

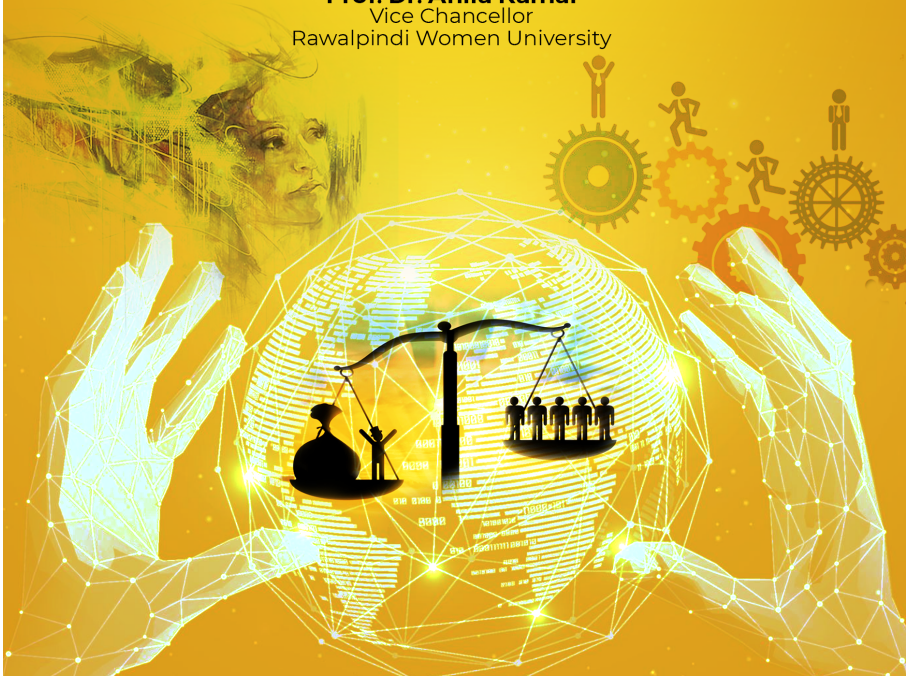


**BOOK OF ABSTRACTS**  
CWCT - 2024

3<sup>rd</sup> INTERNATIONAL CONFERENCE  
**CONTEMPORARY  
WORLD: CHALLENGES  
& TRANSFORMATIONS**

**13<sup>th</sup> NOVEMBER, 2024**

Editor-in-chief  
**Prof. Dr. Anila Kamal**  
Vice Chancellor  
Rawalpindi Women University

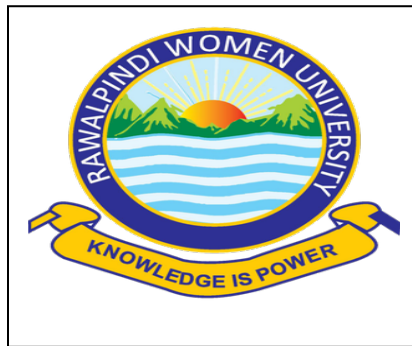




**3<sup>rd</sup> International Conference of Social  
Sciences  
“Contemporary World: Challenges and  
Transformations, 2024  
(CWCT-2024)”**

**November 13<sup>th</sup>, 2024**

**Organized by**



**Rawalpindi Women University  
6<sup>th</sup> Road Satellite Town, Rawalpindi, Pakistan**

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**Book of Abstracts**

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“Contemporary World: Challenges and Transformations, 2024  
(CWCT-2024)  
November 13<sup>th</sup>, 2024*

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## TABLE OF CONTENTS

CONTENT	Page No.
Organizing Committee	iii
About the Conference	ix
Message of Chief Organizer	x
Keynote Address	xi
Keynote Address	xii
Message of the Chief Guest (Inaugural)	xiii
Message of the Chief Guest (Concluding)	xiv
Message of Head of the Department: Business Administration / Fine Arts	xv
Message of Head of the Department: English	xvi
Message of Head of the Department: Psychology / Media & Communication Studies	xvii
Message of Head of the Department: Political Science	xviii
Message of Head of the Department: Sociology	xix
Preface	xx
Acknowledgments	xxi
Conference Program	1
<b>Summary of Invited Keynote Talks (Discipline Wise)</b>	44
Business Administration	45
English	50
Fine Arts	54
Media & Communication Studies	58
Political Science	63
Psychology	67
Sociology	72
<b>Abstracts of Oral Presentations</b>	76
Business Administration	77
English	106
Fine Arts	123
Media & Communication Studies	136
Political Science	153
Psychology	177
Sociology	216



<b>Abstracts of Poster Presentations</b>	245
Fine Arts	246
Media & Communication Studies	257
Psychology	264

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## About the Conference

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The 3<sup>rd</sup> International Conference on Social Sciences, themed "Contemporary World: Challenges and Transformations, 2024" (CWCT-2024), is organized annually by Rawalpindi Women University. This year, the conference seeks to address the pressing issues and transformations affecting social sciences in today's complex world.

In a rapidly evolving geopolitical landscape, social sciences are pivotal in shaping policies and fostering societal change. CWCT-2024 provides a platform for social scientists, researchers, policymakers, and social workers to discuss the critical challenges facing society. From the socio-political shifts post-pandemic to the impacts of AI and digital technologies reshaping global communication and power dynamics, the topics covered are highly relevant. These transformations, along with global concerns like climate change, the refugee crisis, and terrorism, have far-reaching implications on economic equality, social mobility, and overall well-being.

Addressing such multifaceted issues requires a multidisciplinary approach, drawing insights from various fields to create holistic solutions. By bringing together scholars from diverse backgrounds, this conference encourages intercultural dialogue and understanding, particularly important in regions like Pakistan, where cultural, ethnic, and linguistic diversity is rich. Rawalpindi Women University aims to foster a collaborative environment to explore perspectives that transcend societal challenges and promote national harmony and resilience.



## Message of the Chief Organizer

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As Vice Chancellor of Rawalpindi Women University, I am honored to welcome you to the 3rd Conference of Social Sciences, themed "Contemporary World: Challenges and Opportunities, 2024" This conference, now in its third iteration, marks an important gathering of scholars, researchers, and students, bringing together diverse perspectives from departments including Business Administration, Fine Arts, English, Media and Communication Studies, Political Science, and Psychology. Our aim is to foster interdisciplinary collaboration to address the pressing social issues of our time.

In a world shaped by rapid technological changes, shifting politics, and cultural transformations, social scientists play a crucial role in exploring these forces and their impacts. This conference provides an opportunity to reflect, challenge assumptions, and seek solutions to issues such as economic inequality, environmental degradation, mental health crises, misinformation, and the weakening of democratic values. By integrating insights across disciplines, we can tackle these complex challenges more effectively.

I thank the organizing committee and all contributors for their dedication. May this conference inspire impactful solutions and reinforce our commitment to intellectual growth and social responsibility.

Let us lead with compassion, integrity and a firm belief in the transformative power of knowledge.

Warm regards,

**Prof. Dr. Anila Kamal**  
**Vice Chancellor / Chief Organizer**  
**Rawalpindi Women University**

## Keynote Address

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### **Boys will be Boys: The Differential Relationship between Social Media Use and Support for Political Violence in the US Across Gender**

Prof. Dr. Jason Gainous  
University of Sharjah, UAE

**Abstract-** This is another thing that’s scary about power and influence: If I were to send a message on Twitter right now with a location and say, 'I’m going to be there in two days,' with no promotion, no money, and without having to create a sexy video—nothing, there would be thousands and thousands of boys there,” remarked Andrew Tate, known for his forthright conservative rhetoric and founding Hustlers University, in response to George Janko—a popular YouTuber and podcaster—who expressed concerns about the rise of violent protests (Janko 2023, 1:30:35). Tate’s content, which often champions traditionalism, frequently touches on controversial topics such as male violence. As a widely consumed figure for the “alpha” male voice, Tate is well aware of his influence. This new form of political power raises real-world concerns about gender, violence, and social media. Our research addresses this issue using original representative survey data of a cross-section of Americans. Specifically, we explore two central questions: 1) Is there a difference in the relationship between social media use and support for political violence across genders? 2) If so, can this difference be explained by selective exposure, avoidance, and digital echo chambers? Our preliminary results suggest the affirmative to both of these questions. The relationship between social media use and the self-assessment of network homophily with support for violence as a solution for political differences is considerably stronger for men than women.

**Keywords:** Social media, political violence, gender differences, selective exposure, digital echo chambers, network homophily

## Keynote Address

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### **Beyond Monetary Desires: Unraveling the Impact of Gratitude on the Pursuit of Money**

Prof. Dr. Agata Gasiorowska  
SWPS University in Wroclaw, Poland

**Abstract-** We built this project on previous theorizing and research on the nature of gratitude, proposing that gratitude helps suppress people's desire for money without altering perceptions of the economic value of money. In a series of four preregistered correlational and experimental studies conducted in the UK, the US, Mexico, and South Africa, we first demonstrated that gratitude as a social and self-transcending emotion or virtue is robustly related to low levels of desire for money, thus explaining low levels of greed and materialism. Furthermore, we found that the effects of both social and abstract gratitude on reduced desire for money were mediated by feelings of social connectedness and self-transcendence. Finally, we found that this effect was most pronounced in individuals with high levels of belief in the symbolic meaning of money, but the effect appeared to be independent of participants' income and subjective socioeconomic status.

**Keywords:** Monetary desires, gratitude, and money

## Message by Chief Guest (Inaugural)

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It is a great pleasure to extend my heartfelt congratulations to Rawalpindi Women University for organizing the 3<sup>rd</sup> International Conference of Social Sciences on "Contemporary World: Challenges and Transformations, 2024" (CWCT-2024). This gathering of esteemed academics, researchers, and students from diverse fields is a significant step towards addressing the complex issues and transformations shaping our modern world.

As we navigate an era defined by unprecedented challenges ranging from economic turbulence to evolving sociopolitical landscapes, the role of social sciences has never been more crucial. The diverse disciplines represented at this conference offers a unique insight for addressing these complex issues. Through critical inquiry and collaboration, they contribute to developing innovative solutions that foster social cohesion, resilience, and inclusivity.

This conference also reflects Rawalpindi Women University's commitment to these values, bringing together participants to explore contemporary issues and develop socially responsive, ethically sound solutions.

The Higher Education Commission of Pakistan is dedicated to supporting initiatives that advance the frontiers of knowledge in social sciences, promoting research that has a direct impact on our society. I commend the Chief Organizer, Prof. Dr. Anila Kamal, Vice Chancellor, Rawalpindi Women University for its visionary leadership in organizing CWCT-2024 and for creating a platform that empowers young scholars to engage with pressing global issues.

I extend my best wishes to all participants, organizers, and contributors for a successful and intellectually enriching conference.

***Dr. Mukhtar Ahmed***  
***Chairman***  
***Higher Education Commission, Islamabad***

## Message by Chief Guest (Concluding)

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It is a privilege to extend my warmest greetings and best wishes to all participants of the 3rd International Conference of Social Sciences on "Contemporary World: Challenges and Transformations, 2024" (CWCT-2024), taking place on November 13, 2024. This conference, gathering scholars from diverse disciplines such as Business Administration, English, Fine Arts, Media and Communication Studies, Political Science, Psychology, and Sociology, represents a remarkable convergence of ideas aimed at addressing the complexities of our contemporary world.

In today's rapidly changing world, marked by social, economic, political, and technological shifts, social sciences play a crucial role in fostering understanding and insight. Through collaboration and multidisciplinary dialogue, we can better address challenges like economic instability, political polarization, digital transformations, and shifting human behaviors. I am confident that the discussions and research at this conference will significantly enhance our understanding and offer practical solutions to these critical issues.

Rawalpindi Women University is committed to promoting research and knowledge that resonate with our society's needs and challenges. This conference reflects our dedication to academic excellence and societal contribution. I congratulate the organizers, presenters, and participants for their efforts in making CWCT-2024 a platform for impactful scholarship and meaningful exchanges.

May this conference inspire new perspectives, foster collaborations, and pave the way for innovations that address the challenges of our contemporary world.

***Prof. Dr. Nasir Mahmood***

*Vice Chancellor, Allama Iqbal Open University  
Islamabad*

## **Message of the Head of the Department: Business Administration / Fine Arts**

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Sustainability and ethics are at the forefront of modern management. Management sciences emphasize the importance of ethical decision-making and socially responsible practices, which are increasingly necessary as stakeholders demand transparency and sustainability from organizations. Moreover, management sciences bridge the gap between technology and business practices. As digital transformation accelerates, understanding how to manage AI, data analytics, and other technologies becomes crucial for creating competitive and adaptable organizations. In today's globalized economy, organizations compete internationally. Management sciences prepare individuals to understand diverse markets, cultural sensitivities, and international regulations, helping organizations expand their reach and manage global operations effectively. Such intellectual events help developing healthy discussions and new insights, as well as an opportunity to grow together and diversify their perspectives.

***Dr. Shahzad Hussain***  
***Head of the Department***  
***Business Administration / Fine Arts***

## Message of the Chairperson: Department of English

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This year, the Department of English is focusing on three interconnected themes: Emerging Trends in Linguistics and Literature, Postmodernism and Beyond, and Identity, Displacement, and Diaspora. Together, these themes invite us to explore transformative shifts in language and literary studies, examine the influence of postmodern thought, and address the pressing issue of cultural identity. Through these lenses, we can engage with how communication and artistic expression shape and are shaped by contemporary society, as well as the nuanced experiences of individuals navigating questions of belonging in an increasingly interconnected yet divided world. We anticipate that the discussions and insights generated will spark new ideas, foster critical dialogue, and deepen our understanding of the social sciences. I would like to extend my heartfelt thanks to all contributors for their valuable research and to the organizing committee for bringing this vibrant conference to life.

**Prof. Dr. Rooh ul Amin**  
*Chairperson*  
*Department of English*

## **Message of the Head of the Department: Psychology / Media & Communication Studies**

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As part of the Organizing Committee for the 3rd International Conference of Social Sciences on “Contemporary World: Challenges and Transformations, 2024” at Rawalpindi Women University, I welcome you to this forum. In these dynamic and challenging times, the relevance of social sciences has never been more critical. Our fields provide the lens through which we analyze societal shifts, cultural transformations, and the ever-evolving human condition. It is through our collective research, dialogue, and collaboration that we find new ways to address the complex issues of our time. This forum will offer social scientists a valuable opportunity to not only highlight the challenges future researchers must tackle but also present innovative and cost-effective solutions aimed at driving positive change within our communities.

I firmly believe this conference will serve as an excellent platform for both senior and junior researchers in the fields of Arts, Humanities, and Social Sciences to exchange ideas, learn from ongoing research, and identify gaps in contemporary studies that warrant further exploration. Undoubtedly, the insights shared by our keynote speakers, session chairs, co-chairs, and panel discussants will greatly contribute to the success of this conference. Their experience and expertise will offer valuable guidance, helping other researchers refine their theoretical and practical understanding of emerging research trends.

I am confident this together, we will engage in thoughtful debates, expand our intellectual horizons, and build a more inclusive, just, and equitable future.

***Prof. Dr. Sobia Masood***  
***Chairperson***  
***Department of Psychology / Media & Communication Studies***



## **Message of the Head of the Department: Political Science**

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On behalf of the Department of Political Science, it is a great pleasure and privilege to welcome all participants, scholars, and distinguished guests to the 3rd International Conference of Social Sciences, themed “Contemporary World: Challenges and Transformations, 2024.” This conference serves as a vital platform for intellectual discourse on the significant shifts and evolving challenges that define our era. In a time of unprecedented transformation, academia, policy makers, and the broader community must come together to examine the underlying forces driving these changes. From geopolitical realignments and economic upheavals to the profound effects of technological advancement, the contemporary world is being reshaped in ways that demand both analytical insight and innovative solutions. The Social Sciences hold a unique position in exploring these dynamics, shedding light on complex issues and fostering discussions that encourage adaptive, informed responses.

Wishing you all a productive and inspiring experience

***Dr. Saba Riaz***  
***Head of the Department***  
***Political Science***

## Message of the Head of the Department: Sociology

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On behalf of the Department of Sociology, I welcome you to the 3<sup>rd</sup> International Conference on "Contemporary World Challenges and Transformation," scheduled for November 13, 2024, at Rawalpindi Women University.

This conference provides an exceptional opportunity for researchers, scholars, and students from across the country to present their work and engage in dynamic discussions with students and researchers. The conference will explore pressing themes within the Sociology Department, including Eradication of Poverty, Social Determinants of Health, Gender-Sensitive Curriculum and Pedagogy, Inclusive and Quality Education for Girls, Gender- Based Violence, Women and Economic Empowerment, Inclusive Environment and Equal Opportunities, and Women and Political Participation. We aim to create a collaborative environment where sociologists can network and address critical societal issues together.

Organizing an event of this scale is not easy; it has been made possible through the collective efforts of our dedicated team and the visionary leadership of our Worthy Vice Chancellor, Prof. Dr. Anila Kamal.

I would like to extend my heartfelt appreciation to our esteemed keynote speakers: Prof. Dr. Hazir Ullah, Director of the School of Sociology at QAU, Prof. Adeela Ahmed Shafi MBE, Professor of Education at the University of Gloucestershire, UK; and Taeko Takayanagi from Tokyo Woman's Christian University. Your insights will undoubtedly enrich our discussions.

A special thank you to Prof. Dr. Hazir Ullah, Dr. Akhlaq Ahmad, Dr. Rabia Ali, Dr. Sadia Saeed, Dr. Muhammad Shoaib, and Dr. Nasim Khan Mahsud for their precious contributions as session chairs and co-chairs. Finally, I am deeply grateful to all conference participants for your enthusiasm and commitment to advancing knowledge in the field of sociology. Your presence here today makes this conference truly special.

***Dr. Raza Ullah***  
***In-charge***  
***Department of Sociology***

## PREFACE

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We are pleased to welcome participants to the International Conference on Social Sciences, "Contemporary World: Challenges and Opportunities." In today's rapidly changing global landscape, the social sciences play a pivotal role in interpreting, analyzing, and shaping the complexities of our world. The conference will cover wide array of topics including digital humanities, multilingual literacies, contemporary fiction, Business analytics, Entrepreneurship, Sustainable Development, Economics and Finance, historical art perspective, modern art philosophies, media and public health, traditional media and changing trends, democracy, changing world order, artificial intelligence, mental health, industrial and organizational psychology, gender and education, women empowerment, gender and violence. Together, these disciplines offer a comprehensive framework to explore the evolving challenges and emerging opportunities that characterize our contemporary society. Business Administration experts will examine how organizations navigate uncertainty and change, while scholars in Media and Communication will address the profound impact of digital media on public discourse and social connections. Political Science participants bring insights into governance and policymaking amid globalization, while Sociology and Psychology experts deepen our understanding of societal dynamics and individual well-being. Contributions from Fine Arts and English add a critical lens to cultural expression, representation, and the human experience, reminding us of the enduring power of creativity in turbulent times.

As we bring together these critical perspectives, this conference aims not only to advance scholarly knowledge but also to inspire practical applications that will contribute to a more equitable, sustainable, and prosperous world. We hope the insights shared here will spark meaningful dialogue, inspire collaboration, and pave the way for solutions that address the unique challenges and opportunities of our time.

**Dr. Motsim Billah**

*Director ORIC / Conference Secretary*

## ACKNOWLEDGMENTS

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It is my immense pleasure to welcome all social researchers on the 3<sup>rd</sup> International Conference of Social Science which highlights the UN Sustainable Development Goals as its core theme. Considering the immense impact of the current geo-political situation, it is the high time that we start taking steps to conserve our environment for next generations.

Through these past few weeks, I had the honour to talk to researchers from different domains, who are joining hands to resolve social issues through their innovative ideas and inquiries, and I believe that this platform would serve as an excellent opportunity to find mutual goals and collaborative work.

I am taking this opportunity to thank my incredible conference organizing team for their efforts. I have had the pleasure to work this team for three years in a row, which is a testament of their dedication. Having said this, this conference success is bound to the invaluable guidance and leadership of our chief organizer Prof. Dr. Anila Kamal.

Lastly, I would like to encourage our students to take this opportunity for collaborations and learning.

Looking forward to welcome you at RWU.

**Dr. Rayna Sadia**  
*Conference Secretary / Assistant Professor*  
*Department of Psychology*



I am delighted to acknowledge the upcoming 3rd International Conference of Social Sciences, themed "*Contemporary World: Challenges and Transformations, 2024*" (CWCT-2024), scheduled for November 13, 2024, at Rawalpindi Women University. This significant gathering reflects our commitment to understanding and

addressing the complex challenges of the modern world through a multidisciplinary approach.

The conference will bring together scholars and thought leaders from various disciplines, including Business Administration, English, Fine Arts, Media and Communication Studies, Political Science, Psychology, and Sociology. This diverse intellectual engagement offers a unique opportunity to explore the profound societal shifts that are reshaping our world and to develop innovative responses to these transformations.

CWCT-2024 aims to foster cross-disciplinary dialogue and collaboration, inspiring valuable insights that advance both academic knowledge and practical applications. I look forward to the contributions from this esteemed gathering and am honored to be part of this journey toward understanding and navigating the evolving contemporary world.

I would like to extend my heartfelt appreciation to the dedicated organizing committee and all the volunteers, whose unwavering commitment is essential to the success of this conference. Together, we are paving the way for a future that is not only more informed but also more inclusive and attuned to the complexities of the modern world.

Thank you to everyone involved for your dedication to this vital cause and for making CWCT-2024 an inspiring and transformative gathering for all participants.

***Dr. Nasir Mehmood***  
***Assistant Director, ORIC***

## Conference Schedule

08:00 am - 09:00 am	<b>Registrations</b>
09:00 am - 09:10 am	Guests to be seated
09:10 am - 09:20 am	Arrival of Chief Guest
09:20 am - 10:40 am	<b>Inaugural Session</b>
09:20 am - 09:30 am	Recitation from Holy Quran
09:30 am - 09:35 am	National Anthem
09:35 am - 09:50 am	<b>Welcome Address by Prof. Dr. Anila Kamal</b> <i>Vice Chancellor, Rawalpindi Women University, Rawalpindi</i>
09:50 am - 10:10 am	<b>Address by Chief Guest: Prof. Dr. Mukhtar Ahmed</b> <i>Chairman, Higher Education Commission (HEC)</i>
10:10 am - 10:20 am	<b>Keynote Address:</b> Beyond Monetary Desires: Unraveling the Impact of Gratitude on the Pursuit of Money <i>Prof. Dr. Agata Gasiorowska</i> <i>SWPS University in Wroclaw, Poland</i>
10:20 am - 10:35 am	<b>Keynote Address:</b> Boys will be Boys: The Differential Relationship between Social Media Use and Support for Political Violence in the US Across Gender  <i>Prof. Dr. Jason Gainous</i> <i>University of Sharjah, UAE</i>
10:35 am - 10:40 am	Shields Distribution to the Chief Guest and Keynote Speakers by <i>Prof. Dr. Anila Kamal</i> <i>Vice Chancellor, Rawalpindi Women University, Rawalpindi</i>
10:40 am - 10:40 am	<b>Group Photo</b>
10:40 am - 11:00 am	<b>Tea Break</b>
11:00 am - 01:00 pm	<b>Parallel Sessions</b>
	Session IA: Business Administration (Room 285, Sheikh Rasheed Block - 2 <sup>nd</sup> Floor)
	Session IB: English (Room 294, Sheikh Rasheed Block - 2 <sup>nd</sup> Floor)
	Session IC: Fine Arts (Webinar Room, Sheikh Rasheed Block)
	Session ID: Media and Communication Studies (Room 286, Sheikh Rasheed Block - 2 <sup>nd</sup> Floor)
	Session IE: Political Science (Room 273, Sheikh Rasheed Block - 1 <sup>st</sup> Floor)
	Session IF: Psychology (Fatima Hall)
	Session IG: Psychology (Room 274, Sheikh Rasheed Block - 1 <sup>st</sup> Floor)
Session IH: Sociology (Room 300, Sheikh Rasheed Block - 3 <sup>rd</sup> Floor)	
11:00 am - 12:30 pm	<b>Posters Display</b>
	Media and Communication Studies (Gallery, Sheikh Rasheed Block- 1 <sup>st</sup> Floor)

	Fine Arts (Gallery, Sheikh Rasheed Block-Ground Floor)
	Psychology (Back Gallery- Fatima Hall)
01:00 pm - 01:45 pm	<b>Lunch &amp; Namaz Break</b>
01:45 pm - 03:45 pm	<b>Parallel Sessions</b>
	Session IIA: Business Administration (Room 285, Sheikh Rasheed Block - 2 <sup>nd</sup> Floor)
	Session IIB: English (Room 294, Sheikh Rasheed Block - 2 <sup>nd</sup> Floor)
	Session IIC: Fine Arts (Sheikh Rasheed Block, Webinar Room)
	Session IID: Media and Communication Studies (Room 286, Sheikh Rasheed Block - 2 <sup>nd</sup> Floor)
	Session IIE: Political Science (Room 273, Sheikh Rasheed Block - 1 <sup>st</sup> Floor)
	Session IIF: Psychology (Fatima Hall)
	Session IIG: Psychology (Room 274, Sheikh Rasheed Block - 1 <sup>st</sup> Floor)
	Session IIH: Sociology ((Room 300, Sheikh Rasheed Block - 3 <sup>rd</sup> Floor)
03:45 pm - 04:45 pm	<b>Panel Discussion</b>
	<i>Moderated by Prof. Dr. Sobia Masood (Chairperson Department of Psychology / Media and Communication Studies)</i>
<b>Panelists</b>	<i>Dr. Farooq Ahmad (Fatima Jinnah Women University, Rawalpindi)</i>
	<i>Prof. Dr. Safeer Awan (National University of Modern Languages, Islamabad)</i>
	<i>Mr. Aqeel Solangi (National College of Arts, Rawalpindi)</i>
	<i>Dr. Amrat Haq (International Islamic University, Islamabad)</i>
	<i>Dr. Saif Ur Rehman (Director Research, Ministry of Defense, Pakistan)</i>
	<i>Prof. Dr. Uzma Masroor (Shifa Tameer e Millat University Islamabad)</i>
	<i>Prof. Dr. Hazir Ullah (Quaid-i-Azam University, Islamabad)</i>
04:45 pm - 06:00 pm	<b>Concluding Ceremony</b>
04:45 pm - 05:00 pm	Certificates Distribution
05:00 pm - 05:15 pm	Concluding Remarks by <i>Prof. Dr. Nasir Mahmood Vice Chancellor, Allama Iqbal Open University, Islamabad</i>
05:15 pm - 05:30 pm	Concluding Remarks by Chief Organizer: <i>Prof. Dr. Anila Kamal Vice Chancellor, Rawalpindi Women University, Rawalpindi</i>
05:30 pm - 06:00 pm	Tea for distinguished guests





# ORAL PRESENTATIONS

## Session IA

### Business Administration

**Venue: Room - 285 (Sheikh Rasheed Block - 2<sup>nd</sup> Floor)**

**Time: 11:00 am - 01:00 pm**

**Themes: Finance, Financial Inclusion, Green Finance, and Economic Growth**

**Chair 1: Dr. Ajid ur Rehman**

*Associate Professor,*

*National University of Science and Technology (NUST), Islamabad*

**Chair 2: Dr. Raazia Gull**

*Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Islamabad*

### Time

### Invited Keynote Talks

11:05 am - 11:15 am	<b>Fin-tech Development and Sustainable Development</b> Dr. Syed Jawad Hussain Shahzad. ( <i>Montpellier Business School, France</i> )
11:16 am - 11:26 am	<b>Economic Policy Uncertainty and Investment Efficiency: Exploring the Role of Firm Size and Exports</b> Prof. Dr. Abdul Rashid. ( <i>Professor / Director General and Chairman Research at International Institute of Islamic Economics (IIIE), International Islamic University, Islamabad</i> )

Abstract no  
(Time)

### Oral Presentations

<b>BBA-1362</b> (11:27 am - 11:33 am)	<b>Nexus of Green Finance, Financial Development and Economic Growth: Empirical Evidence from Worldwide</b> Taj, A. ( <i>Capital University of Science Technology, Islamabad</i> )
<b>BBA-1370</b> (11:34 am - 11:41 am)	<b>Incentivizing Sustainability: The Role of Green Finance in Driving Employees Green Behavior and Enhancing Economic Performance</b> Nawaz, A. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>BBA-114</b> (11:42 am - 11:48 am)	<b>Impact of Board Knowledge and Board Complementarity on Cash Holding with Moderating Role of Family Ownership</b>

	Nawaz, A., Ahmad, T., & Khan, M. ( <i>Kohat University of Science and Technology, Kohat</i> )
<b>BBA-1453</b> (11:49 am - 11:55 am)	<b>Share Price Volatility and Market Capitalization: Role of Dividend Policy in Pakistan's Non-Financial Firms</b> Ahmad, M. M., & Khan, Z. ( <i>Allama Iqbal Open University, Islamabad</i> )
<b>BBA-1262</b> (11:56 am - 12:02 pm)	<b>Investigating Audit Fee Dynamics: A Systematic Literature Review</b> Noor, E., & Majeed, A. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>BBA-1111</b> (12:03 pm - 12:09 pm)	<b>Exploring the Evolution and Future Trajectories of Green Financing and Governance: A Comprehensive Bibliometric Analysis Over Five Decades</b> Nasir, N. & Abedin, Z. ( <i>Muslim Youth University, Islamabad</i> )
<b>BBA-1005</b> (12:10 pm - 12:16 pm)	<b>Financial Inclusion and CO<sub>2</sub> Emissions with Technological Innovation Playing a Moderating Role</b> Hamid, H., Hussain, S., & Shahzadi, M. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-1277</b> (12:17 pm - 12:23 pm)	<b>Impact of Financial Development on Sustainable Development With the Moderating Role of Technological Innovation</b> Fatima, N., Shaheen, A., & Hussain, S. ( <i>Rawalpindi Women University, Islamabad</i> )
<b>BBA-1256</b> (12:24 pm - 12:30 pm)	<b>Firm Performance in the Age of Green Finance: Investigating the Enhancing Effect of Environmental Innovation</b> Bibi, S., & Majeed, A. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>BBA-1130</b> (12:31 pm - 12:37 pm)	<b>Impact of Ownership Structure and Corporate Governance on Corporate Cash Holding with Moderating Effect of Political Connections</b> Dad, S. M., Ahmad, T., Abbas, S., & Ullah, H. ( <i>Kohat University of Science and Technology, Kohat</i> )
<b>BBA-1364</b> (12:38 pm - 12:44 pm)	<b>A Path towards Sustainability: Nexus between Green Finance, Renewable Energy and Economic Growth</b> Zafar, S. ( <i>Capital University of Science and Technology, Islamabad, Pakistan</i> )
<b>BBA-001</b> (12:45 pm - 12:51 pm)	<b>The Impact of Financial Development on Sustainable Development</b> Waheed, S. ( <i>International Islamic University, Islamabad, Pakistan</i> )

(12:51 pm -  
01:00 pm)

**Q&A Session**

Session Concluding Remarks by *Session Chairs*  
Shields and Certificates Distribution

## Session IIA

### Business Administration

**Venue: Room - 285 (Sheikh Rasheed Block - 2<sup>nd</sup> Floor)**

**Time: 01:45 pm - 03:45 pm**

**Themes: Human Resource Management, Learning Management, Project Management, and Supply Chain Management**

**Chair 1: Dr. Amir Rafique**

*Associate Professor,  
COMSATS University, Islamabad*

**Chair 2: Dr. Muhammad Maroof**

*Assistant Professor,  
PMAS-ARID Agriculture University, Rawalpindi*

Time	Invited Keynote Talks
01:45 pm - 02:00 pm	<b>Beyond Compliance: Reimagining Corporate Governance for a Digitally Transformed World</b> Dr. Rohida Basiruddin. ( <i>Universiti Teknologi, Malaysia</i> )
02:00 pm - 02:15 pm	<b>Human Resource Development</b> Prof. Dr. Bakhtiar Ali. ( <i>Bahria University, Islamabad</i> )

Abstract No  
(Time)

### Oral Presentations

<b>BBA-819</b> (02:15 pm - 02:20 pm)	<b>Tariff Regulation and Two-Tiers Green Supply Chain: A Game Theory Perspective</b> Yousaf, A., Kongbuamai, N., Habib, Y., & Yousaf A. ( <i>Ningbo China Institute for Supply Chain Innovation, an MIT SCALE network, China</i> )
<b>BBA-818</b> (02:20 pm - 02:25 pm)	<b>Tripartite Green Supply Chain under Environmentally Aware Consumers and Tariff Regulation: A Cooperative Game Theory</b> Yousaf, A., Yousaf, A., Jabeen, D., & Zaman, B. U. ( <i>Ningbo China Institute for Supply Chain Innovation, an MIT SCALE network, China</i> )
<b>BBA-922</b> (02:25 pm - 02:30 pm)	<b>A Qualitative Exploration of Personal Branding Amongst Pakistani Entrepreneurs</b> Zaman, A., & Qureshi, H. A. ( <i>National University of Science and Technology, Islamabad</i> )
<b>BBA-1110</b> (02:30 pm - 02:35 pm)	<b>Influence of Big Data Analytics on Subordinates Innovative Work Behavior: The Mediating Role of Tacit Knowledge Sharing on Project Performance</b>

	Noreen, A. ( <i>Riphah International University, Islamabad</i> )
<b>BBA-1258</b> (02:35 pm - 02:40 pm)	<b>Investigating the impact of Artificial intelligence on Recruitment: Moderating Effect of Innovative Organizational Culture</b>
	Zafar, Z. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>BBA-002</b> (02:40 pm - 02:45 pm)	<b>Customer Satisfaction Through Business Model Innovation in the Banking Industry</b>
	Qureshi, F. A. ( <i>Foundation University, Islamabad</i> )
<b>BBA-1112</b> (02:45 pm - 02:50 pm)	<b>Assessing the Impact of Risk-based Logic and Capacity-based Logic on Public Organization Adaptation to Climate Change</b>
	Afzal, F., Naveed, S., & Habib, N. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>BBA-1312</b> (02:50 pm - 02:55 pm)	<b>Investigating Adaptive Performance through Job Competence, Satisfaction, and Environment in Telecom Sector</b>
	Anjum, L. ( <i>Riphah International University, Islamabad</i> )
<b>BBA-1292</b> (02:55 pm - 03:00 pm)	<b>Repercussions of Brand Hate on Consumer Behavior: A Text Mining Approach</b>
	Ahmad, M. ( <i>National University of Modern Languages, Islamabad</i> )
<b>BBA-1225</b> (03:00 pm - 03:05 pm)	<b>Exploring the Impact of Supervisory Phubbing on Employee Burnout: Mediating Effect of Interpersonal Relationship and Moderating Role of Coworker's Support</b>
	Iftikhar, N. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>BBA-1113</b> (03:05 pm - 03:10 pm)	<b>Assessing Entrepreneurial Intentions: A Comparative Study of Public and Private Secondary and Higher Secondary Institutions</b>
	Yasmeen, N., & Naveed, S. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>BBA-1368</b> (03:10 pm - 03:15 pm)	<b>Impact of Peer-Tutoring Model: English Writing-Center on Academic Learning of University Students</b>
	Rahmana., Dattoo, A. K., & Bhutto, F. A. ( <i>Sukkur IBA University, Pakistan</i> )
<b>BBA-1109</b> (03:15 pm - 03:20 pm)	<b>Investigating the Impact of Pro-Commitment to Learning on Digital Competencies Among Nurses: Mediating and Moderating Mechanisms</b>
	Zahoor, R. ( <i>Riphah International University, Islamabad, Pakistan</i> )

<b>BBA-1140</b> (03:20 pm - 03:25 pm)	<b>Inclusive Leadership and Innovative Work Behavior: An Assessment of Mediation and Moderation Trails- in the Banking Sector</b> Qureshi, A. F. ( <i>Riphah International University, Islamabad, Pakistan</i> )
<b>BBA-669</b> (03:25 pm - 03:30 pm)	<b>Examining the Impact of Despotic Leadership on Employee Silence with Mediating Mechanism of Emotional Exhaustion</b> Nawaz, L., Tariq, J., & Hayat, A. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-1509</b> (03:30 pm - 03:35 pm)	<b>The Role of Decentralized Finance (DeFi) in Reshaping Global Financial Inclusion: Opportunities and Risks</b> Ali, K., Shahzad, A., & Chaudhary, H. K. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>BBA-1024</b> (03: 35 pm - 03:40 pm)	<b>Impact of Branding and Marketing Strategies on Consumer Purchase Decisions</b> Mobeen Shahid, M., & Kashif A. ( <i>Bahria University, Islamabad</i> )
(03:25 pm - 03:45 pm)	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

## Session IB

### English

**Venue: Room - 294 (Sheikh Rasheed Block - 2<sup>nd</sup> Floor)**

**Time: 11:00 am - 01:00 pm**

**Themes: Emerging Trends in Linguistics and Literature, Postmodernism and Beyond**

**Chair 1: Dr. Akifa Imtiaz**

*Associate Professor,*

*Fatima Jinnah Women University, Rawalpindi*

**Chair 2: Dr. Naveed Ur Rehman Khattak**

*Associate Professor*

*Air University, Islamabad*

### Time

### Invited Keynote Talk

11:00 am -	<b>English Language Policies, Delusions, and Solutions</b>
11:15 am	Dr. Sham Haider. ( <i>KIMEP, Kazakhstan</i> )

Abstract No  
(Time)

### Oral Presentations

<b>ENG-101</b> (11:15 am - 11:25 am)	<b>A Thematic and Digital Humanities Study of Music in Jane Austen's Novel <i>Pride and Prejudice</i></b> Noor, S. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>ENG-892</b> (11:25 am - 11:35 am)	<b>An Anthropological Linguistic Analysis of Culture and Folk Song Adaptations in <i>Coke Studio</i></b> Anwar, S. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>ENG-781</b> (11:35 am - 11:45 am)	<b>Cultural Biases in Literary Translations: An Analysis of <i>Borah aur Samandar</i> and <i>The Old Man and the Sea</i></b> Munir, U. ( <i>National University of Modern Languages, Rawalpindi</i> )
<b>ENG-850</b> (11:45 am - 11:55 am)	<b>Investigation of Binaries in <i>Maleficent</i> through Plumwood's Ecofeminist Theory of Dualism: An Ecocritical Analysis</b> Farooqi, A. ( <i>National University of Modern Languages, Rawalpindi</i> )

<b>ENG-10003</b> (11:55 am - 12:05 pm)	<b>Urdu-English Contact in Pakistani Newspapers: A Global Perspective</b> Ali, U., Gul, U., & Khan, Q. ( <i>English Higher Education Department Khyber-Pakhtunkhwa</i> )
<b>ENG-145</b> (12:05 pm - 12:15 pm)	<b>Using Semi-structured Interviews in Qualitative Research: A Case of the Maintenance of Social Order in the Linguistic Landscape of Islamabad, Pakistan</b> Tahir, S. ( <i>National University of Science and Technology, Islamabad</i> )
<b>ENG-1004</b> (12:15 pm - 12:25 pm)	<b>A Corpus-based Eco Linguistic Study of Ecosophy Reflected Through the Identification of Erasure in Academic Discourse on COVID-19</b> Mirza, E. ( <i>FAST, NUCES, Islamabad</i> )
(12:25 pm - 01:00 pm)	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution



## Session IIB

### English

**Venue: Room - 294 (Sheikh Rasheed Block - 2<sup>nd</sup> Floor)**

**Time: 01:45 pm - 03:45 pm**

**Themes: Identity, Displacement, and Diaspora**

**Chair 1: Prof. Dr. Shaheena Ayub Bhatti**

*Foundation University, Islamabad*

**Chair 2: Dr. Aneela Gill**

*Assistant Professor*

*National University of Modern Languages, Islamabad*

### Time

### Invited Keynote Talk

01:45 pm - 02:00 pm	<b>Dehumanization of 'Bodies in Transit' and Iraqi Fiction</b> Prof. Dr. Aroosa Kanwal. ( <i>Quaid-i-Azam University, Islamabad</i> )
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Abstract no  
(Time)

### Oral Presentations

<b>ENG-866</b> (02:00 pm - 02:10 pm)	<b>Competing Identities: Ethnic vs National Identity in <i>Home Fire</i> by Kamila Shamsie</b> Rabbi, A. ( <i>National University of Modern Languages, Islamabad</i> )
<b>ENG-1283</b> (02:10 pm - 02:20 pm)	<b>Ethical Implications of AI in Shaping Online Discussions (Deepfakes, Bots)</b> Gill, A. N. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>ENG-817</b> (02:20 pm - 02:30 pm )	<b>Exploring Female Agency in <i>Sur Suhni</i> and <i>Sur Marui</i> of Shah Latif Bhittai</b> Khokhar, M. I., & Soomro, A. R. ( <i>Shah Abdul Latif University, Khairpur</i> )
<b>ENG-1157</b> (02:30 pm - 02:40 pm)	<b>Translating Trauma: Beholding Violence and Displacement in the Translation of Saadat Hassan Manto's <i>Khol Do</i></b> Naz, K. ( <i>Rawalpindi Women University, Rawalpindi</i> )

<b>ENG-1246</b> (02:40 pm - 02:50 pm)	<b>Transnational Narratives in South Asian Literature: A Textual Exploration of Identity and Belonging in Sabaa Tahir's <i>All My Rage</i></b> Tariq, M. ( <i>National University of Modern Languages, Rawalpindi</i> )
<b>ENG-869</b> (02:50 pm - 03:00 pm)	<b>Unseen Labor, Unseen Wounds: Patriarchal Capitalism and Reproductive Labor in Safinah Danish Elahi's <i>The Idle Stance of the Tippler Pigeon</i></b> Ali, A., Janjua, M. I., Zahra, F., & Fatima, M. ( <i>National University of Modern Languages, Islamabad</i> )
<b>ENG-804</b> (03:00 pm - 03:10 pm)	<b>Analyzing Cartographic Confinement in Elif Shafak's <i>The Island of Missing Trees</i></b> Malik, I. ( <i>Government Degree College, Rawalpindi</i> )
<b>ENG-874</b> (3:10 pm - 03:20 pm)	<b>Self in a Sociocultural Context: A Phenomenological Study of Moira Rose</b> Nagrah, F. ( <i>FUSST, NUCES, Islamabad</i> )
<b>ENG-1087</b> (03:20 pm - 03:30 pm)	<b>Theatrical Strategies for Climate Activism: Caryl Churchill's Vision of a Sustainable Future</b> Ghafoor, A. ( <i>Government Degree College Rawalpindi</i> )
(03:30 pm - 03:45 pm)	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

## Session IC

### Fine Arts

**Venue: Webinar Room (Sheikh Rasheed Block)**

**Time: 11:00 am - 01:00 pm**

**Themes: Pre & Post Classical Concerns**

**Chair 1: Prof. Dr. Ahmed Bilal**

*Director, PRCCA. Chairperson, DGD  
College of Art & Design,  
University of the Punjab, Lahore*

**Chair 2: Mr. Gihan Mallawaarachchi**

*Educationist, Researcher,  
Department of Pāli & Buddhist Studies,  
University of Kelaniya, Sri Lanka*

### Time

### Invited Keynote Talk

11:00 am -  
11:20 am

**Quest for an Authentic Expression of Indian Art Before Independence**

*Emeritus Prof. Marcella Sirhandi. (Oklahoma State University, USA)*

Abstract no  
(Time)

### Oral Presentations

<b>FA-001e</b> (11:20 am - 11:30 am)	<b>Post-Colonial Era and Mannerism of the Romantic Regionalism in Chughtā'i's Art</b> <i>Khan, M. (Fatima Jinnah Women University, Rawalpindi)</i>
<b>FA-1411</b> (11:30 am - 11:40 am)	<b>Unveiling the Architectural Tapestry: A Comparative Study of Decorative Elements in Pakistani Historical Architecture and Its South Asian Counterparts</b> <i>Amir, N. (University of the Punjab, Lahore)</i>
<b>FA-704</b> (11:40 am - 11:50 am)	<b>The Post-colonial Concerns About the Representation of Gandhara Craftsmen Community in Taxila</b> <i>Gul, Z. (Fatima Jinnah Women University, Rawalpindi)</i>
<b>FA-1060</b> (11:50 pm - 12:00 pm)	<b>Semi Divine Beings in the Hindu-Buddhist Religious Texts and Art: A Case Study of Yakshas and Yākshinīs</b> <i>Ullah, M., &amp; Hakeem, G. (Directorate of Education, Government of Khyber Pakhtunkhwa)</i>
<b>FA-1434</b> (12:00 pm - 12:10 pm)	<b>A Comparative Analysis of Umayyad Architecture and Aesthetics in the Mshatta and Qasr Amra Palaces: Reflections of Authority and Identity</b> <i>Ashraf, S. (Fatima Jinnah Women University, Rawalpindi)</i>

<b>FA-1338</b> (12:10 pm - 12:20 pm)	<b>Crafting Elegance: Exploring Aesthetics in the Creation of Calligraphy</b> Haya, G. A., Alvi, R., Javed, Z., Gangqiang, Z., and Shahid, S. ( <i>The Islamia University of Bahawalpur, Bahawalpur</i> )
(12:20 pm - 01:00 pm)	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

## Session IIC

### Fine Arts

**Venue: Webinar Room (Sheikh Rasheed Block)**

**Time: 01:45 pm - 03:45 pm**

**Themes: Chronology of Art Sensitivity**

**Chair 1: Prof. Dr. Zafar Iqbal**

*Chairman, School of Design,  
Art and Architecture Technologies SDAAT  
Pak-Austria University*

**Chair 2: Dr. Munnaza Rasid**

*Assistant Professor, Department Active In-charge  
University of Home Economics, Lahore*

#### Time

#### Invited Keynote Talk

01:45 pm - 02:00 pm	<b>The Rise of AI-Generated Pictures on Social Media With Reference to Pakistan</b> Dr. Muhammad Asghar. <i>(Government College University, Faisalabad)</i>
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Abstract no  
(Time)

#### Oral Presentations

<b>FA-002e</b> (02:00 pm - 02:15 pm)	<b>Art Sensitivity in Socio-Political Scenario in Pakistan</b> Rashid, M. <i>(University of Home Economics, Lahore)</i>
<b>FA-1448</b> (02:15 pm - 02:30 pm)	<b>A Study of Viewership and Audience's Response Towards Static and Digital Art Displays</b> Ali, A. H., & Abbas, A. <i>(Pakistan Institute of Fashion &amp; Design, Lahore)</i>
<b>FA-1261</b> 02:30 pm - 02:45 pm)	<b>Museography to Communicate the Regional Culture to Low Visiting Areas in Contemporary World</b> Sarwar, N., & Noreen, S. <i>(The Government Sadiq College Women University Bahawalpur, Bahawalpur)</i>
<b>FA-1232</b> (02:45 pm - 03:00 pm)	<b>A Revolutionary Approach to Achieving SDGs Through Algae-Based Technology</b> Kamran, S. <i>(Liquid Tree, Islamabad)</i>
<b>FA-1287</b> (03:00 pm - 03:15 pm)	<b>Art Sensitivity as a Catalyst for Gender Equality and Justice: Exploring the Sociopolitical Impact in Achieving SDGs 5 and 16</b> Khan, G. <i>(Harbor Heritage University, USA)</i>

<b>FA-1369</b> (03:15 pm - 03:30 pm)	<b>Modern Interpretations of Traditional Islamic Art in Contemporary Design</b> Shahid, T., Hayat, G. A., & Alvi, R. ( <i>The Government Sadiq College Women University Bahawalpur, Bahawalpur</i> )
(03:30 pm - 03:45 pm)	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

## Session ID

### Media and Communication Studies

**Venue: Room - 286 (Sheikh Rasheed Block - 2<sup>nd</sup> Floor)**

**Time: 11:00 am - 01:00 pm**

**Themes: Impact of New Media on Contemporary Journalism, Innovative Storytelling in Gaming and Interactive Media, Ethical Issues in the AI Age, Virtual Reality (VR), and Augmented Reality (AR) in Media**

**Chair 1: Prof. Dr. Syed Abdul Siraj**

*Senior Professor*

*Bahria University, Islamabad*

**Chair 2: Dr. Muhammad Ali**

*Incharge, Department of Communication and Media Studies*

*Fatima Jinnah Women University, Rawalpindi*

#### Time

#### Invited Keynote Talk

11:05 am - 11:19 am	<b>Digital Media Challenges and the Impact of AI on the Journalism Industry</b> <i>Dr. Mumtaz Aini Alivi. (University of Malaya, Malaysia)</i>
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Abstract no  
(Time)

#### Oral Presentations

<b>MCS-908</b> (11:20 am - 11:29 am)	<b>Distraction Vs Immersion: Use of 360-format Videos in News Storytelling</b> <i>Tahir, J. (Riphah International University, Rawalpindi)</i>
<b>MCS-1244</b> (11:30 am - 11:39 am)	<b>Effects of Exposure to Animated Videos of Dental Procedure on Patient's Anxiety and Decision-Making: An Experimental Study</b> <i>Hussain, S. A. (Foundation University, Islamabad)</i>
<b>MCS-1231</b> (11:40 am - 11:49 am)	<b>Exploring the Perception and Effectiveness of Virtual Reality (VR) Among Physiotherapy Students (DPT)</b> <i>Safdar, G., &amp; Fatima, S. N. (Rawalpindi Women University, Rawalpindi)</i>
<b>MCS-788</b> (11:50 am - 11:59pm)	<b>Cyberbullying: A Study of Cyberbullying and its Impact on Mental Health by Discussing Cyber-Theories</b> <i>Malik, E., &amp; Rehman, N. (Rawalpindi Women University, Rawalpindi)</i>
<b>MCS-1420</b>	<b>On Cultivating Moral Resilience Towards Information Disorder in the Age of AI and Social Media</b>

(12:00 pm - 12:09 pm)	Gul, A. ( <i>Allama Iqbal Open University, Islamabad</i> )
<b>MCS-1253</b> (12:10 pm - 12:19 pm)	<b>Social Media Journalists Impact on Professional Journalists Practices: A Case Study of Malakand Division</b> Aziz, T., Ali, S., & Hassan, K. ( <i>University of Malakand, Malakand</i> )
<b>MCS-1238</b> (12:20 pm - 12:29 pm)	<b>The Transformative Power of Communication: Shaping Identity, Society, and Thought in the Social Media Age</b> Akram, G. ( <i>Media and Security Organization, Islamabad</i> )
<b>MCS-701</b> (12:30 pm - 12:39 pm)	<b>Social Media as a Catalyst for Political Polarization in Pakistan</b> Abbasi, A. B., & Rehman, N. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>MCS-1176</b> (12:40 pm - 02:50 pm)	<b>The Ethics of AI Creativity: Emerging Challenges and Prospect</b> Zakir, S., & Ansari, N. ( <i>BUIITEMS, Quetta</i> )
(12:50 pm - 01:00 pm)	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution



## Session IID

### Media and Communication Studies

**Venue: Room - 286 (Sheikh Rasheed Block - 2<sup>nd</sup> Floor)**

**Time: 01:45 pm - 03:45 pm**

**Themes: Emerging Trends of New Media and Traditional Media in 21<sup>st</sup> Century**

**Chair 1: Dr. Wajid Zulqarnain**

*Associate Professor / HOD Media Sciences  
SZABIST, Islamabad*

**Chair 2: Dr. Aatif Iftikhar**

*Assistant Professor,  
National University of Modern Languages, Islamabad*

#### Time

#### Invited Keynote Talk

01:45 pm - 02:00 pm	<b>Catering Sustainable Development Goals: A Conceptual Framework of Sustainable Journalism for 3Rs Green Practices—Reverse, Reuse, and Reduce E-waste for Sustainable Consumption</b> Dr. Hassan Raza Syed. <i>(Taylor’s University, Malaysia)</i>
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Abstract no  
(Time)

#### Oral Presentations

<b>MCS-1284</b> (02:00 pm - 02:10 pm)	<b>Climate Change Reporting: The Impact of Cross-Platform Integration in the Digital Era- A Comparative Analysis of Dawn News and The News</b> Nawaz, H., & Ishtiaq, S. <i>(Fatima Jinnah Women University, Rawalpindi)</i>
<b>MCS-1267</b> (02:11 pm - 02:19 pm)	<b>Social Media Political Campaigns and Voting Behaviour Among the Electioneering of the 2023 General Elections in Pakistan</b> Ahmed, Z., & Manzoor, S. <i>(National University of Modern Languages, Islamabad)</i>
<b>MCS-858</b> (02:20 pm - 02:29 pm)	<b>Examining the Influence of Pakistani Television Dramas Depicting Extramarital Affairs on Youth</b> Arshad, R., & Shehwar, D. <i>(Foundation University, Islamabad)</i>
<b>MCS-1404</b> (02:30 pm - 02:39 pm)	<b>Portrayal of Mental Illness in TV Shows and Movies on Netflix: Exploring its Effects on Viewer’s Perception</b> Asif, H. <i>(University of Central Punjab, Lahore)</i>
<b>MCS-835</b> (02:40 pm -	<b>Youth Voices Unleashed: Media Narratives in Bangladesh’s 2024 Quota Reform Movement</b>

02:49 pm)	Ahmed, E. ( <i>National University of Modern Languages, Rawalpindi</i> )
<b>MCS-1447</b> (02:50 pm - 02:59 pm)	<b>Portrayal of Male Protagonist and Masculinity in Pakistani Dramas</b> Maqsood, M., & Hashmat, S. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>MCS-1332</b> (03:00 pm - 03:09 pm)	<b>Reenactment-Based Crime Shows Representation on Social Media by Pakistani Channels and its Psychological Effects on Youth of Lahore</b> Nazeer, J. ( <i>Lahore Garrison University, Lahore</i> )
<b>MCS- 1334</b> (03:09 pm - 03:19 pm)	<b>Exposure to Pandemic-related News on Traditional Media: A Study of Risk Perception and Perceived Stress</b> Ahsan, A., & Qazi, T. A. ( <i>Bahria University, Islamabad</i> )
(03:20 pm - 03:45 pm)	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

## Session IE

### Political Science

**Venue: Room - 273 (Sheikh Rasheed Block – 1<sup>st</sup> Floor)**

**Time: 11:00 am - 01:00 pm**

**Themes:** Democratic Backsliding and Authoritarian Resurgence, Climate Politics and Strategies for Climate Resilience Political Implications of Displacement and Poverty, The Role of Governance in Health Crises Management, Comparative Politics of Education Systems, Women's Political Participation, Leadership, and Challenges

**Chair 1: Dr. Uzma Naz**

*Associate Professor,  
Minhaj University, Lahore*

**Chair 2: Dr. Lubna Sunawar**

*Assistant Professor,  
National Defense University, Islamabad*

<b>Time</b>	<b>Invited Keynote Talks</b>
11:00 am - 11:15 am	<b>The Return of History, the Incoming Clash, and the Rise of Caesarism</b> Naif Al Bidh. ( <i>Keele University, UK</i> )
11:15 am - 11:30 am	<b>Democratic Backsliding and Need of a New Social Contract in Liberal Democracies</b> Prof. Dr. Amna Mahmood. ( <i>International Islamic University, Islamabad</i> )

<b>Abstract no (Time)</b>	<b>Oral Presentations</b>
<b>POL-726</b> (11:30 am - 11:38 am)	<b>Religion-Society Nexus to Build Resilience Against Climate Change</b> Abbas, T. ( <i>University of Sargodha, Sargodha</i> )
<b>POL-739</b> (11:38 am - 11:46 am)	<b>The Effects of War on Climate Change: A Case Study of Palestine</b> Sadaf, S. ( <i>Quid-i-Azam University, Islamabad</i> )
<b>POL-740</b> (11:46 am - 11:54 am)	<b>Breaking Barriers: The Evolution of Women's Political Participation in Pakistan</b> Huma, Q. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>POL-816</b> (11:54 am - 12:04 pm)	<b>Climate-Induced Displacement and Migration in Gilgit-Baltistan and Chitral: A Case Study of the Role of Government of Pakistan, International Institutions, and NGOs</b> Hasina, Z. ( <i>Bahria University, Islamabad</i> )

<b>POL-903</b> (12:04 pm - 12:12 pm)	<b>Political Implications of Displacement and Poverty</b> Fehmeedah, K. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>POL-1447</b> (12:12 pm - 12:20 pm)	<b>Integration and Role of Indigenous Perspectives in Higher Education Community Engagement Initiatives for Leadership Development and Minimizing Social Inequalities: A Case Study of Universities in Azad Jammu and Kashmir</b> Tahzeeb, M. ( <i>International Islamic University, Islamabad</i> )
<b>POL-749</b> (12:20 pm - 12:28 pm)	<b>Transgender People Rights and Political Participation in Pakistan (1947-2024)</b> Ayesha, G. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>POL-791</b> (12:28 pm - 12:36 pm)	<b>Islam and Modernity: A Case of Study of Saudia Arabia</b> Komal, A. ( <i>Quid-i-Azam University, Islamabad</i> )
<b>POL-787</b> (12:36 pm - 12:44 pm)	<b>Saudi-Iran Reproachment and its Implications on Pakistan</b> Mohima, T. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>POL-733</b> (12:44 pm - 12:50 pm)	<b>AI-Driven Climate Change Communication Strategies in International Diplomacy</b> Irfan, P. ( <i>University of Sargodha, Sargodha</i> )
<b>POL-730</b> (12: 50 pm - 01:00 pm)	<b>De-Dollarization and Its Implications for Pakistan: A Complex Conundrum of Economic Sovereignty, Geopolitical Tensions, and Financial Dependencies</b> Sabha, J. ( <i>Air University, Islamabad</i> )
<b>POL-993</b> (01:00 pm - 01:08 pm)	<b>Change in World Order and its Implications on Pakistan</b> Ramsha, K. ( <i>Rawalpindi Women University, Rawalpindi</i> )
(01:08 pm - 01:45 pm)	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

## Session IIE

### Political Science

**Venue: Room - 273 (Sheikh Rasheed Block - 1<sup>st</sup> Floor)**

**Time: 11:00 am - 01:45 pm**

**Themes:** Climate Politics and Strategies for Climate Resilience, The Role of Political Stability in Economic Growth, The Role of Governance in Health Crises Management, Identity Politics and Social Movements, Women's Political Participation, Leadership, and Challenges.

