



SAICON 2025

BRIDGING BUSINESS, TECHNOLOGY AND
INNOVATION FOR A SUSTAINABLE FUTURE



**11th South Asian
International Conference
July 14–15, 2025
COMSTECH, Islamabad**

Program Card

OUR PARTNERS



ORGANIZING TEAM OF SAICON 2025 CORDIALLY INVITES YOU TO THE
OPENING CEREMONY
AUDITORIUM, COMSTECH HEADQUARTERS, ISLAMABAD
MONDAY, 14TH JULY 2025

TIME	EVENT
0800 Hrs - 0900 Hrs	REGISTRATIONS
0900 Hrs	GUESTS / PARTICIPANTS TO BE SEATED
0930 Hrs	NATIONAL ANTHEM
0935 Hrs	RECITATION FROM THE HOLY QURAN
0940 Hrs	ADDRESS BY THE CONFERENCE CHAIR PROF. DR. SAQIB GULZAR CONFERENCE CHAIR / DEAN, FACULTY OF BUSINESS ADMINISTRATION, CUI
0945 Hrs	KEYNOTE ADDRESS HUMANIZING THE DIGITAL REVOLUTION: HOW SOUTH ASIA CAN LEAD IN CITIZEN-CENTRIC SUSTAINABLE GOVERNANCE MR. MUHAMMAD J. SEAR, DIGITAL GOVERNANCE EXPERT
1000 Hrs	ADDRESS BY THE CHIEF GUEST H.E. MR. KHALID HUSSAIN MAGSI FEDERAL MINISTER FOR SCIENCE AND TECHNOLOGY / PRO-CHANCELLOR, CUI
1015 Hrs	WELCOME REMARKS PROF. DR. SAJID QAMAR RECTOR COMSATS UNIVERSITY ISLAMABAD
1030 Hrs	HIGH TEA

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Monday, 14th July 2025 | Day 01

