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| **Time**  **9:30-10:20AM** | **Session** | **Venue** |
| **9:30AM - 9:35 AM** | Welcome Note by Director SPA  “**Dr. Imran Sadiq”** | **MS Teams Link**  <https://msteams.link/FQAV> |
| **9:35AM - 9:50AM** | Recitation, National Anthem and Ariel View of  UMT |
| **9:50AM -10:05AM** | Inauguration ceremony by Worthy Rector,  **“Dr. Asif Raza”** |

**INTERNATIONAL CONFERENCE (ICARMP)**

**JUNE 18 & 19, 2025**

**3rd International Conference on Action Research in the Multidisciplinary Perspective of Technology, Social and Business Science (ICARMP) 2025**

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| Day 1  PHASE-1: Parallel Session 01 | | |
| Technical Session 01 | | International keynote speaker 10:05AM-10:30AM |
| Time: 10:30 AM – 12:30 PM | | **Venue:** SPA CS/IT Office  **MS Teams Link:** <https://msteams.link/SOMW> |
| Session Chair 1: Dr. Haroon Hafeez  Session Chair 2: Dr. Irfan Sabir | | **Key Note Speaker: Dr. Oluwarotimi W. Samuel**  **Moderator: Dr. Mishal Naqvi** |
| Ref # | **Author (s)** | **Title** |
| IC-001 | Amna Sohail  Memona Masood  Dr Khansa Masood | “Resilient Business Futures for Sustainable Entrepreneurial Ecosystems” |
| IC-002 | Kumail Azhar  Imran Riaz  M. Haris Hafeez  Dr. Imran Sadiq | The Impact of Digital Transformation on Risk Management |
| IC-003 | Shahreyar Sohail  Talha Zahid  Noor Warsi Khan | The Relationship Between Performance Metrics and  Employee Motivation |
| IC-004 | Abdul Munim  Sir Adnan Ahmad Naeem  Dr. Zakee Saadat | Optimum Rectilinear Minisum Location Analysis Of Nawaz Sharif Cancer Care Hospital |
| IC-005 | Kumail Azhar  Muhammad Haris Hafeez  Dr. Khansa Masood | Risk Management Strategy For Supply Chain  Sustainability And Resilience Capability |
| IC-006 | Hajira Tahir,  Mohyuddin Tahir Mahmood | Impact of Predictive and Agile Project Management Approaches on Project Success: The Mediating Role of Teamwork Quality. |
| IC-007 | Zunaira Zaheer | Tools of Artificial Intelligence at University level for Research Purpose. |

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| Day 1  PHASE-1: Parallel Session 02 | | | |
| Technical Session 01 | | International keynote speaker 10:05AM-10:30AM | |
| Time: 10:30 AM – 12:30 PM | | **Venue:** 1S-35  **MS Teams Link:** <https://msteams.link/UO6G> | |
| Session Chair 1: Dr. Farhan Azmat  Session Chair 2: Dr. Asif Shamim | | **Key Note Speaker: Dr. Oluwarotimi W. Samuel**  **Moderator: Dr. Zakee Sadat** | |
| Ref # | **Author (s)** | **Title** | |
| IC-008 | Saqib Khan Niazi  Dr Khansa Masood | | Resilient Business Futures for Sustainable Entrepreneurial Ecosystems |
| IC-009 | Prof. Dr. Norzieiriani Ahmad | | Building Consumer Trust Through Technology: The Interplay of Blockchain, Greenwashing, and Green Purchase Intention |
| IC-010 | Abdul Rehman  Muhammad Sajid Tufail | | Brand Experience, Ease of Use, and Advocacy: Hedonic Mediation in Snapchat AR Use in Pakistan |
| IC-011 | Maria Kanwal  Hooria Muthar  Dr. Hina Ismail | | Does Social Media Usage Impact the Social Comparison Behavior? A Case of Young Pakistani Individual |
| IC-012 | Fizaa Hashmi  Dr. Asim Masood  Dr. Faizan ul haq | | Linking GHRM Practices to Institutional Sustainability The Moderating Role of Sustainable Leadership |
| IC-013 | Arzoo Jamal | | Impact of Safety Participation on Workplace Accidents: Mediating Role of Safety Knowledge, Safety Compliance, and Safety Climate |

