



14TH EMS INTERNATIONAL RESEARCH CONFERENCE IN MAKKAH, SAUDI ARABIA

(Building Prosperity in a Climate-Conscious World)

January 23-24, 2025, Makkah, Saudi Arabia

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14th EMS CONFERENCE PROCEEDINGS BOOK

14th EMS International Research on Building Prosperity in a Climate Conscious World

DATE AND PLACE

January 20 to Feb. 02, 2025, Makkah, Saudi Arabia

CONFERENCE COLLABORATING ORGANIZATIONS

- Experts in Management & Social Sciences, Pakistan
- National University of Science and Technology, Islamabad
- Sarhad University of Science & IT Peshawar, Pakistan
- FATA University, Khyber Pakhtunkhwa, Pakistan

CONFERENCE LANGUAGES

Arabic, English, Turkish, Urdu

PRESENTATION OPTIONS

Oral and Virtual

FOREWORD

Experts in Management and Social Sciences, registered with Securities and Exchange Commission of Pakistan, is delighted to issue Abstract Book of the 14th EMS International Research Conference on Building Prosperity in Climate Conscious World in Makkah, Saudi Arabia, January 20 to Feb. 02, 2025. Statistics of the conference are provided at end of this book. The Organizing Committee of the Conference is thankful to all those who participated in the conference and made the event successful.

The Conference has a very extensive theme with three main streams: **Social Sciences Stream**, **Engineering & Technology Sciences Stream**, and **Medical, Medicines, & Health Sciences Stream**. This Book contains only the reviewed and accepted abstracts submitted for presentation in the conference. The Book can be accessed from <https://expertsms.org/> through surfing the conference window.

The Core Committed of the EMS and the Conference Organizing Committee express their deepest gratitude to those who helped them to plan and organize this event. This academic activity is expected to have inspired many individuals in academia to undertake new research initiatives and participate in such events in future.

Organizing and conducting an international research conference is not an easy task. It requires a lot of inputs and efforts to make such event a success. In its true essence, the event signifies the unflinching efforts of a number of researchers and scholars in the field of research. We collectively recognize and value contribution of everyone.

The Committee looks forward to the potential researchers to participate in such academic events and hopes that such academic gathering and discussions during and after such events are helpful to both the old and new researchers in improving the quality of their future research endeavors. It is also expected that each individual presentation would add to the knowledge of audience.

The Committee also pays thanks to Prof. Dr. Salim-ur-Rehman, VC, Sarhad University Peshawar, Engr Javed Mahmood Bukhari, Rector NUST, Prof. Dr. Alam Zeb, Vice Chancellor FATA University for their support in facilitating their rep in organizing this conference. The Committee profoundly thanks all speakers for their **KEYNOTE** speeches. Besides, we are thankful to all the Deans, Professors and other dignitaries from around the world for agreeing to participate in the event and sharing their thoughts and ideas with the participants of the conference. Furthermore, the Committee also expresses its gratitude for all members of the Scientific Committees for their input in reviewing the abstracts and articles submitted for presentation in the conference.

At the end, the Committee once again greatly appreciates all those who directly and indirectly contributed in the organization of the conference. **THANK YOU ALL!**

Organizing Committee
CEMS-14-2025

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CONFERENCE ORGANIZERS

- Prof. Dr. Salim-ur-Rehman
- Prof. Prof. Dr. Alam Zeb
- Dr. Atiq-ur-Rehman
- Prof. Dr. Wali Rahman
- Dr. Sajjad Ahamd Khan
- Assoc. Prof. Dr. Shahid Jan
- Assoc. Prof. Dr. Fayaz Ali Shah
- Assoc. Prof. Dr. Amjad Ali
- Muhammad Ali
- Neelma Riaz

About Experts in Management and Social Sciences Pvt. Ltd.

We are a group of experts working with and for youth in maximizing their academic and research potentials aiming at their social and economic well-being. We provide technical support to young graduates to become good researchers and entrepreneurs through a variety of interventions, like training, seminars, workshops, and conferences. We also assist PhD/MS students and researchers in acquiring new skills and improving their skills in areas related to designing of research projects, data collection, data analysis and reporting.

Besides, we help organizations (in public, private and development sectors), through needed and relevant interventions to improving and sustaining their performance at three levels i.e., individual, group and organizational. We also facilitate the organizations in designing and implementing behavioral change initiatives.



Mission

Our mission is to empower young graduates with right skills, attitudes and tools, to work at their fullest potential aiming at enriching their professional skills to uplift theirs and their families' social, psychological and economic wellbeing.

Vision

Our vision is to become the leading and the most effective talent developer and enabler organization in Pakistan.

Core Values

Our core values are:

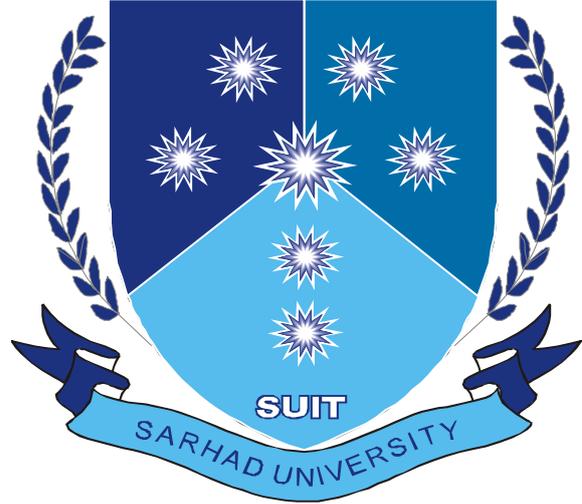
- Creative thinking
- Happiness
- Psychological value
- Diversity and inclusion
- Learning excellence

Our Slogan

Join our hands to empower youth for building a psychologically, economically and socially vibrant and progressive society.

Sarhad University of Science and Information Technology **Peshawar**

Sarhad University of Science & Information Technology (SUIT), Peshawar, is a renowned name in the educational circles of Pakistan and abroad. It was established in 2001 through an Ordinance of the Government of Khyber Pakhtunkhwa and is duly recognized by the Higher Education Commission. Since its inception, the University has made commendable achievements in disseminating quality education and, in a short span of time; it has become a leading institution of higher education in Pakistan. The University offers a wide range of programs from bachelor to doctoral level. These programs are executed through highly qualified and professionally groomed faculty holding PhD degrees from renowned institutions of Pakistan and abroad.



The University is dedicated to imparting high-quality education with emphasis on demand-oriented skill-development and training under excellent conditions of learning. Its educational programs are designed to enable the students and servicemen to Develop skills and competence in their respective areas of specialization. Obtain broad-based, cross-functional education with due emphasis on developing critical, analytical and logical thinking, and knowledge of societal matters. The education is cost-based, but affordable. The University is devoted to students' welfare and intends to provide all support and guidance in their pursuit of successful careers and jobs.

Buraq Builders, Construction & Real Estate Development

Buraq Builders is a premier construction and real estate development company, committed to delivering innovative and high-quality infrastructure projects. The company specializes in residential, commercial, and industrial construction, integrating modern engineering techniques with sustainable practices.

Under the leadership of Mr. Ali Haider Babakhel, Buraq Builders has emerged as a key player in the construction sector, known for its excellence in project execution, timely delivery, and adherence to industry standards. The company's vision is to contribute to economic growth by developing resilient, eco-friendly, and technologically advanced infrastructure.

Buraq Builders is dedicated to fostering strategic partnerships and collaborative initiatives that promote urban development and economic prosperity. The company actively engages with stakeholders, investors, and policymakers to drive innovation in the construction industry.



FATA University, Khyber Pakhtunkhwa, Pakistan

FATA University was established under FATA University Regulations in May 2013. Prof. Dr. Mohammad Tahir Shah (T.I.) was appointed as the first Vice Chancellor of the University. Soon after assuming charge, the Vice Chancellor started work on the preparation of the two PC-1s for obtaining funding for the smooth running of the affairs of the university. A PC-1 titled “Establishment of FATA University” was approved by the CDWP in April 2016 at a cost of Rs. 1.593 billion. In October 2016, initially the academic activities in the university were launched four years bachelor (BS) program in Management Sciences, Political Science, Sociology and Mathematics while three more disciplines such as Computer Science, Geology and English were started in September, 2017. The University is currently housed in a separate block of the Darra Adam Khel Degree College. However, the existing building and infrastructure does not suffice the research and academic requirements of the university. The construction of the new buildings and provision of research facilities require space to meet the necessary requirements. The university has hired a Consultant Firm for the Master Planning and Detailed Designing of the university future infrastructure development. The Technical Review Committee of the HEC has approved the Master Plan of FATA University. The Civil work has been divided into seven packages that include construction of different academic blocks, water system, boundary wall, etc.



Future Plan

The infrastructure of the FATA University and the Administrative and Academic requirements in more than six faculties as per FATA University Regulations 2013 will be completed in different phases. Under the approved PC-1 Scheme, the following activities will be accomplished during the next 5 years:

- ✓ Hiring of highly qualified faculty and staff
- ✓ Establishment of Infrastructure according to approved Master Plan.
- ✓ Sending of 20 faculty members on foreign Ph.D. scholarships
- ✓ Establishment of state-of-the-art labs in Computer Science & IT, Biotechnology, Electronics, Chemistry, Physics and Geology Disciplines
- ✓ Establishment of Post graduate (MPhil & PhD) programs
- ✓ Enhancing the Research capabilities of the faculty and students
- ✓ Affiliation of all the Colleges of Tribal Districts
- ✓ Establishment of Sub-campuses in other Tribal Districts
- ✓ Preparation and submission of 2nd Phase 5 years PC-1 to HEC & PCP during the 5th year of this project.

Experts Centre for Market and Policy Research (ECMPR)

Experts Centre for Market and Policy Research (ECMPR) is an independent policy think tank in Pakistan, the first one in Khyber Pakhtunkhwa. After the enactment of the 18th Amendment in the Constitution of Pakistan, the provincial governments in Pakistan have been given more autonomy, mandate, powers and resources. However, there hardly exists any systematic mechanism at provincial level to support the provincial governments with independent analysis of their policies so that the quality of their policies be objectively assessed and improvement/changes suggested for a free, open and prosperous Pakistan.



Realizing the critical nature of the existing gap, Experts in Management and Social Sciences (Pvt.) Ltd., a group of experts working with all stakeholders to address their social and economic well-being through a variety of interventions, like research interventions, trainings, seminars, workshops, and conferences. The ECMPR is a nonprofit public policy organization based in Peshawar with a coordination office in Islamabad. In future, the ECMPOR will consider setting up regional offices in Lahore, Karachi, Quetta, Muzafarabad and Gilgit. However, most of the activities will be conducted online.

Vision, Mission and Values of the ECMPR

The ECMPR envisions public policy making process in the country based on evidence for a free, open and prosperous Pakistan.

Mission

The ECMPR is committed to work for the ideals of liberty, governments with limited interventions, rule of law, free markets and property rights by fostering high quality policy-relevant research, and disseminating the findings widely to decision-makers in the public and private sectors in Pakistan in general and in provinces in particular.

Values

Key values of the Centre will include: Freedom of thoughts, Creativity, Learning, Dialogue, Continuous improvement, Objective thinking, Collaboration

Organization's Slogan

Join our hands to empower the youth for a psychologically, economically, and socially vibrant and progressing society.

CONFERENCE KEYNOTE SPEAKERS

KEYNOTE SPEAKER I

Prof. Dr. Safia Akram,
Military College of Signals
National University of Science & Technology, Islamabad

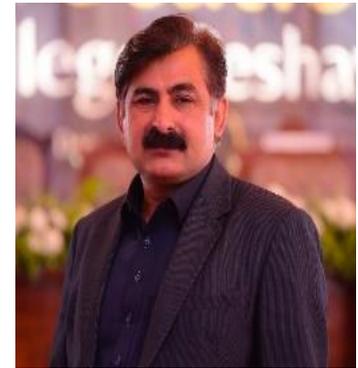
Dr. Safia Akram completed her M.Phil leading to a PhD degree in Mathematics from Quaid-I-Azam University Islamabad in year 2011. She has won an outstanding talent Scholarship (OTS) in M. Phil leading to PhD by Punjab information technology board (PITB) Lahore. She is actively involved in research. She has published 96 research papers in ISI index journals with high impact factors. She is also a reviewer of various international journals. Recognized for her exceptional contributions to research, she has been listed among the "World's Top 2% Scientists" by Stanford University for 2022, 2023, and 2024. Dr. Safia Akram received the Best Presentation Award at the 19th International Conference on Applied Mathematics and Computational Mechanics (ICAMCM) 2017 in Dubai. She has also been honored with Research Productivity Awards for 2011, 2012, and 2015 by the Pakistan Council of Science and Technology. Additionally, she was recognized as the 19th most productive scientist in Pakistan under the age of 40 in Mathematical Sciences for 2017. Currently, Dr. Akram serves as the full-time Regional Editor for the ISI-indexed journal Fluid Dynamics & Materials Processing, appointed by Tech Science Press. She joined the Military College of Signals (NUST) in 2009, where she teaches various academic courses.



KEYNOTE SPEAKER II

Dr. Sajjad Ahmad Khan,
Department of Statistics,
Islamia College Peshawar, Pakistan

Dr. Sajjad Ahmad Khan is an Associate Professor of the Department of Statistics at Islamia College Peshawar. He holds a Ph.D. in Statistics from the University of Peshawar and has specialized in fields such as biostatistics, categorical data analysis, and regression analysis. Dr. Khan has published extensively in academic journals and has authored the book "Statistical Tests for the Analysis of Human Genetic Linkage".



Dr. Khan has also organized several academic conferences, including two conferences of the Islamic Countries Society of Statistical Sciences at Islamia College Peshawar and an international conference under the umbrella of the EMS International Research Conference. Additionally, Dr. Khan conducted research in the Department of Human Genetics at the University of Pittsburgh, focusing on biostatistical methods for genetic data analysis.

Dr. Khan has held several key administrative positions, including: Member of Syndicate, Director Academics, and Chairman of the Department of Statistics at Abdul Wali Khan University Mardan. Director of Planning & Development, Director Administration, Director Works and Chairman of the Department of Statistics at Islamia College Peshawar.

KEYNOTE SPEAKER III

Brad Lips,
CEO, Atlas Network, USA

Brad Lips is the Chief Executive Officer of Atlas Network, which increases opportunity and prosperity by strengthening a global network of independent civil society organizations that promote individual freedom and remove barriers to human flourishing. Since he became CEO in 2009, the budget of Atlas Network has more than doubled and the scope of its programs has extended worldwide. He is the author of *Liberalism and the Free Society in 2021*, as well as another monograph titled *The Freedom Movement: Its Past, Present, and Future*, as well as the editor of *Finding New Ideas in Old Ones*. Lips is a member of the John Templeton Foundation, Templeton World Charity Foundation, and Templeton Religion Trust. He serves on the boards of directors of the American Friends of the Institute of Economic Affairs and Donors Capital Fund. He is on the Board of Advisors of Antigua Forum hosted by Universidad Francisco Marroquín, and served as the President of its 2024 meeting in Guatemala. As a member of the Mont Pelerin Society, Lips chaired the Organizing Committee of its General Meeting in 2016 and now chairs its Membership Committee. Prior to joining Atlas Network in 1998, Lips co-founded an Internet start-up, conducted equity research for Smith Barney, Inc., and worked in a policy research capacity for the Progress & Freedom Foundation. He has spoken on five continents on solutions to poverty, and his work has been published in The Wall Street Journal, The Chronicle of Philanthropy, National Review Online, Investor's Business Daily, The Daily Caller, Forbes, Fox News, American Spectator, and RealClearPolitics. Lips received his MBA from the Goizueta Business School of Emory University and his undergraduate degree from Princeton University. Brad lives with his wife, Stephanie, and their children in Falls Church, Virginia



KEYNOTE SPEAKER IV

Mr. Coleman E. Williamson

Director External Relations,
Foundation for Economic Education, USA

Coleman E. Williamson is a native Atlantan with extensive experience working with nonprofits, educational institutions, and political campaigns. He is passionate about promoting the principles of free markets and individual liberty and works at the Foundation for Economic Education as an External Relations Associate with a focus on partnerships and external affairs.



KEYNOTE SPEAKER V

Prof. Dr. Islam Ullah Khan,
Vice Chancellor, University of Mianwali,
Mianwali, Punjab, Pakistan

Prof. Dr. Islam Ullah Khan currently serves as the Vice Chancellor of the University of Mianwali, a position he has held since February 2021. He is an accomplished academic and researcher with a distinguished career in chemistry and higher education administration. Dr. Khan earned his Ph.D. in Chemistry from Kyushu University, Japan, in 1993, following an M.Phil from the University of Agriculture, Faisalabad, and an M.Sc from Quaid-e-Azam University, Islamabad. He has previously held key academic and leadership positions, including Dean of Sciences at the University of Sialkot and Professor at Government College University (GCU), Lahore. With over 300 publications in ISI-indexed journals and a cumulative impact factor of 225, Dr. Khan has significantly contributed to the field of chemistry. His research focuses on advanced material sciences, nanotechnology, and applied chemistry. As Vice Chancellor, he is dedicated to enhancing research and academic excellence at the University of Mianwali by fostering a modern learning environment with state-of-the-art facilities. His leadership aims to bridge the gap between academic research and industry needs while promoting interdisciplinary collaborations.



KEYNOTE SPEAKER VI

Mr. Ali Haider Babakhel
Chief Executive Officer, Buraq Builders

Mr. Ali Haider Babakhel is the CEO of Buraq Builders, a leading construction and real estate development firm. Under his leadership, Buraq Builders has been at the forefront of innovative infrastructure projects, emphasizing quality, sustainability, and modern urban development. With extensive experience in the construction industry, Mr. Babakhel has played a pivotal role in delivering high-impact projects that contribute to economic growth and urban expansion. His vision focuses on integrating advanced construction technologies, ensuring efficiency, and maintaining high industry standards. As a strategic leader, he is committed to fostering collaborations that drive economic prosperity and development. His role extends beyond business, as he actively engages in initiatives that support infrastructure development and market growth in the region.



EMS CORE ORGANIZING COMMITTEE

DR. WALI RAHMAN

Prof. Dr. Wali Rahman, Head, Department of Business Administration, Sarhad University of Science & IT, Peshawar, has his PhD (Human Resource Development) from NUML Islamabad. He has more than 25 years experience of serving in different public and private sectors/organizations. He is the founder and Editor-in-Chief of Sarhad Journal of Management Sciences and is reviewer of a number of national and international journals. He has published 50 research articles in national and international reputed journals. He has supervised 08 PhD scholars, 06 MS scholars. He has been organizer of 20 international conferences.



FAYAZ ALI SHAH, PhD (Management)

Dr. Fayaz Ali Shah, is working as an Associate Professor in the Department of Management Sciences, Islamia College Peshawar, which is one of the oldest institutes for higher education in the country. He has done his master in Human Resource Management from Kingston University, UK and PhD in Management from Universiti Teknologi Malaysia. He has been editor of City University Research Journal and currently Editor of Journal of Business and Administrative Sciences and member of editorial boards on FJWC, SJMS and IMBR. He has more than 15 years' experience in teaching and research and has published one book and more than 60 research publications with 10 h-index in the field of organizational justice and law, human behaviour and management.



DR. SHAHID JAN KAKAKHEL

Dr. Shahid Jan Kakakhel is a Chairman and Associate Professor of Management at Islamia College University Peshawar. He received his MBA from Quaid-E-Azam University Islamabad and his Post Doctorate from Gatton college of Business and Economics, University of Kentucky, USA. During his seventeen-year career, he has served different Universities as a faculty member and as a research Committee, Academic council, BOS, ASRB, selection Board and Research Journal editorial member. He has supervised 21 PhD scholars, 60 MS scholars and published 90 research articles in the field of CSR, Social Entrepreneurship, HRM and Management.



DR. ATIQU UR REHMAN

Dr. AtiqurRehman is PhD in HRD. He has over 27 years' experience of working in academia and corporate world in Pakistan and Malaysia. He taught MS and PhD level courses in SZABIST and Air University Islamabad for about 8 years. He supervised several MS and one PhD dissertations. He has published nationally and internationally - including impact factor journals. His key areas of interest are: HRD, TVET, capacity mapping, performance management, communication and advocacy, gender assessment, value chain analysis, public sector project management, project M&E, impact evaluation, development of business plans, and start-ups management. He has been acting as Chief Editor of the IDD – an International Journal of Outcome Management (IOCOM), for the last five years. The journal is published on quarterly basis from Toronto, Canada. Besides, he has successfully completed more than 100 consultancy projects in Pakistan, Malaysia, Myanmar and Afghanistan.



DR. AMJAD ALI

Dr. Amjad Ali, Associate Professor and is Chairman Department of Statistics, Islamia College Peshawar. He did his PhD from University Illionis, Urbana-Champaign, USA. His Research Interests are Data Analysis and Statistical Modeling. He Published numerous research papers in reputable journals. Dr. Amjad Ali is a renowned statistician and academician with a strong background in statistical research and education. He has made significant contributions to the field of statistics through his research and has supervised a number of M. Phil and Ph.D. students. His expertise in data analysis and statistical modeling has been recognized through various awards and publications.



CONFERENCE SCIENTIFIC COMMITTEES

CONFERENCE SCIENTIFIC COMMITTEES

Names of the Members of the Scientific Committees		
#	Name	Designation/Affiliation
Accounting		
1.	Prof. Dr. Farzand Ali Jan	Vice-chancellor, Iqra National University Peshawar
2.	Dr. Khurshid Iqbal	Associate Professor, BUTIM University, Balochistan
3.	Dr. Muhammad Anees	Assistant Professor, Behriya University Islamabad
4.	Dr. Muhammad Adnan	Assistant Professor, AWKUM Mardan
5.	Dr. Zahid Ali	Assistant Professor, University of Malakand
6.	Dr. Mustafa Afeef	Assistant Professor Islamia College Peshawar
Economics		
1.	Prof. Dr. S. Ghaisul Haq	Dean, FMS, Sarhad University Peshawar
2.	Prof. Dr. Zakat Khan	Department of Economics, University of Peshawar
3.	Prof. Dr. Muhammad Azam Khan	Professor, AWKUM Mardan
4.	Dr. Muhammad Tariq	Assistant Professor, AWKUM Mardan
5.	Dr. Wajahat Ali	Assistant Professor, Sarhad University Peshawar
Education		
1.	Dr. Itbar Khan	Assistant Professor, University of Malakand, Dir
2.	Dr. Abdul Ghaffar	Assistant Professor, Abdul Wali Khan University Mardan
3.	Dr. Waqar-un-Nisa	Assistant Professor, Islamia College Peshawar
4.	Dr. Khisro Kaleem Raza	Assistant Professor, Sarhad University Peshawar
5.	Dr. Iqbal Ahmad	Assistant Professor, University of Malakand
6.	Dr. Andi Andijah	Training Coach, South Sulawesi, Makassar Indonesia
Entrepreneurship		
1.	Dr. Wasif Jamal	Associate Professor, IM Sciences, Peshawar
2.	Dr. Muhammad Usman	Assistant Professor, University of Malakand
3.	Dr. Muhammad Nauman Habib	Assistant Professor, City University Peshawar
4.	Dr. Ch. Shoaib Akhtar	Assistant Professor, Fatima Jinnah Women University Rawalpindi
5.	Dr. Rabia Naseer	Assistant Professor, Islamia College Peshawar
6.	Dr. Urooj Zeb	Virtual University, Peshawar Campus

Finance		
1.	Prof. Dr. Syed Umar Farooq	Vice Chancellor, Abasyn University Peshawar
2.	Dr. Muhammad Naveed	Associate Professor, SZABIST Islamabad
3.	Dr. Agha Jehanzeb	Assistant Professor, IBA Sukkar
4.	Dr. Muhammd Abbas	Assistant Professor, Sarhad University Peshawar
5.	Dr. Wajid Khan	Assistant Professor, University of Baltistan, Skardu
6.	Dr. Hamidullah	Assistant Professor, Islamia College Peshawar
7.	Dr. Asif Baloch	Assistant Professor, City University Peshawaar
8.	Dr. Wahid Raza	Assistant Professor, GCMS Karak
Human Resource Management		
1.	Prof. Dr. Muhamamd Sajjad	Director IM Studies, University of Peshawar
2.	Dr. Rabia Ishrat	Associate Professor, Sarhad University, Peshawar
3.	Dr. Yasin Munir	Assistant Professor, Department of Business Administration, GC Women University Sialkot
4.	Dr. Muhammad Shakil	Assistant Professor, Sohar Univeristy, Oman
5.	Dr. Muhammad Siddique	Assistant Professor, University of Punjab, Gujrat Campus
6.	Dr. Fawad Latif	Assistant Professor, COMSATS University Attock Campus
7.	Dr. Muddassar Khan	Assistant Professor, Abbottabad University of Science & Technology, Abbottabad
8.	Dr. Asad Khan Akhunkhail	Assistant Secretary, Technical Board Peshawar
Islamic Studies		
1.	Prof. Dr. Hifazatullah	Professor Islamia College Peshawar
2.	Dr. Abzahir Khan	Associate Professor (Post-Doc Fellow, IRI, IIU, Islamabad), Abdul Wali Khan University Mardan
3.	Dr. Fatima	Associate Professor, SBBWU, Peshawar
4.	Dr. Khalil-ur-Rehman	Assistant Professor, Department of Dawah and Islamic Culture, International Islamic University, Islamabad
5.	Dr. Aftab Ahmad	Assistant Professor, Shaheed Benazir Bhuto University Sheringal Dir
	Dr. Gulzar Ali	(Post-Doc Fellow, IRI, IIU, Islamabad) Assistant Professor, Abdul Wali Khan University, Mardan
6.	Dr. Muhammad Ayaz	Assistant Professor, Islamai College Peshawar
7.	Dr. AsadUllah	Assistant Professor, GPGC, Charsadda)
	Dr. Ashfaq Ali	Assistant Professor, Islamia College Peshawar
	Dr. Badshah Rahman	Assistant Professor, University of Malakand

