therapy (RCBT) and Dialectical Behavior Therapy (DBT): A Case Study</b> Amin, A., & Mehmood, A. ( <i>Combined Military Hospital, Skardu</i> )

PSY-198	<b>How Instagram Influencers Affect Body Image and Self Esteem among Young Females</b> Nayyer, I., Ali, A., Shams, F., Naim, H., & Amjad, W. ( <i>Air University, Islamabad</i> )
PSY-212	<b>Behavioral Inhibition Activation and Dysfunctional Attitude: Mediating Role of Emotion Regulation among Individuals with Depressive Tendencies</b> Nasir, F., & Bashir, S. ( <i>Lahore Garrison University, Lahore</i> )
PSY-294	<b>Fertility Desires and Desires to Avoid Pregnancy in Pakistani Adults</b> Hamid, H., & Abbasi, E. S. ( <i>Foundation University, Rawalpindi</i> )
PSY-314	<b>Fear of Missing Out and Screen Time among University Students: Moderation by Self-Regulation</b> Aslam, I., & Malik, J. A. ( <i>Quaid-i-Azam University Islamabad</i> )
PSY-315	<b>Occurrence/Prevalence of Dreaming Experiences among Young Adults: Association with Sleep Quality and Personality Traits</b> Khan, A. Z. ( <i>University of Wah, Wah Cantt</i> )
PSY-341	<b>Parental Rejection, Psychological Maladjustment and Academic Performance among Adolescents</b> Tahir, I., & Salik, R. ( <i>Rawalpindi Women University, Rawalpindi</i> )
PSY-501	<b>Mediating Role of Cognitive Reappraisal in Predicting Suicidal Ideation from Post-Traumatic Stress Disorder among Adults of Gilgit and Chitral</b> Ahmed, M., Sadia, R., & Khan, S. ( <i>Riphah International University, Islamabad</i> )
PSY- 192	<b>Academic Advising Services in Pakistani Universities: An Exploratory Study</b> Sabir, D., & Qureshi, H. A. ( <i>National University of Sciences and Technology, Islamabad</i> )
PSY-80	<b>Effects of Moral Injury on Psychopathology of Pakistanis Affected by War against Terror: Moderating Role of Religiosity</b> Aman, H., Akhtar, T., & Adil, A. ( <i>Foundation University, Islamabad</i> )
PSY-227	<b>Relationship between Gender Role Attitudes and Attitudes Towards Honor Killing among Adults</b>

	Nawaz, D., & Mazher, S. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-333</b>	<b>The Impact of Childhood Trauma Shame and Guilt in Predicting Suicidal Ideation and Mediating Role of Psychological Capital among Young Adults</b> Malik, M., Sadia, R., & Khan, S. ( <i>Riphah International University, Islamabad</i> )
<b>PSY-E7</b>	<b>Challenges faced by Healthcare Professionals in the Treatment of Individuals with Substance Use Disorders: A Professional Perspective</b> Shahzad, B. & Sadaf, A. ( <i>National University of Modern Languages, Rawalpindi</i> )
<b>PSY-E8</b>	<b>Substance Use Disorder (SUDs), A Game of Five: An Indigenous Perspective</b> Urba & Sadaf, A. ( <i>National University of Modern Languages, Rawalpindi</i> )
<b>PSY-E9</b>	<b>Current Issues and Challenges in Treatment of Substance Use Disorders (SUDs): A Perspective of Individuals Suffering from SUDs</b> Kaynat, S. & Sadaf, A. ( <i>National University of Modern Languages, Rawalpindi</i> )
<b>PSY-E10</b>	<b>Challenges Faced by Caregivers of People with Substance Use Disorders (SUDs): A Caregiver Perspective</b> Khan, M. A., & Sadaf, A. ( <i>National University of Modern Languages, Rawalpindi</i> )

**SUMMARY OF INVITED  
KEYNOTE TALKS  
(Discipline Wise)**

# **BUSINESS ADMINISTRATION**

## **Disruptive Digital Transformational Change and Interdisciplinary Sense**

Prof. Dr. Qaiser Malik

*Foundation University, Islamabad*

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When we talk about "disruptive digital transformational change", we are referring to the profound and often radical changes that organizations undergo by leveraging digital technologies to disrupt existing norms, markets, and industries. Interdisciplinary thinking involves the collaboration and integration of knowledge, methods, and approaches from multiple academic or professional disciplines to solve complex problems or address multifaceted challenges. In this context, "sense" refers to the ability to perceive, understand, and make meaningful connections between different disciplines and domains of knowledge. When we discuss "interdisciplinary sense," we are highlighting the importance of individuals or teams having the ability to draw upon insights and methodologies from diverse fields to drive innovation and problem-solving. Disruptive digital transformations often aim to improve user experiences. Interdisciplinary teams can ensure that the end-users needs and preferences are considered from various angles, leading to better-designed solutions. In summary, disruptive digital transformational change and interdisciplinary sense go hand in hand in the modern business landscape.



## **Sustainability Pathways for Environmental Protection in Pakistan, Areas of Untapped Knowledge, Curriculum Highlights and Responsibilities of Higher Education Institutes in Pakistan**

Prof. Dr. Ali Ahsan

*Torreens University, Australia*

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Promoting sustainability and environmental protection in Pakistan is crucial to address the country's environmental challenges, including air and water pollution, deforestation, and climate change. Higher education institutions in Pakistan have a significant role to play in fostering

knowledge, research, and action in this regard. There are some pathways, areas of untapped knowledge, curriculum highlights, and responsibilities of higher education institutes in Pakistan for environmental protection and sustainability. Conduct cutting-edge research on environmental issues, share findings with the public, and collaborate with policymakers. Equip students with the knowledge and skills necessary to address environmental challenges through relevant curricula and hands-on experiences. Engage with local communities to raise awareness about environmental issues and provide technical expertise for sustainable initiatives. Encourage innovation and entrepreneurship in sustainable technologies and practices. Advocate for sustainable policies at the institutional, local, and national levels. Collaborate with government agencies, NGOs, and industry partners to leverage resources and expertise for environmental protection initiatives. In conclusion, higher education institutes in Pakistan have a crucial role to play in promoting sustainability and environmental protection. By focusing on research, education, and community engagement in these areas, they can contribute significantly to addressing the country's environmental challenges and building a more sustainable future.



## **Role of Employee Green Behaviour in the Achievement of Sustainable Development Goals**

Prof. Dr. Khurram Shahzad

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Employee green behavior plays a significant role in the achievement of Sustainable Development Goals (SDGs). SDGs are a set of 17 global goals adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet, and ensure prosperity for all by 2030. To harness the potential of employee green behavior in achieving the SDGs, organizations can: Promote sustainability education and awareness among employees. Implement green workplace policies and practices. Offer incentives for green behavior, such as rewards for reducing waste or energy consumption. Set sustainability targets and measure progress toward them. Collaborate with other organizations and stakeholders to scale up sustainability efforts. By incorporating green

behavior into their corporate culture and operations, organizations can make a significant contribution to the achievement of the Sustainable Development Goals while also benefiting from cost savings, improved employee morale, and enhanced reputation.



# **FINE ARTS**

## **Remembering the Future: Making Art and Design Education Relevant in Contemporary Pakistan**

Dr. Sadia Pasha Kamran

*Ruman Art Initiative, Lahore*

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At the dawn of 21st century the idea of decolonization was getting stronghold in every field of life. The concept was considered to be an essential integer for global harmony. In Pakistan, it took around two more decades to create awareness and to popularize the notion in a way that engaged the thinkers, academics, policy makers and other stakeholders in making conscious efforts to decolonize the society. The need to reevaluate the strategies for a more comprehensive and result oriented approach in art and design education is realized today. We shall look at the conceptual challenges and aim to relocate the compass on imminent socio-political, economic, and environmental issues of global nature then merely reiterating the cause and effect of being a former colony. Such contextually engaged learning and systems of knowledge production is a promising approach towards a more stabilized Pakistani society that is eager to create an impact on the global horizon.



## **Prevarications on Islamic Art of the Book Consistencies and Contradictions**

Dr. Mamoon Khan

*Fatima Jinnah Women University, Rawalpindi*

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The unique stylistic traditions connected with the Muslim Art, especially with Miniature Paintings have exclusively distinct features, misapprehended as decorative, lacking in dexterity, or labelled as a craft. Many scholars, including those tagged as orientalists misdeemed it by viewing through the lens of western aesthetics, labelled it as deficient to capture reality. Muslim artists are considered incapacitated or lacking in draftsmanship and the like. Interest in intricate details is classified as executed under the “fear of void”, or as fragmented reality. Whereas, reality in its totality is the ideal attained by the Muslim artists, who acted

not as realists but as super-realists. Through esoteric optics, they focused on the entirety of events, captured on the small spaces of not more than the size of a page, but developed an unparallel idiosyncratic style. The paper intends to dig deep the aesthetic norms that shaped the very roots of Muslim Art, to explore its true nature, whether linked with real or surreal. It will be an analytically exploratory research based on formal and textual analysis of the Muslim Paintings to make its aesthetics comprehensible and to mark its quality of super-realism conspicuous. Not mimetic in its representation, ignored verisimilitude, but reality is explored to its very cores by the Muslim artists.



# **MEDIA & COMMUNICATION STUDIES**

## **Mass Media in Pakistan: Challenges and Opportunities**

Prof. Dr. Zafar Iqbal

*International Islamic University, Islamabad*

*Email: [dzi.baloch69@gmail.com](mailto:dzi.baloch69@gmail.com)*

Contemporarily, media are not mere technological institutions; they are fourth pillar of any democratic society, cultural industries, weapons of mass deception, sources to promote and create national integrity, cohesion and cultural hybridity; besides they are the first line of defence against enemies in hybrid and 5th generation warfare. Nonetheless, significance of mass media's traditional roles like surveillance of government and elite structures, transmission of mass culture, production of educated and informed citizenry, and a liaison between the state and masses can hardly be overemphasized in the current social media dominated environment. Rather, emergence of new technological tools like social media has constructed a 'real global village', which once envisaged and visualized by Marshal McLuhan in 1960s. At the same time, it has also necessitated to view the media and its power in a rather different way and reposed the governments a responsibility to use its unleashed power for their benefits, else they could prove to be the enemy's tools within our system and can play havoc.



## **Media Effects Paradigm in the Digital Age**

Prof. Dr. Khalid Sultan

*National University of Modern Languages, Islamabad*

*Email: [khalidsultan@numl.edu.pk](mailto:khalidsultan@numl.edu.pk)*

The last few decades have seen communication study applied to become a powerful force for public education and behavior change. With the growth of mass media and the scientific methods to measure impacts, communication now plays a crucial role in social change, especially in the nations of Latin America, Africa, and Asia. It promises to play even larger role in the future. The power of communication is clear. Communication influences how people vote. Communication determines what people buy. Communication affects what people wish for and what they aspire to become. Communication shapes how people conduct their daily lives,

even their sexual behavior. There is a surprisingly long tradition of effects-based audience research, and an examination of it reveals a significant body of different approaches. All have in some way sought to examine the effects of media output on their audiences and all have argued that the media influence their audiences in some way. In this backdrop the technological advancement and media development coupled with the utilization of digital technology and its misuse has also erupted as a major challenge for policymakers and educators. My todays talk would suggest a framework for academicians, sociologists, parents, and information technology experts in the light of the relevant literature to sensitize the youth towards responsible and productive use of the technology. This framework is based on two important themes, including Digital Responsibility and Digital Citizenship Etiquette.



## Media Issues or Existential Threats?

Prof. Dr. Fatma Elzahraa Elsayed

*Cairo University, Egypt*

*Email: [zahraafat@cu.edu.eg](mailto:zahraafat@cu.edu.eg)*

Among all the undeniable facts that we live in, there is one fact that makes the time we are currently living in the most challenging to humanity, both physically and morally. On the moral side, a person's gender identity is vulnerable to deviation without logical or scientific justification. Physically, human existence is exposed to unfair competition with robots, whose invasion extended from the industrial sector to the cognitive and creative field. The fact that must be identified and confronted is that the exponential advancement of digital technology in media, instead of contributing to spreading knowledge and constructing an enlightened society, and then consolidating the values of democracy, freedom, and justice, can be a direct trigger of spreading ignorance, fanaticism, hatred and tearing societies apart. There is no winner or loser in this confrontation. The entire humanity is at risk of losing its intellectual distinction, as well as its very physical existence. This speech sheds light on, but is not limited to, some issues in this context, including: - The dramatic and non-stop transformations of the definitions of the basic elements of communication process and the nature of the relationships that link them. The environment in which these elements operate, and repercussions on their fluidity. What are challenges associated with this

reality in the field of media education and communication research? - Algorithmic hegemony of social networks, and the uncontrolled and unmonitored consequences of this hegemony on the psychological, social, ethical, and cognitive aspects of users. - The comprehensive censorship and surveillance of human activity through networks and other means of communication is a real threat to transforming the global system into authoritarian tyrannical capitalism.



# **POLITICAL SCIENCE**

## **The Ethics of AI and the Future of Humanity**

Prof. Dr. Arshin Adib-Moghaddam

*SOAS University of London, UK*

*Email: [aa106@soas.ac.uk](mailto:aa106@soas.ac.uk)*

Based on his newest study "Is Artificial Intelligence Racist? The Ethics of AI and the Future of Humanity (Bloomsbury, 2023)" and a film presented as a part of a project for the Venice Biennale in 2021, Prof. Adib-Moghaddam dissects the politics of power and resistance in the past, present, and future. This keynote lecture will pay particular attention to the nexus between AI, the state and society with a particular emphasis on our common, human security.



## **The Changing Patterns of Climate and Impacts on Pakistan**

Prof. Dr. Muhammad Khan

*International Islamic University, Islamabad*

*Email: [drmkedu@gmail.com](mailto:drmkedu@gmail.com)*

A study on changing pattern of the climate reveals that, there would be an 'eastern shift in monsoon circulation caused by the changing climate.' In South Asia, such a climatic change is causing 'more rainfall over the Indian Ocean, Bangladesh and Burma and less rainfall over India, Nepal and Pakistan.' Since climate change is a gradual process, therefore, its impacts are also gradual and devastating. In Pakistan, the impact of climate change are being felt in all spheres; the rising temperatures, lengthening of growing season, changing in precipitation patterns, prolonged droughts and heat waves. The worst however are; the water crisis in last one decade. There have been less rains over the years to compensate the lost water, therefore, water sources are rapidly drying up, causing anxiety among the huge population and water for agricultural usage. Indeed, in Pakistan, there have been more rains but for a shorter duration, thus not helpful in percolation and raise the ground water level. Besides, the climatic changes and environmental degradation have caused longer spells of drought, resultant water scarcity all over the country. The intense rain-fall at times caused flood in most parts of the country, thus causing; huge loss to population centres, destruction of crops, damaging infrastructure and loss of huge amount of water to sea in the absence of water reservoirs. This

paper aims at finding a way forward to mitigate the impact of climate change, particularly in the field of water.



## **Social Challenges in the 21<sup>st</sup> Century**

Dr. Sarwat Rauf

*National University of Modern Languages, Islamabad*

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The twenty-first century started with diverse challenges worldwide. The problems of hunger, inequality, environmental pollution, new armed conflicts, religious extremism, and terrorism have become serious threats to human beings. The ‘war on terrorism’ has given birth to a changed security environment with severe effects on international norms and human rights. Environmental degradation has brought about new patterns of migration in which gender and poor class have become the targets for disadvantage. An increasing inequality between the world’s rich and poor has raised questions regarding advocates of globalization. It is thought that democracies would find all the solutions of problems, however, the subject of ‘democracy’ which was once celebrated, now receives a more mixed view. There are emerging signs of uncertainty in democratic systems in different countries. The legitimacy of democratic systems has become controversial which is measured by public surveys worldwide. It appears that dissatisfaction with democracy will lead to its collapse under the strain of social conflicts. Moreover, the police and military dimension of security has also been becoming questionable since the outbreak of COVID-19. The traditional concept of state and security has been failed in determining the plan to get rid out of the pandemic. A new realization is the promotion of science and technology and adaptation of new means of security. Notwithstanding the rise of formidable challenges, this century has been witnessing some positive developments too such as fast communications, new social movements, the development of worldwide opportunities for networking and improved regional cooperation. Thus, the dire need of time is to prepare next generation for the innovative and different world. *The trends of ‘tech’, ‘innovation’ and ‘talent’ are growing very fast; therefore, we have to be ‘future-ready’ nation.*



# PSYCHOLOGY

## **Global Health Research Challenges and Opportunities**

Prof. Dr. Amina Muazam

*Lahore College for Women University, Lahore*

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Global health, also called international health, is collaborative trans-national research and action for promoting health for all (Beaglehole & Bonita, 2010). The main aims of this study are to identify the common health issues in Pakistan, to identify the common mental health issues and its causes in Pakistan. For this purpose, systematic literature review was done, and ten common health issues were identified which were hepatitis, malaria, tuberculosis, dengue fever, cancer, stroke, diabetes, HIV/AIDS, ischemic heart disease and maternal and child health. It has been found that the prevalence of hepatitis is 11.55%, malaria is 23.3%, TB is 31%, cancer is 32%, diabetes is 11%, HIV/AIDS is less than 1%, ischemic heart disease is 17% and maternal and child health problems is 9 to 10% in Pakistan. It has also been found that in Pakistan, mental disorders account for more than 4% of total disease burden, with mental health burden higher among women and depressive and anxiety disorders appear to be highest followed by bipolar, schizophrenia, psychosomatic disorders, obsessive-compulsive disorder and post-traumatic stress disorder. The main causes of mental issues in Pakistan are increased stress (72.2%), physical/emotional trauma (51.3%), poor physical health (36%), being overworked (36.8%), low socio-economic status (30.5%) and family history (29.3%). This study will be helpful for mental health professionals and other policy makers to improve the existing mental health policies and to design the new policies that will be more effective in dealing with the current situation as well as to improve the mental health of the people in Pakistan.



## **Embracing Ubuntu as a Vital Imperative: A Journey to Revive Care and Compassion Within Organizations**

Prof. Dr. Adnan Adil

*Government College Women University, Sialkot*

*Email: [adnan.adil@gcwus.edu.pk](mailto:adnan.adil@gcwus.edu.pk)*

In a world marked by relentless competition and a relentless pursuit of profit, it's all too easy for organizations to lose sight of their fundamental

purpose: to serve humanity. Amidst the ceaseless race for market dominance and financial success, we often witness a dearth of care and compassion within the corporate realm. It is precisely this critical issue that calls for a profound shift in the way organizations perceive their role in society. The keynote topic, "Embracing Ubuntu as a Vital Imperative: A Journey to Revive Care and Compassion Within Organizations," invites us to embark on a transformative journey, one that places the African philosophy of Ubuntu at the heart of organizational culture and ethos. Ubuntu, a term hailing from southern Africa, encapsulates the essence of interconnectedness, shared humanity, and the belief that our well-being is intrinsically tied to the well-being of others. In essence, it's the profound understanding that "I am because we are." This timeless philosophy emphasizes the importance of community, empathy, and a genuine concern for the welfare of all. When applied to the corporate world, Ubuntu challenges us to rethink the prevailing paradigms of cutthroat competition and zero-sum thinking. It beckons us to consider that true success in business, and indeed in life, lies not in isolation but in fostering harmonious, caring, and compassionate organizations. The journey toward reviving care and compassion within organizations is not a mere idealistic pursuit; it is an imperative, rooted in both moral and pragmatic foundations. In an era where employees increasingly seek purpose and meaning in their work, and customers are demanding businesses with a social conscience, organizations that fail to embrace Ubuntu principles risk becoming irrelevant and unsustainable. Indeed, research has shown that compassionate workplaces foster higher employee engagement, lower turnover rates, and greater productivity. Furthermore, socially responsible businesses often enjoy stronger customer loyalty and enhanced reputation. It is evident that aligning with Ubuntu values is not just ethically sound but also makes solid business sense. Yet, adopting Ubuntu within the organizational fabric is not a straightforward task. It requires a holistic transformation that transcends superficial changes in mission statements or corporate social responsibility initiatives. Instead, it necessitates a profound shift in mindset, culture, and leadership. Leaders must recognize that their role extends beyond profit generation; they are stewards of an interconnected community that includes employees, customers, suppliers, and the broader society. They must lead with empathy, placing the wellbeing of their people at the forefront of their decision-making processes. One of the most significant challenges in this journey lies in overcoming the deeply ingrained patterns of individualism and self-interest that often dominate organizational thinking. It demands breaking down silos and fostering collaboration not only within the organization but

also with external stakeholders. It necessitates creating an environment where open communication, active listening, and constructive feedback are the norm rather than the exception. Ubuntu calls for organizations to go beyond token gestures of corporate social responsibility and embrace a more profound sense of social consciousness, where social and environmental impact is integrated into the very core of business strategies. This journey is not without its hurdles, but it is undeniably worth the effort. The revitalization of care and compassion within organizations not only leads to happier, more fulfilled employees and satisfied customers but also contributes to a more equitable and sustainable world. Ubuntu reminds us that our success is inherently tied to the success of others, and it is only through nurturing our collective well-being that we can truly thrive. In conclusion, embracing Ubuntu as a vital imperative challenge us to reimagine the role of organizations in society. It beckons us to infuse the spirit of Ubuntu into our corporate DNA, transforming our workplaces into centres of care, compassion, and purpose. It is a journey that invites leaders and employees alike to become catalysts for positive change, fostering a new paradigm where the pursuit of profit is harmoniously balanced with the pursuit of the common good.



## **Peace Psychology: Theory, Research, and Strategies**

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Peace is often thought of as the absence of violence. In peace psychology, in contrast, it is understood as the presence and affirmation of the importance of justice, or more simply stated, “positive peace.” To achieve positive peace, it is essential to comprehend, confront, and prevent direct, structural, and cultural violence. This talk will highlight the importance of studying and striving to create conditions and opportunities to secure positive peace, and the role of the various forms of violence just mentioned when pursuing this goal. Theories in psychology that help to conceptualize, resolve, and prevent violence and realize peace also will be discussed as will some of the research designed to test these theories. Additionally, examples of strategies to promote peace and prevent violence reported in the scholarly literature and based on the presenter’s

diverse, extensive international experiences will be shared as well. The importance of psychologists engaging in interdisciplinary activities to pursue and facilitate positive peace and understand and confront different forms of violence will be stressed throughout the presentation.



# **SOCIOLOGY**

## **Pakistan's Progress on SDG 4 & 5: Global Commitments and Local Realities**

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The 17 Sustainable Development Goals and 169 targets are an urgent call for action by all countries, including Pakistan. This keynote paper spotlights and draws attention to Pakistan's progress on two SDGs (SDG 4-equitable & quality education and SDG-5 gender equality and women empowerment). According to the SDG status report 2021, the progress on SDG 4 has remained stagnant (national literacy rate remained at 60 percent from 2015 to 2020 and 22.8 million children aged 5-16 are out of schools). Similarly, the quality of education is compromised, especially in public sector schools and colleges. The progress on SDG 5 shows some improvements. The World Economic Forum Report 2022 and SDG status report 2021 across several sub-indices such like increased access to higher education, participation in paid and political activities. Nevertheless, the Global Gender Gap Index Report 2022 has ranked Pakistan at 145/146 states declaring Pakistan the second-worst country in terms of gender parity. The aim of this paper is to discuss and highlight the status of selected SDGs (equitable and quality education and gender equality) in Pakistan and emphasise on concerted and consolidated efforts by stakeholders towards real progress on SDG 4 and 5.



## **Yes, They Knew: The Colonial Shaping of the Female Body, 1820 -1950**

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This paper looks and examines colonial policy-making in this long period as it related to Indian females, attempting to commodity them according to Western moral, aesthetic and educational norms. The paper also looks at how this commodification was transmitted to receptive colonial audiences through semiotic and visual mediums. At the end of the colonial

period, it analyses how the female Indian body was negotiated in different ways by former colonial religious institutions to justify their ‘staying on’ after the Partition in 1947.



## **Women’s Learning and Empowerment in Rural Kenya: Maasai Village Women Take Initiative**

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This study investigates the activities of a village-based Literacy Centre in Kenya and explores the benefits of community development activities on women’s well-being in Africa. Through the analysis of the stories of two Maasai women who had experienced adult literacy learning, the author discovered that: (1) the literacy instructor had inadequate in-service teacher training support from the government; (2) these women were using a space generated by collaborative informal learning through the literacy centre to improve their families’ and community’s well-being; and (3) these women gained empowerment through community development activities organised by the literacy centre. The author concludes that grassroots literacy and informal learning have been effective in improving the quality of life for the village women and should be encouraged and supported by external agencies.



# **ABSTRACTS OF ORAL PRESENTATIONS**

# **BUSINESS ADMINISTRATION**

## **Awakening the Awe: Unpacking the Impact of Transformational Leadership on Awe-Inspiring Experiences**

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**Abstract-** The impact of positive affect in the workplace is one of the most crucial phenomena examined in organizational psychology. However, the construct of awe is not adequately explored. Given the variety of its antecedents, awe is extremely subjective in nature. This research aims to explore the determinants of awe as well as its outcomes by adopting the qualitative approach of phenomenology. By conducting semi-structured interviews of employees from the education and corporate sectors, the study examines transformational leadership as a driver for awakening the awe. Findings suggest that since transformational leadership encapsulates charisma, vision, idealized influence, inspirational motivation, individualized consideration, and intellectual stimulation, it has the potential to produce awe-inspiring experiences among employees. The results also suggest that as a result of experiencing awe, employees have a higher sense of identification, intrinsic motivation, self-efficacy, and proactiveness at work. The study contributes to the new and lesser-explored positive emotion of awe and extends the literature on leadership and organizational psychology.

**Keywords:** Awe, transformational leadership, sense of identification, intrinsic motivation, self-efficacy, and proactiveness



## **Socially Responsible HRM and Social Performance Through the Lens of Proactive Motivation Model**

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**Abstract-** Socially responsible human resource management (SRHRM) has attracted considerable interest from academics and practitioners, being the cross-disciplinary approach. Theoretically, SRHRM refers to human resource management practices aimed at implementing CSR values. These practices typically include hiring staff who care about social welfare, offering CSR training programs, and linking the involvement of employees in CSR initiatives to performance evaluations, pay, and promotions. Such human resource management techniques support employee participation in CSR initiatives and gradually convert employee responsibility knowledge into organizational competitiveness and sustainable growth. One of the common reasons influencing employees' behavior at work is prosocial motivation, which is the urge to positively affect other individuals or social groups. It is considered that those with high prosocial drive are more concerned about the well-being of others. As a result, SRHRM activities that focus on positively influencing others may capture the interest of workers who have high prosocial motivation and subsequently influence their behavior. Prosocial motivation is considered a moderating variable in this research. This research revolves around the proactive motivation model. Moral efficacy can aid people in starting the set of steps necessary to take the right moral choices under certain circumstances. People with high moral efficacy are confident that, even when confronted with moral conundrums, they can resolve them effectively and exhibit good moral performance by acting in compliance with moral standards. Therefore, pro-social motivation impacts moral efficacy and ultimately improves social performance. The basic purpose of this research is to examine the impact of socially responsible human resource management on social performance with the moderating effect of pro-social motivation and the mediating effect of moral efficacy. The data is collected from 150 employees of the telecom sector of Islamabad and Rawalpindi based on convenience sampling and data is analyzed quantitatively using Smart PLS 3.0. The results highlighted that an effective strategy to encourage employees to feel more responsible for maintaining global sustainability is through an organization's adoption of socially responsible human resource management strategies. Furthermore, this research should be conducted in other sectors to increase its generalizability.

**Keywords:** Socially responsible human resource management, pro-social motivation, moral efficacy, social performance, telecom sector



## **Examining Equivocal Relationship Between Job Stress and Outcomes: Do Spiritual Leaders Help?**

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**Abstract-** This research paper aims to examine the effect of stress on creativity, organizational citizenship behavior, and task performance in working women in Pakistan's public and private sectors, with a particular focus on how the spiritual leadership qualities of the supervisors influence this relationship. A self-reported questionnaire has been used to measure variables with a five-point Likert scale chosen according to the nature of the scale. Additionally, convenience sampling technique has been used to circulate 532 questionnaires with a response rate of 76%. Confirmatory factor on analysis, convergent validity, discriminant validity, and correlation were utilized to investigate the relation among variables using SPSS 20. results of the analyses showed that job stress has a significant negative relationship with creativity, OCB, and task performance, indicating that stressed women workers demonstrate lower performance on these variables. Furthermore, the results supported the role of spiritual leadership as a significant moderator of the associations between women's job stress and its outcomes, emphasizing the importance of the spiritual attributes of leaders in challenging situations. Job stress is a contextual phenomenon that requires more inquiry with respect to the culture predominantly for working women. Although the effect of job stress on dependent variables of the study, i.e., creativity, OCB, and task performance, has been investigated in many studies, their correlation showed inconsistent results in different contexts. This suggests a promising moderator like spiritual leadership (never been tested before as a moderating variable in any studies) that requires investigation. Therefore, the study would fill the gap in the existing body of literature theoretically and contextually by providing valuable insights into the role of spirituality in the workplace. Based on the findings, managerial and theoretical contributions and future research direction are discussed in the conclusion section.

**Keywords:** job stress, creativity, organizational leadership behavior, task performance, spiritual leadership, working women

## **Examining the Influence of Work Environment on Triple Constraint: Project Success Factors**

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**Abstract-** The purpose of this research is to examine the relationship between office culture and its impact on project constraints (Triple Constraint) (Time, cost quality). This study seeks to not only explore but also propose a comprehensive framework that examines how various factors of office culture influence the Triple Constraint in project management. The Triple Constraint, comprising time, cost, and quality, serves as the foundation project success, and understanding the multidimensional factors that contribute to this dimension. The hypothesis suggests that a multiple factors in office culture have a direct impact on the Triple Constraint which include remuneration, job satisfaction, job security, working hours, access to information, project environment, project size, time/duration of projects, project complexity, project team relations, availability of project material and resources, company size, and levels of power and authority within the organization. Each of these exogenous variables is believed to exert varying degrees of influence on the endogenous factors encapsulated by the Triple Constraint. To operationalize and validate these hypotheses, the unique measurement tool will be created, which will serve as a means to quantitatively assess the model. To ensure the efficacy of this approach, a pilot study will be conducted, setting the stage for a comprehensive doctoral dissertation. This methodology aligns with the objective of creating a robust empirical foundation for the research, enabling an exploration of the relationships between office culture and project constraints. Drawing on the findings from an extensive literature review, this research hypothesizes that a conducive work environment, encompassing all the exogenous variables mentioned above, positively influences the Triple Constraints in project management. This hypothesis is rooted in the understanding that an office culture that fosters employee satisfaction, provides the necessary resources, and promotes effective communication are more likely to be completed within the defined standards. In pursuit of a comprehensive understanding, model is designed to serve as a visual representation and will be presented and showcased through a poster at conference, providing a platform to share insights, engage with the academic and practitioner

community, and spark discussions that contribute to the ongoing discourse on effective project management in contemporary office cultures.

**Keywords:** Work environment, triple constraints, project management, project success, time, cost, quality



**BBA-351**

## **Importance of Mentorship in Academic Careers of Women through Qualitative Research – Exploring Strengths, Loopholes, and Future Perspective**

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**Abstract-** The participation of females is considered an important element for developing organizations, particularly educational institutions. However, still, they are facing hurdles while exploiting their skills and abilities in their academic career. Therefore, they need mentorship and networking programs for seeking guidance, assistance, and support for overcoming barriers in recruitment and selection, career development, talent management, and their potential expertise. Mentoring and networking help to boost leadership skills, career development, community engagement, teaching skills, and adaptation of a research-based approach. However, mentoring and social support cannot be implemented effectively due to social and gender discrimination. The basic objective of this research is to describe the impact of mentorship on an academic career, advancement, and success. Considering the importance of mentorship and networking, this study is conducted with the help of qualitative research. Semi-structured interviews were conducted with 25 females who were working in academic positions i.e., Lecturers, Assistant Professors, Associate Professors, and Professors from public and private universities of Islamabad and Rawalpindi i.e., Fatima Jinnah Women University, Air University, National Defence University, Rawalpindi Women University, etc. The delimitation of this study is that some of the females were reluctant to give the interview because they were feeling insecure. Data were collected in both ways such as face-to-face

and online. Respondents were interviewed based on the questionnaires and then the transcripts are coded with the help of inductive content analysis. Different themes were generated that facilitate advancements in academics with the help of leadership experience, mentorship, sponsorship, providing scholarly collaborations, promotions, awards, and peer support in non-academic collaborations also. Further themes include initiatives and strategies to overcome ongoing inequities and barriers and strengthen their skills, facilitating their career advancement. Therefore, it is concluded from the research that the mentorship enhances active participation of females which also helps them to excel in their careers and also explore their skills, by ensuring leadership qualities, encouraging inclusion and equity, and originating a sense of belongingness in universities concerning academics. It is further recommended from this research that mentorship is significant in academic careers, therefore it needs to be done effectively and enhance strong relationships between mentors and mentees.

