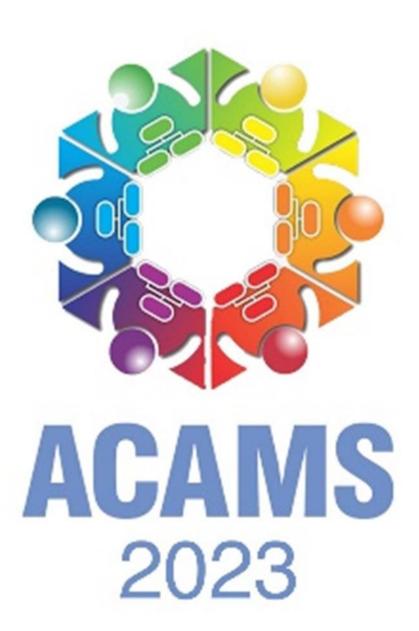
CONFERENCE PROCEEDING 3rd ALHAMD CONFERENCE ON ADVANCES IN MANAGEMENT SCIENCES (ACAMS) 2023 March, 18, 2023

ALHAMD ISLAMIC UNIVERSITY ISLAMABAD, PAKSITAN



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Welcome to ACAMS-2023

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 Prof.Dr. Muhammad Jahanzeb Khan Vice Chancellor Fata university and Prof. Dr. Sajid Rashid Ahmad Vice Chancellor University of Okara. I would like to thanks 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 research 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 Conference is officially announced to be an annual feature, hence, will be organizing every year, respectively; I am pleased to share this is 3rd Alhamd conference on Advances in management sciences, whereas previously we have 1st and 2nd in 2020 and 2021 respectively. We have gathered from different parts of the world, with diverse backgrounds and areas of expertise, to share knowledge and ideas on a common theme. This conference promises to be an engaging and enlightening experience for us all. We hear from esteemed speakers and engage in discussions on topics that are crucial to the progress of our respective fields. We also have the opportunity to network and collaborate with fellow experts and enthusiasts, and gain insights into the latest advancements and breakthroughs.

This conference is a testament to the power of collaboration and the importance of staying informed and up-to-date in our ever-evolving world. We are all here because we share a common passion and a shared goal, and I have no doubt that the exchange of ideas and perspectives here will lead to new discoveries and innovations that will shape the future.

Best regards, Manager ACAMS-2023 Anita Akhlaq Abbasi

Address by President

It is a great pleasure to be here today, at this, the most important conference on advancements in management sciences. I really appreciate your presence as we tried to shape this conference in a way to attract your interests so; I trust that we will be successful by looking at the participations. Research is not just about discovering new



things. It is also about challenging our assumptions, questioning our beliefs, and expanding our horizons. It is through research that we gain a deeper understanding of ourselves, our societies, and our world, in this way, we will be able to create a better future for ourselves and for our generations. I hope that the Alhamd conference on Advances in Management Sciences would be able to achieve its objective in providing an effective forum for academician, researchers, and practitioners to advancing knowledge, research, and technology for humanity.

Moreover, my deepest gratitude goes to the Organizing Committee and I wish you a very productive conference with exciting and encouraging discussions and exchange of knowledge so that together we can anticipate a future of innovative knowledge and research for society and humanity.

So, as we gather here today, let us reaffirm our commitment to research, to the pursuit of knowledge, and to the betterment of society. Let us work together to find new solutions to the challenges we face, and to create a brighter future for ourselves and for the world.

These conferences give fruitful results in an in person way as compared to virtual conference but we try to gain the utmost outcomes from virtual conference and for the next time we will try to arrange an in-person conference In Sha Allah.

May God bless us all with good health to make this event a successful and enjoyable one!

Chief Guest

Prof.Dr. Muhammad Jahanzeb Khan



Prof.Dr. Muhammad Jahanzeb KhanVice Chancellor, University of FATA

Pakistan.

I believed research is the foundation of all progress. It allows us to explore new ideas, test hypotheses, and discover new knowledge. Research is the key to unlocking new technologies, and improving our understanding of complex systems. Without research, we would not have the amazing advances we enjoy today in fields like medicine, engineering, and technology. Research and innovation is the engine that drives progress and leads to economic growth. By taking new ideas and turning them into products, services, and processes that people can use, innovation creates new markets and opportunities for growth. I also believed that Conferences are a vital component of research and innovation. They provide a platform for researchers and innovators to share their work, collaborate with others, and learn about new developments in their fields.