Panel Discussion	Venue: Auditorium	Moderator: Ms. Atifa Asghar, Digital Public Policy Expert
1100 - 1230	Cultivating Growth: Harnessing AI & Data Analytics for Smart Agriculture in Pakistan	<p>Panelist:</p> <p>Professor Sander Janssen, Researcher and Team Leader Big Data & Open Data in Agri-Food & Environment, Wageningen University and Research, Netherlands (Online Speaker)</p> <p>Mr. Adnan Syed, Founder, CEO, E-AGRI</p> <p>Mr. Fadi Mujahid, Digital Agriculture Expert, CEO Green Mawared (Online Speaker)</p> <p>Mr. Asad Ali Zafar, Lead Project Officer (Agriculture and Water Resources) Asian Development Bank, Pakistan Resident Mission</p>
Theme: Data Science, AI & Business Analytics - Student	Venue: Hall 1, First Floor	Session Chair: Dr. Syed Jawad Hussain Shahzad
1245 - 1300	Early Detection of Psychological Distress using Predictive AI in Workforce Management: A Job Demands Resources Perspective	Aisha Zeeshan
1300 - 1315	The Conceptualization of Digital Leadership and Sustainable Innovation: The Role of Metric Ambidexterity	Ammara Javed, Dr. Muhammadi Sabra Nadeem, Dr. Asif Shahzad
1315 - 1330	Integrated Compliance Automation System (ICAS): AI-based green governance system	Dr. Qamar Uz Zaman, Fatima Waqar
1330 - 1345	Dark AI: A Multidimensional Conceptual Model	Irum Younis Khan, Aamer Waheed, Omer Farooq Malik
Theme: Finance & Fintech Innovations - Faculty / Student	Venue: Hall 2, First Floor	Session Chair: Prof. Dr. Muhammad Hanif Akhtar
1245 - 1300	Fintech innovation and Enterprise labour productivity: the moderating role of financial constraints	Syeda Khiraza Naqvi, Muhammad Abdullah Hanif, Dr. Faisal Shahzad
1300 - 1315	The Green Savings Effect: Exploring How Frugality Fuels Investments in Renewable Energy Technologies	Muhammad Haris ul Mahasbi, Saira Aziz, Binesh Sarwar
1315 - 1330	Perspectives on Islamic Equities, Financial Contagion, and Risk Management: Benefits of Precious Metals	Hina Munir Abbasi
1330 - 1345	Deducing the Role of Accounts Receivable Management in Explaining the Relationship Between Elements of Corporate Governance and Firm Value	Qandeel Kiran, Dr. Muhammad Usman Qurashi, Dr. Sajid Haider
Theme: Marketing & Consumer Behavior - Faculty	Venue: Hall 3, First Floor	Session Chair: Mr. Faisal Jalal
1245 - 1300	Digital Marketing Adoption and Economic Growth: A Thematic study based on Empirical Literature of Pakistan Context	Aziza Munir
1300 - 1315	Analyzing Commenting and Remarking Behaviors Among Young Social Media Users: Step towards Social Media Governance	Dr. Anam Javeed
1315 - 1330	From Likes to Buy: The Impact of Instagram Influencers on Cosmetic Purchase Intentions	Moina Rahna, Dr. Abid Saeed
1330 - 1345	Predicting National Consumer Confidence Index via Social Media Analytics as an Alternate Measure of Conventional Survey Based Consumer Confidence Index	Muhammad Ashraf
Theme: Finance & Fintech Innovations - Student	Venue: Hall 4, First Floor	Session Chair: Prof. Dr Muhammad Azam Khan
1245 - 1300	Fintech and Green Energy Transition in South Asian Countries in the Presence of Environmental Governance	Asma Rafique Chughtai, Prof. Dr. Ashfaq Ahmad, Sheikh Umar Saeed
1300 - 1315	The Impact of Geopolitical Risk on Sustainable Financial Markets during the Bubble Period.	Bushra Zahoor, Saqib Gulzar
1315 - 1330	Green Finance Where Does Pakistan Stands	Faiza Komel, Dr. Abdul Qayyum Khan, Dr. Muhammad Yar Khan
1330 - 1345	Which Corporate Governance mechanism truly motivates transparent and comprehensive sustainability Reporting? Review of Existing Literature	Syeda Nitasha Zahid, Imran Khan

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Theme: Human Resource Management & The Future of Work - Faculty **Venue: Auditorium** **Session Chair: Dr. Syed Khurram Ali Jafri**

1245 - 1300	When doubt kills drive: the link between organizational cynicism and innovative performance in services	Hina Amin, Wasim Abbas
1300 - 1315	Broken Promises Lead to Conflict? Examining Breach and Violation of Psychological Contract and Emergence of Workplace Conflict	Muhammad K. Riaz, Waseef Jamal
1315 - 1330	Mediating Role of Perceived Organization Support on the Relationship between Green HRM practices and Organizational Sustainable Performance	Nargis Akhtar, Sami Ullah, Fahim Javed, Numan Murad
1330 - 1345	Mediating Effect of Intellectual Stimulation on the Relationship between Wise Leadership and Employee Creativity	Sajid Haider

1345 - 1445

Lunch and Prayer Break

Theme: Data Science, AI & Business Analytics - Student **Venue: Hall 1, First Floor** **Session Chair: Dr. Faheem Aslam**

1445 - 1500	The Transformation of Human Interaction in the Age of AI-mediated chatbots: A Comprehensive Review	M. Hafeez Iqbal
1500 - 1515	Artificial Intelligence in Higher Education Institutions (HEIs) in Pakistan: A Review of Opportunities, Challenges, and Threats	Maham Tahir
1515 - 1530	Building Trust, Driving Change: A TAMDOI Perspective on AI HRIS Integration in Pakistan	Sardar Ammar Khan, Dr. Sundus Khalid
1530 - 1545	Analyzing role of leadership traits and AI integration in strategic decision-making	Sarfraz Ahmad

Theme: Sustainable Project Management & Agile Methodologies- Faculty / Student **Venue: Hall 2, First Floor** **Session Chair: Prof. Dr. Majid Khan**

