Hosted by the University of Faisalabad

2nd International
Congress on Social Sciences and Management Studies

MANAGEMENT AND SOCIAL TRANSFORMATION IN THE AGE OF ARTIFICIAL INTELLIGENCE



Congress Program

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ICSSMS 2026 · DRAFT CONGRESS PROGRAMME

2nd International Congress on Social Sciences and Management Studies

MONDAY, 2 NOVEMBER 2026

The University of Faisalabad, Pakistan · Pakistan (PKT, UTC+5) · Türkiye (TR, UTC+3)

Time	Programme
09:00 – 10:00	Registration and arrival of participants
10:00 -11:00	General opening of ASC sessions (welcome and Inauguration)
11:00	AI-Driven Future Organizations and Societies: Women's Role, Challenges and the Way Forward
11:00 – 11:10	Opening ceremony of 2nd International Congress on Social Sciences and Management Studies: Tilawat-e-Quran, Naat-e-Rasool (SAW) and National Anthem (10 minutes in total)
11:10 – 12:00	Panel talk- AI-Driven Future Organizations and Societies: Women's Role, Challenges and the Way Forward
12:00 – 01:00	Lunch and prayer break
01:00 – 03:15	Congress sessions (Detail has been provided below)
03:45 – 04:00	Closing remarks and vote of thanks

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ICSSMS 2026 · CONGRESS PROGRAMME

Pakistan Time (PKT, UTC+5) · Türkiye Time (TR, UTC+3)

DAY 1 · MONDAY, 2 NOVEMBER 2026

ENGLISH IN-PERSON SESSION / İNGİLİZCE YÜZ YÜZE OTURUM

ENGLISH IN-PERSON SESSION 1 / İNGİLİZCE YÜZ YÜZE 1. OTURUM

Governance, Nation-Building and Inclusive Human Development

Pakistan / PKT 13:00–13:40 · TR 11:00–11:40

Session Chair: Dr. Durre Shahwar & Dr. Zahid Hussain

Paper ID	Paper Title and Authors
2	Revisiting the State of Madinah as an Inherited Model for Societal Construction in Contemporary Muslim States
	Muhammad Safdar (School Education Department, Punjab, Pakistan); Muhammad Umar Safdar (Institute of Administrative Sciences, University of the Punjab, Pakistan)
3	The Role of Quaid-e-Azam Muhammad Ali Jinnah and Mustafa Kemal Atatürk in Shaping Modern Nation-States: A Comparative Study
	WMuhammad Safdar (School Education Department, Punjab, Pakistan); Muhammad Umar Safdar (Institute of Administrative Sciences, University of the Punajb, Pakistan)
30	Transforming Higher Education in the Digital Age: How Educational Innovations and Emerging Technologies Shape Inclusive and Future-Ready Learning Outcomes through Transformative Pedagogies
	Rao Anees (Green International University)
65	The Role of Education and Income in Poverty Alleviation: A Selected SAARC Countries Analysis
	Rinsha Iftikhar (UAF)

5 dakika ara / 5-minute break · PKT 13:40–13:45 · TR 11:40–11:45

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ENGLISH IN-PERSON SESSION 2 / İNGİLİZCE YÜZ YÜZE 2. OTURUM

Food, Energy, Minerals and Pakistan's Economic Security

Pakistan / PKT 13:45–14:25 · TR 11:45–12:25

Session Chair: Dr. Durre Shahwar & Dr. Zahid Hussain

Paper ID	Paper Title and Authors
41	Live Animal and Meat Export Trends and Competitiveness for Pakistan: An Empirical Analysis
	Huma Javed (UAF)
61	America's Energy Shield, the World's Oil Trap
	Fiza Fayyaz (The University of Faisalabad)
63	Title Food Security and National Defense: Mapping the Geopolitics of Agricultural Stability and Internal Security in Pakistan
	Sameen Fatima (The university of Faisalabad)
83	The Geopolitics of Critical Minerals: Reko Diq and Pakistan's Strategic Importance
	Husnain Khalid (The University of Faisalabad)

5 dakika ara / 5-minute break · PKT 14:25–14:30 · TR 12:25–12:30

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ENGLISH IN-PERSON SESSION 3 / İNGİLİZCE YÜZ YÜZE 3. OTURUM

Digital Power, Strategic Competition and Security

Pakistan / PKT 14:30–15:10 · TR 12:30–13:10

Session Chair: Dr. Farhana Gul, Qamar Zia & Hina Jaffery

Paper ID	Paper Title and Authors
53	From Soft Power to Digital Power: The Changing Instruments of State Influence
	Hibba Aamir (TUF)
57	Said Vs. Silicon: Stated Rationales And The Compute Motive In Great-Power Policy
	Wareesha Naeem (The University of Faisalabad)
58	The 2024 Hezbollah Pager Attacks: Cyber-Physical Warfare, Supply Chain Interdiction and International Humanitarian Law
	Wali Afridi (The University Of Faisalabad)
93	Red Sea Geopolitics And Great Power Competition; Russia China,and the contaxt of Sudanese port
	Husnain Khalid (The University of Faisalabad)