**Keywords:** Mentorship, academic careers, women, universities



**BBA-558**

## **Exploring the Interactivity Motivations for Customer Engagement with Self-Service Technology**

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**Abstract-** Self-service technologies (SSTs) have been increasingly utilized in the hospitality industry worldwide to create and deliver engaging service experiences. However, research on the customer interactivity motivations in SST and the driving of these motivations in customer engagement remains limited. Based on self-determination theory, this study aims to explore why do customers interact with SST. Data were collected through semi-structured interviews from different customers at McDonalds' Islamabad and Rawalpindi. To analyze the data, thematic analysis method was applied. Descriptive frameworks were formed related to the categories of interactivity motivations identified by the consumers, and the intrinsic and extrinsic motivational drivers to customer engagement. In the last stage, the recurring themes were grouped as core themes and the identified themes were reported in the findings.

This study offers an increased understanding on the customer interactivity motivations that can enable the decision-makers to design engaging customer experiences with the help of self-service technology. The knowledge gained from this research can be used in managing SST touchpoints for creating smart customer experiences.

**Keywords:** Self-service technologies, customer interactivity motivation, customer engagement



**BBA-332**

## **The Dynamics of Reskilling and Up-skilling – Significance and Role in Contemporary Organizations**

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**Abstract-** Industry 4.0 has revolutionized the organizations by transforming the workforce and have the significant impact on the process of globalization. This transition is due to the increasing importance of learning and understanding new skills, abilities and knowledge by focusing on the technological advancements. Based on the analysis of World Economic Forum, it is highlighted that employees in organizations needs to be re-skill and up-skill because of the adoption of new technologies by 2025 for their survival in this competitive environment and revolutionized era and by that time period, technology will be considered as the crucial aspect in the job requirement. This study is based on the prior studies and the different important factors for re-skilling and upskilling are extracted for the need of the hour to understand their importance in the developing countries. The previous studies conducted in developing countries focusing on the time period from 2020-2023 are included in the research particularly focusing on the post-pandemic era. This research presented blueprint for the technologies that are needed by the people to acquire and learn novel skills, abilities and knowledge in this competitive landscape of business. It is highlighted from the previous studies that these disruptive technologies includes Internet of Things (IoT), artificial intelligence, deep learning, machine learning ,quantum

computing, Data Science, Mining and Business Intelligence, 5G and 6G, Cyber Security and Green Technologies are considered importance facets for Industry 4.0 and also beyond this era. The research findings also emphasize that life-long learning needs to be the part of strategic goals of organization. This trend of reskilling and upskilling needs to be committed at the individual and organizational level for future predictions and focus on career development, which is the crucial aspect for the workforce, being asset for the organizations. Influential efforts need to be implemented for increasing learning opportunities, such as upskilling and reskilling based on the available resources. This study provides insight regarding future-ready competent people and learning society considering as the integral part for the industry 4.0 vision.

**Keywords:** Industrial revolution, reskilling, and upskilling, developing countries, disruptive technologies, human capital



**BBA-201**

## **Transformational Leadership Style and Strategies in a Sustainable Global World**

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**Abstract-** In today's globalized world, sustainability has become a critical concern for organizations and leaders. As businesses struggle to address environmental and social challenges, leaders must adopt effective leadership styles and strategies that promote sustainability. This paper explores the role of transformational leadership in advancing sustainability in a global context. The aims and objectives of this literature review are to examine the core characteristics of transformational leadership, its strategies for promoting sustainability, and its impact on organizations and the broader global sustainability agenda. This review employs a scoping review approach to systematically map the literature in this evolving field. It involves formulating research questions, establishing inclusion and exclusion criteria, conducting a comprehensive search of relevant studies, screening and selecting studies based on predefined criteria, and analyzing

and synthesizing the data to provide a comprehensive overview of the current state of knowledge. The major findings and results of this review encompass several key areas. Firstly, transformational leadership is characterized by charismatic leadership, inspirational motivation, intellectual stimulation, and individualized consideration, all of which contribute to fostering sustainability. Transformational leaders create shared visions, promote innovation, build collaborative networks, and empower employees to contribute meaningfully to sustainability efforts. Transformational leadership holds immense potential for driving sustainability in a globalized world. Leaders who adopt this style can inspire positive change, encourage innovation, and build collaborative networks to address sustainability challenges effectively. While limitations exist, future research and the adoption of best practices can help overcome these challenges. The call to action is clear: transformational leadership should be prioritized and further studied to facilitate a more sustainable future for organizations and society at large.

**Keywords:** Transformational leadership, sustainability, global world, leadership strategies, environmental and social challenges



**BBA-176**

## **Impact of Effective Financial Management on Financial Performance with Moderating Role of Board Expertise in Public Sector Universities of Pakistan**

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**Abstract-** The study examines the impact of financial management on financial performance and to check the moderating effect of board expertise in Public Sector universities of Pakistan. Descriptive design with survey approach will be more appropriate in this case because the study will concentrate on financial management as the predicting variable and financial performance as the criterion variable. This study used cross sectional research design with both the primary and secondary source for data collection. The study employed a sample of 108 from population of all public sector universities in Pakistan. The type of sampling technique that

would be most appropriate for this research study would be stratified random sampling. Questionnaire instrument was used in generating the data subjected to exploratory factor analysis with the aim to establish underlying dimensions. Ordinary Least Squares (OLS) Regression was employed to assess the research hypothesis. This study found that there is significant and positive relationship between budgetary analysis and financial performance with moderating variable board expertise as well. This paper established that financial management under the dimensions of budgetary analysis and board expertise greatly affect the financial performance of public sector universities in Pakistan. The findings indicate that a good performer focus on goals and allocate budget based upon actual requirements and uses key performance indicators. The good performer also prepares, and use budget variance reports regularly and enquire the reason of any variance and take reasonable measures. The board expertise enhances the efficiency and effectiveness of management and improve financial performance.

**Keywords:** Financial management, board expertise, financial performance



## BBA-187

### **Implications of International Standards of Internal Auditing in Public Sector Universities of Pakistan**

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**Abstract-** This paper provides empirical evidence that complying with the International Standards of Internal Auditing (ISIA) is helpful for the effectiveness of internal audit (EIA) in public sector universities of Pakistan having moderating variable as Audit Committee (AC). Research site for this study is 50 public sector universities of our interest across Pakistan wherein the mandatory function of internal audit exists by virtue of legislation by respective provincial assemblies. Unit of analysis is personnel of finance/audit departments and members of statutory bodies in public sector universities. A questionnaire is developed in the light of existing literature on a 5-point Likert scale. Data is collected from 150 respondents through Google form. Reliability and validity of the

instrument is tested. Data was analyzed for fulfillment of assumptions of regression. Regression was employed to investigate the association between the independent variable (ISIA) with dependent variable (EIA). Results indicate positive connection between ISIA and EIA. This implies that in those public sector institutes where the compliance level of international standards is higher have more dynamic role of internal audit. Results are useful for policy makers in public sector for adoption of international standards of internal auditing for uniform practice of this profession.

**Keywords:** International standards, internal auditing, public sector, Pakistan



## **BBA-248**

### **The Impact of Industry 4.0 Adoption Level on Supply Chain Resilience of Manufacturing SMEs: A Dynamic Resource-Based View**

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**Abstract-** Recent years have witnessed a surge of interest in Industry 4.0, which encompasses a range of emerging intelligent and digital technologies. This trend has captivated the attention of both researchers and practitioners in the field of Supply Chain (SC) and operations management (OM). Despite its touted effectiveness in improving supply chain (SC) management, there is a notable scarcity of empirical studies in business studies literature that delve into the impact of Industry 4.0 adoption on SC resilience. In our research, we delve into the effects of Industry 4.0 technologies adoption level on SC resilience. We examine this relationship by considering the mediating roles of SC capabilities, particularly in terms of SC collaboration and SC visibility. Drawing from the dynamic resource-based view (RBV), we view Industry 4.0 adoption as crucial, heterogeneous IT resources. Similarly, we identify SC collaboration and visibility as pivotal dynamic capabilities within the supply chain, with SC resilience as the ultimate competitive advantage.

We propose that the integration and evolution of IT resources and dynamic SC capabilities enable companies to gain a competitive edge in terms of SC resilience. Based on data gathered from a survey of 268 individual from manufacturing firms, our findings indicate a positive association between Industry 4.0 adoption and SC capabilities. Furthermore, both SC collaboration and visibility demonstrate positive effects on SC resilience, acting as significant mediators in the relationship between Industry 4.0 adoption, IT advancement, and SC resilience. Our study contributes to a deeper comprehension of the intricate interplay between Industry 4.0 and SC resilience, offering nuanced insights that hold relevance for both academic literature and practical applications.

**Keywords:** industry 4.0 adoption level, supply chain resilience, supply chain capabilities.



**BBA-429**

### **Impact of Green Practices Perception on Sustainable Performance of Banks: Moderating Role of Competitor Pressure**

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**Abstract-** This study examined the relationship of Green Banking Practices with the Sustainable Performance of banks in the presence of Competitor Pressure. As the international organizations and countries are showing their greater concern towards the environmentalist approach of banks, this study examined the emerging Green Practices in the banking sector of Pakistan. The study is carried out using the data collected from the sample of 322 managerial employees of banks through self-administered questionnaire. This sample size is taken on the basis of Cochran's formula and the items are measured on 5-point Likert scale. Green Banking Practices have four elements; DORP (Daily Operation Related Practices), ERP (Employee Related Practices), CRP (Customer Related Practices), BPRP (Business Policy Related Practices). Similarly, Sustainable Performance which is dependent variable has 3 elements. The results of the study have shown positive and significant impact of all Green

Banking Practices upon Sustainable Performance which implies that banks in Pakistan are getting better on their tri-dimensional performance by introducing and practices green practices. The study also confirms the moderating role of Competitor Pressure on the relationship of Daily Operation Related Practices with Sustainable Performance and Customer Related Practices with Sustainable Performance. Contrarily, results of study do not support moderation on the relationship of Employee Related Practices with Sustainable Performance and Bank Policy Related Practices with Sustainable Performance. This moderating effect reflects that banks are replicating the Customer Related Practices and Operation Related Practices due to the pressure from competitor banks in order to retain their customer base and attract new potential customers and also to perform better on its environmental and social facets. That is why, banks now-a-days are shifting towards digital and greener banking in order to save planet and compete better in the market. The study provides practical implications for banks to implement these practices on larger scale especially on policy level so that an eco-friendly banking community can emerge faster.

**Keywords:** Green banking practices, employee related practices, customer related practices, bank policy related practices, competitor pressure, sustainable performance



**BBA-549**

## **Harnessing the Impact of Supply Chain Innovation on Supply Chain Performance Mediated by Competitive Advantage: A study of Manufacturing Firms in Pakistan**

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**Abstract-** In the rapid and transforming landscape of global business, supply chain management has emerged as a critical determinant of organizational success. Manufacturing firms, particularly in emerging economies like Pakistan, are increasingly recognizing the imperative of supply chain innovation to gain a competitive edge. This study aims to

delve into the relationship between supply chain innovation, supply chain performance, and competitive advantage, shedding light on their interplay within the unique context of manufacturing firms in Pakistan. Supply chain innovation involves the adoption of novel strategies, technologies, and processes to enhance the efficiency, flexibility, and responsiveness of supply chain operations. The significance of this innovation lies in its potential to bolster supply chain performance, which encompasses cost efficiency, customer satisfaction, and operational effectiveness. Furthermore, competitive advantage, as a cornerstone of strategic management, arises when firms leverage their distinctive capabilities to outperform rivals. Yet, the mediating role of competitive advantage in the relationship between supply chain innovation and supply chain performance remains relatively unexplored, especially within Pakistan. Despite the growing importance of supply chain innovation and competitive advantage, there exists an evident gap in the literature regarding their interconnectedness and influence on supply chain performance. The data was collected from 273 employees of manufacturing firms while using the quantitative approach and employing longitudinal study design, findings of the research indicate positive relationship between SC innovation and SC performance. Furthermore, the study also finds complete mediation between SC innovation and SC performance. The study anticipates informing manufacturing firms, policymakers, and scholars with the strategic significance of supply chain innovation and its potential to enhance performance.

**Keywords:** Supply chain innovation, competitive advantage, supply chain performance.



**BBA-224**

## **Impact of Ownership Structure and Corporate Governance on Corporate Cash Holding with Moderating Role of Political Connections**

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**Abstract-** The purpose of the study is to investigate Impact of ownership structure and corporate governance on corporate cash holdings, and the

moderation role of political connection between the relation of corporate governance and corporate cash holding. The study used the sample from 585 non-financial listed firms on Pakistan Stock Exchange. The study covered the period from 2012 to 2021. Descriptive statistics will be used for initial analysis of variables to check mean, variance, maximum, minimum, outlier, skewness, and kurtosis. Furthermore, the study used GMM model for analysis. The study finding reveals that ownership structure and corporate governance has significantly impact on corporate cash holdings, and the moderation role of political connection between the relation of corporate governance and corporate cash holding. It can provide helpful information for investors and policymakers in this regard.

**Keywords:** Ownership structure, corporate governance, political connection, corporate cash holding



**BBA-245**

## **Impact of Board, Firm Characteristics and Audit Quality on Fraudulent Financial Reporting**

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**Abstract-** The purpose of this study is to explore the effects of board, firm characteristics, and audit quality on fraudulent financial reporting. The data were collected from the annual reports of 120 non-financial firms listed on the Pakistan Stock Exchange; furthermore, the study covers the period of 2012 to 2021, and the study used the purposive sampling technique for sampling. The Beneish model and F-score model are used to measure the level of fraudulent financial reporting. The data were analyzed through descriptive statistics, regression analysis, and the multiple linear regression method. The findings of the study confirmed that board characteristics, including board independence, CEO/chairman, board vigilance, and board gender, have a significantly negative impact on fraudulent financial reporting, and also revealed that audit quality, such as external audit independence, audit committee independence, big 4 auditor and audit committee vigilance, has a negative effect on fraudulent financial

reporting. Moreover, since this paper was carried out in an emerging financial market, particularly in Pakistan, to figure out the effect of board, firm characteristics, and audit quality on fraudulent financial reporting, it can provide helpful information for investors and policymakers in this regard.

**Keywords:** Board, firm characteristic, audit quality, board independence, board vigilance, audit committee vigilance



**BBA-209**

## **Enhancing Quality Management for the Future: Exploring the Potential for Improvement**

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**Abstract-** This research aims to examine the Dutch academic perspective on the pressing requirement for a fourth paradigm of quality management (QM) to address future demands. This aligns with the necessity for advancing quality enhancement cell (QEC) standard in Pakistan. The authors stated that literature provides evidence of the emergence of dialogic organization and the importance of design thinking in organizational contexts. The use of the 4D cycle of appreciative inquiry, consisting of the 04 phases of Discovery, Dream, Design and Destiny, as presented by cooperrider et al. 2008, has the potential to yield benefits for many entities such as the public sector, private sector, Universities, and research institutes. Authors may seek to present a poster showcasing a model for Quality Enhancement Cell (QEC) development in the higher education sector of Pakistan. The purpose of this presentation would be to demonstrate the potential for improving local standards by aligning them with international benchmarks.

**Keywords:** Quality enhancement cell, higher education in Pakistan, 4D cycle of appreciative inquiry, dialogic organization, future quality paradigm



# **FINE ARTS**

## Education, Sans Gene

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**Abstract-** Quaid-e-Azam, the father of the nation envisioned Education System of Pakistan as the driving force behind all the national goals. In the first National Education Conference held at Karachi. It was decided that Education System will work according to the National aspirations of Pakistan. Unfortunately, dream has not come true. Every succeeding government showed lesser interest in education. Quaid's dream has been turned into a nightmare and a succubus. At the time pf Partition Pakistan's and India's literacy rate stood at 42 percent. A matriculate was considered literate. Today Pakistan's literacy rate is 53 percent and a person who can just write his name is considered literate. India, Sri Lanka, Bangladesh, and Nepal are far ahead of us. They are nearing hundred percent. The significant issues of Pakistani education system are manifold. Here is a short list of education miseries. Lack of budget allocation, lack of policy implementation, poor infra structure of schools, colleges and universities, lack of teacher's quality, wayward and directionless education system, high scale drop outs, increasing political interference, outdated curriculum, corruption, poor management and supervision, lack of research, lack of faculty training and development, cost of education, terrorist attacks, cultural constraints, lack of parent input, widening gap between educational Institutions and community, etc. Real anathema is commitment at every level. Pogrom of merit is the most outstanding feature. Head Masters, principals, vice chancellors, all are appointed on the basis of political leverage and grounds. No doubt exceptions are there. Our assemblies and senate and cabinets are packed with clowns, lowly qualified members, and criminals. They are the real culprits. In all this morass HEC is also playing its role religiously. Paper will be supported by my cartoons on education in Pakistan. When I read the paper.

**Keywords:** merit, commitment, lack of resources, clowns, criminals



## **The Contemporary Narrative Making Practice in Multimedia Arts and Technology and its Implications for Traditional Visual Cultural Narratives**

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**Abstract-** In the wake of ever expanding technologically mediated world the traditional visual cultural narratives are susceptible to immense transformations. Immersive and participatory technologies are influencing both the ways in which the artworks are produced as well as received by the audiences. This paper draws on the conceptualization of the relationship of technology with media by the two most influential media scientists; Raymond Williams and Marshall McLuhan, to underline the role of new technology in paving the way for alternative ways of narrative construction. This paper further employs a cultural theory to formulate a relationship between technology and narrative construction in the cultural text. My two multimedia technology artworks are used in this paper as a base material to discuss how multimedia art practice is influencing our contemporary narrative making as well as what implications it has for traditional visual cultural narratives.

**Keywords:** Visual culture, narrative construction, multimedia arts, immersive technologies, participatory technologies



## **Exploring Body Politics: Modern Art Philosophies Through the Lens of Female Artists**

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**Abstract-** The paper explores body politics in modern art philosophies through the works of female South Asian and Western artists. The study

investigates the aesthetics, politics, and gender studies to examine the narration of the female body in contemporary art by women artists, with particular emphasis on post-conceptual art. The research examines the integration of women artist's concepts and ideas related to their daily life challenges that make visible the connection between their physical labor and unseen emotional work, which leads to the changing of artistic concepts, consciousness, and practices in contemporary time. It will further explore the concepts of women artists from personal connotations to social metaphors. The research includes examples of indigenous materials used by artists for their studio practice, which carry unlimited possibilities to transform and shape into a meaningful artistic conversation. These materials also have great ability to explore issues of vulnerability and fragility that, investigates the boundaries of the female body in cultural and personal space. The findings of this research will contribute to the ongoing discourse on the nature and significance of modern art philosophies. The search results provide information on women artists in South Asia who are reclaiming traditional art forms to tell their stories of transcendence and corporeality. South Asian women artists have emphasized gender issues and discrimination in the form of paintings, sculptures, and installations since pre-colonial times,

**Keywords:** Body politics, modern art philosophies, female South Asian artists, traditional arts, painting, sculptures, female body



**FA-299**

## **Postmodernism in Art: From Western Perspective to Indigenous Applications in Pakistan**

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**Abstract-** Postmodern philosophies inspired and influenced the visual art canons in every part of the globe, by challenging the traditional as well as the established models of modern art. This approach reshaped how artists understand, absorb, and create art. In this presentation, some key Postmodern philosophies, as they have been manifested in visual art, have been discussed with their impact on the evolution of Art in Pakistan.

Starting from "Deconstruction and Recontextualization", the research would analyze the controversies associated with 'Appropriation", the metaphorical borrowing and assimilation concept practiced in 'Pastiche and Eclecticism", and the most discussed and applied concept of "Hyperreality and Simulation," Further, this presentation would unfold the Irony and Parody, Cultural Critique and Identity, Globalization and Hybridity, and finally leading to "Democratization and Decolonization of Art". Key concepts by major philosophers, related to Postmodernism, like Jacques Derrida, Jean-François Lyotard, Jean Baudrillard, and Michel Foucault, would also be explored to examine the socio-psychological and socio-economic environs where Postmodernism expanded through the post-WW-II scenario.

**Keywords:** Postmodern philosophies, deconstruction and recontextualization



**FA-452**

## **Ethical Considerations in The Digital Art World**

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**Abstract-** The ethical implications of technology, social media, artificial intelligence (AI), and surveillance in contemporary society present a complex landscape of concerns. On the one hand, the ubiquitous collection and utilization of personal data for various purposes raise questions about consent, data security, and individual autonomy. Social media platforms, driven by algorithmic curation, have come under scrutiny for algorithmic bias that can reinforce existing prejudices and create filter bubbles that limit diverse perspectives. The ethical dimensions within the realm of visual art in contemporary society encompass a complex tapestry of considerations. The questions arise regarding the use of personal imagery and the boundaries of consent, particularly in the age of digital art and online exhibitions where artists may draw from public or private sources. Ethical concerns extend the artists' intellectual property rights, as well as issues related to appropriation and cultural sensitivity in art creation. Visual art's potential for societal impact and reflection means that artists

must grapple with the responsibility of addressing issues such as social justice, identity, and representation in their work. Additionally, the ethics of art curation and display come into focus, especially in the context of museums, galleries, and public spaces, where questions about inclusivity, censorship, and the role of gatekeepers in the art world arise. The environmental ethics of art production and its ecological footprint, including the use of materials and disposal practices, also demand attention. Ultimately, navigating these multifaceted ethical considerations requires ongoing dialogue, ethical guidelines, and a commitment to responsible artistic expression and engagement with the visual arts in contemporary society are discussed in this paper.

**Keywords:** Digital Art, ethical philosophy, visual art, multifaceted and intellectual property rights



FA-330

## A Study of Technological Tools Supersede Textile Surfaces in Lahore Pakistan

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**Abstract-** Sustainability and Social innovation aimed to investigate Art and craft to track the changes over the years. The ornamental designs made manually through needlework on textiles have evolved over the years due to technological changes. The current advent and addition of computer-aided patterns are replacing the essence of craft-man ship change about environmental awareness, community building, and ethical processes of making and selling. Research encompasses creative practitioners who are responding to technological changes. The dialogue between machine-made embroidery and hand-sewing needlework discusses the issue of products due to increasing demand depending upon making and mending in renovation and reframing patterns in craft/surface and ornamentation. Computerized embroidery or machine patterns are less reliable if torn off distortion is a waste of fabric and thread. Hand stitch patterns errors are part of the patterns expressed on surfaces. Textile waste is part of the environment and is not considered a priority in areas where computer supported patterns are made. Understanding the new technological

changes and effects needs to be approached in holistic way to address where computer-aided designs were made and communicated side by side with manual skill which is vanishing in variety. This study communicates the dichotomy between hand-stitched practices in Lahore through computerized technology in surface development and computer-aided design in small hubs. Processes effects parameters of past aesthetics due to new techniques and finding solutions to cater mass production while the indigenous craftsmanship and sustainability. The overall objective of this research survey is to seek a comparison of hubs present in Lahore practicing needlework manually and through technological differences and cultural changes in independent enterprises.

**Keywords:** Textile, Lahore computer aided design, thread work, craftsmanship, cultural inheritance



**FA-406**

## **The Historical and Cultural Documentation of Lahore Through Visual Art**

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**Abstract-** The purpose of this research paper is to trace out the historical and cultural documentation of Lahore in visual art. Lahore has always been appealing aspects for innovative minds. Its magnificent architecture, cultural features make this city splendid. Throughout the history, authors, poets, historians and artists get inspirations from this glorious city and document the city in a unique way. The core objective of this paper is to find out provenance and intention of the artists behind concentrating upon the subject of cityscape painting. Discusses cityscape painting in Lahore both by the contemporary and the former artists of Lahore. The data collection process is based on mainly secondary sources books, websites and is also managed to conduct interviews and discussions with artists. Lahore's cultural and social activities inspire the painters and present the colourful imagery of this ancient city. The qualitative research method has been adopted for contextual and formal analysis. The extrinsic and intrinsic approach has been employed to interpretation of the research

paper. Findings revealed that cultural, architectural, and historical factors are a great source of inspirations for creativity. The documentation of Lahore in visual art attempts to present diverse viewership and gradual transformation of the image of ancient city up to the modern era.

**Keywords:** Cultural, historical, architectural, documentation, visual art



**FA-424**

## **AI-Enhanced Artistry: A Contemporary Take on Sadequain's Legacy**

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**Abstract-** Creating art through artificial intelligence (AI) represents an intersection of technology and creativity. This research paper explores the fascinating realm of AI-generated art, where algorithms and machine learning techniques are employed to produce visually and conceptually compelling artworks. This emerging field challenges conventional notions of authorship, blurring the lines between human and machine creativity. By analyzing vast datasets, AI algorithms can mimic various artistic styles, from classical to abstract, and generate unique pieces that provoke thought and emotion. This research dives into the possibilities, challenges, and recreation of work of famous Pakistan artist Sadequain's. Thus, recreating the work of renowned artistic with new painting but following the basic lines of original art creator. Creating art through artificial intelligence (AI) signifies a captivating convergence of technological innovation and artistic expression. In this contemporary and evolving field, AI algorithms and machine learning techniques are harnessed to produce artworks that intrigue and challenge our perceptions. This study delves deeper into the multifaceted realm of AI-generated art, exploring its key facets and implications by augmentation of work done by Sadquains in his painting "quest of knowledge". Moreover, we have explored Sadequain's work in different styles with similar painting generated by stable diffusion and explored various aspects, Subject Matter, composition, Color Palette, Technique and Style, Symbolism and Allegory.

**Keywords:** Sadequain, AI-generated art, technology, creativity



**FA-297**

## **Traditional Mughal Miniature Paintings and Contemporary Transformations of Miniature Paintings Technique**

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**Abstract-** This study aims to investigate and interpret the aspects of Mughal miniature paintings as a traditional art form in digital media as traditional Mughal miniatures were carefully crafted paintings with intricate patterns and vibrant colors. The study explores how contemporary art world trends change the conventional miniature painting images and techniques. The study first highlighted the historical background of Mughal small paintings. It depicted various subjects, including mountainous landscapes, flora and fauna, military expeditions, births, weddings, and scenes of life that convey information on multiple elements of history. The study presents Mughal miniature paintings with a unique blend of Islamic, Persian, and European firms. This study aims to interpret the historical significance of Mughal miniature paintings and highlight their importance to our cultural heritage. The study was conducted through structured interviews and semi-structured interviews of Miniature painters and professional practitioners. Using contemporary technologies, the interview data demonstrates how a constant yet distinct visual aesthetic can be accomplished while retaining old painting styles' richness and visible expression.

**Keywords:** Mughal miniature paintings, Traditional techniques, contemporary technology, aesthetic development



## A Study of Architecture and Ornamentation of Gulāb Dīn Havelī Andrūn Delhī Gate

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**Abstract-** *Andrūn Shahr* known as “old city” or Walled City of Lahore, constitutes the area of Lahore Punjab Pakistan, which was fortified by Mughal emperors. The amalgamation of culture, traditions, rituals, and religiously diversified people of Walled City are socially connected, and this is the most valuable trait of *Andrūn Shahr*. The name of Delhī Gate originates due to its direction towards Delhī city of India. The gate was originally built by Mughals and known as *Chittā Gate*. The city was occupied by Hindus, Sikhs, and Muslims in pre partition time period, a combination of different cultural ethnicity. Delhī Gate has many architectural monuments like Wazīr Khān Mosque, Shāhī Ḥamām, Mīrān Sultān kī Havelī, and its main spine is known as Shāhī Guzar Gāh. Gulāb Dīn Havelī is one of the most decorated but lesser known *Havelī* in Delhī Gate. The research document emphasis on the conservation of pre partition monument Gulāb Dīn Havelī. This was built in the reign of Mughals, which was originally owned by a Hindu but later on after migration it is owned by Gulāb Dīn and now his sons and grandsons. The present condition of *havelī* is dilapidated, some parts of building is broken to this extent that it can collapse. The ornamentation of the building consists of different features including wood works, which are decaying slowing. The intention of this study is to raise the question of preservation of century old heritage. The fascinating architecture of *Havelī* can play an important role in tourism. The broken structure of the building needs to be repaired before it vanishes.

**Keywords:** Heritage, Havelī architecture, woodwork, ornamentation, myths



## Decorative Stone in the Incrustation Style of Pompeii

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**Abstract-** This study represents the various types of decorative stone in wall paintings from the houses and country villas of Pompeii's first style called Incrustation. Imported decorative stone is especially relevant to these topics, in large part because it is mentioned frequently in Roman literature in the context of moralizing discourses on luxury. Imitation marble is also common in most periods of wall painting and in many cases makes up the majority of the decorated wall surface. This Study takes into account evidence in the form of relevant examples of painting, other related archaeological data, and written sources, to investigate the social and cultural significance of Roman painting. A particularly significant contribution of this work is to place developments in painting in a regional and, especially, historical framework, in order to explore the implications of change. The research examination of imitation stone in wall painting sheds light not only on how Roman attitudes toward luxury changed over time but also on how different types of evidence provide us with information that is sometimes complementary and sometimes contradictory.

**Keywords:** decorative stones, wall paintings, Incrustation, Pompeii, Roman painting



# **MEDIA & COMMUNICATION STUDIES**

## **Exploring the Disinformation in Communicating Health on X: Unraveling the Web of Deception Through Critical Thinking and Multifaceted Approaches**

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**Abstract-** Media play an important role in public health by disseminating information, shaping public perceptions, and influencing behavior. Public health agencies, organizations and experts use many different communication channels such as print, electronic and social media to disseminate health information about epidemics, prevention measures, and campaigns. Social media platforms such as X (ex-Twitter) have become a powerful public health information dissemination platform, enabling real-time communication, information dissemination, community building, and data analysis. Public health agencies, organizations, and experts use X to share current, accurate information and provide tips, facts, and resources on a variety of health topics, including nutrition, fitness, mental health, and prevention. Hashtags and trending topics are used to promote campaigns such as World Diabetes Day and COVID awareness, facilitating widespread participation and discussion. Social Media Influencers for the sake of sensitization and better outreach are debating on Health Communication without proper information, intentionally or unintentionally. Misinformation about health-related issues is common on social media. X also helps fight health misinformation by providing a platform for experts and fact-checkers to correct false claims and provide evidence-based information. X serves as a crisis communications platform to quickly disseminate important information, address concerns, and correct misinformation in real time, while providing for the community and support networks that focus on specific health issues and allow for patient, career, and advocacy building that can connect with others in similar situations, health problems, share experiences and offer support and advice. Disinformation can spread quickly on such platforms, and it can be difficult to ensure accurate information reaches a wide audience. Through this research, we will identify importance and Critical Thinking and multifaceted approaches to use for identifying disinformation.

**Keywords:** Critical thinking, social media, health communication, X (ex-Twitter), misinformation



**MCS-265**

## **Post-Truth Era: Analyzing Disinformation, Misinformation, and Fifth Generation Warfare Through a Case Study of Political Media Campaign**

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**Abstract-** There has been an increase in the use of deception, misdirection, and other fifth-generation warfare strategies to manipulate the media in today's post-truth world. This research uses the Pakistan Tehreek-e-Insaf (PTI) as a case study to investigate media manipulation within the framework of media dependence theory and its impact on information distribution in the post-truth era. This study examines the PTI's use of deception, misdirection, and fifth-generation warfare in an effort to exert influence over the media. Using the media dependency theory as a framework, this study examines how the media influence public opinion and political processes. The media dependency hypothesis, which emphasizes the significance of media in providing education, entertainment, and socialization, provides support for the study. The methodology of the research is a variety of techniques are used to collect quantitative and qualitative data. Using quantitative data, content analysis of media and social media platforms identifies deception, deceptive information, and fifth-generation warfare techniques. Textual analysis of the news, social media, and PTI messages are all fantastic sources of qualitative data. As part of the data acquisition procedure, news, opinion, and social media sources will be analyzed for PTI media manipulation. Textual analysis of the news releases and speeches of the Pakistan Tehreek-e-Insaf (PTI) reveals the organization's strategies for media Management. To evaluate the outcomes of content analysis and textual analysis, both qualitative and quantitative methods are employed. This provides a comprehensive understanding of the strategies employed by the PTI to manipulate the media, as well as their impact on public opinion and

democratic procedures in the post-truth era. This study contributes to the understanding of media manipulation in the post-truth era.

**Keywords:** Media manipulation, post-truth era, disinformation, misinformation, fifth generation warfare, media dependency theory, textual analysis



**MCS-267**

## **Punjabi Pop Songs and Rising Aggression Among Youth**

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**Abstract-** Music and songs have always been a mean of expressing feelings and emotions of human beings. Most of human expression like love, happiness, struggle, and motivation are always best articulated through the songs. The lyrics are the reflection of the emotions, lifestyle, and culture a song want to portray. The thinking and lifestyle of particular community or region is mirrored through their music. Trend of gun culture and gangsterism being promoted by some Punjabi singers can misguide youth, especially children with impressionable minds. The aggressive and misogynist lyrics of their songs can shape the attitude and behavior of audiences. This study tested the relationship between listening to Punjabi pop songs and aggressive tendencies in general listeners. This research is vital because there is no previous research in Pakistan on the impact of Punjabi Pop Songs on Pakistani youth more specifically the effect in terms of aggressive tendencies of youth. The study used non-probability survey technique to collect data through Google online forms. The study's sample size consisted of 150 respondents out of which 131 valid responses were received. The data analysis showed that the direct correlation between the independent variable and the dependent variable i.e. time spent, listening to Punjabi pop songs and frequency of listening to Punjabi pop songs did not show significant correlation but, the correlation between music artists and aggressive tendencies showed a statistically significant correlation. This shows that our hypothesis was partially supported where specific music artists had a significant effect over the aggressive tendencies in the study's sample respondents.

