

Day 1 (Friday, February 6, 2026)

0830 – 0900	Registration (Foyer Area, 3 rd Floor, SDSB Building)	
0900 – 1030	Parallel Sessions	
	AUD-301, 3rd Floor, SDSB Building	AUD-303, 3rd Floor, SDSB Building
	<p>1.1 – Marketing Chair: Dr. Sabaa Sayed (UAE University) Understanding the Role of Pop-Up Ads in a Distraction-Laden Digital Environment Maria Javed, Saba Butt (National University of Sciences & Technology)</p> <p>When Ethics Speak Louder Than Style: Exploring Consumers' Perceptions and Emotions Towards the Response Strategies of Fashion Apparel Brands After a Values-Based Brand Crisis Ayesha Latif Shaikh (Shaheed Zulfikar Ali Bhutto Institute of Science and Technology)</p> <p>Why Consumers Sabotage Brands: Affective and Cognitive Antecedents of Sabotage Intentions and the Mediating Role of Customer Relationship Management Sadaf Amjad, Nosheen Sarwat (Bahauddin Zakariya University)</p> <p>Building Brand Loyalty Through Social Media Communities Mueed Ahmad, Sadia Nadeem (National University of Computer and Emerging Sciences)</p>	<p>1.2 – Accounting & Finance Chair: Dr. Misbah Tanveer (LUMS) Earnings Quality in Developed vs Developing Economies: A Cross-Country Comparison Shoaib Irshad, Fariha Jabeen, Hira Obaid Khan (Namal University)</p> <p>Executive Compensation in Family-Founded and Family-Managed Firms: The Moderating Role of Innovation Muqaddas Khalid (The University of Lahore), Ali Amin (Pakistan Kidney and Liver Institute & Research Centre), Rizwan Ali (The University of Lahore)</p> <p>Social Media, FOMO, and Herding Behaviour: Understanding Retail Investor Decision-Making in Technology-Driven Financial Markets Ayesha Ahmad, Shoaib Irshad (Namal University)</p>
	AUD-304, 3rd Floor, SDSB Building	AUD-305, 3rd Floor, SDSB Building
	<p>1.3 - Human Resource Management & Organisational Behaviour & Leadership Chair: Dr. Ghulam Ali Arain (LUMS) Applying Means-End Chain Perspective to the Management of Family Successors and Non-Family Professionals in Family-Owned Firms Zainab Anjum (LUMS)</p> <p>Employer Evaluation of Competencies in Hiring Decision: Evidence from HR Practitioners in Indonesia's Labour Market Tiara Budiawan, Anggy Aditya, Galih Putra Baskara, Anita Maharani (BINUS Business School)</p> <p>Can Employee Job Design Build Resilient Teams? A Multi-Level Investigation of the Impact of Job Autonomy on Team Resilience Seher Zareen Ahmed, Muhammad Abdur Rahman Malik (LUMS)</p> <p>From Theory to Practice: How AI Challenges and Redefines Affective, Justification, and Governance Approaches Ramsha Naeem (University of Central Punjab)</p> <p>Get Set, Play and Flow: Self-Regulatory Mechanism of Personal Resourcefulness, Flow & Employee Resilience Saba Butt, Maria Javed (National University of Sciences & Technology)</p> <p>Examining The Antecedents of Firm Performance Through Transformational Leadership; Unlocking the Underlying Mechanism in the Context of High Tech SMEs of Pakistan Anam Saif (National University of Sciences & Technology)</p>	<p>1.4 - Human Resource Management & Organisational Behaviour & Leadership Chair: Dr. Ghufuran Ahmad (LUMS) Human-Centred Leadership for a Sustainable Industries: A Mediation Analysis of Servant Leadership and Psychological Safety Among Pakistan's Blue-Collar Workforce Mushtaque Ali, Mustaghis Ur Rahman (Bahria University)</p> <p>Complex Relationships of Instructional Leadership, Learning Poverty, and Dropout: Case-Study of Public-Schools in Developing Nations Amna Asif (Lahore Waste Management Company), Aymen Asif (Programme Monitoring & Implementation Unit Punjab Education Sector Reform Programme)</p> <p>Gendered Pathways to Leadership: Multilevel Dynamics Shaping Women's Careers in Higher Education Institutions Hui Qi, Jawad Syed (LUMS)</p> <p>Bridging Traditions: A Western-Arab Integrative Framework for Ethical Leadership Henrika Franck (UAE University), Sven Horak (St John's University), Mohammed Al Waqfi (UAE University)</p> <p>Disentangling The Negative Effects of Toxic Leaders in an Immoral Environment: Interplay of Petty Tyranny and Ethical Climate on Employee Job Stress, Work-Family Conflict and Creativity Abdur Rahman Malik (LUMS), Imtiaz Alam (Riphah International University), Usman Raja, Saima Naseer (Brock University)</p>
1030 – 1050	Networking Tea (Foyer Area, 3 rd Floor, SDSB Building)	

