



SZABIST
UNIVERSITY
Islamabad Campus

CONFERENCE PROGRAM

23rd

International Research Conference - 2025

April 29-30, 2025

Adaptive Business Strategies

Fostering Sustainable Governance through Innovation,
Inclusion & Integration

Our Partners



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PRIZE**



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23rd International Research Conference, 2025– Program

Timings	<i>Inaugural Session – April 29, 2025</i>
0945 Hours	Arrival of Participants & Guests
1000 Hours	Recitation from the Holy Quran
1003 Hours	National Anthem
1005 Hours	Welcome Address by Mr. Khusro Pervaiz Khan (Head of Campus)
1010 Hours	Inaugural Address by Chief Guest
1015 Hours	<p style="text-align: center;">Plenary Session followed by Q&A Session</p> <p>Speaker 1: Dr. Abid Qaiyum Suleri – Executive Director, Sustainable Development Policy Institute</p> <p>Speaker 2: Dr. Zahida Abro – Head of Campus, SZABIST University Larkana Campus</p> <p>Speaker 3: Prof. Dr. Siti Falindah Padlee – International Speaker, University Malaysia Terengganu</p> <p>Moderator: Prof. Dr. Shazia Akhtar – Conference Chair</p>
1105 Hours	Shield Distribution Ceremony
1110 Hours	Photography Session
1115 Hours	Tea and Networking
<p>HRM (Room 1- Track 1) Session Chair: Dr. Zaheer Abbas Co-Session Chair: Dr. Ayesha Noor Moderator: Mr. Raja Shahid Jahangir</p>	

11:40–12:05	Islamic Model of Human Resource Management: Evaluating Human Resource Management Framework from Islamic Perspective
12:05–12:25	The Socio-Economic Consequences of Gendered Bullying on Female Professionals in District Faisalabad
12:25–12:45	Travel Burnout? Does Commuting Stress Matter? Examining the Impact of Commuting Stress on Turnover Intention: The Role of Job Satisfaction as a Mediator and Work-Life Balance as a Moderator
12:45–13:05	A comparative Analysis of Tools & Techniques for Knowledge Management (KM) Implementation in Pakistani Public & Private Sector Organizations
13:05-13:10	Keynote Speech by Session Chair
13:10-13:15	Note of thanks by Co-Session Chair
13:15-13:25	Certificate Distribution
14:00-15:00	Lunch & Namaz Break
Project Management (Room 2- Track 1) Session Chair: Dr. Amir Ishaque Co-Session Chair: Mr. Amer Riaz Qureshi Moderator: Mr. Nabeel Farooq	
11:40–12:05	Impact of Workforce Diversity on Project Success with Mediating Role of Relational Conflict and Moderating Role of Project Manager Emotional Intelligence
12:05–12:25	Impact of Project Manager' Servant Leadership Style on Project Success with Mediating Role of Project Citizenship Behavior and Innovative Work Behavior of Project Team Members
12:25–12:45	Exploring Issues and Challenges in Agile Project Management: A Systematic Literature Review
12:45–13:05	Effectiveness of Risk Management Factors aligned Sustainability Development Goal: A Case Study of Developing Country Pakistan

13:05-13:30	Impact of Emotional Intelligence on Project Success with Moderating Role of Self-Efficacy
13:30-13:40	Keynote Speech by Session Chair
13:40-13:50	Note of thanks by Co-Session Chair
13:50-1400	Certificate Distribution
14:00-15:00	Lunch & Namaz Break
Finance (Room 3- Track 1) Session Chair: Dr. Aijaz Mustafa Hashmi Co-Session Chair: Dr. Shumaila Zeb Moderator: Dr. Raazia Gul	
11:40–12:00	The Role of Green Finance in Advancing the Circular Economy
12:00–12:20	Forecasting Stock Market Fluctuations in Pakistan Using PyTorch TabNet
12:20–12:40	Impact of Managerial Ownership on Firm Growth: A Contemporary Panel Data Analysis of Pakistan’s Non-Financial Sector
12:40-13:00	Challenges Faced by Small Businesses in Adopting Green Finance
13:00-13:20	Climate Risks and Financial Stability
13:20-13:30	Keynote Speech by Session Chair
13:30-13:40	Note of Thanks by Session Chair
13:40-13:50	Certificate Distribution
14:00-15:00	Lunch & Namaz Break
HRM (Room 4- Track 2) Session Chair: Dr. Naveed Akhter Co-Session Chair: Dr. Faisal Malik Moderator: Dr. Fatima Ashraf	
11:40–12:05	The Impact of Paternalistic Leadership on Employee’s Creativity with the Mediating Role of Job Satisfaction: Evidence from Telecom Sector of Pakistan