8.	Dr. Abdul Naseer	Assistant Professor, University of Malakand
Literature and Linguistics		
1.	Dr. Qaisar Khan	Professor, University of Malakand
2.	Dr. Iqbal Khan	Associate Professor, Islamia College Peshawar
3.	Dr. Riaz-ud-Din	Associate Professor, Higher Education Department, KP
4.	Dr. Shaukat Ali	Assistant Professor, Univeristy of Malakand
5.	Dr. Muhammad Umer	Assistant Professor, Islamia College Peshawar
Marketing/Supply Chain Management		
1.	Dr. AamirNadeem	Associate Professor, City University Peshawar
2.	Dr. Cedric Aimal Edwin	Associate Professor, CECOS University Peshawar
3.	Dr. Jawad Hussain	Associate Professor, University of Malakand Dir
4.	Dr. Syed Mohsin Ali Shah	Assistant Professor, AWKUM, Mardan
5.	Dr. Faiza Saleem	Assistant Professor, University of Wah, Pakistan
6.	Dr. Kausar Hayat	Assistat Professor GCMS, Swabi
7.	Dr. Sonia Sethi	Lecturer, Islamai College Peshawar
Operation Management		
1.	Dr. WaqarAlam	Professor, Abasyn University Peshawar
2.	Dr. Nazim Ali	Associate Professor, University of Malakand, Dir
3.	Dr. Shams-ur-Rahman	Assistant Professor, IBMS Agri. University Peshawar
4.	Dr. KashifAmeen	Assistant Professor, Qurtaba University Peshawar
5.	Dr. Haji Rahman	Assistant Professor, University of Buner
6.	Dr. Zainullah	Assistant Professor, City Univeristy Peshawar
Organizational Behaviour		
1.	Dr. Muhammad Zeb	Associate Professor, SZABIST University Islamabad
2.	Dr. Razaullah	Assistant Professor, Islamia College Peshawar
3.	Dr. MaqsoodAfridi	Assistant Professor, FATA University
4.	Dr. Muhammad Arif	Assistant Professor, University of Swabi
5.	Dr. SaminaWaleed	Assistant Professor, Women University Swabi
Political Science/International Relations		
1.	Dr. Jahanzeb Khalil	Ex- Vice Chancellor AWKUM Mardan
2.	Dr. Amirullah	Associate Professor, Islamia College Peshawar
Project Management		
1.	Dr. Atiq ur Rehman	Consultant, Islamabad

2.	Dr. Ghulam Dastagir	Associate Professor, Kingdom of Saudi Arabia
3.	Dr. Alam Rahman	Associate Professor, NUML Peshawar Campus
4.	Dr. Anjum Ihsan	Islamia College Peshawar
5.	Dr. Abdul Latif	Assistant Professor, Abbottabad University of Science & Technology, Abbottabad
6.	Dr. Maimoona Saleem	Lecturer, Islamia College Peshawar
Psychology		
1.	Prof. Dr. Erum Irshad	Professor, University of Peshawar
2.	Prof. Dr. Nighat Shaheen	Professor, Peshawar University
3.	Dr. Sharif Ullah Jan	Assistant Professor, Islamia College Peshawar
4.	Dr. Hina Iqbal	Assistant Professor, Islamia College Peshawar
5.	Dr. Salma Andaleeb	Assistant Professor, Islamia College Peshawar
6.	Dr. Sabeen Rahim	Assistant Professor, University of Peshawar
Sociology and Social Work		
1.	Dr. Arab Naz	Dean, Social Sciences, University of Malakand
2.	Dr. Syed Rashid Ali Shah	Associate Professor, Abdul Wali Khan University
3.	Dr. Muhammad Ibrar	Assistant Professor, University of Peshawar
4.	Dr. Muhammad Sajjad	Assistant Professor, University of Malakand
5.	Mr. Muhammad Shakil Khattak	Lecturer, Islamia College Peshawar
Statistics		
1.	Prof. Dr. Sareer Badshah	Professor, Islamia College Peshawar
2.	Dr. Sajjad Ahmad	Associate Professor, Islamia College Peshawar
3.	Dr. Umair Khalil	Assistant Professor, Abdul Wali Khan University
4.	Dr. Amjad Ali	Assistant Professor, Islamia College Peshawar
5.	Dr. Dost Muhammad	Assistant Professor, Abdul Wali Khan University
Strategic Management		
1.	Dr. Muhammad Jehangir	Assistant Professor, Abdul Wali Khan University
2.	Dr. Altaf Hussain	Assistant Professor, University of Malakand
3.	Dr. Fazal Wadood	Assistant Professor, University of Buner
4.	Dr. Muhammad Irfan	Assistant Professor, NUST Islamabad
5.	Dr. Imran Saeed	Assistant Professor, IBMS Peshawar
6.	Dr. Qamar Abbas	Assistant Professor, MAJU University Karachi

Tourism and Hospitality Management		
1.	Dr. Mohib Ullah	Assistant Professor, AWKUM Mardan
2.	Dr. Faisal Khan	Assistant Professor, Swabi University
3.	Muhammad Hanif Yousafzai	Assistant Professor, University of Malakand
4.	Dr. Asia Umar	Lecturer, Islamia College Peshawar
5.	Dr. Abrarullah	Lecture, University of Swabi, Khyber Pakhtunkhwa
6.	Dr. Muhammad Irshad	Direcotr ORIC, QurtaUniveristy Peshawar

DAY-1

THURSDAY,

JAN.23, 2025

14th EMS International Research Conference on Building Prosperity in a Climate-Conscious World in Makkah, KSA,
January 23 to February 02, 2025

Registration and Link Sharing January 23, 2025, 09:30 am To 10:00 am (KSA Standard Time)	
Conference Opening: Session Host: Neelma Riaz	
Recitation from the Quran-e-Kareem (10:00 am)	
Opening Remarks and Welcome Address	
Dr. Dr. Shahid Jan Kakakhel (10:05 am to 10:10 am)	
Keynote Speaker I	
Prof. Dr. Safia Akram, Military College of Signals, NUST, Pakistan (10:10 am to 10:20 am)	
Keynote Speaker II	
Dr. Sajjad Ahmad Khan, Department of Statistics, Islamia College Peshawar, Pakistan (10:20 am to 10:30 am)	
Keynote Speaker III	
Brad Lips, CEO, Atlas Network, USA (10:30 am to 10:35 am)	
Keynote Speaker IV	
Mr. Coleman E. Williamson Director External Relations, Foundation for Economic Education, USA (10:40 am to 10:50 am)	
Keynote Speaker IV	
Mr. Ali Haider Baba Khel Prosperity in a climate Concious worls (10:50 am to 10:55 am)	
Chief Guest Address	
Prof. Dr. Islam Ullah Khan Vice Chancellor, University of Mianwali, Mianwali, Punjab, Pakistan (10:55 am to 11:5 am)	
Vote of Thanks	
Dr. Muhammad Qasim	
Shield Presentation	
Group Photo	

ORAL PRESENTATIONS

PARALLEL SESSION

SOCIAL SCINENCES

Thursday, January 23, 2025 (Time 11:10 am–onward)

Parallel Session Social Sciences
(Management Sciences)

Session Chairs:

Prof. Dr. Shafiq-ur-Rehman (UoM)
Dr. Nida Abbas (NUST)
Dr. Mohib Ullah (AWKUM)

Name and ID	Title of Abstract
Dr. Iram Naz CEMS-14-SS-105	From Communication to Success: The Dual Role of Team Resilience and Occupational Self-Efficacy in Leadership Dynamics
Dr. Nausheen Syed CEMS-14-SS-116	An Analysis of the Impact Consumer's Buying Intention Towards Augment Online Shopping
Dr. Nida Abbas CEMS-14-SS-119	When Creativity Backfires: An Integrated Model of Negative Work Outcomes of Employee Creativity in Pakistani Advertising Agencies
Prof. Dr. Muhammad Hassan CEMS-14-SS-120	Organizational Adaptation to Climate Change and Role of Private Sector Engagement
Mehreen CEMS-14-SS-125	Bankruptcy Prediction in Saudi Islamic Banks: Integrating Financial Ratios and Governance Practices
Dr. Shafiq-ur-Rehman CEMS-14-SS-129	Navigating the COVID-19 Crisis: Challenges and Alternative Strategies for the Banking Sector
Muhammad Faisal CEMS-14-SS-131	An Innovative Approach to Measure the Organizational Performance with a Moderating Role of Digital Transformation
Dr. Samina Nasim CEMS-14-SS-134	Eco Friendly Sustainable Architecture in Pakistan: Plans, Designs, Elements and Materials
LeezaHamayoon CEMS-14-SS-136	Greed vs. Green: Sostalgia and Neoliberal Exploitation in Dr. Seuss' The Lorax

Thursday, January 23, 2025 (Time 11:10 am–onward)

Parallel Session Social Sciences
(General)

Session Chairs: Prof. Dr. Bushra Illumud Din (RIU)
Prof. Dr. Muhammad Nasir Afridi (SUIT)
Prof. Dr. AsnaMubashra (UoP)

Name and ID	Title of Abstract
Dr. Muhammad Nasir Afridi CEMS-14-SS-159	A Lively Discussion on How to Rite a Thesis and Collect Material for Students of Universities, Colleges and Madrasas
Dr. Maria Khan CEMS-14-SS-158	Shaping the Future: Governance of AI in Education from Guidelines to Policy
Dr. AsnaMubashra CEMS-14-SS-138	A Step Towards Co-Creation of a Safer World
Dr. Sadaf Manzoor CEMS-14-SS-151	Environmental Impact of Personal Protective Equipment (PPE) Usage During COVID-19: An Analytical Study on Heavy Metal Contamination
Dr. Adeeba Siddiqui CEMS-14-SS-153	Building Prosperity in a Climate-Conscious World: An Islamic Perspective
Dr. Mufti Muhammad Saleem CEMS-14-SS-123	Building Prosperity in the World by Self Accountability in the Light of Seerah of Prophet PBUH)

Thursday, January 23, 2025 (Time 11:10 am–onward)

Parallel Session Social Sciences
(Arts and Humanities)

Session Chairs:

Dr. Rukhsana Balooch (GCWUF)
Ms. Neelma Riaz (NUST)

Name and ID	Title of Abstract
NeelmaRaiz CEMS-14-SS-104	Role of Predominantly Semantic Properties in Assigning Gender to English Loanwords in Pashto and Urdu Language: A Comparative Analysis
Dr. Ammara Kalsoom CEMS-14-SS-109	Genre Analysis: A Study of Promotional Strategies in Foodpanda Ads
Dr. IrramWaheed CEMS-14-SS-110	Exploring Linguistic Strategies in Pakistan's Tourism Promotional Material: The Role of Media in Shaping Tourist Perceptions
Beenish Asmat Ullah CEMS-14-SS-115	Women and Nature Collaborate in Mirza Waheed's The Collaborator
Dr Rukhsana Baloch, Fozia Kausar & Naima Tufail CEMS-14-SS-126	Urdu Poetry: Environmental and Cultural Contexts
Dr. Zeenat Bibi CEMS-14-SS-156	The Role of Newspapers in the Promotion of Language and Literature
Dr. Afroz Illyas CEMS-14-SS-160	Enhancing Reading Abilities of an Average Learner through Employing Meta Cognitive and Cognitive Strategies

Thursday, January 23, 2025 (Time 11:10 am–onward)

Parallel Session
(Engineering & Technology)

Session Chairs: Prof. Dr. Safia Akram (NUST)
Dr. Jam Nazeer Ahmad (UAF)
Dr. Aysha Sameen (GCWUF)

Name and ID	Title of Abstract
Dr. Khalid Saeed CEMS-14-E&T-221	Effects of Electro-Osmosis and Variable Viscosity on Peristaltic Flow with Slip Boundaries in Double Diffusive Convection of Powell-Eyring Magnetonano Fluid
Dr. Maria Athar CEMS-14-E&T-222	A Molecular Study of Polymeric Effects on Peristaltic Flow of a Nano Fluid
Prof. Dr. Safia Akram CEMS-14-E&T-223	Advancements in Understanding Biological Fluid Transport Across Multiple Slip Boundaries Using the Phenomena of Double Diffusion Convection, Viscous Dissipation and Thermally Radiative Magneto--Pseudoplastic Nanofluid
Dr. Aysha Sameen & Aqsa Parveen CEMS-14-E&T-229	Role of AI in Sustainable Food Industries
Dr. Amna Umer CEMS-14-M&H-351	Human Umbilical Cord Mesenchymal Stem Cells: A Promising Treatment Approach for Premature Ovarian Failure
Dr. Jam Nazeer Ahmad CEMS-14-M&H-352	Detection, Pathogenecity Evaluation and Interaction Study of Three Indigenous Isolates of NPVs for Lepidopterous Pest Control

VIRTULA PRESENTATIONS

PARALLEL SESSION

Friday, January 24, 2025 (Time 10:00 am–onward)

Virtual Session (Islamic Studies Session)

Session Chairs:	Dr. Shahid Jan (ICP) Dr. Aftab Ahmad (SBBU) Dr. Badshah Rehman (UoM)
Name and ID	Title of Abstract
Raham Sher CEMS-14-SS-161	درسِ نظامی کے کتابوں فقہ میں وارد احادیث کی تخریج و تحقیق
Bilal Ahmad Khan CEMS-14-SS-162	درسِ نظامی کے کتب النجوم میں وارد اشعار کی تحقیق و طرزِ استدلال
Muhammad Bakhtiar CEMS-14-SS-163	تفسیر اضواء البیان فی ایضاح القرآن بالقرآن کے منتخب حصے 276 سورۃ البقرۃ آیت نمبر تا آخر اور سورۃ آل عمران اول تا آخر
Shahan Zia CEMS-14-SS-168	نبی کریم ﷺ سے عائشہ صدیقہ رضی اللہ عنہا کے استفسارات اور ان کی عصری معنویت: ایک علمی تحقیقی جائزہ
Taqweem Ul Haq CEMS-14-SS-167	مولانا مفتی عبدالکفیل لدھیانوی کی کتاب "گجرات شرح سراجی فی المیراث" کا اردو ترجمہ تخریج و تعلیق
Shahbaz CEMS-14-SS-166	عہد نبوی ﷺ میں سماجی ادارے اور عصر حاضر میں ان کی اطلاقی صورتیں
Mariya CEMS-14-SS-165	تعلیمی اداروں میں مطالعہ قرآن کی تدریس میں رکاوٹیں اور تجاویز
Abdur Rahim CEMS-14-SS-170	شیخنا لقرآن مولانا عبدالسلام (ہشمنغزلا) کی "تفسیر فخر الاسلام" کا تحقیقی جائزہ: (پارہ نمبر 19)

Friday, January 24, 2025 (Time 10:00 am–onward)

Virtual Session (Islamic Studies Session)

Session Chairs:	Prof. Dr. Matloob Ahmad (UoF) Dr. Aftab Ahmad (SBBU) Dr. Badshah Rehman (UoM)
Name and ID	Title of Abstract
Prof. Dr. Matloob Ahmad CEMS-14-SS-113	Exploring Scientific Dimensions of Islam: A Timeless Guide for Environmental Sustainability
Mohib Ullah CEMS-14-SS-174	شرعی احکامات کے استنباط میں ثانوی ماخذ (سد الذرائع، مصالِح مردلہ اور عرفہ کا اثر اور مختلف فیہ مسائل میں تطبیق و تحقیق مطالعہ
Azmat Khan CEMS-14-SS-157	تفسیر اضواء البیان فی الیضاح القرآن بالقرآن کا اردو ترجمہ، تخریج اور تحقیق (مقدمہ، سورۃ الفاتحہ، اور سورۃ البقرہ آیت 1 تا 16)
Din Muhammad CEMS-14-SS-175	پاکستان کی خارجہ پالیسی کے اہداف و مقاصد کا اسلامی خارجہ پالیسی کی روشنی میں تحقیق و تقابلی مطالعہ
Shabana Khan CEMS-14-SS-169	مولانا حمد اللہ حبان ڈاگئی کی پشتو صوتی تفسیر کا اردو ترجمہ، تخریج اور تحقیق (سورۃ البقرہ آیت نمبر 113 تا آخر سورۃ)
Muhammad Ayaz CEMS-14-SS-172	مولانا حمد اللہ حبان ڈاگئی کی پشتو صوتی تفسیر کا اردو ترجمہ، تخریج اور تحقیق / مقدمہ تا سورۃ البقرہ آیت نمبر 112
Samnan CEMS-14-SS-164	امہ ویلفیئر ٹرسٹ فاؤنڈیشن کی دینی اور سماجی خدمات کا تحقیق حبانزہ
Ishrat CEMS-14-SS-163	شیخ القرآن مولانا غلام حبیب رحمۃ اللہ (2019ء) کی صوتی تفسیر کا اردو ترجمہ، تخریج اور تحقیق سورہ النساء آیت 55 تا سورہ المائدہ آیت 12
Naimat Ullah CEMS-14-SS-171	شیخ القرآن مولانا عبدالسلام (ہشنگر ٹلا) کی تفسیر فخر الاسلام کا تحقیق حبانزہ (پارہ نمبر 15)

Friday, January 24, 2025 (Time 10:00 am–onward)

Virtual Session
(Multidisciplinary Session)

Session Chairs:

Dr. Wajid Khan (UOBS)

Dr. Maimona Saleem (ICP)

Name and ID	Title of Abstract
Saira Bano CEMS-14-E&T-228	Kinetic Growth on E.coli in Different Glucose Concentration
Dr. Ayesha Hakim CEMS-14-SS-144	Development of Halal Food Traceability System using Blockchain and Artificial Intelligence
Fatima Duryab CEMS-14-SS-155	Green HRM Practices and Green Psychological Climate: Pathways to Boosting Environmental IT Performance via Pro-Environmental Behavior
Saif Ullah CEMS-14-SS-176	وفناق المدارس كا نصاب تعليم موجوده صورتحال اور اصلاحك امكانات۔
Niaz Muhammad CEMS-14-SS-173	مولانا محمد صدیق کی کتاب "شفاء القلوب" کا علمی و تحقیقی جائزہ

COMPLETE ABSTRACTS

SOCIAL SCIENCES

ABSTRACT No. CEMS-14-SS-101**THE ROLE OF LANGUAGE, MIND AND BRAIN IN A CLIMATE-CONSCIOUS
WORLD**

Dr. Bushra Subhan, Post Doctorate Fellow, Assistant Professor, Institute of Islamic Studies and Shariah MY University Islamabad, Pakistan. Email: dir.basr@myu.edu.pk

The role of language, mind, and brain in a climate-conscious world is crucial in shaping our understanding, behavior, and responses to climate change. Each element contributes uniquely to the collective effort of addressing environmental challenges. The present study will analyse their roles in following aspects: How these three terms are interconnected each other in understanding of human cognition and communication however these are distinct in their structure; How these three terms can play an effective role in addressing environmental challenges; What would be the process of Integrating in Language, Mind, and Brain; and Why the contemporary global scenario is considering these three factors is necessary for the healthy atmosphere for the protection of life on earth. The cognitive and emotional responses can enhance public understanding and motivation. As well educational programs will integrate scientific knowledge with psychological insights can foster deeper engagement and long-term behavior change. Moreover, policies and advocacy strategies that address cognitive biases and leverage emotional appeals can lead to more robust public support and compliance. Further, it will work as the main mental health resources that address climate-related stress can improve overall resilience and capacity for action. The present research will be used educational strategies, clinical applications and technological innovations. Thus, the structured approach will be used to present information effectively.

Keywords: Scientific, psychological; Cognitive; Climate-conscious; Resilience; Language

ABSTRACT No. CEMS-14-SS-102**ACROSS BORDERS TRANSNATIONAL CULTURAL INSTITUTIONAL
COLLABORATION IN CRISIS RECOVERY**

Dr. Kishwar Naheed, Allied Pool Department, Foundation University Islamabad School of Science and Technology, New Lalazar Rawalpindi Pakistan. Email: kishwar.naheed@fui.edu.pk

In the wake of crises, it explores the transformative potential of international collaboration among cultural institutions. The study looks at the problems that cultural institutions across borders confront when facing a situation as well as the chances for cooperation and group effort. This chapter emphasizes the significance of cross-cultural relationships in maintaining and developing tangible and intangible cultural heritage in the face of adversity in various locations. It analyses the critical elements that encourage fruitful resource sharing, knowledge exchange, and using digital technology for improved connectedness. To increase international cooperation among museums, galleries, and heritage sites for crisis recovery efforts, it examines the function of cultural diplomacy. It also examines how regional and global cultural organisations, like UNESCO, may promote transnational projects and rally support for institutions of culture struggling due to crises. The study highlights the creative collaboration developed during prior crises, highlighting the beneficial effects of cross-cultural communication on increasing understanding and resilience in afflicted communities. Post-crisis circumstances highlight the importance of cultural institutions as peacemakers and reconcilers who may cross geographical lines and unite people of different cultures. To improve cross-border cooperation for crisis recovery, Beyond Borders makes proposals for cultural institutions, decision-makers, and international organizations. It places a strong emphasis on developing long-lasting relationships and encouraging a group commitment to

preserving cultural history, helping to build global unity and a shared vision for a more diverse and vibrantly cultural world that is free from catastrophe.

Keywords: Crises; Cultural institutions; Crises recovery

ABSTRACT No. CEMS-14-SS-103

INCLUSION OF MIGRATORY NOMADIC PASTORALISTS IN MTB-MLE EDUCATIONAL PROGRAM THROUGH MOBILE SCHOOLS IN PAKISTAN

Shahid ur Rehman, Executive Director, Himalayan Literacy Network, Pakistan.

Email: rehmanshahid55@gmail.com

The nomadic pastoralists, commonly known as Bakarwals, are indigenous people who migrated from Indian-controlled Kashmir to Pakistan in three major waves. They primarily herd flocks of sheep and goats. During the summer, they travel to the high mountains of northern Pakistan, and in winter, they move to the lower lands, residing in remote areas. Due to their migratory lifestyle, their children are unable to attend traditional schools. In 2007, the Himalayan Literacy Network (HLN) launched a mobile school project to provide free education up to grade 5, adapting to the nomads' migratory patterns. This project offers basic education in their mother tongue, facilitating easier learning for nomadic children. Prior to this initiative, no NGOs or government departments had successfully implemented an educational project for these communities due to the logistical challenges of reaching them in their mountainous habitats. The MTB-MLE program has significantly transformed the social and cultural lives of these nomads, fostering pride in their language and cultural identity. It has also enhanced self-respect, appreciation, and practical skills. The program offers equal educational opportunities to both boys and girls, with a higher enrollment rate for girls. It is the only educational program actively engaging with nomadic people. Compared to public or government schools, children in MTB mobile schools have demonstrated excellent academic performance. Since 2007, more than 4,000 nomadic children have benefited from this program. In 2023, this educational program won the UNESCO King Sejong International Literacy Prize, highlighting its significance. Both internal and external evaluations indicate that starting education in the mother tongue not only improves children's future academic pursuits but also enhances their proficiency in Urdu, English, and mathematics. Currently, HLN operates 19 mobile schools, providing education to 350 nomadic children as they travel to their winter locations.

Keywords: Migratory Nomads; Educational program; UNESCO; Mobile schools

ABSTRACT No. CEMS-14-SS-104

ROLE OF PREDOMINANTLY SEMANTIC PROPERTIES IN ASSIGNING GENDER TO ENGLISH LOANWORDS IN PASHTO AND URDU LANGUAGE: A COMPARATIVE ANALYSIS

Neelma Riaz, Lecturer, SEECS, National University of Science and Technology Islamabad,

Pakistan. Email: neelma.riaz@seecs.edu.pk

The primary goal of this study is to investigate the predominantly semantic characteristics that are used in the Khattak dialect of Pashto to determine the grammatical gender of English loanwords. In order to better understand language contact events in the Pakistani setting, the study intends to explore how gender allocation in loanword integration is influenced by predominantly semantic

factors. Using Corbett's (1991) gender assignment model as a framework, an insightful and creative research design was developed that was most appropriate for the ongoing research being conducted in the Pakistani context. The current study is descriptive and qualitative in nature. This study will help to clarify the nature of grammatical gender assignment processes in Pakistan and also draw attention to the need for additional research in this field.

Keywords: Agreement; Gender marking; Grammatical gender assignment; Khattak dialect of Pashto; Loanwords; Semantic system

ABSTRACT No. CEMS-14-SS-105

FROM COMMUNICATION TO SUCCESS: THE DUAL ROLE OF TEAM RESILIENCE AND OCCUPATIONAL SELF-EFFICACY IN LEADERSHIP DYNAMICS

Iram Naz & Hassan Mujtaba, National University of Science and Technology, Riphah International University Islamabad, Pakistan. Email: iram.naz@mcs.edu.pk

Through the lens of social cognitive theory, this study targets to discover the influence of the leadership perception communication on the attainment of the project with mediating role of team resilience and moderating role of occupational self-efficacy. The perception of leadership communication plays a very remarkable role in project success. For this study time lagged data were collected from 275 employees working in project-based organizations across the construction industry of Rawalpindi and Islamabad. For data analysis Smart PLS 4.0 and Process Macro was employed. The results show the substantial connection between the leadership perception and project success. Also, team resilience behavior plays a momentous role between perceived leadership communication and project success whereas occupational self-efficacy underpins the relationship between perceived leadership and team resilience. The study will help to comprehend the human behavior in other organizations and will also help to make employee friendly work policies to upsurge work success and productivity.