1050 – 1150	WELCOME & KEYNOTE (Venue: AUD-304, 3 rd Floor, SDSB Building) Opening Remarks by Dr. Muhammad Azfar Nisar (<i>Associate Dean Research & Scholarship, SDSB-LUMS</i>) Welcome address by Dr. Muhammad Adeel Zaffar (<i>Dean SDSB-LUMS</i>) & Dr. Abdul Karim Khan (<i>UAE University, Al-Ain</i>) KEYNOTE ADDRESS: KNOWLEDGE AND PRACTICE: DIFFERENT CURRENCIES OR TWO SIDES OF THE SAME COIN? Dr. Maurizio Sobrero (<i>Professor, UAE University, Al-Ain</i>)	
1150 – 1250	DEANS' PANEL: INSIGHTS ON THE FUTURE OF MANAGEMENT EDUCATION IN ASIA (Venue: AUD-304, 3 rd Floor, SDSB Building) Dr. Abdullah Zafar Sheikh (<i>Dean School of Business Studies, IBA Karachi</i>) Dr. Muhammad Adeel Zaffar (<i>Dean SDSB-LUMS</i>) Dr. Omar Hujran (<i>Associate Dean, UAE University, Al-Ain</i>) Dr. Usman Raja (<i>Associate Dean, Research and Graduate Programs, Brock University</i>)	
1250 – 1430	Lunch & Jumma (Lunch Venue: REDC Lawn, Opposite LUMS Mosque)	
1430 – 1600	Parallel Sessions	
	AUD-303, 3rd Floor, SDSB Building	Faculty Lounge, 4th Floor, SDSB Building
	2.1 - Organisational Behaviour & Human Resource Management Chair: Dr. Ayesha Masood (LUMS) Pockets Full of Small Grievs: Migrant Academic Life, Organisational Silence, and Relational Embodied Inquiry Rafia Faiz (<i>University Canada West</i>) Strategic Agency and Multilevel Coping: A Contextual Framework of Mental Health of Working Mothers Afaf Khalid (<i>Forman Christian College</i>), Mehr Farhan Cheema (<i>LUMS</i>) Digital Identity, Social Media, and Loneliness: Examining Virtual Personas Through Social Identity and Social Comparison Theories Saman Javed (<i>Bahria University</i>) Burdened Frontlines: Worker Wellbeing and Ethical AI in Gender Based Violence Service Delivery Misbah Tanveer, Rida Fatima, Anusha Manahil (<i>LUMS</i>)	2.2 – Case Roundtables Chair: Dr. Virginia Bodolica (American University of Sharjah) Performance Evaluations Meet AI Esha Amir , Mian Muhammad Razi Akbar, Muhammad Abdur Rahman Malik (<i>LUMS</i>) When the Whistle Blows: Dilemmas in the Development of Young Athletes Nida Khan (<i>IBA Karachi</i>) Jamshed's Dilemma Nasir Afghan , Syed Usman Ali (<i>IBA Karachi</i>) Toyota Indus Motors at the Crossroads of Ambiguity in 2025 Ireej Akhlaq, Jawaid A. Qureshi (<i>Shaheed Zulfikar Ali Bhutto Institute of Science and Technology</i>), Ejindu Iwelu MacDonald Morah (<i>York St. John University</i>), Sultan Salem (<i>University of Birmingham</i>)
	AUD-304, 3rd Floor, SDSB Building	
	2.3 – Technology and Operations Management & International Business Chair: Dr. Sheikh Attique Ur Rehman (LUMS) Exploring How New Technology Acquisition Influences Innovation: Evidence From the Middle East and North Africa Yama Temouri (<i>UAE University</i>), Abderaouf Bouguerra (<i>University of Surrey</i>), Ha-Phuong Luong (<i>University of Reading</i>) Generative AI Incorporation: Linking Innovation Dynamics to Digital Transformation Project Performance Abdur Rehman (<i>University of Central Punjab & Riphah International University</i>), Shazia Nauman (<i>Riphah International University</i>) The Influence of Agile Project Management Approaches on Project Sustainability: The Mediating Role of Innovative Behaviour and the Moderating Role of Project Complexity Warrah Khan , Sana Ullah, Usama Waleed Qazi (<i>Air University Islamabad</i>) Multi-Sector Analysis of Agritech, Banking and Digital Governance in Pakistan: Blockchain-Improved Emerging Economies Transformation Alishba Samreen , Shoaib Irshad (<i>Namal University</i>)	
1600 – 1615	Group Photograph (SDSB Entrance)	
1615 – 1635	Networking Tea (Foyer Area, 3 rd Floor, SDSB Building)	
1635 – 1750	WORKSHOP: TEACHING BY THE CASE METHOD (Venue: AUD-304, 3 rd Floor, SDSB Building) Facilitator Dr. Shakeel Sadiq Jajja (<i>Professor, SDSB-LUMS</i>)	
1930	Conference Dinner (Venue: REDC Lawn, Opposite LUMS Mosque)	