5 dakika ara / 5-minute break · PKT 15:10–15:15 · TR 13:10–13:15

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ENGLISH IN-PERSON SESSION 4 / İNGİLİZCE YÜZ YÜZE 4. OTURUM

Conflict, Identity, Media and Human Rights

Pakistan / PKT 15:15–15:55 · TR 13:15–13:55

Session Chair: Dr. Farhana Gul, Qamar Zia & Hina Jaffery

Paper ID	Paper Title and Authors
59	Between Faith and Tradition: Afghan Women, Islamic Values, and Tribal Patriarchy
	Aleena Rai (The University of Faisalabad)
64	Veto Power and the Gaza Conflict: Challenges for the UN Security Council
	Hamna Yousaf (The University of Faisalabad)
71	Media Framing of International Conflicts: A Comparative Study of the Russia–Ukraine War
	Muhammad Ibn E Anwaar (The University of Faisalabad)
103	The Manipulation of Kurdish Identity in International Conflicts: The Role of Regional and Global Powers
	Muhammad Waseem (The University of Faisalabad)

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ENGLISH ONLINE SESSION / İNGİLİZCE ÇEVRİM İÇİ OTURUM

ENGLISH ONLINE SESSION 1 / İNGİLİZCE ÇEVRİM İÇİ 1. OTURUM

AI, Ethics and Social Transformation

Pakistan / PKT 12:00–12:50 · TR 10:00–10:50

Session Chair: Dr. Malik Muhammad Sohail

Online session link: https://meet.google.com/zsd-hmuo-yki

Paper ID	Paper Title and Authors
4	Artificial Intelligence and Social Transformation among Youth: Exploring Digital Opportunities and Social Challenges in District Faisalabad
	Dr. Madiha Naz (uaf)
7	Algorithmic Fairness as a Strategic Capability for Sustainable Workforce Transformation in the AI Era
	Anam Arshad (The University of Faisalabad)
14	The New Social Reality: Reconfiguring Human Agency, Institutions, and Social Interaction in the Age of Artificial Intelligence
	Fatima Zahra (The University Of Faisalabad)
22	AI as a Driver of Management and Social Transformation: Opportunities, Challenges, and the Future of Work
	Safa Iftikhar (The University of Faisalabad)
28	AI Governance and Ethical Decision-Making
	Khadija Rehman (The University is Faisalabad)

5 dakika ara / 5-minute break · PKT 12:50–12:55 · TR 10:50–10:55

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ENGLISH ONLINE SESSION 2 / İNGİLİZCE ÇEVRİM İÇİ 2. OTURUM

Financial Inclusion, Equity and Access to Essential Services

Pakistan / PKT 12:00–12:50 · TR 10:00–10:50

Session Chair: Dr. Saif Ullah

Online session link: https://meet.google.com/jqx-xhub-dcs

Paper ID	Paper Title and Authors
13	**Financial Inclusion and Poverty Reduction in Punjab Pakistan: The Role of Digital Financial Services**
	Masood Ahmad Khan (University of Agriculture Faisalabad Constituent College Burewala); Dr. Samra Subhani (National Business School The University of Faisalabad); Anisa Shamim (Department of Economics Government College University Faisalabad)
68	**Expanding Financial Access as a Pathway to Inclusive Economic Development**
	Dr. Samra Subhani (National Business School The University of Faisalabad); Masood Ahmad Khan (University of Agriculture Faisalabad Constituent College Burewala); Dr. Burhan Ahmad (Institute of Business Management Sciences University of Agriculture Faisalabad.); Anisa Shamim (Department of Economics Government College University Faisalabad)
104	**Digital Health, Healthcare Access and Economic Inequality: A Review**
	Samra Subhani (National Business School The University of Faisalabad); Masood Ahmad Khan (University of Agriculture Faisalabad Constituent College Burewala); Ghulam Jeelani (United Bank Limited); Anisa Shamim (Department of Economics Government College University Faisalabad)
109	**Gender Equity in Employment: Barriers, Opportunities and Economic Outcomes**
	Dr. Samra Subhani (National Business School The University of Faisalabad); Masood Ahmad Khan (University of Agriculture Faisalabad Constituent College Burewala); Anisa Shamim (Department of Economics Government College University Faisalabad); Ghulam Jeelani (United Bank Limited)
111	**Advancing Equity and Inclusion through Womens Empowerment:Implication for household Welfare and Sustainable Development**
	Rukhsana Rukhsar (UAF)

