4th INERERNATIONAL MERITORIOUS MULTI-DISCIPLANARY VIRTUAL CONFERENCE (IMMVC-2024)

Innovation & Global Health
5 - 6 November 2024 (Tuesday-Wednesday)

Organized by

TIMES INTITUTE MULTAN
MERITORIOUS INSTITUTE OF ADVANCE RESEARCH
PEOPLES UNIVERSITY OF MEDICAL AND
HEALTH SCIENCES FOR WOMEN NAWABSHAH

TIMES INSTITUTE | MIAR Meritorious Institute of Advance Research | PUMHSW

4th International Meritorious Multidisciplinary Virtual Conference (IV-IMMCV-2024) 05 - 06 November 2024

Organized by
TIMES INTITUTE MULTAN
MERITORIOUS INSTITUTE OF ADVANCE RESEARCH
PEOPLES UNIVERSITY OF MEDICAL AND HEALTH SCIENCES FOR WOMEN NAWABSHAH

Chief Organizer of the Conference

Prof. Dr. Shaukat Malik
PhD (Business Administration), Certified Corporate Director (ICAP)
Former Vice Chancellor, Emerson & Layyah Universities, Currently Pro-Rector TIMES Institute Multan,

Conference Secretary

Dr. Syed Wahid Ali
PhD, Economics from Universiti Utara Malaysia
Editor, Meritorious Journal of Social Sciences and Management
conference.mgp@gmail.com , Contact: 0321-7181196

Focal Person of the Conference

Dr. Syed Muzaffar Hussain
Psychologist, Trainer, Motivational Speaker, Certified CBT Professional Psychotherapist,
PhD, Applied Psychology, Universiti Utara Malaysia
Chairperson: Meritorious Institute of Advance Research (MIAR)
miarpakistan@gmail.com , Contact: 0333-6271196

Conference Coordinator (International)
Dr. Syed Zahid Ali
Post-Doctoral Research:
Department of Neurology: Mass General Hospital Harvard Medical School, Boston Massachusetts USA
Neurology Resident PGY 3: Neurology Department, School of Medicine University of Louisville USA

Conference Coordinator (Indigenous)
Dr. Fatima Ejaz
Coordinator Department of physical therapy TIMES Institute Multan

Conference Organizers

Dr Rao Irfan
Associate professor: IPRS
Peoples University of Medical and Health Sciences for Women Nawabshah

Dr. Munazzah Meraj
Director ORIC
Associate Professor: IPRS
Peoples University of Medical and Health Sciences for Women Nawabshah

Conference Management

CONFERENCE ADVISOR

Dr. Saralah Devi Mariamdaran Chethiyar

Associate Professor,

School of Applied Psychology, Social Work and Policy, College of Arts and Sciences,

Universiti Utara Malaysia,

CONFERENCE SECRETARY

Dr. Syed Wahid Ali

Assistant Professor,

PhD, Economics from Universiti Utara Malaysia

Editor, Meritorious Journal of Social Sciences and Management

CONFERENCE COORDINATOR (INTERNATIONAL)

Dr. Syed Zahid Ali

Post Doc Research Fellow:

Harvard Medical School, Boston Massachusetts Neurology Resident PGY 3: Neurology Department, School of Medicine University of Louisville USA

FOCAL PERSON OF THE CONFERENCE

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CONFERENCE ORGANISER

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Dr. Munazzah Meraj
Director ORIC
Associate Professor: IPRS Peoples University of Medical and Health Sciences for Women, Nawabshah

CONFERENCE COORDINATOR (INDIGENOUS)

Dr.Fatima Ejaz

Coordinator:

Department of Physical Therapy TIMES Institute

RESEARCH COORDINATOR

Nadia Azam

PhD Scholar
The Islamia University of Bahawalpur

RESEARCH COORDINATOR

Muhammad Tariq

PhD Scholar
The Islamia University of Bahawalpur

RESEARCH COORDINATOR

Rafia Sara

PhD Scholar
The Islamia University of Bahawalpur

RESEARCH COORDINATOR

Shumaila Abid

PhD Scholar

Lecturer: BZU Vehari campus

RESEARCH COORDINATOR

Kanwal Younas

PhD Scholar

The Women University Multan

RESEARCH COORDINATOR

Bushra Bhatti

Clinical Psychologist

Conference Day - 1

Wednesday (06-11-2024)

Venue: TIMES Institute Multan

Google Meet (Conference Link)

https://calendar.app.google/4pujXaD14ybi5fh48

Activity		Timings
Conference Moderators	Dr. Syed Wahid Ali	
INAUGURAL CEREMONY **Chief Guest** **Mr. Muhammad Sarfraz Muzaffar** RECTOR / CHAIRMAN TIMES Institute Multan		10:00 AM
Guest of Honor **Mrs. Warda Naseem** EXECUTIVE DIRECTOR TIMES Institute Multan		Welcome to our **Guest of Honor**
Welcome to Chief Guest and Keynote Speakers by: **Dr. Syed Muzaffar Hussain**		10:05 AM

Guest of Honor and Keynote Speaker **Dr. Saralah Devi Mariamdaran Chethiyar** Associate Professor: School of Applied Psychology, Social Work and Policy, College of Arts and Sciences, Universiti Utara Malaysia,		Welcome to our **Guest of Honor & Keynote Speaker**
Keynote Speaker **Prof. Dr. Nurfina Aznam** SU Pharm Yogyakarta State University Indonesia		Welcome to our **Keynote Speaker**
Keynote Speaker **Prof. Dr. Shaukat Malik** Pro-Rector TIMES Institute Multan		Welcome to our **Keynote Speaker**
National Anthem	(on audio/video)	10:05 AM
Recitation of Holy Quran & **Naat Shareef**	(on audio/video)	10:10 AM
Interaction with the Session Chair/ Chief Guest and Keynote Speakers	Dr. Syed Muzaffar Hussain	10:15 AM
Keynote Speeches	10:30 To 11:30	
Tea Break	11:30 To 11:50	

Abstract Presentation

Reg No	Names	Abstract Title	Time
		Session Chair Session Concluding Note by: Prof. Dr. Sarwat Sultan	12:15 to 03:00

Lunch Time for Guests

Conference Day - 2

Wednesday (06-11-2024)

Venue: TIMES INSTITUTE MULTAN PAKISTAN

at 10:00 PM to 12:00 PM Pakistan Standard Time (GMT+5)

Google Meet (Conference Link)

https://calendar.app.google/4pujXaD14ybi5fh48

Abstract Presentation

All Presenters are requested to keep your time limits

Reg No	Names	Abstract Title	Time
		Session Chair and Session Concluding Note by: Dr. Faiz Bakhsh	10:00 To 12:00

Roundtable Session = 12:00 PM to 3:00 PM

(T0PIC OF DISCUSSION)

EDUCATION AND DIGITALIZATION:
Threats, Solutions and Opportunities

Activity		Timings
Welcome to Chief Guest and Keynote Speakers	**Dr. Syed Muzaffar Hussain**	12:00 AM
Chief Guest **Prof: Dr. Gulshan Ali Memon** Worthy Vice Chancellor: Peoples University of Medical & Health Sciences for women, Shaheed Benazirabad		Welcome to our **Chief Guest**
Guest of Honor **Prof. Dr. Shaukat Malik** Pro-Rector TIMES Institute Multan		Welcome to our **Guest of Honor**
Interaction with the Session Chair/ Chief Guest and Keynote Speakers **By** Dr. Syed Muzaffar Hussain		12:15 AM

Keynote Speakers Roundtable Session
12:00 PM to 3:00 PM

No	Name & Affiliation	Contacts	Timing	Pictures
1.	**Prof: Dr. Gulshan Ali Memon** Worthy Vice Chancellor: Peoples University of Medical & Health Sciences for women, Shaheed Benazirabad		12:00 PM to 12:10 PM	
2.	**Prof. Dr. Khawaja Alqama** Former Vice-Chancellor Bahauddin Zakariya University Former Ambassador of Pakistan to Yaman		12:10 PM to 12:20 PM	
3.	**Prof. Dr Shabbar Aique** Former Vice-Chancellor University of Gujrat		12:20 PM to 12:30 PM	
4.	**Prof. Dr. Kalsoom Paracha** Worthy Vice Chancellor, The Women University Multan		12:30 PM to 12:40 PM	
5.	**Dr. Sajid Mahmood Awan** Director: National Institute of Historical and Cultural Research (NIHCR) Centre of Excellence Quaid-i-Azam University Islamabad, Pakistan		12:40 PM to 12:50 PM	

6.	**Dr. Syed Zahid Ali** Post-Doctoral Research: Department of Neurology: Mass General Hospital Harvard Medical School, Boston Massachusetts USA Neurology Resident PGY 3: Neurology Department, School of Medicine University of Louisville USA		12:50 PM to 01:00 PM	
7.	**Prof. Dr. Rubina Bhatti** Dean Faculty of Social Sciences The Islamia University of Bahawalpur		01:00 PM to 01:10 PM	
8.	**Prof. Dr. Samar Fahd** Department of Applied Psychology, Founding Director Enabling Center Director: Fatima Jinnah Women Leadership Centre Former member syndicate The Islamia university of Bahawalpur		01:10 PM to 01:20 PM	
9.	**Prof. Dr Sarwat Sultan** Department of Applied Psychology Bahauddin Zakariya University Multan		01:20 PM to 01:30 PM	
10.	**Dr Mureed Hussain Malik** Associate Professor: Department of Applied Psychology Chairman: Department of Gander Studies Bahauddin Zakariya University Multan		01:30 PM to 01:40 PM	
11.	**Dr. Ruqia Safdar Bajwa** Assistant Professor: Department of Applied Psychology Bahauddin Zakariya University Multan		01:40 PM to 01:50 PM	

12.	**Dr Faiz Bakhsh Malik** Director: Sub Campus BZU- Vehari Assistant Professor: Department of Law, Bahauddin Zakariya University Multan		01:50 PM to 02:00 PM	
13.	**Dr Quratul ane Gillani** Assistant Professor: Department of Zoology The Women University Multan		02:00 PM to 02:10 PM	
14.	**Dr Syeda Shaista Ishtat** Islamic Scholar Ph.D. Islamic Studies from Bahauddin Zakariya University Multan		02:10 PM to 02:20 PM	
15.	**Mr. Rana Sarfraz** Assistant Director: MEPCO Ph.D. Fellowship: Business Management			
16.	**Eng. Mr Toaha Qureshi (MBE)** Member of the Order of the British Empire The Founder/Chairman of: Forum for International Relations Development (FIRD)		02:30 PM to 02:40 PM	
	Words of Thanks Dr. Syed Muzaffar Hussain Focal Person of the Conference **Certificates Distribution** **Lunch Time of the Guests**		02:45 PM 02:50 PM 03:00 PM	

Message from Vice-Chancellor, PUMHS

In the modern era, where the digital landscape is reshaping every aspect of our lives, the intersection of education and digitalization emerges as a powerful force for progress. This topic, "Education & Digitalization: Threats, Solutions, and Opportunities," invites us to explore how technology is not just a tool but a transformative ally in redefining the way we teach, learn, and grow. While the digital revolution opens the doors to unparalleled opportunities global access to knowledge, innovative teaching methods, and personalized learning, it also brings challenges. Issues like digital divides, cyber security risks, and ethical concerns demand thoughtful attention and decisive action. Through this message, we address the challenges of digitalization and share practical ideas to support educators and learners. As an institution focused on excellence, we are committed to embracing technology to create a fair, creative, and adaptable education system. This is our chance to use digital tools to make learning more inclusive and impactful. Together, we can build a future where knowledge is accessible to all and technology drives positive change in education.

Prof: Dr. Gulshan Ali Memon
Vice-Chancellor,
F.R.C.S., MS, F.A.C.S
Peoples University of Medical and
Health Sciences Nawabshah,
Pakistan

Message from Vice-Chancellor, WUM

Today, digitalization is playing its role in every sphere of life, its use in the field of education is revolutionizing the way we learn, teach and access information, so access to education through online courses has accelerated. Promoting digital literacy and exploring new horizons through artificial intelligence (AI) in education is the responsibility of today's educators. The interplay of education and digitalization is to generalize access to quality education, enhance desired learning outcomes and can enhance students' ability to prepare for a rapidly changing world.

Prof: Dr. Kalsoom Paracha

Vice-Chancellor,

Worthy Vice Chancellor,

The Women University Multan

Message from Chairman, TIMES Institute

Dear Participants and organizing Team,

As a Chairman of TIMES Institute, I extend my warmest congratulations on the outstanding success of the 4th Meritorious International Multi Discipline Conference held on November 6-7, 2024. This event was a true testament to our commitment to academic excellence, bringing together distinguished scholars, researchers, and innovators from across the globe. I am deeply grateful to the organizing committee and all those who worked tirelessly behind the scenes to make this conference a reality. Your dedication has set a high standard for future events, and I am proud of the achievements we have accomplished together.

