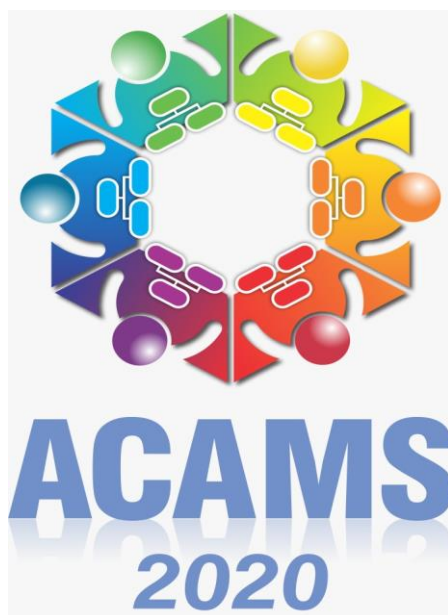

CONFERENCE PROCEEDINGS

1ST ALHAMD CONFERENCE ON ADVANCES IN MANAGEMENT SCIENCES

(ACAMS) 2020

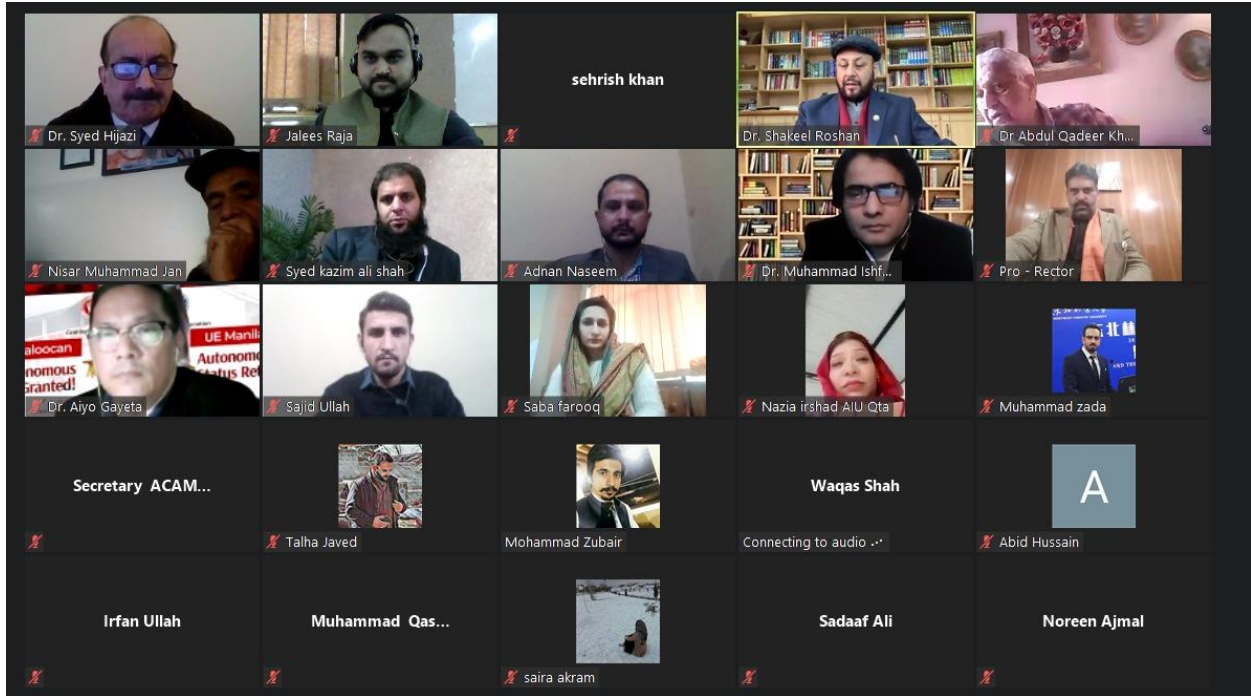
November 28, 2020



**ALHAMD ISLAMIC UNIVERSITY RAJA AKTHAR ROAD, SHAHPUR,
BHARAKHAU, ISLAMABAD, PAKSITAN**

Glimpse of Conference

Kindly Edit pictures Accordingly these are uneven

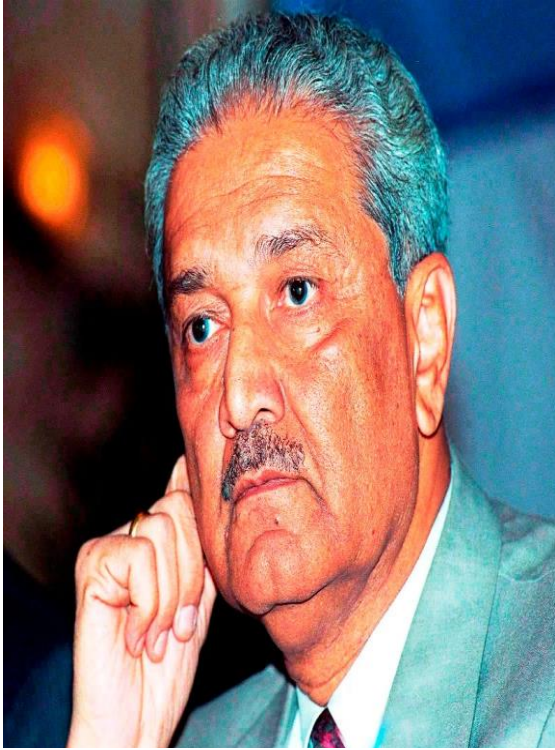






Chief Guest

DR. ABDUL QADEER KHAN



Dr. Abdul Qadeer Khan is a famous Pakistani nuclear scientist and a metallurgical engineer. He is widely regarded as the founder of gas-centrifuge enrichment technology for Pakistan's nuclear deterrent program. Pakistan's nuclear weapons program is a source of extreme national pride. As its "father", A.Q. Khan, who headed Pakistan's nuclear program for some 25 years, is considered a national hero

"Youngsters should realize the importance of education and must realize that they would not be able to do anything in their lives without education. there is no future for the people who ignored education in their lives. Rather spending five years in the universities to get the degrees and cram in the syllabus, students should work hard and besides learning the theories should spend sufficient time in the