

**3<sup>rd</sup> Student Research Conference 2019**  
**Building Youth Capacity to Develop Knowledge Based Informative Pathways in Pakistan**  
**COMSATS University Islamabad, Vehari Campus**  
*December 23-24, 2019*

**PROGRAM SESSIONS**

**INAUGURAL SESSION**  
**Monday, 23 December 2019, Day 1**  
**Venue: Auditorium**

Time	Event
0830Hrs.	Registration
0930Hrs.	Guests/participants to be seated
1000Hrs.	Recitation of Verses from the Holy Quran
1005Hrs.	<b>Conference Objectives</b> by Dr. Khuda Bakhsh Program Chair, Associate Professor, Department of Management Sciences, CUI, Vehari
1010Hrs.	<b>Welcome Address</b> by Dr. M. Imran Khan, Head of Management Sciences Department, CUI Vehari
1015Hrs.	<b>Keynote Address:</b> "Change in Business Education in the time of Man & Machine: Prospects and Learnings for Youth" by Prof Dr. Waqar Akram, IBA Sukkur University, Sukkur, Sindh
1040Hrs.	<b>Questions and Answers</b>
1050Hrs.	Address by Chief Guest
1110Hrs.	Vote of Thanks by Prof Dr. Khair-uz-Zaman Director, COMSATS University Islamabad, Vehari Campus
1130Hrs.	<b>Tea Break</b> (in Front of New Academic Block)

**Parallel Sessions**

**December 23, 2019 1200-1300Hrs Auditorium Day 1**

Session 1: Agriculture Economics		
Session Chair	Prof Dr. Irfan Ahmad Baig, Dean Faculty of Social Sciences, MNS University of Agriculture, Multan	
Session Rapporteur	Ms. Shanza Tabasum, Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
1200-1215Hrs	Global fluctuations and their local effects: transmission of world vegetable oil prices to the domestic vegetable oil prices in Pakistan	<b>Husnain Hameed</b> , Sami Ullah, Irfan Ahmad Baig, Muhammad Arqam Iqbal, Shoaib Nasir
1215-1230Hrs	Purchase Intention of Farmer Towards Cotton Seed	Muhammad Ali, Choudary Ihtasham Ali, <b>Wakeel-ur-Rehman</b> , Umar Ijaz Ahmed, Shoaib Nasir
1230-1245Hrs	Economic Analysis of Fish Farming in Muzaffargarh and Khanewal Districts	<b>Muhammad Umair Aslam</b> , Umar Ijaz Ahmad, Nasir Nadeem, Beenish Sarfraz, Muhammad Ali Imran
1245-1300Hrs	Factors affecting the fish consumption among household in southern Punjab	<b>Waseem Abbas</b> , Nasir Nadeem, Umar Ijaz Ahmed, Manan Aslam, M. Ali Imran

**December 23, 2019 1200-1300Hrs ConferenceRoom-1 Day 1**

Session 1: Economics		
Session Chair	Dr. Muhammad Abbas, Associate Professor, Department of Business Administration, Air University, Multan Campus	
Session Rapporteur	Mr. Husnain Butt, Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
1200-1215Hrs	Antecedents and Consequence of Consumer Attitude towards Counterfeit products: An Empirical evidence from Southern Punjab of Pakistan	Prof. Dr Masood-Ul-Hassan, <b>Hafiz Muhammad Rashid Jan</b> , Muhammad Ali, Muhammad Ahmad
1215-1230Hrs	High status food brands and the Intervening Role of E-Word of Mouth in the Online food networks in Pakistan	Roohi Munir, Prof. Dr. Masoodul Hassan
1230-1245Hrs	Impact of Foreign Remittances on Labor Productivity, A Case of Pakistan	Syed Tauqeer Ahmad, <b>Kiran Sarwar</b>
1245-1300Hrs	Social media marketing efforts of luxury brand: Influence on brand equity and customer behavior in Pakistan	Prof Dr Masood UL Hassan, <b>Aiman Qureshi</b> , Hafiz Muhammad Azib Miraj, Roohi Munir, Sadia Kanwal