Keywords: Perceived leadership communication; Team resilience; Occupational self-efficacy
Project success

ABSTRACT No. CEMS-14-SS-106

MASS-MIGRATIONS AND THE CONTEMPORARY WORLD: A STUDY OF THE SOCIAL INTEGRATION IN THE RAWALPINDI DISTRICT-PAKISTAN

Rahat Zubair Malik, Senior Research Fellow, NIHCR, QAU, Islamabad, Associate Editor of PJHC, Pakistan. Email: rahatzubair@qau.edu.pk

Partition of the Indian subcontinent into two major states in August 1947, not only brought major changes in the map of the region but it also had a far-reaching impact on the lives of the common people. Partition of the region into independent states of India and Pakistan was not acceptable for some sections of the major communities i.e. Hindus and Sikhs, which resulted in the mass killings of the common people particularly living on the border areas of both sides. Resultantly, they had to migrate to the other country. These displaced people had to get settled in different regions of their respective hosting countries. In this scenario, a large number of migrants from the East Punjab

settled in different areas of Pakistan. Generally, these migrants settled as groups and communities as well as in certain regions however few migrants got some space to live in isolation from their peer families or communities. Most of them, mainly settled in two provinces; Sindh and the Punjab. In the Punjab, a large number of migrants settled in different districts. Initially, these people had to face many socio-economic challenges. They also received mixed-kind of attitudes from the host communities. With the passage of time, they not only adopted local traditions but also shared their traditions with the local population. Since migration is a complex phenomenon that is linked with the class, gender, generation, ethnicity and other social dynamics, covering the hierarchies of power and social structure of the host communities as well as the migrants. The present study is an effort to analyze the impact of the mass migration in one of the districts of the Punjab i.e. Rawalpindi. To achieve this goal, the present study will be focused on the social contact of the migrants with the local population, their occupation and the patterns of inter-population marriages. It will also analyze impact of this social contact on the lives of the natives.

Keywords: Mass migration; Social integration; communities; ethnicity

ABSTRACT No. CEMS-14-SS-107

TOP EXECUTIVE'S FINANCIAL STYLE AND FIRM'S EFFICIENCY: NAVIGATING THE ROLE OF TOP EXECUTIVE'S MOVEMENT BETWEEN SHARIAH AND NON-SHARIAH COMPLIANT FIRMS OF THE UNITED KINGDOM & PAKISTAN

Syed Danial Hashmi, Faculty of Management Sciences, Riphah International University,
Islamabad. Email: danial.hashmi@riphah.edu.pk

Iram Naz, College of Signals, National University of Science and Technology (NUST),
Islamabad. Email: iram.naz@mcs.nust.edu.pk

Purpose: In the past decade, financial style of top executive has remained a major area of investigation in financial research. This study aims to examine the effect of top executive (CEO/CFO) on firm's efficiency. Further, the study also traces for the impact when top executive moves from one Shariah compliant firm to another Shariah compliant firm or from Shariah compliant firm to non- Shariah compliant firm.

Data & Method: The study has used data from the Dow Jones **Islamic** Index (for the UK) and the KMI Index (for Pakistan). The sample comprised 41 organizations from Pakistan, with 27 classified as Shariah compliant and 14 as non-Shariah compliant. For the UK, the sample is comprised of 86 firms, with 54 falling under the Shariah compliant category and 32 classified as non-Shariah compliant. The study examined a total of 36 managers in Pakistan and 80 managers in the UK. The classical model of Bertrand and Schoar (2003) is used to analyse the manager fixed effect/ financial styles. The model has also been used by Bhatti et al. (2021), Naz et al. (2017), Naz et al. (2024), Kutan et al. (2018). For robustness testing, firm fixed effects, year fixed effects, CFO and others fixed effects have also been used.

Results/Findings: The overall result of the study points that **top** executive financial style is important for firm efficiency for both UK and Pakistani firms. The findings also demonstrate a noteworthy improvement in organizational efficiency when executives shift from one SC to another, a trend observed in both Pakistan and the UK. In contrast, when executives move from NSC to SC organizations, the study highlights a significant negative impact on organizational efficiency.

Implications: The results carry serious implications for **policy** makers of Shariah as well as non-Shariah compliant firms.

Originality: The novelty of the study lies in its theorization and testing for the relationship between manager's financial style and firm's efficiency when the manager moves from either one Shariah compliant firm to another or from Shariah compliant firm to non-Shariah compliant firm.

Keywords: Top executive; Financial styles; Shariah compliant firms

ABSTRACT No. CEMS-14-SS-108

MULTIDIMENSIONAL EFFECTS OF WORKFORCE DIVERSITY ON ORGANIZATIONAL PERFORMANCE: THE MODERATING EFFECT OF INCLUSION INITIATIVES

Azra Awan, Islamia College Peshawar, Pakistan. Email: azraawan24@gmail.com

It is believed that inclusive and diversity is essential to an organization's success. The necessity of preserving harmony and efficiency in the workplace is further increased by the multicultural firms that have a more diverse staff. Workforce diversity can contribute to increased creativity and innovation due to the variety of perspectives and ideas brought by individuals from different backgrounds. Inclusion initiatives play a crucial role in ensuring that diverse voices are heard, valued, and integrated into decision-making processes. Workforce diversity may lead to challenges and conflicts if not managed effectively. Inclusion initiatives, such as diversity training and conflict resolution programs, can help mitigate these challenges and foster a more harmonious and collaborative work environment.

Keywords: Workforce diversity; Inclusion; Religion; Ethnicity; Trust, Decision making

ABSTRACT No. CEMS-14-SS-109

GENRE ANALYSIS: A STUDY OF PROMOTIONAL STRATEGIES IN FOODPANDA ADS

Ammara Kalsoom, Air University Islamabad, Pakistan.

Email: languagepillsacademy@gmail.com

A genre is a type of communication that has a recognizable purpose within a group or community. In recent years professional and academic genres have been heavily influenced by promotional values. Advertising is a genre that is constantly evolving in its use of language, grammar, and rhetoric because of its promotional nature and it is a tool that is used by businesses, individuals, and organizations to promote their products, services and causes with the purpose to convince potential customers to buy the service or product or support the cause. To fulfil the purpose of persuading the public, advertisers employ promotional values and strategies to make advertisements catchy, interesting, and memorable. Despite the ads being a means of informing the public about the availability of goods and services, most ads are not designed as mere information because the advertiser's goal is not limited to only informing the people about the availability of goods and services but also to persuade the consumers to purchase them. Advertisements are no longer limited to TV, newspapers, hoardings, or sign boards but an increase in the availability and use of social media has offered a new platform for advertising. Furthermore, factors such as technology, the highly competitive nature of professional activities, and a highly consumer-oriented world have contributed to making advertisements more than informative. This qualitative study

has analyzed the generic structure and linguistic strategies of promotional advertisements issued by Foodpanda. After identifying the generic structure, the paper has investigated the function of each structure and sub-structure. Finally, we have discussed the persuasive strategies used in these ads. Bhatia's model of the promotional genre (2004) and Hyland's model of meta-discourse (2005a, 2005b) as a model of analysis are used for the study. In addition to the moves given by Bhatia (2004), the study has proposed 2 new moves; cultural beliefs and values and interpersonal communication relevant to analyzing the persuasive strategies in Foodpanda ads.

Keywords: Professional genre; Promotional strategies; Foodpanda Ads.; Bhatia model; Meta discourse

ABSTRACT No. CEMS-14-SS-110

EXPLORING LINGUISTIC STRATEGIES IN PAKISTAN'S TOURISM PROMOTIONAL MATERIAL: THE ROLE OF MEDIA IN SHAPING TOURIST PERCEPTIONS

Irram Waheed, SMME, National University of Science and Technology Islamabad,
Pakistan.Email: irum.waheed09@gmail.com

This research examines the linguistic properties of tourism promotional material of Pakistan, focusing on how these properties cater to tourists' needs and preferences to promote tourism effectively. The analysis highlights the dual aspects of denotation and connotation in the language used, revealing that Pakistan's tourism discourse employs adjectives, metaphors, antonyms, and key terms to convey a welcoming and diverse image. The promotional material portrays Pakistan as a vibrant and exciting destination with a unique blend of tradition and modernity, emphasizing its safety, security, and natural beauty. Persuasive techniques such as euphoria, tautology, metaphors, and hyperboles enhance this positive image, strategically influencing potential tourists' attitudes and behaviors. The language's persuasive features, including specific functions, structures, monologues, and magical elements, are designed to attract tourists and guide their decision-making process. Social media platforms further amplify the linguistic development in tourism discourse, shaping how promotional messages are constructed and received. Using hashtags, visual storytelling, and real-time interactions, social media encourages immediate engagement with potential tourists, enabling personalized and dynamic content that resonates with global audiences. This digital presence significantly influences the language used in promotional material, incorporating trending terms and user-generated content to strengthen the connection with modern travelers. The overall goal is to create positive impressions, encourage repeat visits, and drive the growth of Pakistan's tourism industry.

Keywords: Linguistic strategies; Tourism; Preferences; Tradition; Modern travelers

ABSTRACT No. CEMS-14-SS-111**FINTECH FOR TRADE FACILITATION INITIATIVES IN CAREC COUNTRIES**

Adeel Rahim, HoD Management Sciences, FATA University, F.R. Kohat, Pakistan.

Email: adeel.rahim@fu.edu.pk

The CAREC Countries represents a diverse group of countries with immense potential for intra-regional trade. However, various challenges hinder efficient trade facilitation, including length and tough documentation process, lack financial literacy and knowledge, lack financial technology and less know how about digital financial infrastructure has led these Countries to rely on High Tech 1st World Countries. This study on Fintech, for trade facilitation initiatives with its innovative financial technologies, presents a promising avenue to address these challenges and unlock the regions trade potential of CAREC Countries which is nowadays foremost focus of Asian Development Bank (ADB) funding priority to make these CAREC Countries Digitally and Financially sustainable. The methodology of the study will be Literature Review: Conduct a comprehensive review of existing literature on trade facilitation, fintech, and regional economic integration in the CAREC Countries context. Data Collection: Gather quantitative and qualitative data on trade volumes, financial infrastructure, regulatory frameworks, and existing fintech initiatives in CAREC Countries. Case Studies: Analyze case studies of successful fintech-driven trade facilitation initiatives in other regions and assess their potential applicability to CAREC Countries. Stakeholder Interviews: Conduct interviews with policymakers, business leaders, financial regulators, and fintech experts from CAREC Countries to understand their perspectives on trade facilitation and fintech adoption. Data Analysis: Utilize statistical analysis and qualitative coding techniques to analyze the collected data and draw meaningful insights. Policy Recommendations: Develop evidence-based policy recommendations to promote the adoption of fintech for trade facilitation in CAREC Countries. This research study aims to explore the potential of fintech solutions in facilitating trade, traders and International Financial Circle who aims to trade within CAREC countries and provide actionable insights for policymakers, businesses, and financial institutions specially to Asian Development Bank who has the capacity to come forward and fund these CAREC countries in making them FinTech independent and play a role of facilitator.

Keywords: FinTech; CAREC; digital; Asian Development Bank; Facilitator; International trade

ABSTRACT No. CEMS-14-SS-112**THE IMPACT OF ESG PERFORMANCE ON INVESTMENT EFFICIENCY WITH
THE MEDIATING ROLE OF AUDITING QUALITY; EMPIRICAL EVIDENCE
FROM CHINA**

Surayya Jamal. Email: surayyajml@gmail.com

Dramatic changes in the business environment have created demands for additional information such as management discussions, governance information, and financial statement notes that go beyond the coverage of traditional financial reporting. Environmental, social, and governance (ESG) information can help gain stakeholder trust, reduce transaction costs, and improve investment efficiency. Taking Chinese A-share listed companies from 2011 to 2023 as a sample, we run fixed effect regressions to test the effect of ESG performance on investment efficiency. ESG performance is measured with the ESG score from the Bloomberg database. The results show that good ESG performance significantly improves investment efficiency and auditing quality partially mediates the relationship between ESG performance and investment efficiency. This paper

contributes to the literature on ESG performance and provides references for ESG practice and sustainable corporate development in emerging countries.

Keywords: ESG performance; Auditing quality; Investment efficiency; Emerging countries

ABSTRACT No. CEMS-14-SS-113

EXPLORING SCIENTIFIC DIMENSIONS OF ISLAM: A TIMELESS GUIDE FOR ENVIRONMENTAL SUSTAINABILITY

Prof. Dr. Matloob Ahmad, Dean Faculty of Arts and Social Sciences, The University of Faisalabad. Email: sdean.is@tuf.edu.pk

Mubashar Hasnain, University of Faisalabad. Email: ranamubasharhusnain789@gmail.com

The intersection of science and faith in Islam provides a profound foundation for understanding and promoting environmental sustainability. This study explores the scientific dimensions embedded within Islamic teachings, emphasizing how Islamic principles offer a timeless guide for environmental stewardship. Key sources, including the Qur'an and Hadith, highlight themes such as the balance of nature, human responsibility as stewards (khalifa) of the Earth, and the prohibition of wastefulness. These teachings encourage a harmonious relationship between humanity and nature, aligning with modern environmental science. The study delves into concepts like the preservation of natural resources, the sustainable management of ecosystems, and the ethical treatment of animals, all of which are endorsed in Islamic thought. Additionally, it examines how Islamic legal and ethical frameworks, such as Shari'ah and Maqasid al-Shari'ah (objectives of Islamic law), advocate for the protection of life, resources, and future generations, echoing the goals of contemporary sustainability efforts. By analyzing historical Islamic scholars' contributions to ecology and their application of scientific reasoning, this study bridges ancient wisdom with modern ecological science. Ultimately, this exploration showcases Islam as a timeless and dynamic source of inspiration for environmental sustainability, providing valuable insights for addressing global environmental challenges today.

Keywords: Islamic teachings; Environmental sustainability; Stewardship; Qur'an; Hadith

ABSTRACT No. CEMS-14-SS-114

CLIMATE CHANGE AND THE ROLE OF WOMEN IN IMPLEMENTATION OF ISLAMIC AND ETHICAL GUIDELINES

Maryam Hamid & Khadeeja Aziz, Shaheed Benazir Bhutto Women University Peshawar, Pakistan. Email: maryamhamid21@gmail.com

Climate change is a significant threat to the world's sustainability and needs a comprehensive approach that includes ethical, social, and environmental aspects. This study looks at women's important role in following Islamic ethical principles to help reduce climate change. Islamic teachings such as Khilafah (stewardship), Mizan (balance), and Israf (avoiding waste) provide a moral guide for protecting the environment and promoting sustainable practices. Due to their roles in families, communities, and education, Muslim women are in a solid position to lead these efforts. This research reviews studies on Islamic views about the environment and women's roles, showing how women can use their influence to support practices that align with Islamic values. It also discusses the challenges women face, such as cultural restrictions and lack of resources, which can

limit their involvement in climate action. The study suggests that their contributions to fighting climate change can be strengthened by educating and supporting women, engaging them in communities, and creating policies that integrate Islamic teachings. Overall, this research highlights the potential of combining Islamic ethics with women's empowerment to create a more sustainable and fair approach to addressing climate change. This study concludes that empowering Muslim women through education, community engagement, and developing policies that align with Islamic teachings can significantly enhance their contribution to combating climate change. Addressing cultural challenges and providing women with the necessary resources can amplify their role in promoting sustainable practices. Overall, integrating Islamic ethics with women's empowerment presents a promising and holistic approach to achieving environmental sustainability and social equity in the fight against climate change.

Keywords: Khilafah (stewardship); Mizan (balance); Israf (avoiding waste); Sustainable practices; cultural restrictions

ABSTRACT No. CEMS-14-SS-115

WOMEN AND NATURE COLLABORATE IN MIRZA WAHEED'S *THE COLLABORATOR*

Beenihs Asmat Ullah, Department of English Language and Literature, Shaheed Benazir Bhutto Women University Peshawar, Pakistan. Email: beenishasmatullah@yahoo.com

Mirza Waheed's *The Collaborator* set in the back drop of Kashmir conflict depicts how women and nature suffer simultaneously at the hands of patriarchy as a consequence of war. However, I argue that during such tested times both nature and women collaborate to heal each other for a peaceful co-existence. According to Mies and Shiva, women have a close relationship with nature because of their shared experience of being oppressed at the hands of patriarchy (56). However, Vandana Shiva asserts that the assumption that women and nature are intimately associated is not to say anything revolutionary. It is rather this assumption that allowed the domination of both women and nature. "The new insight provided by the rural women in the third world is that women and nature are associated not in passivity but in creativity and in the maintenance of life". The women and the land of Kashmir in the novel are suppressed by patriarchy and the military, the powerful colonizer. However, the unnamed protagonist's mother develops an association with nature as she grows vegetables for her family and provides food to them in the times of war. Spiritual ecofeminist, Starhawk (1990) refers to this close-knit relationship as the "earth-based spirituality", which states that earth is alive and all humans are part of a larger community. The unnamed protagonist's mother enjoys a close relationship with nature in her own personal garden. She tries to preserve and heal the environment by nurturing and taking care of the plants and growing vegetables and in return nature heals and nurtures her. This interdependency is important and a means for a peaceful coexistence. Exploitation of women and nature at the hands of patriarchy can be contested from postcolonial spiritual ecofeminist perspective as it helps women and nature to heal each other for a peaceful coexistence.

Keywords: Spiritual ecofeminism; Patriarchy; Postcolonialism

ABSTRACT No. CEMS-14-SS-116**AN ANALYSIS OF THE IMPACT CONSUMER'S BUYING INTENTION
TOWARDS AUGMENT ONLINE SHOPPING****Nausheen Syed, Mayza Khalid, Faaiza Syed, Kamran Ajmal, & Hussain.**Email: nausheen@gcwuf.edu.pk

The purpose of this study was to investigate the factors that affect online purchasing behavior of the people in Pakistan. In order to close the gap, the study was carried out to identify the primary factors that influence Pakistani consumers' buying online. Buying intention is measured with the help of Attitude of the Customers which is influenced by the different factors like culture, group relations, social class differences, family, level of income and independency of salary, gender, age, occupation etc. WOM (Electronic Word of Mouth), Convenience in Online shopping, Media Credibility, Entertainment, and Informativeness as the Independent Variables, Consumers attitude towards online shopping is playing a role as Mediator, and the dependent variable is Intent to buy online. Data was gathered of 300 populations by questionnaire survey method. Target population of current study was the professors and lecturers in HEC recognized universities, and banks employees and customers of banks form Punjab, Pakistan. Data was analyzed through SPSS (v 20). Reliability analysis is conducted to check consistency and internal reliability of the scale. Croanbach's alpha measure is used to check the reliability of an instrument. The study ended with few contributions and findings; E. WOM, media credibility, convenience, entertainment, and informativeness has positive effect on the consumer's attitude towards online purchase intentions.

Keywords: Electronic word of mouth; Convenience; Media credibility; Entertainment; Informativeness; Intent to buy online

ABSTRACT No. CEMS-14-SS-117**ELECTRONIC WASTE IN PAKISTAN: PREVENTION AND MANAGEMENT****Tasleem Akhtar, Uroosa, and Waqar, Qurtaba University, Peshawar, Pakistan.**Email: tasleemakhtar751@gmail.com

Electronic waste (e-waste) and its effects is an international issue. Globally, Asian developing countries are the most vulnerable countries in terms of e-waste. Informal recycling and crude processing of e-waste cause environmental humiliation and effects human health. Moreover, it identifies asthma, respiratory, pulmonary, skin, eye, lungs and inflammatory bowel diseases are induced by e-waste. This article focuses on the current situation of e-waste in Pakistan with the emphasis on defining the major e-waste recycling sites, current and future domestic generation of e-waste, hidden flows or import of e-waste and discusses various challenges for e-waste management. The nature of this study is descriptive. Data collected from primary and secondary sources are reviewed and analyzed using qualitative approach of research. Our findings highlight that there is still a general lack of reliable data, inventories and research studies addressing e-waste related issues in the context of environmental and human health in Pakistan.

Keywords: E-waste; Vulnerable; Management; Environmental humiliation; Recycling sites

ABSTRACT No. CEMS-14-SS-118**ECOCIDE AND WAZIRISTAN**

Zahida Younas, Capital University of Science and Technology (CUST); **Sumaiya Naz**, National University of Modern Languages Islamabad, Pakistan. Email: zahidakhattak30@yahoo.com

This paper engages with the critical underpinning of ecocide during the time of political strife or war with special focus on Waziristan. It deals with the phenomenon of the alteration of land due to the continuous war in Waziristan. Changes in the weather patterns and the transformation of the native land is an obvious outcome of any war-torn scenario. In “What’s the Environmental Impact of Modern War?” Karl Mathiesen mentions that “The environment has long been a silent casualty of war and armed conflict. From the contamination of land and the destruction of forests to the plunder of natural resources and the collapse of management systems, the environmental consequences of war are often widespread and devastating” (Mathiesen). Keeping this in mind, I will highlight the numerous details that show how continuous war has wrought havoc in the life of the common masses. Their land has transformed under the influence of constant war. This metamorphosis of the ancestral land can be witnessed in the form of climate change, the killing of wildlife and the elimination of the ancestral codes. This research will follow the qualitative mode of analysis conducted through the in-depth analysis of Ghulam Qadir Khan Daur’s *Cheegha: The Call from Waziristan: The Last outpost* (2014).

Keywords: Waziristan; Ecocide; Land; Ancestral; War

ABSTRACT No. CEMS-14-SS-119**WHEN CREATIVITY BACKFIRES: AN INTEGRATED MODEL OF NEGATIVE WORK OUTCOMES OF EMPLOYEE CREATIVITY IN PAKISTANI ADVERTISING AGENCIES**

Nida Abbas & Syeda Unzilla Shah, NUST Business School, Islamabad, Pakistan.

Email: nida.abbas@nbs.nust.edu.pk

While creativity was widely appreciated for its positive effects on organizational innovation and competitiveness, this work demonstrated its potential for generating negative work outcomes, including coworker envy, knowledge concealment, and exclusion. Based on Social Comparison Theory, the paper assumed that creativity in individuals could lead to jealousy among employees and behaviors that destroyed the spirit of togetherness and group performance. The study also explored the mediating role of coworker envy in the link between employee creativity and these adverse consequences. Additionally, the research examined the moderating role of identification with the leader in these processes, arguing that when identification with the leader was high, creativity-fueled envy was less damaging. A total of 350 responses were gathered, and the findings suggested that all proposed hypotheses were accepted. The results justified the notion that while creativity is essential for innovation, it requires careful management to avoid interpersonal conflicts. This research contributed to the growing literature on the dark side of creativity and provided critical lessons for managers on maintaining a healthy balance of creativity in workplaces without harming interpersonal relations.

Keywords: Creativity; Organizational innovation; Competitiveness; Coworker

ABSTRACT No. CEMS-14-SS-120

ORGANIZATIONAL ADAPTATION TO CLIMATE CHANGE AND ROLE OF
PRIVATE SECTOR ENGAGEMENT

Muhammad Hassan, Institute of Management Sciences, Bahauddin Zakariya University
Multan. Email: drhassanbucha@gmail.com

Climate change is one of our most urgent and complex challenges—it is real—it is happening, and human beings are the cause. In the absence of adequate response to stabilise greenhouse gas emission, further warming will take place. This causes vulnerabilities, especially in developing countries and climate sensitive sectors. In response to these challenges, this study examines adaptation to climate change using a case study of private firms in Pakistan’s power and electrical sector. The work analyses antecedents and outcomes of organisational engagement in climate change adaptation according to specific industrial settings within the context of a developing economy. The study has several unique features. First, Pakistan is not only threatened by the impacts of climate change and weather extremes, but it also faces the challenges of terrorism and a persistent electricity crisis. The Pakistani government faces so many pressing socio-economic and ecological problems that there are barely enough resources to restore damaged power and electricity infrastructure, let alone adapt to future impacts of climate change. Second, Pakistan is a developing country with a heavily concentrated corporate shareholder base in which political connections are important. ‘Soft state conditions’ prevail; formal rules tend to be superseded by informal norms, values, and practices which form a strong institutional basis for organisational and social behaviour. Over time, these conditions become a stable set of rules—in their own right. These two factors impose significant constraints on climate change adaptation. The study examines adaptation to climate change from two prominent theoretical traditions within the domain of organisational theory: institution theory and the resource-based view of the firm to understand how Pakistani private power and electrical sector firms develop their climate change adaptation strategies. This literature is summarised into a framework, outlining (1) possible antecedents (internal/external factors) that influence adaptation strategies (2) possible strategies for engagement in climate change adaptation and (3) possible outcomes (impacts on performance). This provides basis for conceptualising a firm’s adaptation strategy as a combination of adaptation measures, with possibly distinct strategic directions, clustered into the broader theme of private firm engagement in climate change adaptation. I argue that direct impacts of climate change instigate firms to reconfigure existing resources or acquire new resources to develop capabilities in order to remain competitive and to insulate its resources from the negative impacts of climate change. However, a decision to change existing resources, develop, or acquire new resources is likely to be influenced by contextual conditions including formal/informal institutional environment, governance mechanism, and other factors related to circumstances unique to private firms in Pakistan’s power and electricity sector such as business group affiliation. These factors may be important reinforcing or inhibiting influences on the ways a firm can leverage internal resources and capabilities to align with contextual environment to reduce vulnerabilities of strategic assets and to maximise value creation potential of the firm. The research approach consists of two phases: an exploratory qualitative study using comparative case studies method and triangulated data collection techniques to further refine the theoretical framework; followed by developing and testing the hypothesised relationships of the framework. The findings of this study make an important contribution to the literature by analysing sources of resource vulnerabilities that stem from climate induced changes in ecological and institutional environment. This study also contributes to the institutional theory literature by analysing the role of business group affiliation in enabling private firm’s adaptation to indirect impacts of climate-induced changes in governance structure and institutional environment. Furthermore, this study contributes to strategy research in emerging markets to set out implications for organisational practices with particular reference to the influence of the institutional

environment and business group affiliation on leveraging organisational resources and capabilities on private power and electricity firms' engagement in climate change adaptation in Pakistan. As an alternative organisational form, business groups can facilitate mutually beneficial economic exchange, particularly within the context of a developing country with adaptively inefficient institutions and weak governance structure of strategic factor market. By analysing different forms of organisation within the institutional environment of a developing country such as business groups and joint ownership structure of state enterprise, this study is also intended to inform policy makers about the way that key industry players and associations can influence the development of climate change related policies.