12:05–12:25	The Impact of Perceived Internal CSR on Organizational Commitment with Mediating Role of Psychological Ownership
12:25–12:45	Effect Of Compensation Strategies on Employee Performance with Mediating Role of Employee Satisfaction: Evidence from Banking Sector
12:45–13:00	Effect of Transformational Leadership on Employee Performance with the Mediating Role of Training and Development: Evidence from Medical Sector of Pakistan
13:00-13:20	Like a Wrecking Ball: Unpacking the Reasons Behind the Glass Cliff for Women in Leadership Positions Across Pakistan
13:20-13:30	Keynote Speech by Session Chair
13:30–13:40	Note of Thanks by Co-Session Chair
13:40–13:50	Certificate Distribution
14:00-15:00	Lunch & Namaz Break
Management/HRM (Room 5- Track 1) Session Chair: Dr. Nadeem Talib Co-Session Chair: Dr. Muhammad Shafiq Moderator: Dr. Sundas Azeem	
11:40–12:00	Impact of Communicable Diseases on the Mental Health of Healthcare Workers
12:00–12:20	When Bosses Scroll, Employees Withdraw: Impact of Supervisor Phubbing on Negative Work Outcomes and Relatedness with a Mediating Role of Organization Based Self Esteem
12:20–12:40	Negative Work Outcomes and Relatedness with a Mediating Role of Organization Based Self Esteem
12:40–13:00	Role of HR, Managerial and Leadership Practices in China’s Unprecedented Growth: Lessons for Pakistan
13:00–13:20	The Impact of Green Innovation on Green Human Resource Management Practices and Organismic

	Integration Theory: A Study of Banking Sector in Pakistan
13:20-13:30	Keynote Speech by Session Chair
13:30-13:40	Note of Thanks by Co-Session Chair
13:40-13:50	Certificate Distribution
14:30-15:00	Lunch & Namaz Break
Business Analytics & AI (Room 6- Track 1) Session Chair: Dr. Muhammad Abbas Co-Session Chair: Dr. Bilal Saeed Moderator: Mr. Malik Aizaz Ahmed	
11:40-12:10	Enhancing Driver Monitoring Systems with Large Language Models and Automotive Taxonomies for Insight Generation
12:10–12:40	AI in Securing IoT Devices for Business Analytics.
12:40-13:10	Big Data Analytics and Their Prediction Using Stock Exchange Temporal Sequence Data
13:10-13:20	Keynote Speech by Session Chair
13:20-13:30	Note of Thanks by Co-Session Chair
13:30-13:40	Certificate Distribution
14:00-15:00	Lunch & Namaz Break
Marketing (Room 7-Track 1) Session Chair: Dr. Amer Rajput Co-Session Chair: Dr. Khansa Zaman Moderator: Mr. Shahwar Hussain	
11:40–12:05	The Impact of Social Media Marketing Activities on Customer Intentions: A New Emerging Era
12:05–12:25	The Impact of Social Media Influencer’s Perceived Importance on Sustainable Consumption: A Sequential Mediation Model

12:25–12:45	The Individual impact of the Dimensions of Employees Emotional Competence on the Customer Loyalty: A Mediation Analysis
12:45–13:05	Discovering Online Consumer Experience: A Systematic Literature Review
13:05-13:25	Empathy-Driven Acceptance of Artificial Intelligence: Examining the Mediating Role of Trust
13:25-13:45	Impact of Social Media Influencers on Purchase Decision with Mediating Effect of Consumer Behavior: Evidence from Beauty Products of Fashion Industry of Pakistan
13:45-13:50	Keynote Speech by Session Chair
13:50-13:55	Note of Thanks by Co-Session Chair
13:55-14:00	Certificate Distribution
14:00-15:00	Lunch & Namaz Break
Media Sciences (Room 8-Track 1) Session Chair: Dr. Shahid Hussain Co-Session Chair: Dr. Junaid Ghauri Moderator: Ms. Asma Javed	
11:40–12:00	Churails: A Challenge to Traditional Notion of Femininity & Masculinity
12:00–12:20	Digital Media Replacing Traditional Media in Journalism: A Perspective on Combating Fake News through AI
12:20–12:40	Impact of Gaming on Stress Reduction and Coping Mechanisms on Youth
12:40–13:00	The Impact of Social Media on Gym Retention
13:00-13:20	Artificial Intelligence and Journalism: Difficulties and Opportunities for the Media Professionals of Pakistan
13:20-13:25	Keynote Speech Session Chair
13:25-13:30	Note of Thanks Co-Session Chair
13:30-13:40	Certificate Distribution