**December 23, 2019 1200-1300Hrs ConferenceRoom-2 Day 1**

Session 1: Sustainable Development		
Session Chair	Prof Dr. Masood ul Hassan, Professor, Department of Commerce, BZU Multan	
Session Rapporteur	Mr. Muhammad Hassan Akhtar, Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
1200-1215Hrs	Economic burden of hepatitis c virus infection and its awareness	<b>Muhammad Tariq Mahmood</b> , Dr Dilshad Ahmad
1215-1230Hrs	Impact of Human Capital Investment on Economic Growth in SAARC and ASEAN Countries	<b>Mohammad Mansha</b>
1230-1245Hrs	Determinants of Environmental Sustainability in South Asia	<b>Sabbah Musharaf</b>
1245-1300Hrs	Perception and adaptation to climate change; a case of wheat in Pakistan	<b>Seher Muneer</b>

**December 23, 2019 1200-1300Hrs ConferenceRoom-3 Day 1**

Session 1: Social Sciences		
Session Chair	Dr Khawar Naheed, Department of Commerce BZU Multan	
Session Rapporteur	Ms. Tehreem Iqbal , Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
1200-1215Hrs	University Students' Beliefs towards Learning English and management of Providing Written Corrective feedback	<b>Mehmood Ul Hassan</b> , Asma Abdul Aziz
1215-1230Hrs	Impact of ICT Training on Women's Employability and Entrepreneurial Skills: An Empirical Study in Southern Punjab of Pakistan	Prof. Dr. Masood-Ul-Hassan, <b>Kamran Shakir</b> , Dr Khawar Naheed
1230-1245Hrs	Impact of Decent Work on Women Empowerment: Mediating Role of Subjective Well-Being and Psychological Capital	Prof. Dr Masood-Ul-Hassan, <b>Muhammad Ahmed</b> , Hafiz Muhammad Rashid Jan, Muhammad Ali
1245-1300Hrs	Factors Affecting the Risk Attitude and Risk Perceptions among Sugarcane Farmers in Punjab, Pakistan	<b>Muhammad Farhan</b> , Muhammad Asim Yasin
1300-1400Hrs	<b>Lunch and Prayer Break</b> (in front of New Academic Block)	

**Keynote Addresses Monday, December 23, 2019 1400-14300Hrs**  
**Venue: Auditorium**

**Topic:** Building Youth Capacity to Think and to Feel  
**Speaker:** Prof Dr. Masood ul Hassan  
 Professor, Department of Commerce, BZU Multan

**December 23, 2019 1430-1600Hrs Auditorium Day 1**

Session 2: Agriculture Economics/Agri Business		
Session Chair	Dr. Muhammad Asim Yaseen, COMSATS University Islamabad, Vehari Campus	
Session Rapporteur	Ms. Shanza Tabasum, Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
1430-1443Hrs	Economic Uses of Sugarcane Bagasse: A Case Study of Faisalabad Division	<b>Azhar Iqbal</b> , Raza Ullah

1443-1456Hrs	Determinants of Household Food Security with Special Reference of Household ownership	<b>Laila Mushtaq</b> , Tahira Sadaf, Rakhshanda Kousar, Muhammad Sohail Amjad, Muhammad Ali
1456-1509Hrs	Determinants of organic food and household's consumption; A case study of Punjab, Pakistan	<b>Aqsa Sabir</b> , Rakhshanda Kousar, Tahira Sadaf, Sohail Amjad Makhdum
1509-1522Hrs	Financial literacy and other determinants of credit access: a case of Vegetable growers in sub-urban areas	<b>Abdul Wadood</b>
1522-1535Hrs	Global quality standards and export lead growth: productivity analysis of Global gap certification in Pakistan	<b>Muhammad Bilal Irshad</b>
1535-1548Hrs	An economic analysis of oilseed production in Punjab: The case of Faisalabad	<b>Sonia Noreen</b> , Muhammad Khalid Bashir, Sarfraz Hassan, Raza Ullah
1548-1600 Hrs	Moderating effect of customer engagement on the brand image – customer loyalty relationship with respect social exchange theory	<b>Sadia Kanwal</b> , Dr. Masood ul Hassan