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| Day 1  PHASE-1: Parallel Session 03 | | |
| Technical Session 01 | | International keynote speaker 10:05AM-10:30AM |
| Time: 10:30 AM – 12:30 PM | | **Venue:** 1S-31  **MS Teams Link:** <https://msteams.link/R5MA> |
| Session Chair 1: Dr. Asim Masood  Session Chair 2: Dr. Umair Javeed | | **Key Note Speaker: Dr. Oluwarotimi W. Samuel**  **Moderator: Mr Asher** |
| Ref # | Author (s) | Title |
| IC-014 | Dostdar Hussain  Dr. Ibrahim Hussain  Bushra Noor | Green HR Practices and Environmental Performance in the Baltistan’s Hospitality Sector |
| IC-015 | Mubashra Ishaq  Kinza Khan  Hiba Farooq | Leveraging AI for Sustainable Investment: Enhancing Decision-Making through ESG Integration |
| IC-016 | Muhammad Hashim Khan | AI based innovation and advanced manufacturing: Bridging industry 4.0 and 5.0 |
| IC-017 | Bisma Saleem  Amna Sarfarz | Methods in Business Research |
| IC-018 | Dr. Hina ismail | The Effect of AI-Driven Practices on Sustainable HRM Outcome: An Empirical Investigation |
| IC-019 | Muhammad Zain Asghar  Dr Khansa Masood | Examining the Effects of Digital Work, Technology Affordances, and Job Characteristics on Job Performance: The Mediating Role of Work-Life Balance |

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| Day 1  PHASE-1: Parallel Session 04 | | |
| Technical Session 01 | | International keynote speaker 10:05AM-10:30AM |
| Time: 10:30 AM – 12:30 PM | | **Venue:** SPA Main Office  **MS Teams Link:** <https://msteams.link/0BJ2> |
| Session Chair 1: Dr. Rizwan  Session Chair 2: Dr. Sobia Bano | | **Key Note Speaker: Dr. Oluwarotimi W. Samuel**  **Moderator: Miss. Sana** |
| Ref # | **Author (s)** | **Title** |
| IC-020 | Tehreem Bibi  Noor Fatima  Laiba Shafiq | The Role of AI in Green Marketing: Boosting Digital Effectiveness and Customer Loyalty |
| IC-021 | Fatima Hasnain  Ayesha Sohail  Khadija Rasheed | The Role of Artificial Intelligence in Transforming Content Marketing: Impact on Digital Strategy and Customer Engagement |
| IC-022 | Khadija Rafaqat Ali  Abdullah Shahzad  M Mazhar Nawaz | The Online Repurchasing Decision in Pakistan |
| IC-023 | Muhammad Ramzan Asghar  Dr Khansa Masood | Impact of Green Supply Chain Management Practices on Organizational Sustainability in Industry 4.0 Technologies: Empirical Evidence from Krones AG (Pvt) Ltd |
| IC-024 | Dr. Tasneem Razzak | Investigating the influence of Individual and Organizational factors on Job Performance among Nurses in Public Sector Hospitals of Karachi |
| IC-025 | Naila Pari  Muhammad Milad Youniszad  Maryam Khan  Dr. Asim Masood  Dr. Faizan UL Haq | Understanding the Impact of High-Pressure Work Environments on Employee Well-being and Performance: A Review of the Aviation Sector |