**Chair:** Prof. Dr. Manzoor Afridi

*Dean,*

*International Islamic University, Islamabad*

**Chair 2:** Dr. Uzma Siraj

*Assistant Professor,*

*Federal Urdu University, Islamabad*

#### Time

#### Invited Keynote Talk

01:45 pm - 02:00 pm	<b>Climate Change as a Non-Traditional Security Threat to Pakistan</b> Prof. Dr. Adam Saud. ( <i>Bahria University, Islamabad</i> )
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Abstract no  
(Time)

#### Oral Presentations

<b>POL-1030</b> (02:00 pm - 02:10 pm)	<b>Cultural Challenges and Opportunities in Gender Equality Initiatives Beyond Equality: The Journey Toward Gender Equality and Women's Empowerment</b> Kishwar, N. ( <i>Foundation University, Islamabad</i> )
<b>POL-898</b> (02:10 pm - 02:20 pm)	<b>Colonially Looted Artifacts: Postmodern Challenges and Experimental Museologies for Authentic Repatriation in Pakistan</b> Aileya, S. ( <i>National Defense University, Islamabad</i> )
<b>POL-1118</b> (02:20 pm - 02:30 pm)	<b>Gendered Impacts of Climate-Induced Disasters: A Case Study of the 2022 South Punjab Floods in Pakistan</b> Amjad, F. ( <i>National Defence University, Islamabad</i> )
<b>POL-1126</b> (02:30 pm - 02:40 pm)	<b>Enhancing Cybersecurity in Pakistan's Nuclear Infrastructure: Addressing Emerging Digital Threats</b> Jannat, R. ( <i>University of Management and Technology, Lahore</i> )

<b>POL-1148</b> (02:40 pm - 02:50 pm)	<b>The Impact of Authoritarianism and Democratic Backsliding on US-Russia Nuclear Postures: A Case Study of Ukraine War</b> Saqib, H. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>POL-1149</b> (02:50 pm - 03:00 pm)	<b>From Ibn-i-Khaldun to the Modern Era: The Interplay of Climate, Nature, and Human Behavior</b> Arousa, A. ( <i>Shaheed Benazir Bhutto Women University, Peshawar</i> )
<b>POL-937</b> (03:00 pm - 03:10 pm)	<b>US Presidential Elections: Significance and its Repercussions Over the Globe</b> Shayan, H. ( <i>National University of Science and Technology, Islamabad</i> )
<b>POL- 775</b> (03:10 pm - 03:20 pm)	<b>Saudi Paradigm Shift and Lessons for Pakistan</b> Anita, W. ( <i>International Islamic University, Islamabad</i> )
<b>POL-752</b> (03:20 pm - 03:30 pm)	<b>The China-Pakistan Economic Corridor (CPEC) and the National Integration: A Case Study of Pakistan</b> Muniba, B. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>POL-1446</b> (03:30 pm - 03:40 pm)	<b>Analyzing Climate Change in Pakistan: A Human Security Perspective</b> Shabnum, G., & Hira, S. ( <i>Lahore College for Women University, Lahore</i> )
<b>POL-1375</b> (03:40 pm - 03:50 pm)	<b>A Critical Discourse Analysis on the Rights, Belonging, and (Un) Guaranteed Indigeneity of Kalash</b> Shahzad, A. ( <i>University of Peshawar, Peshawar</i> )
03:50 pm - 04:00 pm	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

## Session IF

### Psychology

**Venue: (Fatima Hall)**

**Time: 11:00 am – 01:00 pm**

**Themes: Marriage, Family, and Interpersonal Relationships**

**Chair 1: Prof. Dr. Rubina Hanif**

*Director, National Institute of Psychology,  
Quaid-e-Azam University, Islamabad*

**Chair 2: Prof. Dr. Farhana Kazmi**

*Chairperson, Department of Psychology,  
Hazara University, Manshera*

#### Time

#### Invited Keynote Talks

11:00 am - 11:15 am	<b>Psychological Perspectives of Artificial Intelligence</b> Brig. Prof. Dr. Tanvir Akhtar, SI(M) (Retd) <i>(National University of Modern Languages, Rawalpindi)</i>
11:15 am - 11:30 am	<b>Day in the Life (Ditl) Across the Lifespan and Around the Globe</b> Prof. Dr. Catherine Ann Cameron. <i>(University of British Columbia, UK and University of New Brunswick, Canada)</i>

Abstract no  
(Time)

#### Oral Presentations

<b>PSY-719</b> (11:30 am - 11:40 am)	<b>Relationship Between Fear of Childbirth, Desire To Avoid Pregnancy, and Marital Adjustment Among Married Females</b> Mukhtar, A., R., Syed, U. E., Khan, A., & Bibi, N. <i>(Rawalpindi Women University, Rawalpindi)</i>
<b>PSY-810</b> (11:40 am - 11:50 am)	<b>Perceived Partner Phubbing, Perceived Marital Emotional Work, and Marital Quality Among Couples</b> Riaz. R., & Naqvi. I. <i>(Quaid-i-Azam University, Islamabad)</i>
<b>PSY-837</b> (11:50 am - 12:00 pm)	<b>Impact of Cyber Dating Abuse and Mental Health Among Emerging Adults' Romantic Relationships: Mediating Role of Ghosting</b> Umar, A., Sadia, N., & Amin, H. <i>(University of Wah, Wah)</i>
<b>PSY-953</b> (12:00 pm - 12:10 pm)	<b>Impact of Mindful Parenting on Adolescents' Mental Health: Parent-Adolescent Attachment in Context</b> Tahirkheli, M. K., & Masood, S. <i>(Rawalpindi Women University, Rawalpindi)</i>

<b>PSY-930</b> (12:10 pm - 12:20 pm)	<b>Relationship between Perceived Parenting Styles and Non-Suicidal Self Injury: Emotional Dysregulation as a Mediator Among Young Adults</b>
	Sana, & Naz, N. F. ( <i>Govt Girls Postgraduate College, Abbottabad</i> )
<b>PSY-1044</b> (12:20 pm - 12:30 pm)	<b>Beyond Baby Blues: Unveiling the Influential Role of Negative Affectivity and Perceived Spousal Support in Postpartum Depression Among First-Time Mothers</b>
	Rashid, A., & Zubair, A. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-1222</b> (12:30 pm - 12:40 pm)	<b>Self-Silencing, Rejection Sensitivity and Depression Among Infertile Women</b>
	Balouch, Z. S., & Loona, M. I. ( <i>International Islamic University, Islamabad</i> )
<b>#PSY-1382</b> (12:40 pm - 12:50 pm)	<b>Addressing the Mediating Role of Emotional Manipulation for Association Between Narcissism and Interpersonal Relationship Among Married Individuals</b>
	Habiba, U., & Menahil. ( <i>Government College Gujranwala, Gujranwala</i> )
(12:50 pm - 01:00 pm)	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution



## Session IG

### Psychology

**Venue: Room - 274 (Sheikh Rasheed Block - 1<sup>st</sup> Floor)**

**Time: 11:00 am – 01:00 pm**

**Themes: Marriage, Family, and Interpersonal Relationships**

**Chair 1: Prof. Dr. Najma Iqbal**

*Chairperson, Department of Psychology*

*University of Sargodha, Sargodha*

**Chair 2: Dr. Nelofar Kiran Rauf**

*Assistant Professor, National Institute of Psychology*

*Quaid-i- Azam University, Islamabad*

#### Time

#### Invited Keynote Talk

11:00 am - 11:15 am	<b>Going to the Movies to Reduce Violence Against Children? The Evidence and Promise of Entertainment-Education Approaches to Promoting Positive Parenting in Low-Resource Displacement Settings</b> Dr. Amanda Sim. ( <i>McMaster University, Canada</i> )
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Abstract no  
(Time)

#### Oral Presentations

<b>PSY-935</b> (11:15 am - 11:25 am)	<b>Effects of Social Networking Addiction on Memory Functioning and Aggression Among University Students: Mediating Role of Sleep Quality</b> Khan, M. J., Khan, A., Ismail, F., Khan, B., Ahmad, A., & Sagheer, S. ( <i>International Islamic University, Islamabad</i> )
<b>PSY-948</b> (11:25 am - 11:35 am)	<b>Navigating the Digital Age: State-Driven FOMO and the Rise of Screen Time</b> Aslam, I., & Malik, J. A. ( <i>Quaid-i-Azam University Islamabad</i> )
<b>PSY-1318</b> (11:35 am - 11:45 am)	<b>Influence of Workplace Incivility on Counterproductive Work Behavior: The Role of Psychological Capital and Emotional Exhaustion in Pharmaceutical Industry</b> Batool, H., Batool, I., Bukhari, A. W., & Sohail, I. ( <i>Bahauddin Zakariya University, Multan</i> )
<b>PSY-1337</b> (11:45 am - 11:55 am)	<b>Perceived Depressive Realism and Sense of Control of Working Individuals: Mediating Role of Optimism Bias</b>

	Babur, M. S., & Kalsoom, S. ( <i>Bahria University, Islamabad</i> )
<b>#PSY-1390</b> (11:55 am - 12:05 pm)	<b>Role Overload and Burnout Among Teachers: Moderating Role of Workplace Support and Resilience</b> Malik, L., & Siddiqui, S. H. ( <i>National University of Modern Languages, Islamabad</i> )
<b>PSY-796</b> (12:05 pm - 12:15 pm)	<b>Moderating Role of Resilience between Work Stress and Death Anxiety Among Dolphin Police</b> Nayab, D., & Sana, F. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-894</b> (12:15 pm - 12:25 pm)	<b>Role of Emotional Intelligence and Psychological Capital in Fighting Burnout Among University Teachers</b> Afridi, A., & Ambreen, S. ( <i>University of Balochistan, Quetta</i> )
<b>PSY-950</b> (12:25 pm - 12:35 pm)	<b>The Relationship Between Executive Functioning and Academic Procrastination: Role of Multidimensional Perfectionism</b> Shaheen, F., Akbar, A., & Janjua, M. M. ( <i>University of Wah, Wah</i> )
<b>PSY-857</b> (12:35 pm - 12:45 pm)	<b>Relationship between Online Shopping Addiction and Compulsive Buying Behavior Mediating Role of Self - Self-control Among University Students</b> Tahir, L., Shabbir, H., Bibi, N., & Syed, U. E., ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-E3</b> (12:45 pm - 12:55 pm)	<b>Building a Supportive Environment for Mental Health in Schools: Policy Brief on Identification, Prevention, and Intervention on Mental Health Issues</b> Yousaf, A., & Malik, N. I. ( <i>University of Sargodha, Sargodha</i> )
(12:55 pm - 01: 00 pm)	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

## Session IIF

### Psychology

**Venue: (Fatima Hall)**

**Time: 01:45 pm - 03:45 pm**

**Themes: Vulnerable Segments of Population, Violence, Human Rights, and Social Justice**

**Chair 1: Brig. Dr. Muhammad Imtiaz Chaudry**

*Chief Psychologist,  
PA Dte, GHQ*

**Chair 2: Dr. Tamkeen Saleem**

*Associate Professor, HOD Department of Clinical Psychology,  
Shifa Tameer-e-Millat University, Islamabad*

#### Time

#### Invited Keynote Talk

01:45 pm - 02:00 pm	<b>The Future of Parenting Programs: New Evidence</b> Prof. Dr. Lucie Cluver. ( <i>Oxford University, UK</i> )
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Abstract no  
(Time)

#### Oral Presentations

<b>PSY-1108</b> (02:00 pm - 02:10 pm)	<b>Self-Efficacy, Optimism, Perceived Social Support and Psychological Well-being of Adolescents with Physical Disabilities</b> <i>Zil-e-Haram., &amp; Rafique, H. M. (National University of Medical Sciences, Islamabad)</i>
<b>PSY-1123</b> (02:10 pm - 02:20 pm)	<b>Relationship of Personality Traits and Problem-Solving Styles Among Psychiatric Patients</b> <i>Nawaz, H., &amp; Masroor, U. (Shifa Tameer-e-Millat University, Islamabad)</i>
<b>PSY-1160</b> (02:20 pm - 02: 30 pm)	<b>Relationship between Prolonged Grief Experiences and Reintegration to Life: Social Support and Spirituality as Mediators</b> <i>Javed, I., &amp; Rafiq, N. (Shifa Tameer-e-Millat University, Islamabad)</i>
<b>PSY-1163</b> (02:30 pm - 02:40 pm)	<b>Self-Compassion as a Predictor of Psychological-Wellbeing Among Parents of Children with Special Needs</b> <i>Bibi, Z., &amp; Ahsan, S. (FUSST, Rawalpindi)</i>
<b>PSY-691</b>	<b>Feasibility of Parent-mediated PEERS® Program for Enhancing Social Skills in Children on Spectrum</b>

(02:40 pm - 02:50 pm)	Tara, U., Rauf, N. K., & Arshad, A. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-695</b> (02: 50 pm - 03:00 pm)	<b>Impact of Triarchic Personality Traits on Cyberbullying Perpetration: Mediating Role of Attitudes Towards Cyberbullying</b> Umar, K., Khan, S., & Zia, K. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>#PSY-855</b> (03:00 pm - 03:10 pm)	<b>Impact of Post-traumatic Growth on Life Satisfaction: Moderating Role of Coping Strategies Among Female Acid Burn Victims</b> Ilyas, I., Khan, A., Syed, U. E., Adil, A., & Yousaf, A. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-984</b> (03:10 pm - 03:20 pm)	<b>Trust Through the Ages: A Global Journey Across Generations</b> Khan, M., & Gasiorowska, A. ( <i>SWPS University, Poland</i> )
<b>PSY-1235</b> (03:20 pm - 03:30 pm)	<b>Role of Value Orientations and Religiosity in the Relationship Between Light Triad on Pro-Environmental Behaviours Among University Students</b> Riaz, I., & Aslam, N. ( <i>Quaid-i-Azam University, Islamabad</i> )
(03:30 pm - 03:40 pm)	<b>Q &amp; A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

## Session IIG

### Psychology

**Venue: Room - 274 (Sheikh Rasheed Block - 1<sup>st</sup> Floor)**

**Time: 01:45 pm - 03:45 pm**

**Themes: Health, Well-being, and Rehabilitation**

**Chair 1: Prof. Dr. Jamil Ahmed Malik**

*National Institute of Psychology,  
Quaid-i-Azam University, Islamabad*

**Chair 2: Dr. Nazia Iqbal**

*Associate Professor, HOD Department of Psychology,  
Islamic International University, Islamabad*

#### Time

#### Invited Keynote Talk

01:45 pm - 01:55 pm	<b>Investing in Early Child Development: The Case for Pakistan</b> Dr. Aisha Khizar Yousafzai. ( <i>Harvard University, USA</i> )
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Abstract no  
(Time)

#### Oral Presentations

<b>PSY-1002</b> (01:55 pm - 02:05 pm)	<b>Effects of Multisensory Visual and Auditory Hallucinations on Cognitive and Emotional Functioning in Dementia and Healthy Individuals: A Placebo Intervention Study</b> Akhtar, R., & Aqeel, M. ( <i>Foundation University, Rawalpindi</i> )
<b>PSY-1017</b> (02:05 pm - 02:15 pm)	<b>Efficacy of Mindfulness-Based Stress Reduction (MBSR) Program on Psychological Wellbeing, Psychological Distress, and Subjective Wellbeing Among Special Education Teachers</b> Hanif, T. ( <i>COMSATS University, Islamabad</i> )
<b>PSY-1047</b> (02:15 pm - 02: 25 pm)	<b>The Mediating Role of Health Consciousness in the Relationship Between Orthorexia Nervosa and Food Obsessions in Young Adults</b> Rashid, A., Gul, I., & Hanif, T. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>PSY-1090</b>	<b>Effects of Violent Video Game Exposure on Bullying Perpetration Among Young Adults</b>

(02: 25 pm - 02: 35 pm)	Mubashir, A. S., Faryad, M., & Kainaat, R. ( <i>National University of Modern Languages, Rawalpindi</i> )
<b>PSY-1340</b> (02: 35 pm - 02: 45 pm)	<b>Sociocultural Attitudes Towards Appearance and Attitudes Towards Acceptance of Cosmetic Surgery in Adults</b> Ansari, R. I., & Jami, H. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-714</b> (02: 45 pm - 02: 55 pm)	<b>Imposter Phenomenon and Self-Handicapping Among Medical Students: Moderating Role of Self-Care</b> Rashid, A., Khan, A., Syed, U. E., Ghayas, S., & Niaz, S. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-735</b> (02:55 pm - 03:05 pm)	<b>Psychosocial Factors of Behavioural Adherence Among Type II Diabetes Patients on Insulin</b> Khan, O. Z., & Rohail, I ( <i>FUSST, Rawalpindi</i> )
<b>#PSY-974</b> (03:05 pm - 03:15 pm)	<b>Exploring the Impact of Cultural Diversity on Emotional Experiences of University Students in Karachi</b> Mehboob, T., & Rauf, K. ( <i>Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology University, Karachi</i> )
<b>PSY-1093</b> (03:15 pm - 03: 25 pm)	<b>Perfectionism and Body Dysmorphic Disorder Symptoms Among Men Seeking and not Seeking Hair Transplant</b> Israr, A., & Mushtaq, R. ( <i>International Islamic University, Islamabad</i> )
<b>PSY-E1</b> (03: 25 pm - 03: 35 pm)	<b>Mediating Role of Cognitive Flexibility in the Relationship Between Smartphone Addiction and Phubbing</b> Qayyum, S. A., Sikandar, A., & Zahra, S. T. <i>National Univeristy of Modern Languages, Rawalpindi</i>
<b>PSY-1025</b> (03:35 pm - 03:45 pm)	<b>The Impact of Ostracism and Social Support on Quality of Life of Burn Victims</b> Muzaffar, U. S., & Fatima, G. ( <i>Rawalpindi Women University, Rawalpindi</i> )
	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

## Session IH

### Sociology

**Venue: Room - 300 (Sheikh Rasheed Block - 3<sup>rd</sup> Floor)**

**Time: 11:00 am - 01:00 pm**

**Themes: Gender, Education, and Social Challenges: Navigating Transformation, and Inequality**

**Chair 1: Dr. Akhlaq Ahmed**

*Associate Professor,  
University of the Punjab, Lahore*

**Chair 2: Dr. Naseem Khan Mehsud**

*Assistant Professor,  
Allama Iqbal Open University, Islamabad*

#### Time

#### Invited Keynote Talk

11:00 am - 11:12 am	<b>The Interplay between Educational Equity, Quality, and Meritocracy</b> Prof. Dr. Hazir Ullah. ( <i>Quaid-i-Azam University, Islamabad</i> )
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Abstract no  
(Time)

#### Oral Presentations

<b>SOC-674</b> (11:15 am - 11:24 am)	<b>Navigating Gendered Realities: The Transformation of Women's Roles in Pakistani Migrant Families in Australia</b> <i>Zahra, S. (National Academy for Prisons Administration)</i>
<b>SOC-675</b> (11:24 am - 11:33 am)	<b>Perception of Body Shaming on Workplace Performance: A Study of Bankers in Islamabad</b> <i>Abbasi, M. (International Islamic University, Islamabad)</i>
<b>SOC-684</b> (11:42 am - 11:51 am)	<b>Status of Girls' Education in the Newly Merged Districts of Khyber Pakhtunkhwa: Challenges and Opportunities</b> <i>Ullah, K. (Quaid-i-Azam University, Islamabad)</i>
<b>SOC-694</b> (11:51 am - 12:01 pm)	<b>Pleasure Trap: Understanding the Role of Curiosity in Youth Drug Initiation</b> <i>Ullah, R. (Quaid-i-Azam University Islamabad)</i>
<b>SOC-706</b> (12:01 pm - 12:10 pm)	<b>Healthcare Services and its Impacts on Women Health in District Chitral</b> <i>Saif, A. (International Islamic University Islamabad)</i>
<b>SOC-711</b> (12:10 pm - 12:19 pm)	<b>Gender Disparities for Disabled Employees in the Private Sector</b> <i>Saif, A. (Allama Iqbal Open University, Islamabad)</i>

<b>SOC-814</b> (12:19 pm - 12:28 pm)	<b>Familial Dynamics and Their Impact on Transgender Well-being in Swat, Pakistan</b> Sahar, Y., & Ali, B. ( <i>GPG Jahanzeb College, Swat</i> )
<b>SOC-853</b> (12:28 pm - 12:37 pm)	<b>Sociological Investigation into Student Attrition in Higher Education Institutions in Pakistan</b> Irum, N. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>SOC-918</b> (12:37 pm - 12:46 pm)	<b>An Empirical Evidence of Online Learning Activity during COVID-19 in Higher Education</b> Waris, T., Ali, R. S., & Shehzadi, S. ( <i>University of Gujrat, Pakistan</i> )
<b>SOC-969</b> (12:46 pm - 12:55 pm)	<b>Gender Based Academic Performance in Higher Education: A Systematic Review</b> Sania Shehzadi, Tanees Waris, Syed Rahat Ali ( <i>University of Gujrat, Gujrat</i> )
<b>SOC-680</b> (12:55 pm - 01:05 pm)	<b>Power Dynamics in Doctor-Nurse-Patient Roles: Negotiating Decision Making for C-Section in Mardan, Khyber Pakhtunkhwa</b> Bilal, M., & Khalil, H. ( <i>Abdul Wali Khan University, Mardan</i> )
<b>SOC-917</b> (01:05 pm - 01:14 pm)	<b>Initiatives of Pakistan's Government for the Protection of Women Rights</b> Hassan, J. ( <i>Arid University, Rawalpindi</i> )
<b>SOC-929</b> (01:14 pm - 01:23 pm)	<b>Trends of Cyberbullying and Harassment Among Youth: A Survey Study in District Gujrat</b> Fatima, L., Shabir, A., & Asif, I. ( <i>University of Gujrat, Gujrat</i> )
<b>SOC-1036</b> (01:23 pm - 01:32 pm)	<b>Challenges of Intercaste Marriages in Chitral: Social Stigma and Family Pressure</b> Rishma Karim ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>SOC-960</b> (01:32 pm - 01:41 pm)	<b>Lived Experiences of Students with Disabilities in the Mainstream Education System</b> Batool, F. ( <i>Quaid-i-Azam University, Islamabad</i> )
(01:41 pm - 01:45 pm)	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution



## Session IIIH

### Sociology

**Venue: Room - 300 (Sheikh Rasheed Block - 3<sup>rd</sup> Floor)**

**Time: 01:45 pm - 03:45 pm**

**Themes: Social Challenges and Gender Dynamics in Healthcare, Education, and Identity in Pakistan**

**Chair 1: Dr. Rabia Ali**

*Associate Professor,  
International Islamic University, Islamabad*

**Chair 2: Dr. Muhammad Shoaib**

*Associate Professor,  
University of Gujrat, Gujrat*

<b>Time</b>	<b>Invited Keynote Talk</b>
01:45 pm - 02:00 pm	<b>Kenya-Massai Women's Power Cultivated from Collective Social Actions</b> Dr. Taeko Takayanagi. <i>(Tokyo Woman's Christian University, Japan)</i>

Abstract no  
(Time)

### Oral Presentations

<b>SOC-001e</b> (02:00 pm - 02:07 pm)	<b>Problems Faced by Indoor Patients in a Public Sector Hospitals: A Case of District Gujrat</b> Ilyas, S. <i>(University of Gujrat, Gujrat)</i>
<b>SOC-002e</b> (02:07 pm - 02:14 pm)	<b>The Untold Stories of Women Hegemony in Pakistan</b> Khan, S. I. <i>(Istanbul University, Turkey)</i>
<b>SOC-003e</b> (02:14 pm - 02:21 pm)	<b>Challenges Faced by Caregivers of People with Substance Use Disorders (SUDs): A Caregiver Perspective</b> Khan, M. A., & Sadaf, A. <i>(National University of Modern Languages, Rawalpindi)</i>
<b>SOC-965</b> (02:21 pm - 02:28 pm)	<b>Extremism and Social Networking Professionals in Gujrat: An Empirical Evidence</b> Shabir, S., Asif, I., & Fatima, L. <i>(University of Gujrat, Gujrat)</i>
<b>SOC-914</b> (02:28 pm - 02:35 pm)	<b>Empirical Evidence on the Factors of Learning Skills of Students at Higher Education Institutions</b> Ali, S. R., Waris, T., & Shehzadi, S. <i>(University of Gujrat, Gujrat)</i>
<b>SOC-945</b>	<b>Causes and Consequences of Illegal Migration: A Qualitative Analysis</b>

(02:35 pm - 02:42 pm)	Asif, I., Fatima, L., & Shabir, A. ( <i>University of Gujrat, Gujrat</i> )
<b>SOC-986</b> (02:42 pm – 02:49 pm)	<b>Cultural Identity Crisis Among Urban Youth: The Impact of Western Media and Traditional Family Expectations</b> Fatima, Z., Zulfiqar, Z., & Riaz, N. ( <i>University of Sargodha, Sargodha</i> )
<b>SOC-1011</b> (02:56 pm - 03:03 pm)	<b>A Quality Study of Issues and Challenges in the Way of Women Education</b> Arsalan, A., & Iftikhar, E. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>SOC-954</b> (03:03 pm - 03:10 pm)	<b>Subjective Experiences of Marital Quality Among Pashtun Couples</b> Kainat. ( <i>Quaid-i-Azam University Islamabad.</i> )
<b>SOC-978</b> (03:10 pm - 03:17 pm)	<b>Role of Women Supervisors in Combating Academic Challenges Faced by Women Doctoral Students in Pakistani Universities</b> Khan, A., & Ali, R. ( <i>International Islamic University, Islamabad</i> )
<b>SOC-912</b> (03:17 pm - 03:24 pm)	<b>Impacts of AI on Economic Rights: Income Inequality and Job Displacement</b> Jabeen, F. ( <i>Allama Iqbal Open University, Islamabad</i> )
<b>SOC-989</b> (03:24 am - 03:31 am)	<b>Exploring the PhD scholars’ perspective on the Role of Research Competence in PhD Completion</b> Zahid, M. ( <i>Abdul Wali Khan University, Mardan</i> )
<b>SOC-1027</b> (03:31 pm - 03:38 pm)	<b>Exploring the Challenges and Complexities in Research Supervision</b> Baloch, Z. ( <i>Quaid-i-Azam Univeristy, Islamabad</i> )
<b>SOC-1106</b> (03:38 pm - 03:45 pm)	<b>A Discourse Analysis of Prime-Time Advertisements on Two Pakistani TV Channel</b> Durrani, F. F. ( <i>Quaid-Azam University, Islamabad</i> )
<b>SOC-1289</b> (03:45 pm - 03:51 pm)	<b>Navigating Work-Home Interference: The Role of Psychological Contract Breach in Predicting Organizational Cynicism and Emotional Exhaustion</b> Jamil, A. M. ( <i>Riphah International University, Islamabad</i> )
<b>SOC-004e</b> (03:51 pm - 03:57 pm)	<b>Girls Outperforms Boys in the Secondary School Education of Azad Jammu and Kashmir</b> Abdullah, F. ( <i>Mirpur University of Science and Technology, Mirpur</i> )
	<b>Q&amp;A Session</b> Session Concluding Remarks by <i>Session Chairs</i> Shields and Certificates Distribution

## POSTER PRESENTATIONS

### Media & Communication Studies

**Venue: Gallery, Sheikh Rasheed Block-2<sup>nd</sup> Floor**

#### Poster Judges

<b>Dr. Ayesha Qamar</b>	<i>Assistant Professor Fatima Jinnah Women University, Rawalpindi</i>
<b>Dr. Durre Shehwar</b>	<i>Assistant Professor Foundation University, Islamabad</i>

<b>Poster Code</b>	<b>Title</b>
<b>MCS-1438</b>	<b>Parental Views on Free Fire: Impact on Children's Mental Health and Effectiveness of Control Measures</b> <i>Hassan, S., &amp; Hussain, S. (Superior University, Lahore)</i>
<b>MCS-1412</b>	<b>New Media's Impact on Contemporary Journalism: Pakistani Perspective</b> <i>Chaudhary, M. U., &amp; Ghani, A. (Islamia University, Bahawalpur)</i>
<b>MCS-1419</b>	<b>Ethical Challenges in 21<sup>st</sup> Century Journalism: Analyzing the Selected PCP Codes in Leading Dailies</b> <i>Moazzam, S. (Independent Researcher)</i>
<b>MCS-802</b>	<b>The Use of Facebook, YouTube, and Instagram in Health Communication and Public Health</b> <i>Fatima, F., &amp; Rehman, N. (Rawalpindi Women University, Rawalpindi)</i>
<b>MCS-906</b>	<b>Impact of Social Media on Mental Health Among Young Adults</b> <i>Waheed, L., &amp; Rehman, N. (Rawalpindi Women University, Rawalpindi)</i>
<b>MCS-1439</b>	<b>Social Media as a Catalyst for Eco-Tourism Growth: Exploring the Perception of Social Media Users in Twin Metropolitan Cities (Rawalpindi &amp; Islamabad), Pakistan</b> <i>Safdar, G., &amp; Bibi, M. (Rawalpindi Women University, Rawalpindi)</i>

## Fine Arts

**Venue: Gallery, Sheikh Rasheed Block- Ground Floor**

### Poster Judges

<b>Dr. Naila Amir</b>	<i>Associate Professor, The University of Punjab, Lahore</i>
<b>Ms. Meharbano Khattak</b>	<i>Associate Professor, National College of Arts, Rawalpindi</i>

<b>Poster Code</b>	<b>Title</b>
<b>FA-668</b>	<p><b>“The Post-Colonial Impact on the Living Legacy of Weaving in South Asia”</b></p> <p>Sarfraz, S. (<i>University of Management and Technology, Lahore</i>)</p>
<b>FA-1000</b>	<p><b>Persian Carpet Ornamentation: An Iconic Expression of Islamic Art</b></p> <p>Khan, S. (<i>The Islamia University of Bahawalpur, Bahawalpur</i>)</p>
<b>FA-1147</b>	<p><b>Interplay of History and Contemporary Art</b></p> <p>Mughees, S. (<i>Govt. Viqar-un-Nisa Graduate College, Rawalpindi</i>)</p>
<b>FA-1266</b>	<p><b>Navigating Digital Frontiers: Challenges Faced by Digital Artists in Pakistan</b></p> <p>Shah, S. S. (<i>University of Sargodha, Sargodha</i>)</p>
<b>FA-1339</b>	<p><b>Interwoven Bonds: The Symbolism of Knots in Human Relationships and Art</b></p> <p>Hayat, G. A., &amp; Rasheed, H. (<i>The Islamia University of Bahawalpur, Bahawalpur</i>)</p>
<b>FA-1367</b>	<p><b>The Evolution of Art Movement and its Diverse Transformation Based on Culture and Space</b></p> <p>Alvi, R. (<i>The Government Sadiq Women College University, Bahawalpur</i>)</p>
<b>FA-1401</b>	<p><b>Evolution of Sikh Art and Culture in the Potohar Region</b></p> <p>Aqib, A. (<i>Quaid-i-Azam University, Islamabad</i>)</p>
<b>FA-1402</b>	<p><b>Interspace between Writing for Art and Literature in Pakistan</b></p> <p>Hammad, S. (<i>Wuhan University of Technology, China</i>)</p>
<b>FA-1281</b>	<p><b>Empowering Street Children for a Brighter Future and Breaking the Poor Parental Pressure in Terms of Earning</b></p> <p>Tahir, D., &amp; Ibrahim, S. (<i>Foundation University, Islamabad</i>)</p>
<b>FA-003e</b>	<p><b>The Role of Eco-Art in Pakistan</b></p> <p>Jamil, S. (<i>Rawalpindi Women University, Rawalpindi</i>)</p>

## Psychology

**Venue: Back Gallery, Fatima Hall**

### Poster Judges

<b>Dr. Humaira Jami</b>	Assistant Professor <i>Quaid-i-Azam University, Islamabad</i>
<b>Dr. Ulfat</b>	Assistant Professor/ HoD <i>National University of Modern Languages, Islamabad</i>
<b>Dr. Irum Naqvi</b>	Assistant Professor <i>Quaid-i-Azam University, Islamabad</i>
<b>Dr. Aisha Zubair</b>	Assistant Professor <i>Quaid-i-Azam University, Islamabad)</i>
<b>Ms. Aliya Abdul Hayee</b>	<i>Assistant Professor Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Islamabad)</i>

### Poster Codes

### Title

<b>PSY-1018</b>	<b>Relationship of Childhood Traumatic Experiences Borderline Personality Traits and Narcissistic Personality Traits with Gaslighting Among Young Adults</b> <i>Hanif, T., &amp; Gul, I. (COMSATS University, Islamabad)</i>
<b>PSY-1024</b>	<b>Effects of Multisensory Visual and Auditory Hallucinations on Cognitive and Emotional Functioning in schizophrenia and Healthy Individuals: A Placebo Intervention Study</b> <i>Bibi, N., &amp; Aqeel, M. (Foundation University School of Science &amp; Technology, Rawalpindi)</i>
<b>PSY-1031</b>	<b>Self-Compassion and Internet Addiction: The Moderating Role of Emotional Intelligence</b> <i>LIM, Y. (University of Hong Kong, Hong Kong)</i>
<b>PSY-1035</b>	<b>Cultural Influence on Mental Health Stigma Among Ethnic Groups in Pakistan</b> <i>Iman, F. (Quaid-i-Azam University, Islamabad)</i>
<b>PSY-1066</b>	<b>Exploring the Effectiveness of Intervention for Academic Procrastination Among Undergraduate Students</b> <i>Sabir, S. (National University of Medical Sciences, Rawalpindi)</i>
<b>PSY-1083</b>	<b>Self-Care and Professional Quality of Life Among Practicing Psychologists</b>

	Sajjad, A., & Imran, H. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-1089</b>	<b>Paternal Postnatal Stress and Infant Bonding Among Fathers in Pakistan</b>
	Tariq, S., & Khan, H. S. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-1109</b>	<b>The Impact of Parental Attachment and Emotional Regulation on Marital Satisfaction Among Adults</b>
	Altaf, I. S., & Masroor, U. ( <i>Shifa Tameer e Millat University, Islamabad</i> )
<b>PSY-1112</b>	<b>The Role of Media in Stockholm Syndrome Among Individuals in Intimate Relationships</b>
	Soomro, N., & Kanwal, F. ( <i>Bahria University, Karachi</i> )
<b>PSY-1122</b>	<b>Enhancing Bipolar Disorder Diagnosis: Leveraging XGBoost for Detection and Trait Analysis – A Pilot Study</b>
	Jahangir, T. ( <i>National University of Medical Sciences, Rawalpindi</i> )
<b>PSY-1127</b>	<b>Enhancing Emotional Intelligence in Adolescent Girls</b>
	Maryum, K., & Khalid, S. ( <i>National University of Medical Sciences, Rawalpindi</i> )
<b>#PSY-1129</b>	<b>Effectiveness of Mindfulness-based Interventions on Emotion Regulation and Attention Control Among University Students</b>
	Ali, M., & Masroor, U. ( <i>Shifa Tameer e Millat University, Islamabad</i> )
<b>PSY-1137</b>	<b>Impact of Social Networking, Peer Influence, and Social Desirability on Smoking Behavior Among Young Adults</b>
	Muzzammil, A., & Waseem, E. ( <i>National University of Modern Languages, Rawalpindi</i> )
<b>#PSY-1208</b>	<b>Can Habitual Eating be Changed When Promoted by Government: A Study of Maintaining Sustainable Eating Behavior?</b>
	Jameel, M. ( <i>National University of Modern Language, Faisalabad</i> )
<b>PSY-1237</b>	<b>Impacts of Problematic Internet Use Among Adolescents of Pakistan: A Qualitative Inquiry</b>
	Saleem, K. & Rauf, N. K. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-1310</b>	<b>Impact of Emotional Exhaustion and Resilience on Rescue Workers' Psychological Health</b>
	Sohail, I., Batool, I., Batool, H., & Bukhari, A. W. S. ( <i>Bahauddin Zakariya University, Multan</i> )

<b>PSY-1403</b>	<b>Locus of Control and Team Performance Among Male and Female University Students</b> Farheen, A., & Mubeen, A. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-1410</b>	<b>Impact of Perceived Inter-Parental Conflicts on Psychological Well-Being of School Going Students</b> Naseem, S., & Ambreen, S. ( <i>University of Balochistan, Quetta</i> )
<b>PSY-1416</b>	<b>Relationship Between Self-Regulation, Achievement Motivation, and Academic Procrastination Among University Students</b> Naseer, L., & Zahir, R. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-1440</b>	<b>A Mix Method Analysis of Social Competence and Psychological Well-being of Multiplayer Online Gamers</b> Fiaz, N. B. ( <i>Fatima Jinnah Women University, Rawalpindi</i> )
<b>PSY-666</b>	<b>Emotional Intelligence and Academic Success Among Undergraduate Nursing Students in Pakistan: A Cross-Sectional Study</b> Bibi, S., Khurshid, S., & Parveen, S. ( <i>National University of Medical Sciences, Rawalpindi</i> )
<b>PSY-682</b>	<b>Exploring Climate Change’s Psychological Association Between Eco-Anxiety, Eco-Grief, and Attitude Towards Environment</b> Shujaat, M., Shan, Z., Shah, I., & Zia, K. ( <i>University of Malakand, Malakand</i> )
<b>PSY-688</b>	<b>Relationship Between Stigmatization Perceived Social Support and Quality of Life Among Hepatitis C Patients</b> Baig, M., & Ayesha. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-700</b>	<b>The Effect of Perceived Teacher Support on Academic Self-Efficacy and Mental Well-Being Among Students in Pakistan</b> Ismail, S., Zia, S., Mehmood, M., Um-ul-Baneen, Akhtar, M., Ali, J., & Gilani, S. A. B. ( <i>Rawalpindi Women University, Rawalpindi</i> )
<b>PSY-708</b>	<b>Burnout As Global Pandemic Among Medical Students: A Qualitative Study to Explore Its Determinants and Implications in Pakistan</b> Khurshid, S., Toor, H. K., & Khurshid, S. ( <i>National University of Medical Sciences, Rawalpindi</i> )
<b>PSY-709</b>	<b>Road Risk Perception and Driving Behavior Among Adolescents and Young Adults</b>

	Ali, M., & Rauf, N. K. ( <i>Quaid-i-Azam University Islamabad</i> )
<b>PSY-710</b>	<b>Spirituality and Attitudes Towards LGBTIQ Community</b> Arzoo, S., & Mubeen, A. ( <i>Quaid-i-Azam University Islamabad</i> )
<b>PSY-785</b>	<b>Mediating Role of Nomophobia in Relationship Between Dark Triad Traits and Phubbing Behavior Among Young Adults</b> Khawar, R., Malik, G., & Janjua, M. M. ( <i>University of Wah, Wah Cantt</i> )
<b>PSY-786</b>	<b>Interrelations of Executive Functioning, Academic Procrastination, and Achievement: Insights from University Students in Islamabad and Rawalpindi</b> Bibi, M., Shaheen, F., & Janjua, M. M. ( <i>University of Wah, Wah Cantt</i> )
<b>#PSY-801</b>	<b>Determining Young Adults' Skin Care Preferences: Social Networking, Ethnocentrism, and Buying Behavior</b> Afzaal, H., Zahid, M., & Shoukat, A. ( <i>University of Wah, Wah Cantt</i> )
<b>PSY-811</b>	<b>Impact of Artificial Intelligence and Cyber Bullying on Academic Procrastination Among University Students</b> Khan, G., Khan, O. Z., & Qasim, Z. ( <i>University of Swabi, Swabi</i> )
<b>PSY-821</b>	<b>Imposter Phenomenon, Job Performance, Work Engagement and Turnover Intention Among Employees</b> Ashfaq, S., Naz, I., Shams-un-Nisa, Shaukat, A. ( <i>University of Wah, Wah Cantt</i> )
<b>PSY-828</b>	<b>How Control Shapes Trust: An Experimental Evidence of Communal vs. Market Relationships</b> Gasiorowska, A., Khan, M., Kuzminska, A., Kesebir, P., & Zaleskiewicz, T. ( <i>SWPS University, Poland</i> )
<b>#PSY-873</b>	<b>Doodling and Recall: A Sketchy Connection Exploration in Light of the Stroop Task</b> Fasih, W., Fatima, S. Q., Zafar, F., & Chaghtai, K. ( <i>Bahria University, Karachi</i> )
<b>PSY-877</b>	<b>Smartphone Addiction and Symptoms of Brain Fog Among Emerging Adults</b> Ijaz, A., & Imran, H. ( <i>Quaid-i-Azam University, Islamabad</i> )
<b>PSY-882</b>	<b>COVID-19 Pandemic Legacy: Examining Demographic Influences on Teacher Burnout During Online Teaching</b>



	Aslam, I., & Aslam, N. ( <i>Quaid-i-Azam University, Islamabad</i> )
PSY-934	<b>Effects of Perceived Stigma and Social Anxiety on Psychological Well-being Among Acne Vulgaris Adolescents</b> Siddiqua, A. ( <i>Rawalpindi Women University, Rawalpindi</i> )
PSY-943	<b>Shining a Light: Building a Methods Case for Studying Academic Cheating Behaviours</b> Launeanu, M. S., Song, J., Chawla, T., & Cameron, C. A. ( <i>University of British Columbia, Canada</i> )
PSY-944	<b>Impact of Household Chaos on Multiple Screen Addiction Among Young Adults</b> Amjad, S., & Abbasi, S. ( <i>National University of Modern Languages, Islamabad</i> )
PSY-949	<b>Examining Relationship between Nomophobia and Academic Performance: Moderating Role of Academic Motivation</b> Sattar, F., & Rafiq, N. ( <i>Shifa Tameer e Milat University, Islamabad</i> )
PSY-E2	<b>Ostracism and Psychological Distress of Divorced Individuals: Moderating Role of Psychological Capital</b> Shafiq, A., & Kalsoom, K. ( <i>Bahria University, Islamabad</i> )
#PSY-1135	<b>Development and Validation of Eco-Anxiety Scale in Pakistan</b> Aziz, A. ( <i>Bahauddin Zakariya University, Multan</i> )
PSY-1380	<b>Role of Social Media Use and Mental Health Problems: Mediating Role of Cyber Aggression</b> Faiza., & Jami, H. ( <i>Quaid-i-Azam University, Islamabad</i> )
PSY-812	<b>Career Search Efficacy and Career Readiness Among Final Year University Students: Role of Job Search Anxiety</b> Tahirkheli, A. K., & Yousaf, S. ( <i>REHC Army Public School &amp; College Boys Hamza Camp, Rawalpindi</i> )
PSY-1155	<b>A Qualitative Exploration of Psychosocial Risk Factors of E-Smoking Behavior Among Young Adults</b> Kainaat, R., Arshad, S., & Mubashir, A. S. ( <i>National Univeristy of Modern Languages, Rawalpindi</i> )

**Note. #papers were not presented at CWCT 2024**

**SUMMARY OF INVITED  
KEYNOTE TALKS  
(Discipline Wise)**

# **BUSINESS ADMINISTRATION**

# **Beyond Compliance: Reimagining Corporate Governance for a Digitally Transformed World**

Dr. Rohida Basiruddin

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**Abstract-** In a world increasingly shaped by technology, corporate governance can no longer be viewed solely through a compliance lens. This challenge traditional notions of governance, advocating for a more holistic and forward-looking approach that embraces the transformative potential of the digital age. It explores how organizations can leverage technology to enhance transparency, accountability, and stakeholder engagement while mitigating emerging risks related to cybersecurity, data privacy, and ethical considerations. By fostering a culture of innovation, adaptability, and responsible technology use, corporate governance can become a catalyst for positive change, driving sustainable growth and societal progress in a digitally transformed world.

**Keywords:** Corporate governance and technology, digital transformation, ethical considerations, and sustainable growth



## Human Resource Development

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**Abstract-** Human Resource Development (HRD) is a strategic approach focused on enhancing employees' skills, knowledge, and capabilities to meet both current and future organizational needs. It encompasses a range of activities, including training programs, career development initiatives, and performance management systems, all designed to foster continuous learning and growth. Effective HRD not only improves individual and team performance but also contributes to organizational resilience and adaptability in a rapidly changing business environment. By investing in HRD, organizations can cultivate a motivated and skilled workforce, which is essential for driving innovation, achieving strategic goals, and maintaining a competitive edge. Moreover, HRD supports employee engagement and retention by providing clear pathways for advancement and professional development, thereby aligning personal aspirations with organizational objectives.

**Keywords:** Human resource development (HRD), employee & organizational development, and talent management



## Fintech Development and Sustainable Development

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**Abstract-** The development of fintech holds significant promise for advancing sustainable development by enhancing financial inclusion, promoting efficient resource use, and supporting eco-friendly initiatives. Fintech innovations, such as blockchain technology and digital banking platforms, can streamline financial services, making them more accessible to underserved populations and reducing the gap between different socio-economic groups. Additionally, fintech can facilitate investments in sustainable projects by offering new ways to track and verify environmental impact, thereby enabling more transparent and accountable funding. For instance, green bonds and impact investing platforms leverage fintech to direct capital towards environmentally responsible projects, optimizing resource allocation and reducing ecological footprints. As fintech continues to evolve, its potential to drive sustainable development increases, offering tools and solutions that align economic growth with environmental stewardship and social equity.

**Keywords:** Fintech, sustainable development, financial inclusion, green finance, and sustainable investments



# **Economic Policy Uncertainty and Investment Efficiency: Exploring the Role of Firm Size and Exports**

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**Abstract-** Economic policy uncertainty significantly impacts investment efficiency, with firm size and export activities playing crucial roles in moderating this relationship. Larger firms often have more resources and greater access to financial instruments that can buffer the adverse effects of policy uncertainty, allowing them to invest more efficiently despite a volatile economic environment. They may also have diversified portfolios and established markets that provide stability and opportunities for strategic adjustment. Conversely, smaller firms, with their limited financial reserves and narrower market reach, may face greater challenges and exhibit more cautious investment behaviours under uncertain economic conditions. Export-oriented firms, regardless of size, might experience different effects, those engaged in international markets can benefit from diversified revenue streams that help mitigate domestic policy risks, while also facing additional uncertainties from foreign regulations and market conditions. Understanding these dynamics is crucial for policymakers aiming to foster a stable investment climate that accommodates both large and small enterprises and supports their international competitiveness.

**Keywords:** Economic policy uncertainty, investment efficiency, firm size, export activities, and international competitiveness



# ENGLISH



## Dehumanization of ‘Bodies in Transit’ and Iraqi Fiction

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**Abstract-** This keynote addresses the politics of border control, encampment and the status of Iraqis as asylum seekers/ refugees in both Muslim and European host countries. Precipitated by a series of conflicts in Iraq, many Iraqis civilians had to flee their homes to seek refuge in other countries. Iraq is a country that witnessed a large-scale refugee crisis, with huge numbers of internally displaced people (IDP) as a result of insurgency and military operations in Iraq, fighting between militias and insurgents, and sectarian violence. It would not be an overstatement that, like other Muslim refugees, the mass exodus of Iraqi refugees due to a US-led attack against Iraq as well as “preparedness for a humanitarian crisis in Iraq” (Loescher, 2002) also gained little public attention. Sadly, this journey starts with a life of encampment which affects refugees’ or asylum seekers’ subjectivities by prohibiting any kind of personal, social or intellectual mobility. In so doing, the lives of refugees and asylum seekers not only become intensely politicized but also disenfranchised. In fact, camp spaces strip asylum seekers of any vestiges of citizenship status due to rigid restrictions on mobility, social relationality and persistent assaults on their dignity. Therefore, taking my cue from theorizations of camp spaces and *dispositif*, I investigate how Iraqi refugees in Iraqi anglophone fictional narratives claim their rights in and through camp spaces, through either contestation or solidarity.

**Keywords:** Dehumanization, politics, and Iraqi fiction



## English Language Policies, Delusions and Solutions

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**Abstract-** In Pakistan, a comprehensive document concisely outlining the language policy is missing (Rahman, 2008); however, the language policy is documented in various contexts including the nation's constitution, the education policies, speeches of leaders in parliament, and the decisions/proceedings of the superior courts. The de jure language policy encourages using Urdu as a national and official language. Additionally, it advocates for the use of Urdu in the educational sector along with regional languages at the provincial level. However, Urdu and other regional languages are dominated by English, and it is practiced as nation's de facto language policy. Moreover, English is encouraged as an official language and the language of education because it is perceived as a gateway to better employment, development, and upward social mobility. This perception positions English as an essential component for individual and social development. As a result, parents also strive to get their children enrolled in English medium schools. They associate hopes of upward mobility as a result of their investment in making their children learn the English language. This psyche transforms education into a commodity (Manan et al., 2021), where private schools attract parents and students by offering their English language expertise, often charging high fees for access to English resources. People get allured by these strategies of private school as they associate capital with the English language. It is believed that early exposure to the English language results in better proficiency; however, this approach is theoretically and practically questionable. Numerous empirical studies have proved the significance of L1 as a medium of instruction. Research indicates that early education in a child's native language fosters cognitive development. Conversely, if a child is instructed in a foreign language, they struggle at two levels: first, they struggle to learn the language, and later they attempt to understand the concept. Despite these evidence, language policy in Pakistan is influenced by monolingual idealism. Moreover, many schools in Pakistan do not have enough resources to instruct children in the English language. They

lack trained teachers, effective pedagogies, and sufficient material resources to use English as an effective medium of instruction. As a result, students can neither achieve the required competence in the English language nor develop their cognitive skills. Students from low socioeconomic backgrounds suffer the most because of prevailing monolingual idealism as they have access to low scale English; whereas, children from social elites achieve the required desired English language which Blommaert (2010) terms as high scale proficiency due to the resources available to them. As a result, the monolingual language policy exacerbates the socioeconomic disparity in Pakistani society as English language and globalization is not only enabling but disabling for most people (Blommaert, 2010). Therefore, it is significant to revisit the existing monolingual language policies to accommodate every strata of Pakistani society. There is a need to devise a language policy that should prepare students from all socioeconomic backgrounds to compete in the global world, rather than serving as a mechanism to stratify society into various classes. It is significant to devise a language policy that contributes to the cognitive development of a child.