Best regards,

Muhammad Sarfraz Muzafar
Chairman,
TIMES Institute Multan
Pakistan

Message from Executive Director, TIMES

Dear Participants and Team, As Executive Director of TIMES Institute, I am proud to acknowledge the successful organization of the 4th Meritorious International Conference held on November 6-7, 2024. This event provided an exceptional platform for global scholars and experts to exchange insights and advance the frontiers of knowledge.

The dedication and hard work of the organizing committee, faculty, and support staff were instrumental in making this conference a success. I extend my sincere gratitude to everyone involved for upholding our commitment to academic excellence and collaboration.
With appreciation,

Warda Naseem

Executive Director,
TIMES Institute Multan
Pakistan

Message from Pro-Rector, TIMES Institute

Dear Colleagues and Participants,

As the Pro-Rector of TIMES Institute, I am delighted to extend my heartfelt congratulations on the successful organization of the 4th Meritorious International Conference held on November 6-7, 2024. This remarkable event showcased impactful research, fostered insightful discussions, and strengthened our academic community.

I commend everyone involved in bringing this conference to life, from the dedicated organizers and speakers to the enthusiastic participants. Together, you have contributed to advancing knowledge and innovation, and I look forward to witnessing the continued success of such enriching events at TIMES Institute.

Warm regards,

Prof. Dr. Shaokat Malik
Pro-Rector
TIMES Institute Multan
Pakistan
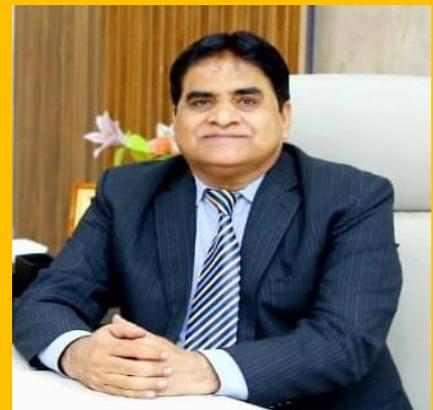
Message from Keynote Speaker

Innovation of the 'Artificial Intelligence' is indeed a paradigm shift terminating the mankind particularly the academic world from its present to a virtual existence. It will transform the nature of human, human nature and the nature itself altogether. The timeline will hereafter be divided into Pre-AI and Post-AI world i.e. actual and virtual worlds. The "4th International Meritorious Multidisciplinary Virtual Conference IMMVC-2024" is a landmark pioneering contribution to determine the nature of this transformation and its implications for Pakistan and the whole world at large.

Dr. Sajid Mahmood Awan

Director:
National Institute of Historical and Cultural Research (NIHCR)
Centre of Excellence
Quaid-i-Azam University Islamabad, Pakistan

Message from Keynote Speaker

I consider myself privileged to be invited to deliver a keynote speech at the 4th International Meritorious Multidisciplinary Virtual Conference 2024 being conducted by Meritorious Institute of Advanced Research. I am delighted to be writing this as a participle of this event with other esteemed intellectuals, researchers and scholars from various universities and professionals from all throughout the world. I would like to thank the organizers of this event for the efforts they have made in order to make this conference useful and productive.

In the contemporary world where the pace of changes accelerates constantly, the topic of this conference is relevant to the present-day issues. I am very glad to introduce my keynote speech on the subject – "Role of Position of Entrepreneur in the Business on Level of Awareness of Cyber Crime" where I discuss the importance of the position of an entrepreneur in increasing the level of awareness of cyber threats within the organization. In the current business environment where digital transformation is a disrupting force, it is critical to examine the part that leadership plays in building the culture of cyber security. This topic focuses on how the position and power of an entrepreneur can greatly influence the ability of an organization to defend against cyber threats and therefore help protect the digital economy. I am really grateful to be given the chance to meet other scholars and students in this great conference. I expect that the conversation in this forum will result in important partnerships, significant scholarship, and positive social change.

Guest of Honor and Keynote Speaker

Associate Prof Dr. Saralah Devi Mariamdaran Chethiyar
Program Psychology & Counselling,
School of Applied Psychology, Social Work and Policy,
College of Arts and Sciences,
Universiti Utara Malaysia,

Message from Focal Person

Dear participants, valuable scholars, and distinguish guests thank you for joining us in this academic conference. It was a valuable learning experience for supporting young minds. I am also thankful to our collaborators for orchestrating such a successful conference. This research journey is going on from last 4 years and it will continue in the future (Insha Allah). Hopefully you will join us in our upcoming 5th International Conference IMMC-2025.

Dr. Syed Muzaffar HUssain

Consultant Psychologist
Certified CBT Psycho-Therapist
CEO:
Meritorious Institute of
Advance Research Pakistan

ABSTRACT PRESENTATION

Session Chair	Dr Sarwat Sultan Professor: Department of Applied Psychology, Bahauddin Zakariya University, Multan Pakistan		10:30 PM

Reg No	Names	Abstract Title	Time
IMMVC-2024-A-900	Sulaman Ali Khawaja Asif Mehmood	Foreign Direct Investment, Labor Force Participation, and Industrial Growth: Can Ease of Doing Business and Tax on Producer Matter?	12.00
IMMVC-2024-A-901	Huma Riaz	Financial Development, Poverty, Economic Growth, and Employment: A Case Study of Pakistan	12.05 PM
IMMVC-2024-A-902	Hira Ashfaq, Asif Ali	Investment-Preferences and Knowledge-Level about Market-Environment and its affect upon Investment Decision-Making for Mobile-Phone Among Students in Faisalabad	12.10 P.M
IMMVC-2024-A-903	Mehwish latif	Development of Manual for Mothers of Girls Experiencing Early Age Menstruation	12.15 PM
IMMVC-2024-A-904	Ramsha Tariq, Syeda Ayesha Ali[1]	Prevalence and awareness of depression among women's university students in Quetta, Balochistan	12.20 PM
IMMVC-2024-A-905	Zaheer Ahmad	Emotional Intelligence, Emotional Maturity and Risk-taking Behaviours in University Students	12.25 PM
IMMVC-2024-A-906	SAMIRA MAHBOOB	Critical discourse analysis of socio-political & diasporic aspects in the novel of mohsin hamid's 'the last white man'	12.30 PM
IMMVC-2024-A-907	Salma Wyne Omera Saeed	Intercultural Sensitivity: A Bennett M.J Model DMIS study of Homefire by Kamla Shamsie	12.35 PM
IMMVC-2024-A-908	Asim Javed, Dr. Sadaqat Ali	Optimizing Mortality Prediction in Cardiac Patients Using Genetic Algorithm and Random Forest with Class Imbalance Handling	12.40 PM
IMMVC-2024-A-909	Muhammad Faraz Imam	Design and performance analysis of synchronous reluctance motor for electric vehicle applications	12.45 PM
IMMVC-2024-A-910	Nusrat Begum	Teaching Strategies and Effects on Students' Learning at Special Education in Khyber Pakhtunkhwa	12.50 PM
IMMVC-2024-A-911	M.Waseem	Analysis on Energy Intensity and Sectoral Growth: Determinants and Causal Relationship: Evidence from South Asian Countries	12.55 PM
IMMVC-2024-A-912	Dr. Sadaqat Ali	Future News Event Prediction Using Artificial Intelligence Based Techniques	1.00 PM
IMMVC-2024-A-913	Shumila Abid	Effect of socioeconomic status on physical and Psychological health and mediating role of life style.	1.05 PM
IMMVC-2024-A-914	Dr. Syed Maqbool Hasan	Quraysh's Tolerance or Shibli Nomani's Distinctiveness	1.10 PM
IMMVC-2024-A-915	Ansa zoha	Prevalence of the trigger finger in barber's of Multan	1.15 PM
IMMVC-2024-A-916	M.ASIM	Effects of Parental Socioeconomic Status on the Academic Achievement of Students in Vehari District, Pakistan	1.20 PM
IMMVC-2024-A-917	Ayesha Tahreem, Rabia	Impact of hard work on Academic Performance moderating role of Personality traits among university students.	1.25 PM

IMMVC-2024-A-918	Amber Nawaz	Effects of laura mitchell's relaxation technique versus papworth exercise on dyspnea, fatigue, and sleep quality in Asthmatic patient	1.30 PM
IMMVC-2024-A-919	Dr. Allah Bakhsh Warda Naseem	Mediating Role of Earnings Management upon Nexus of Corporate Governance Variables and Firm Performance: An Evidence from Manufacturing Firms of Pakistan	1.35 PM
IMMVC-2024-A-920	Nimra Hussain	Association of Physical activity with Depression and Suicide ideation among University students	1.40 PM
IMMVC-2024-A-921	Abru-e-Fatima	Energy, Economic Growth and Environment Nexus in Pakistan	1.45 PM
IMMVC-2024-A-922	Afsheen Hashmat	Measuring the Impact of Economic and Environmental Drivers on Human Development: A Comparison between Developed and Less Developed Countries	1.50 PM
IMMVC-2024-A-923	Hira Ashfaq, Bilal A. Maan	Cultural-Forces Influencing Employee's Work-Performance in Business-Market of Private Service-Organizations in Manchester of Pakistan	1.55 PM
IMMVC-2024-A-924	Dr. Ayesha Rani	Effect of tai chi versus routine physical therapy to improve balance and lower limbs strength in older adults of Multan	2.00 PM
		Tea Break	
IMMVC-2024-A-925	Dr. Shahzada Aamir Mushtaq	Assessing the Role of Artificial Intelligence in Enhancing the Implementation and Enforcement of Competition Law in Pakistan	2.05 PM
IMMVC-2024-A-926	Mazhar Hussain	An analysis for enhancing corporate governance practices under robust legal framework of state-owned enterprises: a way forward to rehabilitate power sector of Pakistan	2.10 PM
IMMVC-2024-A-927	Muhammad Kamran	Ecopreneurship Developments and Their Impact on Export Performance: A Systematic Review of Manufacturing SMEs	2.15 PM
IMMVC-2024-A-928	Nasreen Ramzan Muhammad Hanif	Vitamin E containing Copper-quercetin nanoemulsions; used for the inhibition of tyrosinase to mediate hyperpigmentation in albino rats.	2.20 PM
IMMVC-2024-A-929 (China)	Naila Abbas Muhammad Nasir Hussain	Forecasting and modelling the GDP of Pakistan using the ARIMA-GARCH Model	2.25 PM
IMMVC-2024-A-930	Syeda Saman Fatima	Influence of Social and Economic Factors on the Business Performance of Family-Owned Firms: A Multilevel Review	2.30 PM
IMMVC-2024-A-931	Sayyid Kamran Hussain	A Survey on Security Attacks in Cloud Computing	2.45 PM
IMMVC-2024-A-932	Arslan Iftikhar Sadaqat Ali Ramay	Security Challenges in 5G	2.50 PM
IMMVC-2024-A-933	Adil Siddique, Sadaqat Ali	Performance Analysis of Millimeter-Wave in Radio over Fiber for 6G Communications Using Opti-System	2.55 PM
IMMVC-2024-A-934	Shafqat Khalid	Reinforcement learning (rl) is powerful paradigm in machine learning	3.00 PM
IMMVC-2024-A-935	Aisha Naseem	Comparative Stylistic Analysis of Francine Rivers' Selected Inspirational and Romance Fiction	3.05 PM
IMMVC-2024-A-936	Liaqut Ali	Digital Transformation in Supply Chains: A Resource-Based View Perspective of Visibility Enhancements	3.10 PM
	Session Concluding Note	**Dr. Sarwat Sultan** Department of Applied Psychology, Bahauddin Zakariya University, Multan	3:15
	Words of	**D. Syed Muzaffar Hussain** Focal person of the Conference	3:30