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| Day 1  PHASE-1: Parallel Session 05 | | |
| Technical Session 01 | | International keynote speaker 10:05AM-10:30AM |
| Time: 10:30 AM – 12:30 PM | | **Venue:** SPA Main Office  **MS Teams Link:** <https://msteams.link/JS8W> |
| Session Chair 1: Dr. Rafiq  Session Chair 2: Dr. Usman Sattar | | **Key Note Speaker: Dr. Oluwarotimi W. Samuel**  **Moderator: Miss. Hajra** |
| Ref # | **Author (s)** | **Title** |
| IC-026 | Abarna Khaliq  Dr Khansa Masood | The influence of leadership styles and organizational culture on fostering self-Efficacy in AI learning and its subsequent effects on employee attitudes and behaviors during AI implementation. |
| IC-027 | Fazeyha Zirwa Rana,  Dr Zulqarnain Arshad | Impact Of Workplace Incivility, Organizational Justice And Job Burnout On Teacher’s Dysfunctional Turnover Intention |
| IC-028 | Riaz Ali  Dr. Zakee Saadat | Identification of The Factors That Impact the Circular Supply Chain and Zero Waste: A Systematic Literature Review |
| IC-029 | Hassan Ahmad Raza  Dr. Mishal Naqvi | Safety and Risk management in large-scale construction projects |
| IC-030 | Muhammad Asim Sohaib  Farrukh Sultan  Dr. Khansa Masood | The Impact Of Ai-Driven Scheduling On Employee Well-Being Through Workload Balance |
| IC-031 | Mohamed Abdullahi Ahmed | The Impact of Project Management Practices on Construction Project Success: The Mediating Role of Team Collaboration and Resource Optimization |
| *TEA / Lunch BREAK*  *12:30 AM – 2:30 PM* | | |

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| Day 1  PHASE-2: Parallel Session 06 | | |
| Technical Session 01 | |  |
| Time: 02:30 PM – 04:30 PM | | **Venue:** 1S-31  **MS Teams Link:** <https://msteams.link/NH1R> |
| Session Chair 1: Dr. Bilal Majid  Session Chair 2: Dr. Inayat | | **Moderator: Miss. Khair Ul Burria** |
| Ref # | Author (s) | Title |
| IC-032 | Fahmeeda Shahadat  Dr Khansa Masood | The Impact of AI-based HRM Practices on Ethical Innovation: The Mediating Role of Knowledge Sharing and Ethical Behavior, Moderating Role of Perceived Organizational Support |
| IC-033 | Abdul Nader  Rehan Ali | The role of diversity and inclusion in the workforce |
| IC-034 | Aimon Riaz  Areej Riaz | Effect Of Green Logistics On Economic Development At Global Level |
| IC-035 | Warda Naeem | Strategic Response to Sales Crisis: Case Study on Khaadi |
| IC-036 | Ali Muhammad Younas | Driving Project Success through Transformational Leadership and Knowledge Capabilities with Ethical innovation as a strategic moderator |
| IC-037 | Abdul Rehman Akbar  Dr.Saif | Impact of Project Governance on Project Success under the Mediating Role of Stakeholder Management. |

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| Day 1  PHASE-2: Parallel Session 07 | | |
| Technical Session 01 | |  |
| Time: 02:30 PM – 04:30 PM | | **Venue:** 1S-35  **MS Teams Link:** <https://msteams.link/26SB> |
| Session Chair 1: Dr. Mahwish  Session Chair 2: Dr. Shahbaz Ramy | | **Moderator: Miss. Farwa** |
| Ref # | **Author (s)** | **Title** |
| IC-038 | Ramish Moeen | From injustice to inefficiency: How does interactional injustice prompt time-related performance fallout? |
| IC-039 | Zuha Rizwan  Dr. Khansa Masood | Role of Fin-tech on the relationship between technological literacy, traditional accounting practices and its impact on firm’s growth |
| IC-040 | Ms. Manohar Rahman  Dr. Saif | Impact of Agile Methodology on Project Success with the Moderating role of Digital Leadership behavior of Project Manager in the IT Industry of Pakistan |
| IC-041 | Mr. Jawad Ahamd | Investigating the Impact of Barriers Hindering the Adoption & Implementation of Sustainable Construction and its Subsequent Effect on Economic Viability in Pakistan |
| IC-042 | Sameera Ahmad | Impact Of Co-Created Hrm On Hrm Effectiveness,  The Intervening Influences From Key Personal  Factors |
| IC-043 | Mr. QADIR AMIN  Dr. Saif | Analyzing the Impact of Agile Project Management on organization performance |