Conferences enable the exchange of ideas and promote the development of new partnerships and collaborations. They are also an opportunity to showcase new technologies and innovations, attracting investors and customers who can help bring these ideas to market. Without research, there can be no innovation, and without innovation, there can be no progress. Conferences provide the necessary platform for bringing together researchers and innovators to accelerate progress and drive positive change. Lastly I am honored and grateful to the Alhamd Islamic university for inviting me in the forums of intellectual. I would like to pay my regards and gratitude to the President Alhamd Islamic University Dr. Shakeel Roshan and his Team for condictiong this conference.

Chief Guest

Prof. Dr. Sajid Rashid AhmadVice Chancellor, University of Okara,
Pakistan.

Prof. Dr. Sajid Rashid Ahmad

I feel great pleasure to address the participants of the 3rd Alhamd Conference on "Advances in Management Sciences" which is highly demanding in the current economic scenario of the country. This area of research should be addressed through the scholarly pursuits of the academic and scientific community of the country. The universities should make collaborations with international scholars, researchers, and scientists working in world-renowned institutions so that the advances in the management sciences should reach timely in the country. Also, we should encourage interdisciplinary research and introduce new trends and advances in the curricula of management science to familiarize students with them. Moreover, research journals specific to various areas of the management sciences should be initiated to ensure the development and production of knowledge.

Topic: "Achieving organization excellence through ERP system implementation"



DR. RAB NAWAZ LODHI

Associate Professor
Hailey College of Commerce,
University of the Punjab Lahore,
Pakistan.

Implementing an ERP system is a key strategy for organizations to achieve excellence. It enables efficient integration of various departments and functions, streamlining processes, and improving overall productivity. With real-time data access, decision-making becomes faster and more accurate, leading to better resource allocation and customer satisfaction. The ERP system facilitates effective communication, collaboration, and information sharing, promoting a culture of transparency and accountability within the organization. Ultimately, successful ERP implementation paves the way for improved operational efficiency, cost reduction, and sustainable growth, positioning the organization for long-term success and excellence.

Topic: "Massive digitalization has created loopholes for advancement"



DR. WASIM ABBAS SHAHEEN

Assistant Professor Quaid-i-Azam School of Management Sciences, Quaid-i-Azam

Massive digitalization has undeniably brought about significant advancements in various fields. However, this rapid transformation has also inadvertently created loopholes that need attention. The increased reliance on digital systems has exposed vulnerabilities, leading to cyber threats and data breaches. Furthermore, the digital divide has widened, with marginalized communities being left behind in accessing and benefiting from digital advancements. Ethical concerns, such as privacy issues and algorithmic biases, have also emerged as key challenges. It is crucial for society to address these loopholes and ensure that digitalization is harnessed responsibly and benefits. inclusively truly its to reap

Topic: "Pakistan Economy and Governance Crisis"



PROF. DR. SYED TAHIR HIJAZI

Governance Specialist UNDP former

Member Governance Planning

Commission Former Rector

University of Central Punjab. Former

Pakistan is currently facing significant challenges in its economy and governance. The economy is struggling with issues such as high inflation, unemployment, and a widening fiscal deficit. These factors have resulted in a decline in living standards for many Pakistanis. Additionally, the country is grappling with a governance crisis marked by corruption, inefficiency, and a lack of transparency. These challenges pose serious obstacles to Pakistan's development and require urgent attention and comprehensive reforms to stabilize the economy and strengthen governance systems for the benefit of its people.

Topic: "The knowledge hiding culture"



DR. MUHAMMAD WASEEM BARI

Assistant Professor Government College University, Faisalabad The existence of a knowledge hiding culture poses significant challenges to effective knowledge management within organizations. This culture inhibits the free flow of information and stifles collaboration, leading to a loss of valuable insights and expertise. It undermines the core principles of knowledge sharing, trust, and innovation. Overcoming a knowledge hiding culture requires a comprehensive approach that addresses organizational culture, incentives, and leadership behavior. By fostering an environment of openness, transparency, and trust, organizations can unlock their knowledge potential and reap the benefits of effective knowledge management.