Keywords: Climate change; Adaptive inefficiency; Institutional environment; Developing country

ABSTRACT No. CEMS-14-SS-121

TRANSFORMING EFL INSTRUCTION: THE ROLE OF ARTIFICIAL INTELLIGENCE IN PROMOTING SUSTAINABILITY

Heena Saifullah Amjad. Email: hinasaiif@gmail.com

As the educational landscape evolves, the integration of Artificial Intelligence (AI) in English as a Foreign Language (EFL) instruction presents significant opportunities to transform teaching practices and promote sustainability. Sustainability in EFL includes not only the efficient use of resources, such as reducing the reliance on physical materials, but also fostering an awareness of environmental issues among learners. By integrating sustainability themes into language instruction, educators can equip students with the linguistic skills and critical thinking necessary to address global challenges, thereby cultivating a generation of environmentally conscious global citizens. This presentation examines the role of AI tools in enhancing language teaching and learning, focusing on how these technologies can support the integration of sustainability concepts into EFL instruction, ultimately fostering climate-conscious awareness among students. By minimizing reliance on traditional resources, such as textbooks and printed materials, and enabling personalized learning experiences, AI facilitates the transformation of EFL classrooms into more sustainable environments. This study employs a mixed-method research design to examine the transformative effects of AI in English as a Foreign Language (EFL) context, with a particular emphasis on aligning with the United Nations' Sustainable Development Goals (SDGs) related to quality education and sustainability. Quantitative data will be gathered from AI-driven language learning platforms to assess learner performance and engagement. Additionally, qualitative insights will be obtained through semi-structured interviews with teachers who have implemented AI tools in their classrooms. These interviews will provide valuable perspectives on the challenges and benefits of utilizing AI in language instruction and its impact on student awareness of sustainability issues. The findings of the study illustrate the positive influence of AI on learning outcomes, student engagement, and environmental awareness among EFL learners. This research study would seek to establish a practical framework for educators to effectively integrate AI into their teaching practices, enhancing language learning while promoting sustainability. By highlighting the interconnectedness of technology, language education, and environmental responsibility, this study aspires to inspire educators and policymakers to embrace AI as a vital tool for fostering an equitable and eco-friendly educational future.

Keywords: Artificial intelligence; English as a Foreign Language (EFL); Sustainability

ABSTRACT No. CEMS-14-SS-122**NAVIGATING THE CHALLENGES OF PAKISTAN'S REAL ESTATE SECTOR:
LEGAL, TAXATION, AND REGULATORY REFORM FOR SUSTAINABLE
GROWTH AND AFFORDABILITY**

Sahibzada Usman Mahmud, Manager Operations, CECOS College of London, Peshawar,
Pakistan.Email: usmanm@cecos.ac.uk

The real estate sector in Pakistan plays a pivotal role in the country's economic growth, contributing significantly to GDP and employment. However, the sector faces a myriad of challenges, including a lack of legal frameworks, complex taxation systems, and regulatory inefficiencies. This paper seeks to investigate these issues in-depth, with a specific focus on the legal complexities, the evolving tax landscape, and the broader regulatory hurdles that have hindered the sector's growth. Furthermore, the paper will explore how these challenges impact affordability, particularly for low- and middle-income groups, exacerbating the nation's ongoing housing crisis. A key area of concern is the prevalence of illegal housing societies and the widespread lack of property documentation, both of which create a highly unregulated environment that increases the risk of fraud and legal disputes. These challenges are compounded by a taxation system that, while necessary for funding development, is often seen as burdensome and inconsistent. The introduction of new property taxes such as Capital Value Tax (CVT), Capital Gains Tax (CGT), and Federal Excise Duty (FED) has further complicated matters, potentially stifling investment and increasing the cost of ownership. At the same time, existing government initiatives, such as the Naya Pakistan Housing Program and the Pakistan Mortgage Refinance Company (PMRC), offer potential solutions to the affordability crisis, yet face significant obstacles in implementation due to financial constraints, bureaucratic inefficiencies, and the informal nature of much of Pakistan's real estate market. While the real estate sector holds substantial growth potential, especially in urban areas, it remains beset by speculative practices, market manipulation, and a lack of transparency. This paper aims to provide a comprehensive review of these issues, proposing actionable reforms to streamline the regulatory framework, improve property tax systems, and create a more transparent market environment. By addressing these challenges, the real estate sector in Pakistan can be positioned as a driver of sustainable economic growth, while providing affordable housing solutions for the growing urban population. The ultimate goal is to foster a more inclusive, transparent, and economically viable real estate market that benefits all stakeholders and addresses the urgent housing needs of the nation.

Keywords: Real estate; Economic growth; Taxes; Challenges; Regulations; Impact

ABSTRACT No. CEMS-14-SS-122**NAVIGATING THE CHALLENGES OF PAKISTAN'S REAL ESTATE SECTOR:
LEGAL, TAXATION, AND REGULATORY REFORM FOR SUSTAINABLE
GROWTH AND AFFORDABILITY**

Sahibzada Usman Mahmud, Manager Operations, CECOS College of London, Peshawar,
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the paper will explore how these challenges impact affordability, particularly for low- and middle-income groups, exacerbating the nation's ongoing housing crisis. A key area of concern is the prevalence of illegal housing societies and the widespread lack of property documentation, both of which create a highly unregulated environment that increases the risk of fraud and legal disputes. These challenges are compounded by a taxation system that, while necessary for funding development, is often seen as burdensome and inconsistent. The introduction of new property taxes such as Capital Value Tax (CVT), Capital Gains Tax (CGT), and Federal Excise Duty (FED) has further complicated matters, potentially stifling investment and increasing the cost of ownership. At the same time, existing government initiatives, such as the Naya Pakistan Housing Program and the Pakistan Mortgage Refinance Company (PMRC), offer potential solutions to the affordability crisis, yet face significant obstacles in implementation due to financial constraints, bureaucratic inefficiencies, and the informal nature of much of Pakistan's real estate market. While the real estate sector holds substantial growth potential, especially in urban areas, it remains beset by speculative practices, market manipulation, and a lack of transparency. This paper aims to provide a comprehensive review of these issues, proposing actionable reforms to streamline the regulatory framework, improve property tax systems, and create a more transparent market environment. By addressing these challenges, the real estate sector in Pakistan can be positioned as a driver of sustainable economic growth, while providing affordable housing solutions for the growing urban population. The ultimate goal is to foster a more inclusive, transparent, and economically viable real estate market that benefits all stakeholders and addresses the urgent housing needs of the nation.

Keywords: Real estate; Economic growth; Taxes; Challenges; Regulations; Impact

ABSTRACT No. CEMS-14-SS-123

BUILDING PROSPERITY IN THE WORLD BY SELF ACCOUNTABILITY IN THE LIGHT OF SEERAH OF PROPHET PBUH)

Mufti Muhammad Saleem, Research Officer, Department of Arabic, G.C. University, Faisalabad, Pakistan. Email: drnaqshbandi@gcuf.edu.pk

This article titled "Building Prosperity in the World by Self Accountability (In the Light of Seerah)" explains the need and importance of self-accountability role in the building prosperity in a climate conscious world, different types of accountabilities in the light of Seerah. As a result, firstly, we may be able to step up towards the formation of a righteous society. Secondly the rules and regulations for the establishment of an ideal role for building prosperity in the light of Seerah may come into existence. The Prophet (PBUH) mentioned the importance of individual accountability, told the people to follow the principle of accountability and also set up a collective accountability system. On various occasions, he inquired the governors and investigated their financial matters. He also strongly condemned crimes such as exploitation, corruption, deception and cheating; those are the result of lack of accountability and He communicated the Ummah to stay away from the devastating crimes like these. The study of Seerah (the Prophet's life) shows that He strongly emphasized the accountability among all other matters. The basic idea of the teaching of Islam is that the individual must be true and active worker of society. He must have moral values and principles clearly. In addition, he tries constantly that a Muslim should perform saying of Allah and human rights properly. In this way, Islam tries to work on the behavior, morality, and habits of people and tries his best to properly enhance the different aspects of personality. They help in the building prosperity in a climate conscious world. It is necessary that we should give awareness of Seerah to the people through education, as well as teachers and parents play their effective role in

the development of the personality of their children. So, they build prosperity in a climate conscious world.

Keywords: Righteous society; Establishment; Crimes; Moral values; Human rights; Development

ABSTRACT No. CEMS-14-SS-124

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON FIRM'S FINANCIAL PERFORMANCE: EVIDENCE FROM THE MANUFACTURING SECTORS OF PAKISTAN

Zubair Muhammad. Email: zubairbangash858@gmail.com

The current research aims to assess the impact of Corporate Social Responsibility on Firm's Financial Performance. The research study is based on the objectives such as to analyze the effect of CSR on ROE of manufacturing firms in PSX, to assess the effect of CSR on ROA of manufacturing firms in PSX and to evaluate the effect of CSR on EPS of manufacturing firms in PSX. The data used in the study is secondary which is gathered from Cement, Pharmaceutical, Automobile, Textile and Fertilizer Sectors have been gathered from the annual reports of the related companies. The data was statistically analyzed through using SPSS. A total of 36 firms were selected for the study. The results of the study show that CSR has a significant effect on the financial performances of firms. The results of the study are followed by several recommendations which are necessary for the enhancement of social responsibility of the organizations to enhance the financial performance. It is suggested that corporations should promote CSR activities and make it part of its strategic plan. The corporations should enhance its CSR efforts in terms of providing free education to the society, employees and all stakeholders. In this regard they should develop schools, colleges and endowment funds for higher education institutions.

Keywords: Corporate social responsibility; Firm financial performance; Manufacturing sectors; Return on assets; Return on equity; Earning per share

ABSTRACT No. CEMS-14-SS-125

BANKRUPTCY PREDICTION IN SAUDI ISLAMIC BANKS: INTEGRATING FINANCIAL RATIOS AND GOVERNANCE PRACTICES

Mehreen Mehreen; Muhammad Ali, NUST Business School, Islamabad, Pakistan; **Azizullah Sayal**, Comsats University, Abbottabad Campus, Pakistan; **& Rusni Hassan**, IIUM Institute of Islamic Banking and Finance (IIBF) International Islamic University Malaysia.

Email: mehreen@nbs.nust.edu.pk

Corporate bankruptcy is one of the most critical aspects of an organization. The banking industry is the backbone of every economy. Timely prediction of corporate bankruptcy in the banking industry leads to avoidance of misallocation of financial resources and helps profitability growth. The objective of this paper is to predict the bankruptcy of five Saudi banks using financial ratios, corporate governance mechanisms, and sustainability practices. Data (2010-2023) of financial and non-financial variables were collected. This study used FUZZY Logic and Ordered Logistic Regression for empirical analysis. Results of Fuzzy Logic and Logit regression showed that the financial ratios, Islamic corporate governance, and Islamic corporate sustainability have a

significant impact on the overall sustainability of Saudi Islamic banks. The finding generally reveals that the financial position of Islamic banks can be best predicted with the help of the blend of financial ratios, Islamic corporate governance items, and sustainability practices. The results of this study add an industry-specific dimension to the theory of financial ratios, agency theory, and stakeholders' theory. This study also provides some valuable understandings to the practitioners and policymakers of the Islamic banking industry regarding avoiding bankruptcy risk through efficient management of corporate governance and sustainability practices.

Keywords: Financial stability; Sustainability; Islamic corporate governance; Saudi Islamic Banking; Financial ratios, Logit regression

ABSTRACT No. CEMS-14-SS-126

URDU POETRY: ENVIRONMENTAL AND CULTURAL CONTEXTS

Rukhsana Baloch, GC Women University, Faisalabad; **Fozia Kausar**, Government Islamia Postgraduate College for Women, Eidgah Road, Faisalabad; & **Naima Tufail**, Govt Graduate College Women Gulshan Colony Faisalabad. Email: rukhsanabaloch@gcwuf.edu.pk

The environment is the surroundings in which a person lives. The environment that Allah created for humans was full of nature—a natural environment where everything was clean and pure. Then, humans, by inventing machines, began polluting this environment. This nature-filled setting was reflected in Urdu poetry until the nineteenth century. However, from the beginning of the twentieth century, this environment started becoming polluted. The mourning of felled trees, and references to the extinction of animals and birds, began to appear. That famous cucumber of Agra, celebrated by Nazir Akbarabadi, fell victim to chemical fertilizers. The magnificent scenes that once adorned odes, elegies, and long poems faded into the smoke. This article will be both an ode to that natural environment and a lament for the polluted one.

Keywords: Urdu poerty; Environmental context; Cultural context; Extinction; Nature

ABSTRACT No. CEMS-14-SS-127

EXAMINATION OF SOCIO-ECONOMIC AND ENVIRONMENTAL FACTORS INFLUENCING FDI IN OECD ECONOMIES: A MODERATING-MEDIATING MODEL

Mushtaq ur Rehman, PhD Scholar & **Noheed Khan**, Department of Management Sciences, Alhamd Islamic University, Islamabad, Pakistan. Email: mushionline@gmail.com

Foreign Direct Investment (FDI) on the development of the economy is one of the most critical forces for economic growth and evolution especially in the developed countries of the OECD. FDI brings along technology, improves the managers' skills, brings about competition as well as integration in the global economy. There is therefore need to establish what influences FDI inflows as this information will assist policymakers in the attraction of sustainable investments for the global economy. This study addresses the research question: Which socio-economic factors influence FDI in OECD economies? Based on the influences such as political stability index, economic freedom index, market size and human capital index, this study reviews the key influence of FDI inflows. Based on this, a moderating-mediation model is utilized, in which institutional quality and innovation capacity are mediators, and market size acts as a moderator. To support

these findings, quantitative data are collected from credible sources including OECD, World Bank or IMF and analyzed to obtain profound findings. This present study establishes political stability and economic freedom as some of the core influential factors of FDI. Besides, while human capital strengthens FDI, market size weakens the relationship of human capital with FDI since market size is an aspect of institutional quality and innovation capacity that improves the investment climate. Bearing these findings, the study contributes theoretical and practical implications to the examination of mediators and moderators of the determinants of FDI. The authors advise the policymakers to pay more attention to enhancing the institutional environment, encouraging the development of innovation environment, and actively promoting the accumulation of human capital, so as to create conditions for foreign investors' attraction to their countries.

Keywords: Environmental factors; Foreign direct investment; Human capital index, OECD; Socio economic

ABSTRACT No. CEMS-14-SS-128

SAAFPak: AN INNOVATIVE PARADIGM IN CIRCULAR ECONOMY FOR SUSTAINABLE DEVELOPMENT IN PAKISTAN

Mahnoor Fatima, National Defence University Islamabad, Pakistan.

Email: lubnaarif107@gmail.com

The challenges associated with Pakistan's waste management crisis underscore broader structural inefficiencies, infrastructural deficits, and deep-seated socioeconomic vulnerabilities common across many developing economies. With annual waste generation surpassing 49 million tons, the lack of adequate infrastructure, fragmented governance, and limited public awareness about sustainable practices exacerbate this environmental dilemma. Moreover, the predominance of informal waste collection networks, which handle over 80% of municipal solid waste (MSW), further reflects the sector's dependence on unregulated, marginalized labor while limiting its integration into formal economic systems. This paper critically examines SaafPak, an innovative initiative that reimagines MSW management through the lens of the circular economy. By operationalizing circular principles—such as waste minimization, resource regeneration, and economic recirculation—SaafPak addresses the multidimensional challenges of waste management while fostering socioeconomic inclusion. The initiative's decentralized model integrates informal waste collectors, incentivizes community participation, and employs technology-driven solutions such as predictive analytics and mobile applications to optimize waste collection and recycling. This not only ensures environmental sustainability through landfill diversion and carbon footprint reduction but also contributes to social equity by formalizing informal labor and providing stable income streams. Using a transdisciplinary analytical framework, this study explores SaafPak's methodologies, its alignment with the Sustainable Development Goals (SDGs), and its broader implications for sustainable urban transitions. The findings reveal its scalability potential and adaptability to similar contexts in the Global South, while also exposing critical policy and regulatory gaps that hinder comprehensive systemic reform in Pakistan's waste management sector.

Keywords: Waste management; Environment; Innovative paradigm; SaafPak

ABSTRACT No. CEMS-14-SS-129**NAVIGATING THE COVID-19 CRISIS: CHALLENGES AND ALTERNATIVE STRATEGIES FOR THE BANKING SECTOR**

Shafiq ur Rehman, University of Malakand Dir Lower, Pakistan.

Email: shafiquol@hotmail.com

The COVID-19 pandemic, a global crisis of unprecedented scale, had a profound impact on various sectors, including healthcare. While its effects on the financial industry have been significant, research in this area is still relatively limited. This study delves into the specific impact of the pandemic on the financial performance of both Islamic and conventional banks. To this end, we analyzed pure Islamic and conventional banks, excluding those with dual operations, using their annual financial statements from 2017 to 2022. Our findings indicate that COVID-19 positively affected the performance of Islamic banks, while its impact on conventional banks was negative but statistically insignificant. To mitigate the risks posed by future crises, financial institutions should implement proactive and strategic planning. The rapid global spread of COVID-19 highlighted critical vulnerabilities in the operational capabilities of these institutions. Governments, in turn, should provide necessary financial support, streamline the distribution of business stimulus packages, and implement clear and effective remedial measures.

Keywords: COVID-19; Global crisis; Healthcare; Risk

ABSTRACT No. CEMS-14-SS-130**ASSESSING THE LEVEL OF AND RELATIONSHIP BETWEEN ENVIRONMENTAL ATTITUDE AND PRO-ENVIRONMENTAL BEHAVIOR OF UNIVERSITY STUDENTS: A CASE FROM PAKISTAN**

Saima Bibi, STEM Education Department, University of Education, Lahore, Pakistan.

Email: saimabibi@ue.edu.pk

Presently the world is facing the burning issue of environmental degradation which is the result of accrued action of human behavior. It is suggested that environmental quality depends on individuals' knowledge, attitudes, and behaviors living in that environment. The present study aims to measure the environmental attitudes (EA) and pro-environmental behaviors (PEB) of university students. Further, the study investigates the relationship between EA and PEB possessed by university students. Quantitative approach was adopted to investigate the phenomena. An explanatory survey was conducted by applying cross-sectional research design. The data were collected through structured questionnaires. A sample of 1318 students was randomly selected from district Attock universities. Results show that university student possess a moderate level of EA and PEB. Moreover, a strong positive relationship was found between the two variables EA and PEB. Based on the study findings, it is recommended to incorporate environmental education and sustainability related contents and related pedagogical practices into the scheme of studies being taught at university level. It is suggested for the future researchers to incorporate qualitative ways to investigate the phenomena. Moreover, the reasons of low EA and PEB level might be investigated by future researchers.

Keywords: Environmental attitude; Pro-environmental behavior; University students

ABSTRACT No. CEMS-14-SS-131**AN INNOVATIVE APPROACH TO MEASURE THE ORGANIZATIONAL
PERFORMANCE WITH A MODERATING ROLE OF DIGITAL
TRANSFORMATION**

Muhammad Faisal & Shahid Jan, Islamai College Peshawar, Pakistan.

Email: Muhammad.Faisal@fauji.org.pk

In today's globalized world, everything relies on technology for rapid execution and decision-making to stay competitive and maintain organizational performance. In recent years, all aspects of organizations heavily depend on technology to thrive. Organizations must familiarize themselves with information to adapt to constantly changing circumstances. In technology selection, organizational decisions are crucial. Choosing appropriately requires understanding of system dynamics and market value, as changing dynamics can affect overall organizational performance. Most organizations in developed countries are aware of digital transformation and use them to achieve desired outcomes and manage effectively. Globally, organizations have previously adopted these technologies for meaningful benefits. Despite significant spending on these technologies, most employees do not fully utilize them as intended. Achieving maximum performance is difficult if users don't properly utilize the technology. Resistance from end users, managers, and practitioners is a widespread issue that hinders successful adoption. To improve performance, organizations must understand why users accept or reject technology? This research examines how user's technological competence, perceived usefulness, management support, and intrinsic motivation predict technology use, based on a study of over 400 users from three different organizations. A key feature of my research is evaluating the moderating impact of Digital Transformation (DT) on the relationship between User's Technological Competence (UTC), Perceived Usefulness (PU), Top Management Support (TMS), Intrinsic Motivation (IM), and Organizational Performance (OP). This study will address future issues affecting performance and provide a roadmap for future work.

Keywords: Digital transformation; Emerging technology; Perceived usefulness; Technological competence; Intrinsic motivation; Top management support

ABSTRACT No. CEMS-14-SS-132**INTERFAITH DIALOGUE FOR A SUSTAINABLE PLANET/EARTH - RELIGIOUS
INSIGHTS INTO ENVIRONMENTAL RESPONSIBILITY**

Ammara Rehman & Humaira Khalil, Department of Islamic Studies, The University of
Faisalabad, Pakistan. Email: asst.prof.is@tuf.edu.pk

In the face of escalating environmental crises such as climate change, deforestation, and biodiversity loss, it is crucial to explore diverse sources of wisdom to inspire sustainable practices. One valuable resource lies in the religious teachings and ethical frameworks across the world's faith traditions. Interfaith dialogue, which brings together different religious perspectives, offers an opportunity to build a collective understanding of humanity's responsibility to the Earth. This abstract examines the role of religious insights in fostering environmental responsibility and sustainability. Major world religions, including Christianity, Islam, Hinduism, Buddhism, and Indigenous belief systems, offer principles that can guide environmentally conscious behavior. Christianity's concept of stewardship calls for responsible management of creation, while Islam teaches that nature is a divine trust, with humans as caretakers (Khalifa). Hinduism emphasizes the interconnectedness of all life, advocating non-violence (ahimsa) towards nature. Buddhism promotes mindfulness and

compassion towards all beings, highlighting the importance of ecological balance. Indigenous spirituality often centers on a deep connection to the land, viewing nature as sacred and advocating for sustainable practices. These shared values of respect for life, stewardship, and ecological balance serve as a foundation for interfaith dialogue aimed at promoting global environmental sustainability. By engaging religious communities, interfaith initiatives can create a powerful moral and spiritual framework for environmental action. Such dialogue fosters unity, encourages shared responsibility, and can lead to practical actions like eco-friendly community practices, advocacy for environmental justice, and sustainable policies. Ultimately, interfaith dialogue can play a pivotal role in addressing the environmental crisis, uniting diverse religious traditions for a common cause: the preservation of the Earth for future generations. Through collective action rooted in faith, humanity can contribute to the healing and sustainable stewardship of the planet.

Keywords: Interfaith dialogue; Environmental responsibility; Sustainability; Religious teachings; Stewardship; Ecological balance; Global ethics

ABSTRACT No. CEMS-14-SS-134

ECO FRIENDLY SUSTAINABLE ARCHITECTURE IN PAKISTAN: PLANS, DESIGNS, ELEMENTS AND MATERIALS

Samina Nasim, Principal, University College of Art & Design, University of the Punjab Lahore, Pakistan. Email: samina.nasim@gmail.com; samina.cad@pu.edu.pk

Architecture as a means of expression speaks loudly about its regional, geographical, geological, and climatic factors. Every region has its own specific identity and unique style, which makes it esteemed and monumental. In the field of construction building, plan, design, and material are the major components that help to make strategic designs according to requirements. Throughout the ages, extremism of the weather affected on architectural surfaces. This research is an attempt to present strategic planning of the South Asian architecture, to provide protection against intense weather. It will be explored that historically which kind of architectural plans, designs, elements, and materials were used and also continued for contemporary construction to provide protection against extreme effects of global warming. Continuity of traditional construction trends with amalgamation of new techniques and technological advance strategies, construction of eco-friendly sustainable architecture in this climate change world will be the main objective of the research. After reviewing literature, it is apparent that in relation to climatic effects and construction of eco-friendly, sustainable architecture in Pakistan, such kind of research has not been conducted as a part of scholarly writing. The aim of the research is to present, how traditional design trends continue to maintain the legacy of architectural traditions according to the requirements of the weather in South Asia. The research will present three parts. Firstly, historical context will be presented. Secondly, the design strategies of contemporary construction and lastly, strategic future planning, of eco-friendly sustainable construction practices, cultural preservation, green concrete, water ponds, thermal comfort, natural light, insulation, and fenestration will be discussed.

Keywords: Diversity; Elements; Environment protection; Sustainable materials; Eco-friendly architecture

ABSTRACT No. CEMS-14-SS-135**INTEGRATING CLIMATE ACTION: LESSONS FROM DENMARK, PAKISTAN,
COSTA RICA, AND THE EUROPEAN GREEN DEAL**

Humaira Yaseen, Assistant Professor at Preston University & **Dr. Taha Shabbir**, Hamdard
University Karachi, Pakistan. Email: humera_y@yahoo.com

The accelerating pace of climate change necessitates harmonizing sustainability with economic growth. This study compares the climate strategies of Denmark and Pakistan, supplemented by global examples like Costa Rica's renewable energy model and the European Green Deal. Denmark exemplifies sustainability through its Climate Act, achieving 54% electricity from wind power and fostering green innovation in offshore wind, district heating, and carbon capture. Similarly, Costa Rica's investment in renewable energy has reduced carbon emissions while boosting economic growth, demonstrating the viability of sustainable development. Conversely, Pakistan faces challenges such as water scarcity and extreme weather, necessitating policies like the National Climate Change Policy and the National Climate Finance Strategy. However, political instability and limited policy execution hinder progress. The European Green Deal serves as a benchmark for integrating sustainable growth, with its comprehensive policies on energy, agriculture, and transportation, emphasizing green innovation and circular economies. The study adopts a mixed-method approach, combining literature reviews, case studies, and policy analysis to evaluate these models. Findings underscore the transformative role of green innovation and policy frameworks in driving sustainability. Community initiatives, such as urban gardening in Denmark and Costa Rica, and Pakistan's reforestation projects, highlight the potential for grassroots action in building resilience. The research concludes that sustainable prosperity requires a holistic framework incorporating policy, green innovation, and community engagement. By integrating lessons from Denmark, Costa Rica, and the European Green Deal, nations like Pakistan can align economic growth with environmental stewardship.