1445 - 1500	The Role of Benevolent Leaders in Team Development and Identification as Precursor to Exemplary Subordinate Performance: A Survey of Construction Industry Projects in Twin Cities of Rawalpindi and Islamabad	Danish A. Khan, Dr. Syed Tahir H. Rizvi
1500 - 1515	Advancing SDG 5 through the Gender-Governance-Performance Triad: Evidence from Emerging Asian Firms	Dr. Muhammad Yar Khan
1515 - 1530	Sustainable Investments: Big Five Personality Traits and Green Investment Decision in Pakistan	Muhammad Imran Malik, Shahama Tahir, Ayesha Iftikhar
1530 - 1545	Enhancing Sustainability in HVAC Projects: The Role of Contractual and Relational Governance-An Empirical Analysis Using Structural Equation Modeling	Muhammad Sajid, M. Sajjad, Syed Khurram Ali Jafri, Adnan Hushmat

Theme: Marketing & Consumer Behavior / Human Resource Management & The Future of Work - Student **Venue: Hall 3, First Floor** **Session Chair: Dr. Amer Rajput**

1445 - 1500	Consumer Faces Societal Cultural Barriers While Buying Global Brands	Abdul Rehman Saeed, Dr. Amer Rajput
1500 - 1515	A Bibliometric analysis: Research trends, developments, and future perspectives in brand attitude	Adnan Farooq, Dr. Ayaz Ahmad, Dr. Amer Rajput
1515 - 1530	Predicting Consumer Decision-Making for Sustainable and Renewable Energy Sources Toward Carbon Neutrality: Evidence from Pakistan.	Ali Azam, Dr. Imran M. Qureshi, Dr. Asif Shahzad,
1530 - 1545	Dive into the Mystery of Social Media Advertising in Building Brand Loyalty: Unlocking the Role of Brand Preference and Perceived Usefulness	Faheem Ahmad Khan, Samra Nawaz
1545 - 1600	A Moderated Mediation Analysis of HPWS and Work Alienation: The Roles of Thriving at Work and Promotion Focus	Ms. Shumaila Atiq

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Theme: Finance & Fintech Innovations - Student	Venue: Hall 4, First Floor	Session Chair: Prof. Dr. Nadeem Iqbal
1445 - 1500	Nexus between Fintech and the Financial Performance of Banks; Insights from Pakistan	Ghulam Rasul, Dr. Sardar Muhammad Usman, Dr. Syeda Mahlaqa Hina
1500 - 1515	Fintech Innovation and Working Capital Management: The Mediation of Knowledge Assets	Khadeeja, Dr. Faisal Shahzad, Dr. Noman Khan, Dr. Asim Anwar
1515 - 1530	Empowering Green Finance through ICT and Climate Technology: A Study of OECD Nations	Muhammad Irshad, Minhas Akbar, Tahira Khan, Hafiz Muhammad Arshad
1530 - 1545	Assessment of Anchoring Effects among Gold, Crude Oil and Cryptocurrencies	Majeed Ullah Khan, Dr. Yasir Bin Tariq
Theme: Human Resource Management & The Future of Work - Faculty/Student	Venue: Auditorium	Session Chair: Dr. Muhammad Amir Rashid
1445 - 1500	The Role of Servant Leadership and Employee-Centric CSR in Enhancing Affective Organizational Commitment and Contextual Performance: Evidence from Private Hospitals in Pakistan	Uzma Pervaiz, Muhammad Imran
1500 - 1515	The Paradoxical Leadership and Innovative Work Behaviour: The Mediating Role Creative Self Efficacy	Alishba Azhar, Malaika Hafeez, Samina Nawaz
1515 - 1530	Exploring the Link between Transformational Leadership and Career Commitment: Role of Psychological Empowerment and Career Orientation	Aqsa Kiran, Sidra Ramzan, Imran Shafique
1530 - 1545	From People to Performance: How Motivation and Transformational Leadership Drive Work Satisfaction and Organizational Success	Eman Ahmed, Laraib Nasir, Muhammad Imran Malik, Alishba Tufail
1545 - 1600	Linking Digital Leadership with Technology Adoption Intention with the Inclusion of Employee Digital Literacy as a Mediator and Technology Optimism as a Moderator: A Conceptual Paper	Syeda Malika Abbas, Asif Shahzad
1545 - 1615		Tea Break
Theme: Training	Venue: Hall 1, First Floor	
1615 - 1815	Econometrics 2.0: How AI is Rewriting the Rules of Economic and Business Research	Trainer: Dr. Mumtaz Ahmed, Tenured Associate Professor Department of Economics, CUI Islamabad Campus.
Theme: Training	Venue: Hall 2, First Floor	
1615 - 1915	Power BI in Action: From Data to Insights	Trainer: Muhammad Hasaan Mujtaba, Power BI Trainer, Data Scientist, AI & MLOps Specialist
Theme: Training	Venue: Hall 3, First Floor	
1615 - 1815	From Vision to Reality: The Success Story of Islamic Banking and Finance	Trainer: Mr. Zulqarnain Haider, Vice President, Corporate Products & Structured Finance Shari'ah Compliance Department, Meezan Bank.
Theme: Training	Venue: Hall 4, First Floor	
1615 - 1915	Effective Supply Chain Management: A Simulation Based Approach	Trainer: Mr. Faisal Jalal
ALL SESSIONS CLOSED FOR THE DAY		