**December 23, 2019 1430-1600Hrs ConferenceRoom-1 Day 1**

Session 2: Environmental Sciences		
<b>Session Chair</b>	<b>Dr Zulfiqar Ahmad, Institute of Soil and Environmental Sciences, University of Agriculture, Faisalabad</b>	
<b>Session Rapporteur</b>	<b>Mr. Husnain Butt, Lecturer, Department of Management Sciences, CUI, Vehari</b>	
Time	Title	Name of Author(s)
1430-1445Hrs	Economic Analysis of Mosquito-Borne Diseases in Faisalabad	<b>Maham Asghar</b> , Dr. Tahira Sadaf, Rakhshanda Kousar, Muhammad Sohail Amjad Makhdum
1445-1500Hrs	Estimation of GHG emissions of street vendors: The case of Faisalabad	<b>Anam Maqbool</b> , Muhammad Khalid Bashir, Sarfraz Hassan, Raza Ullah
1500-1515Hrs	Household Water Consumption Behavior in Faisalabad, Punjab, Pakistan	Ramla Arbab, Muhammad Khalid Bashir, Sarfraz Hassan, Raza Ullah
1515-1530Hrs	The impact of Agriculture Technologies on Carbon Emission: Evidence from Pakistan	<b>Rabia Ishaque</b> , Dr. Rifaqet Ali
1530-1545Hrs	CO2 emission, health expenditure and economic growth nexus in Pakistan	<b>Sidra Mehfooz</b> , Dr. Rifaqet Ali
1645-1600Hrs	Carbon Emission and Economic development: A Comparative Assessment of Agriculture and other Sectors of Economy in Pakistan	<b>Rida Afzal</b> , Irfan Ahmad Baig, Umar Ijaz Ahmed, Manan Aslam, Shoaib Nasir

**December 23, 2019 1430-1600Hrs ConferenceRoom-2 Day 1**

Session 2: Economics		
<b>Session Chair</b>	<b>Dr Sobia Rose, Punjab Economic Research Institute, Lahore</b>	
<b>Session Rapporteur</b>	<b>Mr. Muhammad Hassan Akhtar, Lecturer, Department of Management Sciences, CUI, Vehari</b>	
Time	Title	Name of Author(s)
1430-1443Hrs	Impact of Currency Devaluation on Output Growth of South Asian Countries: A Panel Data Analysis	<b>Shahneel Zafar</b> , Tahira Sadaf, Rakhshanda Kousar, Muhammad Sohail Amjad Makhdum
1443-1456Hrs	An Economic Analysis of Diabetes Health Care Cost. The Case Study of District Faisalabad	<b>Iqra Ishfaq</b> , Dr. Asghar Ali, Dr. Raza Ullah, Dr. Khalid Muhammad Bashir
1456-1509Hrs	Impact of Employment Status of Mothers on Nutritional Status of Preschool Children in Faisalabad City	<b>Ayesha Rouf</b>
1509-1522Hrs	Economic viability of citrus production: An empirical evidence from District Layyah and Bhakkar, Punjab	<b>Abdullah Hammad</b> , Asghar Ali, M. Khalid Bashir
1522-1535Hrs	Impact of sustainability governance on sustainability performance	<b>Amina Khanum</b> , Dr. Zeeshan Mahmood
1535-1548Hrs	Economic Determinants of Happiness: A case study of District Faisalabad, Pakistan	Asghar Ali, Amna Rasheed, <b>Muhammad Salman Waseem</b>
1548-1600 Hrs	Incidents that effects customer purchase intention through the adoption of mobile commerce	<b>Muhammad Rehan</b> , Masood Ul Hassan