Day 2 (Saturday, February 7, 2026)

Parallel Sessions	
AUD-303, 3 rd Floor, SDSB Building	AUD-304, 3 rd Floor, SDSB Building
<p>3.1 – Marketing</p> <p>Chair: Dr. Moeen Naseer Butt (LUMS)</p> <p>The Compatibility Paradox in Digital Adoption: Re-Evaluating the Relevance of DOI Theory For SME Social Media Use in Emerging Economies <i>Khadija Ahmad Mohammad Ismail, Sabaa Sayed, Aisha Bronwyn Wood (UAE University)</i></p> <p>AI in Influencer Marketing: A Systematic Analysis of Research on Consumers' Behaviour Towards Virtual Influencers <i>Maria Kanwal, Zainab Shahid (Women University Multan)</i></p> <p>AI Washing is the New Greenwashing: Understanding the Psychological Mechanisms Behind Consumer Reactions to Exaggerated AI Claims <i>Saadat Khan, Muhammad Nauman Abbasi (Bahauddin Zakariya University)</i></p>	<p>3.2 – Human Resource Management & Organisational Behaviour</p> <p>Chair: Dr. Faiza Ali (LUMS)</p> <p>Beyond the Classroom: Serendipitous Decolonial Transformations Through Chinese Language Education in an Elite University in Pakistan <i>Hui Qi (LUMS)</i></p> <p>Critical Management Studies and Critiques of Technology: A Theoretical Mapping <i>Hatim Fassi Fihri (IBA Karachi)</i></p> <p>Invisible Challenges Across Culture and Career: The Stigma Surrounding Women's Biological Experiences and its Impact on Workplace Outcomes <i>Mahnoor Iqbal, Seerat Fatima (Bahauddin Zakariya University)</i></p> <p>Collectively Embodying Disembodied Work: Kinship, Relational Selfhood, and the Moral Support Sustaining Women's Engineering Careers in Pakistan <i>Zainab Amir, Ghazal Mir Zulfiqar (LUMS)</i></p> <p>A Multi-Level Perspective on Antecedents and Outcomes of Religious Diversity Management at Work: A Systematic Review and Future Directions <i>Mehr Farhan Cheema, Jawad Syed (LUMS)</i></p>
AUD-305, 3 rd Floor, SDSB Building	Faculty Lounge, 4 th Floor, SDSB Building
<p>3.3 - Accounting & Finance</p> <p>Chair: Dr. Syed Kumail Abbas Rizvi (LUMS)</p> <p>Climate Shocks and Economic Losses in Pakistan: Implications for Policy Reforms <i>Anam Fazal (University of Central Punjab)</i></p> <p>Institutional Investment and Spill-Over Effects of Sino-U.S. Geopolitical Uncertainty: Evidence from China <i>Shahid Khan (Pennsylvania State University), Jing Lu (University of Guelph), Omair Haroon (LUMS), Jimmy Yu (Alvernia University)</i></p> <p>Does Corporate Sustainability Drive Green Investment? Evidence From S&P 500 Firms <i>Muhammad Ali Khan, Syed Aziz Rasool (Shaheed Zulfikar Ali Bhutto Institute of Science and Technology), Muhammad Raashid (Pakistan Bureau of Statistics), Zeeshan Hamid (Shaheed Zulfikar Ali Bhutto Institute of Science and Technology)</i></p> <p>The IIRC's Partner Training Programme: A Case of Regulatory Capture <i>Muhammad Bilal Farooq (UAE University), Farzaneh Jalali, Seema Miglani (La Trobe University), Victoria Obeng (Australian Catholic University)</i></p>	<p>3.4 - Case Roundtables</p> <p>Chair: Dr. Abdul Karim Khan (UAEU)</p> <p>ORO Coffee: The Brewing Dilemma <i>Sheikh Attique Ur Rehman, Nataliya Nadeem, Rtaab Hameed (LUMS)</i></p> <p>Muneeb Maayr at Bykea: Transforming Mobility in Pakistan <i>Nasir Afghan, Syed Faraz Ather (IBA Karachi)</i></p> <p>The Solar Startup with Dark Sustainability Secret <i>Darmon Mumtaz, Muhammad Sarim Jalal (Ghulam Ishaq Khan Institute of Engineering Sciences and Technology)</i></p> <p>The Price of Dedication: An Ethical Dilemma in Educational Leadership <i>Sameen Mustafa, Mustafa Hyder (University of Karachi)</i></p>
1030 – 1050	Networking Tea (Foyer Area, 3 rd Floor, SDSB Building)
1050 – 1145	<p>MEET THE EDITORS (Venue: AUD-304, 3rd Floor, SDSB Building)</p> <p>Dr. Bronwyn P. Wood (Associate Professor, UAE University, Al-Ain) Dr. Ghazal Mir Zulfiqar (Associate Professor, SDSB-LUMS) Dr. Syed Aun Raza Rizvi (Associate Professor, SDSB-LUMS) Dr. Yongyi Shou (Professor, Zhejiang University, China)</p>