Thanks			

Conference Schedule 2nd Day

ABSTRACT PRESENTATION

Presenters are requested to keep your time limits

Session Chair	Dr Faiz Bakhsh Malik Director: Sub Campus BZU- Vehari Assistant Professor: Department of Law, Bahauddin Zakariya University Multan		12:20 PM
Reg No	**Name**	**Titles of the Abstract**	**Time**
IMMVC-2024-A-937	Dr. Hamid Mahmood	Mensuration behavioral intention through nostalgia in the perspective of historical tourists of Pakistan	10.35 A.M
IMMVC-2024-A-938	Dr. Malik Muhammad Ali	Topic: China's Geo-Economic Outreach in Pakistan (2000-2018): Impact on Governance and Development	10.40 A.M
IMMVC-2024-A-939	Muhammad Hammad	Impact of Investor Sentiments on Firm's Financial Decisions and firm Performance	10.45 A.M
IMMVC-2024-A-940	Muhamad Naveed ,Amna Mushtaq	A comparative study between immunochromatographic test and ns1 antigen of dengue and their associated factors in children	10.50 A.M
IMMVC-2024-A-941	RAFIA SAIRA	Role of money and exchange rate on inflation and economic growth of pakistan	10.55 A.M
IMMVC-2024-A-942	Misbah Bokhari Maryum	A Case Study on BD1-AI (AI Oriented Business Model Design over Sustainable Innovation an Sustainability Performance within the Textile Industry in Pakistan	11.00 A.M
IMMVC-2024-A-943	Dr. Fatima Ejaz	Analyzing the Effectiveness of Virtual Physical Therapy Sessions in Comparison to Traditional In-Person Treatments	11.05 A.M
IMMVC-2024-A-944	Mahnoor Zahid and Umara Rauf	Impact of Sociodemographic Characteristics on Perceived Parental Conflict, Emotional Expression and Well-being in Young Adults	11.10 A.M
IMMVC-2024-A-945	Muhammad Raza Zafar	Green Governance and Corporate Performance: Examining the Impact of Sustainability and Governance Mechanisms on Financial and Market Outcomes in Pakistan's Financial Sector	11.20 A.M
IMMVC-2024-A-946	Rimsha Kanwal	Challenges to Success: Understanding Disadvantaged Entrepreneurs in Pakistan	11.25 A.M
IMMVC-2024-A-947	Mehboob Ahmad	Determinants and Consequences of Perceived Risks among Foreign Medical Tourists in Pakistan: An Empirical Investigation	11.30 A.M
IMMVC-2024-A-948	Muneeza Kanwal	Emotional Intelligence as A Mediator Between Workplace Bullying and Self-Efficacy Among Nurses	11.35 A.M

IMMVC-2024-A-949	Malika Uzma	Global and local prevalence of salmonella: A systemic review	11.40 A.M
IMMVC-2024-A-950	Shaheen Sanam	Relationship between social intelligence and leadership style of school leaders	11.45 A.M
IMMVC-2024-A-951	Ghualm Haider	From Knowledge to Results: Intellectual Capital's Role in Pakistani Firms	11.50 A.M
			11.55 A.M
IMMVC-2024-A-953	Muhammad Sameer Imam	How much is Independent Director on Board of Directors: A Case Study of Pakistani Listed Companies	12.00 A.M
IMMVC-2024-A-954	Laraib Aslam	The growing Threat of Cyberattacks on Pakistan's Financial Sectors	12.05 A.M
IMMVC-2024-A-955	Zafar Iqbal, Syed Muzaffar Hussain,	Epidemiological Investigation of Burn Injuries among School Going Children: Findings from Pak-Italian Modern Burn Center, Nishter Medical University, Multan	12.10 A.M
IMMVC-2024-A-956	Ghulam Haider	From Knowledge to Results: Intellectual Capital's Role in Pakistani Firms	
IMMVC-2024-A-957	Ashiq Ali Chandio		
	Session Concluding Note	**Dr Faiz Bakhsh Malik** Director: Sub Campus BZU- Vehari Department of Law, Bahauddin Zakariya University Multan	
	Words of Thanks	**D. Syed Muzaffar Hussain** Focal person of the Conference	

ABSTRACTS

1. ……………………………

Foreign Direct Investment, Labor Force Participation, and Industrial Growth: Can Ease of Doing Business and Tax on Producer Matter?

Sulaman Ali
MPhil Economics Scholar, School of Economics, Bahauddin Zakariya University, Multan, Pakistan
Khawaja Asif Mehmood
Assistant Professor, School of Economics, Bahauddin Zakariya University, Multan, Pakistan
Email: khawjaasif@bzu.edu.pk

Abstract

This study examines the relationship of Foreign Direct Investment (FDI), labor force participation, and industrial growth in Pakistan. Moreover, the role of ease of doing business and tax on producer is also evaluated towards the industrial growth. The study based on secondary data ranging from 1980-2022. For the purpose of analyses, Auto Regressive Distributed Lag (ARDL) model is incorporated to find the long run and short run coefficients. Cointegration is found by the mean of Bound Test. The variable of ease of doing business is constructed by the mean of Principal Component Analysis technique. The findings confirmed that FDI, labor force participation have cointegration with industrial growth. FDI is used as an interaction term with ease of doing business and tax on producer and the results also confirmed cointegration. The long run and short run coefficients show significant positive relationship of FDI, labor force participation, and joint effect of FDI and ease of doing business on industrial growth. Whereas, FDI and tax on producer are jointly traced to have a significant negative effect on industrial growth. As a policy suggestion, there is a need to promote FDI and to invest on the labor force to promote industrial growth in Pakistan. Moreover, ease of doing business is also not to be given cursory importance as far as industrial growth is concerned. Finally, tax on producer is needed to be cut back since it hinders the industrial growth which is not suitable for progressive economy.

Keywords: FDI, Labor Force Participation, Industrial Growth, Ease of Doing Business, Tax on Producer, Pakistan

2. ……………………………

Investment-Preferences and Knowledge-Level about Market-Environment and its affect upon Investment Decision-Making for Mobile-Phone Among Students in Faisalabad

Hira Ashfaq
Lecturer Marketing, UAF Constituent College, Okara.
Asif Ali, Bilal Ahmad
AD P&D/M.Phil. Scholar Management and Lecturer Management, UO.
Ashfaq Ahmad Maan
Prof./Dean Social Sciences®, Social-Scientist USDA-EFS, UAF.

Abstract

This study was carried-out to investigate investment-preferences and knowledge-level about market-environment and its affect upon general-factors in investment decision-making for mobile-phone. The universe of the study was the post-graduate students of the public-sector universities of Faisalabad city. Multistage-sampling technique was used for sample-selection for conducting a sample-survey. At the first-stage, the University of Agriculture, Faisalabad (UAF), was selected from amongst the four public-sector universities. At the second-stage, the Faculty of Social Sciences was selected through simple-

random sampling. Then, the Rural Sociology Department was selected and a sample of 300 M. Phil. students was chosen, randomly. The data were collected through a well-designed questionnaire. The collected-data were analyzed at univariate, bivariate and multivariate levels. The major findings show a highly significant positive relationship between the independent-variables and dependent-variables of the study. Therefore, the research-hypothesis was proved true. It is suggested to develop guidelines for logical investment-preferences and fact-based knowledge about market-environment for rational decision-making to purchase mobile-phone.

Keywords: Investment-Preferences, Market-Environment, Decision-Making, Public-Sector, Multivariate-Analysis

3. ……………………………

Financial Development, Poverty, Economic Growth, and Employment: A Case Study of Pakistan

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Abstract
This research focuses on the effect of Financial Development (FND) on economic growth, unemployment, and poverty of Pakistan. Time series data from 1980 to 2024 is used in this study and Auto Regressive Distribution Lag (ARDL) technique is used to estimate the regression result**.** GDP growth, Foreign Direct Investment (FDI), inflation, domestic credit to private sector by bank, poverty headcount ratio at national poverty lines, unemployment, and literacy rate are the variables used in this study. Long run relationship is found between FND and economic growth, unemployment, and poverty. The long run coefficient results indicate that FND and FDI alone are negatively associated with economic growth. However, the interaction of FND and FDI possess significant positive effects on economic growth. Moreover, regression results have ascertained that a joint effect of FND and FDI is significantly negative on unemployment and poverty. This study suggests that financial development is important factor to solve the problem in the Pakistan economy had face today. For the policy recommendation, this study proposes to create concentrated policies for attracting FDI with significant potential for favouring economic growth and to abolish unemployment and poverty pressures.

Keywords: Financial Development, Economic Growth, Poverty, Unemployment, ARDL

4. …………………………

Development of Manual for Mothers of Girls Experiencing Early Age Menstruation

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Abstract
The present study aimed to develop a manual for mothers of girls experiencing early age menstruation, designed to create a supportive environment that fosters open and constructive communication and effective handling by mother with daughters regarding early age menstruation. The study utilized a qualitative research approach, and phenomenological research design. This study was based on two phases, in first phase qualitative interviews were conducted with mothers and daughters to explore most common challenges faced by mothers and daughters regarding early age menstruation. For the purpose of data collection, mothers were screened on the basis of demographic information sheet while girls were screen through demographic information sheet and Menstrual Distress Questionnaire (MDQ). On the

basis of screening, 7 girls having high score on Menstrual Distress Questionnaire and 5 mothers participated in this research. The data was analyzed using Interpretative Phenomenological Approach (IPA) and themes were identified as Maternal Distress about daughter's Early Age Menstruation, Role of Knowledge and beliefs about Early Age Menstruation and Roads to Improvement in Management of Early Age Menstruation from mother's interview and Girls Experience of Early Age Menstruation, Challenges Encountered by Girls Due to Early Age Menstruation and Daughter's handling of Early Age Menstruation from girls focus group. On the basis of outcome from part one of research, and indication of existing literature, an interview guide was formulated to conduct interviews with three groups of professional's i.e. Clinical psychologist, gynecologist and teachers to acquire their perspective on mother challenges of early age menstruation and how mothers can effectively manage them.

Keywords: Manual, Mothers, Early Age Menstruation, Girls

5. ……………………………

Prevalence and awareness of depression among women's university students in Quetta Balochistan

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Abstract
Depression is among a serious mental ailment. Numerous of people reported with depression routinely. In this study we elucidate the incidence rate and awareness of depression among the students of Sardar Bahadur Khan Women's University Quetta. The incidence rate was identified using PHQ -9 scale, while awareness was determined by using questionnaire. The participants studying in different programs of study were randomly selected and provided with questionnaire. Our results showed that participants afflicted with depression were mostly living in hostel (38.3%), freshman in university (34%) and another group (35.5%) who exercise daily for 30mins-1hr. The depression was highly linked with socio-economic status as individuals with less than 20,000 PKR incomes suffered with highest percentage (29.5%) of moderate level of depression. Similarly, correlation between participant's BMI and depression level were identified such as participants suffered high rate of depression were underweight (32.5%) and obese (29.1%). Hence, Depression is spreading widely among the masses at a high rate irrespective of ethnicity, age, or gender. Identification of depression is crucial among under-developing regions that results threat to increase the burden of this illness among the society. Therefore, prompt solutions are needed to cater this issue and to prevent adverse consequences.

Keywords: Depression, Awareness, Risk factors, Women

6. ……………………………

Emotional Intelligence, Emotional Maturity and Risk-taking Behaviours in University Students

Zaheer Ahmad

Abstract

This study explores the interplay between emotional intelligence (EI), emotional maturity (EM), and risk-taking behaviors (RTB) among university students, based on a sample of 141 participants. The research aims to examine the effects of EI on risk-taking behaviors both directly and indirectly , particularly through the mediating role of emotional maturity. It also seeks to account for potential covariates such as age, gender, and academic semester. Hypotheses included the expectation that higher level of EI would be linked with lower risk-taking behaviours, mediated by emotional maturity, and that emotional intelligence would positively influence emotional maturity. Correlation analysis revealed that EI had weak negative non- significant associations with RTB ($r = -0.13$). Regression results showed that EI alone did not significantly predict RTB ($\beta = -0.02$), while EM was significantly negatively correlated with RTB ($\beta = -0.38$). Mediation analysis indicated that EI positively influences EM ($\beta = 0.60$), which in turn negatively affects RTB ($\beta = -0.47$). The indirect effect of EI on RTB through EM was significant ($\beta = -0.28$), suggesting that enhancing EI can foster EM and reduce risk-taking behaviors. The findings support the significant mediation effect of emotional maturity, revealing that while emotional intelligence alone does not directly predict risk-taking behaviors, its influence through emotional maturity does. These results highlight the importance worth of developing emotional intelligence to increase the emotional maturity to reduce risk-taking behaviors, providing valuable implications for educational interventions.

Keywords: Emotional Intelligence, Emotional Maturity, Risk-taking Behaviours, Psychology

7. ……………………………

Critical Discourse Analysis of Socio-Political & Diasporic Aspects in The Novel of Mohsin Hamid's 'The Last White Man

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Abstract

Mohsin Hamid is a famous ex-pat writer who has been penning the issues faced by diasporic people. Diaspora reflects the migration of people from their homeland to other countries due to various factors: economic, social, political, linguistic and sometimes religious. The reflection of the human psyche through the stories of those who faced issues on account of their identity crisis due to diaspora is the central theme of his novel 'The Last White Man'. The aim is to analyze how these identity crises are depicted and their implications on individuals and society. Fairclough's Critical Discourse Analysis (CDA) model is applied to express the novel's underlying power structures, ideologies and linguistic patterns. This qualitative approach clarifies how the text engages with sociopolitical hierarchies, historical context and cultural shifts. The methodology involves a detailed textual analysis to dissect the novel's language and narrative structures. The strange transformation from white to black in the novel highlights the loss of identity, causing a crisis for the central figure, Anders. He feels 'bizarre, beyond acceptance, like a sea culture that shouldn't exist.' There is panic and anguish in Anders' voice due to his transformation, highlighting the identity crisis faced by diasporic people. Anders feels alienated, rebuked, castigated and taunted after his transformation. He comes to understand how black people are considered untouchable and alienated from society. Whiteness symbolizes acceptance, whereas blackness represents hatred and being a persona non grata. The findings reveal the interaction between language and sociopolitical-diasporic themes. The conclusion elevates our understanding of the novel's complex narrative, highlighting the inner and outer psyche of society.

