

International Conference on Sustainability in the Changing Environment

&

2nd Student Research Conference 2018

COMSATS University Islamabad, Vehari Campus

November 12-13, 2018

PROGRAM SESSIONS

INAUGURAL SESSION

Monday, 12 November 2018, Day 1

Venue: Auditorium

Time	Event
0830Hrs.	Registration
0930Hrs.	Guests/participants to be seated
1000Hrs.	Recitation of Verses from the Holy Quran
1005Hrs.	Welcome Address by Dr. Khuda Bakhsh Conference Chair, Associate Professor, Department of Management Sciences, CUI, Vehari
1010Hrs.	Keynote Address: Potential of Agribusiness in Development of Southern Punjab Prof. Dr. Asif Ali Vice Chancellor, MNS University of Agriculture, Multan
1030Hrs.	Keynote Address: Water Use Efficiency and Future Development Mr. Sardar Muhammad Tariq Advisor and CEO, Pakistan Water Partnership
1050Hrs.	Questions and Answers
1100Hrs.	Address by Guest of Honor Prof Dr. Raheel Qamar, <i>Tamgha-e-Imtiaz</i> Rector, COMSATS University Islamabad
1110Hrs.	Address by Chief Guest Mrs. Zartaj Gul, State Minister, Climate Change
1120Hrs.	Vote of Thanks by Prof Dr. Khair-uz-Zaman Director, COMSATS University Islamabad, Vehari Campus
1130Hrs.	Tea Break
1200Hrs-1300Hrs	Panel Discussion Session: Challenges and Ways for Future Development Moderator: Prof. Dr. Waqar Akram, IBA Sukkur University Panel Discussants <ul style="list-style-type: none">• Mrs. Zartaj Gul, State Minister, Climate Change• Prof Dr. Khair-uz-Zaman, Director, COMSATS University Islamabad, Vehari Campus• Dr Pervaiz Amir, Pakistan Water Partnership• Mr. Aamer Hayat Bhandara, Representative of Agribusiness• Mr. Asif Ali, President, Vehari Chamber of Commerce and Industries
1300-1400Hrs	Lunch and Prayer Break

Keynote Addresses	Monday, November 12, 2018	1400-1500Hrs
Session Chair: Mr. Sardar Muhammad Tariq, CEO, PWP		
Venue: Auditorium		
Topic: Challenges and Hopes in a Changing World		
Speaker: Dr. Pahlaj Moolio		
Professor & Associate Dean, Faculty of Mathematics, Sciences, and Engineering, Paññāsāstra University of Cambodia (PUC), Phnom Penh, Cambodia		
Topic: Economic and Technical Diversions Due to Emerging Water Stresses in Irrigated and Dryland Agriculture in Pakistan		
Speaker: Dr Pervaiz Amir		
Pakistan Water Partnership		
Tea Break 1500-1515Hrs		

Parallel Sessions

November 12, 2018 1515-1645Hrs Auditorium Day 1

Session 1: Agriculture Economics		
Chairperson Prof Dr Irfan Ahmad Baig, Dean Faculty of Social Science and Humanities, MNS-UAM, Multan		
Time	Title	Name of Author(s)
1515-1530Hrs	Study Regarding Impact of Drip Irrigation on Horticultural and Vegetable Crops in Potohar Region of Punjab	Ehsan Bhutta & Dr. Muhammad Ilyas
1530-1545Hrs	Climate impacts of sugarcane production in district Faisalabad Pakistan	Aysha Yousaf, Muhammad Khalid Bashir, Sultan Ali Adil, and Syed Hamid Hussain Shah
1545-1600Hrs	Impact of Customers' Willingness to Pay a Price Premium on Stitched Clothing: Case of South Punjab Pakistan	Muhammad Tehmas, Akram, Mazhar Abbas, Jamil Ahmad, Nawas Akram and Saad Munir
1600-1615Hrs	Identifying The Determinants Of Access To Agricultural Credit By Farmers In Southern Punjab Of Pakistan	Farah Rana, Sami Ullah, Amjad Masood, and SV Shangjie
1615-1630Hrs	Evaluation of Agricultural Credit Choices and their Determinants in Punjab, Pakistan	Maria Shabir, Muhammad Khalid Bashir, Shabbir Ahmad, Arif Wattoo and Sultan Ali Adil
1630-1645Hrs	Impact of Agricultural Research on Economic Development in Punjab, Pakistan	Mohammad Ishaq Javed, Asghar Ali, Nasir Nadeem, Amna Gulzar and Shoaib Kamran

