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1<sup>ST</sup> INTERNATIONAL CONFERENCE ON

# BUSINESS INNOVATION AND MANAGEMENT



**ICBIM-2013**  
**PROGRAM**

## **Conference Chair**

Dr. Muhammad Shakil Ahmad      COMSATS Institute of Information Technology, Pakistan

## **International Program Committee**

Prof. Dr. Rashid Rehman      College of Business Studies, Ghurair University, Dubai, UAE

Prof. Ali Dastmalchian      University of Victoria, Victoria, Canada

Dr. Aybuke Aurum      University of New South Wales, Sydney, Australia

Dr. M. Sadiq Sohail      King Fahd University, Dhahran, Saudi Arabia

Dr. Steven J. Karau      Southern Illinois University, Carbondale, USA

Dr. Inamullah Bhatti      Mehran University of Engineering & Technology, Pakistan

Dr. Aqeel Ahmed Bazmi      COMSATS Institute of Information Technology, Pakistan

## **Organizing Committee**

Amjad Riaz      COMSATS Institute of Information Technology, Pakistan

Dr. Aqeel Ahmed Bazmi      COMSATS Institute of Information Technology, Pakistan

Dr. Jamshed Iqbal      COMSATS Institute of Information Technology, Pakistan

Mr. Humbal Shah

**Conference Venue**

Alpine Hotel  
Manshera Road, Abbottabad  
Pakistan  
Line # 0992-334255, 343914  
Fax # 0992-341382  
Email: alpinehotel@hotmail.com,amirsiyab@hotmail.com

**Language**

The official conference language is English.  
No translation service will be provided.

**Registration Hours**

Saturday, April 27	8:00 AM – 9:30 AM
Sunday, April 28	8:00 AM – 9:00 AM

**Internet Access**

No Internet Service is available inside conference rooms.

## **Program**

The technical program includes invited plenary lectures and oral presentation sessions

## **Oral Presentations**

Oral presentations are scheduled for 15 minutes of presentation and 5 minutes of Q&A.

All presentations should be in PowerPoint or PDF formats. A laptop and LCD projector will be available in all sessions. Each presenter is requested to bring the presentation in a USB storage device and upload it to the laptop before the session begins. All presentations will be destroyed at the end of the session.

We urge all presenters to use the provided laptop for presentation so as to minimize changeover times.

Since we have a very tight and fully packed program, we request all the delegates to be punctual and respect the allocated timeslots.

In case of absence of some presenter, next presenter will be called for presentation.

**Prof. Dr. Syed Amjad Farid Hasnu**

Department of Management Sciences, COMSATS Institute of Information Technology (CIIT), Abbotabad, 22060, Pakistan

*E-mail:* [hasnu@ciit.net.pk](mailto:hasnu@ciit.net.pk)

*9:30 AM – 10:15 AM, Saturday, April 27*

**Prof. Syed Amjad Farid Hasnu** obtained his Post Doctorate and PhD from University of Bradford, UK on 2006 and 1994 respectively and his MA from university of Sussex, UK on 1990. He has been assistant Professor in COMSATS Institute of IT from March to August 2002 and became a professor at COMSATS Institute of IT from 2006 to current. He also worked as Dean Management Science department, COMSATS Institute of IT. Prof. SAF Hasnu was awarded Gold Medal for securing first position in M.A Economic at University of Peshawar (1985). He was also awarded Post Doctorate fellowship award by Higher Education Commission (HEC) Pakistan in 2005. He also worked as Dean Management Department at COMSATS Institute of IT, Pakistan. His research interest includes strategic management, economic and financial ratio analysis and small businesses. Prof. SAF Hasnu published extensively in national and international journals including Journal of Humanities and Social Sciences, Peshawar University Teachers' Association Journal, Journal of Education and Research and Journal of Economics

**Dr. Muhammad Shahzad Sarfraz**

Assistant Professor, CIIT Abbottabad

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*10:15 AM – 11:00 AM, Saturday, April 27*

Mr. M. S. Sarfraz is Assistant Professor at COMSATS Institute of Information Technology (CIIT) Abbottabad, Pakistan and currently teaching GIS course to Earth Science students. He was PhD scholar at Remote Sensing & GIS field of study and teaching/research associate at Asian Institute of Technology (AIT) Bangkok, Thailand. His research interests include Geo-spatial technologies for business applications, disaster risk management and spatial epidemiology, and focus is to use open source softwares. Currently, he is focusing on environmental factors affecting human health using Remote Sensing & GIS tools. He earned first position in his master degree batch and have a good academic background. He joined COMSATS Institute of Technology in August 2006. He has been involved in teaching ICT subjects, and engaged in research activities as well. He contributed in many seminars/workshops, organized at national and international levels (Pakistan, Thailand, Malaysia, Japan, Jordan, Sri Lanka & Australia). He is also actively involved in extracurricular activities, and is member of TSF (Telecoms Sans Frontieres) roster of volunteers for emergency response in Asia-Pacific. His hobbies are travelling, hiking, research group friendship.