December 23, 2019 1430-1600Hrs

Conference Room-3

Day 1

Session 2: Management for Sustainability		
Session Chair:	Dr. Asad Afzal Humayoun, Department of Management Sciences, CUI, Vehari Campus	
Session Rapporteur	Ms. Tehreem Iqbal , Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
1430-1443Hrs	Socio economic and cultural determinants of mother and child health care in District Faisalabad	<b>Javeria Amjad</b> , Kanwal Asghar, Farkhanda Anjum, Farooq Tanveer, Hifasa Ashraf
1443-1456Hrs	Social norms and unpaid labor work in District Gujranwala	<b>Aneela shaheen</b> , Dr. Saira Akhtar, Saddiqa shaheen, Dr. firdous gulzar
1456-1509Hrs	Occupational Health Hazards of Brick Kilns Adult Workers in District	<b>Hifsa Ashraf</b> , Farkhanda Anjum, Aqeela Sageer, Saddiqua Shaheen
1509-1522Hrs	Evaluation of Academic Performance Based on Food Security and Nutritional Status of High Class Students	<b>Benish Aslam</b> , Rakhshanda Kousar, Tahira Sadaf, M. Sohail Amjad Makhdum
1522-1535Hrs	Socio-economic determinants affecting educational attainment among rural and urban female students in district Nankana	<b>Habiba Amjad</b> , Azhar Abbas, Hafiz Zahid Mehmood, Mian M shoaib Rafiq
1535-1548Hrs	Role of women entrepreneurship in household income: A rural-urban comparison in District Faisalabad	<b>Iqra Sadiq</b> , Raza Ullah
1548-1600 Hrs	Impact of Customer Motivation and Customer Owned Resources on Electronic Word of Mouth through Customer Co-Creation-Value, Brand Equity, and Psychological Ownership	<b>Muhammad Ali</b> , Prof. Dr Masood-Ul-Hassan, Hafiz Muhammad Rashid Jan, Muhammad Ahmad
<b>Tea Break 1600-1615Hrs (in front of New Academic Block)</b>		
<b>Gala Dinner and Cultural Program Monday, December 23, 2019 Auditorium 1800Hrs</b>		

December 24, 2019 0900-1000 Hrs

Auditorium

Day 2

Session 1: Marketing Management		
Session Chair	Dr. Muhammad Imran Khan, Head of Management Sciences Department, CUI, Vehari	
Session Rapporteur	Ms. Shanza Tabasum, Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
0900-0915Hrs	Estimation of tourist's willingness to pay (WTP) for recreational places in Punjab	<b>Rimsha Mubeen</b> , Asghar Ali, Sarfraz Hassan, Muhammad Khalid Bashir, Asma Ishaq
0915-0930Hrs	Impact of e-marketing on consumers' demand for branded clothes. A case study for Faisalabad district.	<b>AniqaMasood</b> , Azhar Abbas, Rakhshanda Kousar, AsmaIshaq
0930-0945Hrs	Food Consumption and Calorie Intake in Adolescent Belonging to Socio-Economic Groups: A Case Study of District Faisalabad	<b>Hafiza Rabia Arshad</b> , Dr.M. Amjed Iqbal
0945-1000Hrs	Woman Socio-Economic Characteristics and Child Welfare in Pakistan: Evidence from PDHS	<b>Arfa Ahmed</b> , Rana Ejaz Ali Khan

December 24, 2019 0900-1000Hrs

Conference Room-1

Day 2

Session 1: Climate Change and Sustainability		
Session Chair	Dr. Rafaqet Ali, Department of Management Sciences, CUI, Vehari	
Session Rapporteur	Mr. Muhammad Usman Qureshi, Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
0900-0915Hrs	Assessing the impacts of climate change and adaptation strategies in Pakistan's rice-wheat cropping system	<b>Tayyaba Hina</b> , Muhammad Asad ur Rehman Naseer
0915-0930Hrs	Impact of groundwater quality on farm productivity in mixed cropping Zone of Punjab, Pakistan	<b>Mahreen Alam</b> , Muhammad Ashfaq, Sarfraz Hassan, Asghar Ali
0930-0945Hrs	Impact of climatic events on food and nutritional security situation in Faisalabad, Pakistan	<b>Iqra Riaz</b> , Muhammad Khalid Bashir, Sarfraz Hassan, Raza Ullah
0945-1000Hrs	The Impact of Leadership on Employee Performance by the Mediating Role of Job Satisfaction and Work Motivation	<b>Kiran Shahbaz Khan</b> , Saad Munir

**December 24, 2019 0900-1000Hrs Conference Room-2 Day 2**

<b>Session 1: Management Operations</b>		
<b>Session Chair</b>	<b>Dr. Muhammad Sajjad, Department of Management Sciences, CUI, Vehari</b>	
<b>Session Rapporteur</b>	<b>Ms. Asifa Maqbool, Lecturer, Department of Management Sciences, CUI, Vehari</b>	
<b>Time</b>	<b>Title</b>	<b>Name of Author(s)</b>
0900-0912Hrs	Transformational Leadership; Impact on follower behavior outcome with Mediation role of Employee Empowerment	Zahra Fatima, Shahbaz Ahmad
0912-0924Hrs	Improving Employee's Creativity via Individual Skills Development and Team Tacit Knowledge Sharing: Impact of Dual-Focused Transformational Leadership	<b>Ayesha Kanwal</b>
0924-0936Hrs	Role of Entrepreneurial Orientation, in Explaining Firm Performance: Mediating role of Innovation Capacity and Learning Orientation	<b>Kazim Abbas, Dr. Khawar Naheed</b>
0936-0948Hrs	Success vs Failure Prediction Model for SMEs: A Study of South Punjab and Baluchistan	<b>Shakeel Ahmad, Dr. Khawar Naheed</b>
0948-1000Hrs	Global Development in Humanities, Education and ICT Socio Economic Factors Affecting Job Satisfaction of women in Public and Private Sector	<b>Hina Afzal, Sarfraz Hassan, Zeeshan Ali Khan</b>