5 dakika ara / 5-minute break · PKT 12:50–12:55 · TR 10:50–10:55

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ENGLISH ONLINE SESSION 3 / İNGİLİZCE ÇEVRİM İÇİ 3. OTURUM

AI-Enhanced Learning and Military English Education

Pakistan / PKT 12:55–13:45 · TR 10:55–11:45

Session Chair: Dr. Falak Shear

Online session link: https://meet.google.com/zsd-hmuo-yki

Paper ID	Paper Title and Authors
29	AI-Enhanced Concept-Based Learning for Developing Analytical Reasoning and Critical Thinking: Implications for Contemporary Education
	Javahir Aghayeva (Military Institute named after Heydar Aliyev); Sevinj Alfaheeda (Azerbaijan State Maritime Academy); Fagana Ahmadova (Military Institute named after Heydar Aliyev); Gila Aghayeva (ECIC school)
32	Al-supported English Language Learing in Milytary Education:Enhancing Communicative Competence and Professional Readiness
	Məhəmmədəli Babayev (Milytary Institute named after Heyder Aliyev); Cavadxan Ramazanlı (Milytary Institute named after Heyder Aliyev); Rizvan Səfərov (Milytary Institute named after Heyder Aliyev); Sərxan Vəliyev (Milytary Institute named after Heyder Aliyev); Nizami Babaşzadə (Milytary Institute named after Heyder Aliyev); Zülfiqar Hüseynov (Milytary Institute named after Heyder Aliyev)
33	Engilish for Military Purposes in the Age of Artificial Intelligence:Transforming Language Education and Professional Communication
	Ali Mammedzade (Milytary Institute named after Heyder Aliyev); Fərzad Rəhmanov (Milytary Institute named after Heyder Aliyev); İsmayıl əhmədov (Milytary Institute named after Heyder Aliyev); Novruz əliyev (Milytary Institute named after Heyder Aliyev); Xanlar İlyasov (Milytary Institute named after Heyder Aliyev)
34	Artificial Intelligence in Military English Education: Opportunities for Developing Strategic Communication and Professional Language Skills
	Azer Meherremzade (Military Institute named Heyder Aliyev); Atesh Memmedov (Military Institute named Heyder Aliyev); Nihat Quliyev (Military Institute named Heyder Aliyev); Məhəmməd Paşayev (Military Institute named Heyder Aliyev); Resul Mirzeyev (Military Institute named Heyder Aliyev)
39	The Role of Al in English Language Training for Military Personel:Towards Innovative and Adaptive Military Education
	Hacibaba Ferhadova (Military instutie named after Heydər Aliyev); Kamil Adaşov (Military instutie named after Heydər Aliyev); Muhammməd Soltanov (Military instutie named after Heydər Aliyev); Fəqan Xəlilov (Military instutie named after Heydər Aliyev); Polad Cəfərov (Military instutie named after Heydər Aliyev)

5 dakika ara / 5-minute break · PKT 13:45–13:50 · TR 11:45–11:50

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ENGLISH ONLINE SESSION 4 / İNGİLİZCE ÇEVRİM İÇİ 4. OTURUM

Green Innovation, Entrepreneurship and Sustainable Development

Pakistan / PKT 12:55–13:45 · TR 10:55–11:45

Session Chair: Dr. Anum Tariq

Online session link: https://meet.google.com/jqx-xhub-dcs

Paper ID	Paper Title and Authors
66	**Green Innovation and Firm Resilience: How Businesses Adapt to Climate Induced Disruptions in Pakistan**
	Dr. Samra Subhani (National Business School The University of Faisalabad); Masood Ahmad Khan (University of Agriculture Faisalabad Constituent College Burewala); Dr. Burhan Ahmad (Institute of Business Management Sciences University of Agriculture Faisalabad); Anisa Shamim (Department of Economics Government College University Faisalabad)
67	**Green Financing and Sustainable Business Practices: Challenges and Prospects in Pakistan**
	Dr. Samra Subhani (National Business School The University of Faisalabad); Masood Ahmad Khan (University of Agriculture Faisalabad Constituent College Burewala); Dr. Burhan Ahmad (Institute of Business Management Sciences University of Agriculture Faisalabad); Anisa Shamim (Department of Economics Government College University Faisalabad)
105	**Climate-Smart Agriculture and Green Innovation in Pakistan: Implications for Agricultural Productivity, Food Security and Sustainable Development**
	Samra Subhani (National Business School The University of Faisalabad); Masood Ahmad Khan (University of Agriculture Faisalabad Constituent College Burewala); Ghulam Jeelani (United Bank Limited); Rida Fatima (Education Department); Anisa Shamim (Department of Economics Government College University Faisalabad)
106	**Driving Sustainable Transformation: The Nexus of Circular Economy, Innovation, and Entrepreneurship**
	Samra Subhani (National Business School The University of Faisalabad); Masood Ahmad Khan (University of Agriculture Faisalabad Constituent College Burewala); Ghulam Jeelani (United Bank Limited); Anisa Shamim (Department of Economics Government College University Faisalabad); Rida Fatima (Education Department)
107	**Entrepreneurship as a Catalyst for Employment and Economic Development**
	Samra Subhani (National Business School The University of Faisalabad); Masood Ahmad Khan (University of Agriculture Faisalabad Constituent College Burewala); Anisa Shamim (Department of Economics Government College University Faisalabad); Ghulam Jeelani (United Bank Limited); Rida Fatima (Education Department)
35	**In Another Direction: Reasons For Not Pursuing Higher Education in The Pisa 2025 Türkiye Sample**
	Ayhan Ünal (Selçuk Üniversity); Hasan Bozgeyikli (Selçuk Üniversity)

