

MASCON 2016
Day 1: February 3, 2016

<u>Plenary Session</u>	
<u>Timings</u>	<u>Event</u>
09:30 am	Arrival of Guests
10:00 am	Guests to be seated
10:10 am	Recitation of Holy Quran
10:20 am	Welcome Address by Conference Chair
10:45 am	Key Note Speech by Dr. Christine Ennew (Provost, University of Nottingham, UK)
11:15 am	Key Note Speech by Almas Haider (CEO S. P. E. L, Senior Vice President FPPCI)
11:40 am	Tea Break
12:00 pm	Conference Session A
01:30 pm	Lunch & Prayer Break
02:45 pm	Conference Session B
04:15 pm	Tea Break
05:00 pm	End of Day 1

<u>Conference Tracks (12:00 pm – 01:30 pm)</u>		
<u>Track A1</u>	<u>Track A2</u>	<u>Track A3</u>
<i>Theme: Knowledge Management</i>	<i>Theme: Role of Applied Sciences</i>	<i>Theme Role of Creative Industries-Marketing</i>
Conference Chair: Dr. Aqeel Ahmed	Conference Chair: Dr. Ameer A. Basit	Conference Chair: Dr. Tayyba
1. Agency Theory: A Literature Review of Alternate Perspectives Muawiah Muhammad, Naem Mukhtar & Mudassir Farooqi	1. The Impact of High Quality Relationship on Innovative Work Behavior of Employees through Psychological Wellbeing: A Case of Pharmaceutical Sector of Pakistan Ahmad Usman Shahid, Rizwan Qaiser Danish & Asad Afzal Humayon	1. Impact of Green Marketing on Consumer Brand Preference and Perception of Brand in Pakistan: Case Study of Automobile Sector Zeeshan Saeed, Muhammad Shoaib Islam, Nashit Zafer & Rab Nawaz Lodhi
2. Sensing and Seizing Competitive Advantage through the Lens of Knowledge Based View of the Firm Nausheen Shakeel, Rashid Saleem & Fatima Shaukat	2. Breach of psychological contract and its impact on affective organizational commitment: Moderating role of perceived organizational support in public sector organizations of Pakistan Asma Gul	2. Role of Market Orientation (MO) – Relationship Marketing (RM) and Knowledge Acquisition & Sharing in NPD Mehreen Waheed, Prof. Dr. Sarwar M. Azhar & Mr. Mohsin-ul-Mulk
3. Innovation is a Key for Success in Knowledge Resource Ahmad Adnan	3. Humor Orientation and Honesty as Predictors of Leadership Effectiveness Dr. Khuda Bakhsh	3. Impact of Market Orientation on Organizational Performance on Telecom Sector: a Value Co-Creation Framework Zubia Usman