Keywords: Diaspora; Fairclough's (CDA) model; Sociopolitical; Transformation; alienation

8. ……………………………

Intercultural Sensitivity: A Bennett M.J Model DMIS study of Homefire by Kamla Shamsie

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Abstract

This study investigates the portrayal of intercultural sensitivity in Kamila Shamsie's novel "Home Fire"2017, exploring the complexity of cultural identity, family dynamics, love, belonging, and power relations. The study examines the novel's characters and their relationships to reveal how Shamsie navigates the contradictions between cultural legacy and national identity, stressing the difficulties of intercultural understanding in a globalized world. By delving into how characters handle cultural differences, this study highlights the relevance of empathy, compassion, and cultural competency in creating meaningful interactions across cultural barriers. The methodology adopted for this study is of a qualitative nature whereby the text is approached from a hermeneutic perspective. Bennett, M. J Developmental Model of Intercultural Sensitivity is used in study to explore the implied cultural factors. It also offers insight on the complexities of cultural identity in current society.

Keywords: Intercultural Sensitivity, Cultural Identity, globalization, cultural differences.

9. ……………………………

Optimizing Mortality Prediction in Cardiac Patients Using Genetic Algorithm and Random Forest with Class Imbalance Handling

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Ashir Javeed
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Abstract

This research focus on determining the best data mining and machine learning techniques for predicting cardiac patients' deaths because resources in the hospitals are limited; therefore, appropriate allocation of resources will improve the outcome of cardiac patients. Data mining techniques are widely used by researchers to uncover hidden information and patterns that could potentially save or prolong patient lives. Age, gender, high blood pressure, cholesterol, and irregular heartbeat rates are some of the variables considered for this study. This study used medical health records data from 368 observations to identify 55 unique features. This work presents a machine learning-based approach for predicting cardiac patient death by employing an electronic health record (EHR) dataset. The constructed model is based on a genetic algorithm (GA) for selecting important features from the dataset and a Random Forest (RF) model for classifying mortality in cardiac patients. The hyperparameters of RF models were optimized using a grid search algorithm for improved performance of RF. A dataset was obtained in order to evaluate the efficacy of the constructed GA_RF model. One of the problems that we encountered during this study was imbalance classes in the collected dataset. The machine learning models tend to bias toward the majority class in the dataset. To overcome this problem, the Random Under Sampling (RUS) method was employed. The performance of the constructed GA_RF model was tested on several evaluation metrics, and results validate the effectiveness of the proposed model for mortality prediction in cardiac patients.

10. ……………………………

Teaching Strategies and Effects on Students' Learning at Special Education in Khyber Pakhtunkhwa

Nusrat Begum

Abstract

Needs of special children who don't perform like other children their age in social, intellectual, or bodily areas, special education is indispensable. Because the children in Khyber Pakhtunkhwa, Pakistan have such a wide spectrum of infrequencies, the success of special education programs becomes vigorous.. In Khyber Pakhtunkhwa, 225 special education teachers took part in the survey of this study and 220 teachers reacted to a thorough survey and complete assessable material about how different teaching teachings affect students' learning outcomes. Five special education teachers were also interviewed in order to provide qualitative thoughtful of their knowledge with different teaching beliefs. special schools are crucial since they are created and prepared with possessions especially to report the instructive needs of kids with unusual problems. The goal of special education is to give each person a adapted education that is made to fit their single requirements so they can realize their full possible and actively occupy in society. The study highlights how imperative it is to look at how different teaching styles affect these kids' academic performance. The research illumines the challenges met by special education educators in Khyber Pakhtunkhwa, offering a complete understanding of the disablements impeding the efficient performance of teaching procedures. This study's main goal is to find out how various teaching strategies affect Khyber Pakhtunkhwa special education students' learning conclusions.

The study used a mixed-method research procedure, integrating quantitative and qualitative data collection tactics, to meet its research goals. While interviews with special education teachers gave qualitative understandings into their involvements with various teaching approaches, a questionnaire was used to collect quantitative data on the effect of teaching flairs on student learning outcomes. A quantitative instant of survey statement was found through the request of vibrant data in the assessment of questionnaire data. Through the whole research development, honorable likenesses were given top precedence. Understanding the study's limitations is essential to understanding its deductions. The study may have drawbacks that limit its generalizability including a small sample size, a local attention on special education kids, probable prejudice from self-reported data, and an untested methodology. The goal of the research is to improve the social and academic development of children with special needs by developing effective teaching strategies.

11. ……………………………

Analysis on Energy Intensity and Sectoral Growth: Determinants and Causal Relationship: Evidence from South Asian Countries

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Abstract

The accessibility of inexpensive energy is serious for economic prosperity. Energy is used as input in the production process. Inefficient utilization of energy will lead to increase Energy Intensity. Increase in Energy Intensity will increase the cost of production and also deteriorate the environment. The current study investigates the determinants of Energy Intensity in the region of major energy consumer South Asia. The study also finds out the relationship between Energy Intensity and Sectoral Growth. For this purpose, the study used different variables like Energy Intensity as dependent variable and independent variables are Agriculture Sector (AGR), Industrial Sector (IND), Services Sector (SER), GDP, GDP^2, Renewable Energy (RN), Non-Renewable Energy (NRN) and Energy Price (EP). The Panel Data of 31 Years is covered from 1990 to 2021. The study applied different techniques for the empirical findings. The study applied Fixed Effects Test, and Granger Causality Test. The results of Fixed Effects Test show that, GDP positively and GDP^2 negatively impact on Energy Intensity. Study supports the theory of Dematerialization, which shows the U-Shaped Relationship between Energy Intensity and Economic Growth. The results also demonstrate that, Agriculture Sector and Services Sector negative, and Industrial Sector positive impact on Energy Intensity. Further, Renewable Energy negatively impact and Non-Renewable Energy positively impact on Energy Intensity. Energy Price reduced Energy Intensity. The results of Granger Causality Test demonstrate that, there exist Bidirectional or Two way Causality between Energy Intensity and Sectoral Growth in South Asia.

Keywords: Energy Intensity, Sectoral Growth, Renewable Energy, Non-Renewable Energy, Fixed Effects, Granger Causality Test

12. ……………………………

Future News Event Prediction Using Artificial Intelligence Based Techniques

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Abstract

Events have huge impacts on both society and the surrounding environment, ranging broadly from disastrous natural disasters to people power social uprising. The paper explores why it is crucial to predict such events to prevent or mitigate potential interference that may occur and how strategic planning could be implemented and followed. We explore the history of the evolution of events and show why knowing what has occurred in the past and what transpires must be understood to improve predictability. Social media increases the volume of real-time news, resulting in a heightened need for advanced analytical methods to discern complex event relationships, often overseen by traditional content distribution systems. Our discussion focuses on the need for nuanced approaches in event relation extraction as well as interdisciplinary methods applied to enhance capabilities in event prediction. Using accessible global event data and advance modeling techniques such as ARFIMA, this work will aim at a new level of actionable predictions in any context. This means that the wealth of understanding needed for mastering the arcane network of events would be attained.

Keywords: Artificial Intelligence, Deep learning, News Prediction, Non-Renewable Energy, Fixed

Effects, Granger Causality Test

13. ……………………………

Effect of socioeconomic status on physical and Psychological health and mediating role of life style

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Tayiba Rehman, Mariam Altaf

Abstract

Health is correlated to people's socioeconomic status (SES) and lifestyle. This study examined the impact of SES on respondents' physical and psychological health. Moreover, we explored the potential mediating effect of lifestyle on the relationship between SES and health. The participants were 200 respondents from the District Vehari, Pakistan. SPSS was used to test the hypothesized relationship between the variables. The results indicated that SES had a significant impact on people's physical health, but the impact of SES on psychological health was not significant. Lifestyle had significant positive effects on both physical and psychological health. In addition, lifestyle mediated the relationship between SES and health. This research is helpful in gaining a better understanding of the relationship and mediating mechanism between SES, lifestyle, and health.

Keywords: Socioeconomic Status, Psychological Health, Life Style, Vehari

14. ……………………………

Quraysh's Tolerance or Shibli Nomani's Distinctiveness

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Abstract

This paper mainly discusses the biography of the Prophet ﷺ. Moreover, it will critically analyze the views of Allamah Shibli Nomani. Allama Shibli Nomani wrote in his famous book of Seerah that in response to the Islamic call, the disbelievers of Quraish remained calm and cool and acted with tolerance. His point of view is completely different from the popular biographers and Muslim jurists. He should have wriiten that the infidels of Makkah caused immense suffering and harassment to the Muslims. On the contrary, he wrote that the disbelievers of Quraish acted with open-mindedness. In this article, his point of view will be critically evaluated in the light of Quran, Hadith and primary sources of Seerah. Sirat-ul-Nabi ﷺ is the center point for understanding of Islam. Obeying and following the Messenger of Allah, may Allah bless him and grant him peace, has been clearly ordered by Allah in the Holy Qur'an, and this is not possible until there is a correct understanding of the life of the Prophet, peace be upon him. Therefore, it is mandatory for every Muslim to know, understand and comprehend the Surah of the Prophet ﷺ. With the help of this article, this misunderstanding will be resolved and it will be easy to understand the correct understanding of the Prophet's Seerah.

Keywords: Seerah, Holy Prophet ﷺ , Shibli Nomani, Infidels, Griefs, Muslims.

15. ……………………………

Prevalence Of The Trigger Finger In Barber's Of Multan

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Abstract

Trigger finger, medically termed stenosing tenosynovitis. It is characterized by the bothersome occurrence of catching, popping, and locking sensations in the affected finger or fingers. This study aims to assess the prevalence of trigger finger within the barber community. The research employed a cross-sectional design. A data of 286 barbers was collected through a self-administered questionnaire, who were lying in the inclusion criteria of the study. The findings revealed that the incidence of trigger finger among barbers stood at a mere 1.7%. Of the 286 participants. This investigation determined that the occurrence of trigger finger among barbers in Multan is notably low at 1.7%. Among the participants, two cases of trigger finger were
definitively diagnosed, and three cases showed uncertain indications. The study emphasized the connection between trigger finger and the repetitive hand movements and the prolonged use of heavy equipment inherent to the barber profession.

Keywords: Trigger Finger, Barber, cross-sectional, Multan

16……………………………

Effects of Parental Socioeconomic Status on the Academic Achievement of Students in Vehari District, Pakistan

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Abstract

The purpose of this study was to investigate the impact of parental socioeconomic status on University students' academic achievement. All the students studying at University level in Vehari District, Punjab (Pakistan) constituted the population of the study. The study was delimited to only one Hundred fifty government boys' high schools in Vehari District. The study was further delimited to the students of University Students. In order to represent adequate representation of the population, 5 universities students were selected through simple random sampling technique. Since the study was a survey, a self-developed structured questionnaire was used to collect data. Personal visits were used to gather information. After assortment of information, it was coordinated, classified and broke down. Anova and Coefficients were used for the statistical analysis of the data. Later measurable examination of information, the analysts presumed that parental financial status; parent's instructive level, parental word related level; and parental pay level influence the academic achievement of optional university studies. It was suggested that unemployment should be controlled based on the findings. Scholarships, free books, and other stationary should be given to low-income students. In addition, it was suggested that the government take measures to raise people's socioeconomic status.

Keywords: Parental socio status, Economic Status

17. ………………………

Impact of Hard Work on Academic Performance, Moderating Role of Personality Traits among University Students.

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Abstract

The study investigated the relationship between academic performance and hard work among university students in Pakistan. It further explores the impact of individual and situational factors on the above relationship. We used a convenient sampling technique to meet the objectives of the study and collected empirical data using a questionnaire survey from 150 students enrolled in the Vehari University. The study found a positive relationship between academic performance and hard work. Emotional intelligence also gave significant impact on academic performance. Personality trait was expected to moderate the relationship. Agreeableness to emotional intelligence found significant impact on academic performance while neuroticism played negative between emotional intelligence and academic performance. The study argues that in addition to hard work, emotional intelligence is important for the current academic performance in university students. Implications of the study for theory and practice are discussed.