5 dakika ara / 5-minute break · PKT 13:45–13:50 · TR 11:45–11:50

ENGLISH ONLINE SESSION 5 / İNGİLİZCE ÇEVRİM İÇİ 5. OTURUM

AI, Strategic Leadership and Operational Readiness

Pakistan / PKT 13:50–14:40 · TR 11:50–12:40

Session Chair: Dr. Yasir Tanveer

Online session link: https://meet.google.com/zsd-hmuo-yki

Paper ID	Paper Title and Authors
45	Lean Management in the Air Force in the Age of Artificial Intelligence: Digital Transformation and Operational Efficiency
	Elman Alekberov (Military Institute named after Heydar Aliyev)
54	Lean Management in the Air Force in the Age of Artificial Intelligence: Digital Transformation and Operational Efficiency
	Elman Alekberli (Military Institute named after Haydar Alıyev); Nemet Musayev (Military Institute named after Haydar Alıyev); Revan Muxtarlı (Military Institute named after Haydar Alıyev); Etibar Mammadli (Military Institute named after Haydar Alıyev); Yusif Qadirzade (Military Institute named after Haydar Alıyev)
56	AI-Enabled Air Force Transformation: Advancing Operational Readiness and Organizational Agility
	Toghrul Huseynzada (Military Institute named after Haydar Aliyev); Nihat Iskandarov (Military Institute named after Haydar Aliyev); Ravan Amirov (Military Institute Named after Haydar Aliyev); Ismayil Rahimzada (Military Institute named after Haydar Aliyev); Farid Cafarov (Military Institute named after Haydar Aliyev)
55	The Role of Artificial Intelligence in Improving Land Forces Readiness and Efficiency
	Gulgun Hasanli (Military Institute named after Heydar Aliyev); Yusif Quliyev (Military Institute named after Heydar Aliyev); Gunay Mammadova (Military Institute named after Heydar Aliyev); Abid Tahmazov (Military Institute named after Heydar Aliyev); Fidan Hasanova (Military Institute named after Heydar Aliyev)
43	Leadership, Artificial Intelligence and Decision-Making: Emerging Roles and Themes in the 2023-2026 Literature
	Kagan Cavusoglu (Kagan Cavusoglu)

5 dakika ara / 5-minute break · PKT 14:40–14:45 · TR 12:40–12:45

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ENGLISH ONLINE SESSION 6 / İNGİLİZCE ÇEVRİM İÇİ 6. OTURUM

Finance, AI Capabilities and Sustainable Enterprise Transformation

Pakistan / PKT 13:50–14:40 · TR 11:50–12:40

Session Chair: Prof. Dr. Murat Akkaya

Online session link: https://meet.google.com/jqx-xhub-dcs

Paper ID	Paper Title and Authors
9	Economic Barriers and Financial Challenges in Adopting Green Practices Among Small Retailers
	Sidra Ghulam Muhammad (The University of Faisalabad); Rimsha Shahid (Beaconhouse International College); Zafar Iqbal (The University of Faisalabad); Rabia Arshad (The University of Faisalabad); Ayesha Sadiqa (GCUF)
114	The Impact of Capital Structure on Firm Performance: Evidence from Non-Financial Firms
	Rabia Arshad (The University of Faisalabad); Dr. Maryam Saleem (The university of Faisalabad); Sidra Ghulam Muhammad (The University of Faisalabad); Rimsha Shahid (Beacon House international college)
113	AI Literacy and Employee Innovative Behavior: The Mediating Role of Knowledge Sharing
	Dr. Maryam Saleem (The University of Faisalabad); Dr. Aisha Saleem (Government College University Faisalabad); Dr. Riffat Gill (Government College University Faisalabad); Sidra Ghulam Muhammad (The University of Faisalabad); Rabia Arshad (The University of Faisalabad)
116	Artificial Intelligence and Sustainable Social Transformation: The Role of Modern Management
	Aisha Saleem (GCUF); Riffat Gill (GCUF)
115	Appropriate AI for Development: Expertise Gaps, Judgment, and Complementary Design in Emerging Economies
	Fırat Türker Ircı (Marmara University); Mert Bayraktar (Marmara University); Yiğit Ödül (İstanbul University)