November 12, 2018 1515-1645Hrs Conference Room-1 Day 1

Session 1: Economics-I		
Chairperson Dr. Muhammad Khalid Bashir, UAF, Faisalabad		
Time	Title	Name of Author(s)
1515-1530Hrs	Effect of Socioeconomic Factors on Malnutrition among Children in Punjab, Pakistan	Dilshad Ahmad, Ayesha Tahreem
1530-1545Hrs	Climate change adaptation and government expenditures on housing and communal amenities	Dr. Khuda Bakhsh, Aasma Latif
1545-1600Hrs	An assessment of carbon and water footprints of cotton production in Pakistan	M Umer Farooq, Muhammad Khalid Bashir, Asghar Ali, Azhar Abbas, Syed Hamid Hussain Shah
1600-1615Hrs	The use of wastewater for irrigation purposes: Perceptions and willingness to pay for treated Wastewater	Faiza Ambreen, Muhammad Khalid Bashir, Muhammad Ashfaq, Ghaffar Ali, Sarfraz Hassan
1615-1630Hrs	Estimation of the carbon footprints of wheat crop in Faisalabad, Pakistan	Javaria Rizwan, Muhammad Khalid Bashir, Sarfraz Hassan, Muhammad Ashfaq
1630-1645Hrs	Reclamation of salt affected soils by electricity	Dr. Kashif Kamran, Fahad Saleem, Masood Iqbal Awan

November 12, 2018 1515-1645Hrs Conference Room-2 Day 1

Session 1: Sustainable Development		
Chairperson: Dr. Pervaiz Amir, Pakistan Water Partnership		
Time	Title	Name of Author(s)
1515-1530Hrs	Household Characteristics and Dietary Diversity Pattern in Southern Punjab, Pakistan	Maria Iftikhar
1530-1545Hrs	The Impact of Celebrity Endorsement on the Buying Behaviour of Students: A Comparative Study of Pakistani and Indian Celebrities	Anum Mahmood MS Scholar, Dr. M.Imran Khan, Ghulam Murtaza

1545-1600Hrs	How agriculture helps to reduce the poverty	Awais Ahmad , Ahmed Raza, Pir Jameel Hussain
1600-1615Hrs	Improving climate robustness and sustainability of Asian rice system	Dr. Masood Iqbal Awan , Holger Meinke
1615-1630Hrs	Assessment of groundwater quality with special emphasis on co-existence of sodium, boron and magnesium from Southern Punjab	Ghulam Mustafa Qadri
1630-1645Hrs	Poverty and Inequality Amongst the Poorest. Is Microfinance a Solution?	Dr. Muhammad Sohail Amjad Makhdam.

Gala Dinner and Cultural Program Monday, November 12, 2018 Auditorium 1900Hrs

November 13, 2018 0900-1000 Hrs Auditorium Day 2

Session 1: Economics-II		
Chairperson	Dr. Abdul Majeed Nadeem, GC University Faisalabad	
Time	Title	Name of Author(s)
0900-0915Hrs	The contribution of tourism for sustainable economic growth: a case study of Lahore-Punjab, Pakistan	Muhammad Hassan Mahboob and Sahar
0915-0930Hrs	A Systematic Mapping of South Asian Food Security Studies: Research Priorities and Gaps	Muhammad Umar Farrukh , Muhammad Khalid Bashir, Marit Kragt
0930-0945Hrs	Factors Affecting the Malnutrition Deficiencies among Young Girls in District Faisalabad.	Shaista Liaqat , Dr Farkhanda Anjum and Behzad Anwar
0945-1000Hrs	The impact of institutional quality on economic growth	Umme Rubab