**Keywords:** Aggression, aggressive tendencies, music, Punjabi pop songs, cultivation theory



MCS-227

## Unethical Dimensions of Ramzan Transmissions in Pakistan

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**Abstract-**The month of Ramadan has special significance for Muslims around the world. Muslims fast in this holy month and spend most of their time in prayers and remembering Allah Almighty. In Pakistan, Ramadan is not only observed and practiced by Muslims in daily life but there is a spree of Ramadan transmissions on TV Channels also. Pakistan has witnessed huge growth in the television industry in the last fifteen years. Around a hundred news and entertainment channels are broadcasting their 24/7 transmissions and Ramadan brings an opportunity for them to get viewership and ratings. Almost every channel in Pakistan does “Ramadan Transmission” during this holy month and these transmissions get traction and viewership also. However, where these transmissions get eyeballs and generate ratings for these channels, these transmissions are sometimes below the ethical standards. Game shows, unnecessary, irrelevant debates, cooking segments, use of actors and actresses as anchors for these transmissions not only hurt the sanctity of Ramadan but also create moral and ethical issues. Religious programs such as Ramadan transmission on *PTV*, *HUM TV*, *GEO TV*, and *ARY News* are most watchable among the people of Pakistan. Therefore, this paper will investigate, which ethical and moral principles of Islam are violated in these transmissions during Ramadan. The content of transmissions will be analyzed critically as a research methodology. Normative theory is best suitable approach to understand this particular research scenario. Further, a few interviews have been conducted with renowned media professionals for a better understanding of the particular behavior of the media channels in this holy month.

**Keywords:** communication, sects, Ramadan transmission, TV channels,



## **Framing of Climate Change Issues in Pakistani Media**

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**Abstract-** The media employs a range of frames, including scientific, economic, political, and human-interest frames, to engage audiences and shape their perception of climate change issues. This research paper will explore the framing of climate change issues in Pakistan's English print media. The objective of the study is to analyze and understand the framing of climate change in selected news stories of Dawn and Express Tribune. Qualitative content analysis will be conducted of the selected news stories. The stories will be analyzed through systematic coding and thematic analysis which will enable the identification of key frames used by the media to present climate change-related information. The study will contribute to the existing body of knowledge by providing insights into how climate change is framed in media. The findings will also help in sensitizing and better informing media practitioners, policymakers, and climate change communicators regarding effective utilization of media for raising awareness regarding climate change.

**Keywords:** Climate change, Pakistani media, climate change communication, policymakers, awareness raising



## **Language Acquisition of Infant's Exposure to TV: An Phenomenological Study of Mother's Experiences**

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**Abstract-** Due to the development of technology, television has become a medium that have a significant effect on children's language acquisition

particularly in the context of variety programs. Children's language acquisition is affected by various factors. One of the factors is cartoons that impact children's language acquisition at the linguistic phase. This can be seen from the use of words, expressions or sentences that the children utilize in their daily conversations. The purpose of the study is to examine the effect on infants and toddlers' language acquisition due to the consumption of TV. Especially, this study investigated that how exposure to TV impacted their infant's language acquisition and social interaction, determined by mother perception and how much time spend on TV on daily basis. In this study, the researcher utilized a YouTube cartoon videos in the study. This study was qualitative research with phenomenological research design. The data was collected from children's mothers whose children are aged 6 months old to 36 months old. In collecting the data, the researcher used observation and in-depth interview. The results of the study indicated that YouTube cartoon like Coco melon has greater impact on children's language acquisition aged 6-month-old to 36 months old. YouTube must consider the concerns of parents and the potential damage its content can cause to children. By taking serious steps and establishing effective safeguards, YouTube can become a more accountable and child-friendly website, enhancing the lives of young generation rather than negatively adversely influencing them.

**Keywords:** TV, YouTube, cartoons, language acquisition, infants



**MCS-510**

### **Religious Minorities in Pakistan: A Thematic Analysis of the Editorial Coverage of the Lynching of a Sri Lankan Citizen in Sialkot**

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**Abstract** - Killing of Mr. Priyantha Kumar, a Sri Lankan worker in Pakistan, on account of blasphemy allegations turned out to be another burning issue in a chain of many similar incidents that occurred in Pakistan. A non-Muslim being killed over blasphemy allegations in

Pakistan is not an out-of-the-blue news. National and international media have reported various incidents in the recent past. This study is an attempt to explore and analyze the predominant themes within the editorial contents of the selected Pakistani and Sri Lankan newspapers regarding the killing of Mr. Priyantha Kumara. We have employed thematic analysis as theoretical and methodological framework to find out and investigate comparatively the editorial themes regarding the murder. Our findings show that both *The Express Tribune*, a Pakistani prominent newspaper, and the *Daily Mirror*, a Sri Lankan renowned newspaper, have portrayed the incident as heinous crime against the humanity without igniting the fire of 'religious extremism'. The perpetrators have been labelled as irrational, barbaric and inhumane by both the dailies.

**Keywords:** Priyantha Kumara, Sialkot incident, religious minorities, blasphemy, thematic analysis

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MCS-465

## **The Portrayal of Women in TV Advertisements and its Impact on their Mental Health**

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**Abstract-** The portrayal of perfect images of women in television advertisements has been studied extensively in Western media. However, women's representation in Pakistani advertisements has received little attention. Therefore, this research study was intended to explore the influence of the portrayal of perfect idealized images appearing in television advertisements and their associated effects on the mental health of women. A survey was conducted and a questionnaire was filled out by 360 female students from the University Management and Technology. The participants were asked about the perfect images of models and about their experiences being exposed to such images. Furthermore, the researcher employed the social comparison theory in order to provide the theoretical framework of the study. The results suggested that the majority of women agreed that they get disappointed after watching models having slim bodies, spotless skin and fair complexion in the Pakistani

advertisements. The findings concluded that such portrayal is psychologically harming women.

**Keywords:** Portrayal, mental health, gender stereotypes, objectification, advertisement



**MCS-373**

## **The Role of Social Media in the Promotion of Archaeological Sites in Malakand Division**

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**Abstract-** The aims of the current research was to find out the role of social media in the promotion of archaeological site in Malakand division. In this regard the researchers investigate the perception of visitors in Malakand division. The researchers used quantitative method to collect data from those people who visited to archaeological sites in Malakand division. Data was collected from the two-district including Swat and Lower Dir. The result of this study revealed that the visitors were influenced by the social media, while the finding also explored that social media as an effective tool for archaeological sites promotion and the government or locals could use it to promote more the archaeological sites around the world.

**Keywords:** Social media, role, archeology sites, Malakand division



## **Bite-Sized TikTok AI Avatar/Anchors/Host Videos: Impact on Communicating a Message and Audience's Memory**

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**Abstracts-** Tik Tok trendy bite-sized content format, featured with a short span of videos empowered with AI generated characters has its potential impact on various aspects of human cognition including memory leading to their motivation. With the exponential growth of social media platforms and AI technology, Tiktok has emerged as one of the most popular apps globally. The study aim is to investigate the effect of Tik Tok AI videos on human memory through experimental research methods. In the experiment the participants, divided into two groups of 50 members each, have been exposed to 10 AI generated characters of Tik Tok videos from successful AI Motivational pages with 17k to 500k followers. The participants between 21 to 35 of age group were given a closed-ended questionnaire after exposure to a selected set of videos to assess the impact on memory. This experiment study explained how the duration, content complexity and the user engagement through AI Characters influence the motivation, memory retention and recall feature among the participants. Our findings elaborate the insight connectivity between AI character based Bite-sized videos impact on cognitive patterns of human memory. This Study also finds out that in Pakistan, tik tok AI content creators are struggling with trend setting in AI video making to compete in the current market.

**Keywords:** AI, TikTok, communication, message, anchor/host, memory



## Cognitive Dissonance and Spiral of Silence Effects on Reciprocal Journalism for Digital Media Journalists in Pakistan

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**Abstract-** Journalists in Pakistan are confronted with new difficulties that are transforming their professional practices in the fast-changing world of digital media. This study explores the complex interactions between the spiral of silence phenomena and cognitive dissonance in the context of reciprocal journalism among Pakistani digital media journalists. Understanding the role of cognitive dissonance in influencing journalistic decisions and content is essential in the context of digital media, where information circulates quickly, and viewpoints are varied. The spiral of silence hypothesis also contends that people are more likely to keep their ideas to themselves when they believe they are in the minority, which strengthens dominant narratives. This tendency is made worse in the digital age by the prominence of popular beliefs on online forums, which can drown out opposing viewpoints. Inadvertently contributing to a shrinking of discourse, digital media journalists may withhold or adjust their reporting when they believe their opinions conflict with the general public's perceptions. This study uses qualitative interviews with journalists working in the digital media. The results of this study have consequences for Pakistani media literacy as well as journalism practice. Understanding how journalists working in digital media are impacted by cognitive dissonance and the spiral of silence can help design techniques that promote inclusive and varied reporting, resulting in a more diversified media landscape. Insights into the psychological constraints that influence journalistic narratives can also be useful for media literacy campaigns since they help consumers engage critically with news information.

**Keywords:** Cognitive dissonance, spiral of silence effects, reciprocal journalism, digital media journalists



## Exploring the Impact of Memetic Content on Political Behaviors of University Students in Punjab, Pakistan

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**Abstract-** This research article investigates the impact of memetic content on the political behaviors of university students in Punjab, Pakistan. With the rapid growth of social media and the increasing popularity of memetic content, understanding its influence on political behaviors becomes crucial, especially among the young and educated population. A survey-based research method has been employed for the study, using a questionnaire as the data gathering tool, targeting university students in Punjab, Pakistan. The study has explored the relationship between exposure to memetic content and political behaviors, including political engagement, political knowledge, and political participation. The sample population consisted of university students from diverse disciplines, allowing for a comprehensive analysis of the research topic. Research results have shown a significant impact of memes on political engagement and political behaviors of university students. The findings from this research will contribute to our understanding of how memetic content shapes political behaviors and may inform strategies to enhance political awareness and engagement among university students in Punjab, Pakistan.

**Keywords:** Memetic content, political behaviors, social media, memes, social media influence, political communication, media effects.



**Hashtags and Trends as Catalysts of Discourse: Analyzing the Role of Hashtags and Trends as Digital Oratory in Pakistani Political Discourse on Twitter: A Study of (Imported Government, Unacceptable) and (Desecration of Masjid-e-Nabavi, Unacceptable)**

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**Abstract-** Twitter has become a sensation in the political discourse in recent times. It has become a source of controversies regarding misinformation, polarization, and molding public opinion. These controversies usually arise during election times in different countries including the US, Australia, Brazil, and Russia as well. An episode of similar nature was detected in Pakistani politics as well when the sitting prime minister Imran Khan was ousted by a no-confidence vote in April 2022. Following this development, a trend (Imported Government, unacceptable), broke all records as it lasted for more than 10 days as the top Twitter trend and was used in millions of tweets from Pakistanis all around the world. A similar hashtag, (Desecration of Masjid-e-Nabavi, Unacceptable), received plenty of attention as well. These hashtags and trends proved vital in swaying public opinion and portrayed qualities of a genre that has a communicative purpose, participants, context, limitations, and rhetorical structure. This paper analyses hashtags and trends as a genre by using steps and design published in Amy Devitt, Mary Jo Reiff, and Anis Bawarshi's textbook, *Scenes of Writing: Strategies for Composing with Genres* (2004). The data used for this qualitative study is taken in the form of tweets with the concerned hashtags by using the purposive sampling technique.

**Keywords:** Hashtags and trends, catalysts of discourse, Pakistani political discourse, shaping political discussions, digital rhetoric, Twitter



## **Effectiveness of Animation as a Pedagogical Tool: An Experimental Study**

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**Abstract-** In this day and age, the students of this contemporary era prioritize educational strategies to gather knowledge through pictures and illustrations and are more likely to have it through animated videos of the subject. This study observed that animation is an excellent way of presenting academics in a less complicated form to students as the concepts can enhance learning. It is found that Animation has become a valuable strength as a potential tool that can be extensively used for learning and teaching education and has gained acceptance as an effective method due to its visual and dynamic representation. This quantitative study aims to evaluate the efficacy of animated videos in facilitating the learning process and enhancing academic performance among primary students through experiment study. The series of experiments were carried out, dividing participants into four distinct groups corresponding to grade levels 3, 4, 5, and 6, with each group further divided into control and experimental subgroups. It also seeks to compare the outcomes of traditional teaching methods with those using animated videos, by using the four steps of the observational model from Albert Bandura's Social Learning Theory. The sample was divided into two groups and each group comprised 85 students. One group of students was taught using animated videos relevant to the syllabus and the other group of students was taught through the traditional teaching method. The analysis of the data reveals that animation has a significant effect on the learning process. Students exposed to animation-based teaching methods exhibit higher levels of attention retention, better reproduction of learned material, and increased motivation compared to those following traditional teaching methods. These findings support the hypothesis that animation positively influences students' learning outcomes. This study's findings contribute towards emphasizing how effective and innovative teaching techniques can be developed using animations in a classroom environment.

**Keywords:** Animation, pedagogical social learning theory, experimental study



## **Exploring the Relationship between Social Media Addiction and Cognitive Failures among University Students in Pakistan**

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**Abstract-** This cross-sectional research explores the association between social media addiction and cognitive failures among the university students in Islamabad—Pakistan. The study employed the Social Media Addiction Scale-Student Form (SMAS-SF) and the Cognitive Failures Questionnaire (CFQ) to assess social media addiction and cognitive lapses, respectively, among the university students (n=650) for the predictor and criterion variables. The research findings highlight a significant positive correlation between social media addiction and cognitive failures. Students with higher levels of social media addiction tend to experience more cognitive lapses, including memory lapses, attention deficits, and errors in daily tasks. These results highlight the potential adverse effects of excessive social media use on cognitive functioning among the young adults. The study underscores the importance of raising awareness about the risks associated with social media addiction and suggests the need for targeted interventions to mitigate its impact on cognitive performance in the educational context.

**Keywords:** Social media, addiction, cognitive failures, university students, Pakistan



## **Unveiling the Role of Digital Media Misinformation in Shaping Aurat March Perceptions Among University Students of Lahore**

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**Abstract-** Technological advancement has rapidly changed the information medium worldwide, and Pakistan is no exception. This development has significantly made a space for digital media platforms, including blogs, online news sources, social media platforms, and video-sharing websites. Although these forms are the quickest way to provide information, but at the same time, they have also become a source of spreading misinformation. This study intends to understand the influence of digital media misinformation in forming opinions of young university-going students of Lahore about the Aurat March in Punjab (the most populous province in Pakistan), which is a significant socio-political movement for women's rights and empowerment. The rationale for including university students is that in recent years, it has been observed that the majority of the young population, both male and female, have either massively supported it or have strong opinions against it. Therefore, focusing on university students in Lahore as a case study, the research aims to explore how misinformation disseminated through digital platforms impacts their understanding and perspectives on the Aurat March. The study utilizes a qualitative research design, employing a purposive sampling method to interview 16 university students based in Lahore. Through content analysis of these interviews, we have been able to comprehend the influence of digital media misinformation on the perspectives of young students concerning gender-related aspects and their involvement in the Aurat March.

**Keywords:** Misinformation, digital media, Aurat March, Pakistan, university students



## Perceptions of Celebrity Weddings Among Instagram Users: An Analysis of Social Comparison Theory

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**Abstract-** This research endeavors to investigate the perceptions of celebrity weddings among Instagram users through the lens of social comparison theory by Leon Festinger. The major goal of this research is to determine how exposure to Instagram content leads users to engage in social comparisons between their own weddings and celebrity weddings they see on the site. The survey research approach was used to acquire quantitative data. Although a sample size of 385 Instagram users was chosen to complete the questionnaire, only 325 valid answers were ultimately completed. Three malls in Rawalpindi and Islamabad are where the questionnaire was being handed out. Pearson correlation analysis revealed a substantial relationship between user exposure to Instagram celebrity weddings and the development of social comparison tendencies, with a significant correlation value of  $r = .53$ . Furthermore, a significant association of  $r = .25$  was discovered between social comparisons regarding weddings and Instagram users' perceptions about wedding trends. However, there is non-significant relationship between exposure to celebrity weddings and perceptions of Instagram users as  $r = .06, p > .35$ . Thus, exposure to Instagram celebrity weddings has a considerable influence on the development of social comparison tendencies among users, ultimately leading to significant modifications in their opinions of wedding trends. These findings help us understand the impact of social media in altering people's views and expectations about weddings in the digital era.

**Keywords:** Instagram, celebrity weddings, exposure, social comparison, perception



## **Effects Of Digital Media on Pakistani Culture: A Study of University Students of Punjab, Pakistan**

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**Abstract-** Digital media has made this world global village. Youth is heavy consumer of digital media. Frequently access to digital media without any boundaries may impose various effects. Study was designed in the perspective to explore relationship among technology and culture innovation. Due to globally access, digital media presumed vital role in cultural imperialism. The basic aim of current research study was to know the effects of digital media on Pakistani culture. Youth acts as symbolic representation of any society and to assess any cultural elements, university is best place where freedom of gender brings significant changes. In the perspective of “Uses & Gratification Theory” and “Social Learning Theory”, current study was conducted in public sector universities of Punjab Pakistan. It was survey-based study and data was collected from (N = 2237) students including male and female from six (6) high statistical enrolled students’ universities from three parts of Punjab province i.e., South, Center and North Punjab. The study revealed that digital media has captured most of the time of students and proved itself vital part of life. Furthermore, digital media is source of importing foreign culture and fading Pakistani culture among the youth of Pakistan. The study concluded that digital media is key source of cultural aspiration among youth. Foreign culture looks dominant over the digital media and Pakistani youth adopting the foreign culture and getting away from local culture.

**Keywords:** Digital media, cultural effects, university students



# **POLITICAL SCIENCE**

## **De-dollarization of the Global Economy: Implications for the US Hegemony**

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**Abstract-** Bretton Wood System gave way to the establishment of international organizations in the post-great war II arena when states were at the cusp of financial collapse and were struggling to overcome the issues of financing the imports- an abysmal condition of war-torn Europe. These international monetary organizations were established in order to manage the financial issues originating from balance of payments and exchange rates. With the passage of time, dollar became the international currency that ultimately strengthened the U.S. to influence in the world politics- a harbinger of U.S. global hegemony. The prominent role of U.S. dollar in maintaining the global exchange rate paved way for great U.S. economy subsequently supported its dominating position in the monetary organization. Dollar hegemony primarily relies upon the military, economic and political international power that is improvised through market forces. Dollar hegemony corresponds with era of Neo-liberalism and rule-based world order; however, under the constant threat of efforts of revanchist Russia and rising China to alter the rule-based liberal world order, U.S. global hegemony is in declining state where de-dollarization is taking place so rapidly that could hamper its economic growth and political power. Outbreak of financial crisis in Southeast Asia in 2008; changing pattern of international power and emergence of new digital technology; multipolar global economic structure with rising share of anti-US state's GDP, particularly BRICS; and development of new international division of production cumulatively accelerating the pace of de-dollarization. In this paper, I will discuss the factors that are contributing to de-dollarization, evidence of de-dollarization of global economy and how it would impact the U.S. global hegemony in upcoming era.

**Keywords:** De-dollarization, U.S. hegemony, Bretton wood system, digital technology



## **The Standing of China and the US in the Existing World Order**

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**Abstract-** In the late 1940s, The American-led liberal international order steered the world's relations and facilitated the cooperation among states on the principles of freedom, equality, free trade, and liberal democracy. Currently, the order is facing the greatest challenge of its all-time from a rising power like China, despite the "end of history" claim by Francis Fukuyama. The Earth's sole most incredible power is on the way to its decline, which is also raising questions on the future of the order. With every passing day, the Chinese rise is ringing the tocsin for the American elite and compelling them to find ways to deal with the situation. In the current era, experts are debating whether China will overtake the US as a hegemon and how the Chinese-led world order will look like after the American decline. Despite this, the world's peace, stability, cooperation, and development are now relying on the nature of Sino-US relations. The study will explore what consequences rising China will have on the liberal global order, whether it will behave as a reformist or revisionist power, and how the US will respond to all these challenges.

**Keywords:** USA, China, World order, new world order



## **The US-China Maritime Competition in East Asia: Implications for the Economic Security of the Region**

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**Abstract-** Sea blindness has been a dominant feature of the realm of foreign policy and security studies for the last few decades. However, with

the intensification of East-West competition and global trade's reliance on oceanic waters, major powers have turned their attention to the maritime domain, since maritime power is required to execute offshore military capabilities and to ensure the sustenance of economies. East Asia region is home to a huge body of oceanic waters where the US and China are engaged in intense maritime competition. The US 'offshore rebalancing' strategy in East Asia revolves around maritime domain. The US seeks to contain China, freeze the status quo, and ensure its policing role and freely movement in the oceanic waters of the region and to preserve its vital and major interests. China has launched counter rebalancing strategy where it is striving to control maximum part of the waters, pushback the US from the region, ensure its dominancy, and to gain access to maximum of the oceanic resources. Military assistance, financial assistance, and diplomatic support are all part of the US's actions, as are freedom of navigation operations. On the contrary, China is modernizing PLA Navy, building artificial islands, exploiting oceanic resources and pressurizing regional states, through its assertive behavior, to follow its lead. The intensification of maritime competition has pressed states to increase their defense spending which would result in the reduction of GDP. Moreover, maritime competition can lead to military adventurism in the oceanic waters of the region which is likely to result in economic disaster for the regional economies and the world trade.

**Keywords:** USA, competition, East Asia, implications, ASEAN, China



**POL-159**

## **Climate Change: A Threat Multiplier to the National Security of Pakistan**

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**Abstract-** The notion of the security is constantly under debate owing to the emergence of new challenges and threats. The threat spectrum in the contemporary world has enlarged encompassing various dimensions of non-traditional security including the existential threats like Climate Change. Climate Change has demonstrated the adverse effects from

infrastructural destruction to the food security concerns and national integration. The shrinking resources due to climate transformation and growing population on other hand are coupling to increase the existing social disparities and fault lines. Pakistan being one of the major affectee of the climate change has been through a lot in the last decade. The devastating floods, earthquake, frequent flash flooding, heat waves and water scarcity in Balochistan and Sindh are really impacting the lives of the people. The increased disasters due to the effects of climate change are posing multidimensional threats to the national security of Pakistan as it is increasing the vulnerabilities and thus creating more problems. There are existing protracted conflicts and internal fault lines in the country, therefore, the situation will further impact the National security of the country. The paper in this regard is an attempt to analyze the current and future effects of climate change on the national security of Pakistan and will suggest the strategies to minimize the spillover effects on the National Security.

**Keywords:** Climate change, threat multiplier, national security, fault lines, nontraditional security



**POL-526**

## **The Emerging Minilateralism in the Contemporary International System: A Counterforce to Multilateral Frameworks of the World**

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**Abstract-** Contemporary global power politics has started witnessing the rise of various minilateral strategic alliances of the states across the world. These strategic collaborations of the small groups of states have become an undeniable reality and an irrefutable truth in the contemporary international system. The states formulating various minilateral alliances generally focus on specific issues or regions for the achievement of their common strategic interests. The shared values of these small groups of states at the regional and global levels have convinced the member states on the achievement of their specific interests while causing several

inefficiencies in the existing multilateral frameworks of the international community. This trend has attracted several states located in different regions on the significance of mini-alliances against common security threats. The Indian Ocean, Middle Eastern, and European regions are the appropriate examples in this regard. Thus, the central theme of this paper seeks to provide a comprehensive understanding of the ongoing transformation of state alliances from multilateral to minilateral frameworks, which has weakened the role of the ongoing multilateral mechanisms of the world. It is a descriptive study concerning the changing nature of state alliances in the world while emphasizing the US-China strategic competition and the increasing reliance of both superpowers on the mini-alliances of states against each other.

**Keywords:** Globalized world, minilateral approach, multilateral mechanism, US-China competition, strategic engagements



**POL-350**

## **Repercussions of Climate Change in Pakistan and Gender Specific Vulnerabilities**

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**Abstract-** It's exceedingly terrifying to discern the changing climatic patterns of the world. Recently, UNGA General Secretary Antonio Guterres pleaded international community for swift action mentioning that "the era of global warming has ended, and the era of global boiling has arrived." In particular, climate change is perceived as an emerging threat, and countries like Pakistan are more vulnerable to varying patterns of climate. Last year, the rampant floods had profound impacts on the economy, society and environment causing devastating damages to the country. Although significant climate adaptation strategies have been implemented to mitigate the risks, more efforts are required to enhance the resilience and sustainable policies/infrastructure to overcome the threats posed by climate change. More specifically, this research would explicitly emphasize on the insertion of gender perspectives for climate policies in order to evaluate the effects of changing climate patterns on gender

dynamics in the country. Amidst the exacerbating risks of climate change, adaptive climatic strategies and gender specific vulnerabilities would be extensively taken into account to mitigate the possible threats of climate change.

**Keywords:** Climate change, repercussions, gender specific vulnerabilities, Pakistan



**POL-368**

## **Changing World Order and its Implications on Pakistan**

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**Abstract-** Evolution has remained the permanent determinant of international politics. The most important feature of world politics, among many, is it changes and transforms. Therefore, world political history has seen many rising and declining powers since the inception of political communities. The contemporary international system too, mainly founded in 1648 during Treaty of Westphalia, has seen several rising and declining powers since this historic treaty. Similarly, the contemporary international liberal world order led by the USA, scholars argue, is also changing with the rise of China. This transformation in the world order between the rising power China and the status quo power the USA is characterized by their respective grand strategies. The USA is following its Pivot to Asia policy which includes the geographical, economic, ideological, and strategic containment of China in the Asia Pacific region. Whereas Chinese grand strategy against the USA is mainly driven by the Belt and Road Initiative (BRI) which aims at the economic, strategic, military, and technological development of China. Moreover, the implications of this changing world order on Pakistan, owing to its geostrategic importance, may be evident ranging from geostrategic to economic and political.

**Keywords:** Changing world order, USA, China, implication, Pakistan



## **Emerging Authoritarian Nexus: Reshaping the Future of Dollar Dominance**

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**Abstract-** This research paper delves into the shifting realignments of global power structures and evolving economic dynamics within the framework of the New World Order, focusing on the diplomatic coalition of BRICS and rapprochement of other authoritarian countries and its potential ramifications for the U.S. dollar dominance. It is necessary to understand the global transformation that resulted from three major crises that the world has faced, the 2008 financial crisis, the Covid-19 crisis, and most recently the energy and commodity challenges arising in the aftermath of the conflict between Russia and Ukraine. All of these events have led to a shared conviction that the significant portion of the world especially the U.S., China, and Europe that the form of globalization, pursued over the past decade is no longer sustainable. Consequently, a paradigm shift is underway, leading to the emergence of three major hubs of globalisation. One controlled by the U.S. and North America, repatriating technologies and creating self-sufficiency in terms of food, energy, and manufacturing capabilities. Western Europe is the second and Asia, dominated by China is consecutively third in the row. Therefore, it became very crucial for the rest of the world especially the Middle East and the African continent as a whole to consider redefining their positions in this new geo-political and geo-economic map. The future of the global world order have traditionally rested on two key assumptions: first, that emerging powers would gradually integrate themselves into the existing global governance framework, and second, that institutions led by the United States would remain robust. However, the BRICS nations, have been forming revisionist alliances and establishing new institutions. Some even argue that this may constitute the creation of a parallel system, challenging the dominant role of the United States in global affairs. This paper discusses the major recalibrations that has led us to see an emerging geo-economic and geo-political framework, where the influence of U.S. dollar is diminishing within the global economic and financial markets.

**Keywords:** De-dollarization, globalization, multilateralism, authoritarian nexus, global governance, paradigm shift, geo-politics, geo-economics



**POL-511**

## **Role of AI in Climate Change Mitigation and Adaptation**

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**Abstract-** With significant ecological, social, and economic ramifications, climate change is one of the most important global concerns of our time. The need for creative and practical solutions grows more urgent as the effects of climate change worsen. In tackling both the mitigation and adaptation components of climate change, this research study examines the crucial role that artificial intelligence (AI) plays. AI has a huge potential to optimize energy use, lower greenhouse gas emissions, and increase the effectiveness of renewable energy sources in the context of mitigating climate change. Intelligent management of energy resources is made possible by AI-driven technologies like smart grids, predictive analytics, and autonomous systems, which helps to create a cleaner and more sustainable energy ecosystem. Additionally, AI-driven climate modeling and carbon sequestration techniques offer useful tools for tracking and reducing the effects of climate change on a global scale. AI-driven apps are extremely helpful in analyzing and managing the risks related to extreme weather events, rising sea levels, and altering precipitation patterns in the context of climate change adaptation. To better plan for and respond to disasters, machine learning algorithms make it possible to analyze huge datasets and identify dangers related to the climate. AI-driven systems also support the creation of resilient infrastructure, adaptive farming, and natural resource management approaches, assisting communities in their efforts to adapt to a changing climate. This study examines significant artificial intelligence (AI) applications and technologies in mitigating and adapting to climate change, emphasizing their successes at the moment and prospective advancements in the future. Additionally, while highlighting the significance of ethical AI governance, it explores the difficulties and ethical issues of AI deployment in the context of tackling climate change.

**Keywords:** Climate Change, Artificial Intelligence, Adaptation and Mitigation

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**POL-478**

## **Emergence of Arab Nationalism and the Changing Geopolitical Landscape of the Middle East**

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**Abstract-** The Arab identity has consistently been shaped by the external actors in the Middle East. For nearly a millennium, Arabs have remained subservient to Turks, Persians and Europeans. In the process of decolonization, an attempt was made to revive the Arab nationalism under the Ba'athist ideology. However, that attempt was short lived and eventually met its decline. Nonetheless, Arab Spring in 2011 gave a new meaning to the Arab nationalism. This realization was coupled with demands of political and social reforms along with the economic diversification. This renewed Arab identity led to the transition in the foreign policy outlook of the Arab states which have found new global partners, often opposite to each other. That in case, instead of aligning with a particular global actor, the Arab states have cultivated ties with multiple global actors. While it helped the Arab states in strategically balancing the opposite global powers to maximize their own interests, on the other hand, it led to the competition within the Arab world that is reflected from GCC blockade of Qatar and the Saudi-UAE rift in OPEC and Yemen. This paper would, therefore, try to investigate the root causes of intra-Arab competition. While delving into this subject, the paper would also attempt to analyze the difference between the previous Ba'athist ideology and the contemporary Arab nationalism. Finally, the paper would observe the impacts of this renewed Arab nationalism in the contexts of state-subject relations in the contemporary proceedings of the Middle East in political, security and economic terms.

**Keywords:** Arab nationalism, Arab Spring, Intra-Arab rift, GCC, Ba'athism, Middle East

## **Hybrid Warfare: A Dilemma for National Security of Pakistan**

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**Abstract-** As an instrument of state policy in settling disputes, the lethality of modern military hardware has made less relevant the total war between nations. On the other hand, military force remains a useful tool for deterrence rather than compellence and chastisement between the nuclear armed states. This philosophical hypothesis has given impetus to employ sub conventional conflicts and hybrid warfare as a means to bleed the adversary, especially the nuclear-armed country like Pakistan. Hybrid war is a full-spectrum of war without any limitation of just war theory through which both physical and psychological vulnerability of the competitor are exploited. To destabilize Pakistan internally, India and its like-minded states are making the best use of hybrid warfare tools in the exploitation of domestic fault line including politics, religion, economics and similar lines. Interestingly, they have been effectively employing diplomatic and economic pressures to malign Pakistan's image. Efforts are made to analyze the dynamics of Hybrid Warfare to envisage its impact upon peace and conflict situation and its effects by the application of Hybrid Warfare in Pakistan. Nonetheless, Pakistan is facing multi-dimensional and multidirectional challenges where the dominant threat stems from Eastern neighbour, but the involvement of other state and non-actors further complicates the situation.