laboratories to learn how to operate different tools. Students should also focus on conducting valuable research and learn from the experiences of their teachers and colleagues and seniors. Moreover, I must mention here that no money on earth can buy the love and affection that has been given to me by this grateful nation, I really appreciate AIU for conducting conference in this pandemic and I am thankful to your love and respect".

Speakers



DR. MACARIO G GAYETA

Professor University of the East Caloocan Metro Manila, Philippines

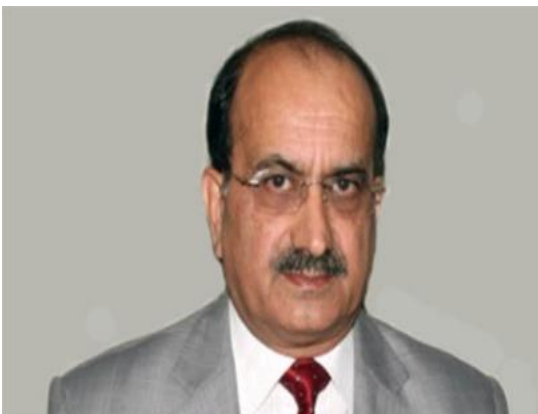
“The Appreciation from AIU is very heart warming, AIU give me an opportunity to have good friends in Pakistan, thank you so much ACAMS-2020 organizing team”



Dr. ANDI ASRIFAN

Assistant Professor Universitas Muhammadiyah Sidenreng, Indonesia

“I am extremely thankful to AIU for giving me opportunity to share my knowledge and expertise. It’s a great pleasure to be a part of ACAMS-2020 and I pay my gratitude to organizers”



Prof. Dr Syed Tahir Hijazi

Vice Chancellor MY University Islamabad

“it was a great activity and I really appreciate AIU for organizing a prestigious event, I heartily congratulate the organizing team of AIU on successful conduction of this great activity”