Keywords: Hard Work, Academic Performance, Personality Traits, University Students

18. …………………………

Effects Of Laura Mitchell's Relaxation Technique Versus Papworth Exercise on Dyspnea, Fatigue, and Sleep Quality In Asthmatic Patient

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Abstract

Asthma is a lung condition characterised by reversible airway blockage, either naturally or with therapy, airway inflammation, and increased airway responsiveness to a variety of stimuli. Laura Mitchell's relaxation technique is set of exercises that teaches patients how to recognise physical symptoms of stress and how to relieve them. The Papworth approach is employed as a breathing training, education, relaxation training, integration of suitable breathing and relaxation techniques into everyday activities. To find the effects of Laura Mitchell's Relaxation technique versus Papworth exercise on dyspnea, fatigue, sleep quality in asthmatic patients A randomized clinical trial was conducted at Laeeque Rafiq Hospital according to the inclusion criteria into group A & group B. Group A was treated with Laura Mitchell's Relaxation technique and Group B was treated with Papworth exercise. Treatment evaluation was done after 2 weeks of intervention through Pulse Oximeter, Asthma fatigue scale, Dyspnea 12 scale and Pittsburgh sleep quality index. Data was analyzed using SPSS software version 25. The result showed that papworth exercises were found to be more efficient than Laura Mitchell's relaxation technique for reducing dyspnea. Mean value of post PSQI score of both groups was compared. Post PSQI mean value of group 1 was $3.34\pm.77$ while post PSQI mean of group 2 was $3.08\pm.90$ with mean difference of .26 between the groups which showed that post mean of PSQI of group 1 and 2 showed no statistical significant differences with p value 0.29. According to the study's findings, that papworth exercise was more effective than Laura Mitchell's relaxation approach in terms of increasing saturation of oxygen and minimising dyspnea while no distinction was found in either technique for decreasing the CAFS score and PSQI score.

Keywords: Asthma, Dyspnea, Laura Mitchell's relaxation, Papworth exercise, Sleep quality

19. ………………………

Mediating Role of Earnings Management upon Nexus of Corporate Governance Variables and Firm Performance: An Evidence from Manufacturing Firms of Pakistan

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ABSTRACT

The study examines the mediating impact of earnings management upon the relationships identified between selected corporate governance characteristics and firms' performance by using the sample of all non-financial PSX (KSE)-100 index companies for the years 2010 to 2024. The corporate governance characteristics relating to board of directors, ownership structure, external audit quality and audit committee independence were incorporated in research analysis. The level of discretionary accruals was used as a proxy of earnings management as per Modified Jones Model. Preacher and Hayes' mediation model was applied to establish the mediation effect of earnings management. Results of the study reveal that the audit committee independence has a negative association with the firm performance. The board independence was also found to be negatively associated with profitability variables like ROA and ROE. Rest of the constructs board size, CEO duality, big4 audit firms and ownership structure have insignificant relationship with firm performance. Moreover, earnings management had no relationship with the characteristic of corporate governance.

Keywords: Corporate Governance, Earnings management, and Firm's performance

20. ………………………

Association of Physical activity with Depression and Suicide ideation among University students

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Abstract

The rising prevalence of physical inactivity, depression and suicide ideation has become significant health concerns worldwide. Studies have shown the positive benefits of physical activity on mental health. Few studies have investigated the aspects of physical activity and mental health; however, there is very little information about the possible link to suicidality. This study aims to examine the association between physical activity, depression and suicide ideation and whether physical activity is related to depression and suicide ideation among university students. The purpose of this study was to measure levels of physical activity, depression, and suicidal ideation. Furthermore, to investigate the link between physical activity and depression and suicidal ideation.The cross-sectional research was done between December 2023 and May 2024 among 500 university students in Sindh selected through non-random techniques aged between18-25. Physical activity was assessed with IPAQ-SF, levels of depression were assessed with DASS21, and levels of suicide ideation were assessed with SIDAS.

Keywords: Physical activity, Depression, Suicide ideation, University students

21. ……………………………

Energy, Economic Growth and Environment Nexus in Pakistan

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Abstract

Pakistan is also a developing country and facing many economic and environmental problems. This study examined the nexus among Energy, Economic Growth and Environment in Pakistan. For this purpose, the study used Annual Time Series Data of Pakistan from 1972 to 2021. In this research, the study applied econometrics techniques on two models of the study. The study applied Augmented Dickey Fuller (ADF) Unit Root test. Autoregressive Distributed Lag (ARDL) method is utilized for the analyses. According to the Empirical results of Model first, Environment is negatively impacted by Renewable Energy, Square of Gross Domestic Product and Exchange Rate, and positively impacted by Non-Renewable, Gross Domestic Product and Foreign Direct Investment. The results of 2nd model indicate that, Renewable Energy, Non-Renewable, Gross Fixed Capital Formation, and Foreign Direct Investment are positively impact on Economic Growth, while Economic Growth is negatively impacted by Inflation Rate and Exchange Rate. The results of ARDL Bound test of both model declared the long run association among variables. In the last, the study applied CUSUM, CUSUMSQ for stability purpose.

Keywords: Energy, Economic Growth, Environment, ARDL, Pakistan

22. ……………………………

Measuring the Impact of Economic and Environmental Drivers on Human Development: A Comparison between Developed and Less Developed Countries

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Abstract

The world faces a variety of environmental problems that have a significant impact on human development. In light of this, this study examines how environmental degradation affects human development while accounting for factors such as gender, income, and educational disparities, unemployment, GDPPC, institutional quality, and urbanization. The comparison between developed and developing nations is done between 1996 and 2021. Using both ecological footprints and carbon dioxide (CO2) emissions figures to measure the environmental impact on developed and less developed countries provides a more comprehensive approach to checking the environmental damage's impact on human development. Overall, the generalized moment's analysis method approves robust relationships between the study variables. The GMM analysis mentioned that environmental quality affects human development in the selected countries by increasing the ecological footprint and carbon emissions. Likewise, inequality in income, education, and gender has a huge negative impact on human development, as unemployment also has the opposite effect on human development in the case of less developed countries instead of developed countries. On the other hand, it has been proven that GDP, quality of institutions and urbanization confirm human welfare. Therefore, taking into account these main findings, some broad policies are required to contribute to enhancing human welfare.

Keywords: Human Development Index Ecological Footprints Carbon Emission GINI Coefficient Institutional Quality Urbanization

23. ……………………………

Cultural-Forces Influencing Employee's Work-Performance in Business-Market of Private Service-Organizations in Manchester of Pakistan

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,Ashfaq A. Maan
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Abstract

Cultural-forces are important determinants of business-market, ultimately, influencing the work-performance of, both, public and private sectors organizations of any nation or society. Business-market of the public and private sectors is totally different, particularly in the developing countries; hence cannot be combined for any scientific social or management research. With this rationale, the private-service organizations of Faisalabad, the Manchester of Pakistan, were selected for this study. A total of 21 business-organizations and a sample of 300 employees were selected, randomly. A well-prepared questionnaire was distributed among the selected-employees. However, 260 filled-questionnaires were returned-back due to one or the other reason. The collected-data were analyzed, statistically, at the univariate & bivariate levels. The Chi-Square and Gamma tests were applied to see the significance & direction of the relationship between the independent and dependent variables of the study. The major findings showed a significant and negative relationship between the marital-status and work-performance of employees, in the business-market of these private-service organizations. A significant and positive relationship was found between the gender and work-performance of the employees. It is recommended to resolve the issues, particularly in terms of the type of work, work-place and work-environment, of married and female employees to improve the organizational-behavior and work-performance in the private-service organizations, in the Pakistani society & culture.

Keywords: Cultural-Forces, Determinants, Business-Market, Private-Sector, Service-Organizations, Systematic-Sampling, Marital-Status, Gender, Work-Performance.

24. ……………………………

Effect of Tai Chi versus Routine Physical Therapy to Improve Balance and Lower Limbs Strength in Older Adults of Multan

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Abstract

Aging can lead to crippling conditions like diminished bone and muscle mass, and can contribute to various disorders. A healthy lifestyle and physical activity can promote healthy aging. This study aims to investigate whether Tai Chi group (Yang style) exercises more beneficial than routine physical therapy (ROM and stretching of lower limbs, Isometrics of lower limbs, walking on parallel bar and standing on wobble board for 10 minutes) or not. For this purpose, data was collected through standardized questionnaire containing Functional reach test, time Up and Go test, manual muscle testing of lower limb. Data was analyzed by SPSS software version 27. It was randomized controlled trial of 6 weeks (having sample size 58) with two (2) follow up sessions and one baseline assessment session that was started from October and ended in November. Age of older adults is categorized into three groups 50 – 55, 56 –

60 & >60. Data was collected by dividing willing population of older adults into two groups. One group (n=29) was under routine physical therapy for their balance and lower limbs strength and other group (n=29) was under Tai Chi exercise. Normality of data was checked by applying Shapiro-wilk test on SPSS, that showed significant data and according to which non-parametric tests were applied on data. Significant improvement was noted in all balance tests and muscle assessments of second group (who were recruited in Tai Chi exercise sessions) as compare to participants of routine physical therapy group when checked by applying Mann-Whitney U test (in between the groups) and Wilcoxon Test (within the groups) in SPSS. Hence it is concluded that Tai Chi exercises and routine physical therapy were found to be beneficial for senior citizens. Yet, compared to regular physical therapy, the Tai Chi group demonstrated more positive outcomes.

Keywords: Balance, Functional reach test, Lower Limb strength, Manual Muscle testing, Physical Therapy, Tai Chi, Time Up and GO test.

25. ……………………………

Assessing the Role of Artificial Intelligence in Enhancing the Implementation and Enforcement of Competition Law in Pakistan

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Abstract
This study explores the potential of Artificial Intelligence (AI) in improving Competition Law Enforcement (CCP) in Pakistan. It aims to identify cartels, diagnose market abuse, and evaluate merger effects on competition, leading to early interventions and fair competition. The research will examine Pakistani laws, identify obstacles, and assess AI's pros and cons, including policy recommendations and emerging risks like data privacy and human presence. The purpose of this research is to examine how AI may improve the efficiency and transparency of Pakistan's Competition Law Enforcement (CCP). The application of AI in detecting cartels, diagnosing market abuse, and assessing the impact of mergers on competition might greatly improve CCP enforcement efforts. This has the potential to lead to more effective early interventions, robust measures to discourage, and level playing fields for businesses. To identify potential pitfalls and hurdles associated with AI implementation, this study will investigate Pakistani competition law and policy statutes and decisions. Surveys, in-depth interviews with AI and competition law specialists, and a perusal of CCP records and statistics will all be part of the mixed-methods study strategy. The findings will shed light on the benefits and drawbacks of utilizing AI to enforce Pakistan's competition laws. This includes suggestions for AI tools, what this means for the development of suitable regulations and standards, and an appreciation of new dangers such as data privacy concerns and the importance of human oversight. Therefore, the use of sophisticated AI has the potential to improve CCP enforcement, guarantee fair competition, and pave the way for Pakistan to establish an ideal business climate. Efficient competition rules and a better regime for competition law are the goals of this research.

Keywords: Artificial Intelligence (AI), Competition Law, Enforcement, Pakistan, Competition Commission of Pakistan (CCP)

26. ……………………………

An Analysis for Enhancing Corporate Governance Practices under Robust Legal Framework of State-Owned Enterprises: A Way Forward to Rehabilitate Power Sector of Pakistan

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Abstract

This study delves into the poor Corporate Governance (CG) practices in the State-owned Enterprises (SOEs) in Pakistan's power sector, making some suitable suggestions for their immediate rectification to ensure the effective rehabilitation of power transmission and distribution companies. The power sector of Pakistan is continuously facing hindrances due to poor governance mechanisms, which not only caused the bifurcation of the Water and Power Development Authority (WAPDA) into various distribution and transmission companies (NTDC and DISCOs) and then privatization of Karachi Electric Supply Company (KESC), but the due circumstances are leading the remaining all public sector electricity transmission and distribution companies towards privatization for their rehabilitation. This study employs the doctrinal method of research with the qualitative approach to investigate the inconsistencies in the existing CG laws and practices that are giving rise to poor CG practices in the power sector SOEs. The accomplishment of this study under these powerful tools enables for recommendation of ways to enhance good CG practices with robust implementation of existing CG legal frameworks in the SOEs. Powerful implementation of the existing CG legal framework in these SOEs will eliminate the inconsistencies in CG laws and practices to improve good CG practices. It will ultimately result in providing a way forward to improve efficiency in service delivery, accountability, transparency, disclosure, and proper board formation to avert privatization. The outcomes of the study sought recommendations regarding the robust implementation of the existing CG legal framework in SOEs. The strict supervisory control of the regulators will let the companies be free from frequent political interference leading to corrupt practices in addition to improper board formation. The consequences of this study will not only be beneficial for academic researchers but will also provide valuable insights for regulators, policymakers, and other stakeholders.