<u>Conference Tracks (02:45 pm – 04:15 pm)</u>			
<u>Track B1</u>	<u>Track B2</u>	<u>Track B3</u>	<u>Track B4</u>
<i>Theme: Knowledge Management</i>	<i>Theme: Knowledge Based Economy</i>	<i>Theme: Socio-Economic Factors</i>	<i>Theme: Role of Creative Industries-Others</i>
Conference Chair: Dr. Mujtaba Piracha	Conference Chair: Dr. Niaz A. Bhutto	Conference Chair: Dr. Naveed Tahir	Conference Chair: Dr. Basharat Naem
1. In Search of Futuristic Knowledge Economy: An Emerging Economy Framework Mudassir Farooqi, Dr. Sarwar M. Azhar & Andleeb Sandhu	1. Pakistan's need Knowledge-based Economy Muhammad Naem Aslam & Shameem Shoukat	1. Competitive Intelligence Practices in Islamic Banking Sector of Pakistan Nadia Hanif, Muhammad Mahmood Shah Khah, Syedah Hameeda Batool Gillani & Farrukh Ijaz	1. Antecedents of Job turnover in Educational Sector of Pakistan Asad Afzal Hunmayon, Ahmad Usman Shahid & Rizwan Qaiser Danish
2. Knowledge Guru: Ikujiro Nonaka Khalid Mehmood & Dr. Abdul Rashid Kausar	2. Setting up 'Frame of Crisis': Mitigating Effect of Crisis On Organizational Identity and Organizational Reputation Arab-ul-Mateen & Maria Tariq	2. Development of Pakistan through Shale Gas Exploitation: An Economic Overview Taimur Ashfaq	2. Entrepreneur and Education Creating Business Awareness for Students in Pakistan Muhammad Naem Aslam & Shameem Shoukat
3. Online Carpooling Service: A Conceptual Business Model of Tripda Samra Tariq & Arslan Hyder Kalyani	3. Are natural disasters also contagious? Tsunami of Japan evidence from DCC GARCH model Najam-Us-Sahar, Dr. Syed Zulfiqar Ali Shah & Zuee Javaria	3. A Micro Econometric Analysis of Determinants of Earnings Muhammad Saeed Waris	3. Effect of Edge Doping on Graphene Nanoribbon Transistors Sumaira Yasmeen, Dr. Raja Junaid Amjad & Dr. Abdul Sattar
4. Strategic Analysis of University of Management & Technology Hijab Fazal Qureshi, Aftab Ahmed & Hina Shakir	4. Meeting the Global Responsibility Challenges for Business in Pakistan Dr. Ghulam Rasul Awan	4. Do Emotional Reactions of Investors Influence the Perceived Competitive Performance of Firms? M. Yousaf Raza & Dr. Umbreen Ishfaq	4. Global Staffing and Organizational Performance: A Literature Review Maria Shaukat & Dr. Ameer A. Basit

MASCON 2016
Day 2: February 4, 2016

Conference Sessions	
Timings	Event
10:10 am	Conference Session A
11:40 am	Tea Break
12:10 pm	Conference Session B
01:40 pm	Lunch & Prayer Break
02:40 pm	Concluding Ceremony
03:15 pm	Tea Break
04:00 pm	End of Day 2

Conference Tracks (10:10 am – 11:40 am)			
Track A1	Track A2	Track A3	Track A4
<i>Theme: Knowledge Management</i>	<i>Theme: Role of Applied Sciences</i>	<i>Theme Role of Creative Industries-Marketing</i>	<i>Theme: Role of Creative Industries- Others</i>
Conference Chair: Dr. Salman	Conference Chair: Dr. Faisal Tehseen Shah	Conference Chair: Dr. Rafique	Conference Chair: Dr. Ali Sajid
1. Knowledge Management Insight towards Enhancing Sustainable Development of an Organization in Charging Circumstances Meryem Altaf, Nosheen Jawaid Khan, Mudassir Farooqi & Mehwish Waqar	1. The Empirical Analysis of Selective Staffing, Performance Appraisal and Reward Systems on Job satisfaction Akhtar Mahmood	1. Role of Islamic Financial Institutions in the Promotion of Pakistan Halal Food Industry Syedah Hameeda Batool Gillani & Farrukh Ijaz	1. Consumer Behavior towards Apparel Products: An Evidence from Female Clothing in Sahiwal Dr. Raja Irfan Sabir & Hamid Mehmood
2. The Role of Culture in Creation of Knowledge-Phronesis Knowledge: Organizational Theory Maryam Tabassum & Saima Noreen	2. Impact of HR Professional's Competencies and High Performance HR Practices as Innovation in Banking Sector of Pakistan Nosheen Khan, Meryem Altaf & Dr. Atif Hassan	2. Relationship between Customer Involvement, Emotional Attachment and Brand Loyalty Saba Iftikhar, Rab Nawaz Loshi, Usman Zafar & Sadaf Manzoor	2. Metaphor: Organizations as Plants Tooba Javed & Rabia Bashir
3. Dynamic Capability from Knowledge Management Perspective: A Conceptual Framework Mehwish W. Khan & Meryem Altaf	3. In-group Members' Selection: Its Personality Fit, Experience, Gratification or Something Else? Dr. Ishfaq Ahmed	3. An Investigation of Smartphone Adoption in Undergrad Students using Technology Acceptance Model Fatima Shaukat, Rashid Saleem & Nausheen Shakeel	3. Relationship between Resource Dependence Strategies (RDS) and Green Supply Chain Management (GSCM) Performance: Mediating Role of GSCM Practices Rashid Saleem, Fatima Shaukat, & Nausheen Shakeel
4. Knowledge Guru: Nick Bontis Mudassir Farooqi, Dr. Abdul Rashid Kauser & Naeem Mukhtar	4. Moderating Role of Job Stress between the Social Capital and Job Satisfaction in Banking Sector Employees of Lahore Aiman Raza, Dr. F. T. Shah, Hasnain Raza, Sumaira Yasmeen & Abeer Imam	4. Antecedents of Attitude towards Viral Marketing and Its Mediating Role Towards Brand Awareness Raja Muhammad Akhizer, Dr. Wisal Ahmad, Shaukat Ayaz & Ayyaz Ahmad	4. Engineering Management of Moisture Removing from Active Part of Power Transformer by Using Vapour Phase Drying Technique and Its Comparative Analysis M. Ajaz, Ashraf Ali, Toquer Aslam & Fayyaz A. Chaudhry