Topic: "CSR-contingent executive compensation in earnings management"



DR. SHAH SAUD

School of Management and Economics, Beijing Institute of Technology

- The findings show that the CSR-Score is positively associated with EM.
- CSR-Score is negatively associated with EM when compensation contracts are in place.
- Executive power (i.e. high ownership & duality) is positively and significantly associated with Objective-CSR-Contracts.
- The power of executives leads to high Objective-CSR-Contracts in firms.
- No evidence of board size on Objective-CSR-Contracts was reported.

Topic: "Adaptation of Firms to ISO 14001 - Case from Vietnam"



DR. TRAN THI HONG NGQC

Head Department of Environmental management, Faculty of Environment-Technology-Engineering, An Giang University –Vietnam The adaptation of firms to ISO 14001, the international standard for environmental management systems, is crucial in promoting sustainability and environmental responsibility within organizations. Implementing ISO 14001 helps businesses identify and mitigate their environmental impacts, improve resource efficiency, and comply with relevant regulations. It encourages firms to adopt a systematic approach to managing environmental aspects and establishes a framework for continuous improvement. By aligning their operations with ISO 14001, firms can enhance their reputation, reduce costs, and gain a competitive edge in an increasingly environmentally conscious market. Overall, the adaptation to ISO 14001 is a strategic decision that fosters long-term sustainability and positions firms as responsible corporate citizens.

Topic: "Conspiracies in the workplace"



DR. IMRAN SAEED

Assistant Professor Institute of
Business and Management
Sciences (IBMS), the University of
Agriculture, Peshawar, Pakistan

Conspiracies in the workplace can be detrimental to the overall functioning and productivity of an organization. When employees engage in conspiratorial behavior, it leads to a breakdown of trust, communication, and collaboration among team members. These conspiracies often arise from rumors, gossip, and personal agendas, resulting in a toxic work environment. It is crucial for organizations to address and mitigate such conspiracies through open communication, transparency, and a strong organizational culture. By fostering a supportive and inclusive workplace environment, organizations can minimize the occurrence of conspiratorial behavior and promote a healthier and more productive workplace.

Topic: "Globalization and green economy"



DR. SADAF KHAN

Assistant Professor Sunway

Business School University,

Malaysia

Globalization and the green economy are two interconnected phenomena shaping the future of our world. Globalization has facilitated the exchange of goods, services, and ideas on a global scale, leading to economic growth and increased interdependence among nations. However, the negative environmental consequences of globalization, such as increased carbon emissions and resource depletion, have highlighted the need for a shift towards a green economy. The green economy aims to reconcile economic development with environmental sustainability by promoting renewable energy, sustainable production and consumption, and green technologies. Embracing a green economy within the context of globalization is crucial for ensuring a sustainable and prosperous future for all.

Topic: "Artificial intelligence in Education"

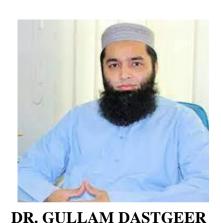


DR. MONA TAMAN

Vice president of future leader's international group. / Consultant in Education technology and learning development

Artificial intelligence (AI) has emerged as a powerful tool in the field of education, transforming the way students learn and teachers instruct. By leveraging AI technologies such as machine learning and natural language processing, educational systems can provide personalized learning experiences tailored to each student's needs. AI-powered tools enable adaptive assessments, intelligent tutoring systems, and automated grading, saving time and resources for educators. Furthermore, AI can analyze vast amounts of educational data to identify patterns, optimize curriculum design, and improve educational outcomes. With its potential to enhance teaching and learning processes, AI is poised to revolutionize education and create more inclusive and effective educational environments.

Topic: "Application of Neuro linguistic programming in business organizations: A key to Excellence"



Assistant professor, University of Hail, KSA

The application of Neuro Linguistic Programming (NLP) in business organizations has proven to be a key to excellence. NLP techniques offer valuable tools for effective communication, enhancing employee performance, improving overall organizational success. By understanding and utilizing NLP principles, businesses can create a positive and empowering work environment, foster strong interpersonal relationships, and achieve higher levels of productivity and motivation. NLP's emphasis on language patterns, behavior modeling, and mindset shifts enables leaders and employees to align their goals, overcome limitations, and unlock their full potential. Ultimately, integrating NLP into business practices can lead to increased efficiency, better decision-making, and a competitive edge in the market.