**Keywords:** Language policies, resources, and cognitive development of child



# **FINE ARTS**

## Quest for an Authentic Expression of Indian Art Before Independence

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**Abstract-** The talk will explore the dynamic and transformative period in Indian art history during the late 19th and early 20th centuries, as artists, thinkers, and cultural leaders sought to define and express an authentic Indian aesthetic in the face of colonial rule. This period witnessed a resurgence of interest in traditional forms, techniques, and themes as Indian artists grappled with the influence of Western art and the need to assert a distinct cultural identity. The abstract delves into the key movements and figures that shaped this quest, including the Bengal School of Art led by Abanindranath Tagore, which sought to revive indigenous artistic traditions by drawing inspiration from Mughal miniatures, Ajanta murals, and local folk art. This movement was not merely a nostalgic return to the past but an innovative fusion of the old and new, creating a uniquely Indian visual language that resonated with the spirit of nationalism. The talk also examines the broader cultural and political context, highlighting how art became a vehicle for resistance against colonial domination and a means of articulating a collective national consciousness. By exploring the works of artists like Raja Ravi Varma, Rabindranath Tagore, and Jamini Roy, the abstract underscores the diversity of approaches and the ongoing tension between tradition and modernity in the quest for authenticity. Ultimately, this exploration sheds light on how the pre-independence art movement laid the groundwork for the postcolonial evolution of Indian art, providing a foundation for future generations to continue the search for an authentic expression of Indian identity in a globalized world.

**Keywords:** Indian art history, colonial rule, Bengal school of art, national identity, tradition, and modernity



## **The Rise of AI-Generated Pictures on Social Media with Reference to Pakistan**

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**Abstract-** The advent of artificial intelligence (AI) has revolutionized various sectors, with social media being a prominent beneficiary. This paper explores the burgeoning trend of AI-generated pictures of persons, political leaders and local culture on social media, specifically focusing on the context of Pakistan. As digital platforms become increasingly saturated with visual content, the role of AI in generating and enhancing image and identity has gained significant traction. This study delves into the investigation of AI-generated pictures from various AI tools to influence youth with reference to political ideology, and enhancement of personification to get apprised from the social media users. The research highlights the dual impact of AI-generated images: while they offer innovative and creative opportunities for users, they also raise concerns about authenticity and the potential for misinformation. In Pakistan, where social media usage is growing rapidly, the influence of AI-generated pictures is particularly pronounced. The paper investigates the cultural, social, and economic implications of this trend, noting how it affects digital marketing, influencer culture, and user engagement. Through qualitative and quantitative methods, including surveys and interviews with social media users and digital marketing professionals in Pakistan, the study provides a comprehensive analysis of the perceptions and attitudes towards AI-generated images. The findings reveal a mixed response: while many appreciate the enhanced creativity and efficiency AI offers, generating propaganda, affection, appraisal and others express skepticism about the ethical implications and the blurring of reality and fiction. Moreover, the paper discusses regulatory and ethical frameworks needed to address the challenges posed by AI-generated content. It advocates for greater transparency from social media platforms and the development of guidelines to ensure the responsible use of AI technologies. In conclusion, the rise of AI-generated pictures on social media in Pakistan presents a complex interplay of propaganda of political parties, opportunities and challenges that require careful

consideration by users, creators, and policymakers alike.

**Keywords:** Social media, AI-pictures, propaganda, local culture, and fiction



# **MEDIA & COMMUNICATION STUDIES**



# **Catering Sustainable Development Goals: A Conceptual Framework of Sustainable Journalism for 3Rs Green Practices- Reverse, Reuse, and Reduce E-waste for Sustainable Consumption**

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**Abstract-** The Sustainable Development Goals call for extensive, inclusive, and consistent aims to end ongoing challenges to the world, ensuring the protection of the planet and people. Among the rising issues owing to the growing use of home appliances and electronics products, e-waste management is becoming a critical problem. The United Nations calls for the promotion of sustainable consumption on alarming issues of e-waste to address sustainable development goals. These issues mainly stem from the knowledge lacuna driven by the public. Albeit the lack of actionable information is a prevalent issue, effective communication strategies such as sustainable journalism can augment the evidence-based information to reach communities. In reality, the critical role of sustainable journalism strategies in engaging and encouraging the public regarding sustainable consumption of e-waste has been rarely studied despite the growing need for a community-inclusive approach. Ergo, minimal attention has been paid to providing a community-inclusive comprehensive journalistic practices model, and a horizontal media production approach has dominated the episodic coverage of the issues instead of continuous awareness about green practices. This research offers an inclusive conceptual framework for Sustainable Journalism practices for the 3Rs-Reverse, Reuse, and Reduce Green Practices-to cater to sustainable development goals for promoting sustainable consumption. Drawing on norm activation, protection action decision model, and framing theory, the present study proposes an exploratory sequential mixed-method approach using in-depth interviews and a series of quasi-experiments. The study proposes to unpack the community-based problems and evolving framing practices that can be employed by the mainstream media in Pakistan. The findings of the in-depth interviews can be practiced in developing applicable messages to ensconce sustainable consumption. The quasi-experiments will be performed to expand upon community-derived messages designed to

promote e-waste green practices. The findings of this research will cater to the need to equip journalists with standard practices required to bridge the knowledge gap in this domain. Theoretically, the study will contribute to the body of knowledge by offering a hybrid model for sustainable journalism for green practices. The community-inclusive model emphasizes promoting sustainable consumption by designing problem-rigged, community-advocated, applicable, and responsible reporting that contributes to fostering e-waste green practices of reverse, reuse, and reduce.

**Keywords:** Sustainable journalism, e-waste management, sustainable consumption, and community-inclusive approach



# Digital Media Challenges and the Impact of AI on the Journalism Industry

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**Abstract-** In the evolving digital journalism landscape globally, contemporary journalism is currently at a junction with significant challenges while exposed to various transformative opportunities. This keynote speech will address some critical issues faced by digital journalism and explore the impact of Artificial Intelligence (AI) on the journalism industry. The most crucial issue is the widespread of fake news in digital journalism, which tarnishes public trust in media and complicates the important task of delivering credible news to the public. Traditional media are threatened by financial instability due to declining advertisement revenues. The public is now more interested in seeking information online, which shows the changes in consumer habits. The rise of digital journalism also exposes ethical and privacy concerns, raising important thoughts about data privacy and the ethical use of information to uphold journalism principles. Amid these challenges, the usage of AI tools is revolutionizing and reshaping journalism through various innovations in the field. Automated news reporting tools enable news reports to be made in real-time and allow journalists to focus on more constructive and investigative reporting. AI enhances the pattern of vast databases and helps uncover hidden patterns of information, which boosts the depth and scope of news reporting. Personalized news information is provided based on algorithms that tailor news content to individual preferences, increasing readers' satisfaction and enhancing engagement. Utilizing AI will also empower fact-checking tools to effectively verify any information to validate the accuracy of the messages provided in the media, which will help combat fake news and uphold the credibility of news information. Additionally, the utilization of AI with Virtual Reality (VR) and Augmented Reality (AR) will create an immersive storytelling experience for the audience, offering a new way of presenting information for higher engagement. This keynote address will highlight the challenges of digital media and the use of AI technology as an innovation in the journalism industry.

**Keywords:** Digital journalism challenges, AI, fake news, ethical and privacy concerns, and innovation in journalism



# **POLITICAL SCIENCE**

## Democratic Backsliding and Authoritarian Resurgence

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**Abstract-** The 20th century witnessed an odd sociopolitical and historical phenomenon that could be explained in hindsight as a "pause" in world history. The political and economic implications of the fall of the iron curtain and the end of the Cold War has led to Francis Fukuyama's "End of History" thesis. The thesis argued that neoliberal order was the logical conclusion of history as a result of its clash and subsequent victory with opposing ideologies embodied by the Second World War (Fascism) and Cold War (Communism). The unipolar neoliberal order that followed the Cold War, embodied by pax-Americana, has indeed reflected the accuracy of Fukuyama's thesis. However, the geopolitical, economic, and social developments across the past decade has forced scholars to revisit Fukuyama's "End of History" thesis, in light of developments that are proving that history has not ended, but has simply gone through a limbo phase induced by unipolarity and is returning with the rise of a multipolar order. Alexander Dugin argued that multipolarity is inevitable, and has utilized Samuel Huntington's "Clash of Civilization" thesis and Oswald Spengler's philosophy of history concerning Russia's future role in world history to guide and explain Russia's current foreign policy. As history returns, all different poles (China, India, Russia, Islamic world, Africa, the West, South America) are mobilizing themselves geopolitically, spiritually, and philosophically, in the face of an imminent clash, alliance, and convergence of worlds. Moreover, the return of history has had a unique impact on the West as the rise of populist movements revolved around charismatic leaders (Trump, Orban, Meloni, Le Pen, Zemmour), what Spengler termed "Caesarism", has not only threatened parliamentary democracies, but revealed their political obsolescence. As Caesarism, as a political phenomenon, continues to materialize across the Western political scene, its transformative powers could tear the fabric of democracy beyond repair if parliamentary democracies do not transform and move beyond their current crisis.

**Keywords:** Cold war, history, neoliberal order, multipolarity, clash of civilizations, and Caesarism

## Climate Change as a Non-Traditional Security Threat to Pakistan

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**Abstract-** Despite being the least contributor to global carbon emission, Pakistan is the fifth most vulnerable country to climatic changes in the world. It frequently faces excessive and untimely rainfall, severe flooding, heat waves and unprecedented weather uncertainties. This study examines the impacts of climatic changes on the ecological, economic and social life in Pakistan. These changes result in the increase of water scarcity in many parts of the country besides increased frequency of extreme weather events, and displacement of populations. The study also explores how climatic pressures have resulted in the depletion of resources which are a major cause of conflicts among the society. The study also analyses the social and economic instability because of climatic changes that have resulted in further fragmentation of society. The research finds out that there is an immediate need for organized efforts not only to adopt but mitigate climate change. Such an integrated and comprehensive approach, where all the institutions play their role, is the long-term solution to Pakistan's national security issues caused by climate change.

**Keywords:** Climate change, Pakistan, ecological impacts, and social impacts



## **Democratic Backsliding and Need of a New Social Contract in Liberal Democracies**

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**Abstract-** Democratic backsliding, the gradual erosion of democratic norms and institutions, has become a growing concern in many liberal democracies. This regression is characterized by the weakening of rule of law, the undermining of independent media, the erosion of checks and balances, and the rise of authoritarian populism. As political polarization deepens and trust in democratic institutions wanes, liberal democracies face the risk of authoritarian tendencies gaining ground. To address these challenges, there is an increasing call for a new social contract that redefines the relationship between the state and its citizens.

**Keywords:** Democratic backsliding, liberal democracies, authoritarian populism, rule of law, and social contract





# **PSYCHOLOGY**

## Psychological Perspective of AI

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**Abstract-** AI is building up as a monster and taking over nearly all the walks of life. It is creating a super Human Being. A monster having all the capabilities to handle all the problems of life. It is creating reactive machines which are highly reliable very efficient and very useful in assisting human beings to complete their tasks in a very limited time. It was in 2023 that AI God father Yoshua Bengio felt lost over his work when he was encountered with AI risks particularly existential ones. A challenge for humanity was raised. The cognitive biases of human beings, the gap between human intelligence and AI, the relationship between human values and emotions and the retardation of human brain were the main concerns. The psychological perspectives were the factors which were being neglected. As all the students of psychology are aware that Human brain is made up of trillions of neurons all interacting with each other and trillions of connections are being made. This firing of neurons is actually the health of brain the more neurons fire the more we can think and solve our problems in a befitting manner. If this process in the brain is halted by ready-made solutions the brain is not fully utilized and ultimately the brain will be retarded. Another psychological perspective AI is neglecting is the emotions. Emotion are life and beauty of human beings without emotions we will be machines and beauty of life will be finished. Why today people are talking of positive psychology, why are we entangled with so many psychological issues starting from anxiety and ending up with very serious psychosis this is because man is being neglected by this monster of AI. Let us not forget that AI is a business worth billions of Dollars. All those working on it and propagating it have an ulterior motive of wealth. Students at all levels today are using GP Chat and other AI utilities blindfolded, teachers and administrators are also recommending its usage without realizing its psychological perspectives. Let's think about it and DO NOT LOOSE MAN IN THE MIST OF METHOD.

**Keywords:** AI & human intelligence, psychological perspectives, brain retardation, emotional intelligence, and ethical implications of AI



## The Future of Parenting Programs: New Evidence

Prof. Dr. Lucie Cluver  
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**Abstract-** Parents and families all around the world are struggling with the challenges of raising children and adolescents. Mental health distress and risks of violence victimization are real concerns. This talk will review the state of the art of evidence-based parenting programs – identified by the World Health Organization to be the most effective approach to the prevention of violence against children. We will review the latest evidence from Asia, Africa and globally, and the challenges in reaching children. We will then examine innovations in parenting programs, including recent work in Pakistan, led by Dr. Sobia Masood, that responded to the trauma and distress of major floods. We will discuss new research findings from randomized trials of open-source hybrid-digital delivery, including app-based and film-based parenting programs, and hope to spark thought and discussion about the challenges and opportunities for families in Pakistan.

**Keywords:** Parenting programs, violence against children, mental health, and Pakistan



# Going to the Movies to Reduce Violence Against Children? The Evidence and Promise of Entertainment-Education Approaches to Promoting Positive Parenting in Low-Resource Displacement Settings

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**Abstract-** Violence against children is a global public health crisis affecting one out of two children or an estimated one billion children every year. The most common perpetrators of physical and psychological violence, across child gender and age, are parents and caregivers. While violence against children is pervasive around the world, children affected by poverty, armed conflict, and forced displacement are often at increased risk of violence due to stressors on family and community structures. Parenting interventions have been shown to reduce violence against children and promote positive parenting, but evidence on interventions to achieve population-level reach and impact is limited in low-resource settings. We assessed the impact of a universal film intervention for migrant and displaced caregivers from Myanmar living in Thailand using a cluster randomized controlled trial ( $n = 2,249$ ). Results found positive impacts on reducing physical violence against children and increasing positive parenting, with potential for scalability in low-resource settings.

**Keywords:** Violence against children, parenting interventions, cluster randomized controlled trial, migrant, and displaced children



## **Day in the Life (Ditl) Across the Lifespan and Around the Globe**

Prof. Dr. Ann Cameron

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**Abstract-** An ordinary “Day in the Life” of a person, as Ann Patchett depicts, in “These precious things” is a deep source of insight into the roots of the strengths of that person. Exploring one “day in life (DITL)” of toddlers, preschoolers, teenagers and older adults in diverse locations offers depth and texture to our understanding of the development of psychosocial skills that enhance the wellbeing of individuals across the lifespan and around the globe. I will describe the DITL methodology, its development and applications in exploring security striving, literacy, graphic representation, humor, agency, and communitarianism in the achievement of psychological wellbeing.

**Keywords:** Day in the life (DITL), psychosocial development, wellbeing, and cross-cultural research



# **SOCIOLOGY**

# The Interplay Between, Educational Equity, Quality, and Meritocracy

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**Abstract-** In contemporary societies, equity and access to quality education are discussed and considered essential components of fair and just society. These concepts are often believed to be complementary, they nevertheless, can be in tension with one another. This study is an attempt to examine the interplay between equity, quality, and meritocracy in Pakistan by engaging critical theorists (Pierre Bourdieu, Paulo Freire & Lani Guinier) in the sociology of education. The study challenges the multiplicity of education systems and curricula in Pakistan as unconstitutional that disproportionately impact marginalized students (rural students, students from lower socio-economic backgrounds and girls). The multiplicity of curriculum, education systems and testocracy violate the constitutional commitment-Article 25-A (equal and quality education for all). Educational equality and meritocracy go beyond providing the same curriculum and demands for understanding the socio-economic status, learning abilities, language proficiency, and access to educational resources...which influence students' ability to engage with and use education for their appropriate social placement in society.

**Keywords:** Equity in education, quality education, meritocracy, critical theory, Pakistan education system, and marginalized students



# The Role of Assessment Feedback in Developing Academic Buoyancy

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**Abstract-** This research focuses on the everyday challenges in academic learning and argues that academic buoyancy is a key factor in academic success. To scaffold students' learning and effectively support academic buoyancy, there is arguably a need for a better understanding of (i) what students find most and least useful in their assessment feedback, (ii) how students use feedback to approach future assessments and; (iii) how students respond to feedback in terms of what they think, feel and do. Key findings from survey responses of 91 undergraduate students were that students use their feedback more than anticipated and look for specific information to help their future performance. In addition, five indicators of academically buoyant behaviour were identified: 'an internal locus of control, 'understanding the grade', 'being forward looking', 'being improvement focused' and 'being action-oriented'. These indicators suggested a distinction between students who were academically buoyant because they were constructive in their response to feedback, compared to those who appeared less so because they were not action orientated, but more focused on their emotional response. These findings have implications for the provision of assessment feedback in higher education and offer insight into opportunities for the development of academic buoyancy.

**Keywords:** Academic buoyancy, assessment feedback, academic success, student engagement, and higher education





## Kenya-Maasai Women's Power Cultivated from Collective Social Actions

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**Abstract-** This is an ethnographic study that provides insight into grassroots activities managed by Maasai women leaders in the Narok area of Kenya. Four women's narratives were used as a basis of analysis to demonstrate their roles in facilitating grassroots activities to improve village women's well-being despite gender discrimination and multidimensional constraints. The women's group leaders commented that low literacy negatively influenced Maasai women's development; however, the issue of illiteracy could be overcome through cooperative learning during women group activities in their village. The results showed that the women's group leaders played a facilitative role in improving women's situations and everyday lives through knowledge sharing and collective social actions. An analysis of the narratives of four women demonstrated that: each woman has a unique experience of grassroots development activities that should be valued; and village women promote women's empowerment and develop forms of resistance to gender inequality by accommodating men's self-pride and different gender roles to ensure a harmonious society.

**Keywords:** Maasai women leaders, grassroots activities, gender discrimination, women's empowerment, and gender inequality



**ABSTRACTS OF  
ORAL PRESENTATIONS**

# **BUSINESS ADMINISTRATION**

## **Nexus of Green Finance, Financial Development and Economic Growth: Empirical Evidence from Worldwide**

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**Abstract:** The purpose of this study is to investigate the connection that exists between green finance, financial development, and economic development together with the macroeconomic elements that support these relationships. This study aims that financial development effectively integrates the mediation effect between economic growth and green finance. This study uses panel data estimation techniques to investigate the relationship between green finance, financial development, and economic growth worldwide from 2000 to 2021. Structural equation model and generalized method of moment incorporated. The impact of indirect effect on the growth of the economy with the help of financial development. The result shows green finance has a positive and significant impact on economic growth. Government should implement such polices which promote green finance. Green finance leads to economic growth and helps uplift the financial status of the country.

**Keywords:** Economic growth, green finance, financial development, exchange rate, interest rate, and inflation



## **Incentivizing Sustainability: The Role of Green Finance in Driving Employees Green Behavior and Enhancing Economic Performance**

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**Abstract:** This study investigates the intricate relationship between green finance, intrinsic motivation, employee green behavior, and economic performance within the banking sector. By examining these variables and their interactions, the research aims to contribute to a deeper understanding of organizational sustainability practices. Data from a sample of bank employees working in Rawalpindi and Islamabad was obtained using a self-administered questionnaire. Non-probability convenience sampling was used in the study. The findings reveal a positive association between green finance with economic performance of the organization. The study also explores the moderating role of intrinsic motivation, demonstrating that employees with higher levels of intrinsic motivation might be less responsive to external factors like green finance and top management commitment. The research offers valuable insights for organizations seeking to enhance their sustainability performance. It emphasizes the importance of a holistic approach that considers both organizational-level strategies and employee-level factors. However, the study is subject to limitations, including the cross-sectional design and the focus on the banking sector. Future research could address these limitations by employing longitudinal studies and expanding the analysis to other industries.

**Keywords:** Green finance, intrinsic motivation, employee green behavior, and economic performance



**BBA-114**

### **Impact of Board Knowledge and Board Complementarity on Cash Holding with Moderating Role of Family Ownership**

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**Abstract:** The purpose of the study is to investigate the impact of board knowledge and board complementarity on cash holding with the moderating role of family ownership. The study used the sample from 150 non-financial listed firms on Pakistan Stock Exchange (PSX). The study covered the period from 2012 to 2022, and the study used the stratified random sampling technique for sampling. The data were

analyzed through descriptive statistics, regression analysis, and the multiple linear regression method. The study finding reveals that board knowledge which refers board educations, board experience and board financial expertise and board complementarity has significantly impact on corporate cash holdings. Moreover, since this paper was carried out in an emerging financial market, particularly in Pakistan, to figure out the effect of board knowledge, and board complementarity on cash holding, it can provide helpful information for investors and policymakers in this regard.

**Keywords:** Board knowledge, board complementarity, family ownership, and corporate cash holdings



**BBA-1453**

### **Share Price Volatility and Market Capitalization: Role of Dividend Policy in Pakistan's Non-Financial Firms**

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**Abstract:** The dividend policy of a firm not only influences its share price but also has impact on stockholders' wealth. This study aims to examine the relationship between dividend policy, share price volatility, and market capitalization, using data from 100 non-financial firms listed on the Pakistan Stock Exchange between 2012 and 2023. Data was gathered from the companies' annual reports and the Balance Sheet Analysis published by the State Bank, and Pakistan Stock Exchange. Data was analysed through various methods, including descriptive statistics, correlation analysis, and regression analysis. The results indicate a significant positive relationship between dividend yield and share price volatility, while a significant negative relationship was found between the dividend payout ratio and volatility. This negative association suggests that as firms distribute dividends consistently, uncertainty decreases, leading to reduced stock price volatility. Consequently, the study recommends that firms adopt stable dividend policies. Additionally, the results show a significant negative relationship between dividend yield and market capitalization, but a

significant positive relationship between dividend payout and market capitalization. The positive correlation supports the bird-in-the-hand theory, which suggests that an increase in payout ratio results in higher stock prices and a lower cost of equity. Overall, the study highlights the importance of stable dividend policies for positively influencing share price volatility and enhancing firm value.

**Keywords:** Dividend policy, share price volatility, market capitalization, financial leverage, and non-financial firms



**BBA-1262**

### **Investigating Audit Fee Dynamics: A Systematic Literature Review**

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**Abstract:** Research on audit fee has become more widespread in recent years. It is important to understand various aspects of audit fee as it is one of the most essential component of auditing. The study discusses, assesses and summarizes the extensive body of audit fee research and used systematic literature review methodology to study the relationship of audit fee with different factors. The study examines 50 papers on audit fee and covered the period of 2017- 2021. The study investigated more than 18 countries with firm year observation of 318756. The finding of this research suggests that audit fee is affected by various factors such as audit quality, firm-specific financial, strategic, and operational risk, client size, audit firm status, and business complexity transparency etc. This study is beneficial for investors, regulators, researchers, professionals and academia.

**Keywords:** Audit fee, audit quality



## Exploring the Evolution and Future Trajectories of Green Financing and Governance: A Comprehensive Bibliometric Analysis Over Five Decades

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**Abstract:** This research employs a robust four-phase methodology to comprehensively investigate the dynamic landscape at the intersection of green finance and green governance. The study involves a meticulous literature search, precise application of inclusion and exclusion criteria, thorough Bibliometric analysis, and critical analysis of the literature review. The overarching goal is to systematically delineate relationships, insights, and trends embedded in the scholarly discourse surrounding green finance and green governance. The initial phase entails an exhaustive literature search, leveraging diverse databases and sources to identify pertinent studies. After this, the inclusion and exclusion criteria are meticulously applied to refine the selection of articles. This process ensures the incorporation of seminal works while excluding irrelevant content. Following this, the Bibliometric analysis offers a quantitative assessment of publication trends, key contributors, and thematic clusters within the identified literature. In the Critical analysis of the literature review, the study delves into the substantive content of selected articles to extract qualitative insights, identify trends, and highlight emerging themes. The synthesis of these findings provides a panoramic view of the current state of knowledge in the field, elucidating the interconnectedness of green finance and green governance. This research not only contributes to a deeper understanding of the subject but also sets the stage for envisioning future trajectories in the realm of sustainable finance and governance. The outcomes of this bibliometric exploration not only contribute to a nuanced understanding of the relationships between green finance and green governance but also provide a foundation for identifying gaps and avenues for future research. The four-phase research methodology employed in this study serves as a robust framework for systematically navigating and comprehensively analyzing the dynamic landscape of green finance and green governance relationships.



**Keywords:** Green finance, green governance, bibliometric analysis, literature review, and sustainable finance



**BBA-1005**

## **Financial Inclusion and CO<sub>2</sub> Emissions with Technological Innovation Playing a Moderating Role**

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**Abstract:** This study examines the elaborate relationship between financial inclusion, CO<sub>2</sub> emissions, and the moderating role of technological innovation across 83 countries. The study, which includes the years 2003 to 2022, uses data from the World Development Indicators to investigate the dynamics and consequences of these interrelated factors. The major goal is to determine the impact of financial inclusion on CO<sub>2</sub> emissions, taking into account the moderating role of technical progress. Through principal component analysis, the study takes to understand the underlying mechanisms driving these associations by employing various statistical approaches such as correlation analysis and Driscoll-Kraay standard errors. Initial indicators indicate a significant relationship between financial inclusion and CO<sub>2</sub> emissions, with the strength of the association changing by country. Furthermore, technological innovation is discovered to have a considerable moderating effect, magnifying the impact of financial inclusion on CO<sub>2</sub> emissions. Based on these findings, the research suggests policies that take use of the relationships between financial inclusion and technological innovation in order to promote sustainable development. Overall, this study advances our understanding of the complex relationship between financial inclusion, CO<sub>2</sub> emissions, and technological innovation, providing significant insights for policymakers and stakeholders working for environmental sustainability and economic inclusiveness.

**Keywords:** Financial inclusion, CO<sub>2</sub> emission, technological innovation, and international evidence



## **Impact of Financial Development on Sustainable Development with the Moderating Role of Technological Innovation**

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**Abstract:** This research investigates the relationship between financial development, technological innovation and sustainable development in. The sample consists of 33 sub-Saharan countries from 2003 to 2022 with a particular focus on the moderating role of technological innovation. Endogenous theory is used to examine this relationship for sub-Saharan nations. Composite indicators for two significant pillars of economic progress, financial development and technological innovation, were constructed through a novel approach— developing them based on wider characteristics and then using principal component analysis to extract information from these composite indicators. In order to get compressive and consistent regression coefficients without having to deal with temporal dependency and heteroscedasticity, we used the Driscoll–Kraay standard errors (D-K) and generalized least squares (GLS). Based on the findings, the study recommends strategies that leverage the connections between technology innovation and financial development to support sustainable development. Overall, this research expands our knowledge of key insights for stakeholders and policymakers working for environmental sustainability and economic inclusivity.

**Keywords:** Financial development, sustainable development, technological innovation, and sub-Saharan countries



## **Firm Performance in the Age of Green Finance: Investigating the Enhancing Effect of Environmental Innovation**

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**Abstract:** This research examines the association between economic, social, and environmental aspects of green finance and firm performance and the moderating role of environmental innovation. The data was collected from publicly listed companies in the highly reputable S&P 100 index, which represents top-performing firms on a major U.S. stock exchange, covering the time frame for the study from 2019-2023. The panel data regression i.e. Random effect panel regression analysis and fixed effect panel regression analysis are used to analyze and generate the results of this study. Only the economic factors of green finance have a significant impact on firm performance, while social factors and environmental factors have a negative insignificant relationship with FP. This study also implies the impact of environmental innovation has a significant impact on the relationship between GF and FP, hence EI significantly strengthens the relationship between GF and FP. The study focuses on non-financial firms, future research could expand the scope to include a broader range of companies and utilize more diverse proxies for measuring different aspects of GF. This study has practical implications for business managers and investors. It will help business managers focus on the positive aspects of utilizing capital for green initiatives and activities to improve environmental sustainability and firm performance. This study can practically be useful for investors to become more socially aware and to play their role as a part of society and gain profits. Moreover, the study provides recent empirical evidence, contributing to the ongoing academic discourse on GF and FP.

**Keywords:** Green finance, firm performance, and environmental innovation



**BBA-1130**

**Impact of Ownership Structure and Corporate Governance on  
Corporate Cash Holding With Moderating Effect of Political  
Connections**

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**Abstract:** The purpose of the study is to investigate Impact of ownership structure and corporate governance on corporate cash holdings, and the moderation role of political connection between the relation of corporate governance and corporate cash holding. The study used the sample from 585 non-financial listed firms on Pakistan Stock Exchange. The study covered the period from 2012 to 2021. Descriptive statistics will be used for initial analysis of variables to check mean, variance, maximum, minimum, outlier, skewness, and kurtosis. Furthermore the study used GMM model for analysis. The study finding reveals that ownership structure and corporate governance has significantly impact on corporate cash holdings, and the moderation role of political connection between the relation of corporate governance and corporate cash holding. It can provide helpful information for investors and policymakers in this regard.

**Keywords:** Ownership structure, corporate governance, political connection, and corporate cash holding



**BBA-1364**

### **A Path towards Sustainability: Nexus between Green Finance, Renewable Energy and Economic Growth**

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**Abstract:** This study aims to explore how green finance affects economic growth and analyzes the role of renewable energy as a mediator for countries all over the globe from 2000 to 2021. This study uses Generalized Method of Moments to examine the relationship between green finance, renewable energy and economic growth. The results of the study revealed that green finance positively affects economic growth. Renewable energy mediates the positive relationship between green finance and economic growth. This study contributes to the literature by adding renewable energy as a mediating variable in the relationship between green finance and economic growth. The study

findings have significant implications for policymakers, researchers and managers who are interested in promoting sustainable development goals.

**Keywords:** Green finance, economic growth, and renewable energy



**BBA-001**

## **The Impact of Financial Development on Sustainable Development**

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**Abstract:** This study intends to investigate the impact of financial development on sustainable development and our analysis identifies the three distinct pathways that simplify the achievement of sustainable development goals 1: environmental sustainability, 2: social sustainability and 3: economic sustainability. By incorporating these additional factors, the research aims to provide a comprehensive understanding of the complex relationship between financial development and sustainable development in emerging countries. Our sample may stand on emerging countries from 2014-2023 and we collect this data from WDI. Endogenous theory is used to explore the relationship between financial development and sustainable economic growth, while accounting for the potential influence of trade, FDI, and governance. The role of financial development on sustainable economic growth is estimated using OLS regression method. The results highlight how crucial good financial institutions and policies are for advancing financial development and achieving sustainable economic development goals. The findings from this study can contribute to the formulation of evidence-based policies that promote both economic prosperity and environmental sustainability. Ultimately, fostering a strong financial sector that aligns with sustainable development objectives can pave the way for long-term economic stability and improved living standards in the region. By examining this relationship, policymakers and practitioners can gain valuable insights

to foster sustainable economic growth and design appropriate financial systems to support it.

**Keywords:** Financial & sustainable development, financial institutions, sustainable economic growth, trade, foreign direct investment



**BBA-819**

## **Tariff Regulation and Two-Tiers Green Supply Chain: A Game Theory Perspective**

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**Abstract:** A supply chain with environmental considerations is known as green supply chain management, and governments around the world have established various regulations for stimulation purpose. However, it is crucial to mobilize the tiers of green supply chain to coordinate and achieve optimal economic and environmental performance under such regulations. Therefore, we aim to investigate tariff regulation and a green supply chain with two tiers for optimal performance through coordination. To this end, we use game theory and model the manufacturer as the Stackelberg leader for investing in degree of green technology. Whereas the retailer acts as the follower and the government supervises overall supply chain activities. We demonstrated prudently designed tariff regulation, and an increased environmental awareness of consumers can result in a higher degree of green technology. We further demonstrated that the centralized structure shows benchmark performance while the decentralized structure results in poor performance due to double marginalization, hence coordination failure. Both green cost sharing and marketing efforts by the retailer are significant for coordination, but global optimum can be achieved with latter one. A numerical example is

presented to validate the analytical results. Our findings are not only helpful to policymakers in designing the tariff regulation but also provide guidance to the tiers of green supply chain in achieving global optimum for economic and environmental issues.

**Keywords:** Green supply chain management, coordination contract, stackelberg, tariff regulation, and game theory



**BBA-818**

### **Tripartite Green Supply Chain under Environmentally Aware Consumers and Tariff Regulation: A Cooperative Game Theory**

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**Abstract:** Green supply chain management under governmental regulations are primarily clustered around two tiers and competitive game theory. However, a supply chain without third tier remains incomplete, and its presence requires additional efforts for optimality. Therefore, we aim to investigate tripartite supply chain consisting of a supplier, a manufacturer, a retailer, and attempt to identify optimal response under tariff regulation and environmentally aware consumers. On the one hand, we assume the supplier provides raw material and retailer sells the product in the market against a unit wholesale price. On the other hand, the government formulates tariff regulation, consumers are environmentally aware, and realizing the consequences the manufacturer make investment for a higher degree of green technology. We adopted cooperative game theory and compared various forms of coalitions with the centralized and Stackelberg's leader follower based decentralized structures. The findings are threefold. First, the centralized structure results in highest and decentralized in lowest performance, thus suggest adopting

improvement pathways. Second, tariff regulation and consumer environmental awareness are significant instruments to improve the degree of green technology, thus manufacturer-retailer (MR) alliance presents suboptimal solution. Third, we demonstrated the Shapely value method to mobilize the supplier and retailer in green efforts thus an optimal choice in case of coalition failures. A numerical example is presented. The results are useful in designing tariff regulation and mobilizing supply chain tiers to collectively participate in achieving sustainable goals.

**Keywords:** Tripartite supply chain, cooperative game theory, tariff regulation, coalition, and shapley value



**BBA-922**

## **A Qualitative Exploration of Personal Branding Amongst Pakistani Entrepreneurs**

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**Abstract:** Personal branding is now trending as a self-marketing strategy. From young graduates to professionals, everyone benefits from personal branding to get noticed in the competing marketplace. However, limited literature is centered on the process of developing a personal brand, especially for novice entrepreneurs where product branding overlaps with personal branding. Therefore, this research explores the development of an entrepreneur's personal brand and strategies for the maintenance of a personal brand. This study employs a qualitative approach to the exploration of the process of development and maintenance of a personal brand. The qualitative data was collected through semi-structured interviews with 15 entrepreneurs who have been in the field for 2 years or less. The qualitative data was analyzed through thematic analysis. This study explored the process of personal brand development, and the strategies entrepreneurs employ for the maintenance of personal brands along with their product brands. This study highlights the significance of personal branding for novice entrepreneurs by exploring the outcomes of personal branding for



entrepreneurs and suggests guidelines for the development of personal brands for entrepreneurs. Through the findings of the research, a framework is suggested. This framework highlights the process of developing a personal brand and the ways to maintain a personal brand. This framework is intended to help the guidance practitioners working in incubation centers and generally for young graduates and entrepreneurs to build a strong personal brand.

**Keywords:** Personal branding, entrepreneurship, qualitative research, and thematic analysis



**BBA-1110**

**Influence of Big Data Analytics on Subordinates Innovative Work Behavior: The Mediating Role of Tacit Knowledge Sharing on Project Performance**

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**Abstract:** The impact of Big Data Analytics and Subordinates Innovative Work Behavior is investigated in this study while focusing on the mediating role of Tacit Knowledge Sharing on Project Performance. A quantitative approach was used, with surveys distributed to 302 project team members from NADRA and P&D employee. Data was collected on data analytics, innovative behavior and knowledge sharing. Results indicate that Tacit Knowledge Sharing on Project Performance positively mediates the relationship between Big Data Analytics and Subordinates Innovative Work Behavior. Limitations include a relatively small sample size, potential response bias, and the cross-sectional design, which limits causal conclusions. The research was conducted solely in the academic sectors of Rawalpindi and Islamabad, affecting generalizability. Project managers should prioritize effective data analysis and innovative practices, along with fostering knowledge sharing, to enhance overall team performance. Improved knowledge can amplify the positive effects on performance. This research provides empirical evidence on the mediating role of Tacit Knowledge Sharing on Project Performance in

the relationship between Big Data Analytics and Subordinates Innovative Work Behavior. It offers practical insights for integrating strategies with traditional innovative practices.

**Keywords:** Big data analytics, subordinates innovative work behavior, tacit knowledge sharing on project performance



**BBA-1258**

### **Investigating the Impact of Artificial Intelligence on Recruitment: Moderating Effect of Innovative Organizational Culture**

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**Abstract:** This study examined the impact of artificial intelligence on recruitment and explores the moderating effect of innovative organizational culture within the IT and Telecom sectors of Rawalpindi and Islamabad. Data was collected from HR professionals and analyzed by using SPSS (version 26) and adopt a quantitative research approach. This study aims to provide a detailed understanding of how the integration of AI and an innovative organizational culture collectively enhance the effectiveness and efficiency of recruitment. The results of demographic analysis revealed that a significant portion of the respondents are youthful that are more familiar with technology and adaptable to new tools and practices. The reliability analysis shows a strong internal consistency across the constructs, which make sure strong and reliable measurement tools. Descriptive analysis shows favorable perceptions of AI, recruitment, and innovative organizational culture among respondents. Correlation analysis shows a significant positive relationships between all pairs of variables: The moderation analysis further elucidated the dynamics between these variables, showing that AI positively impacts recruitment and IOC also has a significant positive effect. However, the interaction term between AI and IOC was significant and negative. This study offers a valuable practical implications for HR practitioners, organizational leaders, and policymakers. The positive impact of AI on recruitment emphasize the need for organizations to invest in AI technologies to improve their

recruitment. Future researches should have to consider employing random sampling techniques and longitudinal studies to improve the generalizability and depth of the findings. This study provides valuable insights into the nuanced relationship of technological advancements and cultural innovation on recruitment, in rapidly evolving sectors.

**Keywords:** Artificial intelligence, recruitment, and innovative organizational culture



**BBA-002**

## **Customer Satisfaction through Business Model Innovation in the Banking Industry**

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**Abstract:** This paper investigates the impact of business model innovation on customer satisfaction within the banking industry, with inclusive leadership serving as a moderating factor. The study aims to explore how the adoption of innovative business models—encompassing digital transformation, service diversification, and customer-centric strategies—affects customer satisfaction levels. Furthermore, the role of inclusive leadership is analyzed to determine how leadership styles that prioritize diversity, equity, and engagement enhance the relationship between business model innovation and customer satisfaction. Data was collected through surveys of banking institutions that have implemented innovative practices, and the findings reveal that business model innovation positively influences customer satisfaction. Additionally, inclusive leadership significantly strengthens this relationship by fostering an environment conducive to successful innovation implementation. The research finds its foundations in Resource-Based View (RBV) Theory. This theory focuses on a firm's internal resources, such as innovation capabilities, to achieve competitive advantage. The study's emphasis on business model innovation, including digital transformation and customer-centric strategies, aligns with RBV, as it highlights how leveraging internal innovations can drive customer satisfaction and performance.

improvements in the banking industry. The paper concludes with insights into the strategic importance of combining business model innovation with inclusive leadership to improve customer satisfaction in the evolving banking landscape. The research aligns with several United Nations Sustainable Development Goals (SDGs), specifically: SDG 8: Decent Work and Economic Growth - SDG 9: Industry, Innovation, and Infrastructure, and, SDG 10: Reduced Inequalities - By connecting innovation, leadership, and customer satisfaction, the paper contributes to fostering inclusive economic growth and resilient infrastructure in the financial sector.

**Keywords:** Customer satisfaction, Inclusive leadership, and business model innovation



**BBA-1112**

### **Assessing the Impact of Risk-based Logic and Capacity-based Logic on Public Organization Adaptation to Climate Change**

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**Abstract:** With climate adversities on the rise, the call for researches on climate adaptation are more than ever. Pakistan stands in the front row of the countries adversely impacted by climate change. In light of the increasing demand, this study was conducted in Pakistan to analyze the impact of riskbased logic and capacity-based logic on exploitation and exploration constituting organizational adaptation towards climate change via the mediation of adaptability culture. For this purpose, data was collected from 310 public sector employees working in the transport sector stationed within the territories of twin cities, Islamabad and Rawalpindi, Punjab, as major transport organizations and related ministries along with other head offices can be located in this region. Data analysis was performed through SPSS and AMOS version 26. A comprehensive data analysis was conducted in this study which encompassed reliability analysis, correlation analysis, discriminant and convergent validity, confirmatory factor analysis and Structural Equation Modelling. Some interesting findings were uncovered from

the performed analysis. Study underscored the role of capacity-based logic in driving exploitation and exploration leading to enhanced organizational adaptation whereas risk-based logic turned out to have insignificantly impacted exploration and exploitation both with and without the mediation of adaptability culture. Furthermore, the results revealed several implications for various stakeholders including society, policymakers, and scholars. Therefore, this research has made a valuable contribution to the existing pool of studies on institutional logics, public administration and climate change adaptation.

**Keywords:** Climate adoption, risk based logic, capacity based logic, and adaptability culture



**BBA-1312**

### **Investigating Adaptive Performance through Job Competence, Satisfaction and Environment in Telecom Sector**

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**Abstract:** This research study investigates the influence of job competence on adaptive performance under the mediating influence of job satisfaction. Examining the relationship between job competency and job satisfaction, the perceived work environment is found to play a moderating impact. The adopted and adapted questionnaire was used to collect the data from middle tier employees of the telecom sector of Pakistan by using convenience sampling technique. Out of 250 distributed questionnaires 217 were fully responded. Data was analyzed by applying advance statistical techniques through SPSS. Results showed that job competence and adaptive performance were related positively. Positive relationships exist between job satisfaction and adaptive performance. Furthermore, perceived work environment as a moderator affect the link between job competence and job satisfaction. As a result, the implications provide guidelines to employees regarding job competencies, which are necessary to be an adaptable performer in the telecom business.

**Keywords:** Job competence, job satisfaction, perceived work environment, and adaptive performance



**BBA-1292**

### **Repercussions of Brand Hate on Consumer Behavior: A Text Mining Approach**

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**Abstract:** This research is a qualitative study exploring the influence of service quality on purchase intentions, considering e-WOM and consumer well-being as mediators and brand hate as a moderator, using the SHEIN customers' reviews on Reviews. Specifically, using text mining tools in Python, 181 reviews were reviewed to obtain emotional and topic characteristics regarding service quality, consumers' response, and brand perception. The results showed that there is a negative relationship between poor service quality and purchase intentions, through negative e-WOM and lowered consumer well-being. However, the presence of brand hate strengthens this negative impact to a considerable extent. The findings highlighted the many and nuanced aspects of consumers, which could be beneficial for online retail firms in refining service and brand management efforts.

**Keywords:** Brand hate, consumer well-being, text mining, behavioral responses, and consumer-brand relationships



**BBA-1225**

### **Exploring The Impact of Supervisory Phubbing on Employee Burnout: Mediating Effect of Interpersonal relationship and Moderating Role of Coworker's Support**

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**Abstract:** This study examined the relationship between supervisory phubbing and employee burnout with the mediating effect of interpersonal relationships and moderating role of coworker's support. The framework highlights that when a supervisor uses smartphone during meeting or face-to-face conversation with their employees this gives a negative image of supervisors in the employee's mind. Such behavior and attitude of supervisors leads to disruption of interpersonal relationships. Disrupted interpersonal relationship arises because of lack of communication, negative attitude of supervisors, and vague conversation. During this period, employees feel demotivated and are often stressed this generates a negative outcome known as employee burnout. Coworker's support here is used as a moderator between supervisory phubbing and interpersonal relationships. Coworker's support can help better interpersonal relationship as well as mitigate the effect of employee burnout. Moreover, data was collected using convenience sampling technique which is a type of non-probability sampling and used in quantitative researches. 320 was the sample size we managed to collect the data from 316 employee. The population of study was the employee of banks in Rawalpindi and Islamabad. For the purpose of data analysis SPSS version 26 was used. The hypothesis was tested using SPSS Process Macro version (4.3) of Hayes (2022) Model 1 and 4 was used. Supervisory phubbing had a positive and significant relationship with employee burnout whereas, supervisory phubbing has a negative and inverse relationship with interpersonal relationship. Similarly, interpersonal relationship has a negative and inverse relationship with employee burnout. On the other hand, Interpersonal relationship mediates the relationship between supervisory phubbing and employee burnout the relationship was significant. Likewise, according to results coworker's does not moderates the relationship between supervisory phubbing and interpersonal relationship the results were insignificant. In Theoretical and practical implications, we discussed that organizations should devise such strategies that omits the use of smartphones at workplace, during meeting, and face-to-face conversations.

**Keywords:** Supervisory phubbing, interpersonal relationship, employee burnout, coworker's, and smartphone



## Assessing Entrepreneurial Intentions: A Comparative Study of Public and Private Secondary and Higher Secondary Institutions

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**Abstract:** This study provides a comparative analysis of the perceived entrepreneurial intentions of 301 students from public and private secondary and higher secondary institutions, focusing on key dimensions such as entrepreneurial education, knowledge, opportunity, exposure, skills, awareness, and professional attraction. The findings highlight a strong student demand for integrating entrepreneurship into the curriculum, though significant gaps exist in course design, infrastructure, and real-world business exposure. While many students view entrepreneurship as a viable alternative career, particularly in the absence of satisfactory employment, it is not commonly seen as a primary career goal. Statistical analysis reveals significant differences between public and private institutions in entrepreneurial education, exposure, and knowledge, emphasizing the need for educational institutions to enhance entrepreneurial programs, resources, and industry engagement to better support student aspirations.

**Keywords:** Perceived entrepreneurial intentions, and entrepreneurial education



## Impact of Peer-Tutoring Model: English Writing-Center on Academic Learning of University Students

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**Abstract:** The purpose of this study is to explore the applications of the English Writing Center: A Peer-Tutor model, executed at Sukkur



IBA University on the university students of Pakistan. The model is borrowed from developed nations to help students at the graduate level. The study explores its conducive environment for improving students' academic performance, interpersonal skills and confidence building. It also looks into their English written and spoken skills. It can provide the motivational hub for students who require inspiration cum learning in order to survive in the cut throat academic competition and hone their skills in the job market in the future. The paper is based on the qualitative case study. The study uses the single case approach to record the learning phenomenon of undergraduates of the interior Sindh who have availed the services of this center at Sukkur IBA University, Sukkur, Pakistan. In addition, the respondents are interviewed till the point of saturation of the ideas using an interview guide with unstructured interview questions. After conducting interviews, the data is transcribed and interpreted. The findings indicated that the model has been useful in the context of developing nations where non-native English tutors have been guiding the non-native English tutees. Tutors unlike of class teachers provide individuals one-on-one session to each student whenever they need to improve their written, spoken, listening and reading skills along with their presentation and interpersonal abilities. The model recommends the exploration of cultural barriers of learning through introducing a skill-oriented mindset among students.

**Keywords:** Written skills, academic performance, soft skills, tutor-based learning, and non-classical learning



**BBA-1109**

**Investigating the Impact of Pro-commitment to Learning on Digital Competencies Among Nurses: Mediating and Moderating Mechanisms**

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**Abstract:** The study investigates the impact of nurses' pro-commitment to learning on their digital competencies, with a focus on the mediating role of the clinical learning environment and the

moderating influence of professional experience. In literature, the rapid technological advancements in the healthcare sector necessitate that nurses not only stay updated with the latest tools and technologies but also integrate them seamlessly into their practices. The research contributes to nursing education theory by emphasizing the importance of lifelong learning models in the development of digital competencies in contemporary healthcare. A survey was conducted with 300 nurses from healthcare institutions in Islamabad and Rawalpindi. Data were analyzed to explore the relationship between commitment to learning, the learning environment, and digital competencies. A cross-sectional research strategy is used for this investigation since it is well suited to investigations that attempt to demonstrate the relationships between many variables at a particular time point. Since cross-sectional designs are often used in healthcare research, they were an obvious choice for this study. This study aims to advance existing theories of personal initiative and social learning by merging these frameworks to create a unique theoretical model for understanding the acquisition of digital competencies among nurses. The study reveals that pro-commitment to learning is a significant predictor of digital competency enhancement and influences the perceived quality of the clinical learning environment. The learning environment mediates the relationship between commitment to learning and digital competencies, while professional experience moderates this relationship. The study's outcomes enrich the discourse on lifelong learning models in healthcare by empirically validating the idea that continual professional development is crucial for maintaining clinical efficacy in a digital age. The research contributes to nursing education theory by emphasizing the importance of lifelong learning models in the development of digital competencies in contemporary healthcare. The study highlights the crucial role of pro-commitment to learning in developing digital competencies among nurses, underscoring the need for supportive learning environments and tailored training programs in nursing education. The study suggests integrating comprehensive digital competency training into nursing curricula and fostering supportive learning environments to facilitate ongoing professional growth among nurses.

**Keywords:** Commitment to learning, the learning environment, and digital competencies



## **Inclusive Leadership and Innovative Work Behavior: An Assessment of Mediation and Moderation Trails in Banking Sector**

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**Abstract:** Through the lens of leader member exchange theory, the main goal of this research is to highlight how Inclusive Leadership impacts Innovative Work Behavior through the mediating influence of work engagement. The Islamic work ethics as a moderating role between inclusive leadership and work engagement was also examined. Collection of data is from banking sector employees in Pakistan's twin cities was done through an adopted and adapted questionnaire. 250 questionnaires were delivered to different banks and only 220 were received as a complete response. The responses from the respondents were analyzed using advance statistical techniques through SPSS and the results demonstrated shows that innovative work behavior and work engagement are favorably related with inclusive leadership. Work Engagement mediates the relationship between inclusive leadership and innovative work behavior. Contrary to expectations, the Islamic work ethics does not moderate the link between Inclusive leadership and work engagement interacts with one another. As a result, authorities in the banking industry and other organizations generally follow the given implications.

**Keywords:** Inclusive leadership, work engagement, Islamic work ethics, and innovative work behavior



BBA-669

### **Examining the Impact of Despotic Leadership on Employee Silence with Mediating Mechanism of Emotional Exhaustion**

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**Abstract:** One of the most critical and influential elements in the business environment is leadership. This study examined the impact of autocratic leadership on employees' quiet in the Pakistani environment, drawing on Blau's social exchange theory. This study also examines the indirect relationship between employees' quiet and authoritarian leadership by using emotional weariness as a mediator in the third variable. Method: Data is collected through an online self-administered survey from employees working in the banking sector of Pakistan. Descriptive analysis and inferential statistics were used. Moreover, conditional process technique was introduced by Preacher and Hayes. Results: In conclusion, this study illustrates that the despotic leadership style of the employees in the Banking sector is a main reason for employee silence and this Employee silence increases when employees experience the feelings of emotional exhaustion. Importantly, in this study it is found that emotional exhaustion mediates the relationship between despotic leadership and employee silence.

**Keywords:** Despotic leadership, Social exchange theory, Authoritarian leadership



**BBA-1509**

### **The Role of Decentralized Finance (DeFi) in Reshaping Global Financial Inclusion: Opportunities and Risks**

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**Abstract:** This research aims to investigate the potential of Decentralized Finance (DeFi) and its impact on the world's financial systems with emphasis on its strengths and challenges. The conventional formal finance apparatuses do not reach millions of mobile money users owing to geographical, cost and organizational impediments that limit access to formal deposit accounts. DeFi has made the decentralized exchange, lending protocol, stablecoin, and decentralized insurance model possible through the open finance solution provided by blockchain and smart contracts. Celo and

Compound exemplify that DeFi fosters financial expansion since it minimizes costs, funding challenges, and unfavorable reliance on intermediaries. However, this paper also considers significant concerns that affect prediction, such as regulatory concerns, uncertainty, security, and low financial literacy. With the advances in DeFi, opportunities for everyone, innovations, and more financial independence are becoming evident with time. Lastly, it is important to note that for DeFi to serve inclusive growth, it is critical to coordinate and systematically develop policy solutions to contain risks, enhance consumer awareness, and support the responsible adoption of DeFi.

**Keywords:** Decentralized Finance (DeFi), Blockchain, Financial inclusion, Smart contracts, Decentralized exchanges (DEXs)



**BBA-1024**

## **Impact of Branding and Marketing Strategies on Consumer Purchase Decisions**

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**Abstract:** The purpose of this paper is to investigate the effects of branding and marketing strategies on consumer decisions about purchasing a particular brand. The objectives of this study are addressed through a descriptive research design. The study's respondents were chosen using simple random sampling. The sample size consists of 300 customers. According to the study's findings, branding and market strategies significantly and positively affect customer purchase decisions. The study also shows that branding and marketing strategies, including brand advertisement and marketing, play a significant role in enhancing brand awareness, effective information delivery, and building trust and credibility, thereby affecting customer purchase decisions positively and significantly. Brand marketing paves the way for brands to make their products or services more accessible and convenient for customers, which, as a

result, positively affects their purchase decisions. The results exhibit that brand marketing significantly and positively affects convenience and accessibility, as well as brand awareness, which has a significant impact and a positive change in customer decisions, thereby leading to business growth. The findings also reveal that perceived brand value, quality, brand recognition, and recall have a significant effect on customer purchase decisions, as well as that brand loyalty has a significant impact on customer decisions. Brand loyalty leads to nurturing customer relationships, resulting in lower marketing expenses and a strong emotional connection with a brand positively influences consumer buying decisions. In conclusion, brands can influence customer decisions and drive their business success and growth by implementing branding and marketing strategies.