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| Day 1  PHASE-2: Parallel Session 08 | | |
| Technical Session 01 | |  |
| Time: 02:30 PM – 04:30 PM | | **Venue:** SPA CS/IT Office  **MS Teams Link:** <https://msteams.link/YHXB> |
| Session Chair 1: Dr. Maria Arsalan  Session Chair 2: Dr. Nauman Zaheer | | **Moderator: Mr. Asher** |
| Ref # | **Author (s)** | **Title** |
| IC-044 | Sadia Kulsoom | Public Private Partnerships In Intelligent Transportation System (Its) And Traffic Infrastructure Development |
| IC-045 | Ms. Eaman Mansha  Dr. Saif | Impact of Artificial Intelligence Technology Adoption Behavior on Project Success: the Moderating Role of Project Manager’s Competencies |
| IC-046 | Dr. Imran Sadiq | Comprehensive Review of Research Articles on Technical  Integration in Construction |
| IC-047 | KHAIR UL BURRIA  Dr. Khansa Masood | Investigating the Role of Big Data-Driven Supply Chain and Economic (Production) Sustainability in Enhancing Supply Chain Performance and Customer Satisfaction. |
| IC-048 | Amir Mahmood Khan | Impact Of Change Management Initiatives Undertaken By Punjab Safe Cities Authority (Psca) For Advanced Traffic Management In Lahore A Case Study |
| IC-049 | Ahmad Shah  Zain Ul Hussnain  Dr. Imran Sadiq | To Analyze The Project Team Dynamic Impact On  Success Of The Project: Risk Management’s Role |

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| Day 1  PHASE-2: Parallel Session 09 | | |
| Technical Session 01 | |  |
| Time: 02:30 PM – 04:30 PM | | **Venue:** SPA Main Office  **MS Teams Link:** <https://msteams.link/M5XT> |
| Session Chair 1: Dr. Muqaddas  Session Chair 2: Dr. Shahan Cheema | | **Moderator: Prof. Dr. Mohyuddin Tahir Mahmood** |
| Ref # | **Author (s)** | **Title** |
| IC-050 | Muhammad Shahab Shahid  Dr. Khansa Masood | Cultural Influence on Requirements Engineering and its impact on the Success of Software Industry of Pakistan |
| IC-051 | Maira Shahzad | The Importance of Communication in IT Project Management |
| IC-052 | Abdullah Ali | The Effect of Active and Passive Leadership on Project Success: The Mediating Role of Green HR Practices and Moderating Role of Organizational Culture |
| IC-053 | Muhammad Haseeb | The Motivation of Operatives in Small Construction Firms Towards Health And Safety |
| IC-054 | Bismah Attique,  Siddiqa Mahnoor  Dr. Imran Sadiq | Impact Services of Artificial Intelligence and Drone Deliveries on  Consumer Satisfaction in Food Delivery |
| IC-055 | Syeda Asma Noor  Alishba Kamran  Hassnain Khalid  Dr. Imran Sadiq | Evaluating the Impact of Training and Career Development on Work Performance through Organizational Commitment: A Kirkpatrick Model Perspective |