**Keywords:** Military hardware, nuclear-armed, hybrid warfare, fault-lines, physical and psychological vulnerabilities



## **US and China in Southeast Asia: Confrontation or Competitive Coexistence?**

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**Abstract-** It is a fact that the China and the United States are the most important and the dominant powers in the world today and both are struggling extremely hard to strengthen their position as much as they can and are indeed the greatest strategic powers. Both powers possess the grand strategic plans and visions to win the world or regional political, security and economic architecture in fact across all the functional domains in every region of the world. Southeast Asia due to its most important geographic location and diversity in its culture, economy and ethnicity is important in its own right and very important sort of area for the great powers and is highly factored in great powers' competition. And it is impossible to generalize about the Southeast Asia because everything in this region is diverse. This indefinite and comprehensive competition in southeast Asia is overriding and defining characteristic of international relations in the world today there are many other characteristics but I would say that is the most important and it affects every country on the planet and in many different dimensions like diplomacy, commerce, security, military, public diplomacy, self-power, culture , global governance and other areas and Southeast Asia is just a kind of Petri Dish in which major powers are contesting with each other . This paper will attempt to explain how these two powers practice their competitive coexistence in the most diverse region Southeast Asia by managing their tensions and limiting their rivalry and it will also explain the broader framework of developing network of the both powers along with the political power game of both actors in Southeast Asia and will attempt to put the argument in perspective , by looking both of the powers individually and interactively with the ten member states of ASEAN.

**Keywords:** USA, China, strategic competition, grand strategic plans, ASEAN



## **KSA-Iran Rapprochement and its Implications for Pakistan**

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**Abstract-** This article explores the recent rapprochement between Saudi Arabia (KSA) and Iran, highlighting the political conditions, factors, and leadership dynamics that have contributed to this significant advance in Middle Eastern geopolitics. China's vital part as a middleman in easing this conciliation is explored, emphasizing its profitable interests and politic intentions in the region. The origins of the KSA- Iran conflict, including geopolitical contest, religious differences, and profitable competition, are examined to give environment for the ongoing conciliation. The leadership dynamics of Crown Prince Mohammed bin Salman in KSA and President Ebrahim Raisi in Iran are considered in shaping the line of advanced relations. Likewise, the article also investigates the implicit benefits of this rapprochement for both KSA and Iran, including profitable openings, indigenous stability, and enhanced counterterrorism threats. The counteraccusations of reduced pressures on indigenous conflicts, similar as Yemen and Syria, are bandied, with a focus on easing the suffering of affected populations. The article also delves into the counteraccusations of the KSA- Iran rapprochement on Pakistan, a neighboring nation intricately linked to both countries. It highlights the profitable openings for Pakistan in terms of trade, investment, and energy security, while emphasizing the need for a nuanced politic approach to maintain stable connections with both KSA and Iran. Pakistan's implicit part in indigenous conflict resolution and its capability to work its position within transnational associations are examined.

**Keywords:** KSA, Iran, implications, Pakistan, rivalry, rapprochement



## **Post 2021 Changing Strategic Dynamics in Afghanistan: Regional Implications**

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**Abstract-** Afghanistan is passing through the toughest phase of its history. Volatile security situation, fragile economy, transnational terrorism, drug trafficking and non-recognition from the wider international community. Post 2021 security situation in Afghanistan would have far reaching implications for the regional and global security. This study would examine the changing political and strategic dynamics of Afghanistan in the post-US withdrawal situation in 2021. Moreover, it will analyze the Afghan Taliban's approach towards Transnational Terrorist groups and regional proxy wars in Afghanistan. That how they maintain strategic balance between Pakistan and India. And lastly the study aims to assess the regional and global implications of evolving political and strategic dynamics of Afghanistan. This study will be qualitative and emphasis on focus group Interviews. To gain an in-depth understanding of perceptions or opinions on a topic. In addition, the study would seek guidance from international relations theory Regional Security Complex Theory to understand the post 2021 political and security situation and its impact on regional and global security.

**Keywords:** Afghanistan, Pakistan, America, Al Qaeda, Afghan Taliban, TTP, IMU, ISKP



## **US- Backed Regime Change in Pakistan: An Assessment**

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**Abstract-** Regime change refers to the deliberate effort to replace or overthrow a government, often through political, military, or covert means, and install a new leadership in its place. Regime change is considered an effective tool of hybrid warfare. Pakistan has always been an important player in the power configuration of great power rivalry, has been victim of hybrid warfare. This research aims to explore the contours of US involvement in the recent regime change in Pakistan through the lens of hybrid warfare though the nexus between US involvement and regime change in Pakistan is a highly debatable topic. This paper unfolds the circumstantial evidence where US strategic interests intersected with the Government stance of Pakistan like Russia-Ukraine war hence triggered the recent regime change in Pakistan in context of series of meetings of US Ambassador with then-opposition parties of Pakistan. The “famous Cypher” and the speculative role of US in Pakistan regime change, keeping in view the historical records while avoiding jumping to conclusion regarding US backed regime change in Pakistan will be the part of this research work.

**Keywords:** Regime change, hybrid warfare, Cypher, US, Pakistan



## **Navigating Pakistan's Foreign Policy in an Emerging Multiplex World Order**

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**Abstract-** This research paper employs a comprehensive qualitative analysis to investigate Pakistan's foreign policy within the intricate context of a transforming global order marked by increasing multiplexity. Utilizing a combination of archival research, and a thematic content analysis, this study explores the multifaceted challenges and opportunities confronting Pakistan. From adeptly managing the 'Thucydides trap' dynamics among major global powers to addressing ongoing regional tensions, notably with India, this research delves into the complex strategic decisions faced by Pakistan. Furthermore, the economic and strategic ramifications of navigating the intricacies of the contemporary world order are analyzed in-depth. Pakistan's foreign policy faces a formidable task as it endeavors to secure the nation's interests while accommodating an evolving global landscape. Drawing upon a qualitative research methodology, this paper proposes a series of strategies aimed at effectively responding to these challenges. Through a thematic analysis of the collected data, a focus on strategic partnerships and the diversification of alliances emerges as critical for Pakistan's foreign policy. The imperativeness of adaptability underscores the need for Pakistan to proactively align with the changing global environment. This adaptability extends beyond diplomatic maneuvering to encompass economic strategies that ensure long-term sustainability. This study contributes to the broader domain of political science by shedding light on Pakistan's diplomatic endeavors within the complexities of an emerging world order. The research methodology applied here ensures a robust and evidence-based exploration of Pakistan's foreign policy strategies. The study emphasizes the necessity of pragmatic adjustments and the proactive pursuit of strategic and economic interests. Understanding the complexities of this evolving global context, as revealed through rigorous qualitative analysis, is vital for Pakistan to successfully navigate the challenges and transformations of the contemporary world.

**Keywords:** Pakistan's foreign policy, evolving world order, multiplex world order Thucydides trap, strategic partnerships, adaptability



**POL-531**

## **Participation of Women in Politics: A Case Study of Gilgit Baltistan**

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**Abstract-** Women active participation in politics in Pakistan is still a rare sight. Even though Pakistan had a female prime minister in 1990 when most of other well-developed states had none at that time. This paper identify various factors influencing women active political participation in politics in particular in Gilgit Baltistan in region of Pakistan. This papers Argives that quota based reserved seats for women is an initial good step toward making women participation place in politics but insufficient for women to actually participate in decision making. A part from host of factors, the political dominant position of men politician is an important aspect that impedes active women political participation in Gilgit Baltistan. Therefore, the paper mainly forces on role of man politician as party gate keepers of political parties in stimulating or deterring political participation of women. The study also unearths how political capital as a criterion for requirement of party office, public office is not accessible to women. To start the long debate, this paper is based on political experiences of women in Gilgit-Baltistan. So, data is collected through in-depth interviews female politician of Gilgit Baltistan.

**Keywords:** Women, participation, role politician, Gilgit Baltistan



**POL-524**

## **US China Interstate Competition or Rivalry?**

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**Abstract-** In the contemporary world, the United States of America (USA) and China often seem like rivals or competitors, and there is a debate about security concerns of the USA about rising China and how to neutralize its threat. My research work aims at exploring whether there is interstate rivalry or competition between the US and China and where this competition is heading. In my research, whether there is a geo-economics competition or rivalry between the US and China is ambiguous. I have taken a case study of AUKUS and QUAD and tried to determine whether such USA alliances impact the USA-China trade. Also, I have taken a case study of China's Belt and Road initiative (BRI) project and seen how China is exerting geo-economics influence and trying to focus on economic stability. I have taken the timeframe of the Trump administration and seen how the trade war impacted both the USA and Chinese economies and what its global implications were. I will use a qualitative research methodology where I will focus on secondary research and analyze the content of various scholars.

**Keywords:** USA, China, geo-economics, competition, interstate, rivalry



**POL-393**

## **Emerging Environmental Threats to Iran: Existing Counterstrategies and Way Forward**

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**Abstract-** Environmental security has gained importance in the 21st century in particular as there are rising concerns of the environment issues around the globe as these are transborder in nature. Thus, Iran is not an

exception. Iran itself is among the world's top ten countries that are contributing to the carbon emissions and is facing extreme environmental challenges as well. Environmental degradation and climate change are playing havoc in the country leading to floods, droughts, lesser precipitation, water scarcity and uncultivable lands which are just a few examples of the threats to Iran in current times. But there have been efforts on the part of the Iranian government to counter these emerging non-traditional security challenges. The Department of Environment in Iran is working towards formulating policies and taking actions to tackle these threats like in 2017, this department came up with the National Strategic Plan on Climate Change. Also, Iran is part of numerous international agreements which includes the ratification of 1996 UN Framework Convention on Climate Change and 2005 Kyoto Protocol and signing of Paris Agreement in 2016. Along with this, Iran is also working with international institutions to curb the environmental threats. Despite all this, environmental challenges remain as one of Iran's biggest concerns in current times and fears that this situation would worsen in future. This paper aims to discuss and assess that to what extent the measures and policies adopted by Iran have remained successful. The main environmental challenges that Iran is facing will be discussed in this research as well along with the theory of securitization, and recommendations to counter and mitigate these challenges in the time to come.

**Keywords:** Environmental Security, Iran, Securitization theory, Climate change, Institutions, Counterstrategies



# PSYCHOLOGY

## **Moderating Role of Marital Adjustment in Relationship Between Perceived Maternal Parenting Styles and Family Functioning Among Fathers**

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**Abstract-** The present study investigated the moderating role of marital adjustment in the relationship between perceived maternal parenting styles, and family functioning of fathers. It was qualitative cross-sectional research comprised of fathers ( $N = 200$ ) from Rawalpindi and Islamabad. The measures used in exploring the relationship are Parental Authority Questionnaire (Buri, 1991), Family ICPS (Intimacy, Conflict, and Parenting Styles) developed by Noller. et. al, 1992, and Revised Dyadic Adjustment Scale (Crane, Bean, & Middleton, 2000). Following analysis such as correlation, t-test, ANOVA, and regression (through Hayes Process Macro), was run. It revealed that fathers with less children, more income and from nuclear families showed more marital adjustment leading to good family functioning. The results emphasize the importance of marital adjustment and the quality of the marital relationship influencing the effects of maternal parenting styles on family functioning and it acknowledges that perceptions play a crucial role in shaping family dynamics. It was found that with high marital adjustment, permissive and authoritative parenting styles influence the dynamics of family functioning, and with low marital adjustment, authoritarian parenting styles influence family functioning. The results provide insights into the dynamics of fatherhood within the context of Pakistani families, shedding light on the important factors that influence paternal experiences and overall family well-being. Further research and interventions in this area can potentially enhance family relationships and explore additional variables, such as children's involvement, cultural norms, and societal expectations, to deepen the understanding of the complex dynamics within families.

**Keywords:** Perceived maternal parenting styles, family functioning, marital adjustment, ANOVA, Hayes process macro, fathers



## **Relationship Between Inter-Parental Conflict, Emotional Regulation and Academic Performance Among Adolescents**

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**Abstract-** Inter-parental conflict affects adolescent behavior and has severe consequences for the emotional regulation and academic performance of adolescents. This study aims to explore the relationship between inter-parental conflict, emotional regulation and academic performance among Adolescents and role of various demographics (gender, age, family status, socioeconomic status, and education) in relation to inter-parental conflict, emotional regulation, and academic performance. A survey adapted from Children perception of inter-parental conflict (Grych et al., 1992), Emotional Regulation Questionnaire (Gross et al., 2003) and Academic Performance (Carson et al., 2015) scale was distributed to the students. The cross-sectional correlational research design was used in this study. Participants of this study comprised of ( $N = 200$ ) adolescents between the age of 15 to 20 years old from different educational institutions. Correlation analyses indicated that there is a significant negative relationship between subscales of inter-parental conflict, emotional regulation, and academic performance scale. Mean analyses shows that there are significant mean differences across gender, age, family system, education, and socioeconomic Status. The result of linear regression analysis shows that subscales of inter-parental conflict significantly predict the cognitive reappraisal ( $R^2 = .65^{***}$ ), expressive suppression ( $R^2 = .65^{***}$ ) and academic performance ( $R^2 = .75^{***}$ ). The findings of the present study will help to increase awareness of parents about the conflicts that affect children's emotional regulation and academic performance.

**Keywords:** Academic performance, adolescents, cognitive reappraisal, emotional regulation, inter-parental conflict



## **Loneliness, and Family Support are Indicators of Risk-taking Behaviors Among Individuals Having Romantic Relationship**

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**Abstract-** The present study aims to examine the relationship of loneliness, family support, and risk-taking behaviors among individuals having romantic relationship. In the current study, numbers of ( $N = 300$ ) individuals having romantic relationship were recruited from Rawalpindi Pakistan as respondents. Individual having romantic relationship were selected through purposive sampling method. The purpose of study was to assess the relationship among loneliness, family support, and risk-taking behaviors among individuals having romantic relationship. Data was collected by using Friendship Scale (Khan & Adil, 2020), Family Support Scale (FSS) (Uddin & Bhuiyan, 1994), Attitude Towards Risk Questionnaire (RISK) (Franken et al., 1992), and Sternberg Triangular Love Scale Modified (STLS-M) (Pavkov et al., 2013). Correlation and multiple regression analysis revealed that loneliness was significant positive predictors of risk-taking behaviors and family support was significant negative predictor of risk-taking behaviors. Moderation analysis showed that loneliness moderated the relationship between family support and risk-taking behaviors. Additional analysis ( $t$ -test and ANOVA) were performed on demographic variables to observe significant mean differences in variables of study. Suggestions, limitation, and implications for future empirical endeavors have been discussed.

**Keywords.** Loneliness, family support, risk taking behaviors, romantic relationship.



## **Sex Taboos, Sexual and Marital Satisfaction and Infidelity in Married Men**

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**Abstract-** The aim of the study was to study the relationship between sex taboos, sexual satisfaction and infidelity among married men. It was hypothesized that there was likely to be a relationship between sex taboos, sexual satisfaction and infidelity among married men. Marital satisfaction was likely to mediate the relationship between sexual satisfaction and infidelity. Perceived sex taboos scale (Arif & Tariq, 2023), The New Sexual Satisfaction Scale (Štulhofer, et al., 2010, 2011), Intentions towards Infidelity Scale (ITIS: Jones, et al., 2011), The Couples Satisfaction Index (CSI) (Funk, & Rogge, 2007) were used to collect data from (N=340) married men. The results showed positive relationship between sex taboos, and infidelity and negative relationship between sexual satisfaction and infidelity. Results also indicated that sex taboos has significant direct effect on infidelity whereas that there was significant moderate indirect effect of happiness on the relationship of sex taboo and infidelity. Findings have practical implications for the for identification of taboos, to increase in self-esteem, reduce negative intrapersonal outcomes and decrease in mental health problems, to provide new dimensions for future research by providing addition in new indigenous knowledge and to help in developing a sense of strong emotional connection with the spouse.

**Keywords:** Sex taboos, sexual satisfaction, infidelity, marital satisfaction



## **Morality as a Moderator in the Relationship Between Parenting Styles and Filial Piety Among Adolescents**

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**Abstract-** This study investigates the intricate interplay between perceived parenting styles and filial piety, and the moderating role of morality among adolescents. Adolescents between 14 to 18 years of age were the focal respondents of the study. Measures of the Perceived Parenting Style Scale (Divya & Manikandan, 2013), The Moral Identity Questionnaire (Black & Reynolds, 2016) and Filial Piety Scale (Shi & Wang, 2019) the core protocols used to appraise the major constructs of the study. Analysis revealed that perceived authoritative parenting style (mother & father) shows positive association with morality, and filial piety. Perceived authoritarian parenting style (mother & father) and perceived permissive parenting style (mother & father) showed negative association with morality and filial piety. Morality significantly strengthens the relationship between perceived authoritative parenting (mother and father) and filial piety. Morality significantly buffers relationship between perceived authoritarian parenting (mother & father) perceived permissive parenting (mother & father) and filial piety. Further, significant group differences were found on gender, family system and time spend with parents. Implications and limitations of the present study were also discussed.

**Keywords:** Perceived parenting styles, morality, filial piety



## Peer Influence and Mechanisms of Moral Disengagement Among Adolescents

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**Abstract-** The aim of the present study was to explore the relationship between peer influence and mechanisms of moral disengagement among adolescents and also to compare the study variables along demographic variables (gender, adolescence stages, area of residence, and educational level). There were two phases in which research was carried out: i) Pilot Study and ii) Main Study. Data were collected from a sample of 300 adolescents who belonged to different public and private sector schools and colleges of Rawalpindi and Islamabad. The Urdu version of the Index of Peer Influence Scale (Aziz, 1991) and Moral Disengagement Scale for Adolescents (Riaz & Bano, 2018) were used for the assessment in the study. Data were analyzed using SPSS-26. The results of the study showed a significant and positive relationship between peer influence and all mechanisms of moral disengagement (moral justification, diffusion and displacement of responsibility, advantageous comparison, distortion of consequences, attribution of blame, and dehumanization) among adolescents. With respect to gender, boys reported significantly higher scores on peer influence and on all mechanisms of moral disengagement as compared to girls'. Similarly, early adolescents scored significantly higher on peer influence and all mechanisms of moral disengagement as compared to middle and late adolescents. Adolescents at the school level have scored significantly higher as compared to college-level adolescents on peer influence and all mechanisms of moral disengagement. Whereas no significant differences were found between adolescents in urban and rural areas on study variables. The findings of the present study will make a significant contribution to the literature and also help in intervention and prevention programs planned in educational institutes for children's moral development.

**Keywords:** Peer influence, moral disengagement, mechanisms of moral disengagement, adolescents, stages of adolescence



## **Relationship of Postpartum Depression, Mother Child Bonding, and Marital Satisfaction Among New-Mothers**

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**Abstract-** The present research was aimed to examine the relationship of postpartum depression, mother child bonding, and marital satisfaction among new mothers. In order to meet the study objective, cross sectional research design was used and participants were approached through purposive sampling technique. The sample of the study consisted of ( $N = 300$ ) mothers who got delivered child 10 to 15 days before. Moreover, the study was interested in finding the relationship of postpartum depression, mother child bonding, and marital satisfaction among new mothers with demographics (residence, marriage type, type of delivery, infant gender). In order to measure postpartum depression, mother child bonding and marital satisfaction these scales were used Edinburg Postnatal Depression Scale (Cox et al., 1987), Mother-Infants Bonding Scale (Yoshida et al., 2012), ENRICH Marital Satisfaction Scale (Fowers & Olson, 1933) respectively. The results revealed that postpartum depression have significant negative correlation with mother child bonding and marital satisfaction. Additional analysis ( $t$ -test and ANOVA) were observed significant mean differences in postpartum depression, mother child bonding, and marital satisfaction. The study has important implications for mothers. In the end, conclusions, limitations, and suggestions for future research have been discussed.

**Keywords:** Postpartum depression, mother child bonding, marital satisfaction



## Patriarchal Beliefs, Religious Misconceptions, and Early Marriages: Unveiling Pakistani Youths' Lived Experiences

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**Abstract-** The present research explored the complex factual issues concerning the impact of patriarchal beliefs on people in Pakistan who experience early/ child marriages and their quality of life. Deeply rooted patriarchal mindsets impact society standards and continue gender discrimination and stereotypes. Pakistan, a nation with a rich cultural legacy, struggles with a high rate of child marriages that is fueled by socioeconomic hardships and influenced by traditional values. The present study highlighted the empirical convergence of these aspects by examining the relationship between patriarchal ideas, religious misconceptions, and their effects on the physical and mental health of 118 individuals who have been married before the age of 18 years. In such marital conditions, the study revealed gender-specific differences which demonstrated men to have generally better physical health and a better quality of life. These details highlighted the factual gravity of known connections and underscore the critical need for focused actions. This study empirically highlighted the crucial role of accurate religious understanding for tearing down regressive norms, promoting equality among genders, and ultimately improving the quality of life for those who are impacted by marriage at an early age and patriarchal paradigms in a nation where child marriages disproportionately impact girls more and perpetuate gender disparity.

**Keywords:** Patriarchal beliefs, child marriages, traditional practice, religious misconceptions



## **Intimate Partner Violence and Postpartum Depression among Pakistani Women**

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**Abstract-** Postpartum depression is a prevalent mental health concern affecting women worldwide, with detrimental effects on both mother's well-being and infants' development. Alongside, intimate partner violence is a prominent risk factor of postpartum depression. Therefore, this study aimed to investigate this association among Pakistani women, who are at risk because of limited psychological help and tabooed status of mental health in the society. For this purpose, mothers ( $N = 300$ ) who delivered within six weeks to twelve months were approached to respond on a set of self-administered questionnaires including Edinburgh Postnatal Depression Scale and Severity of Violence against Women Scale. After getting acceptable to satisfactory Cronbach alpha reliabilities ( $\alpha = .64$  to  $\alpha = .93$ ), hypotheses testing was carried on the data in SPSS 26 V. Regression analysis indicated significant and positive association of all types of intimate partner violence with postpartum depression. However, sexual violence indicated non-significant association with postpartum depression. Furthermore, group comparison indicated that women with history of miscarriage experienced higher intimate partner violence (symbolic, threat, physical, and sexual) as compared to those with no history of miscarriage. These findings suggested that intimate partner violence is the main cause of miscarriage and a significant contributing factor in postpartum depression among women. Therefore, it is crucial to establish awareness, training, education, and support of women who are experiencing or had any history of intimate partner violence. These findings could serve as an essential basis to deal with intimate partner violence successfully through the implication of preventive measures.

**Keywords:** Postpartum depression, intimate partner violence, maternal mental health, domestic violence, childbirth



**Parental Psychological Childhood Abuse, Emotional Regulation, and Social Anxiety among Young Adults**

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**Abstract-** The present research was to examine the relationship of parental psychological childhood abuse, emotional regulation and social anxiety. In order to meet the study objective, cross sectional research design was used and participant were approached through persuasive sampling technique. The sample of the study consisted of girls and boys ( $N = 300$ ) from different college and university of Rawalpindi and Islamabad. In order to measure the construct of variables psychological maltreatment, emotional regulation and social anxiety, developed. Psychological Maltreatment Review (Runtz, 2012), Liebowitz Social Anxiety Scale, (Leibowitz, 1987), Emotional Regulation (Gross & John, 2003) were used respectively. Moreover, the study was interested in finding the role of parental psychological abuse, emotional regulation and social anxiety in adults with demographics (gender and family, age). The results revealed that psychological abuse sub scales of psychological maltreatment have significant positive correlation with social anxiety, cognitive reappraisal and expressive suppression. Results showed that psychological neglect sub scales of psychological maltreatment have significant positive correlation with social anxiety, cognitive reappraisal and expressive suppression. Results psychological support sub scales of psychological maltreatment have significant negative correlation with social anxiety, cognitive reappraisal and expressive suppression. Furthermore, there were significant mean differences on demographic variables. In the end, conclusions, limitations, and suggestions for future research have been discussed.

**Keywords:** Parental psychological abuse, emotional regulation, social anxiety



**Emotional and Psychological Predictors of Moral Disengagement among Adolescents: Impact of Gratitude Intervention**

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**Abstract-** Adolescents are more likely to suffer various stressors and underlying mechanisms like immoral acts, aggressive behaviors, educational and family issues, that likely to involve them morally disengage and allow them to justify their unacceptable actions and behaviors to preserve their self-image. Positive Psychology based interventions are known to improve and instill positive emotions. Emerging evidence indicates that practicing gratitude contributes to increase positive emotions and reduce negative emotions and behaviors. Therefore, the goal of this investigation was to develop effective intervention for promoting gratitude among adolescents ( $N= 200$ ) ranged from 17-19 years ( $M = 17.36$ ,  $SD = .52$ ) of Pakistan. Pre-Post experimental research design with intervention was used wherein pre and post assessments were conducted on both the experimental and control group each consisting ( $n=100$ ) participants. Participants included college students from private and public institutions. Responses were collected on gratitude, aggression and moral disengagement questionnaires. Counting blessing intervention and Gratitude based Journal were given to the experimental group for a period of two weeks followed by a post assessment. Analysis were conducted using SPSS 23. Results of Person product moment correlation showed no change in relationship between pre and post test for control group. However, there is change in relationship between pre and post test for experimental group. Results from a two-way analysis of variance indicated substantial increase in post-test of experimental group for gratitude and decrease in aggression and moral disengagement. Furthermore, regression analysis revealed that aggression and self-esteem did not mediate the relationship between gratitude and moral disengagement in the pre-test. However, aggression and self-esteem mediated the relationship between gratitude and moral disengagement in post-test measurement. Findings revealed that participants in the experimental group reported feeling more positive after performing counting blessing intervention and gratitude based journal. It is concluded

that use of gratitude intervention is associated with increase in positive emotion and decrease aggression and moral disengagement among adolescents.

**Keywords:** Gratitude intervention, gratitude, aggression, moral disengagement



**PSY-281**

## **Parenting Styles, Moral Disengagement, and Prosocial Behavior of University Students**

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**Abstract-** The present study was aimed to examine the interplay of three variable i.e, Parenting styles, moral disengagement, and prosocial behavior within the context of university students. A sample was selected through convenient sampling ( $N = 319$ ) of university students, consisting of ( $n = 151$ ) male students and ( $n = 167$ ) female students falling within the age range of 18 to 27 years. The variables of the study were examined using self-reported measures, namely the Parenting Style Inventory II (Darling & Toyokawa, 1997), the Mechanisms of Moral Disengagement Scale (Bandura.,1996) and the Prosocialness Scale for Adults (Caprara et.al, 2005). It was found that the employed scales and their respective subscales demonstrated satisfactory levels of reliability coefficients. The results of the correlational analysis of the data yielded noteworthy findings. Authoritative parenting style has a significant negative relationship with moral disengagement. Permissive parenting style has a significant positive correlation with prosocial behavior and neglectful parenting style has a significant positive relationship with moral disengagement. A revelation from the study was the mediating role of moral disengagement in the interconnection between authoritative parenting style and neglectful parenting style. The outcome of mediation analysis indicated that moral disengagement was a significant mediator for the relationship between authoritative parenting style and prosocial behavior. Moreover, moral disengagement was also found as significant mediator for the relationship

between neglectful parenting style and prosocial behavior of university students.

**Keywords:** Parenting styles, moral disengagement, prosocial behavior



**PSY-39**

## **Impact of Appearance-related Social Media Consciousness on Social Comparison and Beauty Standards Among Social Media Users**

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**Abstract-** The present study was conducted to explore the Impact of Appearance related Social Media Consciousness on Social Comparison and Beauty Standards among Social Media Users. It was a cross-sectional study comprised of girls who are active users of social media ( $N = 300$ ) having age 16-35 years ( $M = 1.30$ ,  $SD = .45$ ) from premises of Rawalpindi and Islamabad. Differences across age and other demographic variables in the proposed relationships were also studied. Research variables were measured by using The Appearance-Related Social Media Consciousness Scale (ASMC) (Choukas-Bradley et al., 2020), Broad Conceptualization of Beauty Scale (BCBS) (Tylka & Iannantuono, 2016). Social Comparison scale and its subscales; Upward Social Comparison Scale (UPACS) and Downward Social Comparison Scale (DACS) (O'Brien et al., 2009). A demographic sheet was used for data collection. Alpha coefficients of the measures were found to be good. Findings showed that appearance related social media consciousness is significantly positively correlated to beauty standards set by social media usage among girls and social comparison created by social media images. Regression analysis predicted the role of social media consciousness to upward and downward appearance comparisons. There were significant differences seen in measuring mean differences among sample groups across age group, education, social media usage, time spend on social media, marital status and social networking sites. Undergraduates showed higher upward comparison and

post graduates showed higher downward comparison, girls age ranged 16-22 years showed higher social comparison. Single girls showed higher concept of beauty, girls who spend more than 8 hours on social media showed higher upward comparison and social media consciousness, girls who used discussing sites than other social networking sites showed more social media consciousness and girls who used social media for socializing showed higher upward and downward comparison. This study will be utilized for future exploration and learning practice. This study will contribute to the development of media literacy programs to enhance individuals' awareness of the idealized representations of beauty on social media platforms.

**Keywords:** Impact, appearance-related media consciousness, social comparison, beauty standards, regression analysis



**PSY-86**

## **Relationship Between Cyber-victimization, Coping Strategies, and Resilience Among Social Media Users**

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**Abstract-** The present study was conducted to explore the Relationship between Cyber-victimization, Coping strategies, and Resilience among Social Media Users. It was a cross-sectional study comprising social media users with 25k followers and public profiles ( $N = 300$ ), aged between 17 and 30 years ( $M = 1.09$ ,  $SD = 0.291$ ), gathered from online platforms in Pakistan. Different across age and other demographic variables in the proposed relationship were also studied. Research variables were measured by using The Cyber Victimization Scale (CVS) and its 5 sub scales ; CF = cat-fishing, VSCV = Visual sex Cyber-victimization, FG= Forgery, EC= Exclusion, WVCV= Written verbal Cyber-victimization (Riaz et al ., 2018) . The Coping Orientation to Problems Experienced Inventory scale (Brief-COPE) and its three sub-scales COPE PFC=Problem focus solving, COPE EFC=Emotional focus coping, COPE

AC= Avoidant coping (Carver, 1997) and Brief Resilience scale (BRS) (Smith & Bernard, 2008). A demographic sheet was used for data collection. Alpha coefficients of measures were found to be good. Findings showed that cyber-victimization is significantly negative correlated with coping strategies and positive correlated with resilience. The emotional focus coping and problem focus coping is a significantly positive correlated with resilience. The individuals who engage in cat-fishing behavior are more likely to experience both visual sexual victimization and cyber-victimization. There were significant differences seen in measuring mean differences among sample groups across age group, gender, education, different social media apps/site, network packages, time spend on social media and post share on social media. Younger users (age 17-24 years) encounter greater levels of victimization and less resilient in comparison to older users (age 25-30 years). Men tend to experience more visual sexual victimization than women, showing a difference based on gender do.

**Keywords:** Cyber-victimization, cat-fishing, coping strategies, social media platforms, resilience



**PSY-113**

### **Impact of Social Media in Provoking Social Anxiety and Aggression among Adolescents**

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**Abstract-** The aim of present study is to examine the impact of social media in provoking social anxiety and aggression among adolescents. Standardized questionnaires were used for gathering adolescent's responses, namely Social Media Engagement Questionnaire (SMEQ) by (Przybylski et al., 2013) the Social Interaction Anxiety Scale (SIAS) by (Mattick & Clarke, 1998) and Buss Perry Aggression Questionnaire (BPAQ) by (Buss & Perry, 1992) as well as their subscales i.e., physical aggression, verbal aggression, hostility and anger. A cross-sectional correlational research design was used in the study and data was collected using the survey method. For this purpose, sample of ( $N=300$ ) adolescents

(both male and female participants) was selected from different educational institutes of Rawalpindi with age ranges from 16-18 years, through convenient sampling technique. Correlation analyses indicated that there is a significant positive relationship between social media engagement and social anxiety. However, there is a significant positive relationship between social media engagement and aggression and their subscales. Mean analyses shows that there are significant mean differences across gender, education, family system and birth order. The results of linear regression analysis demonstrates that social media engagement positively predicts the social anxiety ( $R^2=.10^*$ ) and aggression ( $R^2=.40^{***}$ ) among adolescents. The current study's findings will help raise awareness of adolescents' aggressive behavior and social anxiety in relation to their use of social media.

**Keywords:** Social media, social anxiety, aggression, physical aggression, verbal aggression, anger, hostility



**PSY-141**

## **IT Professionals and Cyberloafing: A Personality Perspective**

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**Abstract-** The rise of cyberloafing, a prevalent phenomenon in the modern workplace, has garnered considerable attention from the academic community. This study addresses a significant gap in existing research by examining the relationship between personality traits and cyberloafing tendencies among IT employees. We conducted our investigation within various software companies and organizations in Islamabad and Rawalpindi, recruiting a sample of 200 IT employees using a convenient sampling method. Participants' ages ranged from 20 to 56 years ( $M = 33.45$ ;  $SD = 7.98$ ). Cross Sectional co relational research method was used for the present study. We utilized the Cyberloafing Scale developed by Lim and Teo (2005) to measure cyberloafing behaviors, while personality trait measures were obtained from John and Srivastava's work (1999). Additionally, we explored the impact of demographic variables such as

age, gender, and education. Our findings revealed significant correlations between personality traits and cyberloafing. Extraversion exhibited a significant positive relationship with cyberloafing, as did neuroticism and openness to experience. Conversely, agreeableness and conscientiousness demonstrated significant negative associations with cyberloafing. Furthermore, we identified significant differences in cyberloafing related to gender and education. The results of this study provide valuable insights for managers, particularly in roles that involve unsupervised work, such as remote employment. Understanding the connection between personality traits and cyberloafing can inform recruitment decisions and help employees enhance self-awareness and productivity. Consequently, our research contributes to a better understanding of the influence of personality traits on cyberloafing behaviors among IT professionals.