14:00-15:00	Lunch & Namaz Break
Media Sciences (Room 9-Track 2) Session Chair: Dr. Ayesha Siddiqua Co-Session Chair: Dr. M. Manshoor Hussain Abbasi Moderator: Ms. Farzeen Zehra	
11:40–12:00	The Impact of Internet Shutdowns on Digital and Gig Economy Workers: Analyzing Effects, Reactions and Behavioral Outcomes
12:00–12:20	Algorithms and Their Role in Amplifying Fake News in the Digital Media
12:20–12:40	Effects of the Fashion Industry on Youth through Social Media: A Study of People of Islamabad
12:40–13:00	The Influence of Social Media on Self-Identity and Expression: A Study of People of Islamabad
13:00-13:20	Virtual Vortex & Pixelated Minds: Exploring the Relationship Between Prolonged Exposure to Violent Video Gaming & ADHD Symptoms
13:20-13:25	Keynote Speech Session Chair
13:25-13:30	Note of Thanks Co-Session Chair
13:30-13:40	Certificate Distribution
14:00-15:00	Lunch & Namaz Break
Media Sciences (Room 10-Track 3) Session Chair: Dr. Haroon Elahi Toor Co-Session Chair: Dr. Naseem Khattak Moderator: Mr. Masroor Ahmed	
11:40–11:55	Reel to Real: A Systematic Review for Examining the Role of Films in Communicating Health Information and Addressing Misconceptions
11:55–12:10	Silent Struggles, Loud Responsibilities: Empowering Pakistani Women through Media
12:10–12:25	Understanding User Needs: A Qualitative Study on the Design Strategies of News Websites in Pakistan

12:25-12:40	Students' Perceptions and Media Preferences for Positive Image-Building of Pakistan: A Quantitative Audience Study
12:40-12:55	The Influence of Short Attention Spans on Advertising Strategies in Pakistan
12:55- 13:10	Women of Wisdom Online: Mapping the Digital Platforms, Content Strategies, and Audience Engagement of Female Islamic Scholars in Pakistan
13:20-13:25	Keynote Speech Session Chair
13:25-13:30	Note of Thanks Co-Session Chair
13:30-13:40	Certificate Distribution
14:00-15:00	Lunch & Namaz Break
Media Sciences (Room 11-Track 4) Session Chair: Dr. Saqib Riaz, Chairman Co-Session Chair: Dr. Aqeel Ahmed Moderator: Mr. Shabbir Ahmed Waghra	
11:40–12:00	Effect of Media Violence on Pakistani Youth
12:00–12:20	Exploring the Impact of TikTok on Tourism Promotion and Perception in Pakistan
12:20–12:40	Press Clubs, The Journalistic Field and The practice of Journalism in Pakistan
12:40-13:00	From Pixels to Peace: How Gaming Reduces Stress in Young People
13:00-13:20	The Role of Fear and Anxiety in the Spread of Fake News on Social Media Platforms
13:20-13:25	Keynote Speech Session Chair
13:25-13:30	Note of Thanks Co-Session Chair
13:30-13:40	Certificate Distribution
14:00-1500	Lunch & Namaz Break
Social Sciences (Room 1-Track 2) Session Chair: Dr. Irum Naqvi	