**December 24, 2019 0900-1000Hrs Conference Room-3 Day 2**

<b>Session 1: Sustainable Development</b>		
<b>Session Chair</b>	<b>Dr. Muhammad Sohail Tahir, Department of Management Sciences, CUI, Vehari</b>	
<b>Session Rapporteur</b>	<b>Mr. Muhammad Ashfaq, Lecturer, Department of Management Sciences, CUI, Vehari</b>	
<b>Time</b>	<b>Title</b>	<b>Name of Author(s)</b>
0900-0915Hrs	The Role of SMEs in Poverty Alleviation, Employment Generation and Economic Growth in Pakistan	<b>Zunaira Shahid, Raza Ullah, Muhammad Khalid Bashir, Tahira Sadaf</b>
0915-0930Hrs	Analyzing Economic Factors Affecting Poverty in Selected Developing Countries	<b>Syed Muhammad Muddassir Abbas Naqvi, Zahoor Hussain Javed, Hazoor Muhammad Sabir</b>
0930-0945Hrs	Determinants of Female Child Labor and Impact on Household's Livelihood: Evidence from Metropolitan City of Faisalabad, Punjab, Pakistan	Asgar Ali, Bushra Rasheed, <b>Tayyab Zeeshan Shahid, Sana Sehar</b>
0945-1000Hrs	Challenges and Opportunities in e-Rozgaar scheme	<b>Asma Ishaq, Azhar Abbas, M. Amjed Iqbal, Mian M. Shoaib Rafiq, Sarfraz Hassan</b>

**Students' Research Workshop: Literature Review, Data Collection and Strategies for Writing Auditorium**

**Recourse Person: Dr. Sana Sehar, UAF, Faisalabad**  
 Topic: Questionnaire Development and Skills for Accurate Data Collection  
**Recourse Person: Dr. Abdus Samie, UAF, Faisalabad**  
 Topic: **Strategies for Writing and Literature Reviews**

**Tuesday, December 24, 2019 (1000-1045Hrs)**

**Tea Break 1045-1100Hrs (in front of New Academic Block)**

**December 24, 2019 1100-1200Hrs Auditorium Day 2**

<b>Session 2: Marketing Management</b>		
<b>Session Chair:</b>	<b>Prof. Dr. Waqar Akram, IBA Sukkur University</b>	
<b>Session Rapporteur</b>	<b>Ms. Shanza Tabasum, Lecturer, Department of Management Sciences, CUI, Vehari</b>	
<b>Time</b>	<b>Title</b>	<b>Name of Author(s)</b>
1100-1115Hrs	A Study on consumer's perceptions towards fresh milk and tetra pack milk from District Faisalabad	Amna Yousaf, Dr. M Amjed Iqbal
1115-1130Hrs	The Impact of Technostressors on Users' Discontinuous Usage Intention towards SoLoMo Services with the Mediating Role of Anxiety	Muhammad Nawas Akram, Saad Munir, Tehmas Akram
1130-1145Hrs	Determinants of Job Incident among graduates Working in Public and Private Sector at Lahore	<b>Rabia Khalid</b>
1145-1200Hrs	Impact of Country Image on visit intention with the mediating role of purchase intention and moderating role of personality type	<b>Komal Hassan, Dr. Salman Yousaf</b>