November 13, 2018 0900-1000Hrs Conference Room-1 Day 2

Session 1: Climate Change and Sustainability		
Chairperson	Prof. Dr. Sultan Ali Adil/Dr. Azhar Abbas, University of Agriculture Faisalabad	
Time	Title	Name of Author(s)
0900-0915Hrs	An assessment of agricultural cooperatives in Faisalabad, Pakistan	Asima Nazir , Muhammad Khalid Bashir, Azhar Abbas and Asghar Ali
0915-0930Hrs	Health Cost of Women Cotton Pickers in Better Cotton VS Conventional Cotton Production in Punjab, Pakistan	Hafiz Irshad Hussain
0930-0945Hrs	A metric based assessment of climate and tourism in major cities of Pakistan	Laila Shahzad , Ajwa Tahir Maryam Doggar
0945-1000Hrs	Socio-economic impacts and adaptations to climate change on rain fed cropping system of Punjab	Dr. Syed Asif Ali Naqvi

Keynote Address: Sustainable Entrepreneurship: From Knowledge to Venture Auditorium

Session Chair: Prof. Dr. Khair Uz Zaman, Director, CUI, Vehari Campus

Speaker: Prof. Dr. Waqar Akram
Professor, Sukkur IBA University

Tuesday, November 13, 2018 (1000-1045Hrs)

Tea Break 1045-1100Hrs

November 13, 2018 1100-1230Hrs Auditorium Day 2

Session 2: Management Sciences I		
Chairperson:	Prof. Dr. Waqar Akram, IBA Sukkur University	
Time	Title	Name of Author(s)
1100-1115Hrs	Impact of Capital Structure on Firm's Performance: A Comparative analysis of Pakistan International Airline Corporation and Emirates Airline.	Shahbaz Latif and Dr. Qaiser Aman
1115-1130Hrs	Embedding Participatory Research through community based systems dynamics to introduce educational reforms and strengthening inclusion in learning – Study Protocol in Pakistan.	Sohail Munib , Trani Jean-Francois, Habib Hira, Khan Taimoor, Baloch Aatif, Jameel Rizwana and Naseer Nauman
1130-1145Hrs	Exploring the Relationship between Higher Education and Social Development: A Developing Country Perspective	Muhammad Ishfaq , Ahmad Nawaz and Allah wasaya
1145-1200Hrs	Is Going concern Prediction Model Applicable for Pakistan	Muhammad Irfan Javaid & Dr. Attiya Yasmin Javaid
1200-1215Hrs	Employer branding effect on effectiveness of employees in NGOs	Ambreen Alawal, Dr. Mohammad Sadiq Hashmi
1215-1230Hrs	Public Expenditure on Education and Its Effect on Labor Productivity	Sadia Bibi

November 13, 2018 1100-1230Hrs

Conference Room-1

Day 2

Session 2: Environmental Economics		
Chairperson:	Dr. Zulfiqar Ahmad Saqib, University of Agriculture Faisalabad	
Time	Title	Name of Author(s)
1100-1115Hrs	Impact of Brick Kilns Child Labor Ordinance 2016: The Case of Faisalabad	Muhammad Rashid Shabbir , Muhammad Khalid Bashir, Asghar Ali, Sultan Ali Adil, Muhammad Arif Watto
1115-1130Hrs	Solid waste management: Perceptions and effectiveness	Afia Afzal , Muhammad Khalid Bashir, Sarfraz Hassan and Asghar Ali
1130-1145Hrs	Food safety practices and perceptions: The case of fast food street vendors and consumers of Faisalabad	Zunera Ramzan , Muhammad Khalid Bashir, Sarfraz Hassan, Sana Sehar
1145-1200Hrs	Estimation of household carbon footprints: The case of urban and peri-urban areas of Faisalabad city	Sadaf Nazeer , Muhammad Khalid Bashir, Asghar Ali, Muhammad Amjed Iqbal
1200-1215Hrs	Impact of technical vocational education on household food security: The case of Faisalabad	Munza Tanveer , Muhammad Khalid Bashir, Sarfraz Hassan, Asghar Ali
1215-1230Hrs	Environmental and economic impacts of better cotton	Sundas Zulfiqar