**Keywords:** Cyberloafing, personality traits, IT employees, workplace behavior



**PSY-157**

### **Role of Perceived Sense of Agency in Patient Care Practices Among Nurses**

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**Abstract-** The present study aimed to examine the direct effect of perceived sense of agency in predicting patient care practices among nurses in Pakistan. Translated Urdu versions of Sense of Agency Scale (Tapal et al., 2017) and The Caring Behaviors Inventory-24 (Abdullah et al., 2017) were used to assess the study variables. Translation and adaptation of Sense of Agency Scale (Tapal et al., 2017) in Urdu language was carried out in present study. A purposive sampling method was employed to collect data from 403 female nurses from hospitals of Faisalabad and Rawalpindi, with age range of participants from 20 to 55 years ( $M = 31.45$ ,  $SD = 6.39$ ). Results of the study showed that perceived sense of agency positively predicted patient care practices in nurses. Significant group differences were also found on work experience, marital

status and pay scale in nurses. Findings showed that nurses with extended experience had better patient care practices as compared to nurses with less work experience. The result also showed that unmarried nurses had better patient care practices as compared to married nurses. No significant differences on work experience and marital status were found for perceived sense of agency in nurses. The findings also revealed that nurses on a high pay scale had more perceived sense of agency and better patient care practices as compared to nurses on low pay scale. Theoretical and practical implications of the present study and future recommendations were also discussed.

**Keywords:** Perceived sense of agency, patient care practices, nurses, Sense of Agency Scale, Caring Behaviors Inventory-24



**PSY-160**

## **The Role of Machiavellianism and Perceived Social Support in Predicting Cyberbullying Perpetration**

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**Abstract-** The present study aimed to examine the predictive role of Machiavellianism and perceived social support in cyberbullying perpetration among university students. Drawing upon the purposive sample of 433 university students aged 18 to 25 years ( $M = 21.17$ ,  $SD = 1.89$ ). Measures of Machiavellianism Subscale of the Short Dark Triad (Paulhus & Jones, 2011), the Multidimensional Scale of Perceived Social Support (Zimet et al., 1988), and the Cyberbullying Perpetration Scale (Lee et al., 2017) were used to assess study variables. The findings of this study reveal intriguing insights into the factors associated with cyberbullying perpetration among university students. The findings reveal that Machiavellianism positively predicted cyberbullying perpetration. On the contrary, perceived social support negatively predicted cyberbullying perpetration. These findings highlight the significance of personality factors and social support networks for understanding cyberbullying behaviours among university students. Beyond these core findings,

significant group differences were also found on gender and family system of university students. Boys exhibited a greater inclination toward Machiavellianism and cyberbullying perpetration compared to girls, while girls displayed higher levels of perceived social support. The findings also revealed that students living in nuclear family system had a greater tendency for Machiavellianism and cyberbullying perpetration as compared to students living in joint family system. Moreover, students living in joint family system showed more perceived social support as compared to students living in nuclear family system. Theoretical and practical implications of the present study and future recommendations were also discussed.

**Keywords:** Machiavellianism, perceived social support, cyberbullying perpetration, university students, gender differences



**PSY-190**

### **Perception of Early Symptoms of Autism Spectrum Disorder (ASD): A Comparative Study Between Parents of Children with and without ASD**

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**Abstract-** Autism Spectrum Disorder (ASD) is a growing neurodevelopmental disorder globally and in Pakistan. Although awareness has increased in the last few years, there is still a significant lack of awareness about the early symptoms of ASD which causes delays in the diagnosis and treatment of ASD. The current study aims to assess the perception among parents of children with ASD and parents of children without ASD (typical children) regarding Autistic behaviors. The current research is a comparative one in which a survey design is used, and the sample was collected through a non-purposive sampling technique. The Perception Questionnaire of ASD-related behaviors developed by Paulina Buffle, is used to assess the perception of parents. The questionnaire consists of two parts. Only the first part assesses the perception of ASD behaviors. This part has 16 items based on three main behaviors i.e., joint

attention behavior, social interaction behaviors, and idiosyncratic behaviors. A total sample of 80 parents (40 in each group) was taken from various settings. In the study, the sample taken was of 80 parents. The results depicted that most of the parents of ASD children perceived their Joint Attention behaviors as 'Peculiar' which means the behavior is unusual or strange but doesn't need professional help. Most of the Social Interaction behaviors and Idiosyncratic behaviors were perceived as 'Concerning' which means the behavior is worrisome and needs professional help. In comparison to this, the majority of parents of children without ASD (typical children) perceived most of the Joint Attention behaviors, Social Interaction behaviors, and Idiosyncratic behaviors as 'Expected', which means they perceive the behaviors, as normal for a child of that age. The present study will help in developing awareness programs about ASD among parents and it will be beneficial for medical practitioners in early diagnosis of ASD.

**Keywords:** ASD, Parents of children with ASD, parents of children without ASD, joint attention behavior, social interaction behaviors, idiosyncratic behaviors



PSY-203

## Unmasking the Phenomenon of Cyber Blasphemy: Profiling Motives, Attributes, and Societal Influences

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**Abstract-** Cyber blasphemy, a complex online behavior, holds significant cultural and societal importance, particularly in religious nations like Pakistan. The study seeks to unravel the underlying psychological motives, attributes, and societal influences that drive individuals to engage in cyber blasphemy. Sixteen cybercriminals, primarily involved in blasphemy within the Pakistani cultural context, were collaboratively sourced with the FIA Cyber Cell Islamabad. Data were collected through semi-structured interviews and analyzed using thematic analysis based on Cohen and Brown's method. The study revealed a wide array of motives driving individuals to engage in cyber blasphemy, ranging from the pursuit of immediate pleasure and thrill to grappling with addiction and satisfying

curiosity. Participants also turned to cyber blasphemy as a means of emotional coping, sexual attraction, psychological satisfaction, and conflict avoidance. Furthermore, the research highlighted a diverse set of psychological attributes among the participants, including feelings of guilt and remorse, impulsiveness, self-perception, and confirmation bias. These attributes contributed to the complex nature of their involvement in cyber blasphemy. Societal and environmental factors also played pivotal roles, along with family conflict, financial stress, societal pressures, peer associations, technology accessibility, and legal awareness all influencing cyber blasphemy engagement. The study provides a nuanced understanding of cyber blasphemy by profiling the psychological motives, attributes, and societal influences of cybercriminals engaged in pathological behavior. The findings lay the groundwork for the development of effective profiling tools to identify potential offenders. Moreover, the research informs targeted prevention and intervention strategies, contributing to the ongoing efforts to mitigate the impact of cyber blasphemy in religious societies.

**Keywords:** Cyber blasphemy, psychological motives, psychological attributes, societal influences, profiling, cybercriminal behavior



**PSY-213**

### **Psychosocial Safety Climate and Job Satisfaction: Moderating Role of Psychological Capital Among Remote Workers**

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**Abstract-** The present research was conducted under the shed of Job Demands-Resources Model by Bakker and Demerouti (2006). This study sought to investigate the impact of psychosocial safety climate on job satisfaction, it also examines the moderating role of psychological capital among remote workers. For this purpose, correlational research design was used. Purposive sampling technique was used to collect data. The sample consist of 343 remote workers with an age range of 17-37 years ( $M = 23.76$ ,  $SD = 3.49$ ). Psychosocial safety climate was assessed through

Psychosocial Safety Climate Survey (Dollard & Kang, 2007), Psychological Capital was assessed through Psychological Capital Questionnaire (PCQ: Luthans et al., 2007) and Job Satisfaction was assessed through Job Satisfaction Survey (Paul E Spector, 1994). SPSS version 24 and Process by Hayes (Hayes, 2022) was administered. The findings of the correlation show that psychosocial safety climate and job satisfaction has positive relationship with each other. Regression analysis shows that efficacy and hope as a psychological capital predict the job satisfaction among remote workers. Findings of moderation analysis revealed that psychological capital moderate the relationship psychosocial safety climate and job satisfaction. The findings of study will be helpful for the organizations to understand the psychological health of employees to achieve the desired goals.

**Keywords:** Psychosocial safety climate, psychological capital, job satisfaction, remote workers, psychological capital questionnaire



**PSY-279**

### **Psychological Capital and Innovative Work Behavior among the Employees of Telecom Industry**

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**Abstract-** The objective of current study was to examine the relationship between psychological capital and innovative work behavior of the employees of telecom industry of Pakistan. Sample constituted 200 telecom employees (159 men, 41 women) having an age range of 20 to 65 years ( $M = 34.69$ ,  $SD = 9.52$ ) from three different telecom companies of Rawalpindi and Islamabad. Purposeful sampling technique was employed for data collection. Psychological capital was measured using Psychological Capital Questionnaire (Luthans et al., 2007) in English. Innovative work behavior was measured using innovative work behavior scale by (Janssen, 2000) in English. Cronbach alpha value of all the scales was in acceptable range and hence the scales were validated to be used for study. Results of the study revealed that psychological capital was

significantly and positively correlated with innovative work behavior and also positively predicted innovative work behavior. Moreover, the subscales of hope, efficacy, and optimism also showed a significant positive correlation with innovative work behavior. Resilience, however showed a significant negative correlation with innovative work behavior. Gender differences were tested through independent sample t-test and men scored higher in psychological capital and innovative work behavior as compared to women. Higher level of education and income had no significant association with innovative work behavior. Higher job experience, however, was linked to the higher level of psychological capital.

**Keywords:** Psychological capital, innovative work, telecom, employees, workplace environment



**PSY-296**

### **Obsessive Compulsive Disorder, Rumination, and Cognitive Errors: A Correlational Study**

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**Abstract-** obsessive compulsive disorder (OCD) is a highly prevalent mental health condition both on a global scale and within Pakistan. This research delved into the association between OCD, rumination, and cognitive errors. The study sought to validate the following hypotheses: 1) A positive correlation is expected between rumination and OCD. 2) A positive correlation is expected between cognitive errors and OCD. 3) A positive correlation is expected between rumination and cognitive errors. The sample consisted of 84 adult participants, encompassing both males and females, who had received a diagnosis of OCD from hospitals located in Lahore. The administration of three assessment tools took place: The Obsessive-Compulsive Inventory (OCI-R) (Foa et al., 2002), the Rumination Response Scale (RS) (Nolen-Hoeksema, 2000), and the Cognitive Distortions Questionnaire (CDQ) (Pössel, 2008). The analysis utilized correlational techniques to explore the connections between OCD

symptoms, cognitive errors, and rumination. The results of this analysis unveiled correlations between obsessive-compulsive disorder and cognitive errors ( $r=0.44$ ,  $N=84$ ,  $p=0.000$ , two-tailed), obsessive-compulsive disorder and rumination ( $r=0.44$ ,  $N=84$ ,  $p=0.000$ , two-tailed), and rumination and cognitive errors ( $r=0.61$ ,  $N=84$ ,  $p=0.000$ , two-tailed).

**Keywords:** Obsessive compulsive disorder, therapy, cognitive behavioral therapy



**PSY-359**

### **Impact of Coping Strategies and Perceived Social Support on Quality of Life and Stress among Individuals with Post-Traumatic Stress Disorder Symptoms**

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**Abstract-** The present study intends to examine the impact of coping strategies and perceived social support on quality of life and stress among individuals with post-traumatic stress disorder symptoms. In the current study, a total number of  $N=100$  participants were recruited from different hospitals and rehabilitation centers of Rawalpindi and Islamabad. The participants were approached through purposive sampling technique and to meet the study objectives, correlation cross sectional research design was used. Moreover, the study was interested in finding the impact of coping strategies and perceived social support with demographics i.e., gender, marital status, nature of trauma etc. Participants were included in the study on basis of scoring of PTSD Checklist Fifth Version (Weathers et al., 2013). To measure coping strategies, perceived social support, quality of life and stress, Brief COPE (Carver et al., 1997), Multidimensional Scale for Perceived Social Support (Zimet et al., 1988),

WHO Quality of Life (WHO Group, 1991) and Depression, Stress, Anxiety Scale (Lovibond, 1995) were used respectively. The result revealed that problem focused coping has negative non-significant correlation with quality of life and positive significant correlation with stress. The emotion focused coping has negative non-significant correlation with quality of life and positive significant correlation with stress. The avoidant coping strategies have significant negative correlation with quality of life and positive non-significant correlation with stress whereas, perceived social support has significant positive correlation with quality of life and negative with stress. Furthermore, gender, ethnicity, marital status and family status has non-significant mean difference with focal variables. In the end, conclusion, limitation and suggestions for future research have been discussed.

**Keywords.** Coping strategies, perceived social support, quality of life, stress, PTSD



**PSY-517**

### **Effectiveness of Lego Therapy in Enhancing Social Skills among Children with Autism Spectrum Disorder**

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**Abstract-** The present research aims to study the effectiveness of Lego Therapy in enhancing social skills among children with Autism Spectrum Disorder. The present study hypothesized i) There will be a difference in the pre-test and post-test scores of the children with Autism Spectrum Disorder after Lego Therapy. The total sample size of the present study was (N=15) children of both genders (Males and Females) diagnosed with Autism Spectrum Disorder. The participants' ages ranged from 5 to 12 years of age. The Purposive Convenience sampling technique was used. For the pre-intervention phase, along with the informed consent, demographic form, and the participants' screening process, the Social Skills Checklist (McKinnon & Krempa, 2005) was administered. Participants who scored high on social skills were finalized for the intervention phase. For the intervention phase, the participants in

Experimental Group 1 received the treatment that is five sessions daily of Lego Therapy for one week. The participants in Waited List Control Group received no treatment during this phase. Once the sessions of the Experimental and Waited List Control Group were over, the Social Skills was again administered to the participants during the post-intervention phase. The results of the two groups of the pre-intervention phase and post-intervention phase were calculated quantitatively and analyzed with the help of the Statistical Package for the Social Sciences (version 21). Through Statistical analysis using SPSS 21, the paired sample t-test, ANOVA, and Post Hoc showed that social skills scores significantly reduced after intervention in the experimental group, and there was a significant difference in post-intervention scores of social skills in the Experimental group than, and Waited List Control group; therefore the hypotheses were confirmed significant at  $p<0.05$ . Furthermore, the interventions used in this research were academically and professionally beneficial to thoroughly explore evidence-based interventions such as Lego Therapy.

**Keywords:** Lego therapy, social skills, Autism Spectrum Disorder



**PSY-447**

### **Impact of Workplace Harassment on Work Quality, Withdrawal from Work, and Work Attitude in Female Workers**

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**Abstract-** Workplace harassment is unwelcomed words and actions considered offensive, irritating, humiliating someone, or demeaning to a worker or group of working individuals at the workplace. The aim of the present study was to evaluate the relationship between the impact of workplace harassment on work attitude, work quality, and withdrawal from work behavior among female workers. It is a correlational research

design. The sample of the study is comprised of 200 individuals ( $N = 200$ ). The convenient sampling technique was used for the collection of the data. Negative Act Questionnaire, Individual work performance questionnaire, and Withdrawal from work Scale were used to measure the study variables. The correlational analysis showed that workplace harassment negatively correlates with work attitude whilst withdrawal from work has a positive relationship with withdrawal from work. Furthermore, simple linear regression analysis revealed that workplace harassment negatively predicted work attitude and positively predicted withdrawal from work. Workplace harassment increases the level of work stress, job dissatisfaction, and withdrawal from work.

**Keywords:** Workplace, harassment, work attitude, withdrawal from work, female workers



**PSY-E05**

### **Effect of Role Stressors on Turnover Intention and Work Family Conflict among Airport Security Force: Mediating Role of Emotional Exhaustion**

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**Abstract-** This study aimed to investigate the effect of role stressors on turnover intention and work family conflict by considering emotional exhaustion as a mediator. Total of 800 questionnaires was distributed among 200 male employees of Airport Security Force of Islamabad International Airport. Data was collected through convenient sampling. Mainly four scales were used for the purpose of data collection Occupational Stress Index (Srivastava & Singh, 1984), Maslach Burnout Inventory General Survey (Maslach & Jackson, 1981), Turnover Intension Scale (Bothma & Roodt, 2013), Work and Family Conflict Scale (Haslam, 2015). Data was analysed through using Statistical Package for Social Science (SPSS-26). Correlational analysis was used to find the relationship between role stressors, turnover intention and work-family conflict. Regression Analysis was used to examine the effect of role stressors on

turnover intention and work-family conflict. Mediation Analysis was carried out to study the mediating role of emotional exhaustion in relationship between role stressors, turnover intention, and work-family conflict. The current study had correlational cross sectional research design. Analysis of the study indicated that there was a significant positive relationship between study variables hence concluded that there was a significant mediating effect of emotional exhaustion on role stressors, turnover intention, and work family conflict. By providing some coping and intervention strategies for stress management to Airport Security Force through instilling a culture of stress management within the company, offering specialized training programs, writing precise job descriptions, and redesigning the actual workspace airline industry can make the workplace appealing for employees.

**Keywords:** role stressors, work-family conflict, emotional exhaustion, turnover intention, airport security force



**PSY-87**

### **Role of Threat Appraisal on Cognitive Avoidance in Response to Uncertainty**

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**Abstract-** Uncertainty is viewed as an aversive state which an individual is motivated to reduce. It is due to the perceived lack of control and predictability in a situation. As an individual is unable to predict the outcome of the situation, uncertainty is evaluated as a threat which leads to cognitive avoidance response. Cognitive avoidance is an effort to reduce the impact of potentially threatening situations especially if the outcome of the situation is uncertain. The current study aims to evaluate the role of threat appraisal on cognitive avoidance in response to uncertain situations among youth. Conceptual framework of this study is based on Protection-Motivation theory which suggests that the imbalance between threat appraisal and coping appraisal leads to maladaptive response in the form of avoidance. The study employs a cross-sectional design. Two measures

were used i.e., Threat appraisal of negative events scale, and Cognitive Avoidance Questionnaire. Convenient sampling was used and a sample of 475 university students were selected from different universities in Rawalpindi and Islamabad. Results show a significant positive correlation between threat appraisal and cognitive avoidance which indicates that high threat appraisal leads to more cognitive avoidance. Furthermore, regression analysis shows that threat appraisal positively predicts cognitive avoidance among youth. Moreover, group differences show that females report more threat appraisal and engage in more cognitive avoidance than males. The study shows that when young people perceive a situation as more threatening, it leads to increased cognitive avoidance.

**Keywords:** Threat appraisal, uncertainty, cognitive avoidance, youth



**PSY-104**

## **Relationship between Body Self-Image, Self-Compassion and Psychological Wellbeing among University Students**

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**Abstract-** The aim of the present study was to determine the relationship between body self-image, self-compassion and psychological well-being among university students and role of various demographics (gender, education, and university) in relation to body self-image, self-compassion and psychological well-being. Body Self-Image Questionnaire Short-Form was used to measure body-image perception (Rowe, 2005), Self-compassion Scale-Short Form was used to measure participant's capacity for self-compassion (Raes et al., 2011), and Psychological Well-being scale was used to assess psychological functioning in six different domains (Ryff, 1989). The sample was taken from the participants belongs from different public and private universities of Rawalpindi and Islamabad. Equal number of boys and girls ( $n = 150$ ) participated in the current study. The age of university participants ranges from 18-25 years. Result of the current study showed that subscales of body self-image were positively correlated with self-compassion and psychological wellbeing. There was

found a significant mean difference with regard to subscales of body self-image, self-compassion, psychological wellbeing and its subscales across gender and education. Result also revealed significant mean difference with regard to self-compassion, psychological wellbeing and its subscales across undergraduates and graduates. Hierarchical Linear Regression analysis was performed to determine the impact of independent variable (body image) on dependent variable (self-compassion, psychological wellbeing). The findings revealed that some subscales of body self-image significantly predicted self-compassion ( $R^2=.43***$ ) and psychological wellbeing ( $R^2 = .34***$ ). The findings of the present study will help the university students to raise awareness among people about positive body self-image, which can lead to immediate improvements in self-compassion and psychological wellbeing.

**Keywords:** Body self-image, self-compassion, psychological wellbeing, students



**PSY-114**

### **Body Uneasiness and Appearance Anxiety as Predictors of Psychological Well-Being in Women with or without Cosmetic Procedures**

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**Abstract -** The present research was to examine the relationship of body uneasiness and appearance anxiety as predictors of psychological well-being in women with or without cosmetic procedures. In the current study, A sum of ( $N=300$ ) women were recruited from Attock and Rawalpindi as respondents. The ( $n=150$ ) women who went through the cosmetic procedures and the ( $n=150$ ) women were those who didn't go through any cosmetic procedure. Women were selected through purposive sampling

method. The purpose of study was to assess the role of body uneasiness, appearance anxiety as predicting psychological well-being in women with or without cosmetic procedures. Data was collected by using Body Image Concern Inventory (Littleton et al., 2005), Appearance Anxiety Inventory (Veale et al., 2014), Warwick-Edinburgh Mental Well-Being Scale (Tennant & Fishwick, 2007). Body uneasiness and appearance anxiety were the significant negative predictors of psychological well-being in all those participants who didn't go through any cosmetic procedure whereas body uneasiness and appearance anxiety were non-significant predictors of psychological well-being among those participants who go through any cosmetic procedures. Mediation analysis run on the total sample showed that appearance anxiety mediated the relationship of body uneasiness and psychological well-being. Results of moderated mediation showed that the status of cosmetic procedures moderated the relationship of body uneasiness and appearance anxiety. Additional analysis (*t*-test and ANOVA) were performed on demographic variables to observe significant mean differences. Suggestions, limitation and implication for future empirical endeavors have been discussed.

**Keywords:** Body uneasiness, appearance anxiety, psychological well-being.



**PSY-217**

### **Acculturative Stress, Social Interaction Anxiety, Fear of Negative Evaluation among Students of Other Provinces: Moderating Role of Perception of Teasing**

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**Abstract-** The present research was conducted within the framework of Berry's Model of Acculturation, as proposed by Berry (1996). This study aimed to investigate the impact of acculturative stress on social interaction anxiety and fear of negative evaluation while also examining the moderating role of the perception of teasing among students from various provinces. To achieve this objective, a correlational research design was employed, and data were gathered using a purposive sampling technique.

The sample consisted of 346 university residents hailing from diverse provinces, within an age range of 17 to 27 years ( $M = 22.31$ ,  $SD = 1.38$ ). Acculturative Stress was assessed using the Acculturative Stress Scale for International Students (ASSIS: Sandhu, 1994), social interaction anxiety was measured through the Social Interaction Anxiety Scale (SIAS: Mattick & Clark, 1998), communication apprehension was gauged using the Personal Report of Communication Apprehension (PRCA-24: McCroskey, 1985), fear of negative evaluation was evaluated via the Brief Fear of Negative Evaluation Scale II (BFNE-II: Leary, 1983), and perception of teasing was assessed with the Perception of Teasing Scale (POTS: Thompson, 1995). Data analysis was conducted using SPSS version 24 and the Process software by Hayes (Hayes, 2022). The correlation analysis revealed a positive relationship between acculturative stress and both social interaction anxiety and fear of negative evaluation. Furthermore, regression analysis demonstrated that social interaction anxiety and fear of negative evaluation were predictive factors for acculturative stress among students from various provinces. The results of the moderation analysis indicated that the perception of teasing played a moderating role in the relationship between acculturative stress, social interaction anxiety, and fear of negative evaluation. These findings contribute to a deeper understanding of the complex dynamics involved in the acculturation process among students from diverse provinces.

**Keywords:** Acculturative stress, social interaction anxiety, fear of negative evaluation, perception of teasing



## Negative Life Events as Predictors of Suicidal Ideations among Women

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**Abstract-** There are many causal factors associated with suicidal ideation. Current study examined the role of negative life event in explaining the suicidal ideation among women. For study purpose two scales were used Negative Life Event Scale (Maybery et al., 2007)), and Suicidal Ideation Scale (SIS; Rudd, 1989). A sample of 384 women both working and non-working was approached through purposive sampling technique. Results of the study demonstrated that there is significant positive correlation between suicidal ideation and negative life events. Regression analysis revealed that negative life event significantly predicted suicidal ideation among women and caused 7.7% variation in suicidal ideation. Working women significantly differed from non-working women with respect to suicidal ideation and negative life events. The former scored significantly lower on both variables.

**Keywords:** Negative life events, suicidal ideation, working and non-working women



## Identity Formation in Young Gay Men: A Narrative Inquiry

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**Abstract-** Sexual minorities in Pakistan are largely ignored in research fields. This study aimed to fill this gap by focusing on the narratives of young gay men in Pakistan regarding their identity formation. Qualitative research design and narrative research paradigms were adopted to maintain the integrity of the participants' own voice. For this purpose,

snowball sampling was conducted in Lahore, Pakistan and in depth, unstructured interviews were taken from the four participants. The resulting data was analyzed using thematic narrative analysis and yielded the themes of (a) initial development of identity (sexual assault, gender identity crisis, religious identity crisis, queer trauma), (b) societal implications on identity (sexism, the heteronormative default, sexual and romantic challenges, western queerness) and (c) recognition and integration of identity (I contain multitudes) regarding the identity formation of the young gay men. All these factors and experiences played into their sense of self and the narratives they provided regarding their identity formation. Identity formation is a tumultuous journey for all youths, but this is made more difficult for young gay men because of the lack of social support systems in the community. Social awareness and education can provide aid in this regard. More research is required in this aspect for sexual minorities in Pakistan for ignoring someone's existence does not make them vanish.

**Keywords:** narrative, sexual assault, social support, gender, religion



**PSY-256**

## **Role of Social Capital in Mental Health Outcomes in Pakistani Adults**

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**Abstract-** Social Capital (SC) is often used as an umbrella term embracing social cohesion, social support, and social integration among social determinants (Claridge, 2017). It refers to networks, relationships, and

memberships in organizations or institutions that can link groups and individuals together (McKenzie & Harphain, 2006). Mental health refers to one's emotional, psychological, and social well-being (Flores, 2017). The interaction between social capital and mental health is intricate. The present study focuses on the association between social capital and mental health in Pakistani adults. A convenient sample of 200 (46% men, 54% women) individuals above age 18 ( $M = 104.43$ ,  $SD = 12.94$ ) was drawn from general population. The participants completed Adult Social Capital Scale (ASCS; Butt & Khawar., 2023), Depression Anxiety Stress Scale (DASS-21; Lovibond, & Lovibond, 1995) and Flourishing Scale (Dieser et al. 2009). Results of Pearson product moment correlation analysis showed significant positive relationship between diverse social interaction (Subscale of ASCS) and wellbeing. Results further revealed that community social climate and support and companionship (two Subscales of ASCS) had significant inverse relationship with anxiety, while diverse social interaction (another Subscale of ASCS) had significant negative association with depression and stress. Regression results revealed that diverse social interaction proved to be a significant positive predictor of wellbeing and significant negative predictor of depression and stress while community social climate (Subscale of ASCS) significantly contributed to lower levels of anxiety. Additionally, women demonstrated higher level of social involvement as compared to men. In conclusion, this study has shed light on the significant influence of social connections, community support, and trust on mental well-being. Recognizing the value of social bonds as a protective factor against mental health challenges is a crucial step towards creating a more resilient and supportive society for everyone.

**Keywords:** Social capital, mental health, flourishing, adults, wellbeing



## Relationship between Self-Compassion, Hope, and Life Satisfaction among Late Adults: A Meditational Model

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**Abstract-** The present study aimed to examine the relationship between self-compassion, hope and life satisfaction among late adults. Sample of the present study consisted of ( $N = 400$ ) late adults recruited from Sargodha and Islamabad, Punjab, Pakistan. Data was gathered through convenient sampling technique by using survey research design. The variables of present study were operationalized through standardized Urdu translated instruments i.e., Self-Compassion Scale Short Form (Khan, 2017), Adult Hope Scale (Siddique & Hanif, 2021), and Satisfaction with Life Scale (Butt et al., 2014) to measure self-compassion, hope and life satisfaction respectively. Descriptive and psychometric properties were ensured. Correlation was performed which revealed significant correlations among variables of the present study in expected directions. The findings revealed significant mediating role of hope in relationship between self-compassion and life satisfaction among late adults. Implications of the study along with its limitations were discussed and recommendations for future research were suggested.

**Keywords:** Self-compassion, hope, life satisfaction, middle adults, late adults



**Mediating Role of Tolerance for Psychological Pain in Predicting Suicidal Ideation from Post-Traumatic Stress Disorder Among Adults of Gilgit and Chitral**

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**Abstract-**The present research aims to examine the mediating effect of tolerance for psychological pain in predicting suicidal ideation in adults with post-traumatic stress disorder (PTSD) in the Gilgit and Chitral regions. This study aims to investigate the complex link between PTSD and suicidal thoughts while highlighting the potential moderating role of tolerance for psychological pain. The current study used a cross-sectional research design and employed a purposive and convenient sampling technique. The study involved ( $N = 251$ ), adults from the ages of 17 to 25 years. Participants completed self-report questionnaires assessing PTSD symptoms, tolerance for psychological pain, and suicidal ideation. Data were analyzed using statistical techniques such as correlation, regression analysis and mediation analysis to examine the proposed relationships. The findings indicated acceptable and satisfactory reliabilities of the current study variables. The preliminary findings reveal a significant positive association between PTSD symptoms and suicidal ideation among the study participants. Moreover, tolerance for psychological pain emerged as a mediating factor in this relationship, suggesting that it plays a vital role in influencing the link between PTSD and suicidal ideation. Individuals with higher tolerance for psychological pain may exhibit a reduced likelihood of experiencing suicidal ideation in the context of PTSD. This research carries significant implications for mental health interventions in the Gilgit and Chitral regions. It emphasizes the necessity of addressing both PTSD symptoms and tolerance for psychological pain as critical factors in understanding and mitigating suicidal ideation. Further investigation on the efficiency of certain therapies aimed at reducing tolerance for psychological pain and its effects on lowering suicide thoughts among people with PTSD in Gilgit and Chitral is urgently needed.

**Keywords:** Suicidal ideation, post-traumatic stress disorder, tolerance for psychological pain, Gilgit, Chitral



**PSY-E02**

## **Shyness, Emotional Intelligence, and Academic Achievement Among Adolescents**

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**Abstract-** The present research was conducted to find out the relationship between shyness, emotional intelligence, and academic achievement among adolescents. Emotional Quotient Inventory developed by Bar-On (1997) and shyness questionnaire developed by Croizer (1995) were used respectively for this purpose. Data was collected from Government schools of Rawalpindi. Analysis was run on the data by using SPSS. First reliability of both scales was computed, and it was found that both scales were satisfactorily reliable. The results reveal significant negative correlation between shyness and academic achievement, significant positive correlation between emotional intelligence and academic achievement and significant negative correlation between shyness and emotional intelligence. There was no significant difference seen across gender on shyness and emotional intelligence.

**Keywords:** shyness, emotional intelligence, academic achievement, students, gender



**Relationship between Ethical Ideology and Well-Being of Advocates: The Mediating Role of Proneness to Guilt and Shame**

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**Abstract-** The present study aimed to investigate the relationship between the ethical ideology of advocates and its impact on their proneness to guilt and shame and well-being. For this purpose, a sample of ( $N=102$ ) advocates both male and female were taken from the twin cities of Pakistan. Data was collected from the sample via a demographic form and three questionnaires each for one study variable. Ethical ideology was studied using the Ethics Positioning Questionnaire- EPQ (Forsyth, 1980), proneness to guilt and shame was studied using the Guilt and Shame Proneness Scale-GASP (Cohen et al., 2011) and well-being was studied using the PERMA profiler for wellbeing (Seligman, 2011). Correlational, regression, and mediation analyses were performed to explore the relationship between the study variables. Additionally, t-tests and ANOVA were applied to study the effect of demographics on the study variables. The statistical analysis revealed that idealism correlates positively with proneness to guilt and shame and well-being. The mediation analyses showed that the proneness to guilt and shame also acted as a mediator between idealism and well-being. Moreover, the findings revealed that female advocates exhibited more idealism and were more prone to guilt and shame than male advocates and resultantly scored higher on well-being as well in comparison with male advocates. The marital status of advocates, the type of their law education, and their work departments were not found to impact the study variables significantly.