Speakers



Dr. Muthmainnah

**Education Expert at Education faculty of Al Asyariah Mandar
University, west Sulawesi Indonesia.**

“Greeting from Indonesia, I feel delightful and I personally congratulate to Alhamd Islamic university Islamabad, Pakistan for organizing conference and great proceeding book. I wish and hope this proceeding book will contribute for all academicians, educators and research national and international level. Heartily congratulations to organizers and all participants”



Dr. Muhammad Ishfaq Khan

**Assistant Professor, Capital University of Science and Technology
Islamabad**

“I heartily congratulate to AIU for conduction of such a great activity in this pandemic, applause to organizing team of ACAMS-2020”



Dr. Muhammad Waseem Bari

Assistant Professor, Government College University Faisalabad

“I am thankful to AIU for giving me opportunity and inviting me in a great event, it's extremely courageous to have an activity like this in current pandemic”



Dr Shahab.e.Saqib

**Assistant Professor (Economics) in Higher Education Department,
KP**

“It's a great pleasure to be a part of intellectuals and I really appreciate AIU for conduction this virtual conference”

Chief Guest and Speakers



Mr. Abdul Mateen Khan

HR Leader IBM, CIC Middle East Africa

“I want to pay my gratitude to organizing team and I am thankful to AIU for inviting me to share my knowledge and experience”



Dr. Naveed Ahmed

Deputy Director Quality Enhancement Cell (QEC), National College of Arts, Lahore

“it’s an immense day and I appreciate AIU for gathering intellectuals and giving us opportunity to share our words”



Dr. Ali Mudassar

Harbin institute of technology, China

“it’s a great day and I really appreciate the panel discussion of the conference that is related to the current situation and I am thankful to AIU for having me in this great activity”

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Address by President



Welcome to ACAMS-2020



On behalf of the organizing committee Welcome to the Proceedings of the “Alhamd conference on advances in management sciences”. I would like to express my deepest gratitude to the Chief Guest Dr Abdul Qadeer Khan on whose worthy words are mean a lot to us. I would like to thank all our keynote speakers who made all the efforts to synthesize the materials and their wide and rich experiences to deliver distinguished talks. I would like to express my deepest appreciation to the authors whose technical contributions are presented in these proceedings. It is because of their excellent contributions and hard work that we have been able to

prepare these proceedings. The significance of the research presented in this conference represents a step further towards maturity in this Current pandemic.

The Conference is officially announced to be an annual feature, hence, will be organizing every year, respectively; I am pleased to announce that the 1st Alhamd conference on advances in management sciences was held on 28th November 2020. It provides an ideal academic platform in this current pandemic for the researcher to present the latest research work in the field of management sciences. The conference aims to bring together academicians, scholars and researchers where they share their knowledge and expertise and allow learning something new. Alhamd Islamic university proudly announced that ACAMS-2020 change the way of thinking of the universities in Islamabad because it is Ist virtual conference in the territory where national and international intellectual come together and shared their expertise.

The conference aimed to bring together intellectuals and students in this pandemic and give a direction to work differently. ACAMS-2020 objective was to “to Beat Covid 19” because in this pandemic universities are not fully functional and it’s very important to stay in touch with academia. ACAMS-2020 is like a fuel for the university to engage itself in worthy activities and keep motivating people around.

Best regards,
Secretary of Conference
Anita Akhlaq Abbasi

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**The Proceedings of 1st
1st Alhamd Conference On Advances In Management Sciences (Acams) 2020**

Evaluating the significance of employee turnover and its effects at manufacturing organizations: An Industry-wise Analysis

Dr. Tayyaba Rafique Makhdoom

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Abstract— This study discovered and evaluated the industry-wise difference among the responses of participants about the employee turnover and its effects at manufacturing organizations. Semi-structured interviews were conducted as a pilot study and a survey was conducted through closed-ended questionnaires subsequently. The sample consists of 342 employees working at 12 different — oil, flour, textile and paper — mills situated in Site Area Kotri, Sindh. Eight variables were identified as effects of employees’ turnover namely; waste of training, a risk to confidentiality, low productivity, machine maintenance problem, decline in quality, spoilage of image, low cohesiveness, and reduction in salary expenses. Data were analyzed with the use of SPSS 24.0, in terms of ANOVA for identifying the differences. Annual employee turnover rate (observed) were not significantly different across industries selected for this study. Furthermore, three factors/effects of turnover are significantly different across industries selected for this study, while six factors were not perceived to be different across the industries. Industry-wise turnover rates (observed) were found to be high at site area Kotri. The industry-wise difference in terms of effects of turnover implies that industries should develop specific strategies and policies for reducing turnover, though general policies should also be formulated and implemented, as most of the effects of turnover are not significantly different across the industries.