November 13, 2018 1100-1230Hrs

Conference Room-2

Day 2

Session 2: Management Sciences II		
Chairperson	Dr. Sajid Haider, CUI, Vehari Campus	
Time	Title	Name of Author(s)
1100-1115Hrs	Determinants of customer satisfaction of hospitality industry	Asif Ali Raza and Waseem Ahmad
1115-1130Hrs	Impact of quality features and brand on customer valuation of automobile	Bilal Hassan and Waseem Ahmad
1130-1145Hrs	Role of brand on customer's willingness to pay for different airlines	Waseem Ahmad, Ammar Cheema , Tanvir Ahmed
1145-1200Hrs	Why switch? a study on network portability in cellular industry	Adnan Faisal , Madeeha Sadaf and Shanza Tabasum
1200-1215Hrs	National Brand Vs Store Brand: A Differential Impact on Consumer's Brand Evaluation Beliefs and Purchase Intention in Super Stores Context of Central Punjab Pakistan	Mehwaish Ghulam Nazik , Muhammad Ashraf, Munir Ahmad
1215-1230Hrs	Transformational Leadership and job satisfaction; Moderating Role of Trust in Supervisor	Adiba Latif

Lunch and Prayer Break 1230-1330Hrs

November 13, 2018 1330-1430Hrs

Auditorium

Day 2

Session 3: Climate Change		
Chairperson:	Dr. Nabeel Khan Niazi, University of Agriculture Faisalabad	
Time	Title	Name of Author(s)
1330-1345Hrs	An Impact of Climate Change on Fruit and Vegetable Productivity and Export in Pakistan: A Time Series Analysis	Madiha Ghaffar , Asghar Ali, M. Khalid Bashir and Sarfraz Hassan
1345-1400Hrs	The Impact of Globalization on quality of Life	Noreen Kousar , Dr. Khalid Mushtaq
1400-1415Hrs	Exploring the factors of Lecturers' job satisfaction in COMSATS University Islamabad, Vehari Campus	Muzammil Khan
1415-1430Hrs	A view on Irrigation system of Sindh, Specially Sukkur Barrage, its purpose, history, role and function, and importance	Muzammil Hussain

November 13, 2018 1330-1430Hrs

Conference Room-1

Day 2

Session 3: Economics III		
Chairperson:	Dr. Rafiqat Ali, CUI Vehari	
Time	Title	Name of Author(s)
1330-1345Hrs	Cost Of Hepatitis C in Vehari District	Rimsha Farooq , Dr. Khuda Baksh
1345-1400Hrs	Estimating Health Cost Of Diabetes in Vehari District	Maliha Abbas , Dr. Khuda Baksh
1400-1415Hrs	Female Labor Participation and Gender Wage Gap in Agriculture	Iqra Mohiuddin , Muhammad Asif Kamran, Raza Ullah and Sultan Ali Adil

1415-1430Hrs	A Sociological Study about the Agriculture Challenges, Risks and Opportunities in Rural Areas of Faisalabad	Fozia Rani , Dr Farkhanda Anjum
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November 13, 2018 1330-1430Hrs Conference Room-2 Day 2

Session 2: Management Sciences III		
Chairperson	Dr. Waseem Ahmad, Institute of Business Management Sciences, University of Agriculture, Faisalabad	
Time	Title	Name of Author(s)
1330-1342Hrs	Determinants of Household Fuel Choice Behavior in Rural Areas of Pakistan	Nazish Iftikhar
1342-1354Hrs	The Impact of Packaging Strategies on Consumer Buying Behavior: A Case of Nestle Pakistan	Mughes Ahmed, Dr. M. Imran Khan, Zunaria Naveed
1354-1406Hrs	The mediating effect of perceived usefulness in the relationship between technology readiness and intention to use mobile banking: A case of banking sector of District Vehari Pakistan	Hafiz Muhammad Sajjad , Dr. M. Imran Khan
1406-1418Hrs	Effect of assurance mechanisms and consumer concerns on purchase intention: A mediating role of consumer trust	Yasir Zikria , Muhammad Ashraf, Asad Afzal Hamayun
1418-1430Hrs	Youth and Agriculture Policy	Anoshi, Bharti Kumari, Fatima Mughal and Bakhtawar Soomro

Closing Ceremony Auditorium

Time	Events
1430Hrs	Guests/participants to be seated
1440Hrs	Recitation from the Holy Quran
1445Hrs	Conference Report by Dr. Muhammad Imran Khan Head of Management Sciences Department, CUI, Vehari Campus
1455Hrs	Address by Chief Guest
1505Hrs	Distribution of Certificates
1515Hrs.	Address by Prof Dr. Khair-uz-Zaman Guest of Honor/Director, CUI, Vehari Campus