**Keywords:** Advocates, shame-proneness, guilt-proneness, ethical ideology



## **Impact of Academic Procrastination on Academic Dishonesty through Self-Efficacy and Moral Disengagement among University Students**

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**Abstract** - Academic dishonesty in the new emerging era of technology not only involves academic cheating behaviors but also includes the irresponsible use of artificial intelligence tools which deeply affects academic integrity of students. Thus, the present research was aimed at examining the levels of academic dishonesty among university students by discussing the potential effects of academic procrastination, self-efficacy, and moral disengagement on student's behavior. For this purpose, a purposive sample of university students ( $N = 250$ ) from different universities of Rawalpindi and Islamabad were approached to respond on set of questionnaires including Academic Procrastination Scale, Self-Efficacy Formative Scale, Academic Dishonesty Scale, and Moral Disengagement scale. After getting acceptable to satisfactory reliabilities ( $\alpha = .64$  to  $\alpha = .97$ ), hypothesis testing was carried out through IBM SPSS. The correlation analysis illustrated significant positive association between academic procrastination and academic dishonesty. Similarly, academic procrastination showed non-significant association with self-efficacy and significant positive association with moral disengagement. However, significant negative association between self-efficacy and academic dishonesty was observed in the present study. Furthermore, self-efficacy showed significant negative association with moral disengagement. Significant positive association was found between moral disengagement and academic dishonesty. However, regression analysis illustrated significant positive impact of academic procrastination and moral disengagement on academic dishonesty, while there was significant negative impact of self-efficacy. Furthermore, group comparison indicated that male university students were more likely to involve in academic dishonesty and its three aspects (i.e., prior cheating, falsification, and lying about academic assignments) and also involved in one aspect of moral disengagement (i.e., advantageous comparison). The findings could be helpful for academicians and policy makers to make strategies that could build morality among students to ensure academic

integrity among students and motivate the university students to avoid their procrastinating behavior for the betterment of academic experiences and avoidance of academic dishonesty.

**Keywords:** Academic procrastination, self-efficacy, moral disengagement, academic dishonesty, artificial intelligence tools, academic integrity



**PSY-257**

### **Negative Life Events, Positive and Negative Affect, and Resilience in Older Adults**

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**Abstract-** This study examined the relationship among negative life events, positive and negative affect, and resilience in older adults, with a focus on whether positive and/or negative affect will mediate the relationship between negative life events and resilience. A purposive convenience sample of 103 older adults ( $M = 67.74$ ;  $SD = 7.22$ ), including both males and females, was drawn from Lahore, Pakistan, based on G-Power Analysis calculations. Data collection involved administering the Geriatric Adverse Life Events Scale (GALES; Devanand et al., 2002), Positive and Negative Affect Schedule (PANAS; Watson & Clark, 1988), Brief Resilience Scale (BRS; Smith et al., 2008), and a demographic form. The study utilized a cross-sectional research design and analyzed data using descriptive and inferential statistics in the Statistical Package for Social Sciences (SPSS). Correlation analysis results indicated significant links between resilience and both negative life events and positive and negative affect. However, the parallel mediation model suggested that positive and negative affect did not significantly mediate the relationship between negative life events and resilience. Gender differences emerged, with females exhibiting higher negative affect scores compared to males,

while males scored higher in resilience than females. This study bears significant implications for both research and practical domains, underlining the pressing need to prioritize the mental well-being of older individuals, given the elevated occurrence of negative events in old age. Future research should explore additional factors that more prominently enhance resilience against adverse negative life events, extending beyond affect, to facilitate effective coping and adaptation among older adults.

**Keywords:** negative life events, positive affect, negative affect, resilience, old age



# **SOCIOLOGY**

## **Gender and Employment: Conditions in the Field of Embroidery in Balochistan**

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**Abstract-** The main purpose of this study is to explore the lowered status of women in decision making, no right over her income and gender injustices in the society. Women's situation in the field of embroidery is vulnerable. They don't get enough amounts to cope up with their problems as this business earns a heavy profit in the market. Women are working in this field without their consent and even stressed to work which is a form of bonded labor. This study was conducted by using qualitative methods at back hand while quantitative for quantifiable results at the front. The main findings of the research include their bad working conditions especially no care of health. More than seventy percent women are not working in this field with their consent and even don't want to continue it a choice is given to them. Women are bonded in this work by the authorities of the family. There is no sign of public policy or institutional development consideration in this sector which help women working in this regard. After having the facts revealing the height of gender discrimination, this sector is needed to be viewed with the eyes of vulnerable. Women in this sector must have direct approach to the markets and institutions are required to be formed and strengthened on gender sensitivity basis.

**Keywords:** Women's employment, embroidery, gender discrimination



## Why do Boys Fall Behind in Education? Empirical Evidence from Khyber Pakhtunkhwa

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**Abstract-** In the last two and half decades, gender reverse change in education has been observed. It is pertinent to argue that boys are not catching up girls in subjects such as pre-medical, humanities, social sciences and even in natural sciences. The aim of this study is to examine boys' performance in education in Secondary School Certificate (SSC) and Higher Secondary School Certificate (HSSC) examination in *Khyber Pakhtunkhwa* (KP). The article gives a vivid picture of the boys' underperformance in SSC and HSSC examinations. The article, thus, explores the perspectives of schools and college's teacher on the causes of boys' underperformance in SSC and HSSC examinations in the city Peshawar, KP. The data for this article comes from 15 in-depth interviews with teachers of the schools and colleges affiliated with the Board of Intermediate and Secondary Education (BISE), Peshawar. The respondents were selected through purposive sampling techniques. The key findings of the study highlighted different reasons of boys' poor performance in SSC and HSSC examination.

**Keywords:** Education, gender, thematic analysis, underperformance



## **Impediments to Attain Female Education: Unveiling the Voices from District Sherani, Balochistan**

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**Abstract-** Female literacy is a crucial factor in human development, indicating positive outcomes. However, Baluchistan's female literacy rate stands at a mere 27%, contributing significantly to the province's underdevelopment. District Sherani, among the least developed in Balochistan, reports an alarmingly low female literacy rate of 15.39%. This qualitative study delves into the impediments to female education in District Sherani, Balochistan, emphasizing the perspectives of the directly affected girls and women. Employing in-depth interviews and focus group discussions with stakeholders including female students, parents, teachers, and community leaders were engaged for data collection. The findings reveal several factors hindering girls' access to education and completion of studies in District Sherani, Balochistan. Poverty emerges as a primary obstacle, along with entrenched cultural norms and limited school accessibility. Cultural beliefs in certain communities perpetuate the notion that girls shouldn't pursue education beyond a certain level. Additionally, inadequate school access compounds the challenge. Female education is imperative for District Sherani's development, as it contributes to poverty reduction, enhanced health, nutrition, and heightened economic productivity. The study proposes interventions, such as financial aid to families, community-wide awareness campaigns, establishment of schools in remote regions, and elevation of educational quality. Addressing these barriers empowers the latent potential of girls and women in District Sherani, Balochistan, enabling them to play a pivotal role in the district's progress.

**Keywords:** Female education, District Sherani, Balochistan, impediments, poverty



## Learning Styles and Achievement Goals' Differences Among University Students

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**Abstract-** Though learning styles and achievement goals have been explored by the researchers in many dimensions but this paper is the contribution to signify the major differences of learning styles and achievement goals among students on the basis of selected variables. The study was conducted by selecting 500 students of under graduation, graduation, and post-graduation level via multi-stage random sampling technique. Study site was University of Azad Jammu and Kashmir and survey method was used to gather data by using Dun and Dun scale (1986), for the identification of student's learning style's preferences and a modified version of achievement goals questionnaire developed by Elliot and McGregor's (2001), for the measurement of achievement goals of students. Results indicate that students possess differences of learning styles and achievement goals because of their gender differences as well as they have significant differences due to their residential area and medium of instruction.

**Keywords:** Learning styles, achievement goals, students, Pakistan



## **Girls Outperform Boys in Higher Education of Azad Jammu and Kashmir**

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**Abstract-** A gender reversal change has been observed in educational performance of girls and boys the world over. Similar situation of academic performance of girls and boys has been found in Pakistan and Azad Jammu and Kashmir (AJK) for the last few decades. This study is conducted in higher education of AJK. The purpose of this study was to examine and compare the academic performance of girls and boys based on positions secured in the final examination in universities. It was also aimed to know the girls' performance in engineering subjects. For this purpose, since 2010, data of all the positions holders (gold medalists) was taken from one of the universities. A quantitative content analysis was applied to the data of positions holders. The findings revealed that girls outperform boys in the subjects of humanities, social sciences, and sciences. I also compared the data in the chronological order, year-wise, and came to know that girls gradually started outperforming boys. However, girls still underperform in engineering subjects. This research adds on new insights about girls and boys academic performance in higher education of AJK. Moreover, this study can be extended to other universities of AJK to gauge overall situation prevailing in the state.

**Keywords:** Higher education, gender, engineering, university, performance, girls, boys



## Exploring PhD Scholars' Academic and Social Integration in Pakistan Universities

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**Abstract-** PhD scholars' good academic and social integration are pivotal for good doctoral experience, persistence, and timely PhD completion. Poor integration may increase susceptibility to thesis blocking, delayed graduation, and attrition. How do Pakistani PhD scholars perceive their academic and social integration in Pakistani universities? This qualitative study used the Tinto social integration model (1995) and the Braxton revised integration model (2014) as lenses to examine PhD scholars' experiences of academic and social integration at four Pakistani universities. It presents some of the first insights into how they integrate academically and socially into their academic institutions. PhD scholars (n=16) reported weak academic integration, that is, substandard learning experiences and less scholarly/intellectual development during coursework, less theoretical and research training during coursework, weak supervisory working alliances with PhD supervisors, toxic supervision, and doctoral orphanhood, which resulted in thesis blocking and delayed graduation. Similarly, PhD scholars reported partial social integration as they reported reasonable interaction with support staff, good interaction with cohorts, negligible participation/membership in university/departmental clubs and societies, negligible participation in other departmental activities, and more participation in research activities. These findings contribute to doctoral completion and call for more efforts by department chairs, supervisors, and university administrators to devise mechanisms for enhanced academic and social integration for quality doctoral experience, persistence, and timely PhD completion.

**Keywords:** Attrition, Braxton model, supervisory experiences, PhD completion, persistence, thesis blocking



**Lived Experiences of Out-of-School Children Engaged in Begging and Scavenging Activities: A Qualitative Case Study in the Swat District, Pakistan**

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**Abstract-** The phenomenon of out-of-school children presents a critical challenge in developing countries, including Pakistan. These children frequently engage in high-risk activities such as begging, scavenging, and child labor, which have deleterious impacts on their health, social development, and overall well-being. The primary objective of this study is to investigate the lived experiences of out-of-school children engaged in such high-risk activities and to elucidate the factors contributing to their non-enrolment in educational institutions and subsequent engagement in hazardous undertakings. Employing a qualitative research design, the study will conduct in-depth interviews with a target population comprising both male and female children aged 5 to 18, who are currently out of school and engaged in perilous activities. The study will be conducted in the Swat district of Pakistan. A dual sampling strategy of convenience and purposive sampling will be utilized for participant selection. Convenience sampling will facilitate the recruitment of readily available and willing respondents, while purposive sampling will specifically target children who have either dropped out or are out of school and are involved in high-risk activities such as begging, scavenging, or other forms of child labor. Data will be collected through face-to-face interviews, which will be audio-recorded, transcribed verbatim, and subsequently subjected to thematic analysis. The research aims to offer an expansive understanding of the vulnerabilities, challenges, coping mechanisms, and aspirations of children engaged in high-risk activities. The findings are expected to make a significant contribution to the extant literature on out-of-school children and their engagement in perilous activities. Moreover, the study aims to inform stakeholders, including policymakers, educational practitioners, child welfare specialists, and employers, about the requisite awareness, protection, and needs of at-risk children in Pakistan. Ultimately, the findings will have implications for strategies designed to address this issue and uphold the rights and protection of vulnerable children.

**Keywords:** Out of school children, children at risk, qualitative study, District Swat



**SOC-390**

## **Unveiling Legacy Dynamics: Exploring Inheritance Traditions and Their Impacts on Gender Equity in Land Ownership in Rural Punjab Pakistan**

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**Abstract-** The region which is deeply rooted with cultural traditions and agrarian livelihoods, historical and cultural backdrop sets the stage for an investigation into the enduring influence of inheritance practices on the distribution of land ownership rights along gender lines. The primary purpose of this study was to illuminate the multifaceted relationship between cultural norms, land inheritance practices, and gender equity in land ownership. Drawing on qualitative inquiry, the study seeks to uncover the multifaceted ways in which cultural norms surrounding inheritance shape women's access to and control over land resources. By examining the narratives of women, family members, and community stakeholders, this study aims to shed light on the complexities of inheritance customs, their cultural significance, and the resulting implications for gender equity in land ownership. Furthermore, the study uncovers varying degrees of change in inheritance practices, from adherence to tradition to more inclusive approaches, signifying a gradual shift towards gender equity in land ownership. The results of this research provide valuable insights into the complex interplay between cultural legacies and evolving societal norms in the context of land ownership. The study highlights disparities in land ownership between men and women, revealing how deeply inheritance traditions continue to shape these patterns. These findings contribute to the ongoing discourse on gender equity and land rights, offering important implications for policy interventions and advocacy efforts aimed at promoting more inclusive land ownership practices in rural Punjab.

**Keywords:** Inheritance traditions, gender equity, land ownership, cultural legacies, socio-cultural dynamics



**SOC-74**

## **Grade Inflation in Higher Education: Analyzing the Role of Market Driven University Environment**

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**Abstract-** This article explores the association between grade inflation and market conditions operating in the education sector. The study aimed to analyze and extend the debate of market competitions and its implications for educational standards in general and grade inflation in particular. Qualitative techniques guided the research as an inquiry method. The objective of the study was to explore the relation between grade inflation and market competition among universities. It also aimed at finding impacts of market pressures on educational standards. Detailed interviews were conducted with respondents- teachers, students, and administrators, based on the criteria of their significance to produce highly relevant insights. 20 respondents from 2 public and 2 private universities were selected. Purposive sampling technique helped in reaching the potential respondents. The point of saturation was achieved after interviewing 20 respondents. Their responses were analyzed by generating meaningful themes, hence organized body of knowledge was produced. The critique of neoliberal education by Micheal Apple served as theoretical framework to guide this study. This study found that grade inflation is positively influenced by market pressures. Education standards were compromised in responding to the market demand. Grade inflation was found to be the one of the most prominent results of deteriorating education standards. It was found that higher education institutions strive for maximum intake of students. In doing so, they lower their standards which later contributed to grade inflation.

**Keywords:** Higher education, grade inflation, market competitions, education standards



## A Critical Analysis of Children's Representation in Television Advertisements in Pakistan

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**Abstract-** This study focuses on the representation of children in television advertisements in Pakistan. The study examined boys' and girls' representations in portrayals in television advertisements broadcast by the most popular and widely watched TV channels. Nevertheless, the gender identities of children in advertisements, especially in Pakistani media have not received the due attention of researchers. This study thus tries to highlight the gender representation of children in advertisements on two Pakistani TV channels. The major focus of this study is to draw attention to children's gendered representation in TV advertisements in contemporary Pakistan and the explicit and implicit messages about gender disseminated through TV advertisements. Following the procedure of discourse analysis as a method of analysis, critical theories in media as a lens for unpacking and interpreting data. The study findings suggest that children are depicted in gender-stereotypical balances by dividing boys as masculine and girls as feminine. The overall inference made from a discourse analysis of advertisements on Pakistani TV channels is that the advertisements explicitly and implicitly depict the notions of hegemonic masculinity and idealized femininity.

**Keywords:** Girlification, hegemonic masculinity, idealized femininity, critical theories, children representation, discourse analysis, advertisements, gender



## **Vulnerabilities of Pregnant Women During 2022 Floods: Reflections from Rajanpur Pakistan**

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**Abstract-** Due to global warming and climate change Pakistan is in vulnerable conditions and facing dangerous natural hazards such as drought, earthquakes, and floods. Flood is one of the most common natural disasters that hit Pakistan every year. The present study aimed to investigate the vulnerabilities of pregnant women during the 2022 flood in Rajanpur, Pakistan. The current study used a qualitative research approach to answer the research question, the ontological stance of the interpretive school of thought and the epistemological stance of social constructionists. To investigate the subjective lived experience of pregnant women study used a phenomenological approach. Vulnerability theory is used as a guiding tool for research. Participants were allocated through purposive sampling. Results show that Women's vulnerability to disaster is due to their socio-economic condition, gender-specific roles, gender discrimination, and "unequal opportunities to resources, capabilities and risk exposure." Throughout the research process, ethical consideration was the main focus. The research recommends that the government should make an effective disaster management policy to ensure gender-specific needs during disasters and provide an effective support system.

**Keywords:** Vulnerability, pregnant women, floods 2022



## **How Social Networking Enhances Women's Political Resilience in Khyber Pakhtunkhwa? An Intersectional Feminist Political Analysis**

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**Abstract-** Addressing women's political resilience as part of their political participation is a theoretical concern of feminist political analysts. Doing an intersectional feminist political analysis (multiple epistemology), this article explores how social networking enhances women's political resilience in the government. Based on 29 in-depth interviews conducted with women political activists in different parts of Khyber Pakhtunkhwa, the study examines how women are politically resilient in the government. The findings show that due to social networking women become resilient in talking, discussing the agenda, and fighting for their political rights in the local and provincial governments. The study suggests extending women's social networking across the political parties in the country.

**Keywords:** Social networking, women's political resilience, women's political rights, women's political participation.



## **Resisting the Stigma: Narratives of Female Student Smokers in Islamabad Universities**

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**Abstract-** Within the cultural context of Pakistan, female students who smoke have often been relegated to the margins of societal expectations and subjected to pervasive stigmatization. This study endeavours to illuminate the narratives of these resilient individuals who defy convention

by exploring the ways in which they resist the stigma surrounding their smoking behaviors. This study seeks to offer an intimate and empathetic examination of the experiences of female student smokers in Islamabad universities. It delves into their stories, motivations, challenges, and strategies for resistance against the prevailing societal stigmatization of their choice to smoke. The objective is to recognize and celebrate the agency and resilience of these individuals. Employing a qualitative research approach, this study engages directly with female student smokers in two universities (QAU & NUST) in Islamabad through in-depth interviews. The snowball sampling technique was used for the selection of respondents. Narrative thematic analysis was used for the data analysis. The findings of the study reveal that a sense of autonomy and peer influence were the basic motivations for smoking. Furthermore, the stigmatization leads the females towards Isolation and exclusion. As a resistance to stigmatization, they form supportive networking to build counter-narratives. This study concludes by emphasizing the importance of recognizing and amplifying the narratives of female student smokers in Islamabad universities. It underscores their resilience and agency in resisting societal stigma, contributing to a broader dialogue on empowerment and autonomy. By shedding light on their stories, this research advocates for a more empathetic and inclusive perspective that embraces the complexity of individual choices within the context of Islamabad's university culture.

**Keywords:** Empowerment, smoking, stigma, motivation, resistance, female



**SOC-E02**

## **A systematic Analysis of Sehat Sahulat Program of Pakistan 2015**

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**Abstract-** World Health Organization (WHO) aims to provide sickness prevention, diagnosis, treatment, rehabilitation, and palliative care. In

2015, Pakistan's Khyber Pakhtunkhwa (KP) province implemented the Sehat Sahulat Programme (SSP), commonly known as the "Health Facility Programme," in accordance with WHO recommendations. The Punjab provincial government, , authorized a similar programme. Soon, the plan was expanded to include the provinces of Sindh, Baluchistan, Gilgit-Baltistan, Azad and Jammu Kashmir (AJK), and Islamabad Capital Territory (ICT). This article gives a current summary of the Sehat Sahulat programme in Pakistan, analyses it, and offers suggestions on how to make it more effective throughout the country. This policy study will use secondary data analysis based on reports and publications that have already been published. According to the study's conclusions, Pakistan's impoverished urban and rural areas can implement the "Sehat Sahulat Programme," a public health insurance programme, to shield low-income families from suffering and financial ruin brought on by the burden of out-of-pocket expenses (OOP) payments.

**Keywords:** Universal health coverage; World Health Organization, Sehat Sahulat Programme, Sehat Insaaf Card, Health insurance



**SOC-185**

### **Assessing Knowledge and Attitudes of Women Towards Cervical Cancer in Lahore Pakistan**

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**Abstract-** Cervical cancer is one of the most common and preventable cancers in women worldwide. Screening for cervical cancer can detect and treat precancerous lesions before they progress to invasive cancer. However, the awareness and attitudes of women towards cervical cancer and its screening are variable and influenced by various factors. The objectives of the study include assessing the knowledge and attitudes of women living in Lahore, Pakistan, towards cervical cancer, its risk factors, prevention, and screening methods. A cross-sectional study was conducted using a structured questionnaire. The questionnaire was distributed to 250 women from different backgrounds, including patients, healthcare

providers, doctors, and medical students. The questionnaire consisted of close ended questions covering demographic information, knowledge of cervical cancer and HPV, risk factors, screening methods, and attitudes towards cervical cancer prevention and care. The majority of the respondents (78.6%) had heard of cervical cancer, but only 54.3% knew that it was caused by HPV. The most commonly recognized risk factors were multiple sexual partners (71.4%), early sexual debut (68.6%), and smoking (66.4%). The majority of the respondents (84.3%) agreed that cervical cancer was preventable and that they would seek medical advice if they had symptoms. The research study states that cervical cancer occurs rather often. Multiple sexual partners, HPV positivity, all of these variables increase the chance of evolving cervical cancer. Therefore, limiting the number of sexual partners, delaying early sexual activity, and guarding against HPV infections may help to prevent cervical cancer. Cervical cancer is a threat to female health, but with a proper prevention and care strategy, it might be the first illness completely wiped out by human. The study revealed that the knowledge and attitudes of women in Lahore towards cervical cancer were moderate and influenced by their education, occupation, and marital status. There is a need to increase the awareness and uptake of cervical cancer screening among women in Pakistan through health education campaigns, mass media, and community-based interventions.

**Keywords:** Cervical cancer, Human Papilloma virus, screening, risk factors, sexual partner



**SOC-125**

**Impact of Glacier Lake Outburst Floods (GLIOF's) on the  
Livelihood of People of Chitral**

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**Abstract-** The present study aims to explore the challenges experienced by people during glacier lake outburst floods (GLOFs) in the north of Pakistan. Glacier Lake outburst floods are becoming increasingly prevalent in and around the world's highest mountains, posing a growing risk to an increasing number of people. This study will explore the issues

that people face during flooding, related to livelihood and quality of life. This research was carried out in Reshun and Golen valleys in Chitral district. The study was conducted under qualitative research design and in-depth interviews were taken from people who have experienced GLOFs in recent years. The data was collected through an interview guide. A total sample size of 36 respondents was selected for interviews from the targeted population through purposive sampling and data collection was carried out until saturation of data was reached. The researcher analyzed the data using narrative analysis. The result gave an in-depth insight of the impact of glacier lake outburst on people's livelihood, their houses have been destroyed, they are left with nothing, they face difficulties in accessing basic facilities that a human being need to survive. It shows the negligence of the governmental organization and lack of funds they are having, that how they are just postponing the mitigation plans and they are doing crisis intervention rather than taking preventative measures, only the NGOs and the community members are their last hope, as the data was analyzed the people are not ready to leave the place just because of love for their land and having local narratives that God is behind this whole phenomena of destruction, having religious belief to this extent is harmful as it makes the human being negligible towards the mitigation or resilient plans, that's what was seen in the data, furthermore the difficulties faced by people due to blockade of roads was one of the major issues and it's a life threatening danger also. There should be a pragmatic approach in which the community and governmental organization should work together to make the lives of people easier and safer.

**Keywords:** Global warming, glacier lake outburst floods, livelihood, quality of life, Chitral



## **Shattering the Silence: Understanding Teacher Bullying and Favoritism the Unfair Treatment in Education**

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**Abstract-** This study explores the prevailing issue of Teacher Bullying and favoritism in educational institutes. Bullying is an intentional and repetitive act by one or more people that harms others and is shaped by imbalanced power dynamics. Favoritism is an unjust act of an individual based on personal choices. It is used by teachers to give priority to a few students over the rest. The study aimed to find the nature, causes, student perceptions, and attributions of teacher Bullying and favoritism. Moreover, the study focuses on the long-lasting impacts of Teacher bullying and favoritism on academic performance and mental health. Variation among genders was also focused on by interviewing different Genders. The study was framed under qualitative research design to grasp the in-depth ideas of students. Purposive sampling was used to know the subjective experiences of victims, and ten semi-structured interviews were conducted at the University of Malakand. Data was analyzed thematically. The study finding shows that bullying and favoritism have a countless influence on students' academics, self-esteem, motivation, engagement in education, and mental peace. Finally, various suggestions were given based on participant responses such as the establishment of an independent monitoring unit, introducing bylaws against bullying and favoritism, and preparing and checking of papers by a neutral party.

**Keywords:** Bullying, favoritism, learning, victims, social, psychological



## **Impact of Recent Initiative of Pakistan Government for Protection of Women Right in Pakistan**

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**Abstract-** The status of women in Pakistan varies considerably across classes, regions, and the rural/urban divide due to uneven socioeconomic development and the impact of tribal, feudal, and capitalist social formations on women's lives. Violence against women and girls is one of the most systematic, widespread human rights violations in the world. It occurs in every country of the world, rich and poor, and affects women and girls, regardless of age or socio-economic status. Despite its alarming proportions and deleterious effects on so many levels, it has long been a silent epidemic that has only recently, due to decades of tireless efforts and dedication by the women's movement and concerned human rights activists, been placed high on global, regional and national policy-making agendas. Criminal Law Act, 2011, to provide protection to women from acid throwing. Under this Act, whoever kills anyone by throwing or by administering poison or other dangerous or corrosive substance shall be punished with death or rigorous imprisonment for life and also with fine extending to one million rupees. Women are also deprived of their fundamental rights of political participation. Insufficient numbers of women hold National Identity Cards, are registered to vote and are actually able to exercise their right to vote. Women's membership in political parties remains low and few women receive tickets from these parties to run for election. The status of women in Pakistan varies considerably across classes, regions, and the rural/urban divide due to uneven socioeconomic development and the impact of tribal, feudal, and capitalist social formations on women's lives. The Pakistani women of today enjoy a better status than most Muslim women. However, on an average, the women's situation vis-à-vis men is one of systemic gender subordination, although there have been attempts by the government and enlightened groups to elevate the status of women in Pakistani society. Now due to lots of awareness among people the educational opportunities for the Pakistani women increased in the previous years. According to a Human Development Report released by the United Nations, Pakistan has better gender equality than neighboring India. On International Women's Day,

the U.S. Department of State highlighted an initiative launched recently to promote women's equal right to nationality. With the Secretary's support and the participation of bureaus across the Department, this initiative seeks to: 1) increase global awareness of the importance of equal nationality rights for women, and the consequences of discrimination against women in nationality laws including statelessness; and 2) persuade governments to amend nationality laws that discriminate against women, ensure universal birth registration, and establish procedures to facilitate the acquisition of citizenship for stateless persons

**Keywords:** Socio-economic factors, law amendment and effects



**SOC-64**

## **Right to Information, Social Accountability, and Good Governance: A Sociological Perspective**

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**Abstract-** This study explored the ways through which right to information (RTI) is promoting social accountability and good governance in Pakistan, and the challenges to the implementation of RTI law. The purposive sampling was used for the selection of sampling size through which data were collected purposively from 11 ministries and 3 civil society actors. The interview guide was used as a tool for conducting interviews with both the officials and the civil society actors. The data that came from the interviews with the federal ministries and the society actors (who had already experienced the mechanism of the RTI) were analyzed by using thematic analyses technique. The study's findings indicated that the RTI is an effective tool for promoting good governance, social accountability, building trust between the government officials and the general public, improving performances of the government officials, discouraging the culture of secrecy, promoting equality, justice and eliminating social evils. On the other side, the study also focused on the main challenges that lie in the way of the implementation of the RTI law. The findings also showed that the illiteracy, lack of trained officials, lack

of public awareness on a large scale, the misunderstandings between the government officials and general public are the key challenges to the implementation of the RTI law. Thus the study concluded that RTI plays a pivotal role in modifying the mindset of the general public as well as the government organizations toward the sense of unity and good governance.

**Keywords:** Right to Information, social accountability, good governance, public information officer



**SOC-505**

## **Intersectionality of Gender and Reentry: Challenges for Pakistani Women**

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**Abstract-** The reentry of women into society after imprisonment remains one of the most significant challenges for criminal justice system as gender identity intersects during the process of mainstreaming for women in Pakistan. Intersectionality framework explains gender as overlapping factor of discrimination and oppression with other social identities. These intersecting and overlapping social identities may be both empowering and oppressing. The present study aimed to explore challenges faced by former women prisoners during the process of reentry and reintegration into society. In this qualitative study, data were collected from nine former women prisoners who were selected through purposive sampling. In-depth interviews were conducted from the respondents and thematic analysis revealed that gender was intersecting during reentry of former women prisoners. They faced challenges in housing, employment, and family reunification after release from imprisonment. Findings of this research hold useful implications both theoretical and practical. Theoretically, these findings would be a contribution to the subjects of sociology, gender studies, and criminology. Practically, consideration of these empirical findings may be helpful in reducing gender inequity in the society by promoting the opportunities of women especially considering their needs. Moreover, this study would also provide awareness in the light of which

women rights may be considered. Those women who have served their period of incarceration as a result of committing crime or miscarriage of justice may be provided the opportunity to live their lives as productive and law-abiding citizens of Pakistani society.

**Keywords:** gender, reentry, intersectionality, challenges, Pakistani society



**SOC-422**

## **Community Resilience and Local Adaptive Strategies: Exploring Social Dynamics in Response to Climate Change in Multan**

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**Abstract-** This research project delves into the unique context of farmers in Multan, Pakistan, and their strategies to build resilience in the face of climate change. The study aims to comprehensively examine the adaptive measures employed by local farming communities, identify the factors shaping these strategies, and analyze the social dynamics that influence their responses to climate-related challenges. By focusing on farmers, who are often at the forefront of climate impacts, this research contributes valuable insights into enhancing community resilience in agricultural regions. Qualitative research methodologies have been employed to gain in-depth insights into the experiences, perceptions, and social dynamics of farmers in Multan as they respond to climate change. Qualitative data will be collected through in-depth interviews. Thematic content analysis has been used to identify and analyze key themes emerging from the qualitative data. The following themes were identified; Adaptive Strategies, Perceptions of Climate Change, Decision-Making Processes, Social Networks and Cooperation, Community Resilience Dynamics, Challenges and Barriers, Gender Dynamics: Community Knowledge and Learning, Lessons Learned and Coping Strategies, Aspirations and Future Plans and Government Policies and Support. The study concluded that local knowledge and coping strategies can mitigate climate hazards.

**Keywords:** Community resilience, climate change, social dynamics, adaptive strategies



**SOC-196**

## **State of Social Cohesion Among st First-Generation University Students in Pakistan**

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**Abstract-** Institutes of higher education play a tremendous role in creating a knowledge-based cohesive society through social mobility. The proposed study explores the academic and nonacademic experiences of first-generation university students in Pakistan through the perspective of Pierre Bourdieu's work 'Forms of Capital' and in-depth qualitative analysis. The study assumes that the academic and non-academic experiences of first-generation students could be important sources of cohesion and belongingness. This underlying hunch is tested by analyzing in-depth qualitative interview data collected from students of public sector universities in Islamabad, the capital of Pakistan. Contrary to the expectation, the study finding reveals that first-generation students have less access to social, cultural, and economic capital. The students are most vulnerable and trying hard to achieve their academic qualifications. Moreover, the social class background was an important factor in determining educational success, inclusion, belongingness, and social cohesion. The study thus makes a significant contribution to future scholarly research to understand the dynamics of classness and social cohesion among st students.

**Keywords:** First-generation students, academic and non-academic experiences, social class background, social cohesion



**Impact of Monitoring on School Teacher's Performance in District  
Malakand Khyber Pakhtunkhwa**

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**Abstract-** The current study was conducted under the umbrella of quantitative research design to assess the Impact of monitoring on school teacher's performance in district Malakand. Through stratified random sampling technique, a sample of 565 government school teachers was selected from the study area based on Sekaran's (2003) method of sample size. A Questionnaire was used as a tool for data collection. The link between the independent and dependent variables was examined through chi-square test and Pearson Co-relation which demonstrates how strongly or weakly the independent and dependent variables are associated. The Chi-square value of 235.20 and its significance level at 0.000 established the existence of a highly significant association between the three variables, i.e. monitoring, punctuality and performance. The significance of Gamma is 0.963. The significance of association between the two variables is represented by the value 0. 000. The score of monitoring and performance moves from low to high,  $R=0$  to  $R=0$  and finally to  $R=11.9$ , which shows that when monitoring increases from low to high, the performance increases by almost three times. This confirms the study hypothesis i.e. periodic monitoring influences teacher's performance. Pearson Correlation between Demographic, monitoring and teacher's performance shows a negative and significant relationship between the variables; area of residence and monitoring ( $r= -0.089$  and  $Sig. 0.035$ ), a highly positive and significant relationship between professional qualification and monitoring ( $r= 0.100$  and  $sig. 0.018$ ), while relationship with all other variables were found non-significant. The study recommended that to improve teaching performance, monitoring should focus on quality of teaching learning system, hire qualified staff, give best performance awards to the teachers, arrange frequent training workshops for teachers, and mostly the monitoring system should be cooperative, not authoritative to give the teacher a sense of security rather fear. Pearson Correlation between Demographic, monitoring and punctuality of teacher's The Chi-square value of ( $r=126.04$  and  $sig. 0.000$ ), support the existence of a highly significant association between the two variables

namely, monitoring and punctuality. The substantial association between the two variables is depicted by the value of Gamma ( $r=0.556$  and sig. 0.000). The score of monitoring and punctuality moves from low to high,  $R= 0.0$  to  $R= 12.1$  and finally to  $R= 22.4$ , which shows that when monitoring increases from low to high, the punctuality of teachers increases by almost three times. This confirms the study hypothesis i.e. monitoring influences teacher's punctuality.