**Keywords:** branding, marketing strategies, consumer decisions, brand loyalty, business growth



# **ENGLISH**

**A Thematic and Digital Humanities Study of Music in Jane Austen's Novel *Pride and Prejudice***

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**Abstract:** The use of digital tools for literary analysis of texts reflects the growing interconnectedness of literature and digital humanities. The combination of digital and qualitative readings of a text generates more holistic interpretations than just its qualitative reading. To examine this premise, the current research analyzes Jane Austen's novel "Pride and Prejudice". The analysis is limited to the depiction of one important theme in the novel, that is, music. The present research investigates the role of music in social settings and its impact on characters in the novel. The research methodology is a combination of qualitative and digital approaches to study the representation of music in the novel. This research adopts the theory of music by Ian Cross and Ghofur Eliot as its theoretical framework. It also adopts a digital humanities approach to investigate this theme by conducting computational analysis of the novel using Sinclair and Rockwell's Voyant Tools. The research findings indicate nine different roles and uses of music in the novel. The various social and individual purposes of music in the world of the novel include its entertainment purposes, educational uses, a medium of self-expression and a sign of accomplishment among its other uses. The findings indicate the benefits of using both qualitative and computational readings of the novel in generating a comprehensive analysis of literary texts and themes.

**Keywords:** Music, digital humanities, computational analysis, Jane Austen, *Pride and Prejudice*



**An Anthropological Linguistic Analysis of Culture and Folk Song Adaptations in Coke Studio**



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**Abstract:** This anthropological linguistic study delves into the realm of music adaptations within Coke Studio Pakistan, focusing on the multifaceted scope of musical and performing arts presented through familiar and popular tunes, original compositions, and the revitalization of cultural heritage from lesser-known communities. By analyzing the adaptations of folk songs in Coke Studio Season 15, this research explores the integration of aural, visual, and spatial elements to construct a comprehensive artistic narrative with profound symbolic significance in today's contemporary world. Coke Studio's innovative musical approach has not only transcended national boundaries but has also established itself as a significant entity within the media landscape. Through an examination of songs featured in the series, this paper illuminates the transformative power of music in showcasing the cultural and musical evolution of signs, symbols, and icons, drawing on Saussure's influential linguistic theory that underpins structuralism and semiotics. This paper highlights how music functions as a form of language, with its own syntax, semantics, and pragmatics, particularly in the context of cultural transmission. By reimagining folk songs, the adaptations in Coke Studio serve as a modern reinterpretation of historical narratives and cultural legacies, bridging generational divides and providing a unique platform for the youth to connect with their heritage while anchoring them in the present socio-cultural milieu. This research provides a comprehensive exploration of the intricate interplay between music, language, and cultural memory in shaping contemporary identities through the lens of anthropological linguistics. Coke Studio facilitates symbolic interaction through music, allowing for the negotiation of meaning and identity within a shared cultural framework.

**Keywords:** Anthropological linguistics, Coke Studio, Folk culture, cultural heritage, and artistic narrative



## **Cultural Biases in Literary Translations: An Analysis of *Borah aur Samandar* and *The Old Man and the Sea***

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**Abstract:** A translator is a comparatist as well as a creator therefore he is free to modify the source text and add ideas that differ from the original text. A translator's decision to make a change is impacted by the culture to which he or she belongs. As there is a close relationship between language, culture, and translation, the translator's own culture will naturally influence the text he is translating. This bias can present itself in the target text in different ways. This study aims to explore these different ways in which the novel *Borah aur Samandar* might reveal the translator's cultural prejudice, as well as how this prejudice might affect the translation process for the intended audience. It makes use of Pike's (1954) theoretical framework of emic-etic approaches to cultural translation as presented by Al Masri (2017). Data from this research is analyzed qualitatively. The analysis focuses on words, sentences, and phrases that appear in the target text *Borah aur Samandar* (2015). The study's findings indicate that being an 'insider' the translator employed four strategies by considering the societal, cultural, and religious norms to improve the intended audience's comprehension of the intended text.

**Keywords:** Language, culture, translation, cultural bias, English-Urdu translation, and emic-etic method



## **Investigation of Binaries in Maleficent through Plumwood's Ecofeminist Theory of Dualism: An Ecocritical Analysis**

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**Abstract:** Human's soul is a complex amalgamation of malice and munificence, reflecting the duality inherent in human nature. As the most intelligent beings on Earth, humans exert control over various aspects of life, often subjugating what they dominate, thereby creating a spectrum of binary relationships. Disney's 2014 production, *Maleficent*, eloquently illustrates this dichotomy by presenting the protagonist as a blend of naturalistic and feminine characteristics. Maleficent, a victim of human treachery, harnesses the divine power of nature to seek retribution, embodying the tensions between humanity and the natural world. This research study uses Val Plumwood's ecofeminist theory of dualism as the theoretical framework to investigate Maleficent's role as an ecofeminist protagonist. Plumwood's theory critically examines the hierarchical dualisms that underpin Western thought, such as the separation of nature and culture, and the domination of women and nature by patriarchal structures. By analyzing Maleficent through this lens, the paper seeks to uncover how the film subverts traditional gender roles and challenges the anthropocentric worldview. By emphasizing how popular media can reflect and impact conceptions of gender and environmental ethics and by portraying Maleficent as a symbol of resistance and rebellion against both ecological and gendered oppression, the study adds to the larger conversation on ecofeminism. Through this analysis, the paper will demonstrate how *Maleficent* serves not only as a narrative of personal vengeance but also as a powerful commentary on the interconnections between ecological and feminist concerns.

**Keywords:** Dualism, human nature, ecofeminism, ecocriticism, anthropocentrism, and ecology



ENG-10003

## Urdu-English Contact in Pakistani Newspapers: A Global Perspective

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**Abstract:** English enjoys immense influence on Pakistani languages including Urdu which is the official language. Research studies also testify to this influence. Nevertheless, Urdu elements imbedded in English have equally drawn researchers' attention. They have dealt with different aspects of Urdu elements in English (Baumgardner, 1993; Hasan & Gulfam, 2021; Khan, 2020). The present study considers print media through corpus tools to investigate selected Pakistani English newspapers spanning over one decade (2013-23) to find out the use, frequency and domains of Urdu words imbedded in English through a synchronic linguistic method. On the qualitative side, the study applies MLF (Metric Language Frame) to explain the nature of Urdu-English contact; the annual frequency ratio of Urdu words in the selected corpus is presented quantitatively. Analysis confirms the status of Urdu and English in this contact as IL and ML respectively. It also suggests that the frequency of occurrence of Urdu words is gradually ascending in English newspapers. Finally, the study sets a novel line of researching the nature and frequency of Urdu elements in Urdu-English contact that can be extended to other genres and domains.

**Keywords:** Contact linguistics, global vs. local, Urdu elements in English, Pakistani English newspapers



ENG-145

**Using Semi-structured Interviews in Qualitative Research: A Case of the Maintenance of Social Order in the Linguistic Landscape of Islamabad, Pakistan**

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**Abstract:** Qualitative research uses several techniques to collect data in which interviews top the list. The current research will shed light on a framework of collecting data using semi-structured interviews in research related to linguistic landscape. Linguistic landscape is the visibility of languages in public spaces (Landry & Bourhis, 1997). Previously it has largely focused on the display of words in the street

with respect to multilingualism. Maintaining social order through signboards has very limited research in the linguistic landscape of Pakistan. This study examined how social order is maintained through public signboards in eight public areas in the linguistic landscape of Pakistan, including two parks, two hospitals, two shopping malls and the airport and railway station of the city. Following Schiffrrin et al. (2001), the linguistic structures ‘beyond the sentence’ were examined by analyzing the interview data obtained from eight local people visiting the selected public areas and then the discourse of language and power was discussed by the analysis of interview data obtained from eight authorities. The authorities of the public places believed they cannot maintain social order due to how the common people behave in public areas. They blamed the local people, saying they were the ones not following signboards, which elucidated their power as authorities. The local people believed there is an excess of negation on public signboards. It makes them even more to disregard what is written on signboards. Conclusively, this study can help to bridge the communication gap between the authorities and common people in Pakistan. This study will also help in improving the language of public signboards as it highlights the recommendations given by the public to minimize the content of harsh words and replace them with indirect wordings. It will help authorities to gain their target of maintaining social order more efficiently. Moreover, for future researchers, this research will prove to be fruitful as they will gain understanding of how semi-structured interviews are conducted, how data is coded after the interviews and then how to reach results after data analysis.

**Keywords:** Qualitative research, semi-structured interviews, social order, public signboards, language and power, linguistic landscape



**ENG-1004**

**A Corpus-based Eco Linguistic Study of Ecosophy Reflected  
Through the Identification of Erasure in Academic Discourse on  
COVID-19**

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**Abstract:** “The Idle Stance of Tippler Pigeon” by Safinah Danish Elahi, penned from a feminine view point, deftly examines the entangled themes of patriarchal capitalism and the exploitation of women’s labor. The novel centered “around friendships, envy, economic divides, and people’s individual ways of dealing with the aftershocks of catastrophic events” (Azeem, 2023), serves as an evocative critique of the economic structures that govern women’s lives. Our study adopts Maria Mies’ theory of “Patriarchal Capitalism” to examine how the narrative portrays the relationship between women’s lives and the economic structures that govern them. While exploring the impacts of these economic systems on women’s health, livelihoods, and societal positions, the research engages with Silvia Federici’s “Reproductive Labor Theory” to analyze Elahi’s critique of the patriarchal economic systems that exploit women’s labor. The novel highlights labor’s role, not only within domestic settings but also in broader societal contexts, as a central theme. This study will scrutinize how class structures intersect with gender roles and highlight the systemic disadvantages women face in an economy prioritizing profit over social welfare. It examines how patriarchal capitalism in the novel exploits women’s labor like Nadia’s and her mother’s. It also investigates the urgent need for socio-economic reform in oppressed women like those portrayed in the text. A meticulous analysis of key passages will critically examine these two key recurring motifs, concentrating on the exploitation endured by impoverished working-class women and the constraining influence of capitalist societal norms on women. By dissecting the novel’s portrayal of these themes, our paper aims to explore the complex ways in which Elahi critiques the capitalist oppression of women, providing a deeper understanding of the novel’s social and economic commentary.

**Keywords:** Patriarchal capitalism, exploitation of women’s labor, economic systems, class structures, Pakistan



**Competing identities: Ethnic vs National Identity in *Home Fire* by Kamila Shamsie**

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The post 9/11 and 7/7 time has invited a great deal of scholarship to be done in the discipline of ethnic and cultural studies both within humanities and social sciences which attempts to analyze the problems of diasporic communities in a transnational context. This article is indebted to explore the problems related to the identity and a possible attempt to explain the relevance and conflict between the old ethnic and new acquired national identity faced by the diasporic community by establishing the relevance to *Home Fire*, a novel by Pakistani British diasporic writer, Kamila Shamsie. Drawing on the tenets from Homi K. Bhabha's model of national identity combined with Stuart Hall's model of cultural identity, the article serves to explain the issues of transnationality in the context of identity. The article also tries to present a nuanced understanding of Shamsie's fiction to reaffirm the importance of borders, their permeability, impurity of identities and possible desire for a more pure identity. The article also discusses how the work at hand thematizes a debate between the immigrant community and the national politics over their social and political efficacy manifested in various forms of adherence and rejection to the mainstream culture. The reading also suggests that how the Pakistani community living in Britain in an attempt to assimilate shapes their existing identities and reposition their ethnic and cultural identities.

**Keywords:** Ethnic identity, national identity, transnationalism, diasporic communities



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**Abstract:** The growing prevalence of artificial intelligence (AI) technologies in the workplace has ramifications for how people perceive the experience of meaningful human labor. The term "online discussion" refers to any circumstance in which teachers and students communicate with one another through technological means. Many different kinds of online discussions are helpful because they broaden the scope of communication beyond the confines of the classroom. Even though the development and organizational deployment of artificial intelligence is accelerating, how this may either promote or limit chances for online debates, as well as the ethical implications of these changes, remain an area of insufficient exploration. This research is situated at the intersection of the literatures on ethical AI and online conversations, and it provides a comprehensive analysis of the ways in which the implementation of AI might either improve or degrade the management experiences of online discussions. The first step in determining the ethical significance of online talks is to provide an overview of the nature of these conversations and to draw on philosophical and educational ethics explanations. Following this, we investigate the effects of three different ways of deploying artificial intelligence (replacing some duties, "tending the machine," and enhancing human talents) across five aspects that constitute a holistic picture of online debates, and ultimately, we evaluate the ethical implications of these three approaches. This allows us to contribute to contextualizing the online discussion literature for the era of artificial intelligence, the extension of the ethical AI literature into the education sector, and the conclusion of various practical consequences and future research possibilities.

**Keywords:** Ethical implications, online discussions, artificially intelligent, organizational deployment etc



**ENG-817**

**Exploring Female Agency in Sur Suhni and Sur Marui of Shah  
Latif Bhattai**



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**Abstract:** This study explores female agency exercised by Marui and Suhni in the poetry of Shah Abdul Latif Bhittai. Two Surs (Chapters) of Shah Latif Sur Suhni and Sur Marui from his Shah Jo Risalo will be investigated. Both the Surs provide profound and deep insights into the representation of women and express the autonomy of women in a socio-cultural context of Sindh's traditionally dominated patriarchal values. The charismatic characters of Suhni and Marui are not only the characters of bravery, patriotism, resistance and resilience but they also defy conventional gender roles and exercise their agency and identity. Through a close reading of Latif's poetry, this research investigates how Shah Latif's portrayal of these women transcends mere romanticism to showcase their strength, courage, and female agency. By evaluating these two Surs within the broader framework of indigenous poetic thought and feminist theory, the paper sets the argument that Shah Latif not only celebrates the spiritual and traditional dimensions of love and devotion but also carefully and deliberately critiques societal limitations and the constraints on female autonomy. This scholarly investigation of female agency in Sur Suhni and Sur Marui of Shah Latif reveals his proper understanding of gender dynamics of his time and his progressive vision and approach for women's agency and proper roles in society.

**Keywords:** Shah Latif, Sur Suhni, Sur Marui, female agency, feminism



ENG-1157

### **Translating Trauma: Beholding Violence and Displacement in the Translation of Saadat Hassan Manto's "Khol Do"**

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**Abstract:** This paper offers an analysis of the translation into English of "Open it"—a masterpiece by Saadat Hasan Manto—considering the framework of Sherry Simon's trauma theory in translation studies. Simon's framework considers translation as one of the ways of telling historical depression hidden from public notice and allows the expression of experiences and feelings that were suppressed before. The research revolves around the translation that describes how Memon presents the ethical difficulties of depicting violence, displacement, and human rights violations, which are illustrated in Manto's original text. Specific attention is given to the translator's utilization of unique approaches and techniques that Simon refers to as the "poetics of trauma" to communicate the impossible and indescribable aspects of the traumatic events. Through the analysis of the work of translation, the study reveals how translation serves as a form of "working through" the individual as well as collective trauma that Partition has caused. This allows coping with this painful experience. Besides, it analyzes the effect of translation for development of cultural empathy and respect for that painful past. This paper substantiates this idea by aligning its analysis with Simon's theory of trauma. This contributes to the field that studies translation with correlation to ethics, historical discord, and representation. The report unveils exploiting translation capacities as a mean for testifying trauma with the generation of empathy across ethnic deviations.

**Keywords:** Translation studies, trauma theory, Saadat Hasan Manto, Partition, ethics of translation, displacement, and violence



ENG-1246

### **Transnational Narratives in South Asian Literature: A Textual Exploration of Identity and Belonging in Sabaa Tahir's "All My Rage"**

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**Abstract:** This research paper explores Steven Vertovec's concept of "Transnationalism" within the context of South Asian diasporas and engages with the prevalent concept of "Re-Orientalism." The primary

focus is Sabaa Tahir’s “All My Rage”. In an era marked by heightened global interconnectedness and cultural exchange, conventional frameworks of literary analysis require thorough reconsideration and expansion. Through textual analysis, the objective is to unveil the intricate layers of narrative construction embedded within these works. By examining how these texts negotiate and, at times, intentionally challenge existing Orientalist conventions, the research aims to contribute to the ongoing discourse on cultural representation and transnational perspectives. The study facilitates a broader exploration of the nuanced interplay among culture, identity, and globalization woven into the fabric of these narratives. By dissecting and interpreting these elements, the research provides valuable insights into the role of literature in shaping and transforming perceptions of diasporic experiences within transnational social fields. At its core, transnational diasporic spaces emerge as catalysts for the empowerment of South Asian diasporic characters, enabling them to redefine their identities. The study illustrates how these spaces offer enlightening experiences that broaden perspectives and contribute to a more inclusive and interconnected global narrative. Furthermore, it delves into Bourdieu’s concept of \*Habitus\* and its application to transnational perspectives, shedding light on the intricate nature of these perspectives and advocating for a nuanced discussion on how literature can transform diasporic perceptions, thereby enriching scholarly discourse in the field.

**Keywords:** Habitus, re-orientalism, Steven Vertovec, transnational social fields, transnationalism



ENG-869

**Unseen Labor, Unseen Wounds: Patriarchal Capitalism and Reproductive Labor in Safinah Danish Elahi’s “The Idle Stance of the Tippler Pigeon”**

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**Abstract:** “The Idle Stance of Tippler Pigeon” by Safinah Danish Elahi, penned from a feminine view point, deftly examines the entangled themes of patriarchal capitalism and the exploitation of women’s labor. The novel centered “around friendships, envy, economic divides, and people’s individual ways of dealing with the aftershocks of catastrophic events” (Azeem, 2023), serves as an evocative critique of the economic structures that govern women’s lives. Our study adopts Maria Mies’ theory of “Patriarchal Capitalism” to examine how the narrative portrays the relationship between women’s lives and the economic structures that govern them. While exploring the impacts of these economic systems on women’s health, livelihoods, and societal positions, the research engages with Silvia Federici’s “Reproductive Labor Theory” to analyze Elahi’s critique of the patriarchal economic systems that exploit women’s labor. The novel highlights labor’s role, not only within domestic settings but also in broader societal contexts, as a central theme. This study will scrutinize how class structures intersect with gender roles and highlight the systemic disadvantages women face in an economy prioritizing profit over social welfare. It examines how patriarchal capitalism in the novel exploits women’s labor like Nadia’s and her mother’s. It also investigates the urgent need for socio-economic reform in oppressed women like those portrayed in the text. A meticulous analysis of key passages will critically examine these two key recurring motifs, concentrating on the exploitation endured by impoverished working-class women and the constraining influence of capitalist societal norms on women. By dissecting the novel’s portrayal of these themes, our paper aims to explore the complex ways in which Elahi critiques the capitalist oppression of women, providing a deeper understanding of the novel’s social and economic commentary.

**Keywords:** Patriarchal capitalism, exploitation of women’s labor, economic systems, class structures, Pakistan



ENG-804

**Analyzing Cartographic Confinement in Elif Shafak's *The Island of Missing Trees* (2021)**

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**Abstract:** This paper explores the theme of cartographic confinement in Elif Shafak's novel *The Island of Missing Trees* (2021), analyzing how maps serve as tools of identity and impose limits on individual growth. By examining the interplay between cartography and identity, the paper argues that maps, while seemingly neutral representations, are imbued with political and cultural power that defines and confines the identities of individuals and communities. Drawing on Martin W. Lewis's concept of The Myth of Continents, the analysis highlights how the inflexible boundaries set by maps create a false sense of identity that restricts personal and collective development. The novel's characters navigate the complex terrain of belonging and displacement, revealing how their identities are shaped and constrained by the cartographic boundaries imposed upon them. In this context, identity becomes a shackle, a fixed point on a map that limits the possibilities for growth and transformation. Through this lens, the paper critiques the authoritative role of maps in shaping identities and emphasizes the need to question and transcend these artificial boundaries in order to embrace a more fluid and expansive understanding of self and community.

**Keywords:** Cartographic confinement, identity, maps, the myth of continents, Elif Shafak



ENG-874

**Self in a Sociocultural Context: A Phenomenological Study of**

***Maira Rose***

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**Abstract:** Navigating change and embracing it remain two of the toughest challenges in human existence, yet they are pivotal in understanding individuals and their sense of self. This sense of self is fundamental in constructing and shaping one's identity. Language plays a significant role in molding and expressing one's sense of self in

diverse contexts. The current study delves into the intricate portrayal of change, self-awareness and identity formation in Moira Rose's flamboyant character from a famous Canadian television series, *Schitt's Creek*. Moira's portrayal offers profound insights into how individuals confront new realities while maintaining and preserving their identities within specific sociocultural settings. The study utilizes Positioning Theory to unveil Moira's intentional use of language and dramatic presence to position herself and others in her evolving environment. The research findings based on selected episodes from the series highlight Moira's strategic and calculated efforts to maintain her identity through her lexical choices and actions in times of transformation, thereby reinforcing her storyline and establishing distinct social positions. This research underscores the pivotal role of language in expressing and solidifying personal identities amidst transformative experiences. By exploring Moira's journey of self-definition, the study not only enriches our understanding of human identity formation but also illuminates the nuanced ways individuals adapt to change while preserving core aspects of their selves.

**Keywords:** Identity construction, positioning theory, lexical choices, new reality, acceptance



ENG-1004

### **Theatrical Strategies for Climate Activism: Caryl Churchill's Vision of a Sustainable Future**

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**Abstract:** This study investigates into the theatrical strategies employed by playwright Caryl Churchill in her plays that are used to promote climate activism and a sustainable future by medium of theatre. Through a comprehensive and extensive analysis of Churchill's ecotheatrical work, *Far Away* (2000) and *Escaped Alone* (2016) the research investigates the newfangled techniques employed in theatre with regard to climate consciousness and ecological narrative. This exploratory, qualitative study makes use of Blame (2008) 'Text and Performance Analysis' method of Textual Analysis. It explores how this work of Churchill contribute in environmental consciousness and

climate activism by utilizing the genre of drama. In addition, it analyzes the complex use of symbolism, imagery, and narrative structure in plays. The aim of this study is to understand Churchill's vision of a sustainable future through her theatrical storytelling and to determine whether or not her fantastical ideas are applicable to actual climate advocacy. The findings shed light on the effectiveness of ecotheatre as a vehicle for social change and advance our knowledge of the role that theater can play in promoting environmental consciousness. This research presents a compelling exploration of the possible synergy between theater and climate action by revealing the subtleties of Churchill's vision, pushing the frontiers of artistic expression towards a future that is more ecologically conscious and sustainable.

**Keywords:** Eco theatre, climate activism, Caryl Churchill, sustainable future, and environmental consciousness



# **FINE ARTS**



**Post-Colonial Era and Mannerism of the Romantic Regionalism  
in Chughtā'ī's Art**

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**Abstract:** Creativity is an expression of the innate powers of a creator that bestows individuality to his endeavours, marked as his identity. It emerges through cultivation of observations, experiences, and inherited norms of the individuals. Churning of these, devises a path for inventiveness. Analogous is the quest of an artist having aesthetic pursuits. It cannot be clad with foreign attires but in the subjugated lands ingenuity of the natives are adulterated by usurpers. A similar twist occurred in South Asia with the arrival of the British who tried to replace the strong rooted indigenous aesthetics with their own. Through the psychological device of degrading the native, as lacking strength of the European standards, they tried to shatter confidence of the sensitive souls of the Indian artists. Many came under the sway of the policy but the erudite invented novel means to remain attached to the indigenous without coming at clash with the foreign. The legendary 'Abdul Raḥmān Chughtā'ī produced novel in the oppressive climate of the European standards, on the belief that future of an art is bleak which is uprooted from its traditions. He cerebrated the new, amalgamated it with the traditional and under the aegis of devotion, that is 'Ishaq of 'Allāma Iqbāl, created novel and original that became a benchmark of his creativity. It will be an analytical multi-disciplinary research, dealing with history, psychology and aesthetic domains of art, enwrapping the Colonial Period to view the Post-Colonial endeavours of Chughtā'ī.

**Keywords:** 'Abdul Raḥmān Chughtā'ī, colonial period, post-colonial art, miniature painting, and aesthetics



**Unveiling the Architectural Tapestry: A Comparative Study of  
Decorative Elements in Pakistani Historical Architecture and its  
South Asian Counterparts**

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**Abstract:** This presentation researches the aesthetics and historical background of architectural embellishments in Pakistani historical architecture, exploring their significance and evolution. It focuses on transference of design motifs, diachronically as well as synchronically in a region that was exposed often to varying external influences. By examining the cultural and religious influences that have shaped these embellishments, as well as the latent symbolism inherent in them the study provides a nuanced understanding of their role in Pakistani architecture. A comparative analysis with a few other South Asian countries reveals the shared and distinct characteristics of some of these embellishments, highlighting the region's rich shared cultural heritage. The research attempts to connect the shared visual vocabulary of the region. It will contribute to a deeper appreciation of Pakistani architecture's unique identity and its place within the broader South Asian context.

**Keywords:** Decorative elements, architecture, tapestry, and history



**The Post-Colonial Concerns About the Representation of  
Gandhara Craftsmen Community in Taxila**

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**Abstract:** This paper raises critical questions about the “representation” of Gandhara art craftsmen at Taxila and their

concerns related to Gandhara art and culture's conservation as well as contemporization by a Subaltern artist/educationist/ researcher indoctrinated in Western discourse.

In light of an essay by Post-colonial feminist author Gayatri Spivak titled as "Can the Subaltern Speak?" this paper critically analyzes the power relations between the author's Subject position as a Subaltern women artist/educationist/researcher in relation to the Craftsmen's subject position as informally educated traditionally trained craftworkers. And hence, it highlights the limitations of the author in re-presenting the concerns of the craftsmen community due to her own non-escaping privileged and biased subject position. In terms of methodology, practice-based research is employed to explore the issue. The research findings suggest an adoption of transformative approach towards addressing the issue of representation of the craftsmen's community and its concerns.

**Keywords:** Post-colonial, re-presentation, subaltern, Gandhara art, and culture



FA- 1060

### **Semi Divine Beings in the Hindu-Buddhist Religious Texts and Art: A Case Study of Yakshas and Yākshinīs**

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**Abstract:** Indian religions such as Buddhism and Hinduism are rich with long traditional development of deities and scriptures, having inspiration from earlier Vedism and Brahmanism. There are several levels of divinities such as divine and semi-divine beings. The semi-divine beings include tree spirits (Yakshas), Pond spirits (Nagas) and celestial musicians (Gandharvas) etc. These are not only mentioned in different texts but also depicted in different types of arts. Yakshas are the oldest anthropomorphic figures, which were depicted in the oldest schools of Indian art such as Bharhut and Sanchi, where other major divine figures such as that of Buddha were prohibited. In these schools of art Yakshas were used to depict as guardian deities in specific

scenes. Later on, the other divine images including that of Buddha were started in the later schools of art even had include Yakshas in subservient levels. Mathura and Gandhara are the later schools, which have important examples of Yakshas depicted in various important scenes of Buddhist art. The focus of this paper is on the Yakshas and Yākshinīs or in other words the tree spirits. The paper discusses about their nature, status and development through ages, with reference to Hindu and Buddhist texts such as Vedas, Brahmanas, Upanishads, and Buddhist sutras. It also includes the depiction of Yakshas and Yākshinīs in the different artistic traditions of pre-Buddhist and Buddhist art schools of Indo-Pak subcontinent such as that of Bharhut, Sanchi, Mathura and Gandhara. It will also include a possible iconographic symbolism and Socio-Religious Background, focused semi divine beings in the executed art.

**Keywords:** Semi-divine beings, Yakshas and Yākshinīs, Hindu Buddhist texts, Bharhut, Sanchi, Mathura, Gandhara art



FA-1434

### **A Comparative Analysis of Umayyad Architecture and Aesthetics in the Mshatta and Qasr Amra Palaces: Reflections of Authority and Identity**

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**Abstract:** The study aims to explore the grandeur of Islamic palaces mainly Mshatta Palace and Qasr Amra. The architecture of both buildings is representative of their respective eras, shed light on the artistic, cultural, and architectural aspects of early Islamic palatial architecture. Built in the late eighth century during the Umayyad Caliphate, the Mshatta Palace is well-known for its opulent design and intricate stucco work, which capture the opulence and aspirations of the time. In addition to being beautiful aspects, its elaborate geometric and botanical motifs also represent strength and divine order. Qasr Amra, on the other hand, was constructed in the Umayyad era, roughly concurrent with Mshatta, and stands out for its spectacular paintings

and more intimate scale. The frescoes of Qasr Amra, a desert-dwelling palace in Jordan, offer a unique window into the daily routines and pastimes of the Umayyad aristocracy. These subjects include celestial iconography, hunting scenes, and courtly life. Comparing this palace to Mshatta, which emphasises massive and spiritually orientated iconography, one finds a more varied and personal approach to art and design. The study will be conducted by semi structured interviews from two art history scholars.

The different facets of Umayyad aesthetics and cultural priorities that these palaces reflect are examined in this comparative study. The research demonstrates the various ways in which palace interiors are used as representations of authority and individual identity through an analysis of their architectural characteristics, decorative schemes, and symbolic significance. In addition to improving our knowledge of Umayyad palatial architecture, the approach advances larger conversations about the development of Islamic art and the function of palaces as hubs for both political authority and cultural patronage.

**Keywords:** Umayyad architecture, mshatta & qasr amra palaces, identity



FA-1338

### **Crafting Elegance: Exploring Aesthetics in the Creation of Calligraphy**

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**Abstract:** The study begins by acknowledging that Calligraphy is often seen as a means of communication but argues that it is much more than that. Through the use of qualitative research methods and content analysis, the study aims to provide a comprehensive examination of the aesthetic aspects inherent in Calligraphy. The research delves into the cultural and historical contexts surrounding Calligraphy, recognizing

that these factors have a significant influence on the art form. By analyzing these contexts, the study seeks to uncover the complex interplay between technique, cultural influences, and artistic expression in the creation of Calligraphy. One of the main objectives of the research is to shed light on the choices made by contemporary calligraphers. It emphasizes that these artists navigate a delicate balance between traditional forms and aesthetic expressions. The study challenges the popular belief that technological advancements have diminished the significance of traditional art forms, arguing instead that these advancements have played a significant role in modernizing Calligraphy. The study also highlights that Calligraphy is a multifaceted form of expression that has transcended its historical context. It has evolved into a symbiotic complexity, as evidenced by contemporary calligraphy trends. These trends demonstrate that material explorations and scale limitations are no longer barriers in the creation of Calligraphy. In addition to contributing to visual analysis, the study aims to foster a deeper understanding of calligraphers and their interplay in creating aesthetic visuals. By examining the aesthetic aspects of Calligraphy, the research provides insights into the artistic choices and motivations of calligraphers. Overall, this study presents a comprehensive analysis of the aesthetic aspects inherent in Calligraphy. It explores the cultural and historical contexts surrounding the art form, uncovers the complex interplay between technique and artistic expression, challenges popular beliefs about the impact of technology, and highlights the multifaceted nature of Calligraphy in contemporary times.

**Keywords:** Calligraphy, contemporary calligraphers, technological advancements, aesthetic visuals, and traditional calligraphers



FA-002e

## **Art Sensitivity in Socio-Political Scenario in Pakistan**

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**Abstract:** In Pakistan, art serves as a powerful medium for social change, addressing pressing sociopolitical issues and fostering dialogue within communities. This paper explores the various forms of artistic expression, including murals, installations, and performance art, that have emerged as tools of protest and commentary. Artists such as Sadequain and Bani Abidi use their work to reflect on themes of identity, marginalization, and cultural heritage, while contemporary movements like the Siyah Mashuq challenge gender-based violence and promote women's rights. Additionally, initiatives like the Citizens Archive of Pakistan utilize storytelling and visual art to preserve and highlight the narratives of marginalized communities. The Lahore Biennale exemplifies how public art can facilitate conversations around contemporary issues, engaging local and international artists in a collective exploration of social justice. Through these artistic endeavors, the paper illustrates how art in Pakistan not only raises awareness but also inspires activism, ultimately contributing to a more equitable and inclusive society.

**Keywords:** Arts ad protest, social change, public art, cultural identity, and gender equality



FA-1448

## **A Study of Viewership and Audience's Response Towards Static and Digital Art Displays**

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**Abstract:** Art communicates sustainability and changes in culture. Social innovation in technological changes has changed the audience over the years in managing viewership and target audience in changing times. The artifacts and artistic styles layered with technological modes and mediums of current hybrid presentation in Art practices change the audience response in display areas of contemporary Art focusing on public places such as museums. The experiences become part of social and cultural events commemorating the shares on social media content. Research encompasses visitors from multiple backgrounds and

ethnicities but segregated through response to Artwork within museum closure. Pakistan and its identity could not simply be bolted on or confined due to multiple ethnicities and cultural differences. Visitors have a view of the nation before their museum visit, they use the museum to reinforce or support their existing views. However, the type of museum content and layout interpretation mode of display impacts the viewer. Art and craft a method to reinvent the living experience through sustainable solutions for the environment and society. In the contemporary Art circle and its aesthetic environment, there is an ability to manage viewership and target audience. The reactions toward public display areas are personalized and based on the target group's experiences. The museum has enormous responsibility and power in defining the nation, history, and identity. Visitors display a strong civic nationalism this is a feature of identity. The museum is a place of antiquities preservation of rural lifestyle and its reinterpretation for future generations. Varied experiences in collaboration with the community public space museums reflect the overall objective of this research through public response due to technological displays changing the scenario of viewership. The research is an empirical way of research based on observation and measurement of phenomena as directly experienced by the researchers.

**Keywords:** Museum, viewership, experience, technological modes, and cultural inheritance



FA-1261

### **Museography to Communicate the Regional Culture to Low Visiting Areas in Contemporary World**

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**Abstract:** This article reveals the representation of facts of a museum attempting to present a pen picture of scarcely visited area. Bahawalpur museum was established in 1974 on a traditional concept of acquisition of antiquities and the display of different arts, archaeological, ethnographical, and cultural objects. However, as the said museum



stepped in 21<sup>st</sup> century became the museum of society, inviting visitors, scholars and researchers with the main focus on student, children and high-profile dignitaries as well as a common person to be aware and get educated about their own historical heritage. This article is giving a glance of its museographical resources to communicate the regional culture to its people. This paper describes how it played a pivotal role to tell a story of regional culture, customs, folk traditions, and heritage advancing towards preserving regionalism. It is strongly argued that such revisions are inevitable to link regional heritage with the challenges of contemporary world. Consequently, Bahawalpur Museum has become a forum for open discussion, creating a sense of ownership within individuals and society at large.

**Keywords:** Bahawalpur museum, museology, Cholistan desert, rulers of Bahawalpur state (defunct), and cultural heritage



FA-1232

## **A Revolutionary Approach to Achieving SDGs through Algae-Based Technology**

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**Abstract:** As a campus ambassador for the Liquid Trees Project, I have been actively involved in exploring cutting-edge solutions to address environmental challenges and contribute meaningfully to the Sustainable Development Goals (SDGs). This paper presents a revolutionary approach to environmental sustainability through the application of algae-based technology, with a particular focus on the Liquid 3 photo-bioreactor developed by Dr. Ivan Spasojevic, Ph.D. This innovative system utilizes microalgae to absorb CO<sub>2</sub> and produce oxygen, offering a viable alternative for air purification in urban areas where traditional green spaces are limited.

Unlike conventional trees, algae-based technology is capable of thriving in polluted environments, effectively removing particulate matter (PM) and other pollutants from the air. While its CO<sub>2</sub>-binding capacity is equivalent to that of a single mature tree, its resilience to toxic gases and heavy metals gives it a unique advantage in urban

settings. The technology has already shown promising results in improving water quality, as demonstrated by its successful application in cleaning three major lakes in India under the leadership of our campaign head, Mr. Spandan. My involvement in the Liquid Trees Project has deepened my understanding of the potential this technology holds for achieving SDG 6 (Clean Water and Sanitation) and SDG 13 (Climate Action). This abstract will explore the technical merits of algae technology, showcase its successes to date, and discuss its potential for global deployment. By harnessing the power of microalgae, Liquid Tree stands as a symbol of hope, illustrating how innovative science can drive significant progress towards a cleaner, more sustainable future.

**Keywords:** Liquid trees project, SDGS, microalgae technology, urban air purification, sustainability, water quality, and climate action air purification



FA- 1287

**Art Sensitivity as a Catalyst for Gender Equality and Justice:  
Exploring the Sociopolitical Impact in Achieving SDGs 5 and 16**

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**Abstract:** This research paper explores the intersection of gender equality and the promotion of peace, justice, and strong institutions, as articulated in Sustainable Development Goals (SDGs) 5 and 16, through the lens of art sensitivity in sociopolitical scenarios. Art, as a powerful medium of expression, has the potential to influence and reflect societal values, including those related to gender dynamics and institutional integrity. This study examines how art can be employed as a tool for advocacy and change, fostering an environment that supports gender equality and reinforces justice and strong institutions. By analyzing case studies and examples from various sociopolitical contexts, the research highlights the role of art in challenging stereotypes, promoting dialogue, and advancing human rights. The findings underscore the importance of integrating art sensitivity into

policy frameworks to achieve the broader goals of gender equality and peace. This paper contributes to the growing body of literature that advocates for a more inclusive approach to achieving the SDGs, emphasizing the cultural and creative dimensions of social change.

**Keywords:** Sustainable Development Goals (SDGs) 5 and 16



FA-1369

## Modern Interpretations of Traditional Islamic Art in Contemporary Design

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**Abstract:** Traditional art from the Islamic world represents a rich tapestry of cultural expression, spanning regions from the Middle East to South Asia, characterized by intricate geometric patterns, calligraphy, and arabesques. These art forms, deeply intertwined with Islamic cultural and religious values, have been integral to the identity and heritage of Islamic societies for centuries. However, in the face of globalization and rapid technological advancements, traditional Islamic art is at risk of being overshadowed by contemporary trends, leading to a gradual decline in traditional craftsmanship and knowledge transfer. Preserving traditional art forms is becoming more challenging, as they are fading away slowly. This can lead to the possibility of losing their cultural heritage. Although many investigations have been conducted concerning Islamic art's past importance, contemporary research on the adaptability and sustainability of traditional arts in the present world remains scanty. Most available information lacks detail about the influence that modern technology or globalization of culture has on conventional patterns of Islamic art. As such, there is inadequate awareness about ways these crafts may be retained and even made better in today's environment. This study addresses this gap by employing a mixed-methods approach, combining qualitative interviews with artisans, scholars, and cultural experts with quantitative surveys and case studies from diverse Islamic regions. The research

investigates the potential of integrating modern technology with traditional craftsmanship to ensure the continuity of Islamic art. Additionally, it will also investigate how digital instruments and media affect the protection and promotion of Islamic art. It was established through the research that although conventional Islamic art encounters enormous hurdles, there is a chance for revival via the infusion of contemporary technology and creative techniques. By fostering collaborations between traditional artisans and contemporary designers and leveraging digital platforms for education and promotion, the cultural legacy of Islamic art can be effectively preserved and appreciated in the contemporary world.

**Keywords:** Islamic art, modern technology, craftsmanship, cultural heritage, infusion



# **MEDIA & COMMUNICATION STUDIES**

## **Distraction vs Immersion: Use of 360-format Videos in News Storytelling**

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**Abstract:** The study aims to explore 360-format videos in the genre of news storytelling. 360 format videos are wide spectrum videos providing users with a first-hand experience of the event or situation. It transports the users to a virtual space without changing their location. The first-person experience offers immersion a combination of presence and attention. The presence here deals with emotional factors immersive attention refers to the cognition and information-processing ability of the users. The immersive property has found its place in the news industry as well. However, for news storytelling, the content needs to be immersive in both empathy and attention factors. The study intends to identify whether 360-format videos create attention or distraction in news storytelling where distraction is a measure of loss of attention. The study developed a framework based on the theory of Limited Capacity model for mediated messages memory retention. The experiment is conducted with a sample of  $n = 30$  participants who were shown a 36-format video “Punch with Pakistani Girl” on Oculus Quest and pre and post-test are administered. The results obtained by descriptive analysis are consistent and showed a varied and low attention level of participants of the study. The research implies that the additional visual information in 360 videos serves as a distraction for users and must be eliminated through techniques of navigation and angular placement.

**Keywords:** 360-format news storytelling, immersive journalism, attention, distraction, limited capacity model, and mediated messages



**Effects of Exposure to Animated Videos of Dental Procedure on Patient’s Anxiety and Decision-Making: An Experimental Study**

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**Abstract:** Media has become an effective medium for disseminating health information in an explicit manner that satisfies the needs of the general public. This study investigates the effects of exposure to animated videos of dental procedures on patients' anxiety levels and decision-making. Animated videos have emerged as useful tools for presenting complicated medical information in an accessible and educating manner in the ever-changing world of health communication. The study employed a quantitative methodology using a series of experiments on two groups: the experimental group received the intervention (Animated video of a procedure) and in-person consultation by the healthcare provider. The control group only received in-person consultation. The population consisted of patients with dental OPD at FUCD & Hospital (Foundation University College of Dentistry & Hospital). The study's results revealed that exposure to animated videos might help patients reduce their anxiety and improve their decision-making regarding their treatment options before dental procedures. The findings show that age and gender may not be the predictors of anxiety levels and preparedness for decision-making. Educational level significantly affects the patient in alleviating anxiety and demonstrating more preparedness for decision-making. Designing visual aids such as animated videos should be so that the information provided will be understandable for patients of different education levels.

**Keywords:** Health communication, animated videos, anxiety, and decision-making



MCS-1231

### **Exploring the Perception and Effectiveness of Virtual Reality Among Physiotherapy Students**

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**Abstract:** This study aimed to evaluate the perceptions and effectiveness of virtual reality (VR) among Doctor of Physical Therapy (DPT) students, addressing the existing gap in understanding its impact on learning outcomes. A cross-sectional research design was employed to gather data from ( $n = 304$ ) DPT students from prominent institutions in Pakistan, including the University of Health Sciences Lahore, the National University of Medical Sciences Rawalpindi, and the Dow University of Health Sciences Karachi. A self-constructed questionnaire was distributed via Google Forms through WhatsApp to assess students' perceptions of VR, its effectiveness in facilitating learning outcomes, its impact on engagement and motivation, perspectives on its integration, and its role in enhancing knowledge retention. The study utilized the Experiential Learning model to provide a comprehensive understanding of VR's application in educational settings. The findings revealed a positive perception of VR among DPT students, with a consensus on its ability to enhance comprehension, simulate real-world scenarios, and foster student engagement. VR-based assessments were deemed effective in measuring progress and identifying areas for improvement. Additionally, the integration of VR was shown to boost motivation, engagement, and interest in further educational pursuits. The study concluded that VR holds significant potential as an educational tool in DPT education, aligning with established theoretical frameworks and advocating for its continued integration into healthcare education. The students supported the incorporation of VR into curricula while emphasizing the need for additional resources and training to maximize its potential.

**Keywords:** Virtual reality, physical therapy education, perception, effectiveness, and integration



MCS-788

### **Cyberbullying: A Study of Cyberbullying and its Impact on Mental Health by Discussing Cyber-Theories**

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**Abstract:** This research investigates the impact of cyberbullying on mental health by analyzing it through various cyber-theories. Cyberbullying, characterized by the use of digital platforms to harass or intimidate individuals, has emerged as a critical concern with significant implications for mental health. 116 students from the Universities of Rawalpindi took part in this study. In this study, the quantitative methodology was used by the researcher. Through a quantitative examination of the universities publishing on the effects of cyberbullying on people's mental health and the academic performance of such research papers, Data from surveys, highlight the correlation between cyberbullying and increased rates of anxiety, depression, and other mental health issues. The findings indicated that there is still more research to be done on this issue. Furthermore, a strong negative correlation was found between cyberbullying and mental health. This research underscores the need for targeted interventions and support systems to address the mental health challenges associated with cyberbullying, aiming to promote safer and more supportive online environments.

**Keywords:** Cyberbullying, mental-health, Rawalpindi, cyber-theories, and online



**MCS-1420**

## **On Cultivating Moral Resilience Towards Information Disorder in the Age of AI and Social Media**

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**Abstract:** Information disorder is an umbrella term for weaponization of information and can be deconstructed into a third, not so famous, dimension of mal information apart from misinformation and disinformation. In the current times of post truth, anyone with an internet connection can be the creator, publisher, distributor and/or re-distributor of information on social media – the possibilities of content variety are endless taking AI into perspective - consequently exposing

communities and even countries to hazards of information disorder. If left unaddressed, information disorder poses global threats. The solutions and strategies proposed via previous research can be broadly categorized into: a) corrective, b) algorithmic, c) legislative, however; there is another very important dimension to counter information disorder that has been overlooked is: d) cultivating moral resilience towards information disorder. This auto-ethnographic study aims at re-reading selective verses from the Qur'an to develop a visceral and experiential understanding of the Divine wisdom that was revealed over 14 centuries ago. Qur'an is the timeless book of Allah and it carries implicit and/or explicit instructions associated with generating, assessing, and communicating information in order to prevent the issues arising from weaponization of information. I make use of hermeneutic theory to ascertain the relevance of Qur'anic teaching to current times of information disorder. There are terms in section 2 of Surah An Nur that are analogous to misinformation, disinformation and malinformation thereby an experiential re-reading of Qur'an offers meanings relevant to information disorder. I employ projective approach to exegesis to establish the correspondence of the teachings with strategies to combat the tri-dimensional information disorder. Then, to validate the currency of the proposed analogy, I compare the strategies unearthed through the projective reading of the Qur'an with the ones proposed via contemporary scientific research to cultivate moral resilience towards information disorder in times of social media.

**Keywords:** misinformation, information disorder, disinformation, Qur'an, ethnography, projective reading, social media, and AI



MCS-1253

## **Social Media Journalists Impact on Professional Journalists Practices: A Case Study of Malakand Division**

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**Abstract:** This study investigates the perception of Malakand Division's social media journalism effects on professional journalism

practices. Data collected using structured interviews with 59 working journalists of four press clubs including Swat, Chakdara, Timergara, and Batkhela Malakand. The study disclosed that due to the usage of multimedia, audience interaction, attention-getting strategies, and speedy reporting techniques had all been greatly impacted professional journalism by the social media journalism. Professional journalists rely more on traditional media channels, whereas social media journalists use digital platforms and news generated by citizens. While the majority of respondents believed that social media had damaged the reputation of professional journalism, while professional journalists recommended that laws and ethics-related training is necessary to ensure good and professional journalism by social media journalists.

**Keywords:** Social media journalists, impact, professional journalists, and Malakand division



**MCS-1238**

## **The Transformative Power of Communication: Shaping Identity, Society, and Thought in the Social Media Age**

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**Abstract:** Communication stands as a powerful force in the construction of identity, even when tackling raw and challenging subjects. The utilization of communication tools not only clarifies these subjects but also renders them attractive and elegantly presentable, signaling a shift in their importance. This communicative process enhances the subject, lending it a crisp and clean profile that improves visibility and fosters acceptance within society. Breaking down the limits and barriers of societal norms, communication becomes a catalyst for meaningful interaction, expanding social and cultural contexts. It contributes to the development of a unified societal model that acquires acceptance from the majority. Beyond this, communication accelerates internal systems of analysis, provoking reflection on personal experiences, beliefs, norms, values, desires, and emotions. In doing so, it serves as a medium for the absorption of

positive habits from across the globe while neutralizing societal taboos. The knowledge gained through communication extends beyond individual understanding, providing exposure to the diverse framework of society and shaping it into a more moderate form. The media, as a crucial player in the realm of communication, becomes a powerful tool for shaping thought and channeling opinions into calm and contemplative corners. Through balanced information dissemination, the media aids individuals in revising their opinions and conducting honest analyses. In the contemporary landscape, the advent of social media has added a new dimension to the transformative power of communication. It offers individuals the opportunity to not only enhance their personalities but also to learn from others, selectively incorporating positive attributes while discarding unfavorable aspects from the past. In this research study we will explore that that which social media platform is better for identity enhancement because communication, especially in the age of social media, emerges as a multifaceted tool, fostering learning, promoting understanding, and contributing to the continuous enhancement of individual personalities.

**Keywords:** Communication, identity, social media, personality, and knowledge



MCS-701

## Social Media as a Catalyst for Political Polarization in Pakistan

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**Abstract:** Pakistan's political landscape has been historically marked by divisions. The tumultuous events of 2022, including the first successful no-confidence vote against a Prime Minister and the PDM march, highlighted the growing role of social media platforms like Twitter and Facebook in shaping political discourse. This research investigates the influence of social media on political polarization in Pakistan, focusing on the 2022 no-confidence vote and the PDM march. Employing a quantitative research design with a convenience sample, the study analyzes survey data to explore the relationship between social media use, political participation, and

polarization. The Findings reveal a high prevalence of social media use among respondents, with a strong correlation between platform engagement and political participation. The study identifies echo chambers and filter bubbles as primary contributors to online political polarization. Social media is perceived to both strengthen existing political beliefs and create hostility within the online political discourse. The study highlights the complex role of social media in Pakistan's political landscape. While it facilitates political participation and information sharing, it also fosters echo chambers and reinforces existing biases, potentially exacerbating political polarization. These insights contribute to a deeper understanding of the dynamics of political polarization in Pakistan's digital age.

**Keywords:** Social media, political polarization, Pakistan, Imran Khan, No confidence vote, and PDM march



MCS-1176

## The Ethics of AI Creativity: Emerging Challenges and Prospects

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**Abstract:** In an era of emerging technologies, creativity using Artificial Intelligence (AI) is becoming increasingly more easy-to-use, lucrative and accessible at one hand, while creating challenges to understand and compromise ethical and legal aspects on the other hand. The premature adoption of unbridled AI made it necessary to philosophically explore the consequences of this driverless technology. Similarly, the creative addition of AI increases the high risks to Intellectual Property rights of any individual or entity and it becomes inevitable to take concrete measures. Coping up with the challenges, the ethical dilemmas particularly dealing with AI-generated creative content is highly emphasized. Several aspects to be considered for exploration such as the questions of “Creativity”, “Authorship”, “Ownership” and “Originality” in AI with examining the challenges or

risk compromising ethical standards in AI content creation. This study will be an effort to ascertain the creative aspects of machine as well as human mind by analyzing ethical challenges and prospects of AI through the systematic literature review using PRISMA Model. The study will provide a comprehensive systematic review of literature forming a ground for analyzing the need of responsive and adaptive policies ensuring more responsive creative and ethical measures to the challenges posed by AI in media landscape will be integral part of this research. Systematic literature review will help in minimizing biasness and maximizing the contribution of empirical studies in stated field. The insights of this research will be useful in setting ground for stakeholders to take concrete measures for providing ample safeguards to creativity, novelty, and uniqueness in this technological advancement era.

**Keywords:** AI-generated creative content, intellectual property rights, technology, and copyright law



MCS-1284

## **Climate Change Reporting: The Impact of Cross-Platform Integration in the Digital Era – A Comparative Analysis of Dawn News and The News**

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**Abstract:** This study investigates the practices of Pakistani news organizations in presenting climate change news on digital platforms. As digitalization increases, news organizations are adapting to the growing need for an online presence in a hybrid media environment. This research aims to explore how mainstream news organizations are transitioning to digital and social media platforms for climate change reporting. Employing a cross-platform approach, the study analyzes how Pakistani news organizations utilize social media features to report on climate change.

Using mixed methods for data analysis, the research includes a detailed content analysis of 707 climate change-related news stories collected over four months from the digital platforms of Dawn and The News.

These platforms consist of their websites, e-papers, and official social media accounts on Facebook, Instagram, and X. The study examines how news content is adapted in terms of length, font, and visual aspects when transitioning from primary platforms to social media. The findings reveal distinct patterns in the digital adaptation strategies of Dawn and The News. Dawn demonstrates a more effective use of social media features compared to The News, which lags in exploiting the full potential of these platforms. Differences were observed in content formats, multimedia integration, narrative construction, and engagement practices between the two outlets. The study concludes that The News needs to enhance its use of social media to improve its digital presence.

**Keywords:** Digital era, climate change, and the news



**MCS-1267**

## **Social Media Political Campaigns and Voting Behavior Among the Electioneering of the 2023 General Elections in Pakistan**

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**Abstract:** The study examined the impact of social media political campaigns on voting behavior among the electorate during Pakistan's 2023 general elections. In this study, the public sphere theory was used. A descriptive survey research design was utilized to collect data from the electorate regarding the influence of social media on their voting behavior. A questionnaire was distributed as the primary instrument for data collection, and there were 378 completed and valid responses returned. According to the results, 62.7% of the electorate in Pakistan were extensively exposed to social media political campaigns during the 2023 general elections. However, this exposure had little to no influence on their voting behavior during the election process. According to the findings, there are other factors influencing voting behavior. This suggests that social media political campaigns had minimal impact on how the electorate voted in the 2023 general elections in Pakistan. According to the results social media political campaigns had little to no influence on how the electorate in the

designated in Pakistan voted in the 2023 general elections. So, it is recommended that civil society organizations in Pakistan focus on organizing regular trainings, public meetings, campaigns, grassroots advocacy, community mobilization, and sensitization workshops to help shift the voting narrative. This is crucial as the public's trust in politicians has eroded, causing people to disregard information coming from these sources.

**Keywords:** Social media, voting behaviour, general elections, impact, and grassroots advocacy



MCS-858

### Examining the Influence of Pakistani Television Dramas Depicting Extramarital Affairs on Youth

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**Abstract:** This study has examined the influence of dramas depicting extramarital affairs on Youth, focusing on Pakistani Urdu dramas. The portrayal of extramarital affairs in these dramas has increased in recent years, leading to concerns about their impact on Youths' attitudes and beliefs. The main aim was to examine the level of exposure Youth have to these portrayals, explore the association between exposure and its influence on Youth and investigate the potential cultivated effect of Mean World Syndrome. A quantitative research approach was employed and data was collected through a survey, administered to a sample of 375 students from the Foundation University Rawalpindi Campus. A simple random sampling technique was used to ensure representativeness. The questionnaire demonstrated reliable internal consistency, with a Cronbach's alpha of .71, and its validity was confirmed through academic review. The results demonstrated a positive relationship between the amount of exposure to these dramas and the perceived influence they have on Youth. However, the correlation ( $r = .25$ ) is weak indicating that greater exposure does not necessarily lead to a greater impact on Youth perceptions of marriage. Negative correlation ( $r = -.53$ ) was also found between exposure to



dramas and development of Mean World Syndrome. This suggests that the greater exposure of Youth does not necessarily lead to development of mistrust on relationships. The findings suggest that exposure to dramas portraying extra marital relationships may not be a significant source of influence on Youth attitudes and behaviors, it may still have a potential impact on individuals' perceptions of relationships and the world around them. Therefore, media literacy and education efforts should be directed towards promoting healthy relationship values and behaviors, as well as critical thinking and media literacy skills.