1145 – 1215	KEYNOTE ADDRESS: LEADERSHIP AT A CROSSROADS: STEERING THROUGH COMPLEXITY TOWARD SUSTAINABLE, HUMAN-CENTRED FUTURES (Venue: AUD-304, 3 rd Floor, SDSB Building) Dr. Virginia Bodolica (Professor, American University of Sharjah)	
1215 – 1330	Parallel Sessions	
	AUD-303, 3rd Floor, SDSB Building	AUD-304, 3rd Floor, SDSB Building
	4.1 – Entrepreneurship Chair: Dr. Muhammad Shehryar Shahid (LUMS) Women's Digital Entrepreneurship in Pakistan: A Systematic Review of Barriers, Enables, and Ecosystem Dynamics (2015–2025) Bushra Sadiq (National Defence University), Hira Abdul Rawoof (Pakistan Navy Engineering College & National University of Science and Technology), Muhammad Ismail Ramay (National Defence University) How Entrepreneurial Identity Drives Opportunity Recognition: The Roles of Effectuation and Entrepreneurial Self-Efficacy Ambreen Rasheed Khan (Universiti Putra Malaysia), Muhammad Shahid Qureshi (GIFT University) AI Adoption and Corporate Entrepreneurship: A Principal Component Analysis for the Italian Business Sector Muhammad Baqir (Balochistan University of Information Technology, Engineering and Management Sciences)	4.2 – Organisational Behaviour & Human Resource Management Chair: Dr. Muhammad Abdur Rahman Malik (LUMS) Play and Absorb - A Multi-Theoretical View of Innovative Leadership Dynamics: A Conceptual Study of Individual Absorptive Capacity Kisa e Fatima , Malka Liaquat (Women University Multan) Investigating the Role of Leaders' Emotional Processes Between Transformational Leadership and LMSX Ashiq Hussain Aulakh (High Court), Aqsa Ejaz (Lahore School of Economics), Samina Quratulain (UAE University) Transforming HR Systems into Neurodiverse Strengths to Explore Innovation and Creativity in Organisation Sadia Saleem , Shumaila Kashif (Institute of Business Management) Exploring The Impact of Remote Work on Employee Productivity: A Comparative Study of In-Office and Remote Workers Kashif Saeed (The Islamia University of Bahawalpur)
	AUD-305, 3rd Floor, SDSB Building 4.3 – AI & Education Chair: Dr. Salma Zaman (LUMS) AI in Education: Student Perspectives from Pakistan and Pathways for Policy Ummad Mazhar , Muhammad Usama Ameer (LUMS) Lived Experiences of Students with Artificial Intelligence: A Phenomenological Study of Pakistani University Students Maria Khalid , Anas Tariq , Shabana Naveed (Lahore Garrison University) Artificial Intelligence in Pakistan's Higher Education: Policy Gaps, Ethical Dilemmas, and Sustainable Pathways Shiza Kazmi , Tayyeb Ali Khan (University of Management and Technology)	
1330 – 1430	Lunch (Venue: REDC Lawn, Opposite LUMS Mosque)	
1430 – 1545	BR-SDSB INDUSTRY-ACADEMIA PANEL AI & THE HUMAN CONDITION: IMPLICATIONS FOR BUSINESS & SOCIETY (Venue: AUD-304, 3 rd Floor, SDSB Building) Mr. Aamer Ejaz (Chief AI Officer, JazzWorld) Mr. Ali Farid Khwaja (Commissioner, Securities & Exchange Commission of Pakistan) Mr. Asif Akram (Global Management Consulting Executive & COO, Systems Limited) Dr. Maurizio Sobrero (Professor, UAE University, Al-Ain) Dr. Muhammad Adeel Zaffar (Dean SDSB- LUMS) Dr. Ussama Yaqub (Assistant Professor, SDSB-LUMS)	
1545 – 1615	Closing Ceremony (Venue: AUD-304, 3 rd Floor, SDSB Building)	
1615 – 1630	Networking Tea (Foyer Area, 3 rd Floor, SDSB Building)	

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