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Tuesday, 15th July 2025 | Day 02

Theme: Finance & Fintech Innovations - Student	Venue: Hall 1, First Floor	Session Chair: Prof. Muhammad Khalid Sohail
0900 - 0915	The Asymmetric Dependence across the Industry-wise Bonds and Credit Default Swaps (CDS) in positive and negative market states	Sadaf Mustafa, Naveed Raza
0915 - 0930	Ownership Structure and Leverage Deviation: Evidence from Pakistan	Sawera Abid, Dr. Majid Jamal Khan
0930 - 0945	Analysis of Herding Behavior in Islamic Equities in Pakistan during the COVID-19 Lockdown	Sidra Zahoor
0945 - 1000	Mitigating Corporate Risk through Environment, Social, Governance (ESG) Factors and Technological Innovation: An Empirical Investigation of PSX Listed Companies	Sumaira Anjum, Momina Qamar, Khuram Shafi
Theme: Sustainable Project Management & Agile Methodologies - Student	Venue: Hall 2, First Floor	Session Chair: Prof. Dr. Majid Khan
0900 - 0915	Relationship of Sustainable Project Management with Sustainable Project Success: The Moderating Influence of Stakeholder Engagement	Mohsin Hussain, Dr. Muhammad Yar Khan, Dr. Majid Jamal Khan
0915 - 0930	Religiosity and Pro-Environmental Behavior: Extending VBN Theory to Understand Reusable Express Packaging Adoption in Pakistan	Bushra Asif, Dr. Saqib Ali
0930 - 0945	Role of Industry 4.0 in Circular Economy to Achieve Sustainability in Building Construction Projects	Fatima Sehar, Carsten Wolff, Jan Christoph Albrecht, Rao Aamir Khan
0945 - 1000	The Impact of Digital Tool Adoption in Funding of Construction Project Performance: Empirical Study in Pakistan	Muhammad Ahmad Husain, Muhammad Talha Rehman, Malik Mushahid Mehmood, Dawood Sadiq Janjua
Theme: Marketing & Consumer Behavior - Student	Venue: Hall 3, First Floor	Session Chair: Dr. Syed Asim Shah
0900 - 0915	Examining the tourists' fake news sharing behavior in hospitality: A comparative analysis of competing models	Dr. Rahib Ali, Muneeb Iqbal, Usman Butt
0915 - 0930	Influencing Food Sharing Behavior: The Role of Religious Values, Social Media Celebrities, and the Value-Belief-Norm Framework	Faiqa Ashfaq, Dr. Saqib Ali
0930 - 0945	Bibliometric Analysis of Social Media Marketing	Hina Asghar, Dr. Ayaz Ahmad
0945 - 1000	The effect of Islamic values on impulsive and excessive spending in the presence of BNPL	Muhammad Ismail Rehan, Tooba Zaheer, Dr. Qamar Uz Zaman
Theme: Finance & Fintech Innovations - Student	Venue: Hall 4, First Floor	Session Chair: Dr. Muhammad Faisal Shahzad
0900 - 0915	FinTech Innovation: an effective tool to reduce Corporate Financial Redundancy.	Narmeen Khalid, Obaid Gulzar, Faisal Shehzad, Faisal Nawaz Mir
0915 - 0930	From Blockchain to Qubits: The Emergence of Quantum Computing in FinTech Applications	Natasha Latif, Dr. Saqib Bashir Butt, Dr. Khuram Shafi
0930 - 0945	An Investigation of Political Business Cycles in Pakistan: Implications for Fiscal Governance and a Sustainable Future	Niaz Ali, Muhammad Tariq, Muhammad Azam Khan
0945 - 1000	Quantile-Time Frequency Connectedness Insights Between Crude Oil-ESG Nexus: Evidence from Global Market Returns	Rashida Bibi, Saqib Gulzar