**Keywords:** Monitoring, teachers, performance, schools, teachers performance



**SOC-55**

### **Artificial Intelligence and University Student's Learning: Students Perspective**

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**Abstract-** Artificial intelligence (AI), the latest extension of technology has a dramatic impact on every sphere of life, including education. This present study aimed to explore the understanding, perspectives, and experiences of students with AI in their educational learning in a public sector university in Pakistan. The study was carried out with a qualitative approach, the data for the study came from the students of Quaid-I-Azam University. Purposive sampling was used for the selection of respondents. Qualitative interviews were conducted and the data was collected through an interview guide. The collected data was analyzed in line with the thematic analysis technique. Critical theories of education were used for unpacking and interpreting data. The study findings suggest that AI is deteriorating the student's ability of learning and critical thinking abilities. The study also unpacked the notion that AI perpetuates inequalities among students due to their different habitus and cultural capital. The overall conclusion that may be derived from study findings is that AI has both negative and positive impacts on the learning of the students, which depends on the subjective usage of AI in education.

**Keywords:** Artificial Intelligence (AI), personalized learning, Chat-GTP



**SOC-36**

## **Impact of Work-Family Conflict on Deviant Workplace Behaviors in Telecom Sector of Pakistan: Moderating Role of Islamic Work Ethics**

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**Abstract-** The challenges of this era of information and accessibility have significantly reshaped the organizational environments and job dynamics, creating a need to address the issues arising from corporate work environments. These issues directly affect employees and their families and cause undesired behaviors at work by employees. To mitigate the instances of deviant workplace behaviors, there is a need to understand the factors that are involved in intensifying the psychological condition of the employees involved in such undesired behaviors. The study focuses on the effect of work-family conflicts on deviant workplace behaviors in the telecom sector of Pakistan by exploring the moderating role of Islamic work ethics. Data from 350 employees from government and private telecom organizations was collected using a convenience sampling technique. The results indicate that work-family conflicts positively and significantly relate to deviant workplace behaviors and Islamic work ethics moderates this relationship. Islamic code of conduct in a work environment and development of regulations originating from core Islamic principles like honesty, integrity, Respect, justice, modesty, cooperation, Diligence, patience, gratitude, punctuality, hard work, friendliness, and cleanliness of character, heart, and soul, when practiced and promoted in an organization will create a better work environment with improved overall organizational outcomes. A “CIRCLE” approach (C - Code of Conduct & Clear Communication, I - Incentives and Accountability, R - Reinforcement and Review, C - Cautious Hiring Process, L- Leadership Commitment/ Top to Bottom Approach, E - Ethical Training Regime) is recommended to be adopted in the organizations to attain an exponentially evolving and improving organizational workplace environment.

**Keywords:** Ethics, conflicts, behaviors, telecom

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**SOC-223**

### **Sociological Analysis of Criminal Behaviors Among the Youth**

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**Abstract-** The study of youth criminal behaviors and crimes has also remained under investigation. This article attempts to give a brief representation of sociological analysis of criminal behaviors among the youth. The study has been framed in the quantitative paradigm of social research. The data was collected from 300 responded used purposive sampling strategies. This study has ascertained the association of Poverty, financial crisis, unemployment, family control, drug addiction, the poor justice system, peer group, and time spent on visual screens with criminal behavior among youth. The findings of the study reveal that all the independent variables have a significant association with the dependent variables. It shows that all the aforementioned factors contribute to the surge in crime and criminal behavior among youth. This study has approved and supported the findings of the previous studies in the same area and asserts that the causative factors of criminal behavior and rise in the ratio of crime mainly lies in the social context where the individual lives. In addition, the reflexivity of this study also provides concrete suggestions to youth, guardians and policy makers and its application will definitely help in controlling crime ratio and criminal behavior.

**Keywords:** Criminal behaviors, youth, socialization, unemployment and inflation, families

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## **Subjective Interpretations of Marital Quality in the Pakistani Context: Insights from District Swabi**

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**Abstract-** The family plays a pivotal role in shaping the overall well-being of its members, yet its significance varies across societies. Within the context of Pakistan, the well-being and prosperity of married individuals hinge on the nature and quality of their marital relationships. However, the level of satisfaction within these relationships is a significant factor that has garnered limited research attention. This study sought to investigate the subjective interpretation and experiences of marital quality among married couples in District Swabi, Pakistan. Using qualitative research design, this study employed semi-structured interviews with fourteen couples (28 respondents) purposively selected based on specific criteria, such as marriage duration, having children, volunteering for participation, and a willingness to provide separate interviews. The data was analyzed using MAXQDA software, yielding key themes that shed light on the complex dynamics of marital well-being and quality. The study revealed that marital quality and well-being are dynamic processes influenced not only by factors occurring after marriage but also by those preceding and occurring during the process of arranged marriages. Three overarching themes emerged as Subjective Well-being before Marriage, Subjective Well-being during Marriage, and Subjective Well-being after Marriage. Gender differences in marital relationships were identified, though they were relatively subtle, reflecting the intricate interplay between social, cultural, and geographical factors. Some couples described their marital relationships as happy and satisfying, emphasizing the factors contributing to marital quality and well-being. Conversely, others voiced dissatisfaction, citing emotional violence, lack of freedom, lack of understanding, and communication issues as sources of unhappiness. In conclusion, this study offers valuable insights into the subjective interpretations of marital quality within a cultural context, contributing to marital quality theories and offering guidance for future research in this field.

**Keywords:** Gender, disparities, marriage, subjective interpretations, Sawabi



**SOC-E03**

## **Study Culture, Self-fulfilling Prophecy, and Learning Skills of Students at Tertiary Level**

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**Abstract-** This paper has been designed to examine study culture, self-fulfilling prophecy, and learning skills of the students at the tertiary level. The study culture is very important for the learning of students at all levels including primary, secondary, and tertiary. In the same case, self-fulfilling prophecy also enhances the learning skills of male and female students in higher education. Hence, this study has been conducted using survey method and a proportionate random sampling technique has been used to draw a sample of 265 students from the university. However, 235 students participated in the study. A structured questionnaire has been used to collect information from 30 students and Cronbach Alpha has been reported more than .700. The study findings report that students use lecture notes, study online, and try to develop their performativity. The statistical analysis reveals that studying in groups, online, and lecture notes have favorable effects on the learning skills of students at the tertiary level. Similarly, responsiveness skills, independent work skills, and language skills have also confirmed the prediction of learning skills of students at the tertiary level. Further, communication skills and critical skills have also been found a strong predictor of learning skills of university students. Hence, it has been concluded that the learning skills of the students have been predicted by several factors at the tertiary level.

**Keywords:** Study culture, self-fulfilling prophecy, learning skills, communication skills, online study



## **Culture beyond Classroom: The Relationship between Family Structures and the Preferences for Teaching Styles in Higher Education Institutions of Pakistan**

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**Abstract-** Education is a complex phenomenon and involves multiple stakeholders as well as multiple work strategies. However, the focus of the present research was on one of the main stakeholders, i.e., Teachers and the approaches they apply to impart knowledge and skills to their students enrolled in institutions of higher learning in Pakistan. Since the first institution of learning for every individual is his/her family environment, therefore, the purpose of the present research is to find out if family structures play any part in creating differences in the preferences for the styles of teaching of male and female instructors. Sample and Sampling: The sample of the present research consisted of five public sector universities of Punjab Pakistan. A sample of 250 Instructors employed in the five public sector universities over the period of 2018 –2020 voluntarily provided data about their preferences of teaching styles. The sample consisted of 52% male and 48% females. Research Instrument: One of the most commonly used model of teaching is identified and developed by Grasha (1996), and the present research has used this model and the accompanying measurement tools for collecting field data, about the preferences of teaching styles. Grasha (1996) has listed five types of ‘preceptors’ style for classroom teachers, i.e., expert preceptors, formal authority preceptors, personal model preceptor, facilitator preceptor and delegator preceptor. Ethical Conduct: The study was conducted according to the ethically approved standards of social science and education research; the teachers had given their consent voluntarily; their confidentiality and anonymity was not only ensured but was also maintained during the research process and the dissemination of research findings afterwards. Findings: The top three styles of teaching, prevalent in the sample universities, were delegators, formal authority model and personal model. However, major findings for the styles of teaching have reported significant differences on account of family system

(nuclear/joint/extended/others) for four out of five teaching styles; the results of one-way analysis of variance of teaching styles by their family structure revealed statistically significant average differences in expert teaching styles, personal model, facilitator teaching styles, and formal authority teaching styles but no significant difference was found in delegator teaching style. Contribution of the study: A large number of studies have explored the relationship between teachers' demographic factors and how they learn to teach but the relationship with culture (including family culture) remains under-researched. This paper is an attempt to build on an earlier work by exploring the relationship between teaching style and their family culture (by implications); Qureshi, R., Zahoor, M., and Zahoor, M. (2019). Relationship of Setting and Gender with Teachers' self-efficacy in Pakistan. The European Proceedings of Social & Behavioural Sciences

**Keywords:** Teaching style, higher education, culture



# **ABSTRACTS OF POSTER PRESENTATIONS**

# **BUSINESS ADMINISTRATION**

## **The Impact of Green Organizational Leadership on Green Competitive Advantage with Mediating Role of Green Employee Engagement**

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**Abstract-** In today's rapidly progressing business environment, organizations are increasingly knowing the importance of sustainable practices, not only for environmental preservation but also as a tactical tool for gaining a competitive advantage. This research aims to define the relationship between green organizational leadership and green competitive advantage, paying specific attention to the mediating role of green employee engagement. Leaders who highlight environmentally-friendly practices within their organizations tend to have a diverse advantage in the market, recognized for their commitment to sustainability. Their green energies are more often associated with consumer demands and societal expectations, resulting in better organizational standing and performance. Moreover, our research exposed that green employee engagement plays a dynamic mediating role in this relationship. Organizations with green leadership revealed higher levels of employee engagement in sustainable practices, heightened loyalty, and an overall commitment to the organization's green goals. The delicate engagement of employees magnifies the competitive benefits derived from green leadership, serving as a connection between leadership intent and tangible competitive results. It's a Quantitative Study. We have targeted the hotel industry of Pakistan. In conclusion, this research features the vibrant role that green organizational leadership plays in crafting a competitive green advantage. While leadership sets the direction for green initiatives, it is through the active engagement and commitment of employees that these advantages are fully realized.

**Keywords:** Green organizational leadership, green competitive advantage, green employee engagement, sustainable practices, organizational performance.



## **Impact of Salary and Ranks on Job Satisfaction: Examining the Role of Perceived Fairness in Banking Sector of Pakistan**

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**Abstract-** Current study is first of its kind in the context of public sector banking. The study examines the relationship between salary, promotions, and job satisfaction. This study tests the relationship by assuming that Perceived Fairness plays a moderating role between the relationship of salary, promotion, and job satisfaction. The study draws on convenience i.e., nonprobability sample of 360 Individuals in a cross-sectional manner. The data was collected through self-administered questionnaire from the employees of public sector banks of Pakistan where the dire need of examining perceived fairness was identified due to which employees Job Satisfaction is low. The data was analyzed through SAS software. Results show that that there is positive significant relationship between Salary, Promotions and Job satisfaction. Moreover, perceived organizational fairness plays a moderating role between the relationship of Salary and Job Satisfaction. Findings of the current study pave the way for future research using evidence from an under-researched context and region i.e., Pakistan.

**Keywords:** Salaries, promotion, perceived fairness, job satisfaction



## **Impact of Work Life Balance on Organizational Commitment**

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**Abstract-** This study examines the mediating role of supervisor's support between work life balance and employee commitment to their organization. The study tests this relationship assuming that these

relationships vary across different generations. We draw on a stratified sample of 360 individuals from three different strata (namely, Socialists, Generation Xers and Generation Nexters) working in the banking sector in Pakistan. Results reveal that there is a significant positive relationship between work life balance and organizational commitment. Furthermore, this relationship is mediated by supervisor's support, with Generation Nexters requiring the most support from supervisors as compared to individuals from other strata. With these findings, this research adds to the scant literature on work life balance vis-à-vis on the different generations. This research, advances knowledge using evidence from an under-researched context, Pakistan and opens a venue for further research.

**Keywords:** Work life balance, generation differences, supervisor support, organizational commitment



**BBA-151**

## **Investor's Preferences for Green Practices: Evidence from Pakistan**

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**Abstract-** Environmental concerns are growing day by day, leading to the shift in preferences of individuals, hence the case of investors is not different. Although corporations are tirelessly working on contributing significantly to their communities and natural environments, but this could never be possible without the support of investors being the key stakeholders of those corporations. In this regard, this paper explores whether individual investors' green concerns influence their investment preferences. Employing AHP, ANOVA, Factor Analysis and Regression analysis, the study provides evidence that Pakistani investors' are significantly concerned about their environment that is reflected in their corporate related preferences. Green marketing strategies are widely spreading across the globe, but the fact is these are not free of cost. Hence, corporations are also of concern that whether their investors' support the cost incurred on such green marketing practices. The study highlights that

although financial benefits are of greatest importance for investors, but they are happily willing to contribute to their environment, as it will help establishing a healthy globe for our coming generations. This study is a great contribution to the policy makers at organizational and government levels, so that they can design effective green strategies and green marketing practices to contribute positively to the communities and environment.

**Keywords:** Investors, green preferences, green strategies, ANOVA, factor analysis

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**BBA-164**

## **Firm Specific Determinants of Financial Distress: A Study of Automobile Sector of Pakistan**

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**Abstract-** Although the Pakistani auto industry has emerged as a growing sector of the Pakistan Stock Exchange (PSX) during the last decade. However, the recent economic downturn in Pakistan has started influencing most industries and businesses have started indicating negative signs. Therefore, the goal of this study is to assess the state of the Pakistan Auto Industry's finances. The study made use of annual data from particular Pakistan Automobile Assemblers from the years 2015 to 2022. Purposive sampling was used in the study's sample selection. The results of the Altman, Grover, Springate, and Zmijewski models were used to determine distress scores, which indicated whether there has been a change in the companies' financial performance. The measured financial performance over the study period has not changed considerably. Additionally, a comparison of the distress model results reveals that the amount of discomfort projected for the chosen firms is significantly the same.

**Keywords:** Financial Distress, Auto industry, Pakistan, Altman, Grover, Springate, Zmijewski

## **Impact of Economic Factors on Financial Performance of MNCs: A Case Study of Pakistan**

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**Abstract-**The purpose of this study is to investigate how economic factors affect the financial performance of multinational companies (MNCs) operating in Pakistan. The study is a significant contribution in establishing the understanding of how MNC financial performance indicators are influenced by GDP, interest rates, inflation rates, exchange rates, and level of investment. The study uses a case study approach, examining 10 selected MNCs working in Pakistan through time series data for a time span of 2012 to 2021. Employing the panel data approach, the study indicated the relationships between economic variables and financial performance indicators like the gross profit margin, net operating margin, return on assets, return on equity, current ratio, quick ratio, debt-to-asset ratio, and debt-to-equity ratio. The findings add to the existing literature and give MNCs and stakeholder's insight into how to make well-informed decisions, reduce risks, and improve financial performance in Pakistan's dynamic economic environment.

**Keywords:** MNCs, Pakistan's economy, Inflation, Interest Rate, exchange rate



## The Effect of Leverage & Liquidity on Financial Performance: A Case Study of IT Sector of Pakistan

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**Abstract-** The purpose of this research is to investigate how leverage and liquidity affect the IT sector on financial performance in Pakistan. Although the information technology (IT) sector has emerged as a significant contributor to the economy of the nation, there is a dearth of research on the specific relationship that exists between financial performance, leverage, and liquidity in this industry. Leverage refers to a company's use of debt in its capital structure, whereas liquidity is a company's capacity to meet short-term obligations. IT businesses and stakeholders need to know how these factors affect financial performance. Using financial data from Pakistani IT companies, the study takes a quantitative approach. Financial statements and annual reports will be used to collect liquidity ratios and leverage indicators. The relationship between liquidity, leverage, and financial performance will be evaluated through descriptive statistical analysis, including regression. Moreover, firm-explicit qualities, for example, organization size and productivity will be considered as control factors. It is anticipated that this study's findings will provide useful insights into the factors that influence the financial performance of Pakistani IT companies. By revealing the connections between financial performance, leverage, and liquidity in the IT sector, it will add to the existing body of knowledge. The outcomes will help IT businesses and other stakeholders make well-informed choices about how to better manage liquidity, leverage strategies, and overall financial performance. The findings of this study will have an impact not only on Pakistan's IT industry but also on other emerging economies that share similar characteristics. In addition, it will strengthen our comprehension of the dynamics of liquidity, leverage, and financial performance in the context of the IT industry by serving as a foundation for subsequent research in the field of financial management.

**Keywords:** Leverage, liquidity, financial performance, Pakistan IT sector  
OLS

## **Servant Leadership's Influence on Job Satisfaction and Organizational Commitment in Pakistani Banking**

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**Abstract-** This research paper focuses on the overall organizational justice as a mediator in an empirical investigation of the impact of servant leadership on employee well-being as measured by job satisfaction and organizational commitment. A convenient sampling strategy was used to get the data from a sample of 171 workers working in five reputed private banks in Pakistan using a self-administered questionnaire. Overall organizational justice acted as a mediator between servant leadership and the happiness of the workforce. Additionally, the mediating impact of overall organizational justice increases work satisfaction and organizational commitment. By highlighting the mediating function of organizational justice, this study advances knowledge of the mechanisms behind the servant Leadership-Hayes' (process mediation model 4) theory. The outcomes also show how organizational justice may enhance servant leadership's effect by acting as a mediator. The cross-sectional approach of data collection, however, could not have adequately represented bank personnel. The results show that servant leadership and the implementation of overall organizational justice can support bank workers' commitment to the company and job satisfaction. This study investigates new avenues for servant leadership and organizational justice and analyzes the understudied mediation mechanism of the link between servant leadership and job satisfaction and organizational commitment.

**Keywords:** Servant leadership, job satisfaction, organizational commitment, organizational justice, Pakistani banks



## **Impact of Laissez-Faire Style of Leadership on Thriving at Workplace, during Organizational Change in Higher Education Sector of Pakistan**

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**Abstract-**This article attempts to explore the laissez-faire style of leadership in educational institutions of Pakistan during organizational change through thriving at workplace as mediator. Using a quantitative approach, data was collected from 300 academics from all levels of Pakistani schools of Rawalpindi and Islamabad. The SPSS was used to analyze the data. The results showed that laissez-faire style of leadership style had a positive impact on thriving and organizational change. Moreover, the thriving mediated the effect of laissez-faire style of leadership on organizational change. The study was cross-sectional and data were collected from convenient sampling which leads to consider less other contexts. A good leadership style can influence and motivate a worker and help a worker positively in thriving and reduce turnover. Not only in Pakistan, but also at the international levels, effective leadership can pave ways to make an institution the best and also have a good force of workers. The findings of this study will therefore help policy makers in Pakistan to look at the laissez-faire style of leadership on thriving and specifically during the organizational change. The study is unique in its context as it researches the thriving at workplace as a mediator and its effect on laissez-faire style of leadership and organizational change.

**Keywords:** Laissez-faire style of leadership, thriving at workplace, organizational change, educational sector of Pakistan



## **A Study on the Impact of Covid-19 on the Performance of PSX: A Case Study of the IT Sector of Pakistan**

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**Abstract-** The Covid-19 pandemic has brought about unprecedented disruptions across industries worldwide. This study aims to investigate the impact of Covid-19 on Pakistan's IT sector. It explores the challenges faced, strategies adopted, and the long-term effects on the industry. Through a secondary data analysis of IT companies' financial data, employing regression analysis, this study provides valuable insights into the dynamic landscape of the Pakistan IT sector during the pandemic. The findings indicate that COVID-19 has a significant impact on the financial performance of IT companies in Pakistan, but surprisingly the effect is not negative like other sectors in the market. Rather some companies' financial data indicate a positive effect of COVID-19. The findings indicate that IT companies flourish due to the extensive use of IT services during pandemic.

**Keywords:** COVID-19, Pakistan Stock Exchange (PSX), information technology (IT) sector, pandemic impact, resilience, market performance.



## **Impact of FDI on Stock Market Development in South Asia**

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**Abstract-** This paper is examined that how foreign direct investment impact the stock market development in South Asia region. DI is considered an independent variable, whereas the stock market is considered dependent variable while interest rate, exchange rate, inflation, as a control variable. The twenty-one year of data beginning in 2001 to

2021 are the used for the analysis. This study used (OLS) ordinary least square method is to check the relationship between SMD and FDI in South Asian country. This study reveals that direct foreign investment has significant impact on the development of stock market. The twenty-one year data set are used to analysis of South Asia country which are India, Sri Lanka, Pakistan, Nepal, Bangladesh and Maldives stock market. The study demonstrates the existence of the link between the independent variable direct foreign investment and dependent variable stock market. The regression test examined that foreign direct investment has positive impact in the development of stock market. The results of this study give insightful direction for investors, showing that the stock market and FDI are related positively. The study covers all South Asia Countries except Bhutan, providing valuable insight into the effects of FDI on stock markets across the region.

**Keywords:** FDI, South Asia, OLS, exchange rate, inflation, stock market development

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# **FINE ARTS**

## **Unveiling the Artistry and Cultural Significance of Indus Textile**

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**Abstract-** Textiles of the Indus Valley embrace a significant place in the rich cultural heritage of the Sub-continent. This civilization revealed remarkable encroachments in various aspects of life, including art, trade, and craftsmanship. The study of textiles from the ancient civilizations offers valuable insight into its material culture. This research will provide a summary of Indus Valley textile by exploring material, techniques and significance. There is no doubt that the textile plays an essential role in our everyday lives and serves as a commodity for clothing, and trade. This research shed a light on the legacy of woven textile tradition in south Asia which is based on archeological evidence. The earliest fragments of textiles reveal that People at that time knew the art of grown, spun and woven. So, the fragments excavated from the Indus reveal the glimpse of textile tradition either simple, plain, geometric and stripes. Although the earliest evidence of textiles is difficult to find, we can only discover from the preserved structure of jute, and cotton attached to artifacts. Indus figurines and sculptures are also helpful to provide clues about the presence of decorative textiles. These terracotta figurines reveal that the textile was not just used for a utilitarian purpose but marked as a status symbol as well. This paper fundamentally deals with the advanced textile traditions and techniques such as weaving, embroidery and printing of Indus civilization. This research will be based on qualitative factors and visual observation. This study will not only unveil the legacy of ancient textile but also help to analyze how inventive textile evolved with time and entrenched in the contemporary world.

**Keyword:** Textile, fragments, artifacts, figurine, weaving, embroidery, printing



## **From Brewing to Masterpiece: A Journey of Exploring the Artistic Creation in Tea Culture**

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**Abstract-** The consumption of tea has become a special norm in the lives of people especially the residents of Asia-Pacific. This study will mainly focus on the origin and history of tea as the culturally rich beverage in Asia-Pacific, and will highlight the tea as an essential part of their lives. The main objective of this study is to investigate the evolution of tea and the transformation of cha to chai over the passage of time, and how it's over consumption made artists to take inspiration from the beverage to produce their masterworks. To gather the information, the researcher visited libraries, read books and articles from several websites.

**Keywords:** Asia-Pacific, tea, cha, beverage, consumption, chai



## **The Healing Power of Nature**

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**Abstract-** The incredible healing abilities of nature have been widely acknowledged for their impact on mental wellbeing. This study takes a dive into how natural environments affect human health and wellness. Nature acts as a haven promoting stress reduction boosting mood and improving health. As urbanization continues to grow and our modern lifestyles increasingly revolve around screens and indoor spaces it becomes more important, than ever to understand and harness the healing power of nature in order to foster health and wellbeing. The piece explores the basis behind these healing effects, such as the decrease in cortisol levels and the increase in the production of mood enhancing

neurotransmitters like serotonin, it also sheds light on nature centered interventions that have gained popularity in years due to their remarkable healing properties. Through their paintings, artist has played a crucial role to encourage viewers to cultivate a deeper relationship with nature and recognize its profound healing potential.

**Keywords:** Mental wellbeing, stress reduction, urbanization, mood-enhancing neurotransmitters, nature-centered interventions, paintings, healing potential



**FA-284**

### ***Khussa of Bahawalpur: An Expression of Art and Culture***

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**Abstract-**The research aims to document the skill, art and culture of *Khussa*, a traditional foot wear. It involves the craftsmanship and patterns of this local craft of Bahawalpur. The analysis is done specifically on the introduction of *Khussa* and the comparison of its ancient and contemporary forms and designs with its whereabouts. The observations are based on the social and cultural scenarios of Pakistan. The elements of art and culture i.e. forms, colors, techniques and designs are described. The study explores the making of *Khussa* its origin, ornamentation, kinds, designs will be discussed. How these factors make it a piece of art and the symbol of cultural identity. Moreover, it is required to recognize and secure this valuable craft. It also determines the positioning of *Khussa* in the present era, its lost recognition due to the waning demand and economic support. How this traditional craft could be improved and secured as part of our folk culture in future.

**Keywords:** Elements of art and culture, traditional craft, *Khussa*, craftsmanship, patterns



## A Symbolic Representation of Mementos and Identity Through Graffiti

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**Abstract-** Generally, graffiti, in our society, found as equivalent with vandalism to the society and indispensable to be eliminate but few fields of art and some of the organizations took this form of expression to be acknowledged something more than destruction. This research is focused on exploring graffiti as a symbolical representation of identities in our region. This approach seems to blend personal expression with public and historical elements. It suggests that graffiti might carry deeper meaning beyond just distortion, which could be related to individual or collective identity. This form of expression implies that it could be way to express heritage and historical connection also conveys history in unconventional way. The study explores the purpose of using graffiti as a source of preserving memories with the references of visual artists in Pakistan. The study looks upon the infusion of someone's own identity into their work as the mean of representing their self-expression through graffiti. Pakistani visual artists who create graffiti often collaborate elements of street art to create distinctive and captivating work. The study also reflect the popularity graffiti gained as a way to address social and political issues. Overall, this research appears to be a creative exploration of graffiti as a means of symbolic expression, memory preservation, and identity representation, with a strong emphasis on personal engagement and artistic practice.

**Keywords:** Graffiti, vandalism, identities, memories, personal expression, symbolical representation



## The Impact of AI on the Arts and Design Profession: Threat or Aid for the Future?

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**Abstract-** In contemporary world of rapidly changing technological landscape, AI has emerged as a transformative force, enabling novel creative processes and challenging conventional roles within numerous fields. This study aims to determine whether AI poses a threat to the creative industries or serves as a valuable aid for their advancement. It also explores the evolving relationship between Artificial Intelligence (AI) and the arts and design profession. This research investigates the ways in which AI technologies are currently being employed in various aspects of arts and design, from generating artworks to enhancing design workflows. It also examines the concerns and anxieties surrounding the potential displacement of human artists and designers by AI-driven tools. The study acknowledges the undeniable benefits of AI, such as increased efficiency, new creative possibilities while reducing tedium processes. Study also sheds light on the ethical, societal, and economic implications of AI's integration into art and design profession. Aspects of originality, authorship, parent rights and the role of human creativity in an AI-driven art and design will also be discussed. Ultimately, this research contributes to a comprehensive understanding of the complex interplay between AI and the arts and design profession, shedding light on whether AI represents a looming threat or a promising aid for the future of creativity and artistic expression. The findings offer valuable insights for artists, designers, educators, policymakers, and technologists alike as they navigate the evolving landscape of AI in the creative industries.

**Keyword:** Artificial Intelligence (AI), relationship between AI and the arts and design profession



## **Design and Text on Wedding Cards Printed in Lahore**

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**Abstract-**Weddings and the paraphernalia associated with them, like dresses, arrangements or cards, have a deep association with customs and traditions of that specific region to which it belongs geographically and culturally. Wedding cards comprise a major part of these festivities generally having text as a foremost element of design, and the language used has a tint of religious connotations also. This paper analyzes some of the specific wedding cards and text printed on these cards selected on the basis of socio-cultural and religious significance in a Pakistani society in general and of Lahore in particular.

**Keywords:** Wedding cards, element of design, religious connotations



## **Neuroaesthetics: An Experience of Beauty in Visual Arts**

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**Abstract-** “The experience of beauty is a form of pleasure” (Denis Pelli). Neuroaesthetics is a young emerging field within cognitive neuroscience. It is concerned with the neural underpinnings involved in the aesthetic experience of beauty, particularly in visual arts. The aesthetic experiences are purely subjective and are common to all human beings. Our brains are wonderfully designed for aesthetic experiences, be it from our daily surroundings, natural objects or from artifacts. It combines principles from neuroscience, psychology, and art theory to explore how the brain processes and responds to beauty and aesthetic stimuli. This study is

exploratory in nature and concludes that neuroaesthetics aims to bridge the gap between the subjective experience of beauty in visual arts and the objective study of the brain's response to art. By gaining a deeper understanding of how our brains process and appreciate art, we can gain insight into the profound impact that visual arts can have on human emotions and cognition. This knowledge can inform both the creation and appreciation of art and contribute to a broader understanding of human perception and consciousness.

**Keywords:** Neuroaesthetics, aesthetic experience, visual arts



# **MEDIA & COMMUNICATION STUDIES**

## **Social Media and Political Engagement: A Comparative Analysis of Traditional and Social Media in Pakistan**

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**Abstract-** New media is widely used for dissemination of political content. Studies have found, that among other revolutions, social media has never failed to transform political landscape altogether. There are number of reasons behind this switching of political campaigns from traditional to digital. One of the most significant is personalized nature of social media. Politician can interact with followers in more direct way exposing their most personal identities. It has been effective to engage masses of the followers. Spending heavy budget on marketing has affected the harnessing of TV and radio for political campaigns, especially for new politician who lack in managing for such amounts while having the substitute of free social media to advertise their ideologies. This study explores the comparison between traditional and social media in terms of political mobilization in Pakistan. The key objectives involve; to find the impact of social media to serve as political capital in Pakistan and to compare traditional media and social media in political mobilization in Pakistan. For this purpose, survey method is used to collect data from university students in Punjab. Systematic random sampling technique is used to define the sample from target population of study.

**Keywords:** social media, traditional media, political mobilization, Pakistan



## **Pak-China Relations: A Comparative Study of American, Indian, Chinese, and Pakistani Press**

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**Abstract-** This research has been conducted to examine the coverage and slant of the China-Pakistan bilateral relationship in the editorial pages (including editorials and columns) of four prominent newspapers (*The New York Times, Times of India, Global Times, and Daily Dawn*) of the world. It offers a comparison of media coverage and portrayal of Pak-China relations from January 2015 to December 2019. Quantitative and qualitative content analysis methods were applied to examine the selected categories of Sino-Pak ties. After thoroughly reading the selected newspaper's editorial pages, six main categories of Topics and frames were developed on which Pak-China relations were discussed in 5 years. These Frames were: Pak-China military and Strategic Support, Internal conflicts, China Pakistan Economic Corridor, Regional Conflicts, United Nations and Risk factors. Within these main categories of topics and frames, further subcategories were also developed to understand the understudy issues better. Taking into account, the frequency and severity of reporting and balanced criticism the portrayal was analyzed in three dimensions, including positive, negative, and neutral. The theoretical bases of the thesis are based on hypotheses taken from the theory of framing. The study concluded that the Pakistani press gave more coverage to the stories related to Sino-Pak relations than other selected newspapers. Moreover, the Pakistani and Chinese press portrayed positive, while the Indian and American press covered it negatively. The study contributes to understanding the perception of the international media about regional affairs. Moreover, this research will help in understanding the media coverage of the relations of the countries, how the media presents the relations of friendly and hostile countries to the public of their country and what role the media can play for peaceful coexistence.

**Keywords:** Portrayal, media framing, Pakistan-China relations, content analysis, the New York Times, Times of India, Global Times, Daily Dawn



## **Social Media and its Impact on Career Development: A Study on University Students in Islamabad**

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**Abstract-** This study examines the influence of social media on career development. Over the past few years online social networks have become one of the most powerful sources of interaction in terms of job hunting and recruiting. It has not only changed the ways of socializing but also modified the dimensions of job hunting. In this study the researcher has examined the behavior of students of different selected universities of Islamabad particularly the students who are users of social networking sites which have been examined from career development perspective. The study explores the new dimensions of the students, the way they use social networking sites and in enhancing their career development. Two hundred participants have been selected from four different universities of Islamabad. The data have been collected through self-administered questionnaires, the results of which show that majority of people in general and students in particular have started reverting to social media for their career development. The findings reveal that both male and female students resort to social media for job hunt because it is easily accessible for them, as fifty two percent of the respondents mentioned this reason for using social media for job hunt. Respondents also reported that using social media for job hunt is convenient to use within the premises of their homes, is less time consuming than traditional job hunt, and is mainly free of cost.