Co-Session Chair: Dr. Rashida Qureshi	
Moderator: Ms. Amber Gillani	
15:00-15:20	The Impact of Presence or Absence of Father on Daughters' Marital Relationship: Pakistani Perspective
15:20-15:40	Examining how Pakistani Youth perceive and articulate their role in Social, Cultural and Political Changes: A Narrative Study
15:40-16:00	Inclusive Education for Girls in Rural Areas: Aligning with SDGs 4 and 5
16:00-16:20	Consumer Convenience and Ethnocentrism: Towards Rice Produced in Pakistan
16:20-16:40	Women Empowerment in Local Self Government in Tehsil Miranshah North Waziristan Tribal District
16:40-16:45	Keynote Speech by Session Chair
16:45-16:50	Keynote Speech by Co-Session Chair
16:50-16:55	Certificate Distribution
Finance (Room 2-Track 2)	
Session Chair: Dr. Muhammad Zahid	
Co-Session Chair: Dr. Shumaila Zeb	
Moderator: Dr. Raazia Gul	
15:00-15:25	The Influence of Africa's Maritime Policies on Pakistani Businesses: A Case Study of Trade and Investment
15:25-15:45	The Impact of Financial Inclusion on Sustainable Development
15:45-16:05	Impact of Corporate Governance on Financial Stability and Financial Performance (Banking Sectors of Pakistan)
16:05-16:25	Intellectual Capital: A Strategic Asset for Reducing Financial Distress
16:25-16:45	Investigating the Impact of Behavioral Biases on Investment Decisions among People with Disability in Pakistan through Mediating and Moderating Mechanism
16:45-16:50	Keynote Speech by Session Chair

16:50-16:55	Keynote Speech by Co-Session Chair
16:55-17:00	Certificate Distribution
HRM (Room 3-Track 3) Session Chair: Dr. Farooq Ahmed Co-Session Chair: Dr. Iffat Rasool Moderator: Ms. Samina Islam	
15:00-15:20	Enhance Top Manager and Leadership Performance with AI
15:20-15:40	Influence of Green Human Resource Practices on Environmental Sustainability of the Cement Industry in Pakistan
15:40-16:00	Unseen and Unheard: The Employment Struggles of the Transgender Workforce in Pakistan
16:00-16:20	Torn Between Emotions: Aftermath of Emotional Dissonance in Hospitality Employees in Pakistan
16:20-16:40	Gone With the Wind: Factors Contributing to Quiet Quitting Among Employees in the Hospitality Industry in Pakistan
16:40-16:45	Keynote Speech by Session Chair
16:45-16:50	Note of Thanks by Co-Session Chair
16:50-17:00	Certificate Distribution
Social Sciences (Room 4- Track 2) Session Chair: Dr. Muhammad Babar Akram Co-Session Chair: Dr. Taraq Waheed Moderator: Ms. Maria Rafique	
15:00-15:20	The Role of Educational Management in addressing Climate Change in District Hyderabad, Sindh, Pakistan
15:20-15:40	The Psychological Effects of Videogames on the Cognitive Development in Children
15:40-16:00	Role of Management in Improving the Quality of Teacher Educational Institutions in Sindh: Challenges and Remedial Measures

16:00-16:20	Monitoring and Evaluation Framework for Educational Governance: A Case Study of Badah School in Achieving SDG-4
16:20-16:30	Keynote Speech by Session Chair
16:30-16:40	Keynote Speech by Co-Session Chair
16:40-16:50	Certificate Distribution
Finance (Room 5-Track 3) Session Chair: Dr. Faid Gul Co-Session Chair: Dr. Hassan Raza Moderator: Dr. Zeeshan Hamid	
15:00-15:25	ESG Ratings and Firms' Access to Finance: An International Perspective
15:25-15:50	Forensic Accounting 2.0: How AI is Revolutionizing the Fight Against White-Collar Crime
15:50-16:15	Innovating Finance: The Role of Bitcoin in Shaping Pakistan's Economic Future
16:15-16:40	The Impact of Board Composition on Firms Financial Performance: Evidence from Banking Sector of Pakistan
16:40-16:45	Keynote Speech by Session Chair
16:45-16:50	Keynote Speech by Co-Session Chair
16:50-17:00	Certificate Distribution
Media Sciences (Room 6- Track 5) Session Chair: Dr. Riaz Adil Co- Session Chair: Dr. Noman Ansari Chairperson Moderator: Mr. Hafiz Atiq ur Rehman	
15:00-15:20	Digital Leaders vs Tech Laggards: Role of Beauty Tech Innovations in the Fashion Industry of North America and Central Asia
15:20-15:40	The Cultivation of Hindi Animated Cartoons Causing the Language Change in Pakistani Children
15:40-16:00	Fake News and Media Literacy: The Role of Media Studies in Combating Misinformation