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DOES ISLAMIC WORK ETHICS MITIGATE THE IMPACT OF ORGANIZATIONAL CRONYISM AT THE WORKPLACE? A MEDIATED MODERATED MODEL

Dr. Sadia Shaheen

Assistant Professor, Lyallpur Business School, Government College University Faisalabad

Abstract— this study aims to explore the relationship between organizational cronyism and employee performance in public sector organizations in Pakistan. As it is established in past research, that the organizational cronyism negatively effects the positive work behaviors of the employees and enhances negative workplace behaviors and attitudes. The key purpose of this study is to examine the effect of organizational cronyism on employee performance through employee negligence. Additionally, the moderating role of Islamic work ethics has been tested in the relationship between organizational cronyism and work outcomes which is a unique contribution of the study. The study employed an exploratory research design and time lag survey technique. On the basis of a comprehensive literature review, research hypotheses were formulated to investigate the relationship between study variables. The primary data were collected using questionnaires from employees working in public sector organizations in Pakistan. The results of the study indicate organizational cronvism negatively impacts on employee engagement and employee performance, additionally, Islamic work ethics moderated the relationship between organizational cronyism and work outcomes such that the relationship is low in presence of high Islamic work ethics. Managerial, theoretical, and practical implications are also discussed along with study limitations.

Keyword: Organizational cronyism, Islamic work ethics, employee engagement, employee performance

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THE ROLE OF TRANSFORMATIONAL LEADERSHIP IN EMPLOYEE PERFORMANCE: THE MEDIATING ROLE PSYCHOLOGICAL EMPOWERMENT Mr. Zeeshan Riaz

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Abstract: This research focuses on the impact of transformational leader's behavior on job performance of knowledge employees. Taking enterprise knowledge employees as the research object and by introducing the psychological empowerment as the mediating variable, this research explores the impact of transformational leadership style on the job performance of knowledge employees. This research is divided into 5 parts. The first part is the introduction, which introduces the background of the study, research gap, problem statement, research questions, research objectives, and significance of the study, assumptions and delimitations, definition of key words. The second part is the literature review, which reviews the previous researches on the concepts, affecting factors and dimensions of research variables such as transformational leadership, employee work performance and psychological empowerment. The third part is the research design. On the basis, of the previous research, the research model of this paper is constructed, the research hypothesis proposed and the research questionnaire designed by referring to the mature scale studied by the previous researchers. The fourth part is empirical research, which takes knowledge employees of state-owned enterprises in Pakistan as the research object. A total of 662 respondents data were obtained by means of questionnaire survey, and the reliability and validity analysis, difference analysis, correlation analysis, main hypothesis test and adjustment effect test were conducted on the collected data using SmartPLS V.3 and SPSS 25.0, partly verifying the theoretical model and research hypothesis. The fifth part is conclusion and prospect. This study draws research conclusions through the empirical research data results, points out the limitations of the research and puts forward the prospects for future research. Finally, based on the research results and according to the actual situation of the enterprise, this research offers some suggestions to the managers of the state owned enterprise for the actual management of knowledge employees from the aspect of leadership style.

Keywords: Transformational Leadership; Transactional Leadership; Knowledge Employees; Job Performance; Psychological Empowerment

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INVESTIGATE THE RELATIONSHIP AMONG GREEN WASHING DIMENSIONS (VAGUENESS, DECEPTION AND NEED OF HOUR), BRAND CREDIBILITY AND BRAND EQUITY.

Ms. Noor Ul Ain Arif

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Purpose

The purpose of this paper is to investigate the relationship among greenwashing dimensions (vagueness, deception and need of hour), brand credibility and brand equity.

Design/methodology/approach

Two brands were chosen: a high-involved brand and a low-involved brand. Data were collected from 589 consumers by survey method, and structural equation modeling was run to test the research hypotheses.