Keywords—employees’ turnover, productivity, industries

**The Proceedings of 1st
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**What Does it Take for Married Women to Create Work-Life Balance in a collective
society?**

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Abstract— Globalization has created immense opportunities for females to participate in the labour force but equally has affected their work-life balance as well. Consequently, poor work-life balance has a devastating impact on health, relationships, and growth. Therefore, the purpose of the study was to explore the challenges, support systems, and strategies among married women working in the banking sector. It is an exploratory study, and a qualitative technique is used. In-depth, six semi-structured interviews and two focus groups with eight participants each from females working in the banking sector of Quetta City, Pakistan. Further two in-depth interviews were conducted with Branch Managers to highlight their support and policy matters on work-life balance issues. Results indicate work-schedule, time constraints, and exhaustion were identified as the main challenges, and husband, in-laws, and supervisor found key actors in the support system, and three work-life balance strategies Planning, Faith, and Accepting limitations were identified. The research concludes that prior planning, following faith practices, and accepting limitations can moderate the harmful effect of work-schedule, time constraints, and exhaustion on work-life balance that can further be quantitatively tested. Even though researchers have discussed the work-life balance but understanding the phenomenon in a different culture is equally important. Females working in close society orientation are more prone to have issues due to work conditions as well as societal pressures. Therefore, this study presents an alternative and new perspective regarding issues in maintaining work-life balance.

Keywords— Work-life balance, Working Women

**The Proceedings of 1st
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**An Empirical Nexus Between Corporate Governance and Cost of Equity: An Evidence
From PSX-Listed Firm**

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International Islamic University, Islamabad.

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Abstract— This paper is intended to explore the nexus between corporate governance and the cost of equity in Pakistani-listed (PSX-listed) firms. Cost of equity was calculated by capital asset pricing model (CAPM), while the Generalized Methods of Moments (Sys-GMM) model was evaluated for 2014-2019 on a sample of 170 companies listed on the Pakistan Stock Exchange (PSX). The study employed Sys-GMM to overcome the problem of endogeneity among corporate governance variables. To test the robustness of GMM estimations, the study compared the results of pooled OLS and fixed-effect estimations and found they did not overcome the problem of endogeneity, providing spurious results. It was hypothesized that there is a negative relationship regarding the cost of equity and Block ownership. The findings suggested that BDS are found as significant factors in reducing the cost of equity of PSX-listed firms. Audit quality of the firm showed a positive relationship with the cost of equity while FMD and leverage have no association with the cost of equity. These study findings will direct policymakers in expanding or adapting the scope and depth of corporate governance practices, which will certainly facilitate the production of the right corporate climate in the country.

Keywords: Corporate Governance Pakistan Cost of equity Pakistan stock exchange

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**Impact of Organizational Justice and Organizational Culture on Employee's Commitment
with Mediating role of Job Satisfaction and Moderating role of Work Environment**

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Abstract— This paper examines the impact of organizational justice and organizational culture on employee's commitment in the context of telecom sector of Pakistan. This paper used a questionnaire administered to a random sample of 240 employees working in Islamabad and Rawalpindi. Reliability analysis, descriptive statistics and regression have been used to test the data. The results revealed that organizational justice and organizational culture have a direct positive impact on the employee's commitment. Job satisfaction also mediates the relationship between organizational justice and organizational culture and employee's commitment. The work environment was also found moderating the relationship between job satisfaction and employee's commitment. The study suggests valuable suggestion both for managers and academicians.