5 dakika ara / 5-minute break · PKT 14:40–14:45 · TR 12:40–12:45

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ENGLISH ONLINE SESSION 7 / İNGİLİZCE ÇEVRİM İÇİ 7. OTURUM

Lean Management and AI Transformation in Land Forces

Pakistan / PKT 14:45–15:35 · TR 12:45–13:35

Session Chair: Dr. Abdul Salam & Javahir Aghayeva

Online session link: https://meet.google.com/zsd-hmuo-yki

Paper ID	Paper Title and Authors
46	Transforming Land Forces through Lean Management and Artificial Intelligence: Enhancing Operational Efficiency
	Mehriban Ibrahimova (Military Institute named after Heydar Aliyev)
47	Transforming Land Forces through Lean Management and Artificial Intelligence: Enhancing Operational Efficiency
	Mehriban Lbrahimova (Military Institute named after Heydar Aliyev); Madina Karimli (Military Institute named after Heydar Aliyev); Zarifa Nehmatzada (Military Institute named after Heydar Aliyev); Qulu Alizada (Military Institute named after Heydar Aliyev)
48	Artificial Intelligence and Lean Management in the Land Forces: Advancing Digital Transformation and Organizational Efficiency
	Narmin Asgerova (Military Institute named after Haydar Aliyev); Fatima Quliyeva (Military Institute named after Haydar Aliyev); Melek Mustafazade (Military Institute named after Haydar Aliye); Elmir Ekberov (Military Institute named after Haydar Aliyev); Yusif Gahramanlı (Military Institute named after Haydar Aliyev); Mahammad Azizli (Military Institute named after Haydar Aliyev)
49	Digital Transformation of the Land Forces through Artificial Intelligence and Lean Management: An Organizational Perspective
	Islam Eliyev (Military Institute named after Haydar Aliyev); Rashad Vahabov (Military Institute named after Haydar Aliyev); Shahin Cafarzade (Military Institute named after Haydar Aliyev); Turan Aghayev (Military Institue named after Haydar Aliyev); Vusal Jafarli (Military Institute named after Haydar Aliyev)
50	Towards smart and Agile Land Forces : Artifical Intelligence and Lean Management for Operational Transformation
	Khamza Valiyev (Military insititute name after haydar aliyev); Elnur Akbarzade (Military insititute named after Haydar Aliyev); Jamil Gulahmedov (Military Insititute named after Haydar Aliyev); Ali Azizov (Military insititute named after Haydar Aliyev)

5 dakika ara / 5-minute break · PKT 15:35–15:40 · TR 13:35–13:40

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ENGLISH ONLINE SESSION 8 / İNGİLİZCE ÇEVRİM İÇİ 8. OTURUM

Ethical Leadership and Talent in Islamic Banking and Digital Finance

Pakistan / PKT 14:45–15:35 · TR 12:45–13:35

Session Chair: Dr. Falak Shear

Online session link: https://meet.google.com/jqx-xhub-dcs

Paper ID	Paper Title and Authors
76	**Performance Appraisal and Incentive Alignment in Ethical Project Environments Using Islamic Finance Principles**
	Ali Hasnain (TUF); Dr. Muhammad Imran Majeed (Assistant Professor NBS, The University of Faisalabad); Dr. Sahar Munir (Lecturer, IBMS, University of Agriculture Faisalabad); Sana Saleem (Lecturer, IBMS, University of Agriculture Faisalabad)
78	**Navigating Cross-Cultural Workforce Challenges in Global Islamic Banking Project Implementations and Mergers**
	Muskan Khan (The University of Faisalabad); Imran Majeed (The University of Faisalabad); Sahar Munir (The University of Faisalabad); Sana Saleem (The University of Faisalabad)
79	**Cultivating Ethical Leadership and Talent Development Within Digital Islamic Banking and FinTech Project Ecosystems**
	Ayesha Ijaz (The University of Faisalabad); Imran Majeed (The University of Faisalabad); Sahar Munir (University of Agriculture Faisalabad); Sana Saleem (University of Agriculture Faisalabad)
95	**Algorithmic Shariah: How Intelligent Project Ecosystems and Value-Driven Talent Engineering Are Reshaping Islamic Banking**
	Sahar Munir (IBMS , UAF); Sana Saleem (IBMS UAF); Dr. Muhammad Imran Majeed (The University of Faisalabad)
102	**E-HRM: Innovation or Vexation? Evidence From Commercial Banks In Faisalabad**
	Muqadas Ali (UAF); Dr. Ahras Rashid (University of Agriculture, Faisalabad); Adnan Adeel (UAF); Asif Maqbool (University of Agriculture, Faisalabad); Sana Saleem (University of Agriculture, Faisalabad)