Findings

It was found that vagueness and need of hour positively affect brand credibility, and deception negatively affect brand credibility. In addition to that, brand credibility has a positive and strong impact on brand equity.

Research limitations/implications

Previous studies conceptualize green washing and examine its effects on company performance, green trust and skepticism. This study is a first attempt to explore the effects of green washing dimensions on green branding strategies.

Practical implications

Managers should be aware of that green washing dimension not only affects brand equity but also influence the relationship with the brands.

Originality/value

There is no other study, at least to the author's knowledge, testing the effects of greenwashing dimension on green brand perceptions and brand related outcomes.

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FOUNDATION OF CORPORATE SOCIAL RESPONSIBILITY AND INNOVATION FOR ACHIEVING COMPETITIVE ADVANTAGE

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Purpose - The modern business environment requires organizations to constantly look for ways to gain a competitive advantage. This study bibliometrically describes and depicts the knowledge about corporate social responsibility and innovation as a source of competitive advantage.

Design/methodology/approach - Current study extracted the 428 documents from Web of Science (WoS) database for the period of 2009 to 2023. This study applied a two stage bibliometric approach in the methodology part. Bibliometric analysis approach was used in two stages. In the first stage, the selection of the keywords: "corporate social responsibility" OR "frugal innovation" OR "disruptive innovation" AND "competitive advantage" along with the Booleans ("AND" "OR") were used in the search bar of WoS database and in the second stage VOSviewer software was used on the data set extracted from the WoS database for co-citation analysis, co-occurrence analysis, citation analysis, co-authorship by country analysis and bibliographic coupling analysis.

Findings - The findings enabled us to identify the countries that have contributed most significantly to the development of this field of knowledge as well as the most significant authors, articles and journals. In the co-citation analysis, Carroll, AB is the most co-cited author with 291 co-citations. In the co-occurrence analysis, most frequently occurred keyword is corporate social responsibility with 234 occurrences. In the citation analysis, mostly cited document is Marquis (2014) with 714 citations. In the co-authorship by country analysis, England is on the top for documents with 83 co-authorship. In the bibliographic coupling analysis, Qian, Cuili are the most coupling authors with 969 citations.

Research limitations – Current study has some limitations like documents were extracted from only one database e.g. WoS and this study ignored the other sources like Scopus, Dimensions, PubMed and Google scholar etc. Only published articles were included in the analysis for the period of 2009 to 2023.

Implications - The findings have implications for research scholars, practitioners and policy makers for in-depth knowledge of the current study indicators and this research provides future trends in the development of CSR knowledge.

Originality/value - The originality of the paper contributes to the knowledge of bibliometric approach to disseminate trend in corporate social responsibility as most relevant a source of competitive advantage from the WoS database.

Keywords: Bibliometric Analysis, Corporate Social Responsibility, Frugal Innovation, and Competitive Advantage.

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E-COMMERCE SYSTEM SUCCESS: DECODING THE RESEARCH TRENDS IN THE LAST TWO DECADES

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Purpose: Bibliometric analysis is a statistical and computer assisted review methodology to know the evolution of study over the years and also help to recognize modern potential collaborations. In addition to this, it helps to identify strengths and weaknesses in different fields of study. Furthermore, it also applied to identify modern trends, growth of knowledge in particular field and anticipate future research trends of a particular field of study at micro and macro levels. The aim of this study is to provide bibliometric analysis on the research papers published on e-commerce system success over a specific period of time.

Methodology: The present study reviewed 500 documents extracted from Web of Science for the time period from 2003-2023. In the methodology of the study two step approach were applied. In the very first step, keywords were selected "e-commerce" OR "ecommerce "AND "Business Finance" OR "Computer science information system" AND "Business Management" etc. The Boolean "AND" "OR" were used in search bar of Web of Science. In the second step, VOS viewer software were used to apply of data extracted from database for analysis of cocitation analysis, co-authorship analysis and co-occurrence of key-words.

Limitations: The study has some restrictions and limitations that put hurdles in generalizing the results. The first limitation is, the author reviewed articles only taken from Web of Science while other databases like Scopus, Google Scholar and Dimensions etc. were overlook in this study. In addition to this, only published articles were taken into account for review over a specific period of time. Furthermore, only Boolean were applied while searching the data in search bar, meanwhile the use of other searching tools was ignored like use of question mark, wild card, parenthesis and truncation etc.