**December 24, 2019 1100-1200Hrs Conference Room-1 Day 2**

Session 2: Social Sciences		
Session Chair:	Dr. Muhammad Ramzan Sheikh, Director Campus and Associate Professor of Economics, BZU Vehari Campus	
Session Rapporteur	Mr. Muhammad Usman Qureshi, Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
1100-1115Hrs	Determinants of Youth Unemployment: A Case Study of City Faisalabad	<b>Muhammad Sohail Ashraf</b> , Dr.M. Amjed Iqbal
1115-1130Hrs	Assessing the Performance of District Education Managers in District Vehari	Muhammad Faisal Munir, Imtiaz Hussain, Asif Mahmood, <b>Muhammad Naeem</b> , Sajid Mehmood
1130-1145Hrs	The impact of health on economic growth: A panel data investigation	<b>Sher Bano</b> , Bilal Tariq
1145-1200Hrs	Estimating the Health Cost of Farm Workers in Cotton Production	<b>Hafiz Muhammad Yousaf</b>

**December 24, 2019 1100-1200Hrs Conference Room-2 Day 2**

Session 2: Marketing Management		
Session Chair:	Dr. Muhammad Irfan Chani, Department of Management Sciences, CUI Vehari	
Session Rapporteur	Ms. Asifa Maqbool, Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
1100-1115Hrs	Determinants of Pulses import in Pakistan: A Time Series Analysis	<b>Mahdia</b> , Asghar Ali
1115-1130Hrs	The Role of Culture in Household Food security: The Case of Faisalabad City	Samia Yasmeen, Muhammad Khalid Bashir, Raza Ullah and Azhar Abbas
1130-1145Hrs	Consumer attitude towards online shopping	Muhammad Humal Qamar, Waseem Ahmad, Tanvir Ahmed, Muhammad Luqman Tahir, Khubaib Khalid
1145-1200Hrs	Analysis of subsistence farmer's production and dietary diversity in Southern Punjab	<b>Zeeshan Ahmad</b> , Nasir Nadeem, Sami Ullah, Muhammad Arqam Iqbal, Umar Ijaz Ahmed

**December 24, 2019 1100-1200Hrs Conference Room-3 Day 2**

Session 2: Financial Management		
Session Chair	Dr. Muhammad Irfan Javed, Department of Management Sciences, CUI Vehari	
Session Rapporteur	Mr. Muhammad Ashfaq, Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
1100-1112Hrs	Corporate Governance Exposure, Risk Taking and Financial Performance: An Evidence from Islamic and Conventional banks from Pakistan and Malaysia	<b>Misbah Akram</b> , Dr. Allah Bakhsh Khan
1112-1124Hrs	Do Free Cash Flows Affect Investment Decisions, Dividend Decisions and Financial Performance of Non-Financial Listed Firms in Pakistan?	<b>Ali Mohsin</b> , Dr. Nadeem Ahmed Sheikh
1124-1136Hrs	Does Financial Development Induce Inflation? Time series Evidence from Pakistan	<b>Mubeen Akhtar</b> , Ahmad Nawaz
1136-1148Hrs	Ratio Analysis of Public and Private Banks	Muhammd Luqman Tahir, Waseem Ahmad, Tanvir Ahmed, Muhammad Humal Qamar
1148-1200Hrs	Examination of main fruit and vegetables market Multan	MANAN Aslam, <b>Muhammad Hamza</b>

**Keynote Addresses Monday, December 24, 2019 1200-1230Hrs**  
**Venue: Auditorium**

**Topic:** Punjab Growth Strategy  
**Speaker:** Dr Awais Tahir  
 Director, Punjab Economic Research Institute (PERI), Lahore

**Lunch and Prayer Break 1230-1330Hrs** (in front of New Academic Block)

**December 24, 2019 1330-1430Hrs Auditorium Day 2**

Session 3: Social Sciences		
Session Chair:	Dr. Muhammad Ashraf Rao, CUI, Vehari Campus	
Session Rapporteur	Ms. Shanza Tabasum, Lecturer, Department of Management Sciences, CUI, Vehari	
Time	Title	Name of Author(s)
1330-1345Hrs	A Psychoanalytic Study of Behavior of the Major Female Character in Mohsen Hamid's "Exit West"	<b>Sajid Ramzan</b>

1345-1400Hrs	Impact assessment of continuous professional development for the English teachers at primary level	<b>Asia Parveen</b>
1400-1415Hrs	Economic Analysis of Depression in Faisalabad Pakistan	<b>Fariha Jamil</b> , Tahira Sadaf, Rakhshanda Kousar, Muhammad Sohail Amjed Makhdum
1415-1430Hrs	Cultural syncretism: a multicultural study of monica ali's brick lane	<b>Waqas Ashraf</b>