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Tuesday, 15th July 2025 | Day 02

Theme: Human Resource Management & The Future of Work - Student	Venue: Auditorium	Session Chair: Dr. Muhammad Zahid Iqbal
0900 - 0915	Abusive Supervision and Knowledge Hiding Behaviors: A Moderated-Mediation Model	Dr . Hafiz Muhammad Arshad, Dr. Saqib Ali, Dr . Muhammad Waheed Akhtar and Asim Ashraf
0915 - 0930	Rationalization Strategies Employed by Perpetrators of Cyberbullying in the Workplace: A Conceptual Framework	Arooj Khan, Omer Farooq Malik, Asif Shahzad
0930 - 0945	Examining the Relationship between Attitudes Toward Workplace Surveillance and Technostress on Employee Job Satisfaction in the ICT industry of Pakistan	Laiba, Bisma Iqbal, Umeed-E-Noor
0945 - 1000	Despotic Leadership and Innovative Work Behaviour: The role of Perceived Organizational Support	Malaika Hafeez, Alishba Azhar, Samina Nawab
1000 - 1030		Tea Break
Theme: Sustainable Project Management & Agile Methodologies - Student	Venue: Hall 1, First Floor	Session Chair: Dr. Rao Aamir Ali Khan
1030 - 1045	Relationship of Strategy and Organizational Performance in Tourism SMEs of Pakistan The Mediating Role of Organizational Resilience	Syed Muhammad Hussain Raza, Jamil Anwar
1045 - 1100	Impact of Project Management Practices on Cost Overrun: Moderating role of Green Project Management	Iram Shaheen, Muhammad Aamir Saeed
1100 - 1115	How Business Climate, Economic Freedom, and ICT Shape Environmental Outcomes: Evidence from the EU Nations	Minhas Akbar, Sana Sattar, Norina Rasheed
1115 - 1130	The role of corporate social responsibility communication in driving discretionary performance in green firm	Sanober Tariq
Theme: Human Resource Management & The Future of Work- Student	Venue: Hall 2, First Floor	Session Chair: Dr. Omer Farooq Malik
1030 - 1045	Investigating the Impact of Servant Leadership on Employee Work Engagement through Psychological Empowerment: The Moderating Role of General Self- Efficacy in Sustainable Organizations	Noor-ul-Huda, Dr. Muhammadi Sabra Nadeem
1045 - 1100	Work From Home and Organization Sustainable Performance: Evidence from Software Houses in Punjab	Sadaf Shaharyar
1100 - 1115	Exploration of Digital and Non-Digital Game-Based Learning Tools used for Training and Development of Airline Pilot Skills in Pakistan	Usman Ahmed Qureshi, Dr. Mahwish Parveen
1115 - 1130	The Effect of Exploitative Leadership on Employee Vitality with the Inclusion of Impostorism as a Mediator and Self-Compassion as a Moderator: A Conceptual Paper	Sameeta Javaid, Asif Shahzad
Theme: Marketing & Consumer Behavior - Student	Venue: Hall 3, First Floor	Session Chair: Mr. Faisal Jalal
1030 - 1045	Influencer-Driven AD Content and Its Impact on Paid Campaign Performance: A Case Study from Pakistan's Fashion Industry	Nayab Nadeem