**Keywords:** Dramas, extramarital affairs, exposure, mean world syndrome, infidelity, media portrayals, and media literacy



MCS-1404

**Portrayal of Mental Illness in TV Shows and Movies on Netflix:  
Exploring its Effects on Viewer's Perception**

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**Abstract:** Mental illness, a pervasive yet often overlooked issue, continues to be stigmatized and undertreated in Pakistani society. Firstly, to examine how media representations influence public perceptions, this study focused on Netflix TV series and films that depict mental health conditions. Secondly, grounded in Cultivation Theory and the Health Belief Model, the research employed a quantitative research method. Followed by an online survey of 500 respondents aged 18-34. Finally, Findings revealed a spectrum of portrayals, ranging from stigmatizing stereotypes to empathetic representations. While some depictions contributed to negative perceptions, others fostered understanding and empathy. The study highlights the potential for media to both perpetuate and challenge stigma surrounding mental illness.

**Keywords:** Netflix, mental illness, media representation, stigma, and public perception



## Youth Voices Unleashed: Media Narratives in Bangladesh's 2024 Quota Reform Movement

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**Abstract:** This study aims to analyze the impact of media's role in social movements through various media platforms. Choosing the right medium for the message is important and in contemporary age digital media is more accessible and widely used media platform among individuals in society. Social media being today's youth prime tool in highlighting their demands and opinions in front of the officials. The recent 2024 Quota reform movement is among the successful social movements that gained momentum from social media to traditional media; from hashtags to headlines, majorly prompted by public frustration. Major complaints included non-transparent recruitment and a large number of seats reserved under quotas. The 2024 Quota Reform Movement had significant social and political implications, highlighting the assertiveness of Bangladesh's youth and their demand for change. Alongside traditional media, digital media has become an accessible tool allowing people to create, share various ideas and information. Media role in recent social movement in Bangladesh 2024 Reform Movement is analyzed through content analysis of news reports and social media posts that plays a vital role in boosting this movement. International media covered the protests, drawing attention to the movement's impact. Social media, especially Facebook, played a crucial role in organizing and spreading awareness among protestors.

**Keywords:** Youth, media, Bangladesh, and reform



MCS-1447

### Portrayal of Male Protagonist and Masculinity in Pakistani Dramas

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**Abstract:** In Pakistan’s drama industry an iterative incessant pattern has been followed in the portrayal of a stereotypical male-dominated society, where men solely exercise complete power and women endure various forms of maltreatment, oppression, and discrimination, including abuse, blackmail, and sexual violence inflicted upon them by men. Amidst the wide tapestry of opinions and narratives in the entertainment industry, this study delved into the dynamics of masculinity and the portrayal of male protagonists. The study examined the current trends in portraying male protagonists in Pakistani dramas. It was also interpreted as how masculinity is portrayed in Pakistani dramas through the characters of male protagonists. A qualitative content analysis was conducted using non-probability purposive sampling. Dramas of the last 3 years were analyzed (Using IMDB Ratings and YouTube views). Dramas with over 7 points rating out of 10 on IMDB and over 20 Million YouTube Views were selected. One drama of each year was selected with high viewership and showed an unconventional male protagonist. A total of 128 episodes of 3 dramas were taken as a sample. After analyzing all the results, it was concluded that famous Pakistani dramas with high viewership and ratings set some harmful trends and examples in the entertainment industry. They promote unrealistic physical standards, emotional suppression and shallowness, and aggressive and violent nature in the portrayal of male protagonists by glamorizing them with the unethical use of power and wealth. This research will open new venues for researchers to look into the emerging dynamics in the Pakistani drama industry.

**Keywords:** Male, protagonist, Pakistani drama, and media



**MCS-1332**

**Reenactment-Based Crime Shows Representation on Social Media by Pakistani Channels and its Psychological Effects on Youth of Lahore**

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**Abstract:** This research investigates the psychological effects of reenactment-based crime shows on Pakistani youth, focusing on their attitudes, behaviors, and perceptions. With the proliferation of media content, particularly crime shows, media influence has become a prominent concern. In the context of Pakistan, where cultural and values hold significant importance, the impact of these shows on young adults remains underexplored. The research employs a quantitative approach, utilizing a survey method to collect data from 600 university students in Lahore, Pakistan. The study explores the students' media consumption habits, exposure to crime shows, and their psychological responses to such content. Findings reveal significant associations between exposure to reenactment-based crime shows and shifts in attitudes, behaviors, and perceptions among Pakistani youth. The study highlights the need for media responsibility and ethical reporting, particularly in a society deeply rooted in cultural values. This research contributes to the broader discourse on media effects by providing insights into the influence of reenactment-based crime shows on youth in a Pakistani context. The findings carry implications for media ethics, content production, and the well-being of young adults in a rapidly evolving media landscape.

**Keywords:** Reenactment-based crime shows, media influence, Pakistani youth, media ethics, and psychological impact



MCS-1334

### **Exposure to Pandemic-Related News on Traditional Media: A Study of Risk Perception and Perceived Stress**

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**Abstract:** This study explores the relationship between risk perception, perceived stress, and exposure to pandemic-related news on traditional media. A survey was used to gather information from a sample of 354 persons in Pakistan who were at least 18 years old. The survey questionnaire was developed to measure that how exposure to pandemic-related news effect the stress and risk perception of participants. The measurement instruments comprised a risk perception scale based on the CCRPM model for assessing risk perception and a

modified Perceived Stress Scale (PSS) for stress evaluation. 58.5% of the participants were female and 41.5% of the participants were male. The study found a strong relationship between perceived stress and risk perception and exposure to pandemic news in conventional media. The results of the analysis showed that viewers' perceptions of stress and risk were elevated when they spent more time ingesting pandemic-related news from traditional media sources including newspapers, radio, and television. According to the findings, people who watch more pandemic news on traditional media have a tendency to be more stressed out and to see the epidemic as carrying higher risk.

**Keywords:** Traditional media, pandemic news, exposure, risk perception, and perceived



# **POLITICAL SCIENCE**

## Religion-Society Nexus to Build Resilience Against Climate Change

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**Abstract:** Climate change has wreaked havoc on the societal, political, and economic make-up which demands multifaceted and intricate strategies to build societal resilience. In climate change mitigation and adaptation, the role of societal and religion has become imperative. This research paper unveils the interplay of religion and society, considered a vital component, in fostering resilience against the novice peril of climate change impacts. Drawing on case studies from various religious traditions and societal norms, the study analyze how religious teachings and instructions, practices, and, lastly, community structures contribute to environmental governance and disaster preparedness. The paper argues that religious institutions, including Islam, Christians, and Hinduism, and religious leaders possess unique potential to bring about behavioral change and mobilize communities in promoting sustainable practices. This paper employs qualitative research methodology by using both primary and secondary source of data. Moreover, Social Capital Theory is also applied to analyze the value of social networks and their influence on producing human capital. To sum up, this research paper concludes by underscoring the need for a holistic and comprehensive approach, where the religion-society nexus is recognized as an integral part in building a resilient and adaptive society to confront the wrath of climate change.

**Keywords:** Climate change mitigation, religion-society nexus, resilience, and human capital



## The Effects of War on Climate Change: A Case Study of Palestine

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**Abstract:** This study looks at how the USA's involvement in the Gaza War hurts the environment in Palestine, even though the USA says it wants to protect the environment. The war makes pollution worse, increases greenhouse gases, and makes Palestinians more vulnerable to climate change. The USA helps Israel with money and support, which goes against its promises to fight climate change. This study tries to understand why the USA does this, looking at reasons like politics, alliances, and money. It says the USA's actions in Gaza make its climate change efforts weaker, causing more harm to people and the environment. The study suggests the USA should rethink its priorities and consider how war, climate change, and human rights are connected in Palestine.

**Keywords:** Palestine, effects of war, climate change, and The USA



POL-740

## **Breaking Barriers: The Evolution of Women's Political Participation in Pakistan**

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**Abstract:** This study explores the evolving role of women in the political landscape of Pakistan, examining historical trends, current participation, and prospects. Historically, women's political engagement in Pakistan has been constrained by cultural norms, systemic barriers, and patriarchal structures. However, recent decades have seen significant strides towards greater female political participation, influenced by global feminist movements, national policy changes, and the resilience of Pakistani women. This paper delves into the key milestones, including the introduction of reserved seats for women in legislative bodies, the impact of female political leaders, and grassroots activism. Through a combination of qualitative and quantitative analysis, the research highlights both progress and ongoing challenges. The findings suggest that while women's political



representation has improved, substantial barriers remain, including gender-based violence, socio-economic disparities, and limited access to political networks. The study concludes with recommendations for policy interventions and strategic initiatives to enhance women's political empowerment in Pakistan, emphasizing the importance of education, legal reforms, and societal change. The role of women in Pakistan's politics is not only a measure of democratic health but also a crucial factor in achieving broader socio-economic development and gender equality.

**Keywords:** Women's political participation, gender equality, female political leaders, socio-economic disparities, gender-based violence, and political empowerment



POL-816

**Climate-Induced Displacement and Migration in Gilgit-Baltistan and Chitral: A Case Study of the Role of Government of Pakistan, International Institutions, and NGOs**

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**Abstract:** This research paper examines the far-reaching repercussions of climate change on displacement and migration in Gilgit-Baltistan and Chitral, located in Northern Pakistan at the convergence of the Karakoram, Himalaya, and Hindukush Mountain ranges. Grounded in liberalism theory, it argues that climate change presents a global challenge requiring collective action, human rights protection, and the promotion of human security. Using a mixed-methods approach combining literature review and case studies, the study investigates the causes, outcomes, and responses to climate-induced displacement and migration in these regions. The analysis reveals that climate change triggers devastating disasters, including landslides, flooding, glacier melt, erratic weather patterns, and land erosion by high water flow in rivers, resulting in: a) destruction of settlements, agricultural lands, housing, and irrigation systems; b) blocking of rivers, creating lakes, and submerging settlements; c) cutting off roads and communication systems; d) exacerbating existing vulnerabilities, such as poverty,

housing and food insecurity, and water scarcity; and e) leading to increased displacement and migration. The study underscores the pivotal roles of international institutions, non-governmental organizations (NGOs), and the Government of Pakistan in addressing climate-induced displacement and migration, and advocates for a collaborative, human rights-based approach that prioritizes dignity, security, sustainable development, and climate resilience.

**Keywords:** Climate change, displacement, migration, Gilgit-Baltistan, chitral, liberalism, human rights, and human security



POL-903

### **Political implications of Displacement and Poverty**

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**Abstract:** Displacement and migration are the global phenomenon; that often occurs in the result of war and security situation. The political implications of displacement and poverty are multifaceted and can significantly impact both domestic and international contexts. Domestically, displacement often occurs because of uneven distribution of local resources, poverty and absence of basic needs. Displacement can further aggravate political and social tension that led towards economic disruption. Internationally, Displaced individuals, especially in conflict zones or under oppressive regimes, are often vulnerable to human rights abuses. Political actors and international organizations may need to address these violations, focusing on global human rights agendas. Regional insecurities and cultural & identity issues become the major cause of displacement and migration, for instance forceful migration of Afghans from Pakistan is one the significant case study in this regard. This study will explore domestic and international political implications of displacement and poverty that requires a nuanced analysis of how these issues interlinked with governance, social stability, human rights, and political dynamics.

**Keywords:** Displacement, migration, human rights, and social stability



# **Integration and Role of Indigenous Perspectives in Higher Education Community Engagement Initiatives for Leadership Development and Minimizing Social Inequalities: A Case Study of Universities in Azad Jammu and Kashmir**

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**Abstract:** This research examines the integration of Indigenous perspectives within community engagement initiatives at universities in Azad Jammu and Kashmir and explores their role in fostering leadership development and minimizing social inequalities. In the context of AJK, where Indigenous communities face unique social challenges, recognizing and incorporating their knowledge systems and cultural practices is crucial for creating inclusive educational environments that empower students and community members alike. The research focuses to (a) investigate the Indigenous knowledge systems, traditions, and cultural practices prevalent in Azad Jammu and Kashmir and their relevance to higher education community engagement initiatives. (b) examine how universities in Azad Jammu and Kashmir currently integrate Indigenous perspectives into their community engagement initiatives and the challenges they face in this process, (c) analyze the impact of integrating Indigenous perspectives on leadership development among students, focusing on enhancements in critical thinking, cultural competency, and social justice awareness, (d) assess the effectiveness of community engagement initiatives that incorporate Indigenous perspectives in reducing social inequalities related to educational access, representation, and health outcomes in Indigenous communities. Utilizing a mixed methods research study approach, this study investigates how universities in AJK have implemented community engagement initiatives that prioritize indigenous perspectives. It explores the processes of building authentic partnerships with indigenous communities, focusing on trust, mutual respect, and co-creation of programs that address local social issues. The research also assesses the impact of these initiatives on leadership development among students, emphasizing how engagement with indigenous perspectives can enhance critical thinking, cultural competency, and a commitment to social justice. Additionally, the study evaluates the effectiveness of these integrative efforts in reducing social inequalities, particularly regarding educational access,

representation, and health outcomes in Indigenous communities. By identifying the challenges and barriers faced by universities in AJK when implementing these initiatives, the research provides actionable strategies for effective integration and sustainable community partnerships. Ultimately, this study aims to contribute to the broader discourse on social justice in higher education, advocating for a holistic approach that honors Indigenous voices and perspectives. The findings offer valuable insights for university leaders and policymakers dedicated to promoting leadership development and addressing systemic inequalities through meaningful community engagement initiatives in Azad Jammu and Kashmir.

**Keywords:** Indigenous perspectives, higher education, community initiatives, leadership development, and social inequalities



**POL-749**

## **Transgender People Rights and Political Participation in Pakistan (1947-2024)**

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**Abstract:** In Pakistan, many groups are facing identity issues like women, Baloch, religious minorities and specially the transgender community of Pakistan. The transgenders are facing socio-economic and political issues. This paper attempts to answer few questions: Q1. What are the social hurdles a transgender face in Pakistani society? Q2. Why transgender in Pakistan don't participate in the politics? Q3. How the social behavior impacting the living conditions of transgender and their political rights? Moreover, this study will argue that due to the social unacceptance of transgender in Pakistan is the root cause of deprived trans community. Additionally, this study will use qualitative method of research including primary data i.e. elites' interview and research questionnaire etc. while in secondary data it includes books, articles, and internet data

**Keywords:** Transgender, social, identity, and political causes



## Islam and Modernity: A Case of Study of Saudia Arabia

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**Abstract:** The interplay between Islam and modernity in Saudi Arabia presents a unique case study, reflecting the complexities of navigating traditional religious values within the context of rapid socio-economic change. This study explores how Saudi Arabia, as the birthplace of Islam and a nation deeply rooted in Islamic tradition, has grappled with the demands of modernization. The analysis focuses on the kingdom's efforts to balance Islamic principles with the imperatives of economic diversification, technological advancement, and social reform under the Vision 2030 initiative. This ambitious plan, spearheaded by Crown Prince Mohammed bin Salman, aims to transform the Saudi economy and society by reducing its dependency on oil, promoting tourism, and expanding cultural and entertainment sectors, all while maintaining Islamic identity and values. Key aspects examined include the role of religion in governance, the evolving status of women, and the impact of globalization on Saudi society. The study also considers the tensions and contradictions that arise as Saudi Arabia attempts to modernize without compromising its religious foundations. By analyzing these dynamics, the paper contributes to the broader discourse on how Muslim-majority countries can reconcile the demands of modernity with Islamic traditions, offering insights into the possibilities and challenges of such a transformation. The Saudi experience serves as a crucial reference point for understanding the broader relationship between Islam and modernity in the 21<sup>st</sup> century.

**Keywords:** Islamic values, modernization, westernization, social, and cultural transformation



POL-787

## Saudi-Iran Reproachment and its Implications on Pakistan

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**Abstract:** The geopolitical landscape of the Middle East has been profoundly adapted by the recent rapprochement between Saudi Arabia and Iran, impacting regional dynamics and strategic alliances. Because of its geopolitical location and reliance on military and economic assistance, Pakistan a nation well-known for its tangled relations with both nations finds itself in a hazardous situation. The improved ties between Saudi Arabia and Iran may have a big impact on Pakistan's foreign policy, economic issues, and security situation. The paper examines Pakistan's approach to adjusting to the shifting circumstances in the region and concludes that while there is a chance for greater regional stability, it will complicate its diplomatic strategies and its goal of remaining neutral. Additionally, since Pakistan has historically been embroiled in the intricate interactions between these two regional giants, this research paper explores the implications of this diplomatic thaw for Pakistan and offers strategies for Pakistan to fortify its strategic position and safeguard its security and economic interests in the face of shifting regional and international pressures.

**Keywords:** Islamic values, modernization, westernization, social and cultural transformation



POL-733

## **AI-Driven Climate Change Communication Strategies in International Diplomacy**

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**Abstract:** This study explores the significant impact of Artificial Intelligence (AI) in transforming climate change communication in the field of international diplomacy. Given the growing importance of climate change in global governance, it is crucial to develop effective communication strategies to promote international cooperation and ensure the successful negotiation and implementation of climate agreements. This study examines the utilization of AI-powered tools such as natural language processing (NLP), machine learning, and advanced data analytics to analyze diplomatic discourse. The aim is to

improve message delivery and tailor communication strategies to effectively connect with various cultural, political, and socio-economic contexts. Through the utilization of AI, diplomats, policymakers, and international organizations can enhance their ability to clearly and convincingly convey the seriousness of the climate crisis, combat false information, and promote productive discussions among various stakeholders, such as governments, non-governmental organizations, and civil society. The study investigates the potential of AI to enhance the presentation of climate messaging in a manner that is in line with the preferences and principles of various countries. This approach aims to address communication obstacles and foster stronger and more unified global efforts towards climate action. Moreover, the study rigorously analyzes the ethical aspects of utilizing AI in diplomatic communication, specifically addressing questions around bias, transparency, and accountability. The evaluation examines the possibility of AI-powered communication technologies to exacerbate pre-existing inequities or perpetuate power disparities in international negotiations. The study provides suggestions for effectively incorporating AI technology into global climate diplomacy, emphasizing the importance of promoting transparency, inclusivity, and trust-building among negotiation parties. This study ultimately enhances the overall comprehension of how AI can be strategically employed to promote global climate governance and assist in the collective quest of sustainable and fair climate solutions.

**Keywords:** AI, climate change communication, international diplomacy, global governance, Natural language processing (NLP)



**POL-730**

## **De-Dollarization and Its Implications for Pakistan: A Complex Conundrum of Economic Sovereignty, Geopolitical Tensions, and Financial Dependencies**

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**Abstract:** The phenomenon of de-dollarization, a global trend aimed at minimizing dependence on the U.S. dollar in international trade,

finance, and reserves, presents a complex array of challenges and opportunities for emerging economies like Pakistan. This research employs Pakistan as a case study to explore the intricate dynamics of de-dollarization, particularly in the context of its compounded economic vulnerabilities, intertwined with geopolitical tensions and financial dependencies. The study examines the potential effects of de-dollarization on Pakistan's economic sovereignty, inflation dynamics, and external debt management. It utilizes a comprehensive analysis of Pakistan's trade patterns, foreign exchange reserves, and monetary policies to evaluate how reducing reliance on the U.S. dollar could partially insulate the country from U.S. policies and exchange rate volatility. However, this de-dollarization journey is fraught with systemic risks, including potential bank runs and sharp bilateral trade imbalances. Additionally, the study addresses the challenges associated with the manipulation of the Pakistani rupee, the feasibility of transacting in alternative currencies that could serve as reserves, and the possibility of using gold for payments. The behavior of regional and multilateral financial institutions in supporting this transition is also scrutinized, illustrating the need for a coordinated policy framework that balances short-term stability with long-term strategic objectives. The research suggests that while de-dollarization offers the promise of greater economic autonomy and a reduction in the perils of dollar-denominated external debt, it simultaneously poses significant challenges. These include the potential destabilization of the rupee, disruptions in trade financing, and the requirement for sustainable alternative currency platforms

**Keywords:** De-dollarization, economic sovereignty, emerging economies, Pakistan, geopolitical tensions, and financial dependencies



**POL-993**

## **Change in World Order and its Implications on Pakistan**

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**Abstract:** The global order is undergoing a significant transformation characterized by shifting power dynamics, economic realignments, and the emergence of new geopolitical actors. The decline of unipolarity, the rise of multipolarity with China and Russia challenging the Western-led international order, and the growing influence of regional powers are reshaping global governance and international relations. This evolving landscape has profound implications for Pakistan, a country strategically positioned at the crossroads of South Asia, Central Asia, and the Middle East. As the global power structure shifts, Pakistan faces both challenges and opportunities. Economically, Pakistan could benefit from increased investment and trade opportunities, particularly through China's Belt and Road Initiative (BRI), which aims to enhance regional connectivity. The China-Pakistan Economic Corridor (CPEC), a flagship BRI project, holds the potential to transform Pakistan's infrastructure and economic landscape. However, Pakistan must navigate complex geopolitical tensions, particularly the growing U.S.-China rivalry, which could strain its diplomatic relations with both super powers. Additionally, the changing world order affects Pakistan's security environment. The U.S. withdrawal from Afghanistan and the resurgence of the Taliban have created a volatile regional security landscape, with potential spillover effects for Pakistan. The country must also manage its relations with neighboring India, as shifting alliances and new security dynamics could exacerbate regional tensions. Moreover, Pakistan's foreign policy will need to adapt to the emerging global order, balancing its traditional alliances with the U.S. and its growing ties with China. Pakistan may also seek to strengthen relations with other emerging powers, such as Russia and Turkey, to diversify its strategic partnerships. In summary, the changing world order presents a complex mix of challenges and opportunities for Pakistan. The country's ability to navigate this evolving landscape will be critical to its economic development, security, and international standing in the years to come.

**Keywords:** Global power shift, multipolarity, unipolarity decline, geopolitical dynamics, BRI, CPEC, U.S.-China rivalry



## **Cultural Challenges and Opportunities in Gender Equality Initiatives Beyond Equality: The Journey Toward Gender Equality and Women's Empowerment**

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**Abstract:** The hunt for gender equality and women's empowerment goes beyond the simple concept of equal rights to examine the intricate interplay of social, economic, and political variables that perpetuate gender inequality. This article will investigate the multidimensional path to reaching true gender parity and empowering women in all aspects of life. The struggle for gender equality is deeply anchored in historical landmarks and social movements that have opened the path for tremendous progress. Historical circumstances, from the suffrage movement to the waves of feminism, provide as a basis for comprehending today's landscape of gender equality. Despite advances, the worldwide gender gap remains, with significant regional variations reflecting different cultural, economic, and political situations. Women make up about half of the world's population, yet women continue to face severe restrictions that prevent them from fully participating in social, economic, and political life. Pakistan's diversified population and complex socio-cultural milieu present several hurdles to developing women's rights and addressing their issues. Structural disparities, cultural norms, and intersecting identities continue to be significant issues for women in Pakistan. Systemic concerns, such as job discrimination, unequal pay, and limited access to education and healthcare, continue to impede progress. Cultural attitudes and prejudices reinforce traditional gender norms and expectations, demanding a multifaceted strategy to remove these barriers. Empowerment strategies are critical for tackling these issues, with an emphasis on policy and law, education and awareness, and economic empowerment. Government policies and international agreements are critical in promoting gender equality, while education is an effective instrument for developing awareness and empowerment. Economic measures, such as microfinance and entrepreneurial support, are critical in raising women's economic position and independence in

Pakistan. This research explores the cultural challenges and opportunities of gender equality initiatives, focusing on women's empowerment. It uses a mixed-methods approach, combining qualitative and quantitative methods, to analyze cultural factors and strategies. The study aims to provide valuable insights into the challenges and opportunities of these initiatives, highlighting the influence of cultural factors and proposing effective strategies to promote gender equality and women's empowerment in diverse cultural settings.

**Keywords:** Intricate interplay, gender inequality, women's empowerment, social, economic, political, and cultural



POL-898

## **Colonially Looted Artifacts: Postmodern Challenges and Experimental Museologies for Authentic Repatriation in Pakistan**

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**Abstract:** What is art itself if separated from its political and geographical paradigms? Can objects be reunited to its owners, once its finally in the receiver state? The British Museum holds about 8 million artifacts from around the world- most of which are stolen or disputed items taken forcibly or with un-informed consent during the colonization period. This work primarily focuses on the looted art from the subcontinent, in Britain's Museum, the distorted context to which they are emblemized, the international overspill of corresponding reparation movements, and the tangible effects that stolen art has on peripheral communities. The author diverges on these discussions by an explorative approach to the alternatives of the musealization of art itself, which means repatriation to communities without the nation-state further profiting off of these artifacts once they are returned. The study focuses on various ongoing debates from civil society members, museologists, and academics on the issue, and analyses contradicting theories of reparations on the basis of post-colonial, Marxist, and postmodernist perspectives which are embedded in the discourse of

International Relations as well as Museology. Furthermore, arguments are presented against art institutions that contribute to or are complicit in otherizing marginalized populations, by borrowing from the critiques of activists from Pakistan, India, and Britain that target the British Museum and privileged spaces within their respective nations. An alternative is articulated; of accessibility, of experimental museologies, of socialist urban planning and transport, and of elevating indigenous traditions of cultural preservation.

**Keywords:** Colonial loot, museologies, British, Pakistan, repatriation, and postmodernism



POL-1118

## **Gendered Impacts of Climate-Induced Disasters: A Case Study of the 2022 South Punjab Floods in Pakistan**

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**Abstract:** This study examines the gendered impacts of the climatic disasters, such as the 2022 floods in South Punjab, intending to understand how men and women were affected differently by the same extreme event. This inductive research utilises the lens of eco-feminism and intersectionality to analyse the data drawn by various qualitative and quantitative methods, including interviews with affected individuals, focus group discussions, and statistical data from purposive surveys on the effects of the floods including sanitary health (women), the conception of disruption in family honour (men) and the extent and the utility of the pre-disaster awareness in both genders and their views on the ongoing relief activities and the policy initiatives. The results reveal that women were disproportionately impacted by the floods, as they had limited access to resources and decision-making power from home to policy making bodies. At the disaster sites, they were more likely to be responsible for the household and caregiving responsibilities even though they were already at the disadvantaged positions. In conjunction with the floods, these factors significantly disrupted women's physical and mental health and livelihoods, and increased their vulnerability to gender-based violence. This yields a

positive conclusion to the hypothesis that traditional gender roles and stereotypes play a significant role in exacerbating the negative impacts of climatic disasters on women. The study advocates for gender-sensitive disaster risk reduction strategies that are innovative and locally adaptable. It emphasizes incorporating local female representatives in disaster planning to ensure women's involvement in decision-making and addresses their specific needs. It also highlights the importance of developing gender-sensitive early warning systems to reach women in rural and marginalized communities, ensuring timely access to critical information. Lastly, the study also calls for further research on the gendered implications of ethnic constraints on the policies aimed at fighting climate change.

**Keywords:** Climate change, disaster risk management, family honour, 2022 floods



POL-1126

## **Enhancing Cybersecurity in Pakistan's Nuclear Infrastructure: Addressing Emerging Digital Threats**

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**Abstract:** As countries enhance their nuclear capabilities, it is crucial to prioritize the protection of key Infrastructure, especially considering the increasing cyber threats. This project aims to strengthen Pakistan's nuclear future by addressing cybersecurity concerns in its nuclear infrastructure. An in-depth investigation is conducted to assess the present cybersecurity situation, pinpointing Specific threats and weaknesses that are distinct to nuclear sites. The focus is on evaluating the Regulatory framework to determine its effectiveness and suggesting improvements to strengthen Cybersecurity safeguards. The study incorporates a risk assessment that considers technological and human variables, and proposes techniques for efficient risk management. Investigating Advanced technologies like artificial intelligence and machine learning is a crucial aspect of the Suggested security measures. The text examines how international cooperation, public awareness, and good communication may strengthen nuclear cybersecurity. The qualitative Approach is adopted in order to conduct

this research. This report provides valuable insights on protecting nuclear assets from new cyber risks, including practical suggestions for policymakers, Regulatory agencies, and nuclear site operators.

**Keywords:** Nuclear infrastructure, cyber security, nuclear security, and nuclear future



POL-1148

## **The Impact of Authoritarianism and Democratic Backsliding on US-Russia Nuclear Postures: A Case Study of Ukraine War**

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**Abstract:** Authoritarianism in Russia and democratic backsliding in the U.S. have reshaped nuclear postures, as seen recently in the Ukraine war. Vladimir Putin's rule in Russia has pushed military action and nuclear capability into the arms of an authoritarian regime deployed in invasion of Ukraine. This has historically been a significant break with past U.S.-Russia dynamics -- and raises questions about how secure previous frameworks of security are? At the same time, the United States is confronting challenges characterized by democratic erosion, which diminishes its credibility as a politically credible global security leader. All of which constitute democratic backsliding. It raises the polarization and instability of U.S. domestic politics making coherent strategies toward Russia. This issue raises the concern that how the general population perceives foreign policy? This research examines the Ukraine war as a critical case study and shows how domestic political dynamics influence national security decisions and nuclear posturing. Tensions have risen as leaders have driven the rhetoric up over nuclear weapons and both sides have been using nuclear threats to bolster their positions. This war has also received massive international reactions, among which one can mention the reorganization of NATO strategic posture. The deteriorating democratic norms in the US have implications for the sustainability of its deterrent posture, hindered by populism and the priorities of partisan interests. The risk is that this intersection of authoritarianism and democratic decline creates an intersection of U.S.-Russia relations and the broader international order

that could fail at arms control. These responses to authoritarian aggression and state support for democratic institutions are more urgent than ever, as well as a strategic reexamination of U.S. deterrence policies to adapt to increasingly novel challenges.

**Keywords:** Authoritarianism, democratic backsliding, nuclear postures, international, security, and deterrence



**POL-1149**

## **From Ibn-i-Khaldun to the Modern Era: The Interplay of Climate, Nature, and Human Behavior**

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**Abstract:** Humans, as inherently social beings, live within societies characterized by specific traditions, cultures, and norms. However, their behaviours are profoundly influenced by their environment and natural surroundings. Climate, nature, and human behavior are interconnected components of a complex system that shapes and is shaped by the dynamic interactions among environmental, social, and psychological factors. Ibn-i-Khaldun the 14<sup>th</sup> century renowned Arab Sociologist, Historian and Philosopher, provides a foundational framework for understanding the interplay between climate and human societies. In his perspective the environmental factor particularly climate significantly influence the development of a societies and the behavior of their inhabitants. The harshness or mildness of climate impacts human physiology and social organization, shaping the economic and cultural practices of societies. His theory also explores the environmental conditions affect on human productivity, social cohesion, and governance structures. By examining his observations in the context of modern climate challenges, this analysis highlights the relevance of his ideas for understanding and addressing the complex interactions between climate and human societies today. The abstract pinpoint the importance of integrating historical theories with current ecological and sociological research to develop comprehensive approaches to environmental and social issues. This perspective not only enriches our understanding of historical societal dynamics but also

provides valuable lessons for addressing the complexities of today's global environmental and behavioral challenges.

**Keywords:** Climate, human behavior, ibn-i-khaldun, and social dynamics



POL-937

## **US Presidential Elections: Significance and its Repercussions Over the Globe**

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**Abstract:** The upcoming U.S. presidential election is poised to shape not only the nation's future but also its influence on global affairs. Kamala Harris, the leading Black-African American candidate, stands as a significant challenger to Donald Trump. Harris is often regarded as a true democrat, committed to fostering peace, particularly in the volatile Middle-Eastern region. Her approach contrasts sharply with that of Donald Trump, who, at 77, continues to advocate policies that could prolong the Israel-Palestine conflict. As the world grapples with uncertainty and instability, the outcome of this election could have profound implications on international relations. The internal power dynamics within the United States are critical in determining the country's role on the global stage post-election. However, the U.S. presidential election process is unique, as the president is not elected by the national popular vote but through the Electoral College. This system allocates Electoral Votes to each state based largely on population, with most states awarding all their votes to the candidate who wins the popular vote in that state. To secure the presidency, a candidate must garner 270 out of 538 total electoral votes. This process underscores the complex nature of U.S. democracy, where the election's outcome hinges not only on the candidates' platforms but also on the strategic distribution of electoral votes across the states. The tipping point state is the one that ultimately secures the winning candidate's path to surpassing the crucial 270 Electoral Votes. This



determination is made post-election by ranking all states and their Electoral Votes from the largest Harris-to-Trump margins. The state and margin that push the candidate past the 270-vote threshold are identified as the tipping point.

**Keywords:** Electoral votes, Kamala Harris, Israel Palestine conflict, Donald Trump, and Harris-to-Trump



POL-775

## **Saudi Paradigm Shift and Lessons for Pakistan**

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**Abstract:** This research paper presents a comprehensive examination of the paradigm shift in Saudi Arabia's economy and governance, delving into the key elements that contributed to this transformative journey and extracting valuable lessons for Pakistan to achieve similar growth and development. By conducting an in-depth analysis of Saudi Arabia's successful diversification of its economy away from oil dependency, this study identifies effective strategies and initiatives that Pakistan can implement to reduce its reliance on a single sector and foster a more resilient economy. Furthermore, this research undertakes a thorough investigation of Saudi Arabia's approaches to attracting foreign investment, strengthening its private sector, and promoting entrepreneurship, providing actionable insights for Pakistan to replicate these strategies and drive economic progress. Through a comparative analysis of Saudi Arabia's paradigm shift, this study offers practical recommendations and policy implications for Pakistan to achieve economic stability, attract foreign capital, and drive growth through diversified investments, a robust private sector, and innovative entrepreneurship. By exploring the Saudi Arabian experience, this research aims to contribute to the existing literature on economic development, foreign investment, and governance, providing a valuable resource for policymakers, scholars, and practitioners seeking to understand the complexities of economic transformation in the Middle East and South Asia.

**Keywords:** Pakistan, Saudi Arabia, foreign policy, economic

## **The China-Pakistan Economic Corridor (CPEC) and the National Integration: A case study of Pakistan**

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**Abstract:** The China-Pakistan Economic Corridor (CPEC) is a flagship project of the Chinese the Belt and Road Initiative (BRI) which was announced in 2013-14. The CPEC is a strategic and economic project between China and Pakistan which is also known as the game changer. There is an argument that the CPEC has intensified ethnic tensions in Pakistan by uneven division through energy projects, infrastructure and Special Economic Zones (SEZs). On the contrary, this paper argues that the CPEC has played a positive role in the national integration of Pakistan through its Phase-I namely infrastructure development. The Phase-I includes three motorway routes i.e. eastern, western and central, which have positive implications on the public perception in Pakistan across various ethnicities. Methodologically, the CPEC is considered as the independent variable while National Integration as the dependent variable. The 10 years data beginning from 2015 to 2024 has been used for this study ranging from primary and secondary sources. This paper consists of the following questions: 1) What are the role and functions of the CPEC in promoting national integrity in Pakistan? 2) Why is the CPEC role crucial in maintaining national integrity in Pakistan? 3) How effective are the CPEC's strategies in addressing the challenges of national integrity in Pakistan? The study demonstrates the main aim of CPEC to integrate Pakistan into the global economy through infrastructure development, economic cooperation and regional connectivity.

**Keywords:** The CPEC, national integration, Pakistan, infrastructure, and public perception

## Analyzing Climate Change in Pakistan: A Human Security Perspective

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**Abstract:** Human security as defined by the UN is a method through which one can enable the nations to disentangle themselves from the issues that undermine the life, livelihood, and dignity of the populations regardless of the state and military frameworks. Climate change has created threats to Human Security due to temperature fluctuations, droughts, wildfires, and natural disasters that are devastating challenges to human security in today's world, especially in countries such as Pakistan. This research examines the multifaceted impacts of climate change on various dimensions of human security in Pakistan. climate change has created economic insecurity, Food insecurity, community insecurity, and health insecurity due to the frequency and intensity of certain extreme weather conditions such as heat waves, floods, and droughts which resulted in climate-induced displacement and migration, and strain resources, exacerbate social tensions, and heightens vulnerabilities, particularly among marginalized groups. Economically, the disruptions caused by climate change have impeded development and hindered progress toward achieving sustainable growth. There is a need to address these challenges which requires a comprehensive approach that integrates adaptation and mitigation strategies, with robust policy frameworks and international cooperation. Therefore, this study is based on the description of counter strategies for concerted action at the national and international levels to address the complex interplay between climate change and human security.

**Keywords:** Climate change, human security, economy, water scarcity, and natural disasters



## A Critical Discourse Analysis on the Rights, Belonging, and (Un) Guaranteed Indigeneity of Kalash

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**Abstract:** The post-colonial states have gained independence from historical colonialism, however, coloniality as a principal imaginative force of domination still maintains its grip as a multifaceted unicorn. It targets its victims in systematic ways such as marginalization, dehumanization, and soft cultural genocide. One such place that has been facing victimization because of its ferocious and wild tactics is the indigenous community of Kalash in Pakistan. On the one side, the community has been confronting some very basic problems such as economic deprivation, the need for basic infrastructure, proper documentation (ID cards and passport), land rights and resolution of forest disputes with neighbors, defending themselves against proselytization, and climate change. But on the other side, they are a target of uncontrolled and irresponsible tourism alongside the problems of objectification and harassment of their women. The Pakistani government, media, and tourism department have been celebrating the unique cultural heritage of the Kalasha. Still, on the ground, people are complaining about their loss of identity and their need for the protection of their cultural and traditional ways of life. Meanwhile, the global forces of technology and modernity followed up by a swift current of commercialization are also knocking at their doors, people are moving out and connecting themselves to foreign cultures. The study seeks to highlight the oppressive forces while engaging new and alternative ways of thinking about the issues that people are facing. It is also to ponder upon the idea that being an ethnic minority should not be considered a source of weakness but should be employed to raise the voices of people for a real struggle against forces of coloniality. It also asks for a novel epistemological dimension to work with the community and be part of their struggle.

**Keywords:** Marginalization, coloniality, struggle, dehumanization, objectification, indigeneity, identity, and culture



# **PSYCHOLOGY**

## Relationship Between Fear of Childbirth, Desire to Avoid Pregnancy and Marital Adjustment Among Married Females

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**Abstract:** With the advancement in the world, there are many phenomena that are upgrading but fear of childbirth is still an issue that is unnoticed. Birth is a unique and also a painful experience for a woman. It is recognized that because of fear, women tend to avoid becoming pregnant that affects their marital life. The present study explains the relationship between fear of childbirth, desire to avoid pregnancy and marital adjustment. The sample comprised of 154 married females. It was a correlational study measuring fear of childbirth, desire to avoid pregnancy and marital adjustment by Fear of Childbirth Questionnaire (Slade et al., 2021), Desire to Avoid Pregnancy (Rocca et al., 2019) and Marital Adjustment Test (Locke & Wallace, 1959), respectively. Findings show that fear of childbirth is positively correlated with desire to avoid pregnancy ( $r^2 = .22, p < .01$ ) and fear of childbirth is negatively correlated with marital adjustment ( $r^2 = -.25, p < .05$ ). Results showed the significant relationship between all the three variables. Findings show that the fear of childbirth positively predicts the desire to avoid pregnancy (i.e.,  $\beta = .22, p < .01$ ) on the contrary fear of childbirth negatively predicts marital adjustment (i.e.,  $\beta = -.25, p < .01$ ) among married females. Demographic differences have revealed that mothers with adverse pregnancy experiences in the past showed more fear of childbirth and desire to avoid pregnancy. This study would be helpful for counsellor, practitioners, researchers, therapists, psychologists, medical experts, and especially midwives to explore this domain while dealing with married females.

**Keywords:** Fear of childbirth, desire to avoid pregnancy, marital adjustment, prediction, and married females



## Perceived Partner Phubbing, Perceived Marital Emotional Work and Marital Quality among Couples

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**Abstract:** In the current era, the increased presence of technology and cell phones in daily routine is negatively impacting interpersonal relations. The increased presence of smartphones in face-to-face interaction has made the difficult task of nurturing healthy marital relationships even more difficult. Marital quality tends to protect spouses from psychological distress and negative life events. So, this study aimed to explore the relationship between perceived partner phubbing, perceived marital emotional work, and marital quality among couples. The mediating role of perceived marital emotional work between perceived partner phubbing and marital quality among couples was also explored. The study used a cross-sectional research design. The sample of couples ( $N = 150$ ) was obtained through the purposive and snowball sampling techniques. Partner Phubbing Scale, Spouse Emotional Work Scale, and Dyadic Adjustment Scale were used. Pearson product-moment correlation and regression analyses were carried out. The finding of the study revealed that perceived partner phubbing had a negative relationship with perceived marital emotional work and marital quality among couples. Perceived marital emotional had a positive relationship with marital quality among couples. Results also revealed that perceived partner phubbing negatively and marital emotional work positively predicted marital quality among couples. Moreover, the results indicated that the relationship of perceived partner phubbing and marital quality was mediated by perceived marital emotional work. It is concluded that increasing the use of cell phones by partners leads to lower perceived marital emotional work by partner which in turn may impact relationship quality among couples. These results underscore the need for interventions to promote decreased use of cell phones in face-to-face interaction to enhance marital quality among couples.

**Keywords:** Cell phones, perceived partner phubbing, perceived marital emotional work, dyadic adjustment, and marital quality



## Impact of Cyber Dating Abuse and Mental Health Among Emerging Adults Romantic Relationships: Mediating Role of Ghosting

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**Abstract:** The advent of online dating has brought about a host of novel opportunities and challenges, one of which is the emergence of a concerning phenomenon known as cyber dating abuse. The purpose of this study was to examine the impact of cyber dating abuse (perpetration and victimization) and ghosting behavior on mental health among emerging adults' romantic relationships. In this study, 250 emerging adults age 18-29, were recruited through purposive sampling technique from university students of Wah Cantt and Rawalpindi. Cyber Dating Abuse Scale, Ghosting Behavior Questionnaire and Depression, Anxiety and Stress Scale were applied. Descriptive Analysis, Pearson Correlation, Mediation and t-test were calculated. The results revealed a significant moderate positive correlation between ghosting cyber dating abuse perpetration and Mental Health and strong positive correlation between Cyber Dating abuse victimization and mental health. There are significant mean differences in males and females across our variables of interest that indicates male are involve more in cyber dating abuse perpetration than females. Process Model 4 was used to test the mediation analysis, in which there is a significant indirect effect of cyber dating abuse on Mental Health through Ghosting Behavior. The study found that cyber dating abuse has a positive effect on mental health among emerging adults and this effect is mediated by ghosting behavior. It was concluded that cyber dating abuse and ghosting behavior have an impact

**Keywords:** Cyber dating abuse, ghosting, romantic relationships, mental health, and emerging adults



## Impact of Mindful Parenting on Adolescents' Mental Health: Parent-Adolescent Attachment in Context

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**Abstract:** Parents are the initial and most vital relationship in the life of an individual. Parents play a significant role in growth process, nourishment, psychological, and social development of an individual. A new dimension added into the parenting practices that is known as mindful parenting practices. Mindful parenting was associated with more positive parenting practices (positive reinforcement, warmth, and supportiveness) and fewer negative (e.g., physical control and hostility), as well as adaptive parenting styles or less overprotective and rejecting and more autonomy encouraging. The present study focused on mindful parenting practices and adolescents' mental health as internalizing and externalizing issues with a focus on the mediating role of parent-adolescent attachment. Urdu versions of the Interpersonal Mindful in Parenting-Parent Form as reported by parents and Youth Form (Mother and Father) reported by adolescents were used to measure mindful parenting. Inventory of Parent-Peer Attachment (Parent-Form) to measure parent-adolescent attachment, and Strength and Difficulty Questionnaire were used to measure internalizing and externalizing issues as reported by adolescents. The sample of 300 parent-adolescent dyad taken from intact families adolescents of age ranging from 12-18 years ( $M = 15.30$ ,  $SD = 1.92$ ) with one parent ( $M = 44.54$ ,  $SD = 6.75$ ) were selected for the study. The results showed that mindful parenting practices positively leads to parent-adolescent attachment while it negatively predicted both internalizing and externalizing issues of adolescents. The parental adolescent attachment indirectly explained the relationship between mindful parenting and adolescents' internalizing and externalizing problems. Fathers reported more use of mindful parenting practices as compared to mothers. Different programs can be formed using mindful parenting practices to deal with the parental issues and stress caused by child's physical illness and intellectual disabilities.

**Keywords:** Mindful parenting, parent-adolescent attachment, internalizing, externalizing, academic procrastination, and multidimensional perfectionism



PSY-930

**Relationship between Perceived Parenting Styles and Non-Suicidal Self Injury: Emotional Dysregulation as a Mediator among Young Adults**

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**Abstract:** This study investigates the relationship between perceived parenting styles, non-suicidal self-injury (NSSI), and emotional dysregulation among young adults in Pakistan. The objectives include examining these relationships, exploring emotional dysregulation as a mediator, and identifying demographic influences. A sample of 300 participants (150 male, 150 female) aged 20-35 years completed measures including the Inventory of Statements about Self-injury (Klonsky & Olino, 2008), Perceived Parenting Style Scale (Divya & Manikandan, 2013), Measure of Parenting Style (Parker et al., 1997), and Difficulties in Emotion Regulation Scale (Gratz & Roemer, 2004). Findings reveal that toughness, affect regulation, and maintaining interpersonal influence are prevalent functions of NSSI, with respective prevalence of 38%, 35.7%, and 35.3% among young adults. Difficulties in emotion regulation are prevalent, affecting 47.3% of the sample, indicating challenges in effectively managing and responding to emotions. Authoritarian parenting style and abusive parenting exhibit a statistically significant positive effect, indicating that higher levels of authoritarian and abusive parenting are associated with an increase in NSSI behaviors. Authoritative parenting exhibits a negative relationship, indicating that higher levels of authoritative parenting are associated with lower levels of emotional dysregulation among adolescents and young adults in Pakistan. Conversely, permissive parenting shows a positive relationship, suggesting that higher levels of permissive parenting are associated with higher levels of emotional dysregulation. However, neither authoritarian parenting nor abusive parenting demonstrates statistically significant relationships with

emotional dysregulation. Age has negative correlation with difficulties in emotion regulation. Higher level of emotional non-acceptance is associated with higher values of the NSSI. The relationship between perceived parenting styles and non-suicidal self-injury is partially mediated by emotional dysregulation. Analysis revealed that males exhibited high scores on NSSI compared to females. Married participants exhibited high scores on difficulties in emotion regulation than married participants and joint family system scored higher on abusive parenting styles and sensation-seeking compared to the nuclear family system. These findings underscore the importance of addressing parenting styles and emotional regulation in interventions aimed at reducing NSSI among young adults in Pakistan, highlighting the need for targeted support based on specific demographic factors.

**Keywords:** Non-Suicidal self-injury, parenting styles, emotional deregulation, young adults, and mediation



PSY-1044

### **Beyond Baby Blues: Unveiling the Influential Role of Negative Affectivity and Perceived Spousal Support in Postpartum Depression Among First-Time Mothers**

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**Abstract:** This study explores the intricate emotional terrain of postpartum depression among first-time mothers, shedding light on the influential roles played by negative affectivity and perceived spousal support. Leveraging established measurement scales, including the Negative Affectivity Questionnaire (John et al., 1999), Perceived Spousal Support Questionnaire (Tapal et al., 2017), and Postpartum Depression Questionnaire (Holden et al., 1997) to assess the study constructs. The research adopts a self-report method, gathering data from a diverse cohort of 250 first-time mothers across hospitals and clinics in Islamabad and Rawalpindi. The findings of this investigation reveal that higher levels of negative affectivity contributed positively to postpartum depression; whereas perceived spousal support facilitate in mitigating the experiences of postpartum depression. The study

further unveils group disparities on various social demographics, indicating that young aged, unemployed, having baby girl after one year of marriage exhibit heightened levels of negative affectivity coupled with lower levels of perceived spousal support, thereby, intensifying their vulnerability to postpartum depression. This research offers valuable insights into the nuanced factors contributing to postpartum depression among first-time mothers. It underscores the imperative need of designing interventions tailored to the unique challenges inherent in the critical postpartum period. It emphasizes the necessity of empowering first-time mothers through targeted strategies that address influential factors contributing to baby blues and guides the formulation of practical and effective interventions aimed at fostering a positive and fulfilling postpartum experience for first-time mothers.

**Keywords:** Baby blue, spousal support, and postpartum depression



PSY-1222

### **Self-Silencing, Rejection Sensitivity, and Depression Among Infertile Women**

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**Abstract:** The present study examined the relationship between Self Silencing, Rejection Sensitivity and Depression among infertile women. A sample of 81 infertile women was taken from CMH Jhelum, Captain Muazzam Ali Shaheed Hospital Jhelum, City Hospital Dina, Tajpuri Maternity Hospital Dina and DHQ Jhelum. The Self Silencing Scale (Jack & Dale, 1992), Rejection Sensitivity Adult Questionnaire (Berenson, Gyurak, Ayduk, Downey, Garner, Mogg & Pine, 2009) and Beck Depression Inventory (Beck, Steer & Brown, 1996) were used to assess the self-silencing, rejection sensitivity and depression among infertile women respectively. Study was conducted by administering all the scales. To compute the findings, data was analysed through SPSS. Results indicated positive correlation between Rejection sensitivity, Self-Silencing and Depression among Infertile women. However, secondary infertility and depression were positively

correlated as compared to primary infertility. Study assumed that infertile women with higher education level have low scores on depression. Moreover, findings of the study revealed that self-silencing moderates between Rejection Sensitivity and Depression among Infertile women. However, Analysis produced non-significant results between early adult and late adult infertile women on Self Silencing, Rejection Sensitivity and Depression. Future research should focus on relationship between Rejection sensitivity, depression, self-blame, neuroticism, meditation, negativity, low self-esteem, and emotional deregulation.

**Keywords:** Depression, self-silencing, rejection sensitivity, and infertile women



#PSY-1382

**Addressing the Mediating Role of Emotional Manipulation for  
Association Between Narcissism and Interpersonal Relationship  
Among Married Individuals**

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**Abstract:** Attachment theory posits that the quality of attachment formed in infancy lays the foundation for internal working models of relationships. The current study was designed to investigate the mediating role of emotional manipulation for the relationship between narcissism and interpersonal relationship among married individuals. Emotional manipulation includes ability to influence another individual's feelings and behaviors for one's own self-interest or benefit. A sample of ( $N = 100$ ) married individuals were taken from different areas of Punjab by using Purposive Convenient Sampling technique. Along with demographic sheet, data was collected on Narcissistic Admiration and Rivalry Questionnaire (Back et al., 2013), Emotional Manipulation Scale (Austin et al., 2007), and Relationship Closeness Inventory (Berscheid et al., 1988). Results indicated that narcissism has significant positive interaction with emotional manipulation whereas non-significant interaction with interpersonal relationship. It also revealed emotional manipulation has significant

positive interaction with interpersonal relationship. Mediation analysis showed that significant indirect effect of narcissism on emotional manipulation ( $b = .35, p = .000$ ) and subsequently emotional manipulation on interpersonal relationship ( $b = .63, p = .000$ ). Furthermore, the direct effect of narcissism on interpersonal relationship in the presence of emotional manipulation was found to be non significant ( $b = -.14, p = .349$ ). It is concluded that emotional manipulation fully mediated the relationship b/w narcissism and interpersonal relationship.

**Keywords:** Narcissism, emotional manipulation, interpersonal relationship, and married individuals



PSY-935

### **Effects of Social Networking Addiction on Memory Functioning and Aggression among University Students: Mediating Role of Sleep Quality**

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**Abstract:** The purpose of this study is to investigate the effects of social networking addiction on memory functioning and aggression among university students while focusing on the mediating role of sleep quality. The sample was comprised of university students ( $N = 405$ ), 203 were male university students and 202 were female university students having age ranges from 18 to 27 years. Social Networking Addiction Scale (Griffiths, 2005), Buss-Perry Aggression Questionnaire (Buss & Perry, 1992), Multifactorial Memory Functioning Scale (Troyer & Rich, 2002), and Sleep Quality Scale (Yi et al., 2006) were used to measure social networking addiction, aggression, memory functioning, and sleep quality respectively among university students. Results revealed that social networking addiction leads to lower memory functioning and higher aggression. There is negative correlation between sleep quality and memory functioning whereas positive correlation between sleep quality and aggression. Sleep quality is working as a significant mediator between social

networking addiction, memory functioning and aggression among university students. There is non-significant difference between male and female university students on social networking addiction, memory functioning and sleep quality, were as female university students are higher in aggression than male university students.

**Keywords:** Social networking addiction, aggression, sleep quality, memory functioning, and university students



PSY-948

### **Navigating the Digital Age: State-Driven FOMO and the Rise of Screen Time**

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**Abstract:** With the growing integration of digital technology in daily life, understanding the psychological factors driving increased screen time has become crucial. Among these factors, state-FoMO—an anxiety driven by the fear of missing out on others' online activities—has emerged as a significant area of interest. The present study aimed to investigate the role of state-FoMO in screen time among university students. Using a cross-sectional approach and purposive sampling, data was collected from university students in Rawalpindi and Islamabad ( $N = 400$ ; Age range = 17-40;  $M = 22.07$  years,  $SD = 2.52$ ). To measure state-FoMO and screen time, the Fear of Missing Out Scale (Wegmann et al., 2017) and the Media and Technology Usage and Attitudes Scale (Rosen et al., 2013) were used. Additionally, screen time was objectively recorded using the time tracking feature on participants' mobile phones. Correlation analysis revealed a positive association between state-FoMO and various measures of screen time, including daily average screen time, weekly summary, social networking screen time, and overall media and technology usage. Multiple linear regression analyses further indicated that state-FoMO is a significant predictor of increased screen time across all measured aspects. These findings underscore the importance of addressing state-FoMO as a key factor in managing screen time behaviors among university students.