Implications: The outcomes of the study will enlighten the scholars to understand the future trends of the e-commerce system success in multiple dimensions like e-business, e-social commerce etc.

Originality: The author has faith in that this study is addition to the body of knowledge and grasp the opportunities relating to e-commerce system success.

Key Words: Bibliometric Analysis, Co-citation Analysis, Co-authorship Analysis, Co-occurrence of key-words, E-commerce, System Success, Corporate Social Responsibility, Frugal Innovation, and Competitive Advantage

Alhamd Conference on Advances in Management Sciences (ACAMS-2023)

COMPARISON OF TIMING ABILITIES USING WEEKLY AND MONTHLY DATA- EVIDENCE FROM PAKISTAN MUTUAL FUND INDUSTRY

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Abstract: With the growth of the mutual fund industry, the role of a fund manager is also gaining importance. Therefore, it is crucial to explore whether the fund manager is making some value addition to their portfolios or simply adding to excessive transaction costs. As the performance of mutual funds is contingent upon the forecasting abilities of fund managers, this paper investigates the market timing ability and volatility timing abilities of the Pakistan Mutual fund industry using the Treynor & Mazuy (1966) market timing model, and the Busse (1999) volatility timing model using GARCH. This is also the first study investigating the differential impact of frequency of data on the timing abilities for the mutual fund industry for Pakistan. The results reveal that the high-frequency data i.e. weekly data can better time the market and volatility as compared to the monthly data. This study help managers to induce that asset allocation decisions based on lower frequency could result in higher returns which ultimately ends to be more rewarding for investors.

Keywords: Mutual fund, market timing, volatility timing, GARCH, Pakistan

Alhamd Conference on Advances in Management Sciences (ACAMS-2023)

IMPACTS OF DIFFERENT LEADERSHIP STYLES ON THE PERFORMANCE OF TEACHERS' AND

ORGANIZATIONS

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ABSTRACT

Leadership style is observed as one of the significant elements that effect on the performance of

teachers' and organizations. The way by which a leader gives direction and inspires others to

achieve defined goals is called leadership style. A review study was directed to determine the

impacts of different leadership styles on the performance of teachers and organizations. The

previous studies were selected by following the exclusion and inclusion criteria. A total of 167

published articles were finalized. The outcomes of the review showed that transformational,

charismatic, transactional and democratic leadership styles are the most practical styles that have

significantly positive impacts on the performance of teachers and organizations. Leadership

styles namely bureaucratic and autocratic have the no or little impacts on the performance of

teachers and organizations. These leadership styles may have negative impacts on the

organizational and teachers' performance.

Key Words: Systematic Review, Leadership Styles, Performance, Teachers, Organizations

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The Proceedings of 3rd Alhamd Conference on Advances in Management Sciences (ACAMS) 2023

E-LEARNING AND PANDEMIC: MANAGEMENT AND ADOPTION OF DIFFERENT ONLINE PLATFORMS IN CHINA

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Abstract

The COVID-19 pandemic has had a significant impact on education globally, and China has been no exception. In response to the school closures, many educational institutions in China have turned to e-learning as a way to continue delivering education to students. The Chinese government has also played a role in promoting e-learning during the pandemic by launching initiatives to support the development and management of online education. The rapid growth of e-learning in China has been facilitated by the emergence of online learning platforms that offer a wide range of courses to students. The qualitative approach has been adopted for this research, and 28 valid responses were collected from the participants. The findings of this research reveal the importance of e-learning and the management ability of China during the pandemic. In fact, e-learning has revealed itself as a new approach to amplify the process of learning, and it may be further enhanced by social media. The findings of this research will motivate other countries to apply and manage e-learning in a pandemic or non-pandemic situation in a better way. Despite the benefits of e-learning, there are also limitations to this form of education, including technology and infrastructure limitations, quality of education, student engagement, teacher training, and assessment and evaluation. Overall, e-learning has become a crucial tool for delivering education during the COVID-19 pandemic in China, but there are still challenges to be addressed to ensure that students receive a high-quality education through digital means.