5 dakika ara / 5-minute break · PKT 15:35–15:40 · TR 13:35–13:40

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ENGLISH ONLINE SESSION 9 / İNGİLİZCE ÇEVRİM İÇİ 9. OTURUM

Digital Enterprise Integration and Data-Driven Project Management

Pakistan / PKT 15:40–16:30 · TR 13:40–14:30

Session Chair: Dr. Rao Anees

Online session link: https://meet.google.com/zsd-hmuo-yki

Paper ID	Paper Title and Authors
60	QueryMind AI: A Multilingual, Ambiguity-Aware Framework for Unified Natural Language Interfaces to Relational and NoSQL Databases
	Vaishnavi Patil (Vishwakarma Institute Of Technology Pune, India); Siddhi Khambare (VIT); Sakshi Mahapure (VIT); Shravani Khot (VIT)
77	The Rise of Hybrid Methodologies Harmonizing Agile Flexibility and Traditional Governance Structures in Enterprise Settings
	Hareem Usman (The University of Faisalabad)
108	Comprehensive Enterprise Integration Ecosystems Eliminating Operational Silos Across Departmental Boundaries and Software Platforms
	Laraib Syed (The University of Faisalabad)
112	Title: Predictive Analytics and Machine Learning Models Driving Proactive Risk Mitigation in Complex Mega Projects
	Nida Maqsood (The University of Faisalababd)
20	Human–AI Collaboration and Its Impact on Managerial Decision-Making
	Eman Mohsin (The university of faisalabad)

5 dakika ara / 5-minute break · PKT 16:30–16:35 · TR 14:30–14:35

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ENGLISH ONLINE SESSION 10 / İNGİLİZCE ÇEVRİM İÇİ 10. OTURUM

Ethical Finance, Sustainability and Agile Project Portfolios

Pakistan / PKT 15:40–16:30 · TR 13:40–14:30

Session Chair: Prof. Dr. Muhammad Abrar

Online session link: https://meet.google.com/jqx-xhub-dcs

Paper ID	Paper Title and Authors
96	Tokenized Trust: Unlocking Decentralized Project Portfolios Through Autonomous Smart Contracts and Conscious Islamic Human Capital
	Sana Saleem (IBMS UAF); Sahar Munir (IBMS , UAF); Muhammad Imran Majeed (The University of Faisalabad)
98	Autonomous Project Scheduling and Agile Portfolio Governance in Digital Islamic Banking Human Ecosystems
	Muhammad Imran Majeed (The University of Faisalabad); Sahar Munir (IBMS UAF); Sana Saleem (IBMS UAF)
87	Integrating Environmental Sustainability and ESG Principles into Strategic Project Portfolio Selection and Execution Frameworks
	Muhammad Imran Majeed (The University of Faisalabad); Muhammad Kamal (The University of Faisalabad)
92	Agile Scaling Frameworks Driving Enterprise Business Agility and Rapid Innovation in Highly Volatile Market Sectors
	Ahmad Shahzad (The University of Faisalabadd); Muhammad Imran Majeed (NBS, The University of Faisalabad)
85	Risk Sharing and Human Capital Optimization in Islamic Venture Capital Project Portfolio Management
	Jannat Nadeem (The University of Faisalabad)

5 dakika ara / 5-minute break · PKT 16:30–16:35 · TR 14:30–14:35

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ENGLISH ONLINE SESSION 11 / İNGİLİZCE ÇEVRİM İÇİ 11. OTURUM

Social Mobility, Urbanization and Digital Access

Pakistan / PKT 16:35–17:25 · TR 14:35–15:25

Session Chair: Dr. Kağan Çavuşoğlu

Online session link: https://meet.google.com/zsd-hmuo-yki

Paper ID	Paper Title and Authors
5	Social Networks as Social Capital: Rural-Urban Migration and Community Ties in Punjab, Pakistan
	Sheraz Mehmood (GCUF)
6	Social Media and Youth: Digitalization and Social Change in Rural Punjab, Pakistan
	Sheraz Mehmood (GCUF)
37	Impact of Urbanization and Industrialization on Pakistan's economy: A time-series analysis
	Ammara Nill (University of Agriculture)
62	Willingness to pay for public transportation Faisalabad, Pakistan
	Wajeeha Gulzar (University of Agriculture)

5 dakika ara / 5-minute break · PKT 17:25–17:45 · TR 15:25–15:45

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ENGLISH ONLINE SESSION 12 / İNGİLİZCE ÇEVRİM İÇİ 12. OTURUM

Generative and Agentic AI in Project Delivery and Communication

Pakistan / PKT 16:35–17:25 · TR 14:35–15:25

Session Chair: Dr. Ho Yoong Chow

Online session link: https://meet.google.com/jqx-xhub-dcs

Paper ID	Paper Title and Authors
94	Generative Artificial Intelligence Revolutionizing Stakeholder Communication and Automated Project Documentation Generation
	Ahmad Shahzad (The University of Faisalabadd)
101	Generative Artificial Intelligence Revolutionizing Stakeholder Communication and Automated Project Documentation Generation
	Dr. Muhammad Imran Majeed (The University of Faisallabad); Aden Nawaz (The University of Faisalabad)
73	Accelerating Project Initiation: The Impact of Generative AI on the Drafting of Comprehensive Project Charters
	Asaad Abuobaida Elamin Hussein (TUF University)
80	Real-Time Data Visualization and Executive Dashboards Replacing Traditional Manual Project Status Reporting Mechanisms
	Isha M. Safdar (The University of Faisalabad)
86	Autonomous Agentic Artificial Intelligence Systems Transforming Modern Enterprise Project Delivery and Workflow Management
	Areen Fatima (The University of Faisalabad)