**Keywords:** Digitalization, state-FoMO, screen time, and university students



PSY-1318

**Influence of Workplace Incivility on Counterproductive Work Behavior: The Role of Psychological Capital and Emotional Exhaustion in Pharmaceutical Industry**

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**Abstract:** Workplace incivility has gained prominence in research because of the changing dynamics of workforce. Framed through the conservation of resource theory, the present study aims to investigate the mediating role of emotional exhaustion and the moderating role of psychological capital in the relationship between workplace incivility and counterproductive work behavior in the pharmaceutical industry. Data were collected through a cross-sectional survey of 209 employees from various roles within Pakistan's pharmaceutical sector. The sample included respondents aged 20-60 years ( $M = 34.5$ ,  $SD = 9.8$ ). Findings indicate a significant positive relationship between workplace incivility and counterproductive work behavior, with emotional exhaustion partially mediating this relationship. Additionally, psychological capital moderates the relationship, with the association becoming non-significant at high levels of psychological capital. Furthermore, the ANOVA results indicated significant differences in workplace incivility, counterproductive work behavior, psychological capital, and emotional exhaustion based on age, experience, and job category. Older, more experienced employees and those in higher-level positions were found to have better coping mechanisms, enabling them to manage incivility more effectively and reduce their engagement in counterproductive work behaviors. This research contributes to the field by highlighting the importance of managing incivility in pharmaceutical companies to promote workplace well-being and prevent negative dynamics that could erode workplace culture.

**Keywords:** Counterproductive work behavior, emotional exhaustion, psychological capital, workplace incivility, and pharmaceutical industry



PSY-1337

### **Perceived Depressive Realism and Sense of Control of Working Individuals: Mediating Role of Optimism Bias**

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**Abstract:** This study was carried out to examine the relationship between self-perceived depressive realism, optimism bias, and sense of control of working individuals. A correlational study design was used to conduct the study. A sample of 300 working individuals, both men ( $N = 170$ ) and women ( $N = 130$ ), with an age range of 21 to 63 years, were selected using purposive sampling. Patient Health Questionnaire (Kroenke et al., 2001), Life Orientation Test Revised (Scheier, 1994) and Sense of Control scale (Lachman & Weaver, 1998) was used to collect data from working individuals for this research. The significant results of Pearson product-moment correlation analysis showed self-perceived depressive realism was negatively correlated with optimism bias of working individuals. Optimism bias was positively correlated with the sense of control of working individuals. Self-perceived depressive realism was negatively associated with perceived constraints subscale of sense of control of working individuals. The mediation analysis results showed optimism bias acted as a significant mediator in the relationship between self-perceived depressive realism and sense of control of working individuals. This study has implications for future research, the findings may contribute to the growing body of research literature in the field of psychology especially related to the construct of depressive realism concerning the Asian socio-cultural perspective.

**Keywords:** Depressive realism, sense of control, perceived constraints, optimism bias, and working individuals



## Role Overload and Burnout Among Teachers: Moderating Role of Workplace Support and Resilience

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**Abstract:** Drawing on Job Demand Resource model (Bakker & Demerouti, 2007), present research was carried out to investigate the impact of role overload on burnout among school teachers. Moreover, the moderating role of workplace support (supervisor support) and resilience was also studied in the said relationship. Using purposive convenient sampling technique data were collected from 400 people (age range 24 to 60 years), from 5 schools located in Rawalpindi, Islamabad for this correlational study. Information was collected on socio-demographic variable, as well as on following study variables namely role overload, resilience, burnout, and workplace support. Role Overload Scale (Reilly, 1990), Maslach Burnout Inventory (1986). Resilience is measured by PsyCap questionnaire (Luthens, 2007) and Workplace support Scale (Cassidy, 2016) were used to test impact of teacher's role overload on burnout followed by the moderating role of resilience and supervisor social support. Psychometric properties of the scales were established prior to data collection. Zero order correlation was obtained through SPSS. Current study found the significant correlation between the role overload and burnout. As the individual will be burdened with multiple roles at a time, it increases the exhaustion in a person. Resilience lessens the effect of burnout and workplace support also shows the significant effect on study variables. Findings of this study will guide the school administration in protecting school teachers from burnout by providing social support in the workplace and trained them to come up with the difficult situations. Further studies may be conducted to study same relationship in college and university teachers as well.

**Keywords:** Role overload, burnout, supervisor support, and resilience



## Moderating Role of Resilience Between Work Stress and Death Anxiety Among Dolphin Police

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**Abstract:** The present study aimed to investigate the Moderating role of Resilience between work stress and death anxiety among Dolphin Police. Objective of the study is to investigate the association between work stress, resilience and death anxiety. Hypothesis of the study is that Work Stress would be positive in relationship with Death Anxiety among Dolphin Police. There would be a negative relationship of resilience with work stress and death anxiety. There would be moderating role of resilience in the relationship of Work Stress and Death Anxiety. The study was conducted by using cross sectional correlational survey research design. The purposive sampling technique was used to collect data from Dolphin Police of Rawalpindi and Lahore ( $N = 250$ ). Adult Resilience Measurement (Liebenberg, 2018), Workplace Stress Scale (Martin Company, 2001) and Death Anxiety Scale (Templer, 1970) were used to measure study variables. Statistical analysis including correlational, regression and moderation analysis, t-tests, and ANOVA, were conducted to examine the relationships between variables and the influence of demographic factors. The statistical analysis revealed that there is a positive relation between work stress and death anxiety. Negative relation between Resilience and Work Stress while the relationship of Resilience and Death Anxiety were also proved negative. Moderating role of Resilience between the work stress and death anxiety among Dolphin Police has been proved. The findings of the study help to comprehend how role of resilience among Dolphin Police may increase or decrease the work stress and death anxiety. By prioritizing resilience-building initiatives and providing robust mental health support in workplace, police departments can foster a healthier, more resilient workforce. These efforts are essential for ensuring that police officers are well-equipped to handle the demands of their profession and maintain their psychological well-being. This research would be beneficial for Police departments to better understand how to overcome psychological issues like work stress and death anxiety among Dolphin Police.

**Keywords:** Resilience, work stress, death anxiety, dolphin police, and regression analysis



PSY-894

## **Role of Emotional Intelligence and Psychological Capital in Fighting Burnout Among University Teachers**

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**Abstract:** This study investigated the interplay of Emotional Intelligence (EI), psychological capital, and burnout among University teachers in Quetta. A cross-sectional correlational design was employed, and data was collected through three standardized instruments: Wong and Law Emotional Intelligence Scale (WLEIS, 2002), Psychological Capital Questionnaire (Luthans et al., 2007), and the Oldenburg Burnout Inventory (Demerouti & Bakker, 2008). The study involved a sample of 300 teachers selected from various universities of Quetta through convenient sampling. The findings revealed strong associations among the study variables where level of burnout was negatively related and significantly predicted by EI and psychological capital. Additionally, Psychological Capital was found to be playing a moderating role for the relationship of EI and burnout. The study not only emphasized the role of EI for mitigating burnout among university teachers but also highlighted that the moderating role of psychological capital may also help boost the protective effect against their Burnout as provided by Emotional Intelligence. And this protection against burnout may lead to their improved workplace adjustment in the demanding university settings.

**Keywords:** Emotional intelligence, psychological capital, burnout, moderating role, and workplace adjustment



## **The Relationship Between Executive Functioning and Academic Procrastination: Role of Multidimensional Perfectionism**

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**Abstract:** This study explored the relationship between executive functioning, academic procrastination, and academic achievement among university students. A sample of 462 students, aged 18 to 28 years, was drawn from universities in the Wah Cantt area. To assess executive functioning, academic procrastination, and multidimensional perfectionism, the Executive Skills Questionnaire-Revised, Multidimensional Perfectionism Scale, and Academic Procrastination Scale were used. This cross-sectional survey-based research gathered data through structured questionnaires. The findings revealed a positive correlation between executive functioning and academic procrastination, indicating that students with higher executive functioning tend to procrastinate more. Furthermore, multidimensional perfectionism was also positively correlated with academic procrastination. Notably, multidimensional perfectionism played a moderating role in the relationship between executive functioning and academic procrastination, suggesting that perfectionistic tendencies may influence how executive functioning impacts procrastination behaviors. These results provide valuable insights and offer new perspectives on the interaction between these psychological variables, highlighting the need for targeted interventions to manage procrastination and improve academic outcomes.

**Keywords:** Executive functioning, academic procrastination, multidimensional perfectionism, academic achievement



## **Relationship Between Online Shopping Addiction and Compulsive Buying Behaviour Mediating Role of Self-Control Among University Students**

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**Abstract:** Online shopping addiction can lead to compulsive buying behaviour and self-control plays a crucial role in managing and mitigating these behaviours. The study aimed to explore the relationship between online shopping addiction and compulsive buying behaviour among university students, with self-control acting as a mediator. Online Shopping Addiction Scale was used to measure the online shopping addiction (Zhao et al., 2017). Compulsive Buying Behaviour Scale was used to measure the severity of compulsive buying tendencies in the participants (Valence et al., 1988). The Brief Self-Control Scale (BSCS) was utilized to assess self-control (Tangney et al., 2004). The cross-sectional correlational research design was used in this study. The sample comprised of ( $N = 300$ ) participants from different public and private universities. An equal number of boys and girls ( $n = 150$ ) participated in the current study. The age range of the university participants was 18-44 years old. The findings of the study revealed a significant relationship between online shopping addiction, compulsive buying behaviour, and self-control. In correlation analysis, positive relationship was found between online shopping addiction and compulsive buying behaviour; findings also revealed that online shopping addiction and compulsive buying behaviour have negative relationship with self-control. Significant mean differences in online shopping addiction, compulsive buying behaviour, and self-control were observed across various demographics variables, including gender, family system, family monthly income and online shopping frequency. Linear regression analysis revealed that online shopping addiction significantly predicts compulsive buying behaviour. The mediation analysis showed that self-control had a significant mediating effect on the relationship between online shopping addiction and compulsive buying behaviour. This study can provide insights into the

development of effective interventions and strategies to promote healthy online shopping behaviours among university students.

**Keywords:** Online shopping addiction, compulsive buying behaviour, and self-control



**PSY-E3**

**Building a Supportive Environment for Mental Health in Schools:  
Policy Brief on Identification, Prevention, and Intervention on Mental  
Health Issues**

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**Abstract:** Early childhood experiences significantly shape adult personality, with the school environment crucial. Teachers and school staff can identify early signs of mental health challenges in students but often lack the training to address these issues. Without intervention, mental health struggles can negatively impact academic performance and well-being. A mental health awareness and support program in schools is essential to address this. This program would equip teachers with basic mental health training, ongoing professional support, and resource materials for teachers and parents. Schools would also establish guidelines for mental health check-ins, teacher training, and student support services, while public awareness campaigns could promote the importance of student mental health. Early intervention leads to better outcomes, improving resilience, social skills, and academic performance. Implementing this program would create a safer, nurturing environment, reduce stigma, and benefit teachers, families, and communities. Partnerships with local mental health organizations could help minimize costs.

**Keywords:** Policy brief, mental health, professional support.





## Self-Efficacy, Optimism, Perceived Social Support and Psychological Well-being of Adolescents With Physical Disabilities

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**Abstract:** The study was intended to examine the effects of self-efficacy, optimism and perceived social support in psychological well-being of Adolescents with congenital and acquired physical disabilities. A total of 60 participants were selected through purposive sampling technique from Rawalpindi/Islamabad. Data was collected through a well-developed questionnaire from adolescents having congenital or acquired physical disabilities (limb abnormalities) living in Rawalpindi/Islamabad. Self-efficacy was measured through the General Self Efficacy Scale, optimism was measured through the Life Orientation Test- Revised, Perceived Social Support was measured through the Multidimensional Scale of Perceived Social Support and Psychological Well-being was measured through the Warwick-Edinburg Mental Well-being Scale. Correlation, Simple linear regression and *t*-test were used and the analysis was done through SPSS-27. The results showed that there is a moderately favorable association seen between self-efficacy and perceived social support as well as optimism. Additionally, there were significant positive correlations found between psychological well-being and the three variables i.e. self-efficacy, optimism, and perceived social support. In terms of gender differences, the study found no evidence of statistically significant differences between male and female adolescents. Likewise, no significant variations in these characteristics were found between adolescents with physical disabilities that were acquired and those that were congenital.

**Keywords:** Acquired physical disability, congenital physical disability, and limb abnormalities



## **Relationship of Personality Traits and Problem-Solving Styles Among Psychiatric Patients**

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**Abstract:** This study aimed to examine the relationship of personality traits with problem-solving styles among psychiatric patients. It was hypothesized that there is a relationship between personality traits and problem-solving styles among psychiatric patients. A correlational research design was used to investigate the relationship of said variables in the psychiatric population aged 18-60 years, educated at least intermediate. After obtaining permission from relevant institutes, the data was collected from 103 outpatients who were diagnosed with psychiatric disorders without psychosis. Convenient sampling was used for data collection and Urdu translated instruments were used to measure the study variable, including the Ten Item Personality Inventory and Problem-Solving Style Scale. In result, significant correlations were found between conscientiousness and approach problem-solving style, as well as between emotional stability and problem-solving self-efficacy. The study has important implications in the areas related to treatment tailoring, identifying prognosis based on personality types and styles of problem-solving in each patient. It has significant implications for cultivating and strengthening relevant styles of problem-solving in patients based on personality types.

**Keywords:** Big five traits, personality traits, problem-solving styles, problem-solving self-efficacy, problem-solving approach, psychiatric patients, and correlational research



## **Relationship Between Prolonged Grief Experiences and Reintegration to Life: Social Support and Spirituality as Mediators**

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**Abstract:** The current study aimed to investigate the relationship between prolonged grief experiences following the death of a loved one and reintegration into normal life, with a specific focus on the mediating roles of perceived social support and spirituality in a sample of 213 individuals from different cities of Pakistan who had lost their loved ones, aged 18- 65 years ( $M = 32.08$ ,  $SD = 10.14$ ), primary and secondary caregivers with post-death duration of above 6 months up to 2 years. It was hypothesized that there existed a correlation between prolonged grief experiences and reintegration to normal life. Whereas perceived social support and spirituality served as mediators in relationship between prolonged grief experiences and reintegration to normal life. Data was collected by purposive sampling and four Urdu translated scales were used to measure the study variables. Traumatic Grief Inventory Self Report plus by Lenferink et al. (2019), Reintegration to normal living index by Wood-Dauphinee et al. (1988), Interpersonal Support Evaluation List by Cohen (1983) and Spiritual Transcendence Index by Seidlitz (2002). In results, negative significant correlation existed between prolonged grief experience and reintegration to normal life. Additionally, perceived social support partially mediates ( $\beta = -0.10$ ) the relationship between prolonged grief experiences and reintegration to normal life. Results had substantial clinical implications especially in theoretical understanding of prolonged grief experiences, grief counseling, their relationship with domain of perceived social support and mental health. It carried significant implication for therapeutic work in social and healthcare domains.

**Keywords:** Prolonged grief, grief, bereavement, social support, spirituality, and reintegration to life



PSY-1163

### **Self-Compassion as a Predictor of Psychological-Wellbeing Among Parents of Children With Special Needs**

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**Abstract:** Parents of children having special needs faces unique challenges in their life. Literature recommended that we need to investigate some of the protective factors that can promote the psychological wellbeing among these parents. The current study aimed to investigate the role of self-compassion in the psychological wellbeing of these parents. The current study was based on theoretical perspectives of Neff self-compassion model. Cross-sectional survey research design was used. All the ethical considerations were followed. A sample of 200 parents of children with special needs was selected through purposive sampling. Data was collected from Rawalpindi/Islamabad. Parents having minimum 14 years of education, aged between 26-50 years, having special children aged between 3-14 years, and having one or two special children were included in the sample. Parents with a disability, and single parents were excluded from the sample. Self-Compassion Scale-Short Form, Psychological Wellbeing Scale-short form alongside the demographic sheet and consent form were used. The data collected was analyzed through SPSS. Results of the study indicated that self-compassion was the significant positive predictor of psychological wellbeing. Also, mean differences were investigated in the study variables across the demographic characteristics of gender, and education. Fathers showed higher self-compassion as compared to mothers. Parents with higher education were found high self-compassion, and psychological wellbeing as compared to less educated parents. It has been concluded that enhancement of self-compassion will promote psychological wellbeing among the parents of children with special needs. Implications and future recommendations were discussed.

**Keywords:** Self-compassion, psychological wellbeing, parents, children with special needs, and demographic differences



PSY-691

### **Feasibility of Parent-mediated PEERS® Program for Enhancing Social Skills in Children on Spectrum**

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**Abstract:** Impaired social functioning is a hallmark feature of autism spectrum disorder (ASD). The challenges faced by children with ASD involve developing social skills and building quality friendships through social activities and peer interactions. PEERS® (Program for the Education and Enrichment of Relational Skills) is a well-established parent-assisted training program for children with ASD, addressing key areas of social functioning. This study aimed to examine the feasibility of PEERS® intervention for enhancing social skills through a randomized controlled trial. PEERS® intervention was adapted and translated from English to Urdu for the current study. The adaptation and translation included segments related to parent assignments, parent handouts, and session guidelines related to child and parent sessions. Participants included 54 children with ASD, between 7 and 12 years of age, randomly assigned to a treatment group ( $n = 27$ ) and delayed control group ( $n = 27$ ). For consecutive 12 weeks, the participants took part in a weekly intervention of 60 minutes per session. Screening measures included the Urdu versions of the Autism Spectrum Screening Questionnaire and the Strengths & Difficulties Questionnaire. Primary outcome measures included the Social Skills Improvement System and Quality of Play Questionnaire, translated into Urdu for the current study. SSIS consisted of five subscales including self-management, self-awareness, social awareness, relationship skills, and responsible decision-making. QPQ consisted of three subscales including engaged, disengaged, and conflict. Parent-rated assessments were made at pre-treatment and post-treatment. Results revealed significant intervention-based improvements in the social skills of the children. Statistically, significant improvements were observed in the domains of social skills, quality of play, and reduced ASD symptoms ( $p < .05$ ). The major implications of this study include much-needed empirical evidence about the feasibility of PEERS® in the context of the eastern world. It may be implemented in special needs centers, inclusive schools, and mainstream schools to promote peer relationships and play engagements in students, addressing the challenging circumstances they encounter in the community or at school. Finally, PEERS® offers parents interactive techniques to help their children engage with their peers and establish friendships.

**Keywords:** Children, intervention, social skills, autism spectrum disorder, cultural adaptation, peers

**Impact of Triarchic Personality Traits on Cyberbullying  
Perpetration: Mediating Role of Attitudes Towards  
Cyberbullying**

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**Abstract:** This study investigates the intricate relationships between personality traits, attitudes towards cyberbullying, and cyberbullying perpetration within the cultural context of Pakistan. The research employs a framework based on Barlett and Gentile's theory, integrating triarchic psychopathy traits as a novel component. To achieve this, the study first confirms the factor structure of several scales in the Pakistani culture, including the Triarchic Psychopathy Scale, Cyberbullying Scale, ICT Self-Efficacy Scale, Attitude Towards Cyberbullying Scale, and Cyberbullying-specific Moral Disengagement Questionnaire. The confirmatory factor analyses conducted on these scales reveal a good fit to the data, with acceptable factor loadings and internal consistencies. Subsequently, Pearson product correlations are utilized to assess relationships between variables, confirming expected associations between triarchic psychopathy traits and cyberbullying perpetration. Multiple regression analysis identifies meanness and boldness as significant positive predictors of cyberbullying perpetration. Furthermore, harmful attitudes towards cyberbullying mediate a significant portion of the relationships between these personality traits and cyberbullying perpetration, underscoring the pivotal role of attitudes in understanding the influence of personality traits on cyberbullying behavior. However, disinhibition, another personality trait, does not exhibit a significant relationship with harmful cyberbullying attitudes, indicating a more nuanced interplay between personality traits and attitudes. Additionally, general cyberbullying characteristics mediate the relationships between meanness, boldness, and cyberbullying perpetration, highlighting their importance in interventions targeting cyberbullying reduction. This research contributes to the understanding of cyberbullying within the Pakistani cultural context and emphasizes the need for culturally tailored interventions to address this issue effectively.

**Keywords:** Triarchic personality traits, cyberbullying, and attitudes towards cyberbullying



#PSY-855

**Impact of Post-Traumatic Growth on Life Satisfaction:  
Moderating Role of Coping Strategies Among Female Acid Burn  
Victims**

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**Abstract:** The present study aimed to investigate the impact of post-traumatic growth on life satisfaction: moderating role of coping strategies among female acid burn victims. For this purpose, a sample of ( $N = 50$ ) female acid burn victims were drawn from salons, organizations, and hospitals in Rawalpindi, Islamabad, Jhelum, and Lahore. Data was collected from the sample via a demographic form and four questionnaires each for one study variable. Post-traumatic growth was studied using the Post-traumatic Growth Inventory-Short Form (Cann et al., 2010), life satisfaction was studied using the Riverside Life Satisfaction Scale (Margolis et al., 2018), and Coping Strategies was studied using the Coping Orientation to Problems Experienced Inventory – Brief COPE (Carver et al., 1997). Correlational, regression, and moderation analyses were performed to explore the relationship between the study variables. Additionally,  $t$ -tests and ANOVA were applied to study the effect of demographics on the study variables. The interaction effect of post-traumatic growth and problem focused coping on life satisfaction was significant. The graph exposed that problem-focused coping strengthened the relationship of post-traumatic growth and life satisfaction. Significant differences in life satisfaction were observed based on marital status, with divorced or separated individuals reporting higher levels of satisfaction.

**Keywords:** Post-traumatic growth, life satisfaction, coping strategies, female acid burn victim



## Trust Through the Ages: A Global Journey Across Generations

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**Abstract:** European societies are aging, and it has been shown that age correlates positively with trust. If developmental mechanisms related to aging robustly explain trust levels, then aging societies should become more trusting over time. However, this has not been the case. In this project, we propose that one factor that can explain this decline is generation and generational change in values. As values and trust are closely related, generational differences in values should also be reflected in generational differences in trust. Therefore, we propose that differences in basic human values can explain changes in trust and that their generational effects are independent of age. We conducted multilevel mediation analysis in two studies (Study 1: European Social Survey rounds 1-10,  $N = 436,140$  from 39 countries; Study 2: World Value Survey, waves 5-6,  $N = 115,454$  from 77 countries) to test our assumption. Study 1 shows that trust increases with age, but an additional observation indicates an upward trend in subsequent generations. All four values mediate these effects, but the effects are stronger for age than for generations. Interestingly, self-transcendence accounted for higher levels of trust both in people of older age (vs younger people), but also higher levels of trust in younger generations (vs previous generations). Study 2 extends the scope of our investigation by pointing to the different nature of social values for trust in one's family compared to strangers. Specifically, an increase in conservation and a decrease in openness to experience lead older people to trust their family members more, while the opposite trend is observed for strangers. In addition, younger generations are shown to be higher at self-transcendence, which enables them to trust both family members and strangers relatively more. We conclude that while there are differences between generations, these may not have a similar impact on trust levels in different types of interpersonal relationships.

**Keywords:** Age differences, generations, social values, and trust





**Role of Value Orientations and Religiosity in the Relationship Between Light Triad on Pro-Environmental Behaviours Among University Students**

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**Abstract:** The study intended to see the impact of the light triad on pro-environmental behaviours among university students. Moreover, it undertakes the mediating role of value orientations and the moderating role of religiosity in the relationship between light triad and pro-environmental behaviours. The sample ( $N = 470$ ) of university students, in which male ( $n = 185$ ) and female ( $n = 285$ ) students with ages ranging from 18 to 35 years ( $M = 26.5$ ,  $SD = 4.91$ ) were taken using a correlational, cross-sectional design from different cities of Pakistan. The Light Triad Scale, the Pro-Environmental Behavior Scale, the Value Orientation Scale, and the Religious Commitment Inventory were used for data collection. The findings indicated that the light triad, religiosity, altruistic, and biospheric value orientations were positively associated with pro-environmental behaviours. In contrast, egoistic value orientation was negatively related to light triad, religiosity, altruistic, biospheric value orientation and pro-environmental behaviours. Light triad was identified as a positive predictor of pro-environmental behaviours. Additionally, biospheric value orientation mediated the relationships between the light triad and pro-environmental behaviours. The findings also indicated that religiosity moderated the relationship between the light triad, biospheric value orientations, and pro-environmental behaviours. The utilization of self-report measures, cross-sectional study design, and convenient sampling are the limitations of the study. The study has implications for higher education students, organizations, policymakers, institutions, and government which can guide in designing effective environmental campaigns and interventions contributing to a more sustainable future.

**Keywords:** Light triad, pro-environmental behaviours, religiosity, value orientation, biospheric values.



## Effects of Multisensory Visual and Auditory Hallucinations on Cognitive and Emotional Functioning in Dementia and Healthy Individuals: A Placebo Intervention Study

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**Abstract:** This study aims to investigate the effect of induced auditory and visual hallucinations on cognitive and emotional functioning in patients with mild dementia and healthy individuals. Additionally, it investigates the effectiveness of a placebo intervention in reducing the negative effects of these hallucinations on cognitive performance, with a particular focus on semantic memory retrieval, emotional states, depressive symptoms, and dementia severity. The present study employs a placebo-controlled, double-blind, mixed within-group and between-group randomized block design with event-related tasks. Sixty participants (Dementia patients,  $n = 30$ ; healthy individuals,  $n = 30$ .) were included in present study. Dementia patients were recruited from the Neurology Department at Fauji Foundation Hospital in Islamabad, Pakistan, where the experiment was conducted using PsychoPy software. Healthy individuals were enrolled and tested at the Cognitive and Neuroscience Lab, Department of Psychology, Foundation University School of Science & Technology (FUSST). Throughout the experiment, three psychological instruments were used to assess dementia symptoms, depressive symptoms, and hallucinations, while a cognitive task was administered to evaluate semantic memory retrieval in both dementia patients and healthy individuals following the induction of visual and auditory hallucinations. At the end of the experiment, a placebo intervention using marshmallows was introduced to help control and mitigate the effects of induced visual and auditory hallucinations, with the goal of eliciting a positive response. The study's results indicate that exposure to positive or negative verbal and auditory hallucinations can either enhance or impair cognitive performance, particularly affecting semantic memory retrieval, emotional states, depressive symptoms, and dementia severity in both dementia patients and healthy individuals. Both groups exhibited a higher likelihood of incorrect

responses in semantic memory retrieval following exposure to hallucinations compared to correct responses. Healthy individuals showed better performance in semantic memory retrieval after positive hallucinations than negative ones. Moreover, the placebo intervention proved crucial in alleviating the effects of both positive and negative hallucinations for all participants. Findings are expected to provide crucial insights into the role of hallucinations in dementia, guiding the development of targeted interventions to enhance cognitive and emotional well-being.

**Keywords:** Multisensory & visual hallucinations, auditory hallucinations, cognitive & emotional functioning, dementia patients, healthy individuals, and placebo intervention



**PSY-1017**

**Effects of Mindfulness Based Stress Reduction Program on Psychological Wellbeing, Psychological Distress, and Subjective Wellbeing Among Special Education Teachers**

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**Abstract:** Teachers in special education sectors harbor a very challenging job, their struggles can be manifested as handling day-to-day tantrums and entertaining a wide spectrum of the needs of children. Apart from that, they are to manage a great many other tasks that come in handy with their jobs. Mindfulness Based Reduction (MBSR) program helps special education teachers improve their psychological and subjective well-being, fostering Mindfulness, enhancing job satisfaction, and bettering interpersonal relationships with their colleagues and students. For this purpose, a quasi-experimental pre-test and post-test study was conducted with 30 special education teachers to improve their overall well-being and enhance mindfulness. Before conducting this training program, the researcher was certified in providing training in MBSR program from ‘Palouse Mindfulness.’ The training program was conducted under the supervision of Clinical Psychologist who is also a certified relaxation expert. MBSR is an 8-weeks training program and different mindfulness activities were

conducted. Participants were assessed before and after MBSR training program. Findings indicated significant difference between Baseline Assessment and post-assessment scores. Results of the present study validated that MBSR is an effective training program that enhances mindfulness, psychological wellbeing, and subjective wellbeing and reduces psychological distress among special education teachers.

**Keywords:** Mindfulness, stress reduction, training program, mindfulness, psychological wellbeing, and psychological distress



PSY-1047

### **The Mediating Role of Health Consciousness in Relationship Between Orthorexia Nervosa and Food Obsessions in Young Adults**

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**Abstract:** The increasing prevalence of orthorexia nervosa among young adults has highlighted the need to understand its connection to food obsessions, especially as health-conscious behaviors may exacerbate obsessive tendencies around diet and nutrition. The present study examined the mediating role of health consciousness in the relationship between orthorexia nervosa and food obsessions in young adults. This cross-sectional study used a survey research technique with a sample of 300 young adults (59% girls, 41% boys) aged 18-25 years ( $M = 19.70$ ,  $SD = .46$ ). The data was collected from university students. The Düsseldorf Orthorexia Scale (2019), Modified Yale Food Addiction Scale 2.0 (2017), and New Health Consciousness Scale (2013) measures were used, respectively. The study found significant positive correlations between orthorexia nervosa, food obsessions, and health consciousness in young adults. Additionally, the  $R^2$  value of .11 indicated that orthorexia nervosa and health consciousness together accounted for 11% of the variance in food obsessions, with  $F(2, 297) = 18.53$ ,  $p < .05$ . Specifically, orthorexia nervosa demonstrated both direct and indirect effects on food obsessions, which suggested that individuals should maintain a balanced diet and consider nutritional

factors, as highly obsessive behaviors may result in increased health consciousness and ritualistic thoughts about food.

**Keywords:** Orthorexia nervosa, food obsessions, health consciousness, and young adults



PSY-1090

## Effects of Violent Video Game Exposure on Bullying Perpetration Among Young Adults

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**Abstract:** This study investigated the effects of violent video game exposure on bullying perpetration among young adults, using a sample of 220 participants aged 17-32 year. Cross sectional research design was used. Data were collected through self-reported measures, utilizing Game Addiction Scale and the Cyberbullying Perpetration Scale. Statistical analyses, including correlation and regression, were conducted to investigate the relationship between violent video game play and bullying behaviors. The results indicated a significant positive correlation between the frequency of violent video game exposure and scores on both the GAS and CBP scales. Regression analysis further revealed that violent video game exposure is a significant predictor of bullying perpetration, even when controlling for potential confounding variables such as gender and pre-existing aggression levels. The regression model accounts for 14% of the variance in cyber bullying perpetration. These findings highlight the potential role of violent video games in influencing bullying behaviors among young adults and underscore the importance of monitoring and managing video game content to mitigate its negative impacts on social interactions.

**Keywords:** Violent video games, cyber bullying perpetration, young adults, and game addiction scale



## Sociocultural Attitude Towards Appearance and Attitudes Towards Acceptance of Cosmetic Surgery in Adults

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**Abstract:** The study examines the relationship between sociocultural attitudes towards appearance and the acceptance of cosmetic surgery among adults. Recognizing attractiveness as a significant source of power and social position, the research analyzes how societal values on physical appearance influence individuals' attitudes to undergo cosmetic procedures. The study was conducted in two phases. Initially, a pilot study with 100 participants evaluated the reliability of the measurement instruments and the relationships among study variables. This was followed by a main phase involving 373 participants. The pilot phase confirmed the reliability of the Sociocultural Attitude Towards Appearance Scale and Acceptance of Cosmetic Surgery Scale. The study examined the hypothesis that sociocultural attitudes were strongly positively correlated with internalization related to low body fat, internalization related to muscular/athletic, and pressures from family, peers, and media. Furthermore, sociocultural attitudes were also positively related to acceptance of cosmetic surgery and to the interpersonal, social, and consideration subscales. The use of filters and Photoshop in social media posts showed a significant positive relationship with both cosmetic surgery acceptance and sociocultural attitudes. Age was also positively related to cosmetic surgery acceptance. The study revealed that individuals who follow grooming accounts exhibit significantly higher scores in sociocultural attitudes toward appearance. They also show greater internalization related to low body fat, acceptance of cosmetic surgery, and higher scores across the interpersonal, social, and consideration subscales compared to those who do not follow such accounts. Individuals influenced by celebrities' exhibit significantly higher scores in sociocultural attitudes toward appearance, pressure from media, acceptance of cosmetic surgery, as well as the interpersonal and consideration subscales compared to those who are not influenced by celebrities. The study highlights the significant influence of sociocultural attitudes on

cosmetic surgery acceptance, emphasizing the need for discussions on cultural pressures.

**Keywords:** Sociocultural attitudes, cosmetic surgery, age, filter usage, photoshop, and celebrity



PSY-714

### **Imposter Phenomenon and Self-Handicapping Among Medical Students: Moderating Role of Self-Care**

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**Abstract:** The present study aimed to investigate the relationship between the imposter phenomenon and self-handicapping behaviors among medical students (MBBS), with a focus on the moderating role of self-care. For the purpose, a sample of  $N = 300$  medical students, ( $n = 150$  men and  $n = 150$  women) from private as well as government medical colleges of Islamabad, Rawalpindi and Lahore were assessed, and the data was collected, via demographic form and three questionnaires, measuring the study variables. The Clance Impostor Phenomenon Scale (Clance, 1985), Self-Handicapping Scale (Kaur & Raji, 2022), and Self-Compassion Scale Short-form's subscale named self-care (Raes et al., 2011) were used to measure one of the study variables. Correlational analysis as well as regression, and moderation analyses were performed in order to explore the relationships between the study variables. The statistical analysis revealed that the imposter phenomenon positively correlated with and predicted self-handicapping. The interaction effect of imposter phenomenon and self-care on self-handicapping came out to be significant. The moderator graph showed that self-care weakened the relationship between imposter phenomenon and self-handicapping. Moreover, the *t*-test findings revealed that female medical students scored higher on all the study variables except self-care as compared to their male counterparts.

**Keywords:** Imposter phenomenon, self-handicapping, medical students, and self-care



PSY-735

## **Psychosocial Factors of Behavioural Adherence Among Type II Diabetes Patients on Insulin**

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**Abstract:** Once type II diabetes diagnosed, the patient's life radically altered. Type II diabetes is a long-term illness. It is characterized by high blood sugar levels. Type II diabetes is often called adult-onset diabetes or type 2 diabetes mellitus. Type II diabetes patients use insulin for survival. However, assessment of psychosocial factors made by the patients to adhere to this behavioural remains unexplored. Current study analyzed qualitatively psychosocial factors that affect the minds and behaviours of type II diabetes patients adhering to treatment. A purposive sample of 06 male and 06 female type II patients on insulin was taken and interviewed using thematic analysis. Behavioural adherence becomes known as a foremost theme in current analysis because type II diabetes patients on insulin adhered to their behavior with this perspective that behavior was more beneficial than other diabetes prevention. Sub themes suggested patients realized benefits of their attitude, subjective norms, perceived behaviour control and intentions. Based on these themes and sub themes, it was proposed that type II diabetes patients on insulin effectively managed by their behaviour and made them feel better. Behaviour adherence will help the health psychologists, social workers, diabetologist, endocrinologist and neurologist to work on curative level by focusing on those factors that reduce the behaviour adherence. Focusing on non-adherence behavior will decrease the dreadful results in terms of quality of life, morbidity, healthcare costs, and mortality.

**Keywords:** Psychosocial, type II diabetes, insulin, behavior adherence, perceived behavior control, and intentions





## Exploring the Impact of Cultural Diversity on Emotional Experiences of University Students in Karachi

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**Abstract:** The present study was conducted to examine the effects of cultural diversity on the emotional experiences of different ethnicities among the university students of Karachi. To examine these variables quantitative approach with comparative design was followed. The sample size of 261 was calculated through G\* power. Nine ethnic groups were identified, 30 participants from each group were approached through stratified random sampling, together it makes 270, which was approximate to G\* power number. Information about the characteristics of the sample were gathered through demographic information form. Cultural diversity was measured through Cultural diversity awareness Scale and emotional experiences were measured through The Positive and Negative Affect Schedule. The demographic characteristics were analyzed through descriptive analysis whereas, the differences among nine groups on these variables, one way analysis of various was calculated through SPSS 29. Results showed significant differences on the variables.

**Keywords:** Ethnicity, positive and negative affect, cultural diversity, emotional experiences, and university students



## Perfectionism and Body Dysmorphic Disorder Symptoms Among Men Seeking and Not Seeking Hair Transplant

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**Abstract:** To examine the relationship of perfectionism with body dysmorphic disorder symptoms among men seeking and not seeking hair transplant. The cross-sectional study was conducted. The study was conducted at different dermatological/hair transplant clinics and at different government and private institutions of Rawalpindi and Islamabad, from February 2020 to October 2020. The sample comprised of adult balding men aged 19 to 65 years from both clinical (hair transplant clinics) and non-clinical settings (banks, offices, parks, shopping malls) of Rawalpindi and Islamabad using purposive sampling. Data was collected using Multi-Dimensional Perfectionism Scale and Yale Brown Obsessive Compulsive Scale modified for BDD. Of 150 balding men, 75 (50%) each were taken from clinical and non-clinical settings. Perfectionism was significantly positively related with body dysmorphic disorder symptoms ( $p < .01$ ). Mean value on perfectionism was 184.53 (19.92) and on body dysmorphic disorder symptoms was 14.37 (10.11) for men who were seeking hair transplant while the mean value on perfectionism was 180.16 (22.75) and on body dysmorphic disorder symptoms was 11.25 (17.89) for men who were not seeking treatment. Men seeking hair transplant had high level of perfectionism and body dysmorphic disorder symptoms than men not seeking hair transplant.

**Keywords:** Perfectionism, body dysmorphic disorder symptoms, and balding me



PSY-E1

### **Mediating Role of Cognitive Flexibility in the Relationship Between Smartphone Addiction and Phubbing**

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**Abstract:** The widespread adoption of smartphones raised worries about addictive behaviours, especially smartphone addiction and phubbing. Contrary to prior research, the study aimed to investigate,

phubbing as a predictor of smartphone addiction, and determine the mediating role of cognitive flexibility in the association between phubbing and smartphone addiction. A cross-sectional survey design was used to collect data from participants on the Generic Scale of Phubbing by Chotpitayasunondh & Douglas (2018) to measure phubbing, the Smartphone Addiction Scale-Short Version by Kwon and Kim (2013), for rating smartphone addiction and A New Measure Of Cognitive Flexibility by M-Martin (1995), was used to measure cognitive flexibility with the sample ( $N = 255$ ). The Sample consisted of 42 % males and 58% females, ages 18 to 30. Results confirmed the correlation between phubbing and smartphone addiction ( $r = .61, p < 0.01$ ), indicating that higher levels of smartphone addiction are associated with more phubbing activities. Furthermore, a negative association ( $r = -.17, p < 0.01$ ) was found between phubbing and cognitive flexibility, suggesting increased phubbing activity linked to decreasing cognitive flexibility. Additionally, no direct association ( $r = .02, p > 0.05$ ) was found between cognitive flexibility and smartphone addiction. In particular, phubbing and smartphone addiction were found to be mediated by cognitive flexibility. Further analysis indicated significant gender differences in phubbing behavior whereas men's scores were higher than women's. There were no gender differences in the scores for cognitive flexibility and smartphone addiction. This study highlights the significance of focusing on cognitive flexibility in treatments to promote digital well-being in the digital age. This integration offers an understanding of the cognitive and behavioural mechanisms underlying smartphone addiction.

**Keywords:** Smartphone addiction, phubbing, cognitive flexibility, and digital wellbeing



**PSY-1025**

## **The Impact of Ostracism and Social Support on Quality of Life of Burn Victims**

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**Abstract:** The present study investigated the impact of ostracism and social support on quality of life of burn victims. The study was quantitative correlational research comprised of female burn victims including (Stove burn = 60, Acid burn = 40,  $N = 100$ ) from Rawalpindi, Islamabad, and Kashmir (Zilla Bagh, Rawalakot). The measures used in investigating the relationship between ostracism, social support and quality of life was Multidimensional Scale of Perceived Social Support Scale, Adult Ostracism Scale, WHOQOL-BRIEF Scale. Following analysis such as correlation, *t*-test, ANOVA, Regression, and mediation was run through Hayes Process Macro. The findings revealed that, social support was positively correlated to quality of life. The results clearly indicated that ostracism was negatively correlated with social support and quality of life. The study indicated that promoting social support can enhance the quality of life for burn victims. The results also demonstrated that social support act as a mediator between ostracism and quality of life. Further findings indicated that, social support positively predicts quality of life among burn victims, and ostracism negatively predicts quality of life among burn victims. The findings provided important insights for understanding the connections between ostracism, social support, and quality of life among burn victims, emphasizing the significance of fostering social support as a means to improve the overall quality of life for those battling from burn injuries.

**Keywords:** Acid burn, Stove burn, quality of life, burn injury



# **SOCIOLOGY**

## Navigating Gendered Realities: The Transformation of Women's Roles in Pakistani Migrant Families in Australia

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**Abstract:** This qualitative study explores the experiences of middle-class Pakistani migrant women in Australia, focusing on how migration influences the reproduction of gender inequality within family structures. By examining the shifting dynamics of decision-making power between men and women in Sydney, the research highlights the continuities and disruptions in women's subordination to masculine norms. The study situates these experiences within the broader context of the contrasting legal systems, historical backgrounds, and gendered power dynamics of Pakistan and Australia. Utilizing Bourdieu's theoretical framework, the research delves into the complex interplay between women's internalized acceptance of inequality and male dominance. It argues for culturally nuanced approaches that empower women while recognizing the potential contradictions in their values and desires. Through an analysis of women's agency and identity negotiation, the study uncovers how Pakistani women navigate their religious and cultural identities in a new environment. While acknowledging the persistence of patriarchal structures, it also highlights the transformative potential of migration, revealing both the liberating and constraining effects on women's roles and agency. This research provides comparative insights into the evolving gender dynamics within immigrant communities, offering a nuanced understanding of how migration reshapes the lives of women, balancing between liberation and subjugation.

**Keywords:** Pakistani migrant, women gender dynamics, migration



## Perception of Body Shaming on Workplace Performance: A Study of Bankers in Islamabad

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**Abstract:** The problem of body shaming is a significant concern for feminists throughout the world. In developing country like Pakistan, women are treated differently at workplace. Body image is comprised of attitudes and perceptions about body weight, size, shape, height, hair color and texture, facial features (eye size, nose shape) and skin complexion tone. Recently issue of body shaming is growing rapidly specially among females, so it attempted to highlight the challenges faced by working females due to physical appearance. The History of sexuality theory of Michael Foucault about female's body was applied in study. The study was conducted under quantitative research design with a sample size of 166 respondents from private banks of Islamabad. Sample was taken by applying simple random sampling for this study. Probability sampling technique was used to select respondents. Research instrument that used for this study was questionnaire and survey as a tool to collect data from respondents. The data was analyzed through statistical techniques to understanding about social phenomenon. The chi-square and co-relation tested the hypothesis. The purpose of the current study was to investigate the appearance base discrimination of female bankers by the colleagues and administration of private banks. The study's main findings highlighted the issues and difficulties of promotion, unequal treatment, bullying, depression and negative reviews based on physical appearance of females which in turn negatively effects on their workplace performance. Inequality in banking jobs results from imbalanced attitude toward specific physical appearance. The study recommends that private banks must resolve the problems mentioned above and should not allow any individual to disrespect bankers in any aspect.

**Keywords:** Body image, workplace, weight discrimination, and body shaming issues



SOC-684

**Status of Girls' Education in the Newly Merged Districts of  
Khyber Pakhtunkhwa: Challenges and Opportunities**

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**Abstract:** The newly merged districts of Khyber Pakhtunkhwa (KP) in Pakistan present a unique socio-political status, historically neglected and affected by ongoing conflict, these districts encounter multifaceted challenges greatly impacting the education sector, especially for girls. This research investigates the current status of girls' education in these districts, identifying key challenges and potential opportunities for improvement. This research aims to explore the challenges and opportunities that affect girls' education in these areas. The data for the study comes from 18 in-depth qualitative interviews from different stakeholders including, parents, teachers, religious scholars (Majid Imams), youth, and other community elders. The respondents were included in the study with the help of a purposive sampling technique. The data was processed and analyzed in line with the thematic analysis technique. Findings reveal significant barriers to girls' education, such as lack of educational and special transport facilities, inadequate infrastructure, tradition and tradition mindset people, and economic hardships. Despite these challenges, there are some opportunities and support for girls' education, there have been improvements in educational access due to recent reforms. The majority of guardians favour girls' education, they also support girls' higher education when educational institutions are provided in the nearby vicinity with reasonable transportation facilities. The study also reveals that Purdah (veil) is an opportunity for girls' education instead of a barrier. The findings are expected to provide valuable insights for policymakers and educational authorities, NGOs, and INGs to improve girls' educational facilities, enhance girls' enrolment, and provide requisite awareness in these areas. The paper also suggests some recommendations for policy interventions and strategic actions to foster a more inclusive and supportive educational environment for girls in the merged areas of KP. These include investment in school infrastructure, community engagement programs, security enhancements, and targeted financial incentives to encourage girls' enrollment.

**Keywords:** Girl's education, challenges and opportunities, people perceptions, and newly merged districts of KP





## Pleasure Trap: Understanding the Role of Curiosity in Youth Drug Initiation

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**Abstract:** This study explores the "Pleasure Trap," focusing on how curiosity serves as a catalyst for drug initiation among youth in Barakahu, Islamabad. The research aims to understand how the natural human trait of curiosity, particularly during young age, can lead to the experimentation with drugs, ultimately trapping individuals in a cycle of addiction. A qualitative methodology was employed to gain in-depth insights into the experiences and motivations of young drug users. Data were collected through in-depth interviews, using snowball sampling to identify participants. This approach allowed for the exploration of personal narratives and the social dynamics within this specific community. The findings reveal that curiosity, influenced by peer pressure and the desire for new experiences, plays a significant role in the initial decision to experiment with drugs. The study also uncovers how the social environment in Barakahu, including accessibility to drugs and the influence of local peers, further exacerbates this curiosity-driven behavior. The study concludes that curiosity is a double-edged sword, which, when misdirected, can lead to harmful consequences such as drug addiction. The implications highlight the need for targeted intervention strategies that focus on educating youth about the risks associated with drug use while providing alternative avenues for satisfying their curiosity. By understanding the social and psychological factors at play, this research contributes to the development of more effective prevention programs in similar communities.

**Keywords:** Curiosity, youth drug initiation, pleasure trap, and peer influence



## Healthcare Services and its Impacts on Women Health in District Chitral

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**Abstract:** The aim of this study was about healthcare services and its impact on women's health and the problem faced by women's in accessing healthcare services, the reasons for their debility and to find out major health problems. As Chitral is a far-flung area, and it lack the back-healthcare facilities, to unveil the true condition of the district healthcare unit's correspondence with female health, the research was carried out in Istangol valley of District Chitral from married women. This study was conducted under quantitative research design by implying social survey method. The Data was collected through detailed questionnaire. A sample size of 103 respondents were selected from targeted population through simple random sampling. Data was analysed employing statistical package for social science (SPSS). The results revealed that Unavailability of female specialists (92.2 percent), is one of the major reasons which became a hurdle for women's for accessing healthcare services. (65.0%) respondents told that there is no female staff is available in healthcare units. Difficulties are faced by WOMEN in accessing healthcare services. One of the key factors that is deteriorating the health of females are self-medications and it posing risk to their health. To improve the health of women's in rural areas, it is suggested that the government show take steps to improve the facilities and provide infrastructure and doctors for solving the issues related to women's health. It is also suggested that non-Governmental organizations should spread awareness about healthy diet and importance of better health by collaborating with the organizations that are already working there.

**Keywords:** Healthcare, women health, Chitral, self-medication, and female doctors



## Gender Disparities for Disabled Employees in the Private Sector

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**Abstract:** This paper highlights the ways in which gender intersects with disability resulting in unequal opportunities for disabled men and women formally employed at a private workplace. Employment constraints increase the likelihood of persons with disabilities to be financially dependent on their families and also negatively affect the global poverty reduction strategy. Using a qualitative approach, the researcher performed thematic analysis on the in-depth interviews taken from 20 participants (10 males and 10 females) with either visual or physical impairment currently employed at a private workplace. Results showed that teaching opportunities are availed mostly by women, whereas men get up to the managerial posts. Women receive more behavioral cooperation and men more physical facilitation, while the latter might also accept job offers with harsh working conditions. Men are able to adopt a profession of their choice, while some male dominated professions block women's entry. This study opens new avenues for the disability rights activists to advocate for equal employment rights. Also, it offers a guideline for making gender-specific policies, aiming to remove social, attitudinal and physical barriers for disabled employees at workplaces

**Keywords:** Intersectionality, gender disparities, workplace inequalities, thematic analysis, and disability inclusion



SOC-814

## Familial Dynamics and Their Impact on Transgender Well-being in Swat, Pakistan

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**Abstract:** The study explores the familial dynamics that affect the well-being of transgender individuals in Swat, Pakhtunkhwa, Pakistan. Using qualitative method, thematic analysis, informed by the principle of data saturation, the research with nine participants of transgender community employs in depth interviews to reveal the major impacts of family acceptance and rejection. The results show that family stigma and discrimination fundamentally affect the well-being of transgender. When rejected by their families, most of them are driven to the transgender community, a choice that comes with a lot of mixed emotional and social issues and vice versa. The research emphasizes the central importance of family relationships in the lives of transgender. Lack of family support renders the transgender individuals socially and economically marginalized, which consequently denies them access to necessary services such as basic life needs; education and health. The findings highlight the need to create interventions and policies that would facilitate supportive family settings. All these measures are important for the comprehensive social integration of transgender especially that they have gender-based family issues.

**Keywords:** Transgender, well-being, family, acceptance, rejection, swat



**SOC-853**

## **Sociological Investigation into Student Attrition in Higher Education Institutions in Pakistan**

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**Abstract:** The recent expansion of higher education in Pakistan aims to offer inclusive and quality education. Despite these efforts, many students still face challenges that lead to student attrition. While dropout reasons in primary and secondary education are well-documented, higher education presents unique hurdles. This study explores factors contributing to undergraduate dropout rates through interviews with dropout students and Heads of Departments (HODs) at two public universities. Employing non-probability sampling

methods—purposive sampling for HODs and a mix of purposive, convenient, and snowball sampling for dropout students—data were gathered via face-to-face interviews and digital surveys. Thematic analysis was applied to identify key influences. The study integrates Tinto’s model of student departure and Bourdieu’s theories of cultural capital, habitus, and field. Findings indicate that economic pressures, misalignment between students' interests and their subjects, language barriers, educational disparities, family responsibilities, and lack of institutional support contribute significantly to dropout rates. High dropout rates occur in the initial semesters, particularly among rural and financially constrained students. Recommendations include enhanced orientation programs, inclusive support services, flexible academic pathways, and modern teaching methods to improve student retention and success.

**Keywords:** Higher education, student attrition, economic pressures, educational disparities, student retention, and institutional support



SOC-918

## **An Empirical Evidence of Online Learning Activity during COVID-19 in Higher Education**

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**Abstract:** This study has been designed to explore empirical evidence of online learning activity during COVID-19 in higher education. Online learning activity has been linked with several factors. This study was conducted using a qualitative approach and used thematic analysis as a data collection technique. It uses 64 published research documents on the subject. These documents have been downloaded from online databases such as Google Scholar, Sage, Taylor & Francis, Springer Nature, etc. The study findings indicated that during the COVID-19 pandemic higher education institutions have globally shifted to online learning. Online learning has a variety of effects on higher education, according to empirical data from the COVID-19 study. Research indicates that low levels of in-person contact can cause problems for students' motivation and engagement. There were differences between

pupils who had access to dependable internet and those without, making technological access and digital literacy crucial determinants of education results. Advances in adaptability and accessibility have been reported in several studies, facilitating self-directed education. However, there was a wide range in the kids' overall academic performance; some did well in the virtual setting, while others had difficulty. The results emphasize the necessity of providing focused assistance and materials to enhance virtual education.

**Keywords:** Virtual learning, higher education, internet connectivity, and learning skills



SOC-969

## **Gender Base Academic Performance in Higher Education: A Systematic Review**

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**ABSTRACT:** The study has been designed to explore gender based academic performance in higher education institutions. It is a critical study that addresses the gender disparities in educational practices, policies and outcomes. It is evident that gender based academic performance has been linked with several factors. This abstract also explores how gender dynamics influence the pupil's experiences of learning environments in colleges and universities. This study also highlights the factors of mentorship, gender-based resources, curriculum, and teaching methods. This study also reveals that the female's performance in education is excellence in achieving high grades. The gender gap keeps going in STEM (science, technology, engineer, mathematics) disciplines. This study has been conducted using qualitative and thematic analysis as a technique of data collection. It uses 82 published research documents on the subject. These documents have been downloaded from online data bases such as Tylor Francis, Sage, Google Scholar Springer Nature etc. The study findings based on a systematic review outline that several factors are contributing to gender academic performance at higher education institutions. These factors include socio-economic, lack of access,

family background, family and community support, media exposure and peer influences, intrinsic and extrinsic motivation, and higher education institutions environments.

**Keywords:** Gender, higher education, learning style, and learning environment



SOC-680

**Power Dynamics in Doctor-Nurse-Patient Roles: Negotiating Decision Making for C-Section in Mardan, Khyber Pakhtunkhwa**

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**Abstract:** The relationship between doctor, nurse, and patient is a complex phenomenon in negotiating cesarean section (C-sections) decisions. Power dynamics are involved in doctor-nurse-patient roles discussing C-section decisions. This study explores the complex power dynamics in doctor-nurse-patient relationships when making a C-section decision. Using a flexible qualitative research design, we ask how the authoritative and expertise-based relationship between doctor, nurse, and patient influences this negotiation and reshaping patients' decision for C-sections. We found the involvement of power dynamics in the doctor-nurse-patient relationship discussing cesarean sections. Due to doctors' authoritative approach, a boundary of medical professionalism between doctors and nurses and a boundary of authority between doctors and patients were absent, affecting patients' decisions for cesarean or normal baby delivery. These findings may be used as valuable insights and guiding principles for healthcare professionals working in labour rooms, ultimately benefiting patients.