Keywords: Corporate Law: Corporate Governance: Sustainable Practices: Public sector undertakings: Power sector: Legal Frameworks

27. …………………………

Ecopreneurship Developments and Their Impact on Export Performance: A Systematic Review of Manufacturing SMEs

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Abstract

The purpose of this research is to conduct a systematic review of the literature on ecopreneurship and export performance in manufacturing SMEs, focusing on how sustainable business practices can enhance exports and competitiveness. The review aims to extract themes from accumulated research under the CREATE program published from 2020 to 2023. This paper utilized a PRISMA-guided systematic review methodology to analyze the literature on ecopreneurship and export performance in manufacturing SMEs. The initial documentation search yielded 1,150 articles, with 45 articles meeting the inclusion criteria for qualitative synthesis according to the PRISMA selection criteria. The analysis

focused on examining how sustainable business practices enhance exports. The outcome of the research indicated that ecopreneurship can assist SMEs in gaining international markets by enabling them to meet high standards of legal requirements on environmental standards, differentiate their products, and increase return on revenue. Additionally, the review suggests that innovation embedding sustainability can lead to the creation of new market spaces. The results of the research call for further research on how ecopreneurship influences the competitiveness of the world and the sustainability of manufacturers in the long run. The findings suggest that understanding and addressing the limitations identified, such as financial constraints and inadequate technical know-how, can be crucial for promoting ecopreneurship and its positive impact on export performance and competitiveness. It is a relatively new and emerging area of research. By synthesizing the findings from the literature, the review provides insights into the potential benefits and limitations of ecopreneurship in the context of export performance in manufacturing SMEs.

Keywords: Ecopreneurship Developments, Export Performance, PRISMA

28. ……………………………

Vitamin E containing Copper-quercetin nanoemulsions; used for the inhibition of tyrosinase to mediate hyperpigmentation in albino rats

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Abstract
Inhibition of tyrosinase for the treatment of hyperpigmentation is remained challenging due to repaid availability of vitamin E on site of action. An attempt has been made to retain vitamin E on skin surface by using newly synthetize copper-quercetin (Cu-Q) complex, its nanoparticles and nanoemulsions. Quercetin and its copper complex containing nanoparticles (Q-NPs, Cu-Q-NPs) showed 93.94 ± 1.235 % entrapment efficiency of vitamin E which was ultimately converted into nanoemulsions. Non cellular antioxidant effects of Cu-Q-nanos was 89.02 ± 1.256 % which was improved to 95.06 ± 2.124 % in case of cellular activity measured by DDPH and cytotoxicity studies, respectively. Retention time of vitamin E on albino rats' skin was 5 days observed by newly developed HPLC method using nanoemulsion applied, homogenized rate skin due to positive charge of Cu-Q complex. Maximum absorbable vitamin E was found to be 20 ± 1.25 mg due to its permeation enhancement across the epidermal layer while retention of vitamin E was 37 ± 2.325 % calculated by HPLC. Interestingly, inhibition of tyrosinase by Cu-Q-nanos was compared with the addition of vitamin C nanoemulsion which proved better results. Conclusively, use of Cu-Q complex with vitamin E loaded nanoemulsion that enhance drug permeation ability, improved skin retention that showed increase the inhibition time of melanin after 5 days, proved by HPLC for the treatment of hyperpigmentation.

Keywords: Copper-quercetin complex, Vitamin E containing nanoemulsion, Cellular and non-cellular antioxidants, MAD calculation, Tyrosinase enzyme inhibition, ex-vivo study

29. ……………………………

Forecasting and modelling the GDP of Pakistan using the ARIMA-GARCH Model

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Abstract

Gross Domestic Product (GDP) is a widely used measurement system for evaluating national performance and following economic growth. This study investigates a combination of linear and non-linear time series models to forecast Pakistan's GDP. The analyses utilize GDP data at current prices spanning from 1960 to 2023. Based on the Akaike Information Criterion (AIC), the ARIMA (2,2,2) model is developed as the best fit for the data, although it exhibited heteroskedasticity (unequal variances). To address this, a non-linear GARCH (1,1) model was incorporated to capture the time-varying variances. Diagnostic tests confirmed the stability and reliability of the combined model. The findings suggest that Pakistan's GDP is projected to continue rising over the next decade, indicating sustained economic progress.

Keywords: Forecasting, GDP, ARIMA-GARCH Model, Pakistan

30. ……………………………

Influence of Social and Economic Factors on the Business Performance of Family-Owned Firms: A Multilevel Review

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Abstract

This paper aims to present a synthesis of the literature on individual, group, and organizational antecedents of family business performance while adopting a multilevel research perspective. It is evident from the facts that family-owned businesses (FOBs) are extensive in the global economy as they play massive roles in economic development. However, their operations are given to a set of social economic factors that determine the performance and viability of the companies. The design used in this study is a systematic review and meta-analysis based on the PRISMA model. Using the PRISMA approach, a preliminary search produced 840 relevant articles. Once the articles were assessed for quality and relevancy, 32 were included. This study is a multilevel review of empirical papers to identify how family dynamics, succession, capital, and economic environment affect the business performance of the family business. Analyzing these factors at the individual, group, and organizational levels, this study gives a summary of the issues and new areas of research relating to the management of family businesses. The results are presented in five major themes, and the discussion provides specific recommendations stemming from the analysis and directions for further investigation. This study finds that family factors including governance, succession, access to capital, and other aspects of the external environment are critical drivers of family firm performance and sustainability. Thus, by having used the approach that explores levels of analysis, this paper has aimed and achieved at giving a clear understanding of how all these factors will interrelate at the individual level, group, as well as organizational levels. Therefore, those family firms that manage these factors well will overcome the probability of suffering losses in the fast-changing global economy and record higher growth. The limitations derived from this review reflect the main areas for future research: a more fluid integration between tradition and innovation, the growing necessity of legalizing corporate governance, and access to heterogeneous sources of capital.

Keywords: Social and Economic Factors, Performance, Family-Owned Firms, Review

31. ……………………………

A Survey on Security Attacks in Cloud Computing

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Abstract

Several businesses have recently encouraged remote working from home, cloud computing has an important role in all aspects of storing information and providing services online. It brings several advantages over traditional storing and sharing schema such as an easy access, on-request storage, scalability and decreasing cost, but as the number of users in cloud computing grows, so does the likelihood of an attack. Cloud computing system usually operates on an open network (public network) so there comes attacks issues. In the last years cloud computing can face a different attacks such as DOS, DDOS, Data Breaches, Insider attacks, Malware attack, Man in the Middle attack that can primarily affect service availability and data integrity. We can awareness on security attacks in cloud computing users. In this survey paper, it can provide a comprehensive survey of common security attacks in cloud environments, analyzing their potential impact and discussing mitigation strategies. The main contribution of this paper is to analyze the state of cloud computing attacks in the last decade and provide a unified taxonomy.

Keywords: cloud storage, attack, taxonomy, security

32. ……………………………

Security Challenges in 5G

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Abstract

5G technologies aim at delivering developing services with fresh demands and difficulties allowing for complete and extremely mobile connectivity worldwide. These beyond 5G networks are expected to ensure better quality of service, very high data rate, improved network security, high capacity, low latency, and low cost. In order to achieve these objectives, a number of key enabler technologies have been proposed including massive multiple input multiple output, small cells, mobile edge computing, software defined network, network function virtualization, heterogeneous networks, network slicing, cloud radio access network, ultra-dense network, energy efficiency, and spectrum sharing. Despite the potential benefits of these technologies for networks, they also brought with them a host of new security issues and difficulties, making network security a top priority for wireless communication networks in the future. In order to solve the difficulties outlined, the study looks at the regulatory environment surrounding 5G security, taking into account the role of international standards, governmental regulations, and industry activities. It also emphasizes how important it is for all parties involved telecommunications companies, device makers, and government agencies to work together to create a strong security framework for 5G networks. We looked into 5G network security issues in this article. We examined ways to meet user requests, service requirements, and the needs of emerging, promising services while maintaining network security. We also talked about how to manage the security risks brought up by these new technologies so that communication is both secure and effective

Keyword: security, networks, 5G, Technology

33. ……………………………

Performance Analysis of Millimeter-Wave in Radio over Fiber for 6G Communications Using Opti-System

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Rao Kashif
National University of Modern Languages

Abstract

The performance analysis of millimeter- Wave for 6G communications expresses how the Radio over Fiber (RoF) technology can be integrated with millimeter-wave efficiently to support feature 6G networks. This research work focuses on optimized communication for feature 6G Networks. Main communication parameters like bandwidth efficiency, signal quality and noise elimination to enhance the quality of signal design and deployment of fast and reliable 6G networks. Millimeter wave innovation coexistence with a ROF system is one of the main promising advancements that could give consistent availability with higher data rates and decreased latency. Opti-System software has ability to provide the study models and ability to transmit high-frequency millimeter-wave signals in radio over fiber system.The radio over fiber technology will need even higher frequencies, such as millimeter-wave (mmWave) and terahertz (THz) bands to provide services for 6G networks. Millimeter-wave (mmWave) provides long distance communication with much higher data rates and ultra-low latency. The 6G networks involves advancements in both optical and RF components to maintain signal quality and efficiency over long distances. The range of millimeter-wave (mmWave) refer to the use of electromagnetic waves with frequencies ranging from 30 GHz to 300 GHz, wavelengths between 1 millimeter and 10 millimeters. These frequencies are much higher than already used in traditional communications and offer several unique services. The mmWave spectrum exists between microwave and infrared frequencies spectrum which is offering large bandwidths that can provide extremely high data rates which are required by 5G and 6G Networks. The mmWaves are ideal for applications requiring gigabit-per-second speeds which are essential for next-generation communication systems like 5G and 6G. This paper study is a comprehensive performance analysis of mmWaves in Radio over Fiber (RoF) technology for 6G communications. This research calculates the effects of multiple parameters, including fiber length, bitrate, and, mmWave band on critical performance metrics like Q-factor, bit error rate (BER), and bitrates. This research results shows that RoF technology can efficiently support 6G millimeter-wave communications, there are very important trade-offs between the transmission distance and data reliability. This research shows that the RoF is a viable candidate for extending the reach and capacity of future 6G networks by using mmWaves. Reduced Q-factor indicates lower signal quality. Q-Factor and Eye Height both decrease as distance increases, and they also decrease when the data rate is increased from 10 Gbps to 12 Gbps. BER rises asdistance and data rate increase, indicating more errors over longer distances and higher bit rates. Systems running at 12 Gbps exhibit lower signal quality than those at 10 Gbps, as expected, due to the trade-off between data rate and signal degradation.

Keywords: 6G, Millimeter-Wave Communications, Opti-System, Performance Analysis

34. ……………………………

Reinforcement Learning (Rl) Is Powerful Paradigm in Machine Learning

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Abstract

A subfield of machine learning called reinforcement learning (RL) focuses on decision- making to maximize cumulative rewards in a particular scenario. RL involves learning via experience, as opposed to supervised learning, which depends on a training dataset containing predetermined answers. In reinforcement learning (RL), an agent acts and gets feedback in the form of rewards or penalties in order to learn how to accomplish a goal in an unknown, possibly complex environment. These are the key concepts of R L: 1) Agent, 2) Environment 3) Stat 4) Action, 5) Reward. Reinforcement learning poses a difficult problem: agents have to use a limited computing budget while generalizing experiences, exploring the world efficiently, and learning from feedback that is often scarce and delayed. How RL Learning Works: 1) Policy , 2) Reward Function 3) Value Function 4) Mode of the Environment. For each of these pursuits, abstraction is necessary. Agents can create succinct models of their behavior and environment through abstraction, which facilitates efficient decision-making in a variety of challenging situations. My MSCS research aims to characterize the function of abstraction in reinforcement learning, specifically concentrating on state abstraction. I present three criteria that define the usefulness of a state abstraction and describe classes of state abstractions that offer a partial way to achieve these criteria. Altogether, I formulate theory for state abstractions that: 1) maintain close to optimal behavior; 2) can be efficiently learnt and computed; and 3) can reduce the amount of time or data required to make judgments. I conclude by talking about extensions of these findings to an abstraction paradigm grounded in information theory, as well as an extension that preserves the same desired qualities to hierarchical abstraction. Many Applications of Reinforcement Learning, Self Driving Car, Industry Automation, Trading and Finance, NLP, Healthcare, Engineering, News Recomendations, Gaming, Marketing and Avertising, Robotic.