Conference Tracks (12:10 pm – 01:40 pm)			
Track B1	Track B2	Track B3	Track B4
<i>Theme: Role of Applied Sciences</i>	<i>Theme: Knowledge Based Economy</i>	<i>Theme: Socio-Economic Factors</i>	<i>Theme: Role of Creative Industries-Others</i>
Conference Chair: Dr. Dania Qazi	Conference Chair: Dr. Farooq Anwar Bajwa	Conference Chair: Dr. Niaz Bhutto	Conference Chair: Dr. Iftikhar Shah
1. Mediating Role of Organizational Identification Between The Relationship Of P-O Fit And OCB Khadija Mubarka	1. Transcend Evolution in Creating Knowledge Economy: Role of Training Muhammad Junaid Rizwan	1. Application of Bai Salam in the Agriculture Sector of Pakistan Mir Sajjad Rafiq	1. ICT Literacy Levels and Skills among Librarians in Public sector University Libraries of Sindh Province, Pakistan Liaquat Ali Rahoo, Wahid Bux Mangrio & Dr. Arabella Bhutto
2. Impact of Ethical Leadership on Employees' Work Stress and Performance: Moderating Role of Organizational Compassion Zoofishan Hayat	2. Assisting Policy Framework in banking Sector: examining the Key Dynamics of Infrastructure and Insurance vis-à-vis Risk of Consumer Loans Rana Saifullah Hassan, Dr. Aqeel Ahmad, Fawad Saleem & Aneeb Nawaz	2. Impact of Microeconomic variables on Stock Market Indices: evidence from SAARC Countries M. M. Shah Khan & Saman Rubab	2. Impact of Bank's Structural Determinants on Bank's Performance: A Case study of Pakistan M. M. Shah Khan & Nazik Maqsood
3. Emotional Intelligence and Perceived Organizational Politics as Predictors of Work Related Attitudes among Bank Employees Sidra Liaquat	3. The Unfinished Agenda: Millennium Development Goals Zohaib Ahmed Anjum	3. Impact of Leverage and Liquidity on financial Performance of KSE Listed Textile Firms of Pakistan Hina Tahir, Muhammad Kashif Khurshid, Akhtar Mehmood & Lamia Fahim	3. Reengineering of Economic Operation of Thermal Plants; A Multi-Tier Web Based Solution to the Challenges in the Deregulated Environment. Saqib Ali, Salman Zafar & Muhammad Shahzad Aziz
4. The Recruitment & Selection Procedure and Its Relationship with Employee Performance Dr. Raja Irfan & Saad Mahmood	4. The Nexus between Human Capital and Economic Growth in Case of Pakistan Maqsood Aslam	4. Estimating the Rank of Leading Cement Companies in India. Divya Deep Singh & Dr. Sanjay Kumar Grag	4. Identification and Verification of Vehicle Aqib Mehmood, Imran Khan, Janas Khan & Mumtaz Ali