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ENGLISH ONLINE SESSION 13 / İNGİLİZCE ÇEVRİM İÇİ 13. OTURUM

Human-Centered Leadership, Learning and Distributed Work

Pakistan / PKT 17:45–18:35 · TR 15:45–16:35

Session Chair: Dr. Bilal Ahmed

Online session link: https://meet.google.com/zsd-hmuo-yki

Paper ID	Paper Title and Authors
72	Cognitive Load Management and Psychological Safety Strategies Enhancing Performance in Hyper-Connected Digital Workplaces
	Hafiz Sajid Ur Rehman (The University of Faisalabad)
91	Navigating the Complexities of Distributed Teams and Asynchronous Collaboration in Global Operating Environments
	Muhammad Ilyas (The University of faislabad)
97	Cultivating Human Power Skills and Emotional Intelligence to Lead Advanced AI-Driven Project Environments
	Zunaira Naroo (The university of Faisalabad)
100	Global Talent Acquisition and Cross-Cultural Leadership Strategies for Managing Distributed Project Teams Effectively
	Talha Sher (FDA, Faisalabad)
88	The Effect of Digital Learning Processes on the Effectiveness of Educational Management: A Project Management Perspective
	Hassan Hassan (Tuf)

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ENGLISH ONLINE SESSION 14 / İNGİLİZCE ÇEVRİM İÇİ 14. OTURUM

Intelligent Supply Chains, Traceability and Autonomous Logistics

Pakistan / PKT 17:45–18:35 · TR 15:45–16:35

Session Chair: Dr. Muhammad Hasham

Online session link: https://meet.google.com/jqx-xhub-dcs

Paper ID	Paper Title and Authors
75	Autonomous Cognitive Supply Chain Networks Driven by Artificial Intelligence and Machine Learning Predictive Models
	Dr. Muhammad Imran Majeed (NBS, The University of Faisalabad); Farhan Tufail (NBS, The University of Faisalabad); Abdullah Hammad (NBS, The University of Faisalabad); Muhammad Usman Khalid (NBS, The University of Faisalabad)
99	Edge Computing and Internet of Things Infrastructure Enabling Real-Time Supply Chain Visibility and Control
	Muhammad Farooq (NBS, The University of Faisalabad); Dr. Muhammad Imran Majeed (NBS, The University of Faisalabad)
74	Harnessing Generative Artificial Intelligence for Autonomous Decision-Making and Predictive Analytics in Modern Global Supply Chains
	Muhammad Rafay (TUF)
82	Blockchain Integration for Immutable Traceability and Transparency Across Circular Economy Supply Chain Ecosystems
	Nauman Ali (The University of Faisalabad)
90	Hyper-Automated Smart Warehousing and Autonomous Robotic Fleet Integration in Next-Generation Fulfillment Centers
	Abdul Wasay (The University of Faisalabad)

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ENGLISH ONLINE SESSION 15 / İNGİLİZCE ÇEVRİM İÇİ 15. OTURUM

Climate Change, Agricultural Resilience and Well-being

Pakistan / PKT 18:40–19:30 · TR 16:40–17:30

Session Chair: Dr. Aqeela Saghir

Online session link: https://meet.google.com/zsd-hmuo-yki

Paper ID	Paper Title and Authors
36	Investigating Socioeconomic Impacts of Climate Change on Human Health in District Faisalabad
	Haram Noor (University of Agriculture Faisalabad)
38	Enhancing Farm Income through Water-Efficient Crop Diversification: Evidence from Faisalabad, Pakistan
	Kashaf Noor (University of Agriculture Faisalabad)
40	Impact of Solar Energy Use on Farm Households' Welfare in Sahiwal District
	Urooj Zafar (Univercity of Agriculture)
42	Comparative Analysis of Diversified and Non-Diversified Farms For Sustainable Farm Income: An Empirical Evidence of The Mixed Cropping Zone of Punjab, Pakistan
	Tayyaba Yasmeen (University of Agriculture)
117	Digital Support for Student Climate Anxiety in Higher Education: A Health-Promotion and Governance Analysis of AI Chatbot Responses
	Emaan Muazzam (National University of Medical Sciences (NUMS) , Islamabad.); Hareem Sadiq (National University of Medical Sciences (NUMS) , Islamabad.)