16:00-16:20	Less is More: Minimalist Branding's Influence on Consumer Perceptions and Loyalty in Pakistan
16:20-16:40	The Populist Trap: Balancing Popular Appeal and Journalistic Integrity in Media Practices
16:40-16:45	Keynote Speech by Session Chair
16:45-16:50	Keynote Speech by Co-Session Chair
16:50-17:00	Certificate Distribution
Social Sciences (Room 7- Track 3) Session Chair: Dr. Arshad Zaheer Co-Session Chair: Dr. Taraq Waheed Moderator: Mr. Abdul Hanan Sami	
15:00-15:20	A Systematic Review of Recruitment and Selection Reforms in Civil Service Pakistan: Policy Recommendation
15:20-15:40	Exploring Teachers' Perspective working in the Online Teaching and Learning Environment: A Case Study from ICT based higher Education Institute
15:40-16:00	Exploring the Link Between Environmental Degradation and Trade in E7 Economies: An Application of the Extended STIRPAT Approach
16:00-16:20	Climate Change and Economic Growth in Pakistan: Does Globalisation Matter?
16:20-16:30	Keynote Speech by Session Chair
16:30-16:40	Keynote Speech by Co-Session Chair
16:40-16:50	Certificate Distribution
Management / HRM (Room 8-Track 2) Session Chair: Dr. Shahryar Naveed Co-Session Chair: Dr. Muhammad Shafiq Moderator: Dr. Sundas Azeem	
15:00-15:25	Analytics of Human Recourse Practices on Employee Performance with the Intermediating Role of

	Organizational Culture: A Study of Commercial Banks in Sindh
15:25-15:45	Navigating the Digital Era: How Readiness for Change Shapes Career Related Stress
15:45-16:05	An Examination of Teachers' Perception About Bullying at Workplace in Pakistani Universities
16:05-16:25	From Digital to Green: Leadership, Culture, and Knowledge Sharing as Drivers of Sustainable Innovation
16:25-16:45	9 to 5, but Not a Minute More: Psychological Entitlement's Impact on Quiet Quitting via Knowledge Hiding and the Role of Employee Voice
16:45-16:50	Keynote Speech by Session Chair
16:50-16:55	Keynote Speech by Co-Session Chair
16:55-17:00	Certificate Distribution
Online Presentations (Room 0, Track 1) Session Chair: Dr. Habib Ahmed Co-Session Chair: Dr. Jamil Ahmed Moderator: Dr. Kashif Abrar	
11:40–12:05	The Evolution of Cloud Computing Policies in Emerging Economies: A Comparative Study of Pakistan and India
12:05–12:25	AI for Governance Transparency and Efficiency
12:25–12:45	Exploring the Scope of AI Powered Technology in Customers' Retail Shopping Experiences: A Systematic Literature Review
12:45–13:05	Sustainable Beauty: Transition to Organic Cosmeceuticals in Pakistan
13:05-13:15	The Green Marketing Revolution: Marketing 5.0 Strategies for Herbal Cosmetics of Pakistan
13:15-13:25	The Impact of Islamic Financial Institutions on Economy

13:25-13:45	Empowering Women, Through Gender Lens Investing: Building Sustainable Asset: A Bibliometric Analysis
13:45–13:50	Keynote Speech by Session Chair
13:50–13:55	Note of Thanks by Co-Session Chair
Online Presentations (Room 0, Track 2) Session Chair: Dr. Hasan Hanif Co-Session Chair: Dr. Kamran Ahmed Soomro Moderator: Dr. Kashif Abrar	
15:00-15:15	Building Sustainable Organizations: Examining Perceived Organizational Support as a Mediator Between Employee Perception, Ethical Leadership, and Organizational Sustainability Performance
15:15-15:30	Exploring the Mediating Role of Job Satisfaction in the Relationship Between Employee Engagement, Employee Motivation, Value Creation, and Corporate Social Responsibility
15:30-15:45	A Strategic Approach to Talent Management: The Role of Employee Performance and Organizational Sustainability
15:45-16:00	From Cubicles to Cozy Corners: Examining How Managerial Support, Technological Infrastructure, and Work-Family Balance, Mediated by Work Arrangement Type, Shape Turnover Intentions in Pakistani Organizations
16:00-16:15	Role of HRIS And Knowledge Sharing Behavior Towards Innovation Capability: Moderating Effect of Organizational Citizenship Behavior
16:15-16:30	Abusive Supervision and Employee Burnout: An Empirical Evidence from Pakistani Culture
16:30-16:45	The Role of AI in Decision-Making Processes: A Pathway to Sustainable Governance
16:45-16:50	Keynote Speech by Session Chair
16:50-16:55	Note of Thanks by Co-Session Chair