Keywords: Climate-conscious prosperity; Green innovation; European green deal; Sustainable development; Community resilience

ABSTRACT No. CEMS-14-SS-136**GREED V/S GREEN: SOSTALGIA AND NEOLIBERAL EXPLOITATION IN DR.
SEUSS' THE LORAX**

Leeza Hamayoon & Beenish Asmat Ullah, Department of English Language and Literature,
Shaheed Benazir Bhutto Women University Peshawar, Pakistan.
Email: beenishasmatullah@yahoo.com

This paper analyzes Dr. Seuss' *The Lorax*, an animated film, by Chris Renaud through an ecocritical lens to highlight the adverse effects of neoliberalism on environment and human well-being. It asserts that humans face emotional and psychological problems due to environmental crisis generated by neoliberal practices. According to Glenn Albrecht individuals and communities experience emotional distress and psychological pain as a result of environmental degradation and he terms it as *sostalgia*. He argues that the environmental destruction is not only an ecological issue but also an emotional and psychological one. The main protagonist, Once-ler, Lorax and the creatures of the forest experience *solastalgia* as they witness the deterioration of the beautiful landscape of Thneedville due to the exploitation of lush forests of Truffula trees by Once-ler for

his business. His actions lead to environmental degradation and Thneedville becomes tree less and does not have any real plants due to which people have to rely on artificial oxygen. Once-ler's greed as a neoliberal entrepreneur, who is only concerned with profits and economic prosperity asserts David Harvey's concept of "accumulation of dispossession" as he neglects the harmful effects of his activities on the environment and society both. This research contests the neoliberal practices of economic prosperity that disregard environmental sustainability by exploiting resources to benefit a few and make everyone else pay the cost for it. This study contends that the environmental crisis is also an emotional and psychological one that is deeply embedded in the neoliberal exploitative ideologies, urging to reflect on the consequences of prioritizing economic prosperity over ecological and human well-being, thus asserting for more sustainable and equitable modes of living.

Keywords: Nostalgia; Neoliberalism; Accumulation by dispossession

ABSTRACT No. CEMS-14-SS-137

PROSPERITY THROUGH SUSTAINABILITY: THE NEXUS OF ESG AND GREEN FINANCE. A CASE STUDY FOR PAKISTAN

Faheem A. Qureshi, PhD Scholar; & **Qaiser Ali Malik**, Dean, Management Sciences,
Foundation University Islamabad, Pakistan. Email: fahecmaq0@gmail.com

This study explores the intricate relationship between Environmental, Social, and Governance (ESG) factors and green finance, focusing on their role in fostering sustainable prosperity in Pakistan. As global economic paradigms shift toward sustainability, integrating ESG principles into financial practices has become crucial for developing economies. This research investigates how green finance can drive economic growth while addressing Pakistan's environmental challenges and social inequalities. Through a comprehensive case study, we analyze the impact of ESG-aligned investments, green bonds, and sustainability-linked financial instruments on key economic indicators such as GDP growth, carbon emissions reduction, and social development. The findings highlight the potential of green finance to bridge the gap between economic progress and environmental stewardship, offering policy recommendations to enhance ESG integration within Pakistan's financial sector. This study contributes to the broader discourse on sustainable development, emphasizing the importance of a climate-conscious financial framework for achieving long-term prosperity. The study emphasizes the need for stronger governance structures, targeted financial incentives, and cross-sector collaboration to unlock the full potential of ESG-driven green finance. This research highlights actionable pathways for aligning financial systems with sustainability goals, offering valuable insights for policymakers, investors, and stakeholders in emerging economies. By leveraging ESG principles and green finance, Pakistan can create a resilient, inclusive, and climate-conscious economy, setting a model for other developing nations.

Keywords: ESG; Green finance; Economic growth; Environmental challenges

ABSTRACT No. CEMS-14-SS-138

A STEP TOWARDS CO-CREATION OF A SAFER WORLD

Asna Mubashra, Department of Textile Design, College of Art and Design, University of the Punjab, Pakistan. Email: asna.cad@pu.edu.pk

With the changing scenario of globalisation, the new identifications labels local productions as global and all global production as local. This change has also brought multidimensional reservations to the available range of consumer textiles across the globe. With the changing horizons of climate awareness and acknowledged importance of its conservation practices, the concerns related to various textile processing has also surged to an alarming higher level. The global awareness of eco-friendliness has also impacted the preferences associated with purchase of consumer textile goods. This paper is an effort to create awareness of the safety parameters to be assessed before purchase of consumer textile products. The paper reviews literature reporting about presence of hazardous elements in off the rack textile commodities. It is significant to highlight such trends to positively modify the current textile industry practices and policies towards becoming a more responsible stakeholder in creation of a nontoxic safe world.

Keywords: Consumer textiles; Environment protection; Globalization; Hazardous chemicals

ABSTRACT No. CEMS-14-SS-139

سورۃ النساء میں مذکور مالی مسائل: تفسیر ہدایت القرآن اور تفسیر تفہیم القرآن کی روشنی میں ایک
تجزیاتی مطالعہ

Muhammad Asim & Ibad-ur-Rahman, Abdul Wali Khan University Mardan, Pakistan.
Email: masimzain0348@gmail.com

تعارف و اہمیت موضوع

اللہ تعالیٰ نے انسانوں کو راہ راست پر لانے کے لئے حضرت آدم علیہ السلام سے انبیاء کرام علیہم السلام کا سلسلہ شروع کیا جو کہ سیدنا محمد رسول اللہ ﷺ پر ختم ہوا۔ آپ ﷺ کے آنے پر دنیا میں آنے والے دینوں کا سلسلہ ختم ہو گیا۔ چنانچہ اللہ تعالیٰ نے قرآن مجید میں اس کا اعلان فرمایا
مَا كَانَتْ مَكْرَهًا يَا أَبَا آدَمَ مَرْجَبًا لِكُلِّكُمْ سُؤْلًا لِّلْهُوَ خَاتَمًا لِّلنَّبِيِّينَ اور اس کے ساتھ یہ بھی فرمادیا کہ اب دین کی شکل میں آنے والی نعمت پوری ہو چکی ہے اور دین اسلام ہی واحد راستہ ہے جو اللہ تعالیٰ کی رضا مندی کی طرف لے جاتی ہے۔ چنانچہ فرمایا: أَيَوْمَ اكْمَلْتُ لَكُمْ دِينَكُمْ وَأَنْتُمْ عَلَيْكُمْ رَضِيْتُمْ لَكُمْ الْإِسْلَامَ دِينًا۔

زندگی میں پیش آنے والے تمام مسائل کا حل قرآن و حدیث میں موجود ہے۔ چنانچہ ایمانیات، عبادات، معاشرت و اخلاق اور معاملات سمیت زندگی میں پیش آنے والے ہر مسئلہ کا حل دینی تعلیمات میں موجود ہے۔ اسلام محض عفت اور عبادات کا نام نہیں بلکہ دین ہمیں معاملات کی ضرورت اور اہمیت سے بھی آگاہ کرتا ہے اور اس کے بارے میں احکامات دیتا ہے۔ قرآن مجید میں خرید و فروخت اور قرض سمیت مالی معاملات کی رہنمائی موجود ہے۔

سورۃ نساء میں مالی معاملات سے متعلق کئی آیات موجود ہیں۔ یتیموں کو مال سپرد کرنے، مہر اور میراث سے متعلق احکامات موجود ہیں۔ مفسرین نے مختلف انداز سے ان کو بیان کیا ہے۔ اردو زبان میں تفسیر تنہیم القرآن اور تفسیر ہدایت لقرآن نے بھی ان کی تفسیر بیان کی ہے۔ اس مقالہ میں ان دو تفسیر کی روشنی میں سورۃ نساء کے مالی معاملات سے متعلق آیات کو موضوع بحث بنایا گیا ہے۔ ابھی تک اس موضوع پر تحقیقی کام نہیں ہوا۔

تفسیر تحقیق

تفسیر تنہیم القرآن مولانا مودودیؒ کی اردو زبان میں ایک مفصل تفسیر ہے۔ فقہی وغیر فقہی مسائل کو تفصیل سے بیان کیا گیا ہے۔ مسائل کی عصری تطبیق کو بھی بیان کیا گیا ہے۔ اس طرح تفسیر ہدایت لقرآن مولانا سعید احمد پالن پوریؒ کی تفسیر ہے۔ انہوں نے تفسیر کے ضمن میں مسائل کو وضاحت کے ساتھ بیان کیا ہے۔ چونکہ ان تفسیر کی روشنی میں مالی معاملات کو بیان نہیں کیا گیا اس لئے اس عنوان کو چنا گیا۔

ABSTRACT No. CEMS-14-SS-140

IMPACT OF WEATHER CHANGE ON ROAD ACCIDENTS IN PAKISTAN

Zainab Nayyar, Dr. Taqadus Bashir, Khurram Mahmood, Dr. Zahoor Server, Tahleel Mumtaz Malik. Email: zainabnayyar786@gmail.com

Road accidents are one of the leading causes that are a threat to human life. Daily people are facing a lot of accidents and losing their loved ones. There are many causes of road accidents, out of which weather is one of the major causes. In Pakistan we experience four seasons i.e. Summer, winter, spring, autumn. In these seasons different weather conditions happen. Smog and fog occur in winter, rainfall occurs throughout the season, snow fall occurs in winter. In this study quantitative research was carried out and both primary and secondary data were collected. Primary data was collected through a questionnaire which was developed in 2007. Through questionnaire it was found through responses that whether weather has an impact in causing road traffic accidents and the modes through which people are comfortable in getting updates of those locations which are in worst condition for driving due to bad weather. It was also identified through responses that in what ways weather impacts on driving behaviors due to which road accidents occur. To get complete statistics about number of deaths and injuries that were caused due to road traffic accidents that occurred due to adverse weather conditions secondary data was collected from various organizations which includes 1122, federal bureau of statistics, survey of Pakistan and National transportation and research center. Content analysis was made to gather province wise data of road traffic accidents that had occurred due to adverse weather conditions data of past seven years was collected from different websites, newspapers, blogs, journals etc. to check the province wise data secondary data collected check the frequency of road accidents on yearly, daily and monthly basis. The sample size of primary data was 230 and it was analyzed using SPSS and smart PLS. There were two independent variables named as driver behavior and road conditions, one moderator named as weather conditions which comprised of smog, fog, rainfall, snowfall, and sunny weather whereas accidents were a dependent variable. it was found that the data analysis tool was reliable and results were significant. There was a strong and highly significant relationship

between independent and dependent variables. Through regression analysis the causal effect of moderator was analyzed, and it was proved that weather put a strong impact on road conditions and driver behavior so that road accidents took place. The secondary data was analyzed through Business Intelligence techniques so that based on proper statistics results shall help in making future predictions. That data should also tell which weather conditions are causing more accidents in which province and at which location so that, based on future prediction preventive measures can be taken to solve the issue. Based on those predictions, a wireless sensor T-mote device is proposed which should help drivers in experiencing less road accidents during adverse weather conditions because this sensor device is equipped with Wi-Fi and weather sensing motes. This device can easily attach with any car like a USB device. Furthermore, if the traffic regulatory authorities started using Business intelligence dashboards and configure real time weather data with them it will be very helpful for them to detect the areas prone to road accidents for taking precautionary measures. A mobile application was developed to guide people about the current weather situation and what alternative routes they can opt to avoid road accidents due to adverse weather and road conditions.

Keywords: Accidents; Roads; Traffic; Weather; Climate

ABSTRACT No. CEMS-14-SS-141

ADDRESSING THE GLOBAL WASTEWATER CRISIS: IMPLICATIONS, CHALLENGES, AND EMERGING INNOVATIONS

Anwar Ullah, National Defence University Islamabad, Pakistan.

Email: ullahanwar44@gmail.com

The escalating production of anthropogenic waste by a global population exceeding 7.8 billion presents a significant challenge to environmental sustainability and public health systems worldwide. The discharge of untreated or inadequately treated wastewater is a key contributor to this crisis, releasing approximately 6.2 million tons of nitrogen annually into coastal ecosystems. Beyond nitrogen, these effluents carry a plethora of contaminants, including pharmaceutical residues, heavy metals, and microplastics, which infiltrate aquatic systems, disrupt food chains, and pose long-term ecological risks. This pervasive contamination transcends localized impacts, destabilizing critical planetary boundaries. These boundaries include freshwater availability, which is threatened by pollution and over-extraction; oceanic health, undermined by eutrophication and acidification; biodiversity, impacted by habitat degradation; and climate equilibrium, disrupted by methane emissions from untreated waste and the energy-intensive nature of conventional wastewater treatment systems. Addressing the wastewater crisis requires an integrative approach, combining innovative technologies and sustainable practices to mitigate its adverse effects. Emerging decentralized wastewater treatment systems exemplify scalable, localized solutions that recover water, nutrients, and energy, contributing to the development of circular economies. Nature-based interventions, such as constructed wetlands and green infrastructure, offer additional benefits by leveraging ecological processes for wastewater treatment while enhancing urban resilience and promoting biodiversity. Furthermore, advances in resource recovery technologies—ranging from nutrient extraction to energy generation—present opportunities for transforming waste into valuable resources. This paper explores the multifaceted impacts of wastewater mismanagement on ecological and public health systems, highlighting its disproportionate burden on low-income regions. It evaluates the potential of cutting-edge remediation strategies, emphasizing the importance of systemic shifts toward sustainable wastewater governance.

Keywords: Wastewater; Crisis; Anthropogenic; Environment; Sustainability

ABSTRACT No. CEMS-14-SS-143**CLIMATE CHANGE, CHALLENGES AND PREVENTIONS**

Bushra Illum ud Din, Rifah International University, Faisalabad; **Rubina Yasmeen**, Government College Women University, Faisalabad; & **Sadaf Naqvi**, Government College Women University, Faisalabad, Pakistan. Email: dr.rubinayasmin@gcwuf.edu.pk

Climate change is a worldwide observed in last many decades as a significant challenge of the century. This change refers to the marked changes in the climate of a particular area, region or country over a long period. There are various reasons for these crises the most notable are anthropogenic activities. The climate change effects include a rising temperature of the earth, melting of ice sheets and glaciers, warming of oceans, frequent world fires, sea level rise, droughts, and floods, health of human beings, marine life, resistance, agriculture industry and tourism. Moreover, it makes living conditions very difficult. It became a threat that embarked on various walks of life. As a challenge it has been recognized that these major risks ruined energy, water, food security, common activities, physical infrastructure and biodiversity. This study aimed to conceptually engineer how to climate variability is deteriorating the sustainability of diverse sectors at world level and how can we prevent from these harmful changes and overcome by changing our living style in all fields. World have to emphasis and pay attention on these alerts to save the planet and ozone. Everyone has to work more intensively and effectively on this issue or mission. On the other hand, to cope with the devising effects of climate change, world governments, governments and non-governments organizations, multilateral forums and civil society must collectively take immediate action.

Keywords: Climate; Change; World; Challenge; Threat; Human; Effects

ABSTRACT No. CEMS-14-SS-144**DEVELOPMENT OF HALAL FOOD TRACEABILITY SYSTEM USING
BLOCKCHAIN AND ARTIFICIAL INTELLIGENCE**

Ayesha Hakim, National University of Sciences and Technology, Islamabad, Pakistan; **Sundus Shafique**, Institute of Computing, Muhammad Nawaz Shareef University of Agriculture, Multan, Pakistan. Email: ayesha.hakim@seecs.edu.pk

This study addresses critical challenges in halal food traceability and certification by leveraging blockchain technology and artificial intelligence (AI) to support climate-conscious agricultural practices and sustainable development. Ensuring compliance with halal standards requires an end-to-end system that provides transparency, integrity, and authenticity in the food supply chain. The proposed framework utilizes blockchain for secure and immutable recording of halal certification data and AI to analyze supply chain processes, enabling real-time tracking of produce from farm to consumer. Geo-tagging and IoT integration ensure accurate identification of production and processing sites, while smart contracts facilitate seamless interactions among stakeholders. By reducing fraud, improving traceability, and promoting sustainable practices, this system enhances consumer trust and fosters resilience in the halal food industry. While conceptualized for the halal food supply chain, a similar framework was successfully implemented in the mango supply chain in Pakistan, demonstrating its feasibility. This prior implementation showcased enhanced data accuracy, streamlined processes, and consumer trust through traceability features. Insights from this project highlight the scalability and adaptability of blockchain and AI for halal food systems,

contributing to reduced food waste, lower carbon footprints, and more efficient supply chains. The anticipated outcomes include improved traceability, standardized halal certifications, and increased market access, contributing to global food security and sustainable agricultural development.

Keywords: Halal; Transparency; Geo-Tagging; Supply chain; Food authenticity; Sustainable agriculture

ABSTRACT No. CEMS-14-SS-145

INTER-FAITH AND INTER-CULTURAL HARMONY IN THE LIGHT OF PROPHET'S LIFE

Mufti Hafiza Tooba Sani, Research Scholar Islamic Studies, Faculty of Usoolud Din University of Karachi; **Salahuddin Sani**, Ex-Principal Pakistan Govt Dehli Sc College Karachi, President Islamic Academic Forum. Email: hafizatoobasani@gmail.com

Islam is a religious faith characterized by principles of peace and compassion, advocating for the inherent dignity of all individuals, regardless of their social status, racial background, or religious affiliation. The principles of compassion and tolerance are evident in several facets of Islam and in the exemplary life of Prophet Muhammad (Peace Be Upon Him). We inhabit a cultural milieu in contemporary global civilization characterized by diverse religious and belief systems. Religious diversity is an inherent and widespread reality within our society. Despite their numerous intellectual and practical distinctions, all religions are committed to advancing human well-being. All of them promote the values of ethics and compassion inside individuals. However, regrettably, despite these moral teachings, the erroneous view of pluralism has resulted in the emergence of religious extremism and the disharmony observed in inter-religious relations that we currently encounter. In the contemporary era, it is undeniable that numerous lives have been lost in the context of religious conflicts. Over the past two decades, the international community has witnessed a significant rise in inter-religious disputes and confrontations. Indeed, at the regional level, every individual has a pervasive sense of insecurity and profound hatred, frequently driven by religious disparities. To effectively address the issue of religious disputes and promote Unity amidst diversity, it is imperative to foster peaceful relationships and cultivate a spirit of tolerance towards differing opinions. This research study aims to gain a comprehensive understanding of the concept of Religious Tolerance, as interpreted through the lens of two prominent Islamic sources, namely the Quran and Seerah. To foster improved relationships and mutual respect among individuals of many religious beliefs, examining the causes of intolerance and exploring how the Quran and Seerah offer guidance on cultivating a spirit of religious tolerance throughout society is imperative. In this discourse, we will examine the promotion of interfaith tolerance and the recognition of its patterns and extent, considering its present significance.

Keywords: Interfaith; Interculture; Harmony; Peace; Islam; Compassion

ABSTRACT No. CEMS-14-SS-146

THE IMPACT OF ISLAMIC VALUES OF HUMAN RESOURCE MANAGEMENT

Bilal Bakht Khan, MS Scholar, Department of Management Sciences, Islamia College Peshawar, Pakistan. Email: bilalbakhtkhan92@gmail.com

Purpose: Islam tells the Muslims to do work with honesty and sincerity. For best performance motivation and commitment is required. Many factors influence Employees commitment and motivation. The purpose of this study will be to examine theoretical analysis of HRM Practices according to the Islamic values and principles. And also, to examine the impact of Islamic values on the Employees performance.

Design/Methodology: The nature of study is qualitative. The data will be collected from the Government sector banks and private sector banks of Peshawar. Five banks are selected for data collection. Data will be collected from banks through self-developed Questionnaire collected data will be analyzed through SPSS.

Findings: The findings of this study will indicate that the Islamic values In Human Resource Management are positively linked with the Organizational commitment, organization growth and Employees behaviour.

Limitation/Implication: The findings are of significance to managers and team leaders of the banking sector to improve organizational performance and employee performance. The current study will be useful for all the banking sectors in Pakistan.

Originality/Value: This study shows a conceptual linkage between Islamic values and Human Resource Management in the organization.

Keywords: Job satisfaction; Islamic approach; Human resource management; Organization performance

ABSTRACT No. CEMS-14-SS-147

**ASSESSING THE IMPACT OF INTEGRATED MARKETING COMMUNICATION
ON CONSUMER IMPULSIVE BUYING BEHAVIOR**

Muhammad Ashfaq. Email: Ashfaq9397@gmail.com

Businesses, whether large corporations or small businesses, rely largely on marketing communications to efficiently offer goods and services to their clients. Marketing communication is critical to corporate success because it ensures that the proper message reaches the intended audience. A dramatic shift in marketing strategy occurred in the twentieth century, when traditional advertising approaches gave way to the more holistic approach known as Integrated Marketing Communication (IMC). This unique marketing paradigm combines a variety of promotional methods to produce a cohesive and effective communication plan. The major goal of this research is to explore the impact of Integrated Marketing Communication on impulsive purchasing behavior. The research specifically looks at how advertising, sales promotions, direct marketing, public relations, and personal selling all contribute to customers making unexpected purchases. The research uses a descriptive technique, with participants chosen at random to create a broad and representative sample. The study's data is acquired by an online survey, which uses a structured questionnaire to obtain replies. Potential participants are contacted via email and asked to

participate in the study and share their ideas. After data collecting is completed, the information is thoroughly evaluated using a variety of statistical tools and techniques, including the use of SPSS software for extensive data processing. The findings of this study are important for marketing practitioners because they give a better knowledge of customer impulsiveness and the elements that influence spontaneous purchase decisions. Furthermore, this study provides a great resource for future researchers who want to investigate other factors that lead to impulsive purchasing behavior, opening the door for more successful marketing tactics and scholarly contributions.

Keywords: Communication; Marketing communication; Integrated marketing communication; Factors of IMC; Impulsive buying behavior

ABSTRACT No. CEMS-14-SS-148

IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON FIRM PROFITABILITY: EVIDENCE FROM AUTOMOBILE INDUSTRY OF PAKISTAN

Muhammad Hamza Haroon, Islamia College Peshawar, Pakistan.

Email: m.hamza.haroon1998@gmail.com

Since, the 20th century, corporate social responsibility (CSR), an essential idea, has grown in the global economy. Its quick development, spread in various nations. CSR is also important in emerging nations like Pakistan. Numerous studies linked CSR to both financial and non-financial corporate profitability. The present study also checks the link, if any, between CSR aspects and profitability. CSR characteristics are independent and profitability-dependent variables. Profitability, annual turnover sales, and earnings per share were employed. The data was processed using panel data analysis and cross-sectional data. Factor Analysis (FA), Confirmatory Factor Analysis (CFA), and Simple Linear Regression Model (SLRM) check the dependent-independent relationship. Based on the Housman test, FEM and SEM were used to analyze panel data. The results show that CSR boosts EPS and annual turnover sales. It appears that Companies with more CSR commitment have better EPS and ATS. Evidence also implies that size improves EPS and ATS and age reduces the influence of CSR.

Keywords: Corportate social responsibility; Firm profitability; Emerging nations

ABSTRACT No. CEMS-14-SS-149

IMPACT OF TAXES ON CIGARETTE CONSUMPTION IN UNIVERSITIES OF KHYBER PAKHTUNKHWA

Saqib Iabal, PhD Scholar, Islamia College Peshawar, Pakistan.

Email: saqib_khan45@hotmail.com

The consumption of cigarettes has long been a health concern, especially among young adults. Universities in Khyber Pakhtunkhwa (KP) are home to a large demographic of students, some of whom are regular smokers. This research aims to investigate how taxes on cigarettes influence consumption patterns among university students in KP. Despite government policies like taxes on tobacco products, cigarette consumption remains prevalent in universities. Lack of studies on the impact of taxes on youth are particularly vulnerable to the health risks of smoking. There is a need for more research on the impact of taxes on cigarette consumption among youth. I will use both methods Quantitative research involving surveys and interviews. My research will be limited to only

university students in Khyber Pakhtunkhwa. Potential biases due to self-reporting in surveys impact of cultural factors not fully explored.

Keywords: Smoking; Health concerns; Students; Consumption pattern

ABSTRACT No. CEMS-14-SS-150

FINANCIAL PERFORMANCE STANDARDIZE SCORING MATRIX FOR SECTORS OF PSX'S

Noor ul Hadi, PhD Scholar, Islamia College Peshawar, Pakistan.

Email: Nooulhadi99@gmail.com

The significance of this study lies in its potential to standardize financial performance measurement, addressing the growing need for a unified framework that simplifies and enhances the comparability of financial health across industries. By drawing inspiration from the Altman Z-score model aiming to score level of performance and enable financial decision makers for financial policy making. The problem arises from the lack of a universally accepted model to assess financial performance comprehensively. Existing methods often focus on isolated metrics, such as profitability or liquidity, failing to provide a holistic perspective or predict financial distress effectively. This gap necessitates the development of a robust econometric model that consolidates key financial indicators into a single, interpretable performance score. The proposed econometric model integrates a set of critical financial variables, including profitability (Return on Assets), liquidity (Current Ratio), leverage (Debt-to-Equity Ratio), efficiency (Asset Turnover), and growth (Revenue Growth). Methodologically, the study applies regression analysis and factor analysis using SPSS software on secondary data to determine the weights of the selected variables and validate the model. The dataset consists of cross-sectional and time-series financial data sourced from publicly available company reports across diverse industries. The implications of this research are substantial, offering a standardized tool for financial performance evaluation that is adaptable across sectors. Investors, regulators, and corporate management can leverage the model for benchmarking, strategic planning, and risk assessment. By unifying disparate metrics into a single index or score based on Altman score model, the study contributes to enhanced transparency and consistency in financial reporting and analysis.