**INTERNATIONAL CONFERENCE (ICARMP)**

**DAY**-**2 - JUNE 19, 2025**

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| Day 2  PHASE-1: Parallel Session 01 | | |
| Technical Session 01 | | Keynote speaker session 09:30-10:00 AM |
| Time: 10:00 AM – 12:00 AM | | **Venue:** SPA Main Office  **MS Teams Link:** <https://msteams.link/VZNS> |
| Session Chair 1: Dr. Rabia Bashir  Session Chair 2: Dr. Waqas | | **Key Note Speaker: Dr. Saleh F.A Khatib**  **Moderator: Miss. Hajira Tahir** |
| Ref # | **Author (s)** | **Title** |
| IC-056 | Muhammad Shaheryar Sohail  Dr. Khansa Masood | Emerging Future Trends of Artificial Intelligence in Project Management: Toward Sustainable, Ethical, and Entrepreneurial Practices |
| IC-057 | Raif Rafiq  Dr Khansa Masood | Analyzing the Challenges and Limitations of Artificial Intelligence (AI) in Construction Industry in Pakistan |
| IC-058 | Hassnain Khalid  Prof. Dr. Mohyuddin Tahir Mahmood | The Role of AI in Advancing Corporate Sustainability in Pakistan: A Text Mining Analysis of Sustainability Reports |
| IC-059 | Talha Zahid  Dr. Mishal Naqvi | Artificial Intelligence in Human Resource Practices with Challenges and Future Directions |
| IC-060 | Mohamud Maani Abdul Kadir  Dr. Mishal Naqvi | Evaluating Service Quality and Passenger Satisfaction at Aden Adde International Airport, Mogadishu: The Role of Operational Efficiency and Staff Responsiveness. |
| IC-061 | Ammara Tahir  Hadina Nisar  Mahnoor Rizwan  Moazma Liaqat  Dr. Imran Sadiq | Analyzing the Impact of Environmental Risk on Project Success: A Strategic Change Delivery Perspective |

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| Day 2  PHASE-1: Parallel Session 02 | | |
| Technical Session 01 | |  |
| Time: 10:00 AM – 12:00 AM | | **Venue:** 1S-31  **MS Teams Link:** <https://msteams.link/OKUA> |
| Session Chair 1: Dr. Zulqarnain Arshad  Session Chair 2: Dr. Gulfam Haider | | **Key Note Speaker: Dr Saleh F.A Khatib**  **Moderator: Mr. Zain** |
| Ref # | **Author (s)** | **Title** |
| MGT-009 | **Shahzad Mujahid Hussain** | The Use of Machine Learning Techniques in Predicting Customer’s Sentiment Analysis |
| IC-062 | Hafiza Mushtabiha Ambreen Ismail  Fatima Ayyuub | Artificial Intelligence Powered Application for Sustainable entrepreneurial practices |
| IC-063 | Laiba liaquat  Dr. Khansa Masood | The Impact of Remote Management on Work-Life Balance |
| IC-064 | Sania Ramzan  Sidra Ayyub  Arisha Ali | The Transformative Impact of Artificial Intelligence on Human Resource Management: A Synthesis of Contemporary Research |
| IC-065 | Sidra Saleem | CSR And Employee Pro-Social and Environmental  Behaviors: The Role of Intentions, Climate And Green HRM |
| IC-066 | Muhammad Sohail javaid | The Influence of Technology Stressors, AI Anxiety, and Digital Leadership on AI Adoption Intention: Examining the Mediating Role of Technical Self-Efficacy and the Moderating Effect of an Innovative Culture. |
| IC-067 | Raqia Sohail  Dr. Khansa Masood | Resilient Business Futures: Policy, Collaboration &amp; Digital Transformation in Sustainable Ecosystems |