Keywords: Reinforcement Learning, Machine Learning, Deep Learning, AI (Artificial Intelligence), Learning, algorithm, powerful paradigm, NLP (Natural Language Process), Healthcare, Industry Automation

35. ……………………………

Comparative Stylistic Analysis of Francine Rivers' Selected Inspirational and Romance Fiction

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Abstract

Style, is not a discretionary extra in linguistic exchanges; rather, it is part of the essence of communication itself, which signifies that style plays a crucial role in literary texts and that stylistic choices made by authors is a significant phenomenon to be studied to identify the underlying mechanism of the text. The main intent of this study is to compare style of Francine Rivers' – a New York Times best-selling author – in her inspirational and historical romance fiction. Francine Rivers' choice of style in her inspirational fiction is strikingly conspicuous and different from the one she has opted in her historical romance fiction. Hence, the present study tries to examine Rivers' style in both genres to uncover the intentionality and cause behind the change in her style with the change of genre. The study also examines how different linguistic and structural choices made by the author are index of the function the text performs. Purposely, Rivers' two renowned novels, *Redeeming Love* (an inspirational fiction) and *Sycamore Hill* (a historical romance fiction) are selected as data. The analysis is carried out by employing qualitative method, where theoretical insights have been taken from multilevel and multifunctional model of stylistic analysis proposed by Leech and Short (2007). The findings of the study indicate that Rivers' choice of style is highly influenced by situational contexts particularly theme and genre type. The results also demonstrates that Rivers romance fiction show the random usage of stylistic choices like rhetorical questions and italicization in some places, yet it is an abrupt/spontaneous construction that does not

contribute to overall meaning of the text and does not work as her style marker. On the contrary, her inspirational fiction shows consistent and careful use of stylistic devices, which along with complementing the messages of the novel, also create cohesion in it. Moreover, stylistic techniques used in her inspirational fiction are her conscious and deliberate choices which not only contribute to overall meaning of the text but also mark her style. So, the results implies that inspirational fiction is relatively more open to conscious and intentional style and this very genre requires the careful use of stylistic devices to make its themes more salient and captivating. This study will be beneficial both in the domains of linguistics and literature as it comprehensively describes how meanings are encoded at certain levels of language to achieve desired effects.

Keywords: Stylistic choices, inspirational fiction, stylistic value, conscious style, constant style

36. ……………………………

Digital Transformation in Supply Chains: A Resource-Based View Perspective of Visibility Enhancements

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Abstract
In this era of digital transformation, the ability of supply chains to adapt and thrive hinges on leveraging advanced digital technologies (DT) to enhance visibility, however, there is lack of consensus among researchers about the application of DT at strategic, operational and tactical level to achieve enhanced visibility. This research investigates the role of cutting-edge DT such as Internet of Things, big data analytics, and artificial intelligence in enhancing overall visibility of a   focal firm through acquisition, assimilation and exploitation of information from all of its stakeholders (i.e suppliers, customers and internal functions). By employing Resource based View (RBV) perspective and SEM technique , this study finds that both strategic and tactical application of DT are significantly related to all the three dimensions of supply chain visibility (SCV): supplier, customer and internal visibility whereas, operational application of DT exhibit no significant relationship with any dimension of SC visibility. Novel contributions of this study include identifying three distinct dimensions of SCV and analyzing impact of DT application on these dimensions at different levels. The study not only advances the theoretical understanding of RBV by integrating it with DT applications in manufacturing sector of Pakistan, but also provides actionable insights for practitioners for leveraging digital resources to optimize visibility across different levels leading to overall enhanced supply chain performance. It also suggests avenues for future research to explore the long-term impacts of DT on supply chain strategy, operational efficiency, and tactical effectiveness.

Keywords: Digital technology, supply chain visibility, strategic resources, manufacturing firms

37. ……………………………

Mensuration behavioral intention through nostalgia in the perspective of historical tourists of Pakistan

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Abstract
Numerous researches on behavioral intention of historical tourists have botched to evaluate the effect of historic nostalgia. Present research proposed theoretical model based on Izard's differential emotion theory to identifies the influence of nostalgia while practicing historical tourism in the association among historical tourism capabilities and behavioral intention in niche tourism of Pakistan. For that purpose, present research conducted a survey at two world's heritage sites– Altit Fort and Baltit Fort, located at Gilgit Baltistan, Pakistan. Present study model was verified on data from 646 tourists who visited at least one fort. Data were examined through SPSS 25.0 version and AMOS 24.0 version. The findings pointed out that historical tourism capabilities had a substantial optimistic influence on the nostalgia and behavioral intention. Present research contributes toward tourism literature by divulging the predecessor role of nostalgia and recommends the management to attract potential tourists via evoking nostalgia structure and historic monuments.

Keywords: Heritage, Escapism, Hedonics, Nostalgia, Intention

38. ……………………………

China's Geo-Economic Outreach in Pakistan (2000-2018): Impact on Governance and Development

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Abstract
This research focus on the geo economical aspect of China in Pakistan and the detail analysis of CPEC from 2000 to 2018 and self-political social and economic transformation in Pakistan by china engagement. This work locates geo-economics, the utilization of economic leverage in pursuit of particular objectives as principal to China's regional strategy, distinct from traditional geo-politics that is based on dominance of territory and military force. That phenomenon can be observed in the case of the Belt and Road Initiative (BRI), such as CPEC : While granting Pakistan different forms of requisites like connectivity, energy supply for industrialization, and offering China better connectivity facilities for trade. CPEC has filled some of the main infrastructural gaps of Pakistan: it has given employment and also provided development aspect in SEZs. This corridor connects Gwadar port to China's hinterland namely Xinjiang, which provide China with an access to the Arabian Sea and a saving on transportation expenses. For Pakistan, these projects are important for the modernization of the economy even though they have raised issues of emerging debt burden, increased financial dependence and issue of accountability. The paper brings out the fact that the said project has forced structural changes on Pakistan particularly in the energy and transport sectors but governance questions remain unanswered. These are weaknesses such as bureaucracy, corruption, and institutions' inability to efficiently coordinate

and deal with large numbers of foreign investments efficiently. CPEC has also socially enhanced skill development, employment in different regions of Pakistan. But introduction of Chinese and Pakistani workers as a combined force has brought in cultural factors that need to be well dealt with to allow for socio-economic growth and development of this nation in a harmonious manner. Finally the study concludes that while CPEC can unlock a major source of economic growth in Pakistan it also brings certain risks to sovereignty and governance that have to be well managed and responded to through any balance of power diplomacy Pakistan. To this stream of literature on geo-economics and geo-governance, this research adds understanding of how such trade and economic arrangements re-fashion institutional and policy systems in developing countries. This work offers useful information for policymakers and scholars interested in studying the socio-political effects of such partnership on institutional change and economic transformation in developing states.

Keywords: Geo-Economic Outreach, Governance, Development, china

39. ……………………………

Impact of Investor Sentiments on Firm's Financial Decisions and firm Performance

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Abstract

This paper participates in the debate on behavioral finance and specifically targeting the investor sentiments and firm's financial decision and performance through a comprehensive review of literature in favor, as well as against the long held belief about investor emotions. The purpose of this paper is to understand emerging trends in behavioral finance as well as, how investor sentiments affect the financial decisions and performance of company, and establish its future directions. The review and discussion of literature is mainly divided into three different sections that are –defining investor sentiments though the review of relevant theoretical background; in addition to that paper focuses on different measurements methods of investor sentiments and firm performance. The review of literature has helped in understanding the relationship among the variables and changing dynamics and domain of investor behaviors. This is achieved by highlighting the gaps and also suggesting how these gaps can be bridged with a superior approach such as behavioral finance. The results highlights that china, India and United States are leading countries focusing on the domain of behavioral finance and the researchers of these countries are targeting on the qualitative and quantitative measure of investor sentiments.

Keywords: Investor Sentiments, Firm Performance, Literature Analysis

40. …………………………

A Comparative Study between Immunochromatographic Test and Ns1 Antigen of Dengue And Their Associated Factors In Children

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Abstract

Dengue could be a major well-being issue influencing Pakistan. The number of cases has expanded over the final few a long time with an expansive number of populaces being children. Be that as it may information with respect to dengue among children is limited. This study sought to assess the efficacy of the NS1 antigen (Ag) test as a preliminary indicator of dengue infection (DV) contamination.NS1 antigen (Ag) assay, ICT dengue test of 302 patient performed by same sample in gel vile while platelet and wbc

count is done through CBC vile of all the patient.NS1 antigen test is performed by ELISA method, ICT dengue by immunochromatography device, Platelet and Wbc count by cbc analyzer. A number of 302 children patient dengue test performed. All patient is NS1 positive while ICT dengue test 43.7% is positive in which 12 patient females while 120 patient is male. Platelet and Wbc count are low in that patient whose NS1 and ICT dengue both are positive. While platelet and Wbc count is normal in those patients who 'sonly NS1 Positive and ICT dengue Negative.NS1 Ag test holds guarantee in early conclusion of dengue disease. When utilized in combination with ICT dengue on a single test it essentially progresses the demonstrative

Keywords: Dengue, NS-1, Immunochromatographic test, PLT, WBC

41. Role of Money and Exchange Rate On Inflation And Economic Growth Of Pakistan

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Abstract
Inflation and GDP, defined as a sustained increase in the price level, is considered a monetary phenomenon, as it can be explained within the framework of money-supply relationships. In the extant literature, money growth is shown to remain causally related to inflation across countries and over time, irrespective of the exchange rate regime and stability of the money-supply function. Nevertheless, emerging literature suggests a diminishing role of money in the conduct of monetary policy for price stability, especially under inflation targeting. Monetary policy in Pakistan under inflation targeting since 1972 is an example of policy that denies a relationship between money growth and inflation and GDP. The proposition that money does not matter insofar as inflation and GDP are concerned seems odd in both theory and the best practice monetary policy for price stability. This paper uses annual data for the period 1972–2022. It deploys the autoregressive distributed lag (ARDL) cointegration approach to investigate for Pakistan whether money supply, exchange rate, domestic investment, labor force and the govt. expenditure maintain the long-run money supply relationship. As expected, the empirical findings for Pakistan are consistent with the classical long-run money supply relationship between exchange rate, govt. expenditure, domestic investment and exchange rate. The error-correction model of inflation confirms the presence of a cointegral relationship among these variables; it also provides strong evidence of a short-run causal relationship between money supply growth and inflation and GDP. On the basis of a priori theoretical predictions and empirical findings, the paper draws the conclusion that the monetary aggregate and its growth rate matter insofar as inflation and GDP are concerned, irrespective of the strategy of monetary policy for price stability.

Keywords: GDP, Cointegration, Inflation, ARDL, Monetary Policy

42. ……………………………

A Case Study on Bd1-Ai (Ai Oriented Business Model Design Over Sustainable Innovation an Sustainability Performance within the Textile Industry in Pakistan

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Times Institute Multan

Abstract
This is an empirical research which aims at growing environmental concerns and pressure for sustainable practices because businesses are increasingly turning to Artificial Intelligence-Enabled Business Data Analytics (BDA-AI) as a key tool for fostering Sustainable Innovation and achieving Sustainability Performance. This study explores how mature BDA-AI usage can support companies in balancing sustainable innovation with existing operations, adopting circular economy practices, and enhancing their Sustainable performance. This research examines how Sustainable Innovation and BDA-AI help in

achieving sustainability. This study selected 100 middle and top level employees from the textile industry in Pakistan as respondents Using a mixed-methodology approach with surveys and case studies, we find that BDA-AI a positively impacts sustainable innovation and environmental sustainability. The results from this study show that BDA-AI maturity influences sustainable innovation ambidexterity and environmental sustainability performance. The findings suggest that BDA-AI has transformative potential in promoting sustainable innovation and environmental practices. By leveraging AI-driven data insights, businesses can make informed decisions, achieve sustainable growth, and unlock new opportunities for Innovation and sustainability.

Keywords: Artificial Intelligence, Business Data Analytics, Sustainable Innovation, Environmental Sustainability

43. ……………………………

Analyzing the Effectiveness of Virtual Physical Therapy Sessions in Comparison to Traditional In-Person Treatments

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Abstract
Telehealth PT allows patients to access therapeutic exercises, education, and guidance through video conferencing, addressing the needs of individuals who may be limited by distance, mobility, or time constraints. However, questions remain regarding whether telehealth PT can replicate the effectiveness of traditional, hands-on physical therapy sessions. This study aims to evaluate the clinical outcomes, patient satisfaction, and cost-effectiveness of telehealth PT compared to traditional in-person PT for individuals with musculoskeletal conditions. In this 12-week randomized controlled trial, 100 adults with conditions such as lower back pain and knee osteoarthritis were assigned to either telehealth PT or in-person PT. Pain levels were measured using the Visual Analog Scale (VAS), functional improvement with the Oswestry Disability Index (ODI), and patient satisfaction through a Likert scale (1-5). Cost-effectiveness was evaluated by comparing direct costs and travel time savings for each method. The results indicate that both telehealth and in-person PT achieved significant pain reduction and functional improvement, with the in-person group slightly outperforming telehealth. Specifically, telehealth PT reduced VAS pain scores from 7.5 to 3.1 (58.7% reduction), while in-person PT reduced pain from 7.6 to 2.8 (63.2% reduction). Functional improvement was also favorable in both groups, with telehealth PT showing a 44.0% improvement in ODI scores (from 40.2% to 22.5%) and in-person PT achieving a 53.9% improvement (from 41.0% to 18.9%). Patient satisfaction scores were high for both groups, with telehealth PT receiving an average satisfaction rating of 4.2 out of 5 (84%) and in-person PT scoring 4.6 (92%). Additionally, telehealth demonstrated considerable cost savings, averaging $150 per patient compared to $220 for in-person sessions, along with an average travel time saving of 8.5 hours. These findings support telehealth PT as an effective and cost-efficient alternative to in-person PT, especially for patients who may face barriers to accessing traditional care. However, in-person PT remains advantageous for complex cases requiring manual interventions. Future research should explore optimizing telehealth PT through advanced technologies to further enhance patient outcomes and engagement in virtual settings.