Keywords: Organizational justice, Organizational culture, job satisfaction, employee's commitment

**The Proceedings of 1st
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Impact Of Financial Knowledge And Socialization On Financial Satisfaction

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Abstract— The study tries to investigate the interplay among financial knowledge, socialization and financial satisfaction. The sample consists of data collected from 289 individuals from Faisalabad. Those how are making financial decisions for the household for at least two years. This research is based on survey method and voluntary participation. The data is analyzed by regression analysis through SPSS. The finding shows Financial knowledge and socialization as a positive and significant effect on financial satisfaction. Although the study is conducted on the limited geographical area but can be generalized over a large scale because of many similarities with other geographical areas of Pakistan. Results provide insights into the antecedents of financial satisfaction of individuals and Financial planners may utilize this study for improvement of financial satisfaction of their clients and hence the retention of the same.

Keywords: Financial Satisfaction, Financial Socialization, Financial Knowledge

**The Proceedings of 1st
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**Effect of role conflict and dissatisfaction on employee's performance: the mediating role of
imbalanced life**

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Abstract— Imbalanced life is a dilemma of this time and everyone is facing work-life imbalance. The objective of this study is to explore the effect of role conflict and employee's dissatisfaction on the employee's performance with the mediation of imbalanced life. If imbalanced life is not tackled seriously it starts affecting employee's mental health and performance. However, for current study data is collected from the teachers of the university, college and schools located in Rawalpindi and Islamabad. Results show that role conflict and dissatisfaction affect employees' performance and imbalance life mediates between them. Practically the present study is helpful for employed people to understand the consequences of role conflict and dissatisfaction on the employee's performance by keeping in mind the effect of an imbalanced life. It is useful for the policymaker to make policies regarding imbalanced life for the betterment of organization and manpower because manpower is the real asset of any organization. Moreover, organization performance is based on the employee's performance and if employees do not have a balanced life they could not perform well.

Keywords: Imbalanced life, dissatisfaction, role conflict, employee's performance

**The Proceedings of 1st
1st Alhamd Conference On Advances In Management Sciences (Acams) 2020**

**The family network support and disparity among rural-urban women informal
entrepreneurs: Empirical evidence from Khyber Pakhtunkhwa Pakistan.**

**Said Muhammad^{1*}, Kong Ximei², Shahab E. Saqib³, Zahoor Ul Haq⁴, Nisar Muhammad⁵,
Sikandar⁶**

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Abstract— Families and businesses have been separated from one another but are intertwined in case of women entrepreneurship. Women participation in economic and business activities has enhanced the employment ratio as well as boosting up the living standard by supporting their families financially. However, development has been always unequal. This study aims to investigate the rural-urban disparity among women home-based entrepreneurs in District Mardan, Khyber Pakhtunkhwa. Data were obtained through a questionnaire in the rural-urban location from 504 participants who were engaged in informal home businesses. Descriptive and chi-square analysis was performed to test the association among variables. The results showed that significant disparity in the rural-urban location was found in the products offered, family financial status, family network support in finance and sales and markets. These women entrepreneurs should expand their business network to reduce their dependency on their family for support which can put a bar on their decision making. To empower women and reducing rural-urban inequality gap, the government should provide financial support for the expansion of their entrepreneurial activities.

Keywords: family network, financial support, women entrepreneurship, the rural-urban, disparity

**The Proceedings of 1st
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**Operation of AITAB (Al-Ijarah Thumma al-Ba) Investment and its understanding with
Shari Law: The case of Islamic Bank of Pakistan**

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Abstract— Al-Ijarah Thumma Al-Bay“ (AITAB) is the contemporary innovative product that specifically designed for Islamic hire-purchase facility with compliance of Shariah principle. Even though AITAB facility was established more than 18 years ago in Islamic banking, there is no Islamic hire-purchase act to regulate this product. As a result, there is still a question of whether the operations of AITAB fully abide with the Shariah principle as Albert Einstein had stated that "In theory, theory and practice are the same. However, in practice, they are not." Therefore, the objective of this research is to identify if there are differences between the theory of AITAB facility based on the Shariah principle and the real operation practiced by the Islamic Bank of Pakistan. Also, we seek to identify the similarities (if any) between AITAB and conventional hire-purchase (based on Hire-Purchase Act 1967) to investigate whether the similarities in practice have been influenced by the same regulation. This study adopts the research methodology of qualitative approach and content analysis. The explanations are given by the Islamic bank’s manager regarding the issues and implementation of the chosen practice answers the unsolved issues surrounding AITAB facility for a long time. Towards the end, this study suggests that new guidelines on the Islamic Hire Purchase Act should soon be designed and implemented. Also, both government and Islamic banks should be more transparent in educating the society about the AITAB facility.