**Keywords:** Power dynamic, patient, healthcare professional, cesarean section, and normal delivery



## Initiatives of Pakistan's Government for the Protection of Women Rights

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**Abstract:** Women are the most important part of any society. In development process, it is necessary to excel women in an effective way. Pakistan is an Islamic Republic state and majority of the population based upon women. Allah Almighty is granted equal rights to both men and women. However, due to socio-cultural barriers women are not enjoyed their rights as religion Islam is given to them. To create awareness about their rights and for the protection of their rights, government of Pakistan has been taken several initiatives. Present study was designed to explore the government's recent initiatives for the protection of women rights. The Study was conducted in twin cities, Rawalpindi and Islamabad and a sample of 150 women were selected through simple random sampling technique. The limitation of the study was only females were interviewed for data collection. Results of this study reveal that the government is not taking solid initiatives for the protection of women rights in different segments of life. Most of the females about 78.5% were unaware about Muslim family law act that has clauses about the rights of women.

**Keywords:** Family law, government initiatives, rights, socio-cultural, and twin cities women



## Trends of Cyberbullying and Harassment Among Youth: A Survey Study in District Gujrat

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**Abstract:** This study has been designed to evaluate the causes and consequences of cyberbullying and harassment in District Gujrat, Pakistan, examined trends in cyberbullying and online harassment among local youth populations, focusing on analysing the impact of individual characteristics, family environment conditions, instances of cyberstalking, and experiences of identity theft. It has been examined that younger age and greater time spent using social media would both increase vulnerability to cyberbullying. the study proposed that insufficient parental guidance and negative family dynamics at home could heighten this risk exposure. Also, the research investigated whether prior victims of cyberstalking and identity theft exhibited higher chances of facing other forms of cyberbullying and harassment. A quantitative nature of the study has been conducted. A survey method has been used and 180 questionnaires have been filled out by University of Gujrat female and male students. This research aim has been to investigate relationships between cyberbullying and harassment in an online context. The Collected data has been subjected to descriptive and inferential statistical analyses using SPSS. Pearson product association statistical test was used to check the relationship. Correlation and regression analyses have been conducted to test the hypothesized relationships, and valuable insights into the key contributing determinants regarding youth experiences of cyberbullying and online harassment in the target area.

**Keywords:** Cyber stalking, identity theft, cyberbullying, and online harassment



SOC-1036

### **Challenges of Intercaste Marriages in Chitral: Social Stigma and Family Pressure**

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**Abstract:** This study investigates the challenges of intercaste marriages in Chitral, Pakistan, with a focus on the pervasive social stigma and intense family pressures that couples face. Chitral's traditional social structure, heavily influenced by caste distinctions,

often results in significant obstacles for intercaste couples. Utilizing a purposive sampling technique, the research includes in-depth interviews with 15 intercaste couples and key family members to explore their experiences and coping strategies. The findings reveal that these couples frequently encounter ostracism, loss of social standing, and severe intra-family conflict, driven by deeply entrenched caste-based prejudices. This research highlights the psychological and emotional toll on individuals who defy these societal norms, and it emphasizes the need for increased awareness and policy interventions to support intercaste marriages. The study offers critical insights into the intersection of tradition and modernity in rural Pakistan.

**Keywords:** Intercaste marriages, social stigma, and family pressure



SOC-960

## **Lived Experiences of Students With Disabilities in the Mainstream Education System**

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**Abstract:** Inclusive education advocates for equal and equitable education ensuring the access of all the students to mainstream schools, particularly the disabled students. This educational approach has been introduced in Gilgit-Baltistan recently. This study aims to explore the lived experiences of disabled students in the mainstream schools in Gilgit-Baltistan. This study was conducted using the case study method. It involved ten students with physical and visual disabilities. The data were collected through interviews and observations in the classrooms and overall school environment. The themes derived from the narratives reveal that different mechanisms in the mainstream schools lead to inclusion and exclusion of disabled students. The findings indicate that disabled students were supported by teachers and non-disabled peers in mainstream school that contributes to the inclusion of disabled students. Besides, the finding revealed that disabled students face several challenges. The challenges underscore the complexities of inclusion since the students with different visual disabilities demonstrated different challenging phenomena in the mainstream school. The physical condition of mainstream schools,

schedules, and educational activities have not been adapted to the needs of disabled students. The unadapted physical structures limit the mobility of disabled students. The unadapted educational activities hindered the learning of disabled students. The inclination of disabled students towards their inclusion in mainstream schools despite the challenges emphasizes promoting inclusive education. The complexities of inclusion have not been addressed in mainstream schools which lead to partial inclusion and increased exclusion of the disabled student in the mainstream schools. The study recommends mainstream schools make rigorous plans addressing the complexities of inclusion before introducing inclusive education system.

**Keywords:** Inclusive education, mainstream schools, disabled, unadapted, exclusion



SOC-001e

### **Problems Faced by Indoor Patients in a Public Sector Hospital: A Case of District Gujrat**

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**Abstract:** The main purpose of this research paper has been based on to explore the problems faced by indoor patients in a public sector hospital in Gujrat. It has been found that several research problems have been measured by several scholars such as shortage of beds and lack of care by paramedical staff, less interest of doctors, issues of cleanliness, and high cost of medicines. Hence, this study has been based on a qualitative approach and the case study method has been used as a technique for data collection. A sample of 12 patients has been selected using a purposive random sampling technique. It is important to mention here that 12<sup>th</sup> patients have been at the point of saturation. The data has been presented in the form of a thematic analysis. The study finding reveals that patients are facing a shortage of beds, negligence of patients, and attitudes of doctors and caregivers.

**Keywords:** Patients, hospital, caregiver, illness, and diseases



## The Untold Stories of Women Hegemony in Pakistan

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**Abstract:** Pakistan is known as a patriarchal society where men hold a significant value and social space in every walk of life. While diving into more depth, the core reason of patriarchy has more or less gain the strength through matriarchy which is unfortunately had been under shadow area of discussion in academia and public forums. This paper is about highlighting the experiences of women facing the challenges of emotional and moral upheavals in life. The major aim is to focus on the emotional conditions of women who have been exploited by other women at domestic and public spheres. The nature of this study is qualitative to dig the realities in more explicit way by collecting face to face interviews which are filled with more rich expressions of women. The findings have covered their life stories of betrayal, lack of acknowledgement of struggles and sacrifices, exploitation of basic rights in the name of religion, matters of their personal safety and security. It is always easy to play a blame game instead of reaching out to the real causes of the problem. Significantly, whenever any issue comes against/about women, a lot of background indicators that play a crucial role in accelerating the problems for women are not much highlighted as they are equally important as well.

**Keywords:** Matriarchy in Pakistan, women rights, experiences of women, issues, and challenges



## Challenges Faced by Caregivers of People With Substance Use Disorders (SUDs): A Caregiver Perspective

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**Abstract:** Caregivers play a vital role in the treatment of a person with substance use disorder consequently they face numerous challenges and with the increase in the prevalence of People with substance use disorder it is important to highlight the challenges faced by caregivers of people with substance use disorder so appropriate interventions can be made for the caregivers as well so their challenges can also be managed and they can help their family member with substance use disorder more effectively. The current study is to explore the challenges faced by the caregivers when taking care of their family members with substance use disorders the sample consisted of 9 caregivers who have their family member with substance use disorder admitted and currently in treatment at Subhan medical center trust a rehabilitation facility in Islamabad, these caregivers belong to different socio-economic class, ethnicity and cities. The inclusion criteria for the study were the primary caregiver of a person who was only diagnosed with Substance use disorder without any comorbidity with any other psychological disorder. A qualitative research study design was used, and data was collected by conducting a focus group discussion, Major themes emerged from the study were psychological distress, emotional pain, financial crises, and social stigma with multiple sub-themes, loneliness, anxiety, burden, interpersonal conflicts, self-doubt, inadequacy, depression, negative thoughts. The result from this study shows that there is a lack of therapy given to caregivers that is why it is important to provide caregivers of people with substance use disorder with evidence based and culturally adapted therapies to cater to the challenges they face while providing care for their family members with substance use disorder.

**Keywords:** Substance use disorders, challenges, caregivers, Pakistan, focus group discussion, and therapy



SOC-965

## **Extremism and Social Networking Professionals in Gujrat: An Empirical Evidence**

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**Abstract:** The study has been designed to evaluate extremism and social networking professionals in Gujrat. Extremism and social networking have a strong relationship. The present study was conducted in the district of Gujrat. Social networking sites give extreme beliefs a forum for dissemination, sharing, and amplification among like-minded people, contributing to the spread of extremism. Simple random sampling was used to draw the sample size from the total population and the sample size was 150. Different statistics tests were applied to check the hypotheses. It uses 59 published research studies to determine the subject. These Documents have been downloaded from online databases such as Google Scholar, Taylor & Francis Sage, etc. The major finding was that extremism is highly linked to social networking sites. There is a strong relationship between extremism and social networking.

**Keywords:** Extremism, social networking, professional, and sociology



**SOC-914**

### **Empirical Evidence on the Factors of Learning Skills of Students at Higher Education Institutions**

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**Abstract:** This study has been designed to evaluate the intended learning skills of the students at higher education institutions. The learning skills of students have been linked with several factors at the school and college level generally and at the university level particularly. This study has been conducted using a qualitative approach and thematic analysis has been used as a data collection technique. Specific criteria on the subject have been used to study the published documents on the sociology of education and another interlinked field on the subject. These documents have been downloaded from online databases such as Sage, Taylor & Francis, Springer Nature, Emerald Insights, Wiley, etc. Further, the authenticity of the documents has also been verified by Google Scholar. This study

uses 78 published research documents. We have reviewed research documents until to reach the point of saturation. The study findings based on systematic review outline that several factors are contributing to learning skills of the students at higher education institutions. These factors include familial background, previous education, parental support, media exposure, peer influence, intrinsic & extrinsic motivation, higher educational institution environment, physical infrastructure, teacher-student interaction, communication skills and gender of the teacher, repute of the institution, learning culture, online access, library facilities, curricular and co-curricular activities, and extra-curricular activities at the higher education institutions.

**Keywords:** Learning skills, higher education, systematic review, academic performance, and education



SOC-945

## **Causes and Consequences of Illegal Migration: A Qualitative Analysis**

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**Abstract:** This study has been designed to evaluate the causes and consequences of illegal migration. A qualitative nature of study has been conducted through in-depth interviews with 12 illegal migrants to gather rich and detailed data from. This study aims to examine the experiences of the family members of Illegal migrants. Illegal migration is a global issue that poses various challenges for developing countries. There are many pull and push factors are interconnected in illegal migration. When individuals cannot find jobs in their own country according to their skills they often choose to move to other counties, and prefer to move in Europe for better lifestyle. This study finding indicated that there are several causes and consequences of illegal migration leading to vertical consequences for the families left behind, economic burdens, push and pull factors, as well as migrant deaths and tragedies. These findings also highlight the necessity for comprehensive and inclusive policies that address the root causes of illegal migration

**Keywords:** Illegal migration, migrants, Europe, and remittances



SOC-986

## **Cultural Identity Crisis Among Urban Youth: The Impact of Western Media and Traditional Family Expectations**

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**Abstract:** The study explored the cultural identity crisis among urban youth, focusing on the impact of Western media and traditional family expectations. The research aimed to understand how exposure to Western media influences the cultural identity of young people in urban areas, particularly in balancing traditional family values with modern, globalized perspectives. The study adopted a qualitative methodology, utilizing in-depth interviews with 30 urban youth aged 18-25 from Sargodha, Islamabad & Lahore. A purposive sampling technique was employed to ensure participants who experienced tension between traditional and modern influences were included. The research design centered on thematic analysis, where interview data were analyzed to identify recurring patterns and themes. The findings revealed that the majority of participants experienced significant conflict between adhering to traditional family expectations and embracing the individualistic and liberal values promoted by Western media. This conflict often led to a sense of confusion and uncertainty regarding their cultural identity. The study concluded that the cultural identity crisis among urban youth is a complex phenomenon, deeply rooted in the interplay between traditional and modern influences. It was recommended that interventions such as cultural education programs and counseling services be introduced to help young people navigate these conflicts. Additionally, the study suggested that families adopt a more open-minded approach, allowing youth to integrate both traditional and modern values, thereby fostering a more cohesive cultural identity.



**Keywords:** Cultural identity crisis, urban youth, western media, traditional family expectations, and cultural conflict



SOC-1011

### **A Quality Study of Issues and Challenges in the Way of Women Education**

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**Abstract:** This study is an attempt to explore the key issues and challenges faced by women in their way of education. The study particularly focuses to find out the cultural and social issues in the way of education. The methodology, we employed for this study is qualitative. We have interviewed 20 parents. The collected data have been analyzed in line with thematic analysis technique. All the steps of thematic analysis technique have been followed. The key findings of the study are that lack of awareness, poverty and strict cultural norms and values affecting women education. The study concludes by asserting that women enrollment especially in higher education is less and a matter of serious concerns.

**Keywords:** Thematic analysis, culture, norms, and values, poverty



SOC-954

### **Subjective Experiences of Marital Quality among Pashtun Couples**

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**Abstract:** This study addresses the subjective interpretation and experiences of marital quality among couples in Pashtun society.

Marriage is one of the significant social relationships that impacts nearly each part of individual prosperity throughout life, including mental and physical wellbeing but the cultural context varies from one society to another society which shapes the experiences of couples differently. This study employed qualitative research design. Purposive sampling technique was used for the selection of study participants. The data has been collected through semi structured interviews from 14 couples in district Swabi Khyber Pakhtunkhwa Pakistan. Findings of the study revealed two major themes, subjective wellbeing before marriage which incorporates the financial stability, ethnic homogamy, well-mannered spouse and age homogeneity, and subjective wellbeing after marriage which includes the subthemes of family care, birth of children, preferences for nuclear family, spousal relationship and family bonding which further emphasize on respect, trust, and compromise. It indicates that marital relationships were integrated in and influenced by social, cultural, and geographical place. This study has important implications in understanding the dynamics of marital quality in cultural context, as well as providing valuable contribution to the existing scholarship on marital quality and guidance for future studies.

**Keywords:** Marital quality, couples, pashtun, marital relationship, and subjective experiences



SOC-978

### **Role of Women Supervisors in Combating Academic Challenges Faced by Women Doctoral Students in Pakistani Universities**

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**Abstract:** This article is based on an MS dissertation that investigates the experiences of female PhD candidates in Pakistani academic institutions. As we advance into the globalized world to match the requirements of globalization with other professions, academic research worldwide has indicated that academia itself is also evolving as one of the male places. The research aimed to investigate how women doctoral students in Pakistani universities narrated their

experiences with their supervisors. Since the academy was considered a masculine environment, most male supervisors likewise instructed PhD students to follow these ideals. The proposed study sought to comprehend how female supervisors in Pakistani women's institutions differed in their approach to training doctoral students compared to male supervisors in general universities. Employing a qualitative research methodology, the study conducted interviews with women PhD students in Pakistani universities to scrutinize the interaction between supervision and students. The research utilized theoretical sampling, a technique commonly applied in constructivist grounded theory, which involved identifying participants with knowledge directly relevant to the emergent grounded model. Theoretical sample criteria considered gender, working with a female supervisor, student status, and academic unit. The study culminated in the proposal of a new theory to explain the perpetuation of prevalent masculine norms in society, specifically within the academic context, based on the findings and concurrently, to define the concept of success within academia.

**Keywords:** Academia, women supervisors, and PhD students



**SOC-912**

## **Impacts of AI on Economic Rights: Income Inequality and Job Displacement**

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**Abstract:** The world economy is changing as a result of artificial intelligence (AI) rapid development, which brings both benefits and challenges. With a particular emphasis on two crucial areas 1- job displacement and 2- income inequality. This paper explores the profound effects of artificial intelligence on economic rights. As AI-powered automation becomes more common, it is displacing jobs, especially for low-skilled workers, while widening the income gap. A literature review of this study highlights that AI often benefits highly educated individuals and owners of capital, exacerbating existing economic disparities. Through a qualitative research approach, combining a comprehensive literature review with content analysis, the

paper examines various studies and case examples to explore the magnitude of AI's impact on economic rights. The findings reveal that AI-related job displacement is most pronounced in industries reliant on routine tasks, and the creation of new job opportunities often requires advanced skills that displaced workers may lack. In addition, the study revealed regional differences, and in areas with limited technology and education, the impact of economic transformation caused by AI is not proportional. The research emphasizes that specific governmental actions are required to lessen these adverse consequences. To guarantee a more equitable distribution of AI advantages, recommendations include encouraging inclusive AI development, putting upskilling programs into place, and instituting corporate social responsibility. In order to protect economic rights and stop growing economic injustice, it is also essential to address the ethical and legal concerns surrounding artificial intelligence. The study concludes that, despite artificial intelligence's potential to spur innovation and economic growth, a comprehensive strategy is needed to strike a balance between the advancement of technology and the defense of economic rights.

**Keywords:** AI, economic rights, income inequality, job displacement, and policy intervention



SOC-989

## Exploring the PhD Scholars' Perspective on the Role of Research Competence in PhD Completion

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**Abstract:** Research competence refers to the ability of students to possess strong theoretical knowledge, a thorough understanding of the research process, and academic writing skills, as well as prior research and publication experience. Strong research competence can facilitate the PhD journey and contribute to success, while a lack of it may pose challenges. This study investigates PhD scholars' perspectives on how research competence has facilitated their PhD journey and success. Ten PhD scholars from Abdul Wali Khan University, Mardan were purposively selected to share their perspectives and experiences. The

data was analysed using thematic analysis. The accounts of the PhD scholars revealed that those with strong theoretical knowledge and a thorough understanding of research terminology were better positioned to conduct research effectively. Similarly, the scholars affirmed that students who are knowledgeable about topic selection, proposal writing, literature search, data collection tools, sampling, and analysis can complete their PhD more quickly. Moreover, students with good writing skills and prior publication experience tend to excel during their PhD studies compared to others. The study concludes that strong research competence provides a solid foundation and scaffolding for thriving and succeeding in a PhD program.

**Keywords:** PhD, research, PhD completion, research, process, and theoretical foundation, skills



SOC-1027

## Exploring the Challenges and Complexities in Research Supervision

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**Abstract:** Graduate research supervision is not an abstract concept but an academic activity bounded by reciprocal relationships and context. However, the effectiveness of this process is hindered by many challenges and complexities. This research aimed to unpack the challenges and complexities supervisors face in supervising and mentoring graduate research supervisees, providing valuable insights for improving the supervision process. This study also examined the policy and practices in research supervision, offering practical implications for policy-makers and educators. This study was conducted in two public sector universities in Pakistan. This study employed qualitative research methodology by using a purposive sampling technique. The unit of analysis consisted of supervisors who supervised MPhil and PhD scholars across disciplines. The sample size was fixed on seventeen interviews due to the data's saturation point. Data were collected through in-depth interviews and face-to-face interaction. Data analysis was carried out using the reflexive thematic

data analysis technique. This study used Michael Foucault's theory of the power-knowledge relationship and Pierre Bourdieu's intellectual work on cultural capital and the field as a theoretical framework. The findings reveal that supervisors in the academic field encounter numerous challenges. The problems supervisors mentioned are that supervision policies are inconsistent and inefficient, which poses several challenges, such as the fixation on the number of supervisees across disciplines. Furthermore, there were institutional constraints, such as a lack of funding and training for effectively carrying out research. Supervisees' attitudes towards research affected the supervision process. These study findings illustrate that the challenges supervisors face influence the quality of research supervision.

**Keywords:** Research supervision, supervisors supervisee challenges, and policy



SOC-1106

## **A Discourse Analysis of Prime-Time Advertisements on Two Pakistani TV Channel**

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**Abstract:** The subject matter of this research is to study the messages given through the advertisements to the general audience and types, nature and the duration of the advertisements. ARY Digital and PTV Home are selected for the comparative analysis by the researcher as one is privately-owned, and the latter is governmental-owned TV channels. The above said two TV channels, researcher has evaluated for one month from 10<sup>th</sup> May to 10<sup>th</sup> April regularly at prime time in alternative weeks. Researcher has used the mixed method of analysis; by creating the questionnaires as well as the researcher has recorded the videos of the advertisements to calculate the duration of the advertisements and to evaluate the content of the advertisements. Moreover, the aim and objectives of this exploration is to bring light on the hegemony of advertisements on TV channels and the implicit messages given through the advertisements. It is found through this research that in one month except 6 days of the month, the total number of advertisements

shown on these TV channels is 2867 i.e. 657 are of PTV Home and 2206 advertisements are of ARY Digital. It is found through the analysis that the private channels show more advertisements while governmental channel show less commercials but of greater time duration. On the other hand, advertisements show hyper-realities in the content which could easily affect the audience.

**Keywords:** Advertisements, PEMRA, PTV Home, and ARY discourse analysis



SOC-1289

### **Navigating Work-Home Interference: The Role of Psychological Contract Breach in Predicting Organizational Cynicism and Emotional Exhaustion**

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**Abstract:** Grounded in Role Stress Theory, this study investigates the impact of work-home interference (WHI) on employee attitudes and behaviors during external disruptions such as Global pandemics, with a focus on how these effects can be moderated. To achieve the study objective, the relationship between WHI, psychological contract breach (PCB), organizational cynicism (OCy), and emotional exhaustion (EE) was investigated with the aim to empirically prove that WHI is predictor of EE and OCy; and PCB bridges this relationship and that the relationship between WHI and PCB may be moderated by introduction of Psychological Wellbeing (PWB) as a moderator. The research instrument used to obtain data was an online questionnaire through which feedback from 223 Islamabad and Rawalpindi based individuals who were both full-time employed and studying part-time in an educational institution was gathered. Harman's single-factor test was performed to rule out the prospects of Common Method Bias. Using SmartPLS-4, Reliability and Validity Analysis was conducted to ensure the robustness of the measurement model, employing techniques such as Cronbach's Alpha and Composite Reliability (CR). Discriminant validity was assessed through the Heterotrait Monotrait (HTMT) ratio criterion, which involved scrutinizing the distinctiveness

of constructs. Subsequently, the Structural Model was evaluated to ascertain the relationships between constructs in the proposed theoretical framework. Mediation Analysis was then performed to investigate the mediating role of intermediary variable (PCB) in the established relationships, revealing insights into the mechanisms underlying the phenomena under study. Furthermore, Moderation Analysis was conducted to explore the potential moderating effects of PWB. The results indicate that WHI is positively associated with OCy and EE and PCB partially mediate these relationships. These findings have vital implications for Employers, Top management, managers, and HR practitioners for identifying and proactively mitigating adverse impact of WHI in employees through proper use of employee friendly practices.

**Keywords:** Work–home interference, OCy, EE, and PCB



SOC-004e

## **Girls Outperform Boys in Secondary School Education of Azad Jammu and Kashmir**

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**Abstract:** Girls outperform boys in educational achievements reflects a broader pattern of gender reversal change in educational outcomes across the globe. This study aims to examine similar trends of girls' outperformance at higher secondary education level in Azad Jammu and Kashmir (AJK). Main objectives guided this research were: to investigate the underlying reasons behind the outperformance of girls and underperformance of boys at higher secondary level of education. For this purpose, we used qualitative research design and exploratory research methods while conducting interviews of 20 academicians from college through purposive sampling technique. The findings indicate that girls consistently perform better than boys' in higher secondary education in AJK. Thus, girls have higher achievements than boys. The contributing factors to this disparity include greater engagement and



discipline observed among girls, contrasted with less consistent study habits and lower motivation seen among boys. This research provides novel insights into the differential academic achievements of girls and boys at the higher secondary level in AJK. Moreover, this study can be extended to other colleges of AJK to gauge overall situation prevailing in the state.

**Keywords:** Secondary education, gender, outperformance, college, underperformance, girls, boys



# **ABSTRACTS OF POSTER PRESENTATIONS**

# **FINE ARTS**

## The Post-Colonial impact on the Living Legacy of Weaving in South Asia

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**Abstract:** South Asia is blessed with the large number of ancient sites, rich traditions, values, and culture. The history of clothing can be traced back to Indus Valley Civilization and it is no wrong to say that there are many people ruled this land and left a strong impression. This research is about to considering the ability of textiles to capture and convey cultural, natural, and traditional identity. As we all know, each textile has enjoyed little attention in post-colonial time but the hand-woven Fabric more. The cloth enjoyed a value of legendary fabric of 18<sup>th</sup> and 19<sup>th</sup> century time period. Undoubtedly, this fabric not just had passed the golden age during the Mughal period but also flaunted by the British. In Mughal time period, this fabric experienced a unique method of manufacturing and having a certain value, and cultural representation. This paper discusses the Politian and historical underpinning of trades and industrial policies of British. This paper sketches the role of initial condition of the cottage industry and then the certain change via industrial revolution. Indubitably, industrial revolution has changed the core values of textile industry in some perspective either boost or decline. When we talk about south Asia especially Pakistan Industry, Pakistan became the crossroad of many splendid cultures and enriched the world with an amazing variety of Culture, traditional, religious, linguistic, and artistic expression. So, this research examines the impact of post-colonial on textile and for this purpose the qualitative research method will be utilize which is based on observation and analysis.

**Keywords:** Cottage industry, industrial revolution, culture, and traditional textile



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**Abstract:** This research is based on the unique craft of Persian carpets, their delicate designs and beauty, produced at every level of Islamic society. The study proposes Persian carpets origin, and their cultural and artistic developments through Islamic motifs. Their intricate geometric patterns, calligraphy, and a wide range of artistic forms to create visually stunning and spiritually significant works of art. This investigation is the understanding of its transformation from a minor craft, based on patterns, passed down from generation to generation into a worldwide industry created in court workshops. The study aims to analyze the rich tradition of Islamic art through manuscript illumination, miniature painting, and textile design. Textiles, such as Persian carpet design in particular which is greatly influenced by Islamic traditions. The method used for study is archival research methodology of gathering data and collection of records from multiple resources. Finally, this paper concludes that the Persian carpets are a vibrant and diverse artistic tradition that reflects the cultural and religious values of the Islamic world.

**Keywords:** Craft, developments, motifs, traditions, and vibrant



FA- 1147

### **Interplay of History and Contemporary Art**

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**Abstract:** This research work explores how contemporary artists incorporate and adapt historical painting styles, materials, and techniques to create new and innovative works. By analyzing examples of modern artists who draw inspiration from classical methods, such as oil painting, Miniature, printmaking and others, the paper highlights how these historical practices are reinterpreted to address current themes and aesthetics. The study discusses how historical techniques

are used in contemporary art to create visual connections between past and present, as well as to explore new artistic expressions. It looks at how traditional methods are blended with modern approaches, such as digital media and mixed media, to produce works that both honor and transform historical practices. Our research analyzes the relevance between historical and contemporary methods which enriches artistic creativity and broadens the scope of modern art. It provides insights into how the legacy of traditional painting continues to influence and inspire today's artists, leading to a dynamic and evolving art scene. Such as a notable Pakistani artist who exemplifies the interplay between historical painting methods and contemporary art is Shahzia Sikander, who is renowned for her work for combining the traditional South Asian miniature painting with contemporary themes. Her art explores the theme of identity, migration, and globalization, using the traditional miniature technique to create narrative-driven, modern installations and multimedia works.

**Keywords:** Contemporary art, historical painting styles, traditional techniques, cultural connections, and artistic innovation



FA-1266

## **Navigating Digital Frontiers: Challenges Faced by Digital Artists in Pakistan**

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**Abstract:** Digital art is changing the way people express their creativity all around the world by offering artists with novel tools and platforms. In Pakistan, however, digital artists face unique problems impacted by both global trends and local realities. This research explores the three primary difficulties encountered by digital artists in Pakistan. Copyright infringement, technological reliance, and the shifting definition of authenticity. First and foremost, digital artists in Pakistan are concerned about copyright infringement. Protecting intellectual property is problematic due to the ease with which digital creations may be shared online. Many artists confront unlawful usage of their work, limiting their ability to manage and benefit from their

creativity. The lack of strong legal frameworks and enforcement procedures exacerbates this issue, making artists vulnerable to abuse. Second, technology reliance poses additional difficulty. While digital technologies provide great opportunities, they also generate a dependency on technology, which may be harmful. Access to cutting-edge software and high-quality equipment in Pakistan may be limited due to budget restrictions and a lack of infrastructure. This reliance might limit artists' capacity to completely fulfill their creative ambitions and compete on a global scale. Finally, the concept of authenticity in digital art is developing. The digital media, which allows for simple copying and alteration, challenges traditional concepts of originality and authenticity. In Pakistan, this trend raises questions about what constitutes authentic creative expression. Artists must negotiate these changes while being creatively authentic and meeting the expectations of their audience and colleagues. This study takes a case study method to investigate these concerns in depth, focusing on how cultural, legal, and technical elements interact to influence the experiences of digital artists in Pakistan. By identifying these problems, the research hopes to provide light on the country's complex digital art ecosystem and offer potential areas for assistance and reform.

**Keywords:** Digital art, Pakistan, copyright infringement, technological reliance, and authenticity



FA-1339

### **Interwoven Bonds: The Symbolism of Knots in Human Relationships and Art**

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**Abstract:** This research delves into the concept of the "Knot" as a symbolic and cultural representation of the interconnected nature of positive human relationships within the realm of art history. The term "Knot" symbolizes a tightly woven and interconnected bond that forms when individuals build supportive, empathetic connections. This notion

reflects the rich and varied history of weaving across different cultures and epochs, where each era has contributed to the evolution of this craft. By exploring the Knot, this research emphasizes the importance of nurturing optimistic relationships for personal growth, emotional well-being, and social harmony. These relationships are marked by mutual trust, respect, support, and empathy, akin to a complex network of interwoven threads that fortify and sustain each participant. Art throughout history has depicted these relationships in ways that embody societal hopes and ideals, providing valuable insights into how cultural contexts influence our perception of human connections. The study investigates the parallels between knots in weaving and the bonding in human relationships, examining how these interconnections can be observed in various cultural contexts. The work is inspired by Elle, a Textile Artist from the Midlands, UK, originally from Canada. Elle's contemporary pieces, which highlight the sculptural beauty of irregular patterns in nature and abstract forms, served as a significant influence. This research focuses on the non-functional aspect of knots in art, demonstrating how these physical intertwining metaphorically represents the complex and interconnected nature of human relationships. By embracing the Knot as a concept, individuals can weave a rich tapestry of empathy, support, and connection, enhancing both their lives and the lives of others.

**Keywords:** Cultural representation, optimistic relationships, textile art, interwoven threads, and social harmony



FA- 1367

## **The Evolution of Art Movement and its Diverse Transformation Based on Culture and Space**

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**Abstract:** Art is a transcendent manifestation of the human spirit, an ineffable blend of form and color that communicates directly to the soul. Art historians categorize various movements based on periods and groupings that represent distinct artistic philosophies. These



movements evolve through a complex interplay of cultural, social, technological, and philosophical factors. Each art movement builds upon or reacts to previous styles, reflecting significant shifts in society and culture while continually expanding the boundaries of artistic expression. This paper will assist in analyzing how each art movement influences social and cultural advancements, technological breakthroughs, and cross-cultural interaction with time. The roles that critics and art institutions play, with the effects of social media and marketing. A thorough understanding of how art evolves, how movements influence one another, and how historical contexts impact creative expression can be gained by studying art chronology. This study enhances the understanding and critique of art, guides professional and educational settings, and aids in preserving and interpreting historical heritage. Art movements assist artists in thinking creatively by offering conceptual frameworks, encouraging cooperation, questioning conventional standards, and introducing new techniques. They also stimulate artists to investigate novel ideas and push the boundaries of established artistic processes essentially, by putting art within a historical context and illuminating its development and cultural relevance, studying art chronology aids in our understanding, appreciation, and analysis of the medium. This chronicle the development of modern art, emphasizing how it has changed and evolved throughout time in reaction to societal shifts, technical advancements, and additional influences.

**Keywords:** Art movement, cultural interplay, historical context, western art, and contemporary art



FA- 1401

## **Evolution of Sikh Art and Culture in the Potohar Region**

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**Abstract:** The paper seeks to illuminate the rich tapestry of art and culture in the history of subcontinent with a particular focus on the religious and political evolution of Sikhs with their artistic skills in the Potohar region over the time. The dialogue is specifically about the

anthropomorphic depiction of paintings at Khem Singh Bedi's Haveli i.e. situated in Kallar Syedan. The discussion will be initiated with the overview of Potohar Plateau including its famous Tehsils of District Rawalpindi particularly Tehsil Kallar Syedan. Arrivals of many past dynasties particularly Sikhs remained the center of attraction of Potohar Plateau in the province of Punjab. During the reign of Maharaja Ranjeet Singh, the region of Rawalpindi evolved with the new innovative and strategic techniques in which the Sikh community strengthened and occupied various areas of Punjab and ruled many years. Then Khem Singh Bedi who was the direct descendant of Baba Guru Nanak (a Sikh spiritual leader) decided to reside in Kallar Syedan where he constructed his Haveli popularly known as Khem Singh Bedi's Haveli. This study shows the complete documentation of each and every painting made on the walls of Haveli mainly in the courtyard and rooms at the first floor. All the paintings were created in the fresco painting style and the Sikh art was influenced from the then regional styles of art. Those regional styles were Rajput, Pahari style, Daccan Style, Mughals and Persian miniature styles etc. This is well evident that the history of Haveli and these paintings were more than two centuries old. With this comprehensive documentation, this research represents the past glory of such a monumental art work which is still visible in their vibrant colors but getting faded and damaged day by day. This research and efforts enabled us to preserve this historical heritage as well as to draw the attention of high government officials to pay a special care to keep this historic heritage in its original condition.

**Keywords:** Art history, anthropomorphism, Fresco painting, Khem Singh Bedi haveli, Sikh art, Potohar art, Kallar Syedan



FA- 1402

## **Interspace Between Art History and its Documentation in Pakistan**

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**Abstract:** Art history is a combination of all mediums and forms of creativity around the world. It fancies the cave paintings, adores the

neolithic architecture and stares in amazement at the great pyramids. Art education in Pakistan generally focuses on the documentation of found facts. Major emphasis is on studio practice so deep understanding of the creations is not necessary to be penned down as practised in the west. The documentation of art history remains the form of expression for those who are good at storytelling of past glory and gathering the knowledge for generations to come. Unfortunately, one can find a casual approach for art history research in our country. The search for finding facts and verifying them help in shaping the basis of culture in every part of the globe and remain integral in all civilizations. In the beginning for art students, art history starts as an abstract expression from prehistorical times which helps in shaping the word as alphabet and becomes written text. The complex progress of image and word progressed alongside. While the word got authenticity being the custodian of saved texts of various religions, art became the part and parcel of those societies who practised idol worship or display their power over nature by making magnificent buildings and sculptures. In the region of the sub-continent there is cultural diversity. From folklores to classical literature, we find rendering of multiple languages and music mystics that weave the fabric of this land. The written record here starts with folklores and religious documents the famous one is Mahabharat Vedas and many more to name. The art of the region progressed majorly as an expression of religious idols and their paintings on caves most of the time. Independent creativity was never documented separately as religion was personal practice and seemed to be an adoption of lifestyle for society. They never expressed their art otherwise. This paper will identify the reasons why writing for art is less adopted and how it affects the art history of our region.

**Keywords:** Creativity, folklore, abstract expression, image, and word



**FA- 1281**

## **Empowering Street Children for a Brighter Future and Breaking the Poor Parental Pressure in Terms of Earning**

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**Abstract:** Street children, though often seen as powerless, show incredible resilience and resourcefulness in their daily lives. Without traditional resources or authority, they use creative strategies like begging and informal work to survive. Their struggle highlights their resistance to neglect and the pressures from their families. Driven by the need to support themselves and their loved ones, these children manage to meet their basic needs despite many challenges, revealing a hidden strength and influence over their difficult situations. The purpose of the current study was to investigate how street children survive their daily struggles and manage their circumstances on the streets. The study aimed to explore the strategies these children use to navigate their challenging environments and how they cope with the pressure to earn money. Using qualitative methodology, the research focused on understanding the various survival tactics employed by street children. Through in-depth interviews and case studies, the researcher employed purposive sampling to examine the experiences of street children and their interactions with their surroundings. The study found that street children use several strategies to survive. They often rely on their resourcefulness and resilience, such as engaging in begging, informal work, or performing small tasks to earn money. They also use social skills, such as forming alliances or garnering sympathy, to secure resources and support. Additionally, these children may face significant pressure from their families to contribute financially, which adds another layer of complexity to their struggle. By employing these survival strategies, street children manage to meet their basic needs despite numerous challenges, revealing their ability to adapt and exert influence over their situations. Through narrative analysis, the study uncovered various themes related to their daily survival tactics and the impact of familial expectations on their lives. The study has been conducted at the area named F 10 Markaz Islamabad and make short film on one kid spend their day on roads.

**Keywords:** Strategies, street children, survival, earning pressure, power dynamics, and hidden forms of influence



## The Role of Eco-Art in Pakistan

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**Abstract:** Despite growing environmental concerns and degradation in Pakistan, the country lacks a significant emphasis on eco-art as a tool for promoting sustainability and environmental awareness. As a result, there is a gap in understanding the potential of eco-art to influence environmental attitudes, behaviors, and policies in Pakistan. The power of art lies not only in its ability to captivate our senses, but also in its capacity to ignite meaningful conversations and drive social change (Broncini, 2023). This research aims to investigate the role of eco-art in promoting environmental awareness, education, and sustainability in Pakistan, and to identify opportunities for its integration into the country's environmental conservation efforts.

**Keywords:** Art, Pakistan, and environment



# **MEDIA & COMMUNICATION STUDIES**

## Parental Views on Free Fire: Impact on Children's Mental Health and Effectiveness of Control Measures

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**Abstract:** The growing popularity of online gaming, particularly Free Fire, has raised serious worries about the potential effects on children's psychological health. This study examines how parents perceive these outcomes and assesses the effectiveness of multiple measures aimed at diminishing them. The primary goals are to ascertain how parents view Free Fire's impact on their youngsters' mental health and the efficacy of their intervention efforts. Although a lot of study has been done on the overall impacts of gaming on kids, studies that explicitly address parents' opinions of Free Fire including the effectiveness of their management strategies are noticeably lacking. Considering the growing concerns regarding mental health issues associated to gaming, this gap is critical. The main issue with the research is the lack of knowledge on how parents perceive the effects of Free Fire on their mental health and how successful their attempts are at mitigating these effects. Based on the Use and Gratification Theory (UGT), which studies how individuals interact with media to fulfill their certain needs and desires. This study investigates how preventative choices and actions of parents impact their children's gaming habits and their wellbeing. 15 parents whose kids are 8-16 years old and play Free Fire were purposively selected for the study. This age group is especially significant as they are vulnerable to the psychological effects of gaming and need parental involvement. Primary data was gathered through in-depth interviews of the selected parents using a qualitative method. The second step is using thematic analysis to find recurrent patterns and themes in the experiences and viewpoints of the parents. The goal of the study is to offer a comprehensive analysis of the methods that parental control techniques affect children's mental health and wellbeing and it also suggesting more sensible approaches by considering at several opinions. The results are intended to inform parents and legislators while also establishing best practices for treating gaming addictions and safeguarding the mental health of young people.

**Keywords:** Free fire, parents' perspectives, and mental health of youngsters



MCS-1412

## **New Media's Impact on Contemporary Journalism: Pakistani Perspective**

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**Abstract:** This study examines the significant influence that emerging media technologies have had on modern journalism in Pakistan. The emergence of digital platforms, social media, and mobile technology has fundamentally changed the way news is created, shared, and consumed. The rapid advancement of emerging media technologies has fundamentally transformed modern journalism, presenting both advantageous prospects and complex obstacles. This study examines the influence of emerging media, such as digital platforms, social media, and mobile technology, on contemporary journalistic methods and the wider media environment. The study uses a quantitative methodology. The research demonstrates that the advent of new media has disturbed conventional journalistic processes, resulting in accelerated news cycles and increased audience involvement. However, it has also played a role in the dissemination of false information and posed problems to the integrity of news content. The findings emphasize the conflict between making content production accessible to everyone and the gradual decline of traditional journalistic principles. The study examines the consequences of these developments on the reliability of news and the long-term viability of news organizations. The text provides guidelines for modifying journalistic techniques to preserve integrity and significance in an ever-growing digital environment. This study enhances our comprehension of the impact of new media on modern journalism and provides valuable guidance for effectively navigating the changing media landscape.



**Keywords:** New media, journalism, digital platforms, social media, news quality, misinformation, and media transformation



MCS-1419

**Ethical Challenges in 21<sup>st</sup> Century Journalism: Analyzing the Selected PCP Codes in leading Dailies**

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**Abstract:** Media is the fourth pillar of estate. The message disseminated through media either from print, electronic or new media have strong impact on audience. With the passage of time, codes of ethics have been made for media because without these media organizations can't be successful. If media organizations wouldn't follow the codes of ethics, then their target audience would not believe on their information. So, to check the implications of print media, this research has examined the performance of Urdu language newspapers of Pakistan under the code of ethics of the Press Council of Pakistan (PCP). For this purpose, two leading Urdu language newspapers of Pakistan i.e. Daily Jang and Daily Express were selected. Content analysis has been used as a research design for this study. The published news stories on the Front, City and Back pages of both the dailies have been analyzed. The results show that ethical reporting in Daily Jang was 88.2% and unethical reporting was 11.8%. Also, ethical reporting in Daily Express was 96.0% and unethical reporting was only 4%. The result also shows that the highest level of unethical reporting was present i.e. 5.8% in Daily Jang and 1.8% in Daily Express. The study has concluded that both the daily newspapers have reported their events according to the code of ethics of PCP.

**Keywords:** Code of ethics, PCP, Daily Jang, Daily Express, and 21<sup>st</sup> century journalism



## The Use of Facebook, YouTube and Instagram in Health Communication and Public Health

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**Abstract:** Social media has emerged as a powerful tool for health communication among patients, the general public, and healthcare professionals. Social media offers numerous benefits for health communication, such as facilitating patient engagement, promoting healthy behaviors, and disseminating health information to a wider audience. However, it also presented some challenges, such as ensuring patient privacy and confidentiality, and the potential for the spread of misinformation. The purpose of this research was to highlight the use of some specific social media platform (Facebook, YouTube, and Insta) by health departments and common people. Health department and general public use Facebook YouTube and insta to communicate with each other. In this study we used quantitative method design and for this purpose a questionnaire was design for collection of data. Data was collected from 252 participants from different major hospitals and from common people of Rawalpindi and Islamabad. Questionnaire was created in Google sheet and spread among health practitioner, Doctors, patient and common people. Results indicated that each platform served distinct roles in disseminating health information; Facebook excels in fostering community engagement and discussions, while YouTube was prominent for delivering comprehensive medical educational and healthcare content through video. Instagram's visual appeal enhances awareness about health education and patient doctor connection. The majority (87.94%) agreed that social media platforms were beneficial for communicating health information and promoting public health, highlighting their perceived utility in disseminating health-related messages. Among selected participants most of the (78.51%) female students used Instagram for health communication while most of the male students (75.89%) used Facebook for health communication. YouTube was considered as the most effective social media tool for interacting general public rather than Facebook and Insta

gram. This study summarized the uses, advantages, and drawbacks of social media (face book, YouTube, insta) in health communication, while also identified key factors in health communication and offered recommendations for future research.

**Keywords:** Social media plat forms, YouTube, Facebook, Insta, health care departments, patient, and doctor interactions



MCS-906

### **Impact of Social Media on Mental Health Among Young Adults**

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**Abstract:** This study explores the impact of social media on mental health among young adults and how the use of social media affects the mental health of young people. The researcher used a quantitative method to understand the audience's stance on this subject. The findings of this study showed that social media affects mental health among young adults. Furthermore, in findings, the researcher found adults facing cyberbullying and discrimination which lead them into extreme mental health conditions which were caused by social media the researcher took 100 targeted audiences for the collection of data by conducting a questionnaire survey via WhatsApp and driving the result through SPSS.

**Keywords:** Social media, mental health, young adults, cyberbullying, and negative comments



MCS-1439

### **Social Media as a Catalyst for Eco-Tourism Growth: Exploring the Perception of Social Media Users in Twin Metropolitan Cities (Rawalpindi & Islamabad), Pakistan**

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**ABSTRACT:** Social media sites like Instagram, Facebook, and Twitter give individuals access to the breathtaking natural features of other places, frequently through visually appealing images that travelers and influencers share. Study aimed to explore how social media influences people's view about ecotourism. This research study was conducted quantitative research design. Using survey approach, the data was gathered from ( $n = 313$ ) respondents based on purpose sampling who use were active social media users. The sample was consisted on males and females of Rawalpindi and Islamabad, Pakistan. For data collection, a self-design questionnaire consisted on three parts i.e., demographic information of the respondents, social media use and about eco-tourism based on Likert scale. The data collection tool was designed on Google forms and was distributed through Facebook, Whatsapp, and Instagram. The study findings showed that social media is an effective instrument for public education, awareness-building, and conservation activities. It helps to sell and promote ecotourism experiences and destinations, empowers local communities, and shifts consumer behaviour towards sustainability. Social media also makes it possible for conservation efforts to raise money through crowd funding and other means, democratizing support for environmental causes. The study concluded that ecotourism managed on social media with careful attention to social, cultural, and environmental sustainability will determine its effects. Ecotourism has the potential to leverage social media's revolutionary capacity to build a more resilient and inclusive future for the planet and its inhabitants through cooperative efforts and well-informed decision-making.

**Keywords:** Social media, eco-tourism, public perception, and twin cities



# **PSYCHOLOGY**

## Relationship of Childhood Traumatic Experiences Borderline Personality Traits and Narcissistic Personality Traits With Gaslighting Among Young Adults

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**Abstract:** Gaslighting are the worst form of psychological repression and emotional manipulation. The objective of the current study is to identify an association between study variables, gender differences in mean scores on study variables, and hierarchy of childhood traumatic experiences, borderline, and Narcissistic Personality Traits with gaslighting among young adults. The total sample of current study was three hundred and ten. A total of 45.8% were male sample 54.2 % were women. The age average of research participants was 21.41 years and a standard deviation of 1.80. The cross-sectional research design used as a Study design. The borderline personality traits scale, child abuse and trauma scale, narcissistic personality trait NPI-16 inventory, and Gaslight questionnaire were used as measures for current study. The research outcome of association revealed a positive relationship, through means differences male young adults mean scores were higher as compared to females in childhood traumatic experiences, narcissistic personality traits and the borderline personality traits with gaslighting among young adults. The finding also revealed that borderline personality traits ( $\beta = .25, p < .001$ ), narcissistic personality traits ( $\beta = .25, p < .001$ ), and childhood traumatic experiences ( $\beta = .22, p < .001$ ), are positively predicated on gaslighting. The study will assist clinicians in managing childhood trauma experiences addressed in childhood and trying to manage to personality characteristics of borderline personality, and narcissistic personality which leads to gaslighting. The outcome of current study demonstrated that borderline and narcissistic personality traits are also associated with gaslighting.

**Keywords:** Childhood traumatic experiences, borderline personality traits, narcissistic personality traits, and gaslighting



## Effects of Multisensory Visual and Auditory Hallucinations on Cognitive and Emotional Functioning in schizophrenia and Healthy Individuals: A Placebo Intervention Study

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**Abstract:** This study investigates the effect of induced visual and auditory hallucinations on cognitive and emotional functioning in patients with mild schizophrenia and healthy individuals. Additionally, it examines the effectiveness of a placebo intervention in reducing the adverse effects of these hallucinations on emotional and cognitive performance, with a focus on episodic memory retrieval, emotional states, and anxiety symptoms. The study employs a placebo-controlled, double-blind, mixed-design randomized block approach with event-related tasks. Sixty participants (schizophrenia patients,  $n = 30$ ; healthy individuals,  $n = 30$ ) were included in the study. Schizophrenia patients were recruited from the Psychiatry Department at Fauji Foundation Hospital and schizophrenia rehabilitation centers in Islamabad, Pakistan, where the experiment was conducted using PsychoPy software. Healthy individuals were enrolled and tested at the Cognitive and Neuroscience Lab, Department of Psychology, Foundation University School of Science & Technology (FUSST). Throughout the experiment, three psychological instruments were used to assess amnesia symptoms, anxiety symptoms, and hallucinations. Additionally, a cognitive task was administered to evaluate episodic memory retrieval in both schizophrenia patients and healthy individuals following the induction of visual and auditory hallucinations. At the end of the experiment, a placebo intervention using marshmallows was introduced to help control and mitigate the effects of induced visual and auditory hallucinations, aiming to elicit a positive response. The results indicate that exposure to positive or negative visual and auditory hallucinations can enhance or impair cognitive performance, particularly affecting episodic memory retrieval, anxiety states, amnesia symptoms, and hallucinations in both schizophrenia patients and healthy individuals. Both groups showed a higher likelihood of incorrect responses in episodic memory retrieval following exposure to hallucinations compared to correct responses.

Healthy individuals performed better in episodic memory retrieval after positive hallucinations than negative ones. Moreover, the placebo intervention was effective in alleviating the effects of both positive and negative hallucinations for all participants. These findings provide crucial insights into the role of hallucinations in schizophrenia, guiding the development of targeted interventions to enhance cognitive and emotional well-being.

**Keywords:** Multisensory & hallucinations, auditory hallucinations, cognitive & emotional functioning, schizophrenia patients, and placebo intervention



**PSY-1031**

### **Self-Compassion and Internet Addiction – the Moderating Role of Emotional Intelligence**

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**Abstract:** Internet addiction has emerged as a serious problem in today's digital age, with detrimental effects on individual's well being and functioning. One potential protective factor that could buffer the consequences of internet addiction is self-compassion. Self-compassion includes three interconnected components: self-kindness, mindfulness, and common humanity. It is worth examining the relationship between self-compassion and internet addiction. Particularly, based on the compensation theory, this study examines if self-compassion protects against internet addiction, and tests the potential moderating role of emotional intelligence on the relationship between self-compassion and internet addiction. This cross-sectional survey tested whether emotional intelligence significantly moderated the relationship between self-compassion and internet addiction. An online survey was conducted with 196 individuals showed that the relationship between self-compassion and internet addiction was moderated by emotional intelligence. The moderation pattern revealed that individuals with lower emotional intelligence, compared to higher, showed a strong negative relationship between self-compassion and



internet addiction. Possible limitations will be discussed and suggestions are also raised for further studies.

**Keywords:** Self-Compassion, internet addiction, emotional intelligence, moderation, and survey



PSY-1035

## Cultural Influence on Mental Health Stigma Among Ethnic Groups in Pakistan

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**Abstract:** Pakistan, the fifth most populous country of the world and mental health is a most prevailing issue in the Pakistani society because mental health care do not meet the needs of population. Stigma related to mental health is also very common. Negative beliefs of people about those who have mental illness is referred as mental health stigma. The aim of this study is to examine the cultural influences on mental health stigma among young adults of different ethnic groups of Pakistan. A cross-sectional study in which the sample ( $N = 200$ ) comprised of men ( $n = 100$ ) and women ( $n = 100$ ) university students within the age range of 18 to 25 years. The participants were selected from private and government sector universities of Islamabad and Rawalpindi. Public mental health stigma (MHS) is measured by the Community Attitude towards the Mentally Ill (Taylor & Dear, 1981) scale consist of 40 items and four subscales. Results show that men report more negative attitude towards mental health stigma as compared to women and it is more in Baloch ethnicity men as compared to other ethnicities men's. Punjabi and Sindh ethnicities women have negative attitude than other ethnicities women's and higher socioeconomic status is consistently linked to greater positive attitudes towards mental health stigma as compared to middle and low socioeconomic status. Findings helps to reduce stigma associated to mental health and also helps to design mental health stigma awareness programs to address these challenges in Pakistan. Potential limitations, suggestions and implications of the study were also been discussed.

**Keywords:** Mental health stigma, cultural influence, ethnic groups, community attitude towards mentally ill, negative attitude, and awareness



151-156

## **Exploring the Effectiveness of Intervention for Academic Procrastination among Undergraduate Students**

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**Abstract:** Academic procrastination is the propensity to put off planned academic work, even when doing so could have unfavorable effects that may influence students' wellbeing and academic performance, thereby hindering productive learning processes. 20 % of individuals, according to prior researches, identify as academic procrastinators, this number raise to 70 % among university students. This study evaluated effectiveness of intervention to reduce academic procrastination among undergraduates who engaged in traditional onsite classroom learning environment. Students with age range 18-25 participated and completed the 44-item Procrastination Assessment Scale for Students (PASS). PASS addresses the students' tendency to decrease academic procrastination, frequency of procrastination and reasons for procrastination. Total 100 students completed the PASS questionnaire and 30 students were screened out as academic procrastinators by maintaining the inclusion and exclusion criteria and also these students showed willingness to take intervention for reducing their academic procrastination behavior. Subjects are required to rate the extent to which they procrastinate on each task on a 5-point Likert scale. The Cronbach's Alpha was 0.8 and a good test-retest reliability value was obtained over five-week intervals. A structured 90-min session was used with 30 students (20 female, 10 male) across 5 weeks. In the first and last session of the intervention, participants completed PASS questionnaire. Intervention composed of 5 sessions which are following (1) Discovery (2) Understanding the personnel Pattern (3) focusing on irrational thoughts (4) Productive thinking (5) Determination to change. Quasi experimental pretest-posttest design used to show the reduction in procrastination levels. Post- intervention results showed significant improvements; paired sample *t*-test value

was accepted at 0.001 significance level. Cohen's *d* showed large effect size, highlight the intervention's overpowering impact. The decrease in the participants' procrastination levels clearly showed the Ellis ABC model proved effective in dealing with students' procrastination. In line with the model, a great emphasis had been placed on recognizing the participants' irrational beliefs about procrastination. This study supports intervention's effectiveness in reducing academic procrastination, referring to sustainable development goals like SDG no. 4 (Quality Education) and 16 (Peace, Justice, and Strong Institutions).