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ENGLISH ONLINE SESSION 16 / İNGİLİZCE ÇEVRİM İÇİ 16. OTURUM

AI in Industrial, Retail and Organizational Management

Pakistan / PKT 18:40–19:30 · TR 16:40–17:30

Session Chair: Dr. Muhammad Ahmad ur Rehman

Online session link: https://meet.google.com/jqx-xhub-dcs

Paper ID	Paper Title and Authors
16	Impact of Artificial Intelligence on Textile Business in Pakistan
	Maria Asghar (The university of Faisalabad); Maria Asghar (The university of Faisalabad)
17	AI, Management & Organizational Transformation
	Sehar Eman (The University of Faisalabad)
18	The Impact of AI on Employee Performance in Textile SMEs: A Study of Faisalabad, Pakistan
	Maham Ramzan (The University of Faisalabad)
19	Transforming Fashion Retail Management With Artificial Intelligence:Evidence from Khaadi Pakistan
	Maria Gul (TUF)
21	Transforming the Landscape of Digital Marketing
	Karm Nisha (The university of Faisalabad); Mubashir Yasin (The university of Faisalabad)

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ENGLISH ONLINE SESSION 17 / İNGİLİZCE ÇEVRİM İÇİ 17. OTURUM

AI Marketing, Consumer Behavior and Brand Trust

Pakistan / PKT 19:35–20:35 · TR 17:35–18:35

Session Chair: Dr. Ibrahim Shahid

Online session link: https://meet.google.com/zsd-hmuo-yki

Paper ID	Paper Title and Authors
15	When Marketing Turns Artificial: Exploring Consumer Trust and Brand Perceptions in the Era of AI-Driven Marketing
	Bakhtawar Farooq (The University Of Faisalabad)
23	The Raise of AI agents in marketing
	Madiha Akmal (The University of Faisalabad)
26	Topic: How AI Will Transform Consumer Behavior and Marketing in the Future
	Ayesha Shahid (University of Faisalabad)
27	From Niche to Automation: The Impact of Artificial Intelligence on Specialized Roles in Digital Marketing
	Alishba Tanveer (The University of Faisalabad (Saleem Campus)
110	Artificial Intelligence-Driven Green Marketing and Green Purchase Intention: Examining the Roles of Consumer Trust and Price Sensitivity
	Areeba Bint Akhtar (The University of Faisalabad)

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TÜRKÇE ÇEVRİM İÇİ OTURUM / TURKISH ONLINE SESSION

TÜRKÇE ÇEVRİM İÇİ 1. OTURUM / TURKISH ONLINE SESSION 1

Örgütsel Değişim, Liderlik, Kariyer ve Sürdürülebilir İnsan Kaynakları

Pakistan / PKT 19:35–20:25 · TR 17:35–18:25

Oturum Başkanı: Prof. Dr. Hasan Bozgeyikli

Çevrim içi bağlantı / Online session link: https://meet.google.com/jqx-xhub-dcs

Paper ID	Paper Title and Authors
11	The Paradox of Successful Organizational Change: A Dynamic Perspective on Change Capacity and Change Load
	Eser Erdurmazlı (Jandarma ve Sahil Güvenlik Akademisi)
12	Artırılmış Liderlik: Yapay Zekâ Çağında Lider–AI İş Birliğine Kavramsal Bir Bakış
	Hande Kafadar (Aydın Adnan Menderes Üniversitesi)
44	Rethinking Career Anchors: New Anchor Candidates, The Single Dominant Anchor Assumption, and Research in Türkiye
	Ayhan Ünal (Selçuk Üniversitesi); Hasan Bozgeyikli (Selçuk Üniversitesi)
69	The Relationship Between Passenger Traffic And Employment in Türkiye's Air Transport: 2010-2025
	Mustafa Altıntaş (Alanya Alaaddin Keykubat University)
70	Sürdürülebilir İnsan Kaynakları Yönetiminde İnsan Odaklı Yaklaşım: Kavramsal Bir Değerlendirme
	Hakan Kantarcı (15 Kasım Kıbrıs Üniversitesi)

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TÜRKÇE ÇEVRİM İÇİ 2. OTURUM / TURKISH ONLINE SESSION 2

Yapay Zekâ, İnsan Denetimi, Eğitim ve Toplumsal Dönüşüm

Pakistan / PKT 20:30–21:20 · TR 18:30–19:20

Oturum Başkanı: Dr. Talha Turhan

Çevrim içi bağlantı / Online session link: https://meet.google.com/jqx-xhub-dcs

Paper ID	Paper Title and Authors
31	Türkiye'de Sivil Toplum Söyleminin Yapay Zekâ Destekli Çözümlenmesinde Güvenilirlik Sorunu
	Talha Turhan (Erciyes Üniversitesi)
51	Yapay Zekâ Çağında Anlam Üretimi: Dil Eğitiminde İnsan ve Yapay Zekâ Arasında Yeni Bir İş Birliği Modeli
	Aslıcan Çopur Bilgi (Pamukkale Üniversitesi)
52	Yapay Zeka Destekli İş Sağlığı Ve Güvenliği Yönetimi: Bilişsel Ergonomi, İnsan Denetimi ve Yönetsel Sorumluluk
	Ahmet Cem Esenlikci (Karadeniz Teknik Üniversitesi)
84	The Role of Artificial Intelligence and Eco-Musicology in Raising Public Awareness of the Climate Crisis
	Hakan Emre Ziyagil (Niğde Ömer Halisdemir Üniversitesi)

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