**Keywords:** Social networking sites, job hunt, career development



## **Impact of Work Environment on Professional Integrity: A Case Study of Journalists in Islamabad**

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**Abstract-** This study aims to explore the working environment of Pakistani journalists in Islamabad by analyzing their opinions on media freedom and professional autonomy. It also aims to highlight the limitations and difficulties faced by these journalists while performing their professional duties. To achieve these aims, focus groups and in-depth interviews of media professionals were conducted. The focus group consisted of seven experienced journalists whereas in-depth interviews involved five male and three female journalists of the same city for a comprehensive understanding of their viewpoints and true insight of their position. Results showed all the respondents (male and female) from Islamabad city were not satisfied with their working environment, safety, and security. Not only their salaries were found insufficient for their personal needs, yet they were facing certain threats from various pressure groups. The study found that their employers did not provide the minimum required safety and security against these threats.

**Keywords:** Professional profile, working environment, professional integrity, professional independence, safety of journalists



## **Role of Digital Media in Political Decision Making: Survey of Lahore based Youth**

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**Abstract-** This research article investigates the importance of digital media and its content in political decision making of youth. This study was conducted by two researchers on a very important issue that needs to be highlighted for the upcoming era. It is just to provide a general overview of decision making while any political scenario comes in front of you. The youth is an excessive user of digital media. This digital media not only empowers the leaders but also propagates false information. That false information is due to the wrong decision making of the youth. What makes the youth to like, share and comment on any information regarding the political videos, posts, articles, blogs, etc.? A survey-based research method has been used to analyse this relationship between digital media and Political decision making in youth. The sample population consists of youth from different regions of Lahore. The results of this research has shown that digital media plays a vital role in shaping the minds of youth to make their political decisions. You'll be able to understand the significant impact of digital media videos, posts, and blogs on youth's minds.

**Keywords:** Digital media, youth, political decision making, political leaders, false information, digital media content



## Shaping Punjab: Unraveling the Media's Influence on Public Policy in Pakistan

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**Abstract-** This study investigates the media's influence on public policymaking in Punjab, Pakistan, focusing on its perceived manipulation of policymaking. It uses agenda-setting theory and elite theory as conceptual frameworks to explore how media narratives contribute to perceived manipulation. The research uses a diagnostic research design, using qualitative data collected through semi-structured interviews with key policymakers, including bureaucrats, technocrats, and legislators. The sample size of ten individuals is strategically selected based on technical expertise, and interpretative phenomenological analysis is used for in-depth exploration. The findings reveal that the media manipulates the public policy-making process in Punjab, often aligning with the interests of dominant groups or hegemons. The findings reveal that the media does indeed play a role in manipulating the public policy-making process in Punjab, often aligning with the interests of the dominant groups or hegemons in society. This study contributes valuable insights into the dynamic interplay between media, public policy, and power structures in the context of Pakistan and its implications for governance and democratic processes in the region. As a result, this study also offers relevant implications for policymakers, media practitioners, and researchers concerned with the media's impact on public affairs.

**Keywords:** Media, public policy, policy makers, legislators and bureaucrats, semi structured interview.



# **PSYCHOLOGY**

## **Nomophobia, Achievement Goal Orientation, and Metacognitive Problems Among University Students**

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**Abstract-** The aim of the research was to investigate the role of nomophobia on achievement goal orientation, and metacognitive problems among university student. It was assumed that Nomophobia will be negatively related achievement goal orientation and positively related to metacognitive problems. Three-scales were used including Nomophobia Questionnaire (NMPQ-R) by Yildirim, C., and Correia, A. P. (2015), Metacognitive Awareness Inventory by Sindhu P.G and Achievement Goal Questionnaire revised (AGQ-R) by Elliot Andrew and McGregor. A sample of 300 university students participated in this research including male students ( $n = 150$ ) and Female students( $n=150$ ). Pearson correlation was used to measure the relationships between study variables. The findings indicates that nomophobia has significant positive correlation with metacognitive problems ( $r = .32, p < .001$ ) and achievement goal orientation ( $r = .47, p < .001$ ). Results indicate significant mean differences on nomophobia with  $t (298) = .645, p <.05$ . The findings show that mean of male students scored high on nomophobia ( $M = 68.61$ ) as compared to female students ( $M = 67.70, p >.05$ ). Group differences on all other scale between male and female are nonsignificant.

**Keywords:** Nomophobia, metacognitive problems, achievement goal orientation



## From Values to Virtue: Unveiling the Moral Identity-Prosocial Behavior Nexus in Young Adults

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**Abstract-** In the pursuit of understanding the intricate dynamics of moral identity and its profound impact on prosocial behaviors among young adults, this study ventures into an exploration of the role of demographic characteristics. The research also delves into the potential influence of gender, age, religion, work status, and parental status on the altruistic tendencies of young adults. Employing a convenience sampling technique, data were collected using the Moral Identity Questionnaire developed by Black and Reynolds (2014) and the Prosocial Behavior Scale by Caprara (2005). Leveraging Ajzen's (1991) Theory of Planned Behavior as a guiding theoretical framework, this investigation elucidates the intricate relationship between moral identity and prosocial behaviors within specific situational contexts. The research cohort comprised 300 young adults residing in the vibrant cities of Rawalpindi and Islamabad, with ages ranging from 18 to 25 years ( $M = 21.83$ ,  $SD = 2.45$ ). The research method used was cross sectional correlational. Our findings illuminate a significant and positive correlation between moral identity and prosocial behaviors among young adults, reinforcing the pivotal role of moral identity in shaping altruistic actions. The research implied an influence of age on moral identity and eventually on prosocial behaviors. It also concluded that higher the education level is, higher is the moral identity and prosociality. It showed that females have higher tendencies of being morally strong and prosocial. This study not only augments the existing literature but also bears significant implications for practical application. Fostering moral identity development can be facilitated by active community engagement, serving as a potent deterrent to harmful behaviors while cultivating a more positive cultural milieu. Ultimately, this endeavor contributes to the collective enhancement of individuals' mental well-being.

**Keywords:** Moral identity, prosocial behaviors, young adults, positive culture.



## **How Does Social Media Influence Digital Shopping Behaviors of University Students in Pakistan?**

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**Abstract-** In an age where social media has become the main mode of communication, industries are scurrying to become part of the even bigger hub of activity that is online shopping. The handicapping effect that the Covid 19 pandemic had on in-store shopping resulted in a massive boost in sales generated online and social media became the center of attention and huge mergers with social media platforms went through to facilitate online marketing of products to boost digital sales. This reliance on social media and digital shopping continues even after the effective end of the Covid 19 pandemic, given the considerable role of both in our lives, it is worth looking into why this reliance has continued and examine the underlying factors. The aim of this paper is to examine the effects social media has on digital shopping behaviors and to explore the elements that affect decision making while shopping online. To address the lack of relevant research on the sample chosen, contextual limitations and knowledge, as well as other gaps in previous research, a qualitative method is proposed with in person semi-structured interviews as the preferred method of data collection to get in depth data from participants. Purposive sampling was used on male and female university students in Islamabad Pakistan, between the ages of 18 to 25. Thematic analysis of the transcribed interviews of eight participants revealed that-Marketing Strategies, Credibility of Brand Names, Social Media Influencers, Website Interface, Discounts, Convenience of Online Shopping, Financial Factors, FOMO and Conforming Behaviors-all play a significant role in influencing Online Purchasing Behaviors. These findings illustrate the importance of social media on digital shopping behaviors in that it affects decision making, financial habits and impulsivity while shopping online.

**Keywords:** Social media, digital shopping behaviors, thematic analysis, marketing



**Managing Substance Induced Grandiose Delusions Comorbid with Borderline Personality Disorder Through Supportive Therapy (Psychiatry), Religious Cognitive Behavior Therapy (RCBT) & Dialectical Behavior Therapy (DBT): A Case Study**

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**Abstract** - The current study was based on treating the Substance induced Grandiose Delusions comorbid with borderline personality disorder. The substances used in this case by client Ms. N were opioid and alcohol. The present study is of a 34-year-old female having symptoms of the taking drugs, self-harm, nymphomania and extremely instable aggression tantrums along with attention seeking behavior. With the passage of time, she developed constant belief of special powers bestowed on her via prophecy. The client had history of social and verbal abuse by father and over-favored protection by mother which led her to have constant pre-marital affairs and substance use. The client for supportive therapy was prescribed by psychiatrist for initially using RISP (Risperidone) 1mg, Buspar (Buspirone) 5mg 2/per day, Evion 400 (Vitamin E) 1/per day after ruling out any controversial medical conditions. Alongside she was treated with amalgamation of RCBT and DBT to reconstruct her delusions into more realistic beliefs and then to work on her personality, interpersonal and behavioral dimensions. The family was also given counselling as a part of supportive therapy to create the good domestic environment and personal relationships. After 5 sessions of therapy along with 4 weeks of medicine usage the client's aggression, impulsivity and delusions were quite fixed, through DBT her personality kept rectifying on the gradual basis after 9 sessions. A relapse with impulsive behavior was only seen at the after feedback of 1 month, which was dealt again with re-focused DBT techniques and dosage increase in Risp by 0.5mg and Tegretol to 100mg per day by psychiatrist. The therapy took total 6 months for full remission of symptoms along with behavioral rectification of mother and adding some compassion into woman's behavior. Hence, a good combination of antipsychotics, HCLs and mood-stabilizers if introduced with RCBT and DBT, are a good option to treat Substance induced Grandiose Delusions and Borderline Personality Disorder.

**Keywords:** Substance use, opioid, alcohol, grandiose delusions, borderline personality



**PSY-198**

## **How Instagram Influencers Affect Body Image and Self Esteem Among Young Females**

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**Abstract-** Present study explores how Instagram Influencers influence the body image and self-esteem of young females. In this phenomenological study eight young female students (20-23 years) were interviewed in university settings. Semi-structured interviews were conducted to collected data from Air University, FAST, Foundation, and Bahria University Islamabad. Thematic Analysis was used to analyse interview data, from which eleven themes and six clusters were emerged. According to results Beauty influencers promote attractive content related to makeup, self-care, flawless skin, plastic surgery, Botox, laser, and other skin treatments which give raise to body dissatisfaction and self-doubt among young females especially when they compare their skin to influencers. Results showed that Fashion influencers (Celebrities, Models, and Fashion bloggers) inspire people to dress in various ways according to their body type, (mostly slim and slender), promoting a standard which is unachievable for many young females and ultimately induce body dissatisfaction which negatively impacts the body image and self-esteem. Moreover, Fitness influencers (Dietitians, Gym, & Yoga trainers) influence young girls negatively by encouraging different kinds of dieting to attain an hour class figure, which cause more harm than good, and promotes unrealistic body standards. Results revealed that participants followed Instagram Influencers for new information, beauty and styling tricks, hacks and for entertainment. However, these influencers adversely impact their perception of body image and self-esteem. Results also revealed that participants in early 20s have faced stress to meet the standards set by the influencers.

**Keywords:** Instagram influencers, unrealistic beauty standards, self-esteem, body image, negative impacts, pressure



**PSY-212**

## **Behavioral Inhibition Activation and Dysfunctional Attitude: Mediating Role of Emotion Regulation among Individuals with Depressive Tendencies**

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**Abstract-** The current study was based on model of Bio-psychological theory of personality (Gray, 1970 &1999). This study was designed to investigate the relationship between behavioral inhibition activation, and dysfunctional attitude furthermore the mediating role of emotion regulation was also discovered. A correlational survey research design was employed to execute the research. Data was collected through convenient sampling technique. Sample was consisted of 300 male and female. (Male = 150, Female = 150,  $M = 1.50$ ,  $SD = .50$ ). To investigate the relationship between study variable, Depression Anxiety Stress Scale (DASS: Lovibond, & Lovibond, 1995), Behavioral Inhibition Activation Scale (BIS/BAS: Carver& White, 1994), Difficulty in Emotion Regulation scale (DERS: Gratz. & Roemer, 2004), and Dysfunctional Attitude Scale (DASF-SF: Beevers, 2007) were used. Pearson Product moment correlation suggested that study variables were correlated in expected directions. Behavioral inhibition, difficulty regulating emotions, and dysfunctional attitude appear to be positively correlated, whereas behavioural activation, difficulty regulating emotions, and dysfunctional attitude appear to be negatively correlated. To investigate the mediation Process by Hayes (Hayes, 2022) was computed. Finding disclose that individuals with behavioural inhibition may be more likely to experience emotion regulation difficulties, which contribute to the maintenance of dysfunctional attitudes whereas on the other side individuals with behavioral activation were more likely to regulate their emotion adaptively in a healthy way which leads towards a more functional attitude. The present study makes a valuable and applied contribution in the mental health field in which psychotherapy interventions addressing

dysfunctional attitudes and promote adaptive emotion regulation skills.

**Keywords:** Behavioral inhibition activation, difficulty in emotion regulation, dysfunctional attitude, bio-psychological theory of personality, Depression Anxiety Stress Scale



**PSY-294**

## **Fertility Desires and Desires to Avoid Pregnancy in Pakistani Adults**

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**Abstract** - The research examines the specific factors influencing fertility desires and the desire to avoid pregnancy among a sample of Pakistani adults. It aims to investigate various factors that impact these desires, with a particular emphasis on age, gender, education level, and number of years of marriage. The study, using cross-sectional research method, conducted questionnaire-based survey to collect data from 203 Pakistani adults, whose ages ranged from twenty to fifty years old. However, for the sake of data analysis, the age range was divided into two groups: young adults (20 to 35 years) and middle-aged adults (36 to 50 years). Two scales were used in order to assess fertility desires and the desires to avoid pregnancy. A 19-item scale called the Fertility Desire Scale (FDS) was the first scale employed. Another scale that was employed was the Desire to Avoid Pregnancy Scale (DAP). The 14-item measure reveals a person's preferences for future conception. Further, SPSS software was used for the analysis of data. High scores on FDS indicate low fertility desires, and high scores on DAP indicate a higher desire to avoid pregnancy. According to data analysis of scores on DAP regarding the relationship between age and fertility desires, middle-aged adults had a higher desire to avoid pregnancy ( $M = 3.38, p < .01$ ) as compared to young adults ( $M = 3.16, p < .01$ ), showing that fertility desires tend to decline with age. With regard to gender, scores of FDS indicate that female Pakistani adults possess higher fertility desires ( $M = 49.56, p < 0.05$ ) compared to their male counterparts ( $M = 52.78, p < .05$ ). Moreover, FDS scores of individuals at different educational levels revealed that higher education

among Pakistani adults is associated with less fertility desires ( $F = 4.77, p < 0.01$ ). In addition, the findings of correlational analysis revealed that as a person's years of marriage and number of children grow, so does their desire to avoid pregnancy. Consequently, all the above-mentioned findings unambiguously demonstrate a substantial relationship between fertility desires, desires to avoid pregnancy, and the variables under investigation. The above-mentioned findings of this study bring into focus a number of crucial elements that help us comprehend reproductive decision-making. These findings point to the need to consider broader contextual elements when examining an individual's reproductive desires. The results also address the need for policies concerned with socioeconomic barriers that offer sufficient support to couples who want to have children or postpone pregnancy.

**Keywords:** Fertility desire, desire to avoid pregnancy, adults



**PSY-314**

## **Fear of Missing Out and Screen Time Among University Students: Moderation by Self-Regulation**

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**Abstract-** With the exponential growth in usage of social-medial application over the last decade, people are exposed to a lot of details about what others are doing. This increased usage of social media application has also triggered a series of problematic behavior such as Fear of Missing Out (FoMO) further resulting in substantial increase of screen time. However, this does not lead to problematic screen behavior for everyone. It may be attributable to some of the protective factors that enhance an individual's ability to manage his/her attention and behavior. We hypothesized that self-regulation is among the protective factors with such potential. Therefore, the present study examined the moderating role of self-regulation on the relationship between FoMO and screen time among university students. Using purposive sampling technique, data were collected from university students ( $N = 400$ ) from Rawalpindi, and Islamabad. The sample included both male ( $n = 140$ ) and female students

( $n = 260$ ), and the age range was 17-40 ( $M = 21.95$  years;  $SD = 2.49$  years). Information was collected on the FoMO Scale (Wegmann et al., 2017), The Media and Technology Usage and Attitudes Scale (Rosen et al., 2013), and the Short Form Self-regulation Questionnaire (Carey et al., 2004). Results of correlational analysis showed that FoMO is significantly positively associated with screen time while FoMO and screen time are significantly negatively associated with self-regulation ( $p < .01$ ). Furthermore, moderation analysis revealed that self-regulation mitigates the direct association between FoMO and screen time ( $\beta = .06$ ,  $p < .05$ ). Findings emphasize the need for interventions targeting self-regulation for FoMO management to reduce screen time among university students.

**Keywords:** FoMO, screen time, self-regulation, Students



**PSY-315**

### **Occurrence/Prevalence of Dreaming Experiences Among Young Adults: Association with Sleep Quality and Personality Traits**

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**Abstract-** The current study aimed to predict the relationship between personality traits and dreaming experiences use among young adults, associated with sleep quality and it also aimed to see the gender differences among personality traits and dreaming experiences. A sample of 350 young adults ranging in age from 18-25 years was collected from Wah Cantt, and Islamabad using convenient sampling strategy. The sample of the study consisted of ( $n = 137$ ) males and ( $n = 213$ ) females. The data was collected from young adults using measure for personality traits and dreaming experiences, and sleep quality use i.e., Big Five Inventory (BFI), Sleep Quality Scale (SQS), and Mannheim Dream Questionnaire (MADRE). Descriptive statistics such as Pearson correlation, and t-test were used to draw study results. The results of the present study demonstrated that the relationship between study variables is significant and in desirable direction. The findings of

the study revealed that females score higher than males in exhibiting neuroticism. The results further indicated that most young adults didn't have nightmares and lucid dreaming.

**Keywords:** Personality traits, dreaming experiences, young adults, gender differences, sleep quality



**PSY-341**

## **Parental Rejection, Psychological Maladjustment, and Academic Performance Among Adolescents**

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**Abstract--**The present study aimed to investigate the relationship between parental rejection, psychological maladjustment, and academic performance among adolescents. The cross-sectional survey research design was used, and participants were approached through a convenience sampling technique. The sample of the present study was comprised of ( $N=300$ ) adolescents with an age range of 12 to 19 years ( $M=15.92$ ,  $SD=2.32$ ). Parental Acceptance-Rejection Questionnaire (PARQ) (Rohner, 2012), Personality Assessment Questionnaire (PAQ) (Rohner, 2012), and Academic Performance Scale (APS) (Carson et al., 2015) were used to measure the study variables. The results show that there is a significant positive relationship between parental rejection and psychological maladjustment and a significant negative relationship between parental rejection and academic performance. Moreover, additional analysis shows that boys score slightly higher on parental rejection and psychological maladjustment, and girls score slightly higher on academic performance. The findings of this study will help in understanding the relationship between these factors, enabling parents and teachers to foster open communication and a loving atmosphere to support children's psychological adjustment and academic performance.

**Keywords:** Academic performance, adolescents, parental rejection, psychological maladjustment



## Mediating Role of Cognitive Reappraisal in Predicting Suicidal Ideation from Post-Traumatic Stress Disorder Among Adults of Gilgit and Chitral

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**Abstract-** This study investigates the mediating role of cognitive reappraisal in predicting suicidal ideation among adults in the Gilgit and Chitral regions who suffer from Post-Traumatic Stress Disorder (PTSD). The study intends to evaluate the potential mediating role of cognitive reappraisal and offer light on the complex link between PTSD and suicidal ideation. The current study used a cross-sectional research design and employed a purposive and convenient sampling technique. The study involved ( $N = 251$ ), adults from the ages of 17 to 25 years. Participants completed self-report questionnaires assessing PTSD symptoms, cognitive reappraisal, and suicidal ideation. Data were analyzed using statistical techniques such as correlation, regression analysis and mediation analysis to examine the proposed relationships. The findings indicated acceptable and satisfactory reliabilities of the current study variables. The findings suggest a significant positive association between PTSD symptoms and suicidal ideation among the study participants. Furthermore, it was discovered that cognitive reappraisal mediated this association, suggesting its potential use as a coping strategy in the context of PTSD. This suggests that people with PTSD may have reduced levels of suicide thoughts if they are better at applying cognitive reappraisal techniques. The study highlights the importance that it is to deal with PTSD symptoms and to support cognitive reappraisal as a coping mechanism to lower suicide ideation in the Gilgit and Chitral regions. Interventions with a consideration for cultural diversity and a focus on the particular difficulties people in these locations confront are required. To investigate the efficacy of particular interventions and take into account the cultural context in which they were developed, more study is required. The growing amount of literature on mental health in underrepresented areas is enriched by the findings of this study.

**Keywords:** Suicidal ideation, post-traumatic stress disorder, cognitive reappraisal, Gilgit, Chitral



## **Academic Advising Services in Pakistani Universities: An Exploratory Study**

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**Abstract-** academic advisement services were first established in higher education institutions across the world in the 1980s. The need for student guidance and support became evident after the increase in student dropout rate. Since then, research has been done to improve student satisfaction levels, to increase the chances of their retention and to lessen dropout rates. In Pakistan, the implementation of structured academic advisement services in all higher education universities is recent, even though some private institutions have established such services for their students since before it was mandated by the HEC in 2020. Therefore, there is a need to investigate how establishing academic advisement services in Pakistani universities can benefit the student's academic journey. The study utilizes Qualitative research methodology. Data has been collected from interviews with 15 university students. The data analysis is conducted using thematic analysis. The study will act as a bridge to fill in the literature gap regarding academic advisement in Pakistan and help in developing informed improvements for the effective delivery of advisement services.

**Keywords:** Academic advisement, faculty advisors, thematic analysis, qualitative



## Effects of Moral Injury on Psychopathology of Pakistanis Affected by War against Terror: Moderating Role of Religiosity

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**Abstract-** The present research investigated the effect of moral injury (MI) on depression, anxiety, and stress (psychopathology) among Pakistanis affected by the war on terrorism. A moderating role of religiosity between MI and psychopathology was also documented. The study was based on a snowball sample of 214 men 103 women ( $N = 317$ ) with an age range of 18 to 64 years ( $M = 43.26$ ,  $SD = 9.17$ ) who were directly affected by war. The participants were recruited from various cities of KPK, Balochistan, and the Punjab. Multidimensional Moral Injury Scale (Aman, 2022), Dimensions of Religiosity Scale (Aman, 2022), and Depression, Anxiety and Stress Scale-42 DASS-42 (Zafar, 2014) were used to measure the focal constructs in the present study; all scales were translated and adapted in Urdu. Mean depression ( $M = 21.40$ ,  $SD = 10.32$ ) and anxiety ( $M = 19.94$ ,  $SD = 9.66$ ) were severely high in the participants; where stress ( $M = 21.05$ ,  $SD = 8.99$ ) was moderately high. Findings revealed MI positively predicted depression, anxiety, and stress and religiosity negatively predicted this psychopathology; and high religiosity expressed lower psychopathology than lower religiosity. MI moderately (14-19%) but significantly explains psychopathology (depression, anxiety and stress); and religiosity moderates MI and psychopathology. Religiosity buffers against depression, anxiety, and stress because people with higher religiosity had lower levels of these measures than those with lower religiosity. Implications and suggestions for future research are discussed.

**Keywords:** Moral injury, religiosity, depression, anxiety, stress, war on terrorism.



## Relationship between Gender Role Attitudes and Attitudes towards Honor Killing Among Adults

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**Abstract:** The phenomenon of honor killing has taken roots in almost every society across the globe. Unfortunately, the cases remain unreported at large (Vitoshka, 2010). The present study was aimed to examine the relationship between gender role attitudes and attitudes towards honor killing among adults. The data collection used a convenience sampling technique. The study utilized the Gender Role Attitude Scale by Kamal and Saqib (2004) and the Attitudes Towards Honor Killing Scale by Huda and Kamal (2018). The sample consisted of 280 adults residing in the cities of Rawalpindi and Islamabad. The minimal age of the participants was 18 years ( $M = 46.73$ ,  $SD = 13.14$ ). The results of the study showed that there is a significant negative relationship between gender role attitudes and attitudes towards honor killing among adults. The current study will serve as a valuable contribution to the existing body of literature.

**Keywords:** Honor killing, gender role, attitudes, violence



## The Impact of Childhood Trauma Shame and Guilt in Predicting Suicidal Ideation and Mediating Role of Psychological Capital Among Young Adults

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**Abstract-** Childhood trauma has negative consequences on one's life. In fact, exposure to traumatic events during infancy can leave long-lasting mental scars. Moreover, childhood trauma is a significant risk factor for

suicide Ideation. The relationship between childhood trauma and suicidal ideation will be discussed, particularly emphasizing shame and guilt and psychological capital as an essential mediator. However, 288 young adults from Rawalpindi and Islamabad participated in the Study. As childhood trauma is a strong predictor of suicidal ideation, the findings showed a considerable positive connection between childhood trauma and suicidal ideation. In light of this, students ( $N = 288$ ) with an age range of 16-24 years ( $M = 1.64$ ,  $S.D. = .48$ ) completed questionnaires on Childhood Trauma Questionnaires-Short form (Bernstein & Fink, 1998), Beck Suicidal Ideation (BSI; Beck & Steer, 1991), Psychological Capital Questionnaires-short form (Luthans et al., 2007), Guilt and Shame Proneness Scale (Wolf & Cohen, 2011). The results indicated satisfactory reliabilities of all scales ( $\alpha = .62$  to  $.89$ ). However, shame and guilt had a significant correlation with childhood trauma. Moreover, the mediation analysis was carried out and the results further highlights that psychological capital mediates the association between childhood trauma and suicidal ideation. Furthermore, mean differences among study variables revealed that male had higher suicidal ideation than females, males had experienced childhood trauma more than females who participated in this study. The significant differences in age revealed that the participants between the age of 21-25 experienced traumas early in their childhood than participants in the age of 16-20. The result of the present study is applicable in educational institutions, the prevalence of childhood trauma and suicidal ideation identified the need for recognition of their presence and could serve as a starting point for many therapeutic interventions that can help adults overcome the harms and live a better life. These findings could also be used in colleges and universities and also intervention programs to raise awareness and foster a positive and helpful attitude toward those in need. The implications of these findings shed light on the possibility of lowering the likelihood of suicidal ideation and enhancing mental health in those who have undergone childhood trauma. However, implications for educational institutions and intervention programs strongly emphasize the necessity of identifying and treating childhood trauma to improve mental health outcomes.



## **Challenges Faced by Healthcare Professionals in the Treatment of Individuals with Substance Use Disorders: A Professional Perspective**

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**Abstract-** The substantial rise in the Substance Use Disorders (SUDs) is among the most prevailing health and social issues. More than 6 million Pakistani population is suffering from Substance Use Disorders (SUDs), and this number is likely to increase by many folds in the currently launched survey. Therefore, there is a dire need to highlight the issues and challenges in the treatment of the Substance Use Disorders. As the number is rising, the healthcare burden of the problem is also increasing dramatically. The current study explores on the challenges faced by healthcare professionals in treatment of individuals with Substance Use Disorders. The sample consisted of 9 Healthcare professionals working in the field of SUDs for more than 10 years. The healthcare professionals were based in all the major areas of Pakistan including Rawalpindi, Islamabad, Lahore, Karachi, Quetta, and Peshawar. A qualitative research design was used, and the data was collected using Focus Group Discussion. The results of the study identified the four major themes in which the challenges in the treatment of the substance use disorders fall. The four themes are individual challenges, social challenges, economic challenges, and system level challenges. The subthemes were also obtained for each major theme. Subthemes for the individual challenges included psychological and personality factors. The subthemes for the social challenges were family related factors and healthcare related factors. The third theme was economic factors, and the subthemes under this theme were financial factors and healthcare cost related factors. The last theme was the system level challenges and it comprised of legal factors and policy related factors. The findings of this study highlight the vital need of developing and implementing culturally appropriate treatment protocols and procedures for addressing substance use disorders (SUDs) in the Pakistani setting.

**Keywords:** Substance use disorders, challenges, treatment, healthcare professionals, Pakistan

## **Substance Use Disorder, A Game of Five: An Indigenous Perspective**

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**Abstract-** Substance Use Disorders (SUDs) are a complex biopsychosocial issue that is increasing at an alarming rate. To discuss the issue in detail, a focus group discussion was conducted. An Indigenous perspective on substance use disorders (SUDs) was given by a mental health expert in Pakistan. Among the other participants were clinical psychologists, medical doctors, and mental health care professionals who contributed their perspectives as well. The emergence of three distinct types of drug abusers, each rooted in unique ecosystems was discussed. The first ecosystem is the violet home where the individual develops neurotransmitters of pain, and the individual starts using Analgesics, and Synthetic and Para Synthetic Opioids. The second ecosystem is homes with comparison. Here the most prevalent drug use is Cannabis. The third ecosystem is of high performers. To get contentment they have a high prevalence of using cocaine, Ice, LSD, and Stimulants. Drug Addiction is analogous to games played by five. Among these five major players are the individual himself, the family as enablers in addiction, the friend whose generosity plays a crucial role in the addiction, the drug paddlers or suppliers who are now legalizing the supply of drugs, and Rehabilitation Centers that are not regulated. The psychosocial aspects that contribute to relapse were examined. The discussion concluded with some prevention techniques. Mental health professionals began with educational institutions where there must be well-being centers, and screening through psychological assessment should be done in order to find the hot spots where the clues and tendencies of people who use drugs can be found. To prevent drug use, anti-smoking measures are essential. The conversation generated ideas for podcasts and awareness programs that will train young people to be drug-free and healthy individuals.

**Keywords:** Substance use disorders, challenges, adults, Pakistan, focus group discussions, prevention



## **Current Issues and Challenges in Treatment of Substance Use Disorders (SUDs): A Perspective of Individuals Suffering From SUDs**

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**Abstract-** Substance Use Disorders (SUDs) are among the most prodigious public health problems. The study explores issues and challenges for adults in the treatment of SUDs in the Pakistani context. Qualitative research design was used, and data was gathered from Subhan Medical Center, Islamabad and Safe Care Trust, Rawalpindi, Pakistan. Purposive sampling technique was used. Focus Group Discussions (FGDs) were conducted with 8 participants in each group. SUDs are accompanying with numerous medical, psychiatric, psychological, spiritual, economic, social, family, and legal problems that compromise individual ability to adjoin their goals, such as maintaining healthy relationships, gaining and retaining employment, achieving self-sufficiency, and sustaining family well-being. These problems create a crucial burden for the afflicted individuals, their families, and society. The four major themes emerged that were related to the challenges pertaining to personal, social, religious and financial themes in treatment of adults with SUDs with several sub themes i.e. heredity, stage of development, feelings of deprivation, submissive behavior, feelings of inadequacy, feelings of left out, self-neglect, aimlessness, social isolation, social pressure, fear of separation/divorce, fear of expelling from home, helplessness, negative thoughts, stereo typical rituals, visiting spiritual healers, financial dependency, emotional burden and struggle with self-control. There is a lack of research that concentrates on the current problems and difficulties in treating SUDs in adults. Therefore, a revised, culturally relevant, and evidence-based standardized approach in the Urdu language is imperative to improve access to care, and reduce the stigma experienced by people with SUDs.

**Keywords:** Substance use disorders, challenges, adults, pakistan, focus group discussions, culturally relevant, evidence-base



## **Challenges Faced by Caregivers of People with Substance Use Disorders (SUDs): A Caregiver Perspective**

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**Abstract:** Caregivers play a vital role in the treatment of a person with Substance Use Disorder consequently they face numerous Challenges and with the increase in the prevalence of People with substance use disorder it is important to highlight the challenges faced by caregivers of people with substance use disorder so appropriate interventions can be made for the caregivers as well so their challenges can also be managed and they can help their family member with substance use disorder more effectively, The current study is to explore the challenges faced by the caregivers when taking care of their family members with substance use disorders the sample consisted of 9 caregivers who have their family member with substance use disorder admitted and currently in treatment at Subhan medical center trust a rehabilitation facility in Islamabad, these caregivers belong to different socio-economic class, ethnicity and cities. The inclusion criteria for the study was the primary caregiver of a person who was only diagnosed with Substance use disorder without any comorbidity with any other psychological disorder. A qualitative research study design was used and data was collected by conducting a focus group discussion, Major themes emerged from the study were Psychological Distress, emotional pain, financial crises, and social stigma with multiple sub-themes, loneliness, anxiety, burden, interpersonal conflicts, self-doubt, inadequacy, depression, negative thoughts. The result from this study shows that there is a lack of therapy given to caregivers that is why it is important to provide caregivers of people with substance use disorder with evidence based and culturally adapted therapies to cater to the challenges they face while providing care for their family members with substance use disorder.

**Keywords:** Substance use disorders, challenges, caregivers, Pakistan, focus group discussion, therapy