Keywords: Financial performance; Measurement; Financial health; Industry

ABSTRACT No. CEMS-14-SS-151

ENVIRONMENTAL IMPACT OF PERSONAL PROTECTIVE EQUIPMENT (PPE) USAGE DURING COVID-19: AN ANALYTICAL STUDY ON HEAVY METAL CONTAMINATION

Sadaf Manzoor, Associate Professor, Department of Statistics, Islamia College Peshawar,
Pakistan. Email: sadaf@icp.edu.pk

The COVID-19 pandemic necessitated unprecedented usage of personal protective equipment (PPE) to mitigate viral transmission. While critical for public health, improper disposal of PPE has emerged as a significant environmental challenge. This study examines the environmental impact of PPE waste, focusing on its heavy metal content—copper (Cu), lead (Pb), and cadmium (Cd)—and their accumulation in soil samples collected from isolation centers in Peshawar and Charsadda,

Pakistan. Using two-way ANOVA and post hoc analyses, the research assesses variations in heavy metal concentrations across three soil types (ash, affected, and normal) and five hospitals. Results indicate significant differences in metal accumulation among soil types and hospital sites, underscoring inadequate waste management practices. For instance, lead concentrations varied significantly between ash and normal soil samples ($p < 0.05$), while cadmium levels exhibited regional disparities between Charsadda and Peshawar ($p < 0.05$). Copper contamination showed significant inter-soil and inter-hospital variability, further highlighting the environmental footprint of disposed PPE. Elevated levels of these heavy metals in soil can disrupt microbial activity, impair soil fertility, and hinder nutrient cycling, leading to a decline in agricultural productivity. Such contamination poses serious risks to food safety, potentially introducing toxic metals into the food chain and affecting public health. The findings emphasize the urgent need for improved PPE disposal protocols to prevent long-term soil contamination, agricultural disruption, and associated health risks. This study contributes to understanding the environmental repercussions of pandemic-driven waste, proposing actionable insights for sustainable waste management in healthcare systems.

Keywords: Personal protective equipment; COVID-19; Heavy metal contamination; Soil fertility; Environmental pollution; Agricultural productivity; Waste management

ABSTRACT No. CEMS-14-SS-152

RETENTION OF LOW-WAGE EMPLOYEES: STRATEGIES AND IMPACT ON ORGANIZATIONAL PERFORMANCE

Syed Firdous Ishfaq Hashmi, PhD Scholar; & **Dr. Fayaz Ali Shah**, Associate Professor, Islamia College Peshawar, Pakistan. Email: neha7330@yahoo.com

Employee retention is a growing concern for businesses, especially among low-wage workers who experience higher turnover rates. High attrition in this workforce segment leads to increased costs related to hiring, training, and reduced productivity. This research will explore the underlying factors influencing low-wage employee retention and identify effective strategies to improve retention rates while enhancing organizational performance. Low-wage employees are often undervalued, under-compensated, and lack growth opportunities, leading to high turnover. This affects organizational stability, customer service quality, and operational costs. Understanding what drives retention among this group is essential for improving business outcomes and employee satisfaction. The review will analyze existing research on low-wage employment challenges and retention strategies. Key areas include. A mixed-method approach combining quantitative and qualitative data. This research aims to uncover actionable strategies for retaining low-wage employees, addressing critical workforce challenges while contributing to organizational success. By understanding and addressing the needs of this segment, businesses can enhance stability, reduce costs, and foster employee satisfaction.

Keywords: Low wage employees; Employee retention; Turnover; Attrition; Organizational stability

ABSTRACT No. CEMS-14-SS-153**BUILDING PROSPERITY IN A CLIMATE-CONSCIOUS WORLD: AN ISLAMIC PERSPECTIVE**

Syed Firdous Ishfaq Hashmi, National University of Modern Languages, Peshawar Campus, Pakistan. Email: adeeba.siddiqui@numl.edu.pk

This paper explores building prosperity in a climate-conscious world from an Islamic perspective, emphasizing the harmonious integration of social justice, environmental stewardship, and economic development. In Islam, the Earth and its resources are considered an Amanah (trust) bestowed by Allah, with humans serving as vicegerents (Khilafah), responsible for protecting and conserving the natural world. The principles of Tawhid (the oneness of Allah) and Maqasid al-Shariah (objectives of Islamic law) underscore the interconnectedness of all creation and the imperative to safeguard life, property, and the environment. Islamic teachings advocate for moral resource management, emphasizing justice, equity, and sustainable practices to combat climate change and foster prosperity. The ethical framework of Ihsan (excellence) calls for diligent care of the environment, while Islamic finance promotes green investments and sustainable technologies. Zakat and Sadaqah are also highlighted as tools for addressing socio-economic inequalities exacerbated by environmental degradation. The paper also discusses practical solutions to climate change within an Islamic framework, including the use of renewable energy sources like solar and wind power, sustainable agricultural practices, and the conservation of natural resources such as water and forests. Ultimately, it argues that adopting a climate-conscious approach rooted in Islamic values offers a pathway to a more just, sustainable, and prosperous future, where economic growth is balanced with the welfare of both people and the planet.

Keywords: Climate-conscious world; Social justice; Environmental stewardship; Amanah (trust); Climate change

ABSTRACT No. CEMS-14-SS-154**A WOMAN'S ROLE IN THE RESISTANCE: AN INTERSECTION OF ECOFEMINISM AND CLIMATE CHANGE IN QUALITATIVE LITERARY RESEARCH TRADITIONS AND PAKISTANI ENGLISH LITERATURE**

Tayyeba Ashfaq, Ph.D. Scholar, Department of English, Fatima Jinnah Women University, Rawalpindi, Punjab, Pakistan. Email: Tayyebaashfaq84@gmail.com

The study looks at the influence and anticipated evolution of climate change ideas and thoughts in Pakistani writings through the lens of ecofeminist theory. The primary goal of this research is to broaden our awareness and comprehension of ecological behavior within the context of ecofeminist activity in climate change in Pakistan, examining two dimensions of climate change: scholarly literary study and Pakistani literature. To begin, it comprehends, categorizes, and divides ecofeminist climate change research from Pakistani English Literature into numerous qualitative research traditions in order to discover research topics and theoretical approaches. The research draws on John W. Creswell's Qualitative Inquiry Model, which includes five traditions with varying methods, themes, and emphasis. Secondly, the study analyzes ecofeminist notions on climate change in Pakistani Literature in the cultural dimensions to augment ecological awareness amongst females globally, as well as in Pakistan, through the theoretical framework proposed by Maria Mies and Vandana Shiva investigating on how hierarchical institutions create a domain of otherness in regard to climate change in the domains of social, economic, ethical, psychological, aesthetic, historical, cultural, emotional, physical health, and rationality. To traverse the complex dynamics of

hierarchy, nature, and women, the importance of accountability, self-awareness, and environmental awareness is emphasized, providing potential researchers with a rationale. A woman's efforts to demolish hierarchical atrocities against women and nature, not only increase environmental consciousness but also serves to improve the environment around her by urging the public and authorities to collaborate in order to prevent circumstances from worsening.

Keywords: Women; Climate change; Ecofeminism; Qualitative research traditions; Pakistani Literature

ABSTRACT No. CEMS-14-SS-154

GREEN HRM PRACTICES AND GREEN PSYCHOLOGICAL CLIMATE: PATHWAYS TO BOOSTING ENVIRONMENTAL IT PERFORMANCE VIA PRO- ENVIRONMENTAL BEHAVIOR

Fatima Duryab & Dr. Tayyaba Yousaf, Hailey College of Commerce, University of the Punjab, Pakistan. Email: fatimaduryab.queshi@gmail.com

This study sought to investigate the effects of green HRM practices and a green psychological environment on environmental IT performance in Pakistan's IT sector. This investigation aimed to identify green characteristics that may be employed to foster green-acquainted behavior among employees by examining the mediation role of pro-environmental behavior. It has been found that little is known regarding the potential impact of green HRM practices on Pakistan's IT industry. 380 managers and employees of IT software development and IT business solutions provider companies were approached using a questionnaire with a 5-point Likert scale in conjunction with quantitative research methods. Ability, Motivation, and Opportunity Theory (AMO) and Social Cognitive Theory (SCT) were used to evaluate hypotheses, and SPSS 26 was used to do an analysis of variance. The results indicate that pro-environmental behavior partially mediates the relationships between green HRM practices and a green psychological climate, which have a considerable positive impact on environmental IT performance. Researchers looked at how objectives can be achieved with eco-friendly methods and offered relevant recommendations for possible strategies to maximize the GHRM's efficiency in different kinds of organizations. With the help of producing renewable power, webinar training, waste reduction, and effective use of green practices in the IT industry, the findings will help IT managers and employees save the environment and guarantee long-term environmentally sustainable accomplishments.

Keywords: Green human resource practices; Green psychological climate; Environmental IT performance; Pro-environmental behavior

ABSTRACT No. CEMS-14-SS-155

GREEN HRM PRACTICES AND GREEN PSYCHOLOGICAL CLIMATE: PATHWAYS TO BOOSTING ENVIRONMENTAL IT PERFORMANCE VIA PRO- ENVIRONMENTAL BEHAVIOR

Fatima Duryab & Dr. Tayyaba Yousaf, Hailey College of Commerce, University of the Punjab, Pakistan. Email: fatimaduryab.queshi@gmail.com

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to identify green characteristics that may be employed to foster green-acquainted behavior among employees by examining the mediation role of pro-environmental behavior. It has been found that little is known regarding the potential impact of green HRM practices on Pakistan's IT industry. 380 managers and employees of IT software development and IT business solutions provider companies were approached using a questionnaire with a 5-point Likert scale in conjunction with quantitative research methods. Ability, Motivation, and Opportunity Theory (AMO) and Social Cognitive Theory (SCT) were used to evaluate hypotheses, and SPSS 26 was used to do an analysis of variance. The results indicate that pro-environmental behavior partially mediates the relationships between green HRM practices and a green psychological climate, which have a considerable positive impact on environmental IT performance. Researchers looked at how objectives can be achieved with eco-friendly methods and offered relevant recommendations for possible strategies to maximize the GHRM's efficiency in different kinds of organizations. With the help of producing renewable power, webinar training, waste reduction, and effective use of green practices in the IT industry, the findings will help IT managers and employees save the environment and guarantee long-term environmentally sustainable accomplishments.

Keywords: Green human resource practices; Green psychological climate; Environmental IT performance; Pro-environmental behavior

ABSTRACT No. CEMS-14-SS-156

THE ROLE OF NEWSPAPERS IN THE PROMOTION OF LANGUAGE AND LITERATURE

Dr. Zeenat Bibi, Assistant Professor, Department of Urdu, Shaheed Benazir Bhutto Women University Peshawar

The writers of Khyber Pakhtunkhwa Province have taken full part in the development and publication of Urdu language and literature. Also, they have played a rich and prominent role in every speech genre. In this regard, along with the writers, Urdu journalism has also played its part. Contributed. Journalism (newspapers, literary journals) has played a vital and rich role in creating political, social and literary awareness in Khyber Pakhtunkhwa. Newspapers have served the people of this province keeping in view the demands and trends of the time. A major achievement of these newspapers is preserved in history in the form of literary capital. From which he made part of his issues from time to time in the relevant newspapers. In this way, a wealth of information about literary works, literary subjects, literary figures and researchers is found in the files of these newspapers which would otherwise be hidden from our eyes.

ABSTRACT No. CEMS-14-SS-157

”تفسیر اضواء البیان فی ایضاح القرآن بالقرآن“ کا اردو ترجمہ، تخریج اور تحقیق

(مقدمہ، سورۃ الفاتحہ، سورۃ البقرہ: آیت ۱ تا ۱۶۹)

Azmat Khan & Sohail Anwar, Abdul Wali Khan University Mardan, Pakistan.

مقدمہ مفسرین کی طرح دور جدید میں بھی مفسرین نے تفسیر القرآن بالقرآن کی اہمیت کو پیش نظر رکھتے ہوئے اسی کو اختیار کیا۔ دور جدید کے مفسر اور جدید عالم دین محمد امین بن محمد المختار شنیطی رحمہ اللہ ہے۔ انہوں نے اضواء البیان کے نام سے ایک تفسیر تحریر فرمائی۔ علامہ محمد امین گوٹفہ میں خصوصی ملکہ حاصل تھی۔ آپ فقہ میں امام مالک رحمہ اللہ کے پیروی کرتے تھے۔ لیکن اکثر مسائل میں انہوں نے دیگر مسائل کو بھی ترجیح دی ہے اور دلیل کی بنیاد پر دوسرے مسلک کو اختیار کیا ہے۔ اس تفسیر کی سب سے اہم بات یہ ہے کہ انہوں نے تفسیر القرآن بالقرآن کو ترجیح دی اور معدودے چند مقامات کے علاوہ قرآن کی تفسیر قرآن ہی سے بیان فرمائی ہے۔ اس تفسیر میں آپ نے فقہی مسائل کو بھی بیان کیا ہے اور اس کے علاوہ نحوی اور صرفی قواعد کو بھی بیان کیا ہے۔ آپ نے علماء کے اقوال کو بیان کیا ہے اور ان میں دلائل کی بنیاد پر ترجیح کو اختیار کیا ہے۔ تفسیر میں آپ نے صحیح روایات کو بیان کیا ہے اور اور مترآت متواترہ کو اختیار کیا ہے۔ علمی اعتبار سے یہ ایک عظیم تفسیر ہے جس کی وجہ سے اس کو ایم فل مقالہ کے لئے چنا گیا ہے۔

ABSTRACT No. CEMS-14-SS-158

SHAPING THE FUTURE: GOVERNANCE OF AI IN EDUCATION FROM
GUIDELINES TO POLICY

Maria Khan, School of Faculty of Education (FOE), Beijing Normal University (BNU) &
University of Mianwali (UMW). Email: maryak9@gmail.com, mariak9@umw.edu.pk

Abstract: The integration of Artificial Intelligence (AI) into educational settings presents transformative opportunities alongside significant challenges. Recent studies highlight the imperative for robust governance frameworks to navigate this complex landscape. This study aims at a comprehensive AI policy education framework for universities emphasizes the need to address ethical considerations, privacy concerns, and the enhancement of teaching and learning outcomes. This study collected responses through survey approach from 90 leaders of the higher education institutions to explore the policy standpoint regarding disruptive innovations and technologies. Under the responses universities in Pakistan are lacking a clear policy about the use of AI in education and there are no policy guidelines on the the ethical use of the AI tools in academia. Similarly, analyses of AI policies in education reveal a prevalent gap, with many institutions lacking specialized guidelines for the ethical deployment of AI tools. The U.S. Department of Education underscores the importance of collaborative efforts to harness AI's potential while mitigating risks, advocating for policies that Furthermore, the National Association of State Boards of Education warns of potential pitfalls, including the dehumanization of education and the exacerbation of equity gaps, if AI is not thoughtfully integrated. To address these challenges, initiatives like TeachAI propose integrating AI skills and ethical considerations into existing curricula, fostering a human-centered approach to AI in education. Collectively, these

insights underscore the critical need for well-defined policies that guide the ethical and effective use of AI in education, ensuring that technological advancements enhance rather than hinder educational outcomes.

Keywords: Artificial intelligence; education policy; AI governance; ethical AI; educational technology, AI integration; student privacy

ABSTRACT No. CEMS-14-SS-159

A LIVELY DISCUSSION ON HOW TO WRITE A THESIS AND COLLECT MATERIAL FOR STUDENTS OF UNIVERSITIES, COLLEGES AND MADRASAS

Muhammad Nasir Afridi, Assistant Professor, Department of Urdu, Sarhad University of Science & Technology, Peshawar. Email: nasirafri3388@gmail.com

In universities, students in the modern era have to learn from the choice of the topic to the definition of the thesis, the difference between an essay and a thesis, what research is, what is the method of analysis, submission of materials, how to prepare an outline, how to finalise the thesis. What are the references and sources of the paper, it is very important for the scholar to know the nuances of these things. The main quality of a good topic is that it has "innovation" and "utility", but it is not necessary to choose a new topic can do. In the light of the results of the previous research, they can also carry out the task of further research and investigation. The main goal of dissertation writing is not that the student collects a pile of papers or gets a certificate, but its goal should be to instil in him the spirit of research, taste and decency, as well as to visualize such useful work. Bring it to the public from which the readers and they themselves can benefit in the future life.

ABSTRACT No. CEMS-14-SS-160

COGNITIVE OVERLOAD IN DIGITAL LANDSCAPES: ASSESSING THE IMPACT OF INFORMATION SATURATION ON HUMAN ATTENTION AND WELL-BEING IN PAKISTANI SETTING

Dr. Samia Tahir, Assistant Professor and **Ms. Neelma Riaz**, Lecturer, School of Electrical Engineering & Computer Science (SEECS), NUST, Islamabad.

We are living in a technically advanced world where we hop from one digital device to the next one all day long. Be it a young school going kid or an elderly businessman, everyone is hooked to their own digital screens. This constant linkage with the digital landscape poses harmful effects and one of its major concerns is cognitive overload. Digital landscape is filled with text, colors and images which can be termed as information saturation. This information saturation is detrimental to human attention and well-being. Empirical evidence shows that information overload is positively related to strain, burnout and various health complaints (Junghanns and Kersten, 2020). The current study observed the impact of this cognitive overload in digital landscapes on two sets of people: millennials and gen Z's. As a pilot study, semi structured interviews were conducted with five people from the millennial generation and five from generation Z. The study was backed up by cognitive load theory (1968) and media richness theory (1968), both of which draw a relation that

how this overload of information in the digital landscape is linked to “technostress”. The data was qualitatively analyzed and the results revealed that the immense volume of information in digital landscapes—like social media feeds, immersive virtual environments, or data-heavy digital interfaces—affected cognitive processes, attention span, and mental health of both sets of interviewees. Moreover, the interviewees discussed an added effect of cognitive overload, which was the decrease in emotional sensitivity due to increased indulgence in the digital landscape.

Keywords: Cognitive overload; information saturation; digital landscape; technostress; sociolinguistics

ABSTRACT No. CEMS-14-SS-161

عنوان: درس نظامی کے کتب اصول فقہ میں وارد احادیث کی تخریج و تحقیق

Authentication and Critical Analysis of Prophetic Traditions (Ahadith) in the Principles of Jurisprudence (Usul al-Fiqh) Textbooks of the Dars-e-Nizami Curriculum

Raham Sher, Department of Islamic Studies, Abdul Wali Khan University Mardan

The Dars-e-Nizami curriculum, a foundational program in Islamic education, incorporates key textbooks on the principles of jurisprudence (Usul al-Fiqh). These texts frequently cite Prophetic traditions (Ahadith) to substantiate jurisprudential concepts and methodologies. This research undertakes a meticulous examination of the Ahadith presented in these Usul al-Fiqh textbooks, with a focus on their authentication (takhrij) and critical analysis (tahqiq). Through a qualitative analysis of the Ahadith and their chains of transmission, this study aims to verify the authenticity and reliability of these traditions. Furthermore, it seeks to contextualize the Ahadith within the broader framework of Islamic jurisprudence, exploring their implications for legal theory and practice. By scrutinizing the Ahadith in Usul al-Fiqh textbooks, this research contributes to a deeper understanding of the interplay between Hadith scholarship and Islamic jurisprudence within the Dars-e-Nizami curriculum.

ABSTRACT No. CEMS-14-SS-162

عنوان: درس نظامی کے کتب النحو میں وارد اشعار کی تحقیق و طرز استدلال

Investigating Poems in Arabic Grammar Books of the Dars-e-Nizami Curriculum: Analysis and Reasoning

Bilal Ahmad Khan, Department of Islamic Studies, Abdul Wali Khan University Mardan

The Dars-e-Nizami curriculum, a traditional Islamic educational framework, incorporates Arabic grammar books containing poems to facilitate linguistic understanding. This research examines the poems in these grammar books, exploring their historical context, literary significance, and pedagogical functions. Through a qualitative analysis of the poems and their corresponding grammatical explanations, this study aims to:

1. Identify the poetic devices and literary techniques employed.
2. Analyze the relationship between the poems and grammatical concepts.
3. Examine the role of poetry in reinforcing linguistic proficiency.

By investigating the poems in Arabic grammar books, this research contributes to a deeper understanding of the intersection of literature and linguistics within the Dars-e-Nizami curriculum. The findings will provide insights into the pedagogical strategies employed by traditional Islamic scholars to teach Arabic grammar.

ABSTRACT No. CEMS-14-SS-163

شیخ القسراں مولانا عنلام حبیب رحمۃ اللہ (2019ء) کی صوتی تفسیر کا اردو ترجمہ، تخریج اور تحقیق (سورہ النساء آیت 88 تا سورہ المائدہ آیت 12)

Ishrat and Dr. Muhammad Naeem, Department of Islamic Studies, Abdul Wali Khan University Mardan

مولانا عنلام حبیب رحمۃ اللہ کی "صوتی تفسیر" کا اردو ترجمہ، تخریج، اور تحقیق ایک نہایت اہم علمی خدمت ہے، جس سے مترآن مجید کے فہم میں آسانی پیدا کی جا سکتی ہے۔ اس تحقیقی کام کا مقصد نہ صرف مولانا کی تفسیری خدمات کو محفوظ کرنا ہے بلکہ ان کے اسلوب بیان اور فہم مترآن کو جدید تحقیق کے تقاضوں کے مطابق پیش کرنا بھی ہے۔ اس مقالے میں مولانا عنلام حبیب کی صوتی تفسیر کا اردو ترجمہ اور تخریج کے ساتھ ساتھ اس کی تحقیق بھی کی جائے گی، تاکہ ان کی مترآنی خدمات کو علمی حلقوں میں مزید فروغ ملے اور عام افراد مترآن کی تفسیری توضیحات سے مستفید ہو سکیں۔

ABSTRACT No. CEMS-14-SS-164

امہ ویلفیئر ٹرسٹ فاؤنڈیشن کی دینی اور سماجی خدمات کا تحقیقی جائزہ

Samnan and Dr. Muhammad Naeem, Department of Islamic Studies, Abdul Wali Khan University Mardan

امہ ویلفیئر ٹرسٹ فاؤنڈیشن ایک بین الاقوامی روناہی تنظیم ہے جو دینی اور سماجی خدمات کے شعبوں میں کام کر رہی ہے۔ اس کا مقصد اسلامی تعلیمات کی روشنی میں انسانی فلاح و بہبود کو فروغ دینا اور ضرورت مندوں کی مدد کرنا ہے۔ اس تحقیقی جائزے میں امہ ویلفیئر ٹرسٹ فاؤنڈیشن کے مختلف دینی اور سماجی پروگراموں اور ان کے اثرات پر روشنی ڈالی گئی ہے۔

دینی خدمات کے حوالے سے، امہ ویلفیئر ٹرسٹ فاؤنڈیشن مترآن کی تعلیم اور اسلامی تعلیمات کے فروغ کے لیے مختلف پروگراموں کو چلاتی ہے۔ اس کے تحت مدارس کی معاونت، مساجد کی تعمیر، اور

مختلف اسلامی تعلیمی منصوبے شامل ہیں۔ قرآن پاک کی تعلیم کے لیے خصوصی پروگرامز مرتب کیے گئے ہیں جن میں بچوں اور بڑوں کو قرآن حفظ کروانے اور دین کی بنیادی تعلیمات فراہم کرنے کی کوشش کی جاتی ہے۔ اس کے علاوہ، ٹرسٹ اسلامی احکامات اور سماجی رویوں کے فروغ کے لیے مختلف تربیتی پروگرامز بھی منعقد کرتی ہے جن سے معاشرے میں دینی شعور بیدار ہوتا ہے۔

سماجی خدمات کے میدان میں، ام ویلفیئر ٹرسٹ فاؤنڈیشن مختلف فلاحی منصوبوں پر کام کر رہی ہے۔ ان میں یتیموں کی کفالت، بے سہارا افراد کی مدد، عنبرت کے حنائی منصوبے، قدرتی آفات کے متاثرین کی بحالی، اور صحت و تعلیم کی سہولیات کی فراہمی شامل ہیں۔ یتیموں کی کفالت کا پروگرام خاص اہمیت رکھتا ہے، جس میں ٹرسٹ بے سہارا بچوں کو نہ صرف مالی معاونت فراہم کرتی ہے بلکہ ان کی تعلیم، صحت، اور روزمرہ کی ضروریات کو بھی پورا کرتی ہے۔ یہ اقدام ان بچوں کو معاشرے میں باعزت مقام حاصل کرنے میں مدد دیتا ہے۔

مزید برآں، قدرتی آفات جیسے سیلاب، زلزلے اور دیگر ہنگامی حالات میں ام ویلفیئر ٹرسٹ فاؤنڈیشن فوری امدادی کارروائیاں کرتی ہے۔ یہ متاثرہ افراد کو خوراک، کپڑے، رہائش، اور دیگر بنیادی ضروریات فراہم کرتی ہے تاکہ وہ اپنی زندگی دوبارہ معمول پر لاسکیں۔ اس کے علاوہ، ٹرسٹ کی جانب سے مفت میڈیکل کیمپس، اسپتالوں کی معاونت، اور صحت سے متعلق بیداری کے پروگرامز بھی شامل ہیں جو معاشرتی صحت میں بہتری لانے میں مددگار ثابت ہوتے ہیں۔ تعلیمی شعبے میں ام ویلفیئر ٹرسٹ فاؤنڈیشن پسماندہ علاقوں میں اسکولز اور تعلیمی ادارے قائم کرتی ہے اور عنبراء کے بچوں کو تعلیم یا کالرشپ فراہم کرتی ہے۔ اس کا مقصد بچوں کو معیاری تعلیم فراہم کر کے انہیں ایک روشن مستقبل دینا ہے۔

یہ مقالہ اس بات پر زور دیتا ہے کہ ام ویلفیئر ٹرسٹ فاؤنڈیشن کی یہ خدمات انسانی فلاح و بہبود کے علاوہ معاشرتی استحکام اور دینی شعور کو فروغ دینے میں بھی اہم کردار ادا کر رہی ہیں۔ ان کے پروگرامز نے کئی افراد کی زندگیوں میں تبدیلی لائی ہے اور انہیں ایک بہتر معیار زندگی فراہم کیا ہے۔ اس تجزیے میں یہ نتیجہ اخذ کیا گیا ہے کہ ام ویلفیئر ٹرسٹ فاؤنڈیشن جیسے ادارے معاشرتی انصاف اور اسلامی اصولوں پر مبنی انسانی فلاح کے لیے نہایت اہم ہیں۔

ABSTRACT No. CEMS-14-SS-165

تعلیمی اداروں میں مطالعہ قرآن کی تدریس میں رکاوٹیں اور تجاویز

Mariya, Department of Islamic Studies, Abdul Wali Khan University Mardan

The teaching of Qur'anic studies in educational institutions faces various challenges, including limited time in the curriculum, a lack of trained teachers, traditional teaching methods, students'

lack of interest, unavailability of modern resources, and institutional negligence. To address these challenges, it is essential to integrate Qur'anic education effectively into the curriculum, provide teachers with modern teaching skills training, utilize interactive and digital resources, and promote students' practical understanding of the Qur'an. Furthermore, by formulating institutional policies, organizing competitions and seminars, and emphasizing the practical application of Qur'anic teachings, Qur'anic studies can be made more effective and engaging in educational institutions.