Keywords: In-person Treatments; Oswestry Disability Index (ODI); Physical Therapy (PT); Telehealth, Visual Analog Scale (VAS)

44. ……………………………

Impact of Sociodemographic Characteristics on Perceived Parental Conflict, Emotional Expression and Well-being in Young Adults

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Abstract
Family dynamics and gender uniquely influence young adult's emotional experiences and psychological outcomes. This study intends to find the relationship of sociodempgraphic characteristics (gender and family setup) with perceived parental conflict, emotional expression and wellbeing in young adults. On the basis of literature review following hypotheses were formulated: 1) There would be significant differences in young adults living in joint and nuclear family setups on the variable of perceived parental conflict, emotional expression and wellbeing. 2) There would be significant differences among young males and females on the variables of perceived parental conflict, emotional expression and wellbeing. A quantitative study was carried out for this research in which correlational research design was used. A convenient sample of 512 young adult (256 males and 256 females), age ranging from 18 to 24 years was taken from both joint and nuclear family setup. A self-developed demographic sheet along with Conflict Properties subscale of CPIC (Grych, Seid & Finchman, 1992), Berkley Expressivity Questionnaire (BEQ) (Gross & John, 1995) and Personal Wellbeing Index-Adult (PWI-A) (The International Wellbeing Group, 2013) were administered. For data analysis, descriptive statistics, and t-test were used. Results depicted that joint and nuclear family setups have significant difference on the level of perceived parental conflict, emotional expression and wellbeing. Further findings indicated and young males and females have significant slight differences in the mean scores in model variables. This study will help to integrate family structure and gender specific approaches in mental health interventions to enhance positive emotional expression and resilience among young Adults facing parental conflict.

Keywords: perceived parental conflict, emotional expression, wellbeing, young adults

45. ……………………………

Green Governance and Corporate Performance: Examining the Impact of Sustainability and Governance Mechanisms on Financial and Market Outcomes in Pakistan's Financial Sector

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Abstract
Corporate governance has advanced over time, and in addition to the classical forms of governance, it also considers sustainability issues, known as green governance. This is more applicable to the emerging market, where financial reliability, adequate government policies, and investors' confidence are the core success factors. The present research examines the role of green governance with the conventional CG mechanisms to analyze their interaction with the overall performance of corporate firms in Pakistan's financial sector. The primary research question of this study is to analyze the impact of green governance structures, including sustainability reporting, corporate social responsibility, and other corporate governance factors, including board independence, audit quality, and underwriter reputation, on financial performance and the company's IPO. Furthermore, this research investigates the moderating effect of

government policies on these relationships. It is secondary research that employs data collected from the Pakistan Stock Exchange, the company's annual report, and sustainability reports to test the relationship between green and conventional governance systems and firms' performance. It incorporates financial institutions and firms that have recently engaged in IPOs, which allow for various samples of SR and SG practices. The data analyses were carried out by Stata software and multiple linear regression was chosen to test the direct impact of the independent variables on the dependent variable, while moderation was examined by interaction terms of government policies. This has provided the researchers with an opportunity to take a holistic view of the combined impact of green and traditional initiatives on financial performance and IPO in the financial sector of Pakistan. The findings show that several green governance practices have significant influences, including on performance and IPO outcomes. Corporate governance mechanisms also improve on these outcomes through increasing on transparency and investor confidence – all within the traditional structure. Moreover, the results of the moderation analysis indicate that supportive government policies enhance the positive relationship between green governance and corporate performance, thus signaling the value of regulatory support to enhance the effects of sustainability on corporate outcomes. Implications: The findings, therefore, establish that green governance and traditional governance can complement each other as an effective governance strategy. The implications are, therefore, of policy interest to the extent that where the ESG policies are well-defined and the sustainability regulations stringently implemented, there are enhanced corporate performances, followed by the potential for investment and, eventually, growth in emerging markets. In the case of managers, the environmental focus can also serve the purpose of stabilizing their firms' financial performance and increasing the companies' desirability to investors where the governance structures are favorable.

Keywords: Green Governance, Corporate Governance, Sustainability Reporting, IPO Performance, Emerging Markets

46. ……………………………

Challenges to Success: Understanding Disadvantaged Entrepreneursin Pakistan

Rimsha Kanwal

Abstract
Disadvantaged business entrepreneurs frequently face major obstacles, such as financial difficulties, sociocultural difficulties, and physical impairments, especially in Pakistan. While a lotof research points to helpful settings and positive personality traits as factors that encourage entrepreneurship, newer viewpoints indicate that unfavorable sociocultural and personal conditions may also be crucial in determining the success of entrepreneurs. This study, which is based on the underdog entrepreneurship theory, investigates how resourcefulness, which mediates the relationship between obstacles and entrepreneurial success, is influenced by coping strategies created in reaction to adversity. We also evaluate moderating factors that could either improve or diminish this association, such as institutional contexts and stereotype threats. Through a comprehensive review, this study fills the theoretical gap in understanding how underprivileged entrepreneurs turn hardship into successful companies by synthesizing existing literature a. This paper aims to promote underprivileged entrepreneurship in emerging economies like Pakistan and has theoretical and practical consequences for researchers, practitioners, and policymakers.

Keywords: Success, Disadvantaged Entrepreneurs, personality, Pakistan

47. ……………………………

Determinants and Consequences of Perceived Risks among Foreign Medical Tourists in Pakistan: An Empirical Investigation

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Abstract

This study aims to examine the factors that impact individuals' Behavioural Intentions towards Medical Health Tourism (BIMT) in Pakistan, focusing specifically on the evaluation of protection motivation appraisals (Coping Appraisal and Threat Appraisal). The protection motivation theory and the knowledge, attitude, and behavior (KAB) model are two foundational models for the major mediating variable which is Perceived risk in medical tourism (PRMT). The data from 238 foreign medical tourists, who were visiting certified Pakistani hospitals such as Agha Khan Karachi, Shifa International Islamabad, and Shaukat Khanam Pakistan, was analyzed using the Smart PLS-SEM (Partial Least Square Structural Equation Modeling) technique 3.0. These tourists were seeking treatment for a specific disease. The study results indicate that Coping Appraisal has no significant impact on PRMT. Nevertheless, the evaluation of potential threats did result in an elevation in perceived risk and threat, consequently influencing the conduct of those seeking medical treatment abroad. These findings are advantageous for administrators, practitioners, and scholars, as they contribute to a deeper comprehension of medical tourism in Pakistan and its advancement. This study had some limitations, which were subsequently addressed through the inclusion of recommendations for future research.

Keywords: Behavioral Intentions towards Medical Health Tourism, Perceived Risk in medical tourism, protection motivation theory, Threat Appraisal, Coping Appraisal

48. ……………………………

Global and local prevalence of salmonella: A systemic review

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Abstract

Salmonella is a prevalent foodbome pathogen that causes intestinal infection in millions of human and animal beings across the globe. Out of thousands of serotypes, Salmanelis Typhimurium, S. Enteritidis, and S. Newport are mostly isolated from clinical and contaminated food items. This review focuses on studying Salmonella serotypes prevalence in both mymptomatic and symptomatic human populations. Salmonella Newport was prevalent sta high level in Africa (15%) and the USA (12%) among symptomatic patents, while 5. Typhimurium has marked prevalence in the USA (15%) and Asia (12%) In South Asia, S. Typhimurium was predominant in Bhutan (17%) and India (15%). Within Pakistan, S. Typh had high prevalence in Bahawalpur (11.5%) among symptomatic patients, while 5. Infants was highly prevalent among asymptomatic cases in Multan at 5% and Karachi at 5.2% Comparative epidemiological surveys and metanalysis indicates the necessity for the development of control strategies based on region-specific conditions of prevalence of Salmonella serotypes. These can be facilitated by targeted surveillance combined with beter diagnostic techniques.

Keywords: Global, local prevalence, salmonella, systemic review

49. ……………………………

Relationship between Social Intelligence and Leadership Style of School Leaders

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Abstract

Emotional intelligence therefore has a central place in leading of any organization or institution and certainly is a current issue. In most cases, leadership has a central function of stewardship of any organization or institution that may be existing at any given period of time. Lack of leadership means there is no possibility for success, or for achieving the planned goals and objectives. In context of school setup, principals and headmasters act as leader. Now, it is clear that the effectiveness of these schools and their learners and even the emotional intelligence depends on the leadership.

Keywords: Relationship, Social Intelligence, Leadership Style, School Leaders

50. ……………………………

Impact of broad money supply, trade and FDI on economic growth: Evidence from Pakistan

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Abstract

The aim of this paper is to check the impact of broad money supply, FDI, and trade on the economic growth in the context of Pakistan. Data duration is 1972-2022 and the methodology that is applied to check the required results of the current study is Ordinary Least Square (OLS). Results show that FDI, TRADE has statistically significant and have positive impact on the GDP of the Pakistan. But M2, DI and LF not Significant and also they are not taking part in the economic growth of Pakistan. INF has statistically significant and positive effect on Pakistan's economy. According to the study results that to encourage increased economic openness and integration with the global economy, persistently try to reduce trade obstacles, including tariffs and non-tariff ones. And also spend money on research and development, education, and skill development to raise the caliber and output of the labor force.

Keywords: M2, Trade, FDI, GDP, LF, INF, Pakistan

51. ……………………………

Effect of Teacher-Student Relationship on Teaching-Learning Process: A Multiple Case Study of the Rural Elementary Schools of Khyber Pakhtunkhwa Pakistan

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Abstract

This thesis examines the role of teacher-student relationships in rural elementary schools within Khyber Pakhtunkhwa, Pakistan, and their impact on educational outcomes in a resource-limited setting. The importance of these relationships is well-documented in academic literature, but limited research has focused on rural environments where socio-economic and cultural factors present unique challenges. Addressing this gap, this study investigates the dynamics of teacher-student relationships and their implications for the teaching-learning process in rural settings. To begin, the study explores the quality and characteristics of teacher-student relationships in the classroom. Findings reveal that these

relationships are marked by mutual respect, empathy, and cultural sensitivity, with teachers adapting their communication to reflect local values and norms. This adaptive approach fosters a supportive and trusting classroom atmosphere, essential for students' engagement and comfort in rural educational contexts. Secondly, this research identifies components that contribute to a conducive learning environment. Effective classroom management, emotional support, and inclusivity emerged as critical elements that promote a positive learning atmosphere. Teachers demonstrated resourcefulness in managing classrooms and supporting students, creating a stable environment for engagement despite resource constraints. In addition, the study assesses factors that enhance teaching strategies. Findings indicate that teachers leverage their relationships with students to customize their instructional approaches, tailoring lessons and activities to meet individual learning needs. This adaptability proved crucial in addressing diverse academic needs and maintaining student interest, highlighting the importance of relationship-cantered teaching in resource-limited environments. Furthermore, this research examines whether strong teacher-student relationships motivate students to learn. Results show that students who experience positive connections with teachers exhibit greater motivation, increased participation, and a willingness to engage in academic challenges. Such relationships appear to foster intrinsic motivation, where students are more committed to their learning and demonstrate resilience in overcoming academic obstacles. Lastly, the study investigates the influence of teacher-student interactions on students' academic success. The findings indicate that supportive teacher-student interactions correlate with improved educational outcomes, including better attendance, social skills, and overall performance. These interactions provide a stable and emotionally secure learning environment that enhances students' academic and personal growth. In conclusion, this research highlights the critical role that teacher-student relationships play in enhancing educational outcomes in rural schools. By fostering solid and empathetic relationships, teachers can help mitigate the impact of resource limitations, improve student engagement, and support academic success. The findings underscore the need for targeted policies and professional development that empower educators to build and maintain these relationships, thus enhancing rural Pakistan's education quality.

Keywords: Teacher-student relationships, rural education, educational outcomes, student motivation, classroom management

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Highlights

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