**Keywords:** Academic procrastination, intervention, irrational thoughts, ABC model, and undergraduates



PSY-1083

## Self-Care and Professional Quality of Life Among Practicing Psychologists

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**Abstract:** The guardians of mental health, the psychologists, also fall prey to stress and burnout owing to the perilous nature of their job. At the same time, they derive much satisfaction from it as well because they believe their work to be helpful. Self-care practices are known to help in this regard; acting as both a catalyst for increased satisfaction and a buffer against burnout and secondary trauma. However, limited research is available on the role of self-care in protecting psychologists in Pakistan. As such, the present research aimed to discover the effect of professional self-care on the professional quality of life — compassion satisfaction and compassion fatigue — among practicing psychologists. A cross-sectional survey design was employed. Data was collected through purposive sampling technique from a total of ( $N = 138$ ) psychologists in the twin cities. The measures used were the Self-Care Assessment for Psychologists (Dorociak et al., 2017) and The Professional Quality of Life Scale-ProQol (Stamm, 2009). The results indicated that all five factors of professional self-care measured

in the scale were negatively associated with burnout and secondary traumatic stress and positively associated with compassion satisfaction. Further results indicated that personal demographics such as age and parental status i.e. having children led to an improved professional quality of life, i.e. higher compassion satisfaction and reduced burnout. Overall, the findings suggest that professional self-care strategies are an important way of protecting against the negative effect of psychologists' work. Further research would aid in providing a richer insight into the dynamics of self-care and their effect on professional quality of life among practicing psychologists in Pakistan.

**Keywords:** Self-care, professional quality of life, burnout, compassion satisfaction, psychologists, and helping professional



**PSY-1089**

### **Paternal Postnatal Stress and Infant Bonding Among Fathers in Pakistan**

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**Abstract:** The present study investigates the relationship between paternal postnatal stress and infant bonding among fathers. The aim of the study was to understand how parental stress in fathers at the time of postpartum affects the bonding between the new born and the father. Two scales were used in the process. For paternal postnatal stress, Parental stress scale by Berry and Jones (1995) and for father infant bonding, paternal postnatal attachment scale by Condon (2008) was utilized. Utilizing a quantitative approach, a survey comprising of 115 fathers was done in the region of Rawalpindi and Islamabad. The data was collected via hospitals, vaccination centers and snow ball sampling. Initially, 150 forms were distributed among the participants of which 134 participants responded leading to 89 percent of response rate. Of 134 responses, a total of 115 responses were finalized after data cleaning and were used for further analysis. The results showed significant relationship among the two variables. The effect of different demographic variables was also studied on two variables. Of any demographics, expected gender of baby, type of organization, paternal

leave, time spent with the baby and prior psychological problems have significant differences among the two variables whereas education of father, family system, mode of childbirth and wife employment have no significant differences among the two variables. The results signify the need for better understanding of postnatal stress in fathers as well and its effect on the bonding of father with the new born child. Along with that, the different demographics demands the implementation of strategies that helps mitigate the negative effect and enhance the positive effect of these factors on fathers and their new born child.

**Keywords:** Paternal postnatal stress, infant bonding, fatherhood, postnatal attachment, parental stress, and child development



**PSY-1109**

## **The Impact of Parental Attachment and Emotional Regulation on Marital Satisfaction Among Adults**

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**Abstract:** The current research was undertaken with the aim to study the Impact of Parental Attachment and Emotional Regulation on Marital Satisfaction among Adults. The data was collected from 307 adults who had been married for a minimum of one and a maximum of 10 years. The participants were between the ages of 19-40 and had at least one child. Purposive sampling was used for the collection of Data. Three instruments were employed to assess the variables under study. Experiences in Close Relationships- Relationship Structures scale was used to measure the extent of an adult's attachment orientation with his/her parents catering to anxious and avoidant related attachment. Emotion Regulation Questionnaire was used to assess an individual's emotion regulation. Enrich Marital Satisfaction was used to measure marital quality for adults. SPSS version 26 was used to analyze the data in terms of Pearson Correlation and multiple regression analysis to test the hypotheses. Results of the study revealed avoidant parental attachment to have a significant negative impact on marital satisfaction

( $p < .01$ ). Furthermore, cognitive reappraisal has a significant positive impact on marital satisfaction and expressive suppression has a significant negative impact on marital satisfaction ( $p < .01$ ). Additionally, anxious parental attachment was found to have a significant positive correlation with Expressive suppression ( $p < .01$ ) and avoidant parental attachment has a significant negative correlation with cognitive reappraisal ( $p < .05$ ). The study has important implications for research as well as therapeutic practices as it provides valuable insights for intervention planning that can be used to address marital as well as emotional concerns.

**Keywords:** Anxious and avoidant parental attachment, emotional regulation, marital satisfaction, cognitive reappraisal, and expressive suppression



PSY-1112

## The Role of Media in Stockholm Syndrome Among Individuals in Intimate Relationships

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**Abstract:** This study explores the role of media in the development and perpetuation of Stockholm Syndrome among individuals in intimate relationships and how it shapes individuals' perceptions and experiences of Stockholm Syndrome. Participants were approached utilizing purposive convenient sampling, employing Stockholm Syndrome Scale as a screening tool. Based on the eligibility criteria following the screening procedure six female participants, aged 21 to 30 years old, were selected for in-depth semi-structured interviews. Interpretative phenomenological analysis was used to analyze the interviews and multiple rounds of coding were executed to ensure the reliability and validity of the analyses. Emerging six themes demonstrated the effects of media on dynamics of a Stockholm Syndrome relationship in different ways such as media consumption experience, susceptibility, partner's characteristics, perceived role ideation, social dynamics, and direction. The findings provide an

extensive insight in the engagement patterns and unveil its multifaceted dimensions.

**Keywords:** Stockholm syndrome, interpersonal violence, media & cyber psychology, and interpretative phenomenological analysis



PSY-1122

### **Enhancing Bipolar Disorder Diagnosis: Leveraging XGBoost for Detection and Trait Analysis – A Pilot Study**

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**Abstract:** This pilot cross-sectional study aims to develop an early diagnostic tool by exploring the complex links between psychosocial factors and bipolar disorder (BD). The current sample includes forty individuals, ages 18 to 60, from Rawalpindi, with plans to expand the total sample size to 500, which will be completed later this year before the conference presentation. Using correlation, linear regression, and machine learning techniques, the study examines psychosocial characteristics such as family history, cognition, psychosis, family functioning, and social support. The preliminary findings indicate that psychosis is the only condition showing a statistically significant correlation with BD, albeit with a minimal effect. The diagnostic tool, developed using the XGBoost algorithm, currently demonstrates a 63% accuracy rate in distinguishing between BD patients and healthy controls. However, the narrow regional focus and moderate sample size are recognized as limitations. Longitudinal studies and replication in various contexts are recommended. Despite its preliminary nature and limitations, this study offers important insights into the intricate interactions between psychosocial components in BD and provides a foundation for further research and the development of diagnostic tools.

**Keywords:** Bipolar disorder, psychosocial factors, xgboost, early detection, and machine learning



## Enhancing Emotional Intelligence in Adolescent Girls

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**Abstract:** Enhancing emotional intelligence (EI) can significantly benefit adolescents, improving mental health, academic performance, and interpersonal relationships. The aim of this research was to investigate the effectiveness of the Emotional Intelligence intervention on the female adolescents of Govt. Girls High School Surgdhan. The hypothesis of this study states that Emotional Intelligence Intervention increases the scores of Individuals on Trait Emotional Intelligence Questionnaire- Short Form. A quasi-experimental study was conducted in which 56 female adolescents were selected by purposive sampling technique. Pre- and post-intervention assessments were conducted. After collecting data IBM SPSS 25 was used to analyses the data. Parametric test includes repeated sample t test were applied on the data. Findings have revealed that there is an effect of intervention on emotional intelligence of participants. Results states that there is a significant mean difference between scores of emotional intelligences of participants in pre-test and post-test. Results also showed that mean score of participants on different subscales are higher in post-test as compared to pre-test. The findings suggest that interventions focused on EI can be effective in improving female high school students' emotional intelligence. Such interventions should be considered for integration into school programs to promote positive development in young girls.

**Keywords:** Emotional intelligence, intervention, adolescents, well-being, emotionality, self- control, and sociability



#PSY-1129

## Effectiveness of Mindfulness-based Interventions on Emotion Regulation and Attention Control Among University Students

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**Abstract:** The prevalence of mental health issues among university students, exacerbated by high workloads, pressures, and distractions, has led to decreased emotion regulation and attention. While mindfulness-based interventions are well-documented globally, their application in Pakistan remains limited. This study aims to assess the effectiveness of mindfulness-based interventions in improving emotion regulation and attention control among university students. An integrated manual was developed, combining various mindfulness interventions focused on these areas, with enhancements to increase engagement. The Emotion Regulation Questionnaire (cognitive reappraisal and expressive suppression) and the Attention Control Scale were used to measure outcomes. A pretest-post-test control group design was employed, with participants from a private university in Islamabad selected based on low attention control scores ( $< 40$ ), low cognitive reappraisal ( $< 10$ ), and high expressive suppression ( $> 17$ ) scores. 30 participants were selected within age range of 18-25 years. Participants were randomly assigned to experimental ( $n = 15$ ) and control group ( $n = 15$ ) via block randomization. Experimental group was provided with mindfulness-intervention and control was provided with no intervention. The control group was informed about provision of intervention later on after study to address ethical constraints. The results indicated significant improvements in emotion regulation and attention control in the experimental group compared to the control group and significant results in pre and post-test within experimental group. This study provides evidence and an effective approach to enhance the mental health of university students in Pakistan.

**Keywords:** Mindfulness-based intervention, emotion regulation, attention control, and university students



PSY-1137

### **Impact of Social Networking, Peer Influence, and Social Desirability on Smoking Behavior Among Young Adults**

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**Abstract:** Smoking is widely recognized as a prevalent and seemingly benign habit; however, it contributes to a 6% increase in annual mortality rates. Understanding the intricate dynamics of smoking behavior among young adults necessitates a thorough examination of the multifaceted interplay between various societal determinants. This study investigates the influence of social networking, peer pressure, and social desirability on the prevalent smoking habits within this demographic. By comprehensively elucidating the impact of both internal (social desirability) and external factors (social networking and peer pressure) on smoking behavior, a clearer understanding of the smoking phenomenon in Pakistan can be achieved, leading to the development of more effective prevention strategies. The research commences with a cross-sectional survey to collect quantitative data on the focal variables. The study encompasses a cohort of 300 participants aged 15-25. The research instruments employed include the social networking usage questionnaire, Peer Pressure Questionnaire-R, Marlowe-Crowne Social Desirability Scale, and a smoking behavior questionnaire. The findings reveal a significant correlation between smoking behavior, social desirability, peer influence, and social networking. Specifically, the results indicate that peer influence accounts for 45.9% of the variance ( $R^2 = .459$ ) in smoking behavior, while social networking and social desirability contribute to a 27% variance ( $R^2 = .271$ ) and 30% variance ( $R^2 = .301$ ) respectively.

**Keywords:** Smoking behavior, social networking, peer influence, social desirability, and mortality



#PSY-1208

**Can Habitual Eating be Changed when Promoted by  
Government? A Study of Maintaining Sustainable Eating  
Behavior**

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**Abstract:** “Der Mensch ist was er isst” (Man is what he eats) famous quote by German anthropologist says it all. Adopting the healthy eating choices not only prevents from many diseases but also critical for the negative environmental outcomes (such as deforestation, water pollution, and climate change) and promoting pro-environment behavior. The present research aims to identify the barriers/factors of food choice which will ultimately lead to sustainable food patterns. In external factors there are socioeconomic status of individual and pro-environmental policies of the government/state. In the internal factors habits of the individual and eating in order to reduce stress might be play as a barrier of factor in determining the food choices. Finally, nudging, and long-term policy making would be essential in overcoming these barriers. The results driven from 30 articles obtained review identified the internal (factors (habits, forceful eating, and socioeconomic states) and external factors (nudging, pro environmental policies) in maintaining healthy sustainable eating patterns.

**Keywords:** Habitual eating, government, and sustainable eating behavior



PSY-1237

### **Impacts of Problematic Internet Use Among Adolescents of Pakistan: A Qualitative Inquiry**

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**Abstract:** Internet has become a vital part of daily life throughout the world, providing an easy access and fast pace to the daily functioning. Where there is a healthy use of the internet providing lots of privileges — problematic use of Internet is also present with excessive, uncontrolled and dysfunctional use of internet — providing unfavorable consequences to the users. For the indigenous exploration

of problematic internet use and its impacts on adolescents of Pakistan, eight focus group discussions (FGDs) were carried out online. Half of the FGDs were conducted with adolescents (13-19 years) and the remaining half was done with parents of adolescents. Data was transcribed and thematic analysis was done. Three main themes including; (i) contributing factors to adolescents' problematic internet use, (ii) impacts of problematic internet use, and (iii) protective factors, were emerged. Majority of the themes, were in lined with the existing literature such as; contributing & protective factors of adolescents' problematic internet use, impacts of problematic internet use on the lifestyle, social, & academic life, physical, developmental and mental health of adolescents. A few positive impacts of internet use were also identified which were also found parallel to the previous literature. The new identified theme in the current data was identified as cultural impacts that were indigenous to the Pakistani society. The codes emerged under this theme included, degeneration of Muslim society, challenging social/religious norms, more demands for privacy, weakening of family system, generation gap, brand consciousness and acculturation. The study provides insight to the impacts of problematic internet use among adolescents of Pakistan and highlights the need of effective interventions by the parents as well as professionals, in this regard.

**Keywords:** Problematic internet use, adolescents, impacts, contributing factors, and protective factors



**PSY-1310**

## **Impact of Emotional Exhaustion and Resilience on Rescue Workers' Psychological Health**

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**Abstract:** Employees well-being is very crucial for organizations to improve productivity especially when job demands are high in highly

stressful jobs like rescue. This study examines the relation between emotional exhaustion and psychological well-being with mediating role of resilience. A sample of 206 rescue workers were selected through purposive sampling for this correlational study. The study was conducted from May 2023 to July 2023 in South Punjab, Pakistan measure emotional exhaustion, resilience, and psychological well-being. The mean age of participants was ( $M=27.26$ ,  $SD=\pm 4.77$ ) years. The findings revealed that emotional exhaustion has significant impact on psychological well-being and resilience significantly mediates this relationship. The findings also suggest that due to high job demands, emotional exhaustion increases which has negative impact on psychological well-being of rescue workers. But if personal resources like resilience mediate the relation if partially reduce this negative impact. These results have important implications for organizational policies and interventions to increase personal resources of employees so that impacts of job demand mitigate and their well-being improves.

**Keywords:** Emotional exhaustion, occupational health, rescue workers, organizational psychology, psychological well-being, and resilience



**PSY-1403**

### **Locus of Control and Team Performance Among Male and Female University Students**

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**Abstract:** The present study investigates the relationship between team performance and locus of control among university students. This quantitative research employs a correlational design to comprehensively analyze the data collected from students. Data was collected through printed questionnaires, using the Levenson Multi-Dimensional Locus of Control Scale and the Teamwork Competency Scale. The research was conducted with 340 participants. Descriptive statistics, t-tests, ANOVA, and correlation analysis were used to analyze the data. The Locus of Control Scale and the Teamwork Competency Scale were found to be highly reliable, with reliability

scores of .84 and .92, respectively. The findings reveal that students with an internal locus of control tend to perform better in team settings. This is attributed to their proactive nature, as they believe their actions directly influence outcomes, leading to greater initiative and deeper engagement in collaborative tasks. The participants were 50.6% male and 49.4% female university students. The majority of participants (88%) were pursuing a Bachelor's degree, with 60.8% majoring in social sciences. The t-test analysis revealed that females scored significantly higher than males in teamwork competency ( $t = -3.9, p = .00$ ). However, there were no significant differences in locus of control between male and female participants. The t-test found no significant differences in locus of control between public and private university students, but public students did slightly better in planning and coordination. ANOVA results indicated no significant differences in locus of control and teamwork competency across different semesters ( $F = 1.25, p = .29$ ) and departments ( $F = 1.10, p = .36$ ). The findings indicate a moderately positive correlation ( $r = 0.37^{**}$ ) between locus of control and team performance. By highlighting the importance of personality traits in team performance, the study provides valuable insights for educators and administrators to optimize student team performance and prepare students for professional environments that rely on effective teamwork. Balancing these traits is essential for fostering a collaborative and productive academic setting.

**Keywords.** Locus of control, quantitative research, team performance, university students



PSY-1410

## **Impact of Perceived Inter-Parental Conflicts on Psychological Well-Being of School Going Students**

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**Abstract:** The current research was aimed to investigate the relationship between children perceptions of the inter-parental conflicts and psychological well-being among students of various schools of

Quetta, Baluchistan. The sample was collected through non-probability convenient sampling and consisted of 200 students from school of Quetta, Baluchistan. Age range of students were 12 to 18 years. Finding of the study indicted significant negative correlation between children perception of the inter-parental conflicts and psychological well-being. Interestingly this relationship was found stronger for girls than boys. Furthermore, two scale of children perception of the inter-parental conflicts including perceived threat and stability displayed significant predictive influence on psychological well-being of the students. Possible reasons for the current findings were also discussed.

**Keywords:** Inter-parental conflict, psychological well-being, perceived threat, and stability



PSY-1416

### **Relationship Between Self-Regulation, Achievement Motivation and Academic Procrastination Among University Students**

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**Abstract:** Academic procrastination is a common issue among university students, often influenced by various psychological factors. Understanding the role of self-regulation and achievement motivation in this context is crucial for developing effective interventions. This study aimed to explore the relationship between self-regulation, achievement motivation, and academic procrastination among university students. The sample consist of 323 university students with age 18-33 years ( $M = 21.2$ ;  $SD = 2.09$ ). The study also investigated how these variables varied across demographic factors i.e. age, education, institution type, marital status, gender, family system, and monthly family income. The data were obtained from several universities of Islamabad/ Rawalpindi through convenience sampling. Data collection was carried out using scales with reliable psychometric properties: Self-Regulation Scale (Schwarzer et al., 1999), Achievement Motivation Scale Revised (Lang & Fries, 2006), and Tuckman Procrastination Scale (Tuckman, 1991). From the results of Pearson

Product Moment Correlation, it was found that self-regulation is positively correlated with hope of success (subscale of AMS-R). Hope of success and self-regulation are negatively correlated with fear of failure (subscale of AMS-R) and academic procrastination. Fear of failure (subscale of AMS-R) is positively correlated with academic procrastination. The regression analysis revealed that self-regulation and hope of success (subscale of AMS-R) as negative predictors of academic procrastination and fear of failure (subscale of AMS-R) as positive predictor of academic procrastination. The study revealed significant gender differences across all three variables i.e. self-regulation, achievement motivation, and academic procrastination. However, no significant differences were found when comparing students from nuclear and joint family systems across these variables. Additionally, there was significant difference in the levels of self-regulation, achievement motivation, and academic procrastination between students from private and public sector universities.

**Keywords:** Achievement motivation, self-regulation, and procrastination



PSY-1440

### **A Mix Method Analysis of Social Competence and Psychological Well-being of Multiplayer Online Gamers**

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**Abstract:** Millions of people around the world interact and form relationships through Computer-Mediated Communications via various social media platforms. They spend a great deal of time on Social Networking Sites, as well as online gaming. Among the fastest-expanding cyberspace activities, online gaming is the second most popular online activity across the globe. In Pakistan, in the year 2020, around 90% of downloaded paid applications (apps) were gaming apps. This study utilized a mix method design with a sample of 125 individuals (men = 87, women = 38) from Pakistan, aged 18 years and above. Participants completed online survey, assessing their time spent



(hours per week) in online multiplayer games, social competence and psychological wellbeing. One Way Analysis of Variance was used to analyze the data. Participants ( $N = 10$ ) were later interviewed for the qualitative part of the study to obtain their subjective perspectives through telephonic semi structured interviews. Results of the quantitative study obtained through online surveys using standardized questionnaires showed that time spent on online gaming has low effect on the social competence and psychological well-being of gamers. Thematic analysis showed that social online gaming enhanced social and communication skills, increased confidence, and prepared gamers for real-life problems. Lastly, psychological escape was discovered as an important factor for gamers' involvement in online gaming. From the results of the study at hand, it is concluded that time spent in online gaming does not have a major impact on social competence but it does associate with the development of social skills in online gamers. Gender differences exist in the amount of time spent in online gaming with male gamers spending more time in this activity. Psychological wellbeing is influenced by online games as both a protective and risk factor, which further needs to be explored. Moreover, the discovery of psychological escape, highlights the need to study the construct as a mediator variable in future studies and to devise possible interventions in this context.

**Keywords:** Social competence, psychological well-being, and online gamers



PSY-666

### **Emotional Intelligence and Academic Success among Undergraduate Nursing Students in Pakistan: A Cross-Sectional Study**

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**Abstract:** Emotional intelligence (EI) is acknowledged as a crucial determinant of academic success, particularly in disciplines such as nursing, which require extensive interpersonal engagement and

effective stress handling. Nursing students in Pakistan encounter distinctive obstacles, such as cultural norms and scarce resources that might affect their academic success and well-being. Therefore, this study aims to investigate the relationship between emotional intelligence and academic success among undergraduate nursing students in Pakistan. This cross-sectional study included 400 undergraduate nursing students enrolled in nursing institutes in twin cities in Pakistan. Data was collected via the Schutte Emotional Intelligence Scale, and students' academic progress was evaluated through their cumulative grade point average (CGPA). Statistical analysis was performed via descriptive statistics and inferential statistics (pearson correlation and multiple linear regression). This study revealed a significant connection between emotional intelligence and academic success among the participants. A total of 68.8% of the participants had a high level of emotional intelligence, whereas 33.5% reported an Excellent CGPA. The significant correlation ( $r = .74, p = .000$ ) between emotional intelligence and the CGPA highlights the importance of emotional intelligence in achieving academic success. The multiple linear regression model demonstrated that emotional intelligence explained 25% of the variability in the CGPA, as indicated by an  $R^2$  value of .25. Moreover, all the subscales exhibited statistical significance as predictors, suggesting a positive correlation between higher emotional intelligence and higher GPAs. This study highlights the significance of emotional intelligence in predicting academic success among nursing students in Pakistan. By offering targeted training to promote emotional intelligence, students' performance can be enhanced, and they can be more equipped to handle the demands of healthcare professionals.

**Keywords:** Academic success, emotional intelligence, nursing, undergraduate, and Pakistan



**PSY-682**

### **Exploring Climate Change's Psychological Association Between Eco-Anxiety, Eco-Grief, and Attitude Towards Environment**

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**Abstract:** This study investigated the psychological connections between eco-anxiety, eco-grief, and attitude towards the environment concerning climate change. A convenience sampling technique was used to collect data from 200 individuals in the Malakand division of Khyber Pakhtunkhwa, Pakistan. The sample consisted of 124 males and 76 females. Data was gathered using the Eco-Anxiety Questionnaire, the Eco Grief Questionnaire, and the Environmental Attitude Scale. The data was evaluated utilizing statistical tools, The Statistical Package for Social Sciences was used to calculate the frequencies and percentages of demographics, as well as the mean, standard deviation, reliability, and skewness of variables. Correlation analysis highlighted a positive association between eco-anxiety, eco-grief, and attitude toward the environment. A strong positive association was observed between eco-anxiety and environmental attitude ( $r = .82, p < .01$ ), as well as between eco-grief and environmental attitude ( $r = .80, p < .01$ ). A t-test was performed to investigate gender disparities in the experience of eco-anxiety and eco-grief. The results indicated that females had considerably higher scores in eco-grief than males. These findings suggest that eco-anxiety and eco-grief play a vital role in fostering a proactive environmental attitude among adults, with significant variations between males and females. The study emphasizes that eco-anxiety and eco-grief might enhance humans' emotional bond with nature. This heightened connection frequently leads to a stronger dedication to preserving it, which cultivates a healthy environmental mindset.

**Keywords:** Climate change, eco-anxiety, eco-grief, attitude toward environment, psychological effects, and adults



PSY-688

### **Relationship Between Stigmatization Perceived Social Support and Quality of Life Among Hepatitis C Patients**

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**Abstract** The present study investigated the relationship between stigmatization, perceived social support and quality of life among the patients of hepatitis C, it further explored the moderating effect of social support on stigmatization and quality of life. This was a quantitative correlational research which comprised of Hepatitis C patients ( $N = 150$ ). The measures that used to assess the relationship between stigmatization, perceived social support (PSS) and quality of life (QoL) were Modified Berger HCV Stigma Scale, Multidimensional Scale for Perceived Social Support, and World Health Organization Quality of Life Scale Brief. Correlation, ANOVA, regression, and moderation was carried out for the analysis of data. Moderation was run through Hayes' Process Macro. The findings revealed that stigmatization was negatively associated with quality of life of patients of hepatitis C Virus and a significantly negative correlation was also found between stigmatization and social support. The results indicated that social support was positively correlated with quality of life emphasizing the importance of social networks in enhancing the physical and mental aspects of well-being in HCV patients. However, social support did not act as a buffer between stigmatization and quality of life among HCV patients because the moderating function of social support can vary depending on the patient's particular health problems and the type of stigma they have experienced. In Pakistan, a common man is already burdened by poverty or societal expectations, even if he is receiving support with respect to his disease, it does not create a difference in their life quality because he perceives his illness as an additional strain. Moreover, regression analysis showed that stigmatization negatively predicts the quality of life of patients while social support positively predicts the quality of life of patients battling with HCV. Future researches can explore the relationship of these with other variables to better understand the dynamics of these relationships. Mix-method approach (qualitative and quantitative method) can be used along with a large sample size to achieve more satisfactory findings. Lastly, efforts must be made to recognize the most effective interventions to reduce stigma in people struggling with chronic illnesses specifically Hepatitis C.

**Keywords:** Stigmatization, quality of life, perceived social support, and hepatitis C.



## The Effect of Perceived Teacher Support on Academic Self-Efficacy and Mental Well-Being Among Students in Pakistan

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**Abstract:** The study examined the impact of perceived teacher support on academic self efficacy and mental wellbeing among the students in Pakistan. The study utilized the correlational, cross sectional survey research design to achieve research objectives and goals. The Purposive sampling technique was used for data collection and data was collected from different schools and colleges. The sample was consisted of  $N = 300$  students ( $n = 150$  male and  $n = 150$  females) with the age range of 14 -18 years. In our study the Perceived Teacher Academic Support Scale (Chen, 2005) was used for perceived teacher support, Academic self-efficacy Scale (Ghafoor & Ashraf, 2006) was used for academic self-efficacy and Warmick-Edinburgh Mental Wellbeing Scale (Brown et al., 2007) was used for mental wellbeing. Correlational and regression analyses were performed to explore the relationship between the study variables. Correlational analysis reported significant positive correlation between perceived teacher support and academic self efficacy. Further, correlational analysis also reported significant positive correlation between perceived teacher support and mental well being among students. Regression analysis also showed that perceived teacher support is significant positive predictor of academic self efficacy and mental well being. Implications of the present study along with its limitations were discussed and recommendations or future research were suggested

**Keywords:** Perceived teacher support, academic self-efficacy, mental well-being, and adolescents



## Burnout As Global Pandemic Among Medical Students: A Qualitative Study to Explore its Determinants and Implications in Pakistan

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**Abstract:** Burnout among medical students is a pressing issue characterized by emotional exhaustion, depersonalization, and a diminished sense of personal achievement. This phenomenon has emerged as a significant global concern within the medical field. This study investigates the determinants and implications of burnout among medical students in Pakistan. A single focus group study, involving 12 participants from Rawalpindi and Islamabad, was conducted to identify the underlying factors contributing to burnout. A focus group guide was developed with input from subject matter experts. The thematic analysis revealed key contributing factors, including academic pressure, extended working hours, emotional and psychological stress, and inadequate support systems. Additionally, personal and institutional factors, as well as future uncertainties, were identified as significant contributors to burnout, leading to clinical depression and adversely affecting academic performance. The results highlight the urgent need for targeted interventions to address these factors. Universities should consider revising curricula to alleviate unnecessary stress, promote healthier lifestyle choices, and enhance social support networks. Furthermore, institutions should employ psychologists and establish rigorous psychological screening procedures to identify and support students in need of psychological assistance. Implementing these measures is crucial for reducing burnout and creating a supportive learning environment that fosters both the well-being and academic success of medical students.

**Keywords:** Burnout, medical students, contributing factors, emotional and psychological issues



## Road Risk Perception and Driving Behavior Among Adolescents and Young Adults

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**Abstract:** The cross-sectional study aimed at investigating the relationship between Road Risk Perception and Driving Behavior among adolescents and young adults. The study also investigated the impact of gender and age as demographic variables on study variables. The convenience sampling technique was used to obtain a total sample of  $N = 310$  including adolescents ( $n = 142$ ) and young adults ( $n = 168$ ) from schools, colleges, universities and offices in Islamabad and Rawalpindi. The Age range of participants is from 12 to 35 years old with ( $M = 19.93$ ,  $SD = 4.13$ ). The Adolescents included boys ( $n = 80$ ) and girls ( $n = 62$ ), while Young Adults includes men ( $n = 105$ ) and women ( $n = 63$ ) in the sample. To assess Road risk perception, Risk perception questionnaire was used and to assess driving behavior, Manchester driver behavior questionnaire was used. The correlation coefficient revealed a negative relationship between road risk perception and driving behavior. The  $t$ -test indicated that the mean difference between men and women was statistically significant, and women scored low on risky driving behaviors as compared to men. Similarly,  $t$ -test applied on both age groups adolescents and young adults revealed statistically significant results indicating that young adults have low risk perception and high risky driving behaviors as compared to adolescents. ANOVA was applied on educational level, results showed statistically significant mean differences revealing people with high educational level tend to exhibit low risk perception and high risky driving behavior compared to low educational level. This study aims to improve road safety by enhancing risk perception education and enforcement strategies, potentially reducing accidents, and promoting safer driving behaviors among adolescents and young adults.

**Keywords:** Adolescents, driving behavior, road risk perception, road safety, and young adults



## Spirituality and Attitudes Towards LGBTIQ Community

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**Abstract:** In Pakistan certain societal topics, particularly those pertaining to the LGBTIQ (Lesbian, Gay, Bisexual, Transgender, Intersex, and Queer) community, are often sensitive, making it necessary and important to acknowledge the opinions and attitudes of the people towards LGBTIQ community. The cross-sectional study aimed at investigating the relationship between spirituality and attitudes towards LGBTIQ community among adults (18 years and above). The study also investigated the relationship of gender and individuals who have experienced attraction to same gender with the study variables. A convenient sampling technique was used to obtain a total sample of  $N = 368$  with age range of participants 18 to 59 years old ( $M = 23.14$ ;  $SD = 4.91$ ). Men ( $n = 153$ ), women ( $n=212$ ) and other gender ( $n = 3$ ) were included in the sample. The Spirituality Scale and Attitude scale towards LGBTI individuals was used. The correlation coefficient revealed a negative relationship between spirituality and attitudes towards LGBTIQ community which means that those individuals who have high level of spirituality will have more negative attitudes towards LGBTIQ community. One-Way ANOVA indicated that women have more negative attitudes towards LGBTIQ community compared to men and other genders. Similarly, individuals who experienced same-gender attraction have positive attitudes towards LGBTIQ community. This study in Pakistan aims to raises public awareness about LGBTIQ community and their concerns, thereby increasing knowledge of related concepts. It can also provide comprehensive information to international researchers who are interested in doing cross-cultural or cross-national studies.

**Keywords:** Attitude, gender, LGBTIQ community, sexual orientation, and spirituality





## **Mediating Role of Nomophobia in Relationship Between Dark Triad Traits and Phubbing Behavior Among Young Adults**

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**Abstract:** The current study was aimed to investigate the impact of Nomophobia on perceived Dark Triad, and Phubbing Behavior. The present study used purposive sampling to obtain sample of ( $N = 258$ ) young adult, among them ( $n = 114$ ) male ( $n = 144$ ) female participated in research with complete consent. The data was collected through survey questionnaire across Rawalpindi, Islamabad and Wah Cantt regions. The self-reported measures of Dark Triad, Nomophobia, and Phubbing Scale were used for data collection. The descriptive statistics revealed that instruments have good psychometric properties. The results showed that dark triad traits are positively correlated with nomophobia. Nomophobia was found to be significant mediator in relationship between Dark Triad Personality traits and phubbing behavior among young adults. The findings suggest that individuals with manipulative personality traits are more likely to exhibit phubbing behavior due to their tendency towards emotional distance and dependence on their phones.

**Keywords:** Dark triad, nomophobia, phubbing behavior, and mediation analysis



## **Interrelations of Executive Functioning, Academic Procrastination, and Achievement: Insights from University Students in Islamabad and Rawalpindi**

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**Abstract:** The present study explored the relationship between Executive functioning, academic procrastination and academic

achievement among students. A sample of 462 was taken from universities of Islamabad and Rawalpindi. Participants age range was 18 to 28 years in order to measure executive functioning, academic achievement, multidimensional perfectionism. Executive Skills Questionnaire-Revised, Multidimensional perfectionism scale and Academic Procrastination scale were used . The present research followed the cross-sectional survey research design. The findings of research showed that executive functioning was positively correlated with academic procrastination. Similarly, Multidimensional perfectionism was positively correlated with academic procrastination. There were significant differences based on personal interests in relation to academic achievement. Male students exhibited higher multidimensional perfectionism as compared to female students and older age students exhibited higher perfectionism as compared to younger students. In addition, results showed significant differences based on father's and mother's qualification, Socioeconomic status, Gender, Age, educational system in relation to our study variables. These findings suggested valuable insights and new angles of looking at these variables.

**Keywords:** Executive functioning, academic procrastination, multidimensional perfectionism, personal interests, and achievement



#PSY-801

### **Determining Young Adults' Skin Care Preferences: Social Networking, Ethnocentrism, and Buying Behavior**

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**Abstract:** The pursuit of healthy skin is a universal dream influenced by numerous internal and external factors. In today's digital age, social media networking plays a significant role in shaping the behavior and consumer choices of young adults, particularly when it comes to skin care products. The study seeks to bridge the gap in the literature by exploring the relationship among social networking, consumer ethnocentrism, and buying behavior for skin care product preferences of young adult in Pakistan, particularly focusing on the moderating

effect of consumer ethnocentric in the relationship between social networking and consumer buying behavior. Data was collected from 400 young individuals of Pakistan from Taxila and Wah Cantt. Age range of participants was 18-24 years. Results indicate that the social networking is significantly positively correlated with both consumers and consumers' buying behaviors. Consumers who have high level of social networking will be more ethnocentric while buying skincare products. These study findings can provide valuable cultural insights, revealing how consumers from different backgrounds respond to social network influences and how ethnocentrism affects their purchasing decisions. Research findings can have implications for global marketing strategies, highlighting the importance of considering cultural and social factors when expanding into new markets.

**Keywords:** Consumer ethnocentrism, consumer buying behavior, and social networking



PSY-811

### **Impact of Artificial Intelligence and Cyber Bullying on Academic Procrastination Among University Students**

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**Abstract:** The educational atmosphere of the universities plays a significant role in the life of youth and major chunk of their future professional careers depend on the academic achievement in their respective university. Literature have shown significant number of researches related to the AI and academic procrastination. Moreover, cyber bullying of students is also studied in context of their educational performances. The current study explores this relationship between artificial intelligence, cyber bullying and academic procrastination among university students. In current research, we have taken a sample of total 300 participants with 150 students representing each gender from University of Swabi, KP, Pakistan. It has found that there is a noteworthy effect of artificial intelligence on academic procrastination in the given sample. While Outcome of the research also shows that

there is positive effect of cyber bullying on academic procrastination. The results of the research were illustrated with regards to learned self-administrative strategies executed by student in educational institutes; revealed to co-curricular & extra-curricular activities and the consequent development of artificial intelligence in case of enhanced academic achievement, reduce academic procrastination and cyber bullying. The findings could potentially have positive effects and be integrated into the methods used by policy makers, administrators, advisers, counselors, and psychologists who work specifically with university students, especially those who are at-risk.

**Keywords:** AI, cyber bullying, academic procrastination, Swabi, and Khyber Pakhtunkhwa



**PSY-821**

### **Imposter Phenomenon, Job performance, Work Engagement and Turnover Intention Among Employees**

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**Abstract:** The aim of this study was to investigate how imposter phenomenon influences job performance, work engagement and turnover intention among employees. Correlational cross-sectional research design was used. The data was collected using purposive sampling technique. The sample included 400 participants (male  $n = 186$ , female  $n = 214$ ) employees with age range 18 years and above. The data was collected quantitatively using questionnaires. The results of the study suggested that imposter phenomenon, work engagement and job performance are negatively related among employees signifying that employees having fraudulent feelings have lower level of work engagement and job performance. However, imposter phenomenon is positively related to turnover intention among employees which indicated that employees experiencing imposter phenomenon will have higher rate of intention to leave the organization. The positive association showed that individuals experiencing the imposter phenomenon may be more prone to

considering leaving their jobs. The research's overall findings have contributed to advance the understanding of imposter phenomenon in employees. These findings will help organizations to assess how IP feelings are impacting their lives and work. Psychologists may then work towards developing or using effective interventions to improve their work performance and well-being.

**Keywords:** Imposter phenomenon, job performance, work engagement, and turnover intention



PSY-828

### **How Control Shapes Trust: An Experimental Evidence of Communal vs. Market Relationships**

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**Abstract:** We hypothesize that trust is a context-specific rather than uniform phenomenon, with the nature of interpersonal relationships being one of the most important contextual factors. We base our research on Fiske's (1992) relational modes theory and propose that trust plays a different role in communal-sharing (CS) and market-price (MP) relationships: Trust is extremely useful but not indispensable in MP relationships, while there is no CS relationship without trust. Therefore, the lack of trust in MP relationships can be compensated by formal instances of control without harming the relationship itself. In CS relationships, trust is unavoidable and cannot be replaced by a formal contract or other forms of control. To investigate this issue, we conducted five preregistered experiments. In Experiment 1, we manipulated the nature of the relationships and found that participants considered control more appropriate in MP situations than in CS situations. In Experiment 2a, we manipulated whether or not the instances of control were introduced in the MP and CS relationship and tested how people perceived a particular relationship. In line with our

expectations, the introduction of the instances of control (vs not) changed the perception of communal situations as less communal and more market-like. However, such controls had no effect on the perception of MP situations. In Experiment 2b, we replicated these results from the perspective of a person who is being controlled. In Experiment 3, we demonstrated that the introduction of control (as opposed to no control) impairs trust more in MP relationships than in CS relationships, and these detrimental effects were particularly pronounced from the perspective of the second party. In Experiment 4, we aimed to demonstrate that when initial trust levels are low, people are more willing to introduce control in MP relationships than in CS relationships, whereas this willingness to introduce control decreases when initial trust is high. From this, we conclude that people do not accept the introduction of control in CS relationships and that when it is imposed, it decreases rather than increases trust. In MP relationships, however, people are more willing to replace vulnerability with the introduction of various control mechanisms.

**Keywords:** Trust, control, communal-sharing, market-pricing, and relational modes



**#PSY-873**

### **Doodling and Recall: A Sketchy Connection Exploration in Light of the Stroop Task**

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**Abstract:** The study investigates the relationship between doodling and memory recall, in comparison to other activities such as watching a colorful video. Research design was independent measures experimental design with a total number of 30 participants (15 males and 15 females), aged 18-35, drawn from different occupations and areas of life. In this experiment, participants were divided into 3 groups (2 experimental and 1 control). Experimental groups consisted of a doodling and a video group. Following a consent and demographic form, all the participants were shown a congruent stroop task video.

Afterwards they were either asked to doodle, watch a video or sit idle; depending upon their group type. After the retention interval, they were asked to recall the colors shown in the congruent stroop effect video initially. Our analysis of the independent t-test showed no significant findings or difference in recall between the groups which concludes that low cognitive load activities can be introduced in breaks between learning as they do not hinder memory retention.

**Keywords:** Recall, doodling, independent measures design, congruent stroop effect, retention interval, and cognitive load



PSY-877

## **Smartphone Addiction and Symptoms of Brain Fog Among Emerging Adults**

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**Abstract:** The present study was carried out to investigate the relationship between smartphone addiction and brain fog symptoms among emerging adults. Furthermore, the comparison between several sociodemographic variables were also studied. Smartphone Addiction Scale by Kwon et al. (2013) and Brain Fog Scale by Atik and Manav (2023) were used to measure smartphone addiction and brain fog symptoms, respectively. Present research consisted of a single main study with a sample of ( $N = 321$ ) participants, out of which mostly were university students from both public and private universities of Rawalpindi and Islamabad. Convenient sampling technique was employed for the data collection. Results revealed that all scales and sub-scales had alpha coefficients in an acceptable range. Furthermore, results analyzed using the Pearson Product-Moment correlation showed that smartphone addiction was significantly and positively correlated with brain fog symptoms (cognitive, physiological and psychological). Also mean differences of several demographic variables were analyzed through independent sample t-test. Associations of the study variables with demographic i.e. marital status, employment status and impact of trauma faced in last 6 months were also studied. Study found significant difference among married

and unmarried individuals on smartphone addiction scale. Married individuals were found to score higher on smartphone addiction. Among comparison on employment status, unemployed individuals were significantly found to score higher on physiological subscale of brain fog. Along with it, those who faced trauma scored significantly high on brain fog and all three of its symptoms' domains. The present research would contribute to a deeper understanding of the relationship between smartphone addiction and brain fog among emerging adults in Pakistan.

**Keywords:** Smartphone addiction, brain fog, and emerging adults



PSY-882

### **COVID-19 Pandemic Legacy: Examining Demographic Influences on Teacher Burnout during Online Teaching**

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**Abstract:** The shift to online education during the COVID-19 pandemic imposed unprecedented demands on teachers, resulting in significant burnout. This study assessed the influence of demographic variables—age, gender, teaching experience, subject area, online teaching hours, and internet issues—on burnout levels among teacher. Data was collected from 200 teachers ( $M = 30$  years,  $SD = 5.28$ ) using purposive sampling, with information obtained on the Copenhagen Burnout Inventory (Kristensen et al., 2005) and a sociodemographic form. Independent sample t-tests revealed significantly higher burnout among female teachers, early adults, less experienced teachers (under five years), those teaching more hours online, those in the natural sciences, and those facing internet issues. These results highlight the role demographic factors play in teacher burnout during online teaching, emphasizing the need for tailored interventions to support vulnerable teacher groups in managing the ongoing challenges of digital education.

**Keywords:** COVID-19, pandemic, burnout, online teaching, and demographics





## Effects of Perceived Stigma and Social Anxiety on Psychological Well-being among Acne Vulgaris Adolescents

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**Abstract:** The current study aimed to examine the effect of perceived stigma and social anxiety on psychological well-being among acne vulgaris adolescents, for this purpose Perceived Stigma Questionnaire (PSQ), Leibowitz Social Anxiety Scale (LSAS), and Psychological Well-being Questionnaire (PWBQ) were used. The current study was conducted on 200 Acne Vulgaris adolescent (100 boys, 100 girls) through a cross-sectional study design. The data was collected on standardized forms with LSAS, PSQ and PWB scores, and demographic data which was analyzed using SPSS. Different school and colleges from Rawalpindi, Islamabad and some portion from Institute and universities from Hyderabad are included in data collection process. Results of the study reflected that perceived stigma have negative relationship with psychological well-being. Social anxiety was also a negatively correlated with psychological well-being. Moreover, girls overall score higher on perceived stigma and social anxiety than boys. Adolescents with nuclear family system showed lower psychological Well-being scores than joint family system. Moreover, adolescents from lower socio-economic status score higher on social anxiety and perceived stigma than upper and middle socio-economic status adolescents. Furthermore, negative body image perception adolescents score higher on social anxiety and perceived stigma and score lower on psychological well-being than positive ones.

**Keywords:** Social anxiety, perceived stigma, psychological well-being, acne vulgaris, and adolescents



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**Abstract:** Academic cheating is a widespread problem in education (Alan et al., 2020), and it is particularly pronounced in online settings (Malik et al., 2023). Because resources for assessing cheating behaviours online are more limited than those for assessing such behaviours in person, we are creating a methods case study for researchers in undergraduate and graduate programs who are looking to design an online-based protocol to study academic integrity. We are detailing our current research project in which we examine why children break rules by engaging them in challenging tasks in a naturalistic online setting. We will describe the benefits of assessing cheating behaviours in online settings and the steps taken to collect online data successfully. We will also address potential challenges that can arise while designing such a protocol and provide suggestions for solutions that ensure data reliability and validity; specifically, we address ethical, interpersonal, and technical factors that researchers should consider before, during, and after conducting the study. Through this case study, we bring awareness to both the importance of examining moral behaviour across childhood and the unique benefits and challenges involved in conducting such online studies.

**Keywords:** Academic cheating, behaviour, and analysis



**PSY-944**

### **Impact of Household Chaos on Multiple Screen Addiction Among Young Adults**

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**Abstract:** Excessive screen time, especially across multiple devices, is a growing public health concern with unclear influencing factors. This

study aimed to investigate the role of household chaos in predicting screen addiction among young adults. Moreover, mean differences across gender and geographic location were also examined. A cross-sectional survey was administered to 303 young adults (ages 18-25), utilizing the Multiple Screen Addiction Scale and the Chaos, Hubbub, and Order Scale to assess screen usage and household environment. Demographic data on gender and urban/rural residence were also collected. Correlation, regression analysis, and t-tests were conducted to explore these relationships and mean differences. Results indicated that higher household chaos correlated positively with greater screen addiction, and this relationship was statistically significant. The regression analysis demonstrated that household chaos was a statistically significant but modest unique predictor of screen addiction among young adults. Contrary to expectations, males and females did not significantly differ in screen usage or chaos levels. However, participants from urban areas reported significantly higher screen addiction levels than their rural counterparts, with a moderate effect size. These findings challenge common assumptions regarding gender disparities in screen addiction and highlight the importance of contextual influences. While household chaos is related to screen addiction, its predictive ability is limited, suggesting that multiple interconnected determinants contribute to screen addiction. The study underscores the need for ongoing, contextualized research to continually inform and refine screen health programs, particularly for high-usage urban communities. Understanding the nuanced factors that contribute to screen addiction can aid in the development of more targeted interventions and policies. Future research should explore additional variables and long-term effects to provide a comprehensive understanding of this growing issue. By addressing the multifaceted nature of screen addiction, public health initiatives can more effectively promote healthier screen usage habits among young adults.

**Keywords:** Screen addiction, household chaos, gender, geographic location, and urban-rural differences



## Examining Relationship Between Nomophobia and Academic Performance: Moderating Role of Academic Motivation

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**Abstract:** The study examines the relationship between Nomophobia and academic performance, focusing on moderating role of academic motivation. There are several researches that indicates that nomophobia is positively associated with time spent on mobile phone due to which students wastes time on the mobile phone which negatively influences their academic performance. However, the positive impact of academic motivation helps the students to effectively use self-regulation strategies to reduce the negative effects of nomophobia on academic performance. A sample of 305 students from college and university was surveyed. The Nomophobia Questionnaire was used to measure levels of nomophobia, the Academic Performance Scale was used to assess perceived academic performance of students and Academic Motivation Scale was used to assess the academic motivation of students. Multiple Hierarchical regression analysis was used to determine the relationship between nomophobia and perceived academic performance with moderating role of academic motivation. The results revealed that there is significant negative relationship between nomophobia and academic performance which reveals that students having higher level of nomophobia has lower perceived academic performance. Additionally, the academic motivation was positively associated with perceived academic performance but it does not moderate the relationship between nomophobia and perceived academic performance. Moreover, students who spend more time on their mobile phones have higher nomophobia. These findings suggests that there are several other factors associated with perceived academic performance that could be used to reduce the negative effects of nomophobia.

**Keywords:** Nomophobia, academic performance, and academic motivation



## Ostracism and Psychological Distress of Divorced Individuals: Moderating Role of Psychological Capital

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**Abstract:** The main objective of this study was to investigate the relationship between ostracism and psychological distress of divorced individuals, focusing on the moderating role of psychological capital as total and its components (resilience, hope, optimism, and self-efficacy). A cross-sectional research design was utilized for the present study employing a purposive sampling technique. The participants ( $N = 267$ ) of the study were divorced individuals both men and women were included in equal number. Reliability analyses confirmed satisfactory internal consistency for all scales and subscales. Major findings indicated that ostracism and psychological capital are positively correlated. Another finding indicates that ostracism with psychological distress is significant and negatively correlated. It was found that psychological distress showed a negative relationship with psychological capital including hope, self-efficacy, resilience, and optimism of divorced individuals. Furthermore, Moderation analysis indicated that psychological capital as total, and separately as self-efficacy, hope, reliance, and optimism negatively moderates the relationship between ostracism and psychological distress of divorced individuals. It is concluded that the perception of ostracism and psychological distress is affected by the psychological capital of divorced individuals.

**Keywords:** Ostracism, psychological capital, and psychological distress, divorced individuals, resilience, hope, self-efficacy, and optimism



#PSY-1135

### Development and Validation of Eco-anxiety Scale in Pakistan

Aasma Aziz

**Abstract:** This study was aimed to develop and validate an Eco-anxiety scale for Pakistani population. It is studied that Eco-anxiety is a recent phenomenon that gained much attention among environmental researchers. Eco-anxiety refers to feelings of fear, dread and worrying about the impacts of climate change. The study was carried out in 2 stages, in phase 1, after careful focus group discussions and expert opinion, an enriched item pool was generated. Exploratory factor analysis was conducted on a sample of 252 including both males and female. EFA established a four-factor structure including behavioral symptoms, ruminations, anxiety symptoms and personal impact on environment. 29 items with four factors were extracted on the basis of Principal Component Analysis, scree plot and eigenvalues. Confirmatory factor analysis was assessed on a purposive and independent sample of 314 participants across the Punjab to validate the four-dimensional structure resulting into excellent model fit indices. The findings are supported by previous scales as they have four factor structure of scales. This scale provides an indigenous tool to measure Eco-anxiety in Pakistani culture, facilitating the assessment of the said phenomena. This study paved the way for future researches on Eco-anxiety to gain insight about this novel phenomena contributing to the complexities of environmental changes.

**Keywords:** Eco-anxiety, ecological emotions, emotional distress, climate change anxiety



PSY-1380

**Role of Social Media Use and Mental Health Problems:  
Mediating Role of Cyber Aggression**

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**Abstract:** Mental health problems remain a public health issue globally. Studies suggest that social media use leads to cyber

aggression and could heighten the risk of mental health problems. However, the mechanisms underlying the associations between social media use, cyber aggression, and mental health problems remain unclear. Thus, this current study examined the role of social media use and mental health problems and explored the mediating role of cyber aggression among youth. Five hundred participants with ages ranging from 16 to 25 years ( $M = 20.14$ ,  $SD = 2.50$ ) were approached from public and private institutions of Rawalpindi and Islamabad, Pakistan using a convenience sampling technique. For this study, the following questionnaires were used: The Gaming and Social Media Questionnaire, Cyber Peer Experiences Questionnaire, and Depression Anxiety, and Stress Scale-21. The findings showed that social media use was significantly positively associated with mental health problems. Cyber aggression partially mediated the association between social media use and mental health problems. Mean differences showed that female participants are highly involved in social media use while male participants score higher on cyber aggression. The findings of this study will help in learning more about social media use and its impact on the mental health of the youth.

**Keywords:** Youth, social media use, cyber aggression, mental health problems



**PSY-812**

**Career Search Efficacy and Career Readiness among Final Year University Students: Role of Job Search Anxiety**

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**Abstract:** In the present era, the economic factor is very important in determining the stress-free life of a person. Mostly people are getting education and earning a degree to get a good job. A final year student needs to be ready for the career path and future endeavors which can be possible with an ability to search, explore, and find the good opportunity. this study was conducted to find out the relationship between career search efficacy and career readiness with a mediating

role of job search anxiety in final year students. 300 final year Islamabad university students were approached. For assessment, career search efficacy scale (Solberg et al., 1994), career readiness scale (Dodd et al., 2021) and Riverside Life Satisfaction Scale (Margolis et al., 2018) were used. It was hypothesized that there is a relationship between career search efficacy and career readiness among university students. It was also hypothesized that the job search anxiety plays a mediating role in between the career search efficacy and career readiness among university students. The findings revealed a significant positive relationship between career search efficacy and career readiness. Furthermore, job search anxiety played a significant mediating role between career search efficacy and career readiness. Demographic variables also play a significant role in this relationship. The findings indicated that the institutes and universities should review curriculum and devise trainings, and other exercises related to exploring opportunities according to modern needs.

**Keywords:** University students, career search efficacy, career readiness, job search, anxiety



PSY-1155

### **A Qualitative Exploration of Psychosocial Risk Factors of E-Smoking Behavior Among Young Adults**

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**Abstract:** This qualitative study aimed to explore the psychosocial risk factors of e-smoking behavior among young adults in Rawalpindi. Purposive sampling was used to select 15 participants aged 18-30 years from various educational institutions. Data collection continued until data saturation point. The study revealed 5 themes: psychological factors (stress and anxiety, self-esteem and confidence, mood and emotional regulation, personality traits, coping mechanisms and resilience), social factors (peer influence and social norms, family dynamics and support, social media and online interactions, friendships



and social connections, community and societal expectations), cultural and environmental factors (cultural norms and values, environmental cues and accessibility, media and advertising influences, policy and legal frameworks), knowledge and awareness factors (understanding of health risks and benefits, awareness of e- cigarette marketing tactics, knowledge of nicotine addiction and withdrawal), and behavioral factors (experimentation and curiosity, pleasure and enjoyment, socialization and bonding, stressrelief and coping, nicotine dependence and addiction). The study reveals that mainly psychological stress, economic affordability, peer influence, and perceived personal benefits drive middle-class young adult males in Pakistan to engage in e-smoking, highlighting the need for targeted prevention and cessation programs despite limitations in sample diversity. The study highlighted the complex interplay of psychosocial factors influencing e-smoking behavior among young adults, emphasizing the need for comprehensive interventions addressing these factors.

**Keywords:** E-smoking, young adults, psychosocial risk factors, qualitative study, psychological factors, social factors, cultural and environmental factors, knowledge and awareness factors, behavioral factor



**Note. # were not presented at CWCT 2024**



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