Keywords: Educational institutional; modern teaching skills; curriculum; modern resources; teaching method; traditional method; quranic education; digital resources

ABSTRACT No. CEMS-14-SS-166

عہد نبوی ﷺ میں سماجی ادارے اور عصر حاضر میں ان کی اطلاقی صورتیں

Shahbaz, Department of Islamic Studies, Kohat University of Science and Technology

یہ تحقیق عہد نبوی ﷺ میں قائم ہونے والے سماجی اداروں کا جائزہ لینے اور ان کے عصر حاضر میں اطلاقی پہلوؤں کو سمجھنے پر مرکوز ہے۔ نبی کریم ﷺ کے دور میں معاشرتی تنظیم کا ایک منفرد اور مؤثر نظام قائم کیا گیا، جو سماجی انصاف، مساوات، فلاح و بہبود اور انسانی حقوق کی بنیادوں پر استوار تھا۔ مسجد نبوی، مواہناتِ مدینہ، بیت المال، عدالتی نظام اور رفاہی خدمات جیسے ادارے اسلامی سماج کی تعمیر میں کلیدی حیثیت رکھتے تھے۔ عصر حاضر میں مسلم معاشروں کو درپیش سماجی مسائل اور چیلنجز کے تناظر میں، یہ تحقیق اسلامی سماجی اداروں کی بنیادی تعلیمات کو جدید دور کے تقاضوں کے مطابق سمجھنے اور ان کے نفاذ کے امکانات پر روشنی ڈالتی ہے۔ اس تحقیق میں تاریخی و تجزیاتی منہج اختیار کیا گیا ہے، تاکہ نبوی دور کے سماجی اداروں کے عملی ماڈلز کو موجودہ عالمی سماجی اداروں سے تقابل کر کے ان کے عملی نفاذ کے لیے قابل عمل تجاویز پیش کی جاسکیں۔ یہ مقالہ ثابت کرتا ہے کہ اگر اسلامی سماجی اداروں کے اصولوں کو جدید ریاستی و سماجی ڈھانچے میں مؤثر طریقے سے نافذ کیا جائے تو یہ عدل، مساوات اور سماجی بہبود کے فروغ میں مددگار ثابت ہو سکتے ہیں۔ نتیجتاً، اسلامی سماجی اداروں کے احیاء کے ذریعے ایک ایسا متوازن اور منصفانہ معاشرہ تشکیل دیا جاسکتا ہے جو دور نبوی کی تعلیمات اور عصر حاضر کے تقاضوں کے عین مطابق ہو۔

کلیدی الفاظ: عہد نبوی، سماجی ادارے، اسلامی معاشرہ، عصر حاضر، اطلاقی صورتیں، فلاح و بہبود، مواہناتِ مدینہ، بیت المال، عدالتی نظام

ABSTRACT No. CEMS-14-SS-167

مولانا مفتی عبدالکفیل لدھیانوی کی کتاب "گجرات شرح سراجی فی المیراث" کا اردو ترجمہ تخریج و تعلیق

Taqweem ul Haq, Department of Islamic Studies, Abdul Wali Khan University Mardan

Mufti Abdul Kafeel Ludhianvi is an excellent Islamic scholar, a commentator of the Quran, an expert in inheritance law, a sincere and virtuous person of the highest moral character. He particularly possesses exceptional expertise in the field of inheritance law. In the book Gujarat Sharh Siraji Fi Al-Mirath, Mufti Abdul Kafeel has discussed the rulings of inheritance in an excellent manner with examples. The book Gujarat Sharh Siraji Fi Al-Mirath is an outstanding and comprehensive work on inheritance matters. This was the reason I decided to work on it with the advice of my teacher so that people could benefit from this book. In this book, Mufti Abdul Kafeel Ludhianvi has elaborated on inheritance issues in detail using Quranic verses and examples. The book also contains Arabic, Persian, and Urdu poetry at various places. Hadiths of the Prophet (PBUH) are also included in the book. In some places, Mufti Sahib has included incidents, making the book more engaging. I have verified the sources (Takhreej) of the Hadiths that have been mentioned as evidence in this book.

ABSTRACT No. CEMS-14-SS-168

نبی کریم ﷺ سے عائشہ صدیقہ رضی اللہ عنہا کے استفسارات اور ان کی عصری معنویت: ایک
علمی و تحقیقی جائزہ

Shahan Zia, Department of Islamic Studies, Abdul Wali Khan University Mardan

This study highlights the transformative power of inquiry as an expression of genuine curiosity and a deep love of knowledge. Exemplified by 'Ā'isha Ṣiddīqah (رضی اللہ عنہا)—renowned for her exceptional scholarly aptitude, legal insight, and intellectual brilliance—her thoughtful questions posed to the Prophet (ﷺ), whose words are divinely revealed, evolved into a dialogue that bestowed mercy, guidance, and ease upon the Muslim community. These profound inquiries encapsulate a treasure trove of religious wisdom, esoteric insights, and subtle nuances, offering both scholarly enrichment and practical benefits for the Ummah.

ABSTRACT No. CEMS-14-SS-169

مولانا محمد اللہ حبان ڈاگنی کی پشتو صوتی تفسیر کا اردو ترجمہ، تخریج اور تحقیق
(سورۃ البقرہ آیت نمبر 113 تا اختتام سورۃ)

Shabana Khan and Muhammad Naeem, Department of Islamic Studies, Abdul Wali Khan
University Mardan

فترآن مجید کی تفسیر مختلف زبانوں میں کی گئی ہے، جن میں ایک نمایاں نام مولانا محمد اللہ حبان ڈاگنی کا ہے۔ ان کی تفسیر دراصل ان کے درس کی ریکارڈ شدہ آڈیو زپر مشتمل ہے۔ مولانا محمد اللہ حبان ڈاگنی نے مشق مدرس اور ممتاز مفسر تھے،

جسنبوں نے کئی سالوں تک قرآنی علوم کی تدریس کی۔ ان کی تفسیر علمی گہرائی، باریک نکات اور عصری مسائل پر گہری بصیرت کے باعث منفرد حیثیت رکھتی ہے۔

مولانا محمد اللہ حبان نے محض لفظی ترجمہ پیش کرنے پر اکتفا نہیں کیا بلکہ پشتوزبان میں مترآن کے معانی و معنایم کو خوبصورتی سے واضح کیا۔ اپنے اپنی تعلیم مولانا محمد زکریا کاندھلوی جیسے عظیم استاد سے حاصل کی، جو خود ایک بلند پایہ محدث اور مفسر تھے۔ مولانا محمد اللہ حبان نے ان کے دروس سے استفادہ کیا اور ان علوم کو اپنی تفسیر میں منتقل کیا۔

ان کی تفسیر میں قدیم و جدید مفسرین کے اقوال کے ساتھ ساتھ عصری مسائل پر بھی تفصیلی روشنی ڈالی گئی ہے۔ یہ محض تفسیری نکات کا مجموعہ نہیں بلکہ زمانے کی ضروریات کے مطابق مترآنی تعلیمات کی جامع تشریح ہے۔ ان کے دروس اصلاح معاشرہ اور عصری چیلنجز کے تناظر میں رہنمائی فراہم کرتے ہیں۔

اگرچہ یہ تفسیر فی الحال تفسیری شکل میں موجود ہے، لیکن اردو خواں طبقے کے لیے اس سے استفادہ کرنا مشکل ہے۔ اس عظیم علمی سرمایہ کو محفوظ کرنے اور اردو زبان میں منتقل کرنے کے لیے تحقیق و ترجمہ کا کام ضروری سمجھا گیا ہے تاکہ مولانا محمد اللہ حبان کے علوم سے زیادہ سے زیادہ افراد مستفید ہو سکیں۔ ان کا یہ علمی ورثہ امت مسلمہ کے لیے روشنی کا ایک مینار ہے، جسے محفوظ کر کے آئندہ نسلوں تک پہنچانا وقت کی اہم ضرورت ہے۔

یہ مقالہ تین ابواب اور ہر باب ذیلی فصول پر مشتمل ہے جس میں سورۃ البقرہ آیت نمبر 113 سے اختتام سورۃ تک کی تفسیر کا اردو ترجمہ، تخریج و تحقیق پیش کی گئی ہے۔

کلید الفاظ: مولانا محمد اللہ حبان ڈاگٹی، تلمیذ شیخ زکریا، پشتو تفسیر، درسی تفسیر، ڈاگٹی بابا جی

ABSTRACT No. CEMS-14-SS-170

شیخ القدر آن مولانا عبد السلام (ہشتر ملا) کی "تفسیر فخر الاسلام" کا تحقیقی جائزہ: (پارہ نمبر 13)

Abdur Rahim and Dr. Karim Dad, Department of Islamic Studies, Abdul Wali Khan University Mardan

زیر نظر حنا کہ تحقیق صوبہ خیبر پختونخوا کی ایک نامور علمی شخصیت شیخ القدر آن مولانا عبد السلام (معروف ہشتر ملا) کی "تفسیر فخر الاسلام" کے ایک منتخب حصے کے علمی و تحقیقی جائزے کے متعلق ہے۔

وطن عزیز میں ایسی عظیم اور وسیع شخصیات پیدا ہوئیں جنہوں نے مترآنی علوم کو حاصل کرنے کے بعد اس کو نہ صرف لوگوں تک پہنچایا بلکہ اس کا حق بھی صحیح طرح سے ادا کیا۔ اسی طرح خیبر پختونخواہ میں بھی کئی نامور اور جید علماء کرام گزرے ہیں۔ ان میں سے ایک علمی حنا ان کے سپوت عالم دین مولانا عبد السلام ہیں، جن کا تعلق چارسدہ کے ایک گاؤں شیخ کلی سے ہے۔ انہوں نے بہت کم وقت میں میں اپنی دینی علوم حاصل کیے اور اپنی خدمات سے جید علماء میں شامل ہوئے۔ آپ بہترین مفسر، داعی اور ایک پر اثر عالم بن کے ابھر آئے۔

مولانا عبد السلام کی لکھی گئی تفسیر، "تفسیر فخر الاسلام" عربی تفاسیر و احادیث نبویہ پر مبنی ہے۔ اس تفسیر میں مترآن کریم کے اہم مباحث، احکام، رموز لطف عمده فصاحت و بلاغت کے ساتھ آسان پشتوزبان میں بیان ہوئے ہیں۔ لفظی ترجمہ کے ساتھ ساتھ سورتوں کا ایک دوسرے کے ساتھ ربط، شان نزول، وجہ تسمیہ اور خلاصہ جیسے امور ایسے آسان، عمدہ اور احسن انداز سے بیان ہوئے ہیں کہ نہ اس کو صرف اہل علم حضرات بلکہ اس کے ساتھ ساتھ عوام بھی اس کو

سمجھ کر اس کے ثمرات سے مستفید ہو سکتے ہیں۔ اس تفسیر پر شعبہ علوم اسلامیہ کی نگرانی میں تحقیقی کام جاری ہے۔ اس پروجیکٹ میں پارہ نمبر 12 تک کام ہوا ہے۔ میں نے پارہ نمبر 13 (سورۃ یوسف آیات نمبر 53 تا سورۃ ابراہیم آیت نمبر 52 تک) کا کام لیا ہے، جس میں بنیادی کام اس تفسیر کا اردو ترجمہ اور تحقیق و تشریح ہے۔

ABSTRACT No. CEMS-14-SS-171

شیخ القدر آمنولانا عبدالسلام (ہشنگر ملا) کی "تفسیر فخر الاسلام" کا تحقیقی جائزہ: (پارہ نمبر 13)

Naimat Ullah, Department of Islamic Studies, Abdul Wali Khan University Mardan

یہ تحقیقی مقالہ اسلامی نقطہ نظر سے امیر کی شرعی حیثیت اور اس کے دائرہ کار کا علمی و تحقیقی جائزہ پیش کرتا ہے۔ اسلامی نظام حکومت میں امیر کو ایک مرکزی حیثیت حاصل ہے، اور اس کی ذمہ داریاں قرآن و سنت کی روشنی میں متعین کی گئی ہیں۔ مقالے میں امارت کے اصول، اس کے اختیارات اور حدود کا تفصیلی تجزیہ کیا گیا ہے، نیز تاریخی تناظر میں خلافت و امارت کے عملی نمونوں کا مطالعہ بھی شامل کیا گیا ہے۔ اس کے علاوہ، معاصر اسلامی ریاستوں میں امیر کے کردار پر بھی بحث کی گئی ہے۔ تحقیق میں اسلامی فقہاء کی آراء، مستند حوالہ جات، اور جدید قانونی مباحث کا احاطہ کیا گیا ہے، تاکہ امیر کی حیثیت کو ایک منظم اور مدلل انداز میں واضح کیا جاسکے۔

ABSTRACT No. CEMS-14-SS-172

مولانا محمد اللہ حبان ڈاگنی کی پشتو صوتی تفسیر کا اردو ترجمہ، تخریج اور تحقیق

(سورۃ البقرۃ آیت نمبر 112)

Muhammad Ayaz and Muhammad Naeem, Department of Islamic Studies, Abdul Wali Khan University Mardan

اللہ تعالیٰ نے احسنی وحی کی طور پر قرآن مجید کو نازل فرمایا۔ رشد و ہدایت کا یہ سرچشمہ رسول اللہ ﷺ پر تھوڑا تھوڑا کر کے نازل کیا گیا۔ آپ ﷺ نے اپنے قول، فعل اور تفسیر سے اس کتاب قرآن مجید کی ایک بات کی وضاحت فرمائی۔ رسول اللہ ﷺ کے صحابہ کرام نے آپ ﷺ سے اس تفسیر کو سیکھا اور اس کو آگے بیان کیا۔ تابعین نے اس علمی ورثہ کو اپنے سینوں میں محفوظ کیا اور ان روایات و آثار کو تفسیر و تخریر کے ذریعے سے امت کو پہنچایا۔

اسلاف امت نے بھی قرآن مجید کی تفسیر مختلف زبانوں میں کی ہے۔ ان میں سے ایک تفسیر حضرت مولانا محمد اللہ حبان ڈاگنی کی ہے۔ مولانا محمد اللہ حبان ڈاگنی کی تفسیر دراصل ان کی درس کی آڈیو ہیں۔ جو بوقت درس ریکارڈ کی گئی تھیں۔ مولانا محمد اللہ حبان اپنے وقت کے بہت بڑے مدرس اور مفسر

تھے۔ آپ نے کئی سال تک تفسیر پڑھائی۔ آپ چونکہ ایک کہنہ مشق مدرس اور فنون میں ماہر تھے۔ اس لئے آپ کی تفسیر میں علمی اور باریک نکات پر سیر حاصل گفتگو ہوتی تھی۔ مترآن مجید کی تفسیر عربی، اردو، فارسی اور پشتو سمیت کئی زبانوں میں موجود ہیں۔ مولانا محمد اللہ حبان نے مترآن مجید کا صرف لفظی ترجمہ نہیں کیا بلکہ پشتو زبان میں تفسیر کا حق ادا کیا ہے۔ آپ نے عرصہ دراز تک مختلف زبانوں میں فنون کو درس پڑھایا۔ اس کے علاوہ آپ کے استاد مولانا محمد زکریا کاندھلوی ایک بلند پایا محدث اور مفسر تھے۔ آپ نے ان کے دروس میں شرکت کی اور ان کے علوم کے امین بنے۔

آپ کی تفسیر میں تدیم اور جدید مفسرین کے اقوال کو نقل کیا گیا ہے اور اس کے ساتھ ساتھ زمانہ حاضر کے حالات زار پر بھی آپ کی نظر تھی۔ اس لئے خصوصاً آپ نے اپنے دروس میں عصری مسائل پر بہت توجہ دی ہے۔ اپنے زمانے کو لوگوں کے اصلاح کی خاطر آپ نے دروس میں بہت کچھ بیان کیا ہے۔

یہ تحقیقی مقالہ تین ابواب اور ذیلی فصول و مباحث پر مشتمل ہے۔ نیز مقالہ کے آغاز میں مقدمہ میں موضوع کا تعارف و اہمیت، قضیہ تحقیق، موضوع کو اختیار کرنے کے اسباب و دواعی اور سابقہ دراسات اور تحقیقات کا جائزہ اور تحقیق کے لئے اختیار کیے جانے والے منہج کی تفصیل بیان کی گئی ہے۔

کلید الفاظ: مولانا محمد اللہ حبان ڈاگئی، پشتو تفسیر، تلمیذ شیخ زکریا کاندھلوی، درسی تفسیر

ABSTRACT No. CEMS-14-SS-173

مولانا محمد صدیق کی کتاب "شفاء القلوب" کا علمی و تحقیقی جائزہ

Niaz Muhammad, Department of Islamic Studies, Abdul Wali Khan University Mardan

Shifa-ul-Quloob is authored by Hazrat Maulana Siddiq Ahmad. This book is a comprehensive work on the subject of Sufism. In this book, the author has explained the principles of Sufism. The general principles belong to the Naqshbandi order. Other Sufi orders have also been mentioned briefly. Shifa-ul-Quloob describes the fundamental principles of Sufism. The book proves the legitimacy of Bay'ah (spiritual allegiance) through Shariah evidence. It discusses the necessity of a spiritual guide (Murshid) and the Shariah perspective on Sufism. The book elaborates on the terminology of Sufism. It includes references from the Holy Quran, Hadith, and authentic traditions. Some topics are also referenced from non-primary sources. The book contains hadiths that are cited from authentic sources. However, some references are taken from non-primary sources in an unorganized manner. Some hadiths are narrated from non-authentic sources as well. The authenticity of the narrations in hadiths is not explicitly verified.

ABSTRACT No. CEMS-14-SS-174

شرعی احکامات کے استنباط میں ثانوی مآخذ (سد ذرائع، مصالحِ مرسلہ، اور عرف) کا اثر اور مختلف
فیہ مسائل میں تطبیق و تحقیق مطالعہ

Mohib Ullah, Department of Islamic Studies, Kohat University of Science and Technology

اسلامی شریعت کے احکام کی تدوین و استنباط میں بنیادی مآخذ قرآن و سنت کو مترادف دیا جاتا ہے، جبکہ
بعض ثانوی مآخذ بھی اجتہاد اور استنباط میں اہم کردار ادا کرتے ہیں۔ ان میں سد ذرائع، مصالحِ مرسلہ، اور
عرف کو خصوصی اہمیت حاصل ہے۔ میرے اس تحقیق میں ان تینوں اصولوں کے اثرات، ان کی
شرعی حیثیت، اور مختلف فیہ مسائل میں ان کے عملی اطلاق کا جائزہ لے گی۔

سد ذرائع کا اصول ان امور کو روکنے کے لیے استعمال ہوتا ہے جو کسی شرعی ممانعت یا نقصان کا سبب بن سکتے ہیں۔
مصالحِ مرسلہ کا اصول شریعت کی عمومی مصلحت کو مد نظر رکھتے ہوئے بعض احکام کے استنباط میں
معاون ہوتا ہے۔ جبکہ عرف وہ عمومی رواج اور عادات ہیں جو شرعی اصولوں کے منافی نہ ہوں تو انہیں
فقہی احکام کے تعین میں ملحوظ رکھا جاسکتا ہے۔

اس تحقیق میں ان اصولوں کے فقہی مذاہب میں مقام و مرتبہ کا جائزہ لیا گیا ہے اور ان کی بنیاد پر
پیدا ہونے والے مختلف فیہ مسائل میں تطبیق و تحقیق کی روشنی میں ان کے عملی اثرات کو واضح کیا
گیا ہے۔ اس کاوش سے اسلامی قانون کے عملی پہلوؤں کو بہتر انداز میں سمجھنے میں مدد ملے گی اور یہ
تحقیق جدید دور میں اجتہادی اصولوں کی اہمیت کو بھی احساں کرے گی۔ انشاء اللہ

ABSTRACT No. CEMS-14-SS-175

پاکستان کی حنا حرب پالیسی کے اہداف و مقاصد کا اسلامی حنا حرب پالیسی کی روشنی میں تحقیقی و تقابلی
مطالعہ

Din Muhammad & Nisar Mahmood, Department of Islamic Studies, Kohat University of
Science and Technology, Kohat, Khyber Pakhtunkhwa, Pakistan.

اسلامی حنا حرب پالیسی کی بنیاد ان اعلیٰ اصولوں پر ہے جو رسول اللہ ﷺ کے دور میں واضح طور پر سامنے آئے۔
اس کا بنیادی مقصد قیام امن، اسلام کی دعوت و تبلیغ، اور ریاستی استحکام تھا۔ اس کی عملی مثالیں ہمیں
نبی اکرم ﷺ کی حیاتِ طیبہ میں نظر آتی ہیں۔ رسول اللہ ﷺ نے حبشہ کی طرف دو مرتبہ
مسلمانوں کو بھیجا تا کہ ان کے تحفظ کے ساتھ ساتھ اسلام کی دعوت بھی وہاں پہنچے۔ اسی طرح آپ ﷺ حج کے

موقع پر آنے والے قبائل کو اسلام کی دعوت دیتے رہے۔ نبوت کے گیارہویں سال حج کے موقع پر مدینہ کے قبیلے حنزلہ کے چھ افراد نے اسلام قبول کیا اور آپ ﷺ کے ہاتھ پر بیعت کی۔ اگلے سال یہ تعداد بارہ تک پہنچ گئی، جسے انصار کی پہلی بیعت کہا جاتا ہے۔ پھر نبوت کے تیسرے سال 175 افراد نے بیعت کی، جسے بیعت عقبہ کہا جاتا ہے۔

یہ اقدامات رسول اللہ ﷺ کی حنا رب پالیسی کے ابتدائی مقوش تھے، جن کا مقصد بین الاقوامی تعلقات کے ذریعے اسلام کا پیغام پہنچانا اور ریاست مدینہ کا قیام تھا۔ میثاق مدینہ، جو دنیا کا پہلا تحریری آئین ہے، حنا رب تعلقات کے اصولوں کی ایک بہترین مثال ہے۔ اسی طرح صلح حدیبیہ کو بھی اسلامی حنا رب پالیسی کا شاہکار کہا جاتا ہے، جسے مترآن کریم نے "فتح مبین" قرار دیا۔ ان تمام اقدامات کا بنیادی مقصد قیام امن، ریاست کا استحکام اور اسلامی تعلیمات کا فروغ تھا۔

"پاکستان کی حنا رب پالیسی اور اسلامی نظریات"

پاکستان کے قیام سے قبل ہی بانیان پاکستان نے اس کے حنا ربی وداحسلی مقصد کو اسلامی اصولوں پر استوار کرنے کا ارادہ ظاہر کیا تھا۔ علامہ اقبال نے اپنے خطبات میں اسلامی حنا رب پالیسی کے خدو حنا ل واضح کیے، جبکہ قائد اعظم محمد علی جناح کے بیانات سے یہ عیاں ہے کہ وہ اسلامی طرز حکومت کے قائل تھے اور پاکستان کو ایک اسلامی فلاحی ریاست بنا نا چاہتے تھے۔ پاکستان کے پہلے وزیر اعظم، لیاقت علی حنا نے بھی دو ٹوک الفاظ میں اعلان کیا کہ پاکستان کا مقصد عالمی امن اور قومی سلامتی ہے۔

تاہم، پاکستان کو ابتدا ہی سے کئی چیلنجز کا سامنا کرنا پڑا، جن میں عالمی سیاست، علاقائی کشمکش، اور معاشی کمزوریاں شامل تھیں۔ ان عوامل کی وجہ سے پاکستان کی آزاد اسلامی حنا رب پالیسی کو مکمل طور پر اسلامی اصولوں پر استوار کرنے میں مشکلات پیش آئیں۔ اس کے باوجود پاکستان نے قومی بقا اور استحکام کو برقرار رکھا اور اسلامی دنیا کے ساتھ اپنے تعلقات کو مضبوط بنانے کی کوشش کی۔

اگرچہ بعض ادوار میں اسلامی اصولوں سے انحراف بھی دیکھنے کو ملا، لیکن مجموعی طور پر پاکستان کی حنا رب (OIC) پالیسی نے اسلام کے بنیادی اصولوں یعنی امن، اتحاد، اور انصاف کو مد نظر رکھا۔ اسلامی تعاون تنظیم) میں پاکستان کا کردار، مسلم ممالک کے مسائل پر آواز بلند کرنا، اور کشمیر و فلسطین کے لیے حمایت اسلامی حنا رب پالیسی کے عملی مظاہر ہیں۔

پاکستان کی حنا رب پالیسی کی تاریخ اسلامی اصولوں اور عملی ضرورتوں کے درمیان ایک توازن قائم رکھنے کی جدوجہد کی عکاسی کرتی ہے۔ اس کے لیے ضروری ہے کہ مستقبل میں بھی حنا رب پالیسی کے اہداف کو اسلامی تعلیمات کی روشنی میں ترتیب دیا جائے تاکہ پاکستان اپنی نظریاتی اساس پر مضبوطی سے قائم رہ سکے۔

COMPLETE ABSTRACTS

ENGINEERING AND TECHNOLOGY SCIENCES

ABSTRACT No. CEMS-CEMS-14-E&T-221**EFFECTS OF ELECTRO-OSMOSIS AND VARIABLE VISCOSITY ON
PERISTALTIC FLOW WITH SLIP BOUNDARIES IN DOUBLE DIFFUSIVE
CONVECTION OF POWELL-EYRING MAGNETONANO FLUID**

Khalid Saeed, SH&S, College of Aeronautical Engineering, NUST, Islamabad; & **Maria Athar**,
SEECs, NUST, Islamabad, Pakistan. Email: ksaeed@cae.nust.edu.pk

The impact of variable viscosity on electro-osmotic flow is examined for a Powell-Eyring magnetonano fluid with slip boundaries. In addition, the thermal radiation effects are considered with Joule heating and viscous dissipation. The flow equations are simplified under peristaltic waves assumptions and solved numerically. The effects of important physical quantities are shown graphically in terms of temperature, solute and nanoparticle volume fraction-dependent viscosity parameters. In addition, the impacts of slip parameters on the flow for velocity, thermal, solute and nano particle volume fraction were discussed. It is observed that the flow is greatly influenced by variable viscosity and electro-osmosis. The results of this study can be helpful in clinical associations like cell therapeutics and drug delivery systems etc. This research article investigates the effects of variable viscosity on electro-osmotic flow in a Powell-Eyring magnetohydrodynamic nanofluid with slip boundaries. The study considers thermal radiation, Joule heating, and viscous dissipation. The authors simplify the flow equations using peristaltic wave assumptions and solve them numerically. The study athenatical modeling of electro-osmotic flow in a Powell-Eyring magnetohydrodynamic nanofluid. Incorporation of variable viscosity, thermal radiation, Joule heating, and viscous dissipation. Simplification of flow equations using peristaltic wave assumptions. Numerical solution of the simplified equations. Results show that variable viscosity significantly influences the flow. It has been noted that electro-osmosis plays a crucial role in the flow behavior. In addition, slip parameters impact velocity, temperature, solute, and nanoparticle volume fraction; and thermal radiation and Joule heating affect the flow. This study contributes significantly to understanding electro-osmotic flow in magnetohydrodynamic nanofluids with variable viscosity. The findings have potential applications in biomedical engineering, particularly in drug delivery systems and cell therapeutics. Future research could focus on experimental validation and exploring more complex geometries or boundary conditions. This article is suitable for researchers and professionals in fluid dynamics, biomedical engineering, and materials science. However, readers without a strong mathematical background may find the article challenging to follow.