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| Day 2  PHASE-1: Parallel Session 03 | | |
| Technical Session 01 | | Case study |
| Time: 10:00 AM – 12:00 AM | | **Venue:** 1S-35  **MS Teams Link:** <https://msteams.link/6343> |
| Session Chair 1: Dr. Javairia abbas  Session Chair 2: Dr. Naveed Anwar | | **Key Note Speaker: Dr Saleh F.A Khatib**  **Moderator: Miss. Farwa** |
| Ref # | **Author (s)** | **Title** |
| Case study-001 | Dr. Oussama Saoula | Investigating the Factors Affecting Entrepreneurial Intentions with the Moderating Role of Entrepreneurial Self-Efficacy: A Case of Public Sector Universities |
| Case study -002 | Abdullah Tariq | Digital Transformation at Brew &amp; Bean Café (UK): A Case Study on Strategic Innovation and Customer-Centric Growth: |
| Case study -003 | Abdullah Tabassum | CASE STUDY ON GRC360: When Success Turned Into Strain |
| Case study -004 | Saqlain bhatti | Business Turnaround at The Peri Peri Express Ltd. (UK): A  Case Study on Strategic Management and Operational  Efficiency |
| Case study -005 | Hiba javaid | Markaz App – Revolutionizing Social Commerce in Pakistan |
| Case study -006 | Tuba Rasheed | Armington Meets Melitz: Introducing Firm Heterogeneity and Export Mode in Trade-A  Case Study of Pakistan |

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| Day 2  PHASE-1: Parallel Session 04 | | |
| Technical Session 01 | |  |
| Time: 10:00 AM – 12:00 AM | | **Venue:** SPA CS/IT Office  **MS Teams Link:** <https://msteams.link/6FOH> |
| Session Chair 1: Dr Hasnain Abbas Naqvi  Session Chair 2: Dr Sajjad Hussain | | **Key Note Speaker: Dr Saleh F.A Khatib**  **Moderator: Dr. Mishal Naqvi/ Khair ul burria** |
| Ref # | **Author (s)** | **Title** |
| IC-068 | Memona Masood  Amna Sohail  Nimra Zahid  Dr. Imran Sadiq | Stakeholder Engagement: Strategies, Challenges, And Impact On Project Success |
| IC-069 | Raqia Sohail  Dr. Imran Sadiq | Impact of Risk Management on Project Success with the Mediating Role of Team Communication |
| IC-070 | Fiza Batool  Dr. Imran | To Analyze The Project Team Dynamic Impact On  Success Of The Project: Training And Development |
| IC-071 | Aisha Siddiqa | Smart Blockchain-based Framework for Optimized Pharmaceutical Cold Chain Management |
| IC-072 | Saman Rauf Ramay  Dr. Khansa Masood | Role of social capital in the organizational culture of multinational corporations (MNCs) |
| IC-073 | Muhammad Ibrar | Enigma of uncertainties and cryptocurrency returns during Russia-Ukraine war |
| IC-074 | Muhammad shehzad gul | The impact of leverage, liquidity,sales growth, and cash flow operating on financial distress with interest rate as a moderating variable |
| IC-075 | Dr Muhammad Hassan Arshad  Yejin kim  Md ahbabur rehman | The Effect Of Green Marketing Orientation And Green Innovation On The SME’s Performance In Thailand |
| IC-076 | Zoya Khan  Dr.Nasir Mehmood  Dr.Asim Masood | Influence Of Parental Control On Web Series Addiction And Its Impact On  Consumer Behavior Among University Students |

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| ***LUNCH BREAK***  ***12: 30 PM – 02:30 PM*** | | |
| ***Day 2***  ***PHASE-2: Session Panel Discussion*** | | |
| **Time:** 02:30 PM – 05:30 PM | **Venue: 1C-15, UMT** | |
| **“Panel Discussion by CEO’s on AI based Sustainability, Ethical Innovations and Entrepreneurial Practices”** | | |
| **Closing Ceremony**  **Conference Highlights and token of appreciation by conference Manager Dr. Khansa Masood**  **Closing Remarks by Provost Dr. Asghar Zaidi** | | |
| **Time:** 02:30 PM – 05:30 PM | | **MS Teams Link:**  <https://msteams.link/YQMV> |