<i>Day-1; April 27, 2013</i>	
<b>Registration (9:00 – 9:30 am)</b>	
<b>Opening Ceremony (9:30 – 11:00 AM)</b>	
<p><b><u>Welcome Address:</u></b> (Conference Chair, ICBIM-2013)</p> <p><b><u>Plenary Speech(es):</u></b>  <i>Plenary Speaker 1</i>  <i>Plenary Speaker 2</i></p>	
<b>Tea/Coffee Break (11:00 - 11.30 AM)</b>	
<b>Paper ID</b>	<i>Oral Session A1 (11:30 AM - 1:00 PM)</i> <i>Information System</i>
	<i>Chair:</i> <i>Secretary:</i>
05	<p>USING RFID AND BAR CODE TECHNOLOGY IN WORK IN PROGRESS MANAGEMENT</p> <p style="text-align: right;"><i>Muhammad Ali</i></p>
18	<p>ENHANCEMENT IN DATA-RECOVERY AND RE-TRANSMIT MECHANISMS</p> <p style="text-align: right;"><i>Muhammad Irfan</i></p>
21	<p>PARAMETRIZED SECURITY COMPARISON OF WIRELESS LAN STANDARDS</p> <p style="text-align: right;"><i>Mudassar Ahmad</i></p>
19	<p>TOLERANCE, BEHAVIOR AND PERFORMANCE ANALYSIS OF TCP VARIANT UNDER ICMP PING FLOOD ATTACK FOR DDOS ATTACKS</p> <p style="text-align: right;"><i>Muhammad Irfan</i></p>
52	<p>OFISINA : KINECT BASED VIRTUAL OFFICE ASSISTANT</p> <p style="text-align: right;"><i>Ammar Ahmad Awan</i></p>
<b>Lunch Break (1:00 – 2:00 PM)</b>	

<b>Paper ID</b>	<b>Oral Session A2 (2:00 - 3:00 PM)</b> <b>Management, Finance and Entrepreneurship</b>
	<b>Chair:</b> <b>Secretary:</b>
09	IMPACTS OF MACROECONOMIC & DEMOGRAPHIC VARIABLES ON THE DEMAND OF LIFE INSURANCE: A CASE STUDY OF STATE LIFE INSURANCE CORPORATION OF PAKISTAN (1973-2010)  <i>Sehar Munir</i>
60	IMPACT OF TECHNOLOGY ON PRODUCT QUALITY IN THE CEMENT INDUSTRY OF PAKISTAN  <i>Zubair Bin Junaid</i>
22	THE ROLE OF EMOTIONAL INTELLIGENCE IN ORGANIZATIONAL COMMITMENT: TAKING IN PERSPECTIVE THE GOLEMAN'S MODEL OF EMOTIONAL INTELLIGENCE  <i>Sumera Khan</i>
10	THE RELATIONSHIP BETWEEN TRADE OPENNESS AND INCOME INEQUALITIES: EMPIRICAL EVIDENCES FROM PAKISTAN (1972-2008)  <i>Sehar Munir</i>
46	CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE REPUTATION: A CASE OF MANUFACTURING SECTOR IN PAKISTAN  <i>Majid Khan</i>
<b>Tea/Coffee Break (3:00-3:30 PM)</b>	
<b>Paper ID</b>	<b>Oral Session A3 (3:30 - 5:00 PM)</b> <b>Management, Finance and Entrepreneurship</b>
	<b>Chair:</b> <b>Secretary:</b>
08	CONTRIBUTION OF FEMALE SCIENTIST IN LIVESTOCK AND POULTRY DEVELOPMENT OF PAKISTAN  <i>Saddaf Raja</i>

32	PAKISTAN'S IMPORT DEMAND AND EFFECTS OF TRADE POLICY REFORMS: SUBSTANTIAL ECONOMETRIC EVIDENCE  <i>Saleem Khan</i>
38	IMPACT OF MICROFINANCE AS AN INDICATOR OF ENTREPRENEURIAL DEVELOPMENT: A CASE OF SMES IN PAKISTAN  <i>Muhammad Arshad</i>
42	INVESTIGATION OF THE OBSTACLES IN SUCCESSFUL TRANSFER OF TECHNOLOGY IN PAKISTAN  <i>Ashfaq Khan/ Masood Ahmed</i>
32	IMPACT OF INSTITUTIONALIZATION ON JOB SATISFACTION: A META ANALYSIS OF UNIVERSITIES IN LAHORE  <i>Arfa Tayyab</i>
33	WHY WOULD MEDICAL PROFESSION IN PAKISTAN NEED A STRONG ASSISTANCE OF REGULATIVE, NORMATIVE AND CULTURAL-COGNITIVE ELEMENTS TO DEVELOP LEGITIMACY AND RESTORE THE FAITH IN THIS PROFESSION? THE ROLE OF INSTITUTIONAL THEORY IN MEDICAL SECTOR.  <i>Amna Tabassum</i>
<i>Day-2: April 28, 2013</i>	
<b>Paper ID</b>	<b>Oral Session B1 (9:00 - 11:00 AM)</b>
	<b>Chair:</b> <b>Secretary:</b>
26	IMPACT OF CAPITAL ASSET PRICING MODEL (CAPM) ON PAKISTAN  <i>Naveed Saif</i>



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36	DESIGN OF A SIMULATOR BASED COGNITIVE MODEL TO IMPART LEADERSHIP QUALITIES IN YOUNG MILITARY OFFICERS  <i>Kashif Shamaun</i>
50	ICT AND HRM: MANAGEMENT PERCEPTIONS ABOUT THE CHANGING SCENARIO  <i>Abiha Zahra</i>
53	IMPACT OF WORKER REMITTANCES ON ECONOMIC GROWTH: EVIDENCE FROM PAKISTAN  <i>Javaria Khan</i>
54	AN INVESTIGATION OF COSTS OF FINANCIAL DISTRESS IN CASE OF ONGOING MANUFACTURING FIRMS OF PAKISTAN  <i>Bilal Sharif</i>
57	THE MOBOT ARCHITECTURE: A DESIGN OF AUTONOMY  <i>Arshad Mansoor</i>
<b>Tea/Coffee Break (11:00 – 11.30 AM)</b>	
<i>Recreational Tour and Outdoor Lunch</i>	
<i>Departure from Alpine Hotel at 12:30PM</i>	