Closing Ceremony	
1700 Hours	Recitation from the Holy Quran
1702 Hours	National Anthem
1705 Hours	Chief Guest's Address
1715 Hours	Conference Report by Prof. Dr. Shazia Akhtar, Conference Chair
1725 Hours	Closing Remarks by Prof. Dr. Muhammad Asif Khan, Associate Dean
1735 Hours	Shield Distribution & Best Paper Awards
1745 Hours	Photography Session
1750 Hours	Tea & Networking

**23rd International Research Conference – Program
Thought Leaders’ Forum – 29 April, 2025**

Redefining Success Through Sustainable and Inclusive Governance

Date

April 29, 2025

Timings

1500 Hours – 1700 Hours

Session Chair

Dr. Safdar Ali Sohail

*Executive Director, Social Protection Resource Centre, Former
Special Secretary, Cabinet Division, Government of Pakistan*

Guest Speakers

Speaker 1: Mr. Noman Azhar

*Founder & Chief Officer - Zindagi (Powered by JS Bank), “Digital
Leader of the Year” – Pakistan Digital Awards 2024*

Speaker 2: Dr. Erfa Iqbal

Additional Secretary / Executive Director General, Board of Investment

Speaker 3: Syed Sadat

CEO, Al Sadat Marketing – Real Estate Agency, Islamabad

Speaker 4: Arsalan Ali Faheem

*Chief of Party/Head, Pakistan Regional Economic Integration Activity
(PREIA)*

Speaker 5: Wajahat Hafeez

General Manager, Nayatel - Creative Solutions Department

Speaker 6: Imran Ghaznavi

*Senior Executive Director, Oil and Gas Regulatory Authority (OGRA) –
Corporate and Media Affairs*

Speaker 7: Malik Mirza

*Managing Director/CEO, Finman Group – Financial Management,
Capacity Building*

Speaker 8: Dr. Hassan Daud Butt

PhD, PMP – Senior Associate Professor, Bahria University | Senior Advisor, CEEC (Pak) | Former CEO, KP Provincial Board of Investment and Trade & Special Economic Zone Authority | Project Director, CPEC

Speaker 9: Mr. Zahid Bashir Mirza

Advisor-Technical, Atheeb Holding Company, Riyadh, Kingdom of Saudi Arabia

Speaker 10: Prof. Dr. Muhammad Naveed

PhD, Professor of Finance, Bahria University Islamabad

Speaker 11: Prof. Dr. Muhammad Zafar Iqbal

PhD, Post Doc (Oxford-UK, Surrey-UK, USC-USA), Professor of Media Studies, International Islamic University, Islamabad

Moderator

Prof. Dr. Shazia Akhtar

Conference Chair & Head of Department Management Sciences, SZABIST University, Islamabad Campus

23rd International Research Conference – Program

Policy Forum – 30 April, 2025

Crafting Policies for Inclusive and Sustainable Governance

Date

April 30, 2025

Timings

1100 Hours – 1300 Hours

Guest Speakers

Speaker 1: Mr. Qasim Niaz

Former Federal Secretary

Speaker 2: Mr. Mohsin Nishat

Group CHRO, Sarena Industries

Speaker 3: Ms. Hafsa Rizwan

Consultant, Carbon Markets, World Bank

Speaker 4: Ms. Barrira Hanif

Gender Specialist, Sector Specialist Innovation, Project Lead –

Pakistan Innovation Fund, Ministry of Planning, Development & Special Initiatives

Speaker 5: Mr. Hammad Bashir
Director, Sky Bridges Energy, KSA

Moderator

Prof. Dr. Shazia Akhtar
*Conference Chair & Head of Department Management Sciences,
SZABIST University, Islamabad Campus*

23rd International Research Conference – Program

Workshops – April 30, 2025

1430 Hours	Registration
1500 – 1700 Hours	HR Analytics Workshop Resource Person: Dr. Muhammad Faisal Malik <i>Assistant Professor, SZABIST University, Islamabad</i>
1500 – 1700 Hours	Gender DEI Workshop Resource Person: Prof. Dr. Sadia Nadeem <i>Head, FAST School of Management, FAST NUCES, Islamabad</i>
1500 – 1700 Hours	Predictive Analytics in Finance Workshop Resource Person: Dr. Hassan Raza <i>Associate Professor, SZABIST University, Islamabad</i>
1500 – 1700 Hours	Agile Project Management Workshop Resource Person: Mr. Umaid Hassan <i>Project Management Professional (PMP), S&P Global</i>
1700 Hours	Tea & Networking



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