Alhamd Conference on Advances in Management Sciences (ACAMS) 2023

THE DIFFERENTIAL EFFECT OF INTERNAL AND EXTERNAL REMITTANCES ON LABOR PARTICIPATION AND EMPLOYMENT CHOICES IN PAKISTAN

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ABSTRACT: This article scrutinizes the effect of external and internal remittances on the outcomes of the labor market of Pakistan. The study uses data from PSLM - HIES 2018-2019. The results reveal that individuals from remittance-receiving households are less likely to participate in labor vis-à-vis individuals from non-receiving households. The external and internal remittance inflow increases the labor supply for the labor-participating individual. In addition, a higher amount of external remittances increase the likelihood of participation in self-employment than wage-employment, which supports the positive effect of remittance inflow on labor supply. A higher inflow of internal remittances is associated with an increase in the likelihood of participation in farming. In short, our analysis supports the fact that the effect of external remittance is more pronounced on labor market outcomes than internal remittances. The study's findings assist the labor economist in observing the obstacles in the labor force participation and policymaker to understand the entrepreneurial level and economic activities in the remittance-receiving households to turn the effect of remittance as a job creator.

JEL classification: C39, C24, J22, F24

Keywords: Labor Participation, Occupational Choices, External Remittances, Internal remittances,

Migration

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PANEL DISCUSSION

DR. NOHEED **KHAN** Associate Professor/ Director ORIC Alhamd Islamic University

What is AI and Machine learning? How will you explain the supervised and unsupervised learning for our audience?

How AI is going to impact the modern businesses and organizations? As Business Intelligence is a part of AI so what is the present status of BI in Pakistan and what future prospects will emerge?

What are the benefits and challenges of AI and Machine learning/deep learning?



DR. MUHAMMAD **SHEHZAD HANIF** Assistant Professor at UCP Business School, University of Central Punjab, Lahore

AI Enhanced automation efficiency: AI and ML enable automation of tasks, leading to productivity increased efficiency across various industries.

Benefits of AI and Machine Learning/Deep Learning

Improved decision-making: AI algorithms can analyze large volumes of data, extracting valuable insights and aiding in better decision-making processes.

Personalization and customization: AI-powered systems can provide personalized experiences, tailored recommendations, and customized solutions to meet individual needs and preferences.



DR. SHAKEEL AHMED **Assistant Professor HITEC** University

ΑI will revolutionize modern businesses and organizations by automating processes, improving decision-making through data analysis, and enabling personalized customer experiences. **Business** Intelligence (BI) in Pakistan is currently evolving with increasing adoption by organizations for datadriven insights. Future prospects include enhanced BI tools, advanced analytics, and AI-powered automation for better business performance.

Challenges of AI and Machine Learning/Deep Learning:

Data quality and bias: ML algorithms heavily rely on data, and if the data is of poor quality or biased, it can result in inaccurate or unfair outcomes.

Ethical concerns: AI systems raise ethical dilemmas, including issues related privacy, security. to transparency, and accountability.

Skill gap and job displacement: Widespread adoption of AI and ML may lead to job displacement and require a workforce equipped with new skills, creating challenges in reskilling and upskilling.



DR. SAFDAR ZAMAN Associate Professor & Head of IT Department Federal Directorate of Education Islamabad

Artificial Intelligence, which is a field of computer science that focuses on creating intelligent machines capable of performing tasks that typically require human intelligence. Machine learning is a subset of AI that involves the development of algorithms that enable machines to learn and make predictions or decisions based on data. Supervised learning is a machine learning technique where a model is trained using labeled data, meaning the input data is paired with corresponding output labels. The model learns to make predictions by finding patterns in the labeled examples.

Unsupervised learning, on the other hand, is a machine learning technique where the model learns from unlabeled data. The goal is to discover underlying patterns or structures within the data without any predefined labels. The model identifies relationships or clusters in the data to gain insights or make predictions based on similarities between examples.

GALLERY





3rd ACAMS 18th March 2023



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Scientific Committee



Dr. Faisal Mahmood Assistant Professor Department of management sciences, Alhamd Islamic university



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3rd ACAMS 18th March 2023





Alhamd Conference on Advances in Management Sciences ACAMS-2023

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