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1045 - 1100	From Interface to Interaction: Exploring the Effects of Digital Servicescapes on E-Commerce Consumers	Tooba Haider, Muhammad Bilal Javed
1100 - 1115	Warmth and Competence as Drivers of Trust and Chatbot Reliance: A Quantitative Study Using the S-O-R Framework	Yumna Muazzam, Sana Sadiq
1115 - 1130	How do marketing channels inform doctors' prescribing behaviors? A qualitative inquiry of pharmaceutical industry	Zahid Jamil, Muhammad Shakeel Aslam, Farhan Ahmed
Theme: Finance & Fintech Innovations - Faculty	Venue: Hall 4, First Floor	Session Chair: Dr. Faheem Aslam
1030 - 1045	Synergistic Role of Firm Maturity and Slack Resources in the Relationship Between Corporate Social-Environmental Responsibility Disclosures and Financial Non-Transparency	Dr. Sadaf Ehsan, Dr. Adeel Tariq, Dr. Samya Tahir, Dr. Aqsa Akbar
1045 - 1100	Analyzing the Nexus of Liquidity, Capital Structure, and Firm Sustainability: A Comprehensive Study	Dr. Sanobar Shaheen, Dr. Waqas Ahmad, Saad Babar
1100 - 1115	Risk measures and management for portfolio diversification in correlated different international stock markets: a literature review based on traditional and non traditional risk measures.	Naeem Ahmed
1115 - 1130	The Impact of CEO Power and Governance Mechanisms on Systemic Risk in Asian Banks: Does the CRO matter?	Tabraiz Khalid, Dr. Ammar Abid, Dr. Muhammad Usman
Theme: Human Resource Management & The Future of Work - Student	Venue: Auditorium	Session Chair: Dr. Syed Ali Raza Hamid
1030 - 1045	Algorithmic Pressure and Human Response: The Mediating Role of Technostress, Moderated by Perceived Organizational Support: A Research Agenda for Turnover Intentions in the Digital Age.	Muhammad Ahsan Ullah, Zara Aslam Khan & Dr. Amir Riaz
1045 - 1100	The Antecedents of Employees' Intention to Adopt HR Analytics: A Qualitative Study on the Telecom Sector of Pakistan	Muhammad Qaiser Shafi, Dr. Mahwish Parveen, Dr. Rao Aamir Ali Khan
1100 - 1115	Understanding Well-being Through the Lens of Dark Traits and Reciprocal Exchange	Muhammad Raheel Matloob, Dr. Jamil Anwar
1115 - 1130	Aligning Workforce Diversity, Organizational Sustainability and SDG Targets For Enhanced Organizational Effectiveness	Muhammad Usman, Dr. Khurram Shafi
Panel Discussion	Venue: Auditorium	Moderator: Prof. Dr. Majid Khan, Professor, CUI, Islamabad Campus
1145-1315	Tech-Driven Growth: Diagnosing Pakistan's Digital Ecosystem	<p>Panelist:</p> <p>Mr. Parvez Iftikhar, Senior Digital Infrastructure Expert</p> <p>Dr. Jordanka Tomkova, Senior Digital Transformation Advisor</p> <p>Mr. Nasruminallah Mian, Country Operations Planning & Team Lead Digital Transformation Pakistan Resident Mission Asian Development Bank</p> <p>Mr. Muhammad J. Sear, Digital Governance Expert</p> <p>Mr. Haroon Kanth, Digital Data Expert, Head, Global AI Solutions Team, Teradata</p> <p>Mr. Asfand Yar Khan, Member IT, Ministry Of Information Technology & Telecommunication</p>
1315- 1415	Lunch and Prayer Break	

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Tuesday, 15th July 2025 | Day 02