Keywords: Islamic Banking; AITAB principle

**The Proceedings of 1st
1st Alhamd Conference On Advances In Management Sciences (Acams) 2020**

**The Impact of Sales Promotion on Purchase Intention of Package Spice Brands in
Pakistan: An Empirical Study**

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Abstract— The spice category in Pakistan is just the same as other commodity-based industries. Packaged milk, oil, tea and spices all share similar dynamics. Pakistan is among the top five-spice producers in the world after India, Bangladesh, Turkey and China. Pakistan also exports to Europe and the Middle East. This study is emphasizing on the relationship between sales promotion and purchase intentions of the products in cash and carries of Pakistan, particularly in cities of Rawalpindi and Islamabad. The study uses quantitative research methodology and primary data was collected from the female shoppers who visited selected cash and carries and shop for the products. An adapted questionnaire is used to collect the data. After collecting the data, it was recorded in SPSS 17 and different statistical analysis was conducted such as descriptive analysis, Regression analysis and ANOVA. Results of this study found a positive significant relationship between sales promotion and purchase intentions. These results can be utilized by the companies operating in Pakistan and they would be able to increase their marketing budgets to enhance the sales promotions.

Keywords: Sales Promotion, Purchase Intention, Package

**The Proceedings of 1st
1st Alhamd Conference On Advances In Management Sciences (Acams) 2020**

**Affects of COVID-19 on Small and Medium Industries & Businesses: Strategies to Survive
in Pandemic**

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Abstract— The Novel Corona outbreak came into the eyes of the world in December 2019, when Wuhan city of china got badly affected by the COVID-19. As the days passed, the virus spread all over the world. Almost more than a million cases were reported causing more than five hundred thousand casualties all over the globe. This research is exploratory research that indicates the factors that affected the economy of the world and the new ways of the businesses that were discovered due to the pandemic situation. Severe lockdowns have been observed in China, Europe and all over the world. These lockdowns badly affect the functioning of businesses and international supply chains, companies and manufacturing firms, which resulted in the unemployment of millions of people all over the world. If the same pandemic situation continues, many more businesses and organization may shut down their operations and millions of more people may get unemployed. As the fixed cost and expenses of the companies and organizations remain the same, it might force the companies to shut down the operations to avoid further losses. South Asian countries are facing even more bad times due to a lack of advancement in medical sciences and technology. Also, they have to import Corona testing kits and medicines, which results in an increased burden on the economy of the country. Therefore, they need to improve the medical facilities to cope with the unfavorable medical emergency conditions in the future. This research indicates the long term policies that should be adopted in such kind of pandemic in future time. This research focuses on the problems related to small and medium industries which can be operated with a low number of labors while the area of large industries is wide open for research.

Keywords: Small Business, Small Industries, COVID-19, Pandemic, Economy.

**The Proceedings of 1st
1st Alhamd Conference On Advances In Management Sciences (Acams) 2020**

Waste Collectors In Pakistan: An Exploratory Study Of Environment-Friendly Self-Employment

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Abstract— This study aimed to investigate how waste collector uses themselves as a resource towards establishing self-employment, characteristics of waste collectors, their role in the developing economy of the country by waste reduction. They face many challenges, and among them, the significant one is that they are looked down upon and thus face very low social status. This is a descriptive study focused on the Qualitative research method, diary study, validation, and the data was reviewed from the literature resources available, and also from secondary sources: living society in Pakistan. The key issues are the results found, lack of knowledge, inadequate enforcement of environmental laws, higher certification rates, difficult documentation procedures, and the unavailability of the new technology. The goal of the research was to learn about the ideas and self-care practices of the participants, suggest conversations, and focus on their issues collectively. It reflects on the workplace climate and attitudes to health threats.

Keywords: Waste Collection, Human Resource, Recycling, Pakistan