Keywords: Electro-osmosis; Variable viscosity; Peristaltic flow; Slip boundaries; Powell-eyring Magnetonano fluid

ABSTRACT No. CEMS-CEMS-14-E&T-222**A MOLECULAR STUDY OF POLYMERIC EFFECTS ON PERISTALTIC FLOW OF
A NANO FLUID**

Maria Athar, SEECs, NUST, Islamabad; & **Dr. Khalid Saeed**, SH&S, College of Aeronautical
Engineering, NUST, Islamabad, Pakistan. Email: maria.athar@seecs.edu.pk

The current article studies the peristaltic motion under the combined effects of polymers and nanoparticles in an asymmetric channel. A molecular model is opted to study the polymeric effects on peristaltic flow of a nanofluid. This molecular model causes a supplemental stress tensor in the flow in response to the inclusion of polymers in the nanofluid. Main advantage of using a molecular

model is the consideration of information based on the molecular structures of the polymeric chains. This particular model incorporates the orientation and the stretching effects of the polymeric molecules. Some significant applications of polymeric peristaltic motion of nanofluid can be found in drug delivery, intake of food and medicines and tissue engineering. Approximations of long wavelength and low Reynolds number are used to investigate the main features of the problem. Pressure gradient, nanoparticle concentration, trapped bolus, concentration flux due to nanoparticle and heat flux at the wall are studied numerically. Furthermore, polymer concentration, Brownian motion, thermophoresis and buoyancy effects are also investigated.

Keywords: Molecular model; Polymeric effects; Peristaltic flow; Nano fluid; Drug; Food

ABSTRACT No. CEMS-CEMS-14-E&T-223

ADVANCEMENTS IN UNDERSTANDING BIOLOGICAL FLUID TRANSPORT ACROSS MULTIPLE SLIP BOUNDARIES USING THE PHENOMENA OF DOUBLE DIFFUSION CONVECTION, VISCOUS DISSIPATION AND THERMALLY RADIATIVE MAGNETO--PSEUDOPLASTIC NANOFLUID

Safia Akram, MCS, National University of Sciences and Technology, Islamabad, Pakistan.

Email: drsafiaakram@gmail.com

This study offers a detailed examination of the effects of multiple slips on the thermally radiative peristaltic transport of Pseudoplastic nanofluid within a conduit, amidst heat transmission phenomena and complex fluid dynamics. It also explores how viscous dissipation, induced magnetic fields, and thermal radiation interact to influence the overall transport behavior. Wave transformation methods are used to streamline the governing equations describing velocity, concentration, pressure gradient, temperature, pressure surge, and nanoparticle volume fraction. The simplified equations are then solved numerically using the Mathematica command NDSolve. Additionally, the visual presentation and analysis of the effects of numerous physical limits on the problem are depicted through a series of figures. This research enhances understanding of how these parameters influence the system's behavior and provides important insights for the design and operation of microfluidic devices, heat exchangers, and drug delivery systems where these complex interactions play a critical role in efficacy and performance.

Keywords: Biological fluid; Viscous dissipation; Pseudoplastic nanofluid; Diffusion

ABSTRACT No. CEMS-CEMS-14-E&T-224

FREQUENCY WEIGHTED MODEL REDUCTION FRAMEWORK WITH ERROR BOUND VIA BALANCED STRUCTURE

Safia Akram, Department of Electrical Engineering, MCS, National University of Sciences & Technology (NUST), Islamabad, Pakistan. Email: m.imran@mcs.edu.pk

Two-dimensional models are challenging to work with because of their complex structure. The Simulation, analysis, design, and control of a complex model becomes increasingly difficult as the model's complexity increases. Enns' frequency-weighted model reduction approaches can obtain an unstable reduced-order model. In order to keep one dimensional reduced-order systems stable,

researchers have come up with a variety of solutions that result in significant approximation errors. In this brief, two-dimensional models are split into two sub-models (i.e., two cascaded one-dimensional models) and reduced by frequency weighted Gramians using minimal rank decomposition. The technique can be applied to both one- and two-dimensional models. Using the proposed methodology, one-dimensional and two-dimensional models can also be given a priori error bounds. Numerical simulation and comparisons to other methods show the effectiveness of the proposed approach.

Keywords: Model reduction; 1-D systems; 2-D systems; Error bound; Frequency weighted; Stability analysis

ABSTRACT No. CEMS-CEMS-14-E&T-225

FLUID FLOWING BEHAVIOR IN ELONGATING CYLINDRICAL PIPE WITH WALTERS-B FLUID

Rai Sajjad Saif, Department of Electrical Engineering, MCS, National University of Sciences & Technology (NUST), Islamabad, Pakistan. Email: rai.sajjad@seecs.nust.edu.pk

This study investigates the fluid behavior flowing across an elongating cylindrical pipe, with Walters-B fluid model capturing the fluid's visco-elastic properties that are crucial for describing complex flow dynamics. A constant magnetic field is applied to study its impact on the flow. Thermal radiation is also considered to assess its effect on the fluid's temperature distribution. Moreover, the stretchable surface of the cylinder that controls the flow characteristics are subjected to suction or injection. Using the optimal homotopy analysis method (OHAM), the governing equations are solved, providing accurate and efficient solutions. The findings offer insights into the interplay of viscoelasticity, curvature, MHD, suction/injection, and thermal radiation on the flow and thermal properties of Walters-B fluid across a stretching cylinder, with potential applications in various industrial and engineering procedures.

Keywords: Walters-B fluid; Magnetohydrodynamics; Suction/injection; Thermal radiation; Stretchable cylindrical pipe; Optimal homotopy analysis method (OHAM)

ABSTRACT No. CEMS-CEMS-14-E&T-226

A STUDY OF BIANCHI TYPE I SPACETIME ACCORDING TO THEIR RICCI COLLINEATIONS

Sumaira Saleem Akhtar, Women University Mardan, Khyber Pakhtunkhwa; **Israr Ahmad**, Abbottabad University of Science and Technology, Khyber Pakhtunkhwa; **Mehnaz Shakeel**, Women University Mardan; **Hina Zahir**, Shaheed Benazir Butto Women University Peshawar; & **Mustafa**, Department of Medical Research, China Medical University, Taichung 40402, Taiwan.
Email: sumairamaths@gmail.com

Rici collineations (RCs) have been used in this research to study the locally rotationally symmetric (LRS) Bianchi type I spacetimes. To accomplish our objectives, the RCEquations are typically integrated for both situations of the Ricci tensor, degenerate and non-degenerate. Throughout this

work, a number of situations occur that provide various finite and infinite dimensional Lie algebras of RCs.

Keywords: Einstein field equation; Bianchi type I spacetime; Ricci collineations

ABSTRACT No. CEMS-CEMS-14-E&T-227

SPAM DETECTION USING HYBRID MODELS WITH THE HELP OF SPAMMER BEHAVIORS AND LINGUISTICS

Amna Iqbal, Computer Science Department, The University of Faisalabad, Pakistan.

Email: amna_iqbal133@hotmail.com

E-commerce websites, forums, and blogs have become the trend for people sharing their opinions. Reviews have nowadays played a major role in any customer's important decision to make a purchase. Similarly, for gaining profit or popularity, Spam reviews are intentionally written with the purpose of defaming businesses or individuals. Spam review spamming is the act of assigning fake reviews to a target. Spam review detection finds quick responses in various ML techniques. Review of spamming is more challenging task in multilingual communities. Spammer behavior features and linguistic features often exhibit complex relationships that influence the nature of spam reviews. The unified representation of features is another challenging task in spam detection. Various deep learning approaches have been proposed for review spamming, including different neural networks (Convolutional Neural Network, CNN). These methods are specialized in extracting the features but lack to capture feature dependencies effectively with other features. Spam Review Detection using the Fusion Gradient Boosting Model and Support Vector Machine (Hybrid-BoostSVM) is proposed with fusion of spammer behavior features and linguistic features to automatically detect and classify the spam reviews. Fusion enables the proposed model to automatically learn the interactions between the features during the training process, allowing it to capture complex relationships and make predictions based on both types of features. It apparently shows the promising result by obtaining 94.6% accuracy.

Keywords: E-Commerce; Blogs; Spammer behaviors; Linguistics; Fusion; CNN

ABSTRACT No. CEMS-CEMS-14-E&T-228

GROWTH KINETICS OF E. COLI IN RESPONSE TO VARIOUS GLUCOSE CONCENTRATIONS

Saira Bano, Maliha Noor, Sayyada Ghufrana Nadeem, Department of Microbiology, Jinnah University for Women Karachi, Pakistan. Email: sairab2020@gmail.com

The influence of selected environmental factors on the kinetics of microbial growth, specifically the relationship between growth rate and the concentration of growth-limiting substrates exhibited by *Escherichia coli*, was studied. In particular, the effect of glucose adaptation to low substrate concentrations on the kinetic properties of cells grown in continuous culture was investigated. The laboratory observations presented here have important implications for our understanding of

bacterial activities in the environment, with particular attention given to the degradation of pollutants. Kinetic models for microbial growth describe the specific growth rate, function of the concentration of the growth-limiting nutrient (glucose) and a set of parameters. The preferred method to determine such parameters is to grow microorganisms in continuous culture and measure the concentration of the growth-limiting substrate as a function of the dilution rate the samples were collected from a clinical laboratory. The isolates were identified using standard microbiological and biochemical methods. The growth pattern under the influence of glucose was determined, by observing different growth stages at different time intervals, as well as at different concentrations of sugars and in the absence of sugar. Readings were also observed after inoculating. for pure cultures growing with single substrates, enormous inconsistencies exist in the growth kinetic data reported. In this research, the sample have been taken from MacConkey agar plate and EMB to check the growth of colonies of E.coli, and on nutrient broth observed growth curves at different time intervals. Additionally, using spectrophotometer growth changes have been observed at different time intervals. Then, graphs have been plotted to determine different growth rates of E.coli.

Keywords: Glucose, E.coli, Pathogenicity

ABSTRACT No. CEMS-CEMS-14-E&T-229

ROLE OF AI IN SUSTAINABLE FOOD INDUSTRIES

Aysha Sameen, Aqsa Praveen, Ammara Ameer, Department of Food Science and
Technology, Government College Women University, Faisalabad, Pakistan.

Email: dr.ayshasameen@gcwuf.edu.pk

The global population is expected to rise to 9.7 billion by 2050 and 11.2 billion by 2100, so food demand is expected to increase by 59 to 98% by 2050. Artificial intelligence (AI) has been used in several industries, including supply chain management, food sorting, production development, food quality enhancement and industrial hygiene, to meet this expanding need. The Artificial intelligence (AI) approaches that improve productivity, safety and lessen food insecurity are the primary focus area of this review. AI is a creative tool primarily used by computers, robots and digital equipment to replicate human intelligence and ability processes. One of the highest-earning businesses is agriculture and food processing, which uses technical innovation to produce and process around 64% of the food consumed worldwide. Over time, each food industry sector began implementing cutting-edge methods to boost productivity and eliminate waste. AI is a production of different phenomena and techniques, among which two main ideas, Neural Networks (NN) and Deep Learning (DL), are in charge of AI's remarkable development. AI technology is revolutionizing food enterprises through increasing productivity, boosting food safety and stimulating innovation. Digital food systems are becoming more and more feasible to build and implement owing to AI technology advancements. To increase food safety, there is much interest in applying various AI applications, including computer vision, natural language processing and machine learning models which are significant areas of AI pertinent to food safety. The efficiency of food processing has been greatly enhanced by machine vision. Deep learning and machine learning are used in image processing, a crucial component of machine vision, to determine the quality and type of food. This makes functions like evaluating food, detecting defection and eliminating possible contaminants. Blockchain technology is utilized to improve agricultural product logistics, integrate quality data for the supply chain and solve issues with water availability.

AI-driven classifiers (SVM and BPNN) with multi-resolution wavelet transforms, Fourier-based separation models and Gaussian Mixture Models with IR vision sensors are some of the technologies that guarantee fruit safety and quality. Furthermore, intelligent refrigerators that are smart are equipped with FNN and SVM for the best possible storage. Drones and robotic delivery services, as well as the usage of autonomous vehicles for effective food applications, are examples of robotics in food preparation and dispensing. The revolutionary effects of AI technology on the food industry are examined in this review article, along with its uses, advantages, drawbacks and possible directions for further study and advancement.

Keywords: AI applications; Deep learning; Robots; Blockchain technology; Machine learning; Drones

ABSTRACT No. CEMS-CEMS-14-E&T-230

MEDICINAL PLANT EXTRACTS AS EFFECTIVE AND SAFE MOSQUITO REPELLENTS

Samina Tanwir, Ayesha Arif, and Jam Nazeer Ahmad, University of Agriculture Faisalabad, Pakistan. Email: saminatmalik@yahoo.com

The mosquito species, *Aedes aegypti* is recognized for its role as a vector in the spread of several illnesses, such as yellow fever and dengue. Chemical repellents are available in the market which lower the mosquito bite frequency thereby decreasing the risk of dengue and other mosquito related diseases in humans. However, the synthetic repellents are very dangerous for human health. So it's important to find herbal alternatives that may be used to combat insect pests. A number of consumer concerns regarding their safety have increased the demand for natural substitutes. Since ancient times, plant products and their extracts have been used in many different drugs. Nepetalactone, a strong naturally occurring insect repellent that is mostly present in catnip and other *Nepeta* species, has gained traction as a possible mosquito repellent. In the present study we assessed the catnip extraction's (>95% nepetalactone) potential for use as a mosquito repellent along with the *Calendula officinalis*, sometimes referred to as Indian marigold. Both were found to be significantly effective against mosquitoes both alone and in combination with chemical repellents.

Keywords: Medicinal; Mosquito repellent; Herbal extractions; *Nepeta*; Catnip; Marigold

ABSTRACT No. CEMS-CEMS-14-E&T-231

GREEN SYNTHESIS OF HERBAL MEDIATE SILVER NANOPARTICLES AND ASSESSMENT OF ITS SENSITIVITY TOWARDS HEAVY METALS AND CATALYTIC DEGRADATION OF DYES

Aaliya Minhaz, Sumaira Aridi, Nargis Jamila, Fatima Javed, and Raina Aman Qazi, Shaheed Benazir Bhutto Women University, Peshawar, Pakistan.
Email: aaliyachem@sbbwu.edu.pk

Silver nanoparticles (MP-AgNPs) were synthesized using leaf extract of *Mentha piperita*. The formation of nanoconjugates were further confirmed by UV-vis spectrophotometer, Atomic Force

Microscopy (AFM) and Fourier transform infrared spectroscopy (FTIR). UV-vis spectra showed that the surface plasmon resonance (SPR) occurred at 424nm, which is the characteristic peak for AgNPs. AFM micrograph reveals that the particles have spherical morphology. The average size of nanoparticles was calculated to be 22.148nm. In FTIR spectra provide the evidence for a reduction in the peak range of 3406cm⁻¹ and 1406cm⁻¹ which indicates the formation and stabilization of Menthe piperita mediated Silver Nanoparticles. Moreover, the effects of pH, salt and temperature on green synthesized MP-AgNPs, were also studied. The present work also reveals the sensing study towards toxic heavy metals as well as redox catalytic activity towards toxic dyes in waste water.

Keywords: Silver nanoparticles; Menthe piperita; Heavy metals; Dyes

ABSTRACT No. CEMS-CEMS-14-E&T-232

ENHANCED HYBRID DEEP LEARNING APPROACH FOR DROUGHT FORECASTING: INTEGRATION OF ATTENTION MECHANISM, EXPLAINABLE AI, AND REAL-TIME DATA FOR SEMI-ARID REGIONS

Muhammad-Haseeb-Zia, Umer Farooq, Muhammad Hamza, & Ali Hussain.

Email: haseebzia896@gmail.com

Drought forecasting is life-threatening for effective water resource management in semi-arid regions. This study improves previous research on hybrid deep learning models for drought severity prediction by integrating several advanced features to improve accuracy and applicability. Key improvements include integrating an Attention Mechanism to focus on significant features, adding additional climate indicators such as NDVI and soil moisture to increase analytical robustness, and utilizing Explainable AI (XAI) techniques for interpretability. The improved models were also tested for their simplification ability through regional transfer learning, making them flexible to other semi-arid areas. Real-time data integration was employed to create a more active and responsive system for proactive drought management. Evaluation across daily, monthly, and seasonal temporal scales demonstrated that the CNN-LSTM model with attention mechanism performed extremely well during training, while the CNN-SVR model shined during testing, showing better oversimplification capability. The use of XAI methods provided insights into the key factors inducing predictions, making the models clearer and more actionable for stakeholders. This enhanced approach offers a more effective and explainable solution for active drought management in semi-arid regions.

Keywords: Drought forecasting; Semi-arid regions; Deep learning; Attention mechanism; NDVI; Soil moisture; Regional transfer learning; CNN-LSTM; CNN-SVR

ABSTRACT No. CEMS-CEMS-14-E&T-233

ANALYZING ROAD ACCIDENTS: CONTRIBUTION OF DRIVER BEHAVIORS

Khurrum Mahmood, Dr. Taqadus Bashir, Zainab Nayyar.

Email: zainabnayyar786@gmail.com

Continuous innovations are taking place all around the globe to develop solutions for catering the problems encountered by human beings and facilitating them. Prevention from variety of accidents

is one important concern of researchers and solution developers including burning, drowning, terrorism, electric shocks and road traffic. Current study aims to analyse contribution of different driver behaviours resulting in road accidents and further to propose a viable solution to bring reduction in frequency of road accidents with the purpose to facilitate the society at large. The study is descriptive in nature using survey method where sample data is collected from 345 drivers from various professions. The questionnaire consists of 53 items measuring six independent variables i.e. slips, errors, mistakes, lapses violations and unintentional violations for measuring their contribution towards accidents and age is taken as a moderator. The statistical techniques used include reliability tests, correlation and normality tests and regression analysis. Each factor was found significant contributor towards road accidents, but violation proved to be major one whereas errors proved relatively lesser contributor. Moreover, no significant difference was found in driver behaviour of male and female, but age was found to have moderating effect on relationship between driver behaviours and accidents, and rate of accidents decreases with the increase in age and vice versa. Based upon findings, study proposes a reliable and efficient solution for improvement in urban transportation system known as vehicle to infrastructure communication in vehicular ad hoc networks. The vehicle to infrastructure communication is used to inform vehicles about chances of accident. The simulation is developed on vehicular ad hoc network simulator (VANET SIM) and run on 4,963 nodes (virtual vehicles). The results are analysed from the log files that are generated from simulation and system performance is found unaffected by increase in number of vehicles suggesting remarkable improvement in transportation system. The solution is developed and proposed as a help for traffic management system to reduce road accidents and will develop cooperation and attention in drivers.

Keywords: Driver behaviour; Road accidents; Ad-hoc networks; Infrastructure; traffic

ABSTRACT No. CEMS-CEMS-14-E&T-234

GREEN SYNTHESIS OF HERBAL MEDIATE SILVER NANOPARTICLES AND ASSESSMENT OF ITS SENSITIVITY TOWARDS HEAVY METALS AND CATALYTIC DEGRADATION OF DYES

Aaliya Minhaz, Sumaira Aridi, Nargis Jamila, Fatima Javed, Raina Aman Qazi,

Department of Chemistry, Shaheed Benazir Bhutto Women University, Peshawar, Pakistan.

Email: aylakhani3241@yahoo.com

Silver nanoparticles (MP-AgNPs) were synthesized using leaf extract of *Mentha piperita*. The formation of nanoconjugates were further confirmed by UV-vis spectrophotometer, Atomic Force Microscopy (AFM) and Fourier transform infrared spectroscopy (FTIR). UV-vis spectra showed that the surface plasmon resonance (SPR) occurred at 424nm, which is the characteristic peak for AgNPs. AFM micrograph reveals that the particles have spherical morphology. The average size of nanoparticles was calculated to be 22.148nm. In FTIR spectra provide the evidence for a reduction in the peak range of 3406cm⁻¹ and 1406cm⁻¹ which indicates the formation and stabilization of *Mentha piperita* mediated Silver Nanoparticles. Moreover, the effects of pH, salt and temperature on green synthesized MP-AgNPs, were also studied. The present work also reveals the sensing study towards toxic heavy metals as well as redox catalytic activity towards toxic dyes in waste water.

Keywords: Silver nanoparticles; *Mentha piperita*; Heavy Metals; Dyes

COMPLETE ABSTRACTS

MEDICINES, MEDICAL, AND HEALTH SCIENCES

ABSTRACT No. CEMS-CEMS-14-M&H-351**HUMAN UMBILICAL CORD MESENCHYMAL STEM CELLS: A PROMISING
TREATMENT APPROACH FOR PREMATURE OVARIAN FAILURE**

Amna Umer, David Lawrence Greene, R3 Medical Research LLC, Dynamite Boulevard Suite,
United States; Pak-American Hospital, Jahangir Multiplex, Islamabad, Pakistan.

Email: akhayam@r3stemcell.com

One percent of women under 40 suffer from premature ovarian failure (POF), which results in infertility. Amenorrhea, hypergonadotropinism, hypoestrogenism, and a lack of mature follicles are among the clinical signs of POF. Environmental causes, autoimmune diseases, and genetic abnormalities can all contribute to POF. The effectiveness rate of traditional POF treatment is still low. Thus, a novel approach to treatment, such as the use of human umbilical cord mesenchymal stem cells (hUC-MSCs) to regenerate premature ovaries, may be an option. This article outlines all the outcomes, benefits, and drawbacks of using hUC-MSCs to treat POF in order to compile all the theoretical frameworks for further investigation and clinical trials. As of right now, the research indicates encouraging outcomes when it comes to treating POF with hUC-MSCs. hUC-MSCs are an excellent option for treating basic POF because of a number of characteristics, including donor/recipient friendliness, multipotency, multiple sources, affordability, ease of production, and relatively low immunogenicity. According to reports, hUC-MSCs influence and improve every stage of damaged tissue regeneration by simultaneously activating many paracrine pathways that regulate ovarian fibrosis, angiogenesis, immune system modulation, and apoptosis. Additionally, some research showed that stem cell therapy might result in follicular activation, hormone-level restoration, and ovarian functional restoration. Thus, all of the available data on the use of hUC-MSCs to treat POF strongly motivates our team to conduct additional clinical trials. By undertaking these studies, we aim to address any remaining questions, provide robust evidence of safety and efficacy, and facilitate the integration of this promising therapy into clinical practice in the near future.

Keywords: Infertility; Mesenchymal stem cells; Regenerative medicine

ABSTRACT No. CEMS-CEMS-14-M&H-352**DETECTION, PATHOGENICITY EVALUATION AND INTERACTION STUDY
OF THREE INDIGENOUS ISOLATES OF NPVS FOR LEPIDOPTEROUS PEST
CONTROL**

Jam Nazeer Ahmad, Muhammad Azhar Saeed and Samina Tanwir

Email: jam.ahmad@uaf.edu.pk

Helicoverpa armigera, *Spodoptera frugiperda* and *Spodoptera litura* are among the most damaging polyphagous pests of about 100 plant species including economically important crops. In present study, detection, isolation, and pathogenicity of *Helicoverpa* as well as *Spodoptera* species associated nucleopolyhedrovirus was performed. The native NPVs were observed under microscope through Giemsa stain from respective targeted pests and identified by polymerase chain reaction (PCR) using NPV specific primers based on late expression factor (Lef-8) gene. In order to check the efficacy and interaction study of detected nucleopolyhedrosis virus (NPV), in laboratory, Three native NPV isolates including *S. frugiperda* NPV (SfNPV), *S. litura* NPV (SINPV) and *Helicoverpa armigera* NPV (HaNPV) were tested with sub-lethal (1×10^4 POBs mL⁻¹).

1) medium (1×10^5 POBs mL⁻⁵) and lethal dose (1×10^6 POBs mL⁻¹) alone and in combination of all said NPV isolates at same dose rates against 1st, 3rd and 5th instar of respective targeted pests. All the NPV isolates tested produced maximum mortality at early instars of pest. SfNPV produced greater mortality at all tested concentrations in all three larval instars of *S. frugiperda* followed by SINPV and HaNPV isolates. The combination of all three NPVs exhibited antagonistic interaction at each NPV concentration. After analysis of variance, the LC50 associated concentrations against different larval instars was recorded and mean mortality for each NPV isolate was determined. The result from this study indicated that SfNPV, SINPV and HaNPV were very effective, and can be an ecofriendly management approach for the management of destructive pests.

Conference Statistics

Total Received Abstracts	190
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