Theme: Invited Talk	Venue: Auditorium	Moderator: Dr. Rao Aamir Ali Khan
1430 - 1455	Sustainable & Smart Regional Energy Systems in Germany	Speaker: Prof. Dr.-Ing. Carsten Wolff Dortmund University of Applied Sciences and Arts/Fachhochschule Dortmund
1455 - 1520	Sustainable Project Management in Development Cooperation: How Much Governance is Desirable?	Prof. Dr. Jan Christoph Albrecht Faculty of Business Studies Professor for business administration, project management Co-director of the European Master in Project Management" programme
Theme: Data Science, AI & Business Analytics - Student	Venue: Hall 1, First Floor	Session Chair: Dr. Sadia Nadeem
1545 - 1600	Linking AI Collaboration to Employee Creativity: The Role of Vigor and Knowledge Sharing	Seemab Chaman, Dr. Saba Ahmed, Dr. Shujahat Ali
1600 - 1615	Innovation-Driven Sustainability: Leveraging Data Analytics Maturity and Knowledge-Oriented Leadership in Manufacturing Organizations	Waqar Khalid, Riffat Abbas Rizvi
1615 - 1630	Leadership at the Intersection of AI Ethics and ESG Goals	Wasim Abbas, Munir Ahmed
1630 - 1645	Latent groups identification of banking sector in South Asian Economies: An unsupervised hierarchical cluster analysis	Ghulam Nabi, Dr. Javid Iqbal
1645 - 1700	Role of Social Media Usage on Mental Health of Youth, Analyzing The Moderating Impact of Generative AI	Aiza Zia, Khurram Shafi, Muhammad Waseem
Theme: Entrepreneurship, Startups & Innovation - Faculty/ Student	Venue: Hall 2, First Floor	Session Chair: Dr. Munnawar Naz Khokhar
1545 - 1600	Spreading Darkness, Getting Darkness Impact of Dark Entrepreneurship on Work Life Balance with mediating role of Resilience under the Moderation Effect of Family Support	Anum Moazzam Siddiqui, Shanza Tabassum, Dr. Muhammad Imran
1600 - 1615	Exploring Board Interlocking and Firm Performance in Pakistan: Moderation-Mediation Analysis of Innovation, Slack Resources, and Gender Diversity	Sadaf Ehsan, Areej Arfad, Qamar Uz Zaman
1615 - 1630	Digital Piracy and the Role of Moral Obligation: Insights from a Developing Economy Pakistan	Hina Javaid, Dr. Muhammad Ibrahim Abdullah
1630 - 1645	Impact of Family Climate on Entrepreneurial Intentions: Moderating Effect of Self-efficacy and Locus of Control	Ammara Zafar, Ghulam Hussain, Asrar ul Haq
1645 - 1700	Open Innovation and Innovation Performance: The Mediating Role of Innovation Niches & Moderating Effect of Network Embeddedness	Nadia Zeb, Dr. Kausar Fiaz Khawaja
Theme: Marketing & Consumer Behavior / Human Resource Management & The Future of Work - Student	Venue: Hall 3, First Floor	Session Chair: Dr. Amer Rajput
1545 - 1600	Factors Influencing Brand Loyalty and Self-Esteem: Moving Beyond Fashion Consciousness	Ghaliyah Firdaus, Dr. Salima Hafeez, Dr. Tayyaba Sehar
1600 - 1615	Trust Transfer in C2C E-Commerce Transaction: Moderating Role of Institutional Mechanism and Website Quality	Sidra Sajid, Jamil Ahmad, Muhammad Ashraf
1615 - 1630	A Decision-Based Online Product Recommendation Continuance Model	Muhammad Ashraf, Sadia Hamid, Jamil Ahmad