**December 24, 2019 1330-1430Hrs Conference Room-1 Day 2**

Session 3: Agri Business		
<b>Session Chair:</b>	<b>Dr. Munir Ahmad, Department of Management Sciences, CUI Vehari</b>	
<b>Session Rapporteur</b>	<b>Mr. Muhammad Usman Qureshi, Lecturer, Department of Management Sciences, CUI, Vehari</b>	
Time	Title	Name of Author(s)
1330-1345Hrs	Semantic Orientation Based Social Media Analysis of Product Reviews	Arslan Ali Raza, Muhammad Ashraf, Muhammad Zain, <b>Sherjeel Ahmed</b> , Waleed Sultan, Zahid Anwar, Dewan Qaseem, Asif Ali
1345-1400Hrs	Flood adaptation cost and its determinants in Southern Punjab	<b>Irfan Ahmad</b> , Asim Yaseen
1400-1415Hrs	Central Bank Autonomy: Its Measurement and Impact on Macroeconomic Performance in Pakistan	Shazia Ishaq
1415-1430Hrs	Long run relationship between dividend payout policy and firm's value, moderating role of corporate governance and leverage.	Muhammad Sajid

**December 24, 2019 1330-1430Hrs Conference Room-2 Day 2**

Session 3: Social Sciences		
<b>Session Chair</b>	<b>Dr. Jamil Ahmad, CUI Vehari</b>	
<b>Session Rapporteur</b>	<b>Ms. Asifa Maqbool, Lecturer, Department of Management Sciences, CUI, Vehari</b>	
Time	Title	Name of Author(s)
1330-1345Hrs	Do Islamic banks earn economic rent? An evidence from Pakistan	<b>Muhammad Saleem</b> , Dr Mian Muhammad Abass
1345-1400Hrs	Determinants of Female Student's Nutritional Status in Universities of Faisalabad	Sibet-e-Zainab
1400-1415Hrs	Cash holdings, ownership concentration and dividend smoothing in Family Owned firms	<b>Muzammil Khan</b>
1415-1430Hrs	Factors Affecting Consumer Behavior Regarding Online shopping: A Case Study of Faisalabad	Faiza Shahid, Tahira Sadaf, Rakhshanda Kousar , M.Sohail Amjed Makhdum

**December 24, 2019 1330-1430Hrs Conference Room-3 Day 2**

Session 3: Management Sciences		
<b>Session Chair</b>	<b>Dr. Orangzeb, CUI Vehari</b>	
<b>Session Rapporteur</b>	<b>Mr. Muhammad Ashfaq, Lecturer, Department of Management Sciences, CUI, Vehari</b>	
Time	Title	Name of Author(s)
1330-1345Hrs	Returns to Private Investment in Higher Education: A Case of Pakistan	<b>Safia Bibi</b> , Sadia Atta
1345-1400Hrs	Women Economic Empowerment through Rural Entrepreneurship; Evidence from District Faisalabad, Pakistan	<b>Natasha Murtaza</b> , Asghar Ali, Sultan Ali Adil, Muhammad Khalid Bashir
1400-1415Hrs	A Study on Consumer Preferences towards Branded and Non Branded Clothes	<b>Adil Ishaq</b> , Manan Aslam, Umar Ijaz Ahmed, Mudassar Yasin, Shoaib Nasir
1415-1430Hrs	The production & transaction costs of sugarcane in Pakistan	Zahid Aziz, Choudary <b>Ihtasham Ali</b> , Umar Ijaz Ahmed, Muazzam Sabir, Arqam Iqbal

Closing Ceremony Auditorium	
Time	Events
1430Hrs	Guests/participants to be seated
1440Hrs	Recitation from the Holy Quran
1445Hrs	Conference Report by Dr. Khuda Bakhsh Program Chair, Associate Professor, Department of Management Sciences, CUI, Vehari
1455Hrs	Address by Chief Guest: Dr. Muhammad Ramzan Sheikh, Director, Bahauddin Zakariya University (BZU) Vehari Campus
1505Hrs	Distribution of Certificates
1515Hrs.	Address by Prof Dr. Khair-uz-Zaman, Guest of Honor/Director, CUI, Vehari Campus