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1630 - 1645	Impact of telecommunicating on work life balance and productivity: a moderation model and implications for higher education institutions.	Ucal jamil, Dr. Asrar ul Haq, Ammara Zafar, Sheza Azhar
1645 - 1700	Probing the Impact of Altruistic and Ambidextrous leadership on radical innovation: Mediating effect of organizational learning capability	Usman Khalid, Dr. Mahwish Parveen, Dr. Amir Riaz
Theme: Finance & Fintech Innovations - Faculty/Student	Venue: Hall 4, First Floor	Session Chair: Dr. Javid Iqbal
1545 - 1600	Investigating the Determinants of Earning Response Coefficient: A Case Study of PSX's KSE-100 Index	Sharif Ullah Jan, Saqib Gulzar, Abdur Rehman
1600 - 1615	Exploring the Nexus of Fintech, Green Finance and Natural Resources with Economic Growth and Environmental Sustainability: A Time Series Analysis	Momina Qamar, Sumaira Anjum, and Khuram Shafi
1615 - 1630	Impact of Financial Development and Trade Liberalization on Total Factor Productivity: Evidence from Export and Non-Export Firms of Pakistan	Usman Shaukat Khan, Saqib Gulzar
1630 - 1645	Empirical Investigation of FinTech Services in Enhancing Financial Inclusion: Case of Islamic Banks in Pakistan	Sabeen Khurram Khan, Ammar Khan, Manal Fuad Khan
1645 - 1700	The Role of Islamic Religiosity in Strengthening Customer Trust and Engagement in Halal Banking: A Structural Equation Modeling Approach	Shahid Tanveer, Dr. Khurram Shafi, Muhammad Nouman Qadeer
Theme: Sustainable Project Management & Agile Methodologies - Faculty/Student	Venue: Auditorium	Session Chair: Dr. Rao Aamir Ali Khan
1545 - 1600	Project Management Methodologies of International Development Agencies and the Concept of Sustainable Project Management	Albrecht, Jan Christoph, Adams, Paula, Wolff, Carsten
1600 - 1615	Navigating Barriers to Open Science Adoption: Analyzing Stakeholder Perspectives and Institutional Challenges	Andreea-Cristina Rădăcină, Shazia Nadir Ali, Carsten Wolff, Jan Christoph Albrecht and Rao Aamir Ali Khan
1615 - 1630	Strategic Flexibility and Business Success: The Mediating Role of Project Portfolio Management Effectiveness	Aimen Imran, Dr. Muhammad Aamir Saeed
1630 - 1645	Bridging Governance and Success: The Mediating Role of Project Leadership in Construction Projects	Ammar Ahmad, Noman Bashir, Dr. Muhammad Aamir Saeed, Dr. Tahira Nazir
1645 - 1700	Adaptive Capabilities in Project Portfolio Management: A Conceptual Framework	Noman Bashir, Dr. Muhammad Aamir Saeed, Dr. Tahira Nazir, Ayesha Noor

ALL SESSIONS CLOSED FOR THE DAY

ORGANIZING TEAM OF SAICON 2025 CORDIALLY INVITES YOU TO THE
CLOSING CEREMONY
AUDITORIUM, COMSTECH HEADQUARTERS, ISLAMABAD
TUESDAY, 15TH JULY 2025

TIME	EVENT
1645 Hrs - 1700 Hrs	GUESTS / PARTICIPANTS TO BE SEATED
1700 Hrs	RECITATION FROM THE HOLY QURAN
1705 Hrs	CONFERENCE REPORT BY PROF. DR. M. AMIR RASHID PROGRAM CHAIR / CHAIRPERSON, FACULTY OF BUSINESS ADMINISTRATION, CUI
1715 Hrs	ADDRESS BY THE CHIEF GUEST H.E. MR. DR. TARIQ FAZAL CHAUDHRY FEDERAL MINISTER FOR PARLIAMENTARY AFFAIRS
1730 Hrs	VOTE OF THANKS BY DR. OMER FAROOQ MALIK HEAD, DEPARTMENT OF MANAGEMENT SCIENCES, COMSATS UNIVERSITY ISLAMABAD
1740 Hrs	DISTRIBUTION OF AWARDS
1800 Hrs	HI TEA

COMSATS UNIVERSITY ISLAMABAD



Islamabad Campus



Wah Campus



Sahiwal Campus



Lahore Campus



Vehari Campus



Abbottabad Campus



Attock Campus