

# C O N F E R E N C E   R E P O R T

## International Conference on Sustainable Business 2026

ICSB-2026

Faculty of Management Sciences, Salim Habib University, Karachi

13-14 May 2026

### 1. About the Conference

The International Conference on Sustainable Business 2026 (ICSB-2026) was conducted two days, Wednesday and Thursday, 13 & 14 May 2026, bringing together researchers, academics, industry experts, policymakers, and practitioners from Pakistan and various countries around the world to discuss emerging trends and challenges in sustainable business practices. The conference was hosted by the Faculty of Management Sciences at Salim Habib University.

The conference theme, “*Global Business in a Changing World: Navigating Sustainability and Driving Growth*,” reflected the growing importance of aligning business practices with sustainable development goals.

#### Conference Objectives

- › **Advance Sustainability Research**, provide a premier platform for disseminating cutting-edge research on ESG, green innovation, and sustainable development in business.
- › **Bridge Academia & Industry**, connect academic scholars with business leaders from banking, finance, energy, and manufacturing to translate research into actionable strategy.
- › **Foster Digital Transformation**, Explore the role of AI, FinTech, and data analytics in driving sustainable economic growth and organisational resilience.
- › **Launch IJBSD Journal**, Mark the formal launch of the International Journal of Business and Social Dynamics (IJBSD), published by the Faculty of Management Sciences.
- › **Climate Change Dialogue**, Facilitate multi-stakeholder dialogue on climate risk, carbon mitigation, ESG reporting, and the role of business in environmental stewardship.
- › **Capacity Building**, provide a hands-on training session on Case Study Teaching Methodology to enhance pedagogical excellence in business education.

## 2. Conference at a Glance

<b>70</b> <b>Papers Received</b>	<b>55</b> <b>Papers Presented</b>	<b>5</b> <b>Research Tracks</b>
<b>50</b> <b>External Industry Participants</b>	<b>10</b> <b>CEOs / Org Owners / Heads</b>	<b>23</b> <b>External Universities</b>
<b>3</b> <b>Panel Discussions</b>	<b>21</b> <b>Panel Professionals</b>	<b>6</b> <b>Countries</b> <i>Pak · Canada · Australia · Malaysia · Indonesia · UK</i>

*"ICSB-2026 demonstrated that sustainability is not a constraint on business, it is the new frontier of competitive advantage. We are proud to have brought together such a distinguished assembly of scholars and practitioners."*

**Dr. Syed Irfan Hyder, Vice Chancellor, Salim Habib University**

The International Conference on Sustainable Business 2026 (ICSB-2026) achieved significant academic and professional engagement by attracting a diverse range of participants, research contributions, and institutional collaborations from both national and international communities. A total of 70 research papers were received from scholars, researchers, and practitioners representing different academic disciplines and professional sectors. Following a rigorous review and evaluation process, 55 high-quality research papers were selected for presentation at the conference, ensuring academic excellence and relevance to the conference theme.

The conference featured 5 specialized research tracks that covered contemporary issues related to sustainable business practices, innovation, management, entrepreneurship, digital transformation, and global economic development. These tracks provided participants with opportunities to engage in focused academic discussions and interdisciplinary knowledge sharing.

ICSB-2026 witnessed participation from 23 institutions, including universities, research organizations, and industry partners, reflecting strong collaborative engagement across academia and industry. The

conference also gained international recognition with representation from 6 countries, promoting cross-cultural academic dialogue and global perspectives on sustainability and business growth.

In addition to paper presentations, the conference organized 3 panel discussions that brought together distinguished academicians, industry leaders, policymakers, and professionals to deliberate on emerging challenges and opportunities in sustainable business environments. These sessions encouraged interactive discussions on policy development, technological advancement, and future business strategies.

More than 80 renowned speakers, scholars, and experts contributed to the conference through keynote addresses, technical sessions, panel discussions, and research presentations. Their participation enriched the conference proceedings by sharing valuable insights, practical experiences, and innovative ideas aimed at fostering sustainable and inclusive business development in a rapidly changing global landscape.

### 3. Research Tracks

#### 1. Supply Chain, Operations, Marketing & Healthcare Management

*Session Chairs: Dr. Jawaid Ahmed Qureshi (SZABIST) & Dr. Arman Khanzada (Shaheed Benazir Bhutto University, Nawabshah)*

*Moderator: Dr. Hassaan Ahmed*

##### 12 Papers Presented

- 1. Halal Industry in Japan: Indonesia–Japan Collaboration Initiatives**  
Patria Yunita, Universitas PTIQ Jakarta
- 2. E-HRM Adoption and HR Management Effectiveness: Empirical Findings**  
Zara Kiran, Malaysia
- 3. Social Innovation & Sustainability Strategies in Social Enterprises**  
Abida Perveen, UKM Malaysia
- 4. How Supplier Selection Affects Procurement Efficiency**  
Shoab Ahmed Mahar, University of Sindh
- 5. Transforming Supply Chain Practices of Confectionery SMEs in Pakistan**  
Abid Khan, ICMAP
- 6. Supply Chain Resilience**  
Umm E Rubab, Jinnah University for Women, Karachi
- 7. Pharmacy Services Factors Affecting Tertiary Care Hospital Quality in Karachi**  
Arif Ali Arain, Indus University
- 8. Foreign Investors' Reluctance to Invest in Pakistan**  
Fartashia Moeid et al., Foundation Securities, Salim Habib University, Karachi
- 9. Supply Chain Risk Management in a Turbulent Era (2021–2025)**  
Mohammad Omar, Salim Habib University
- 10. Pakistan's Shadow Supply Chain: A Punctuated Equilibrium Analysis of the Betel Nut Trade**  
Aisha Sahar & Anjila, Salim Habib University
- 11. Islamic Finance: Principles, Products & Performance**  
Muhammad Ghasharab et al., Salim Habib University
- 12. Anti-Money Laundering Awareness Among Bank Customers of Pakistan**  
Asad Ahmed Ansari, Salim Habib University

## 2. Sustainability, ESG, Green Innovation & Sustainable Development

*Session Chairs: Dr. Nawaz Ahmad (SBBU) & Dr. Abdur Rehman Aleemi (Dow University)*

*Moderator: Dr. Muhammad Fahad Anwar*

### 12 Papers Presented

- 1. Gen Z's Willingness to Pay for Sustainability**  
Kousar Zaheer (Jinnah University for Women Karachi)  
Dr. Reema Frooghi (Iqra University)
- 2. Sustainable Fishing Practices in Pakistan**  
Qurratulain Razak & Dr. Shahid Aslam Mirza, IOBM
- 3. Proposing a Central Park-Inspired Urban Green Space for Hyderabad City**  
Kulsoom Baloch et al., AIOU & MUET
- 4. R&D Investment and Export Performance as Drivers of GDP Growth**  
Aqsa Shaikh & Isra Razzaque, NUML
- 5. Human-Centered Leadership & Sustainability Culture in Pakistani HEIs**  
Dr. Qanita Imtiaz, Hamdard University
- 6. Climate Financing and Carbon Mitigation Strategies**  
Khubaib Imran, Hamza Anees, Usman Chohan
- 7. Intellectual Structure of Green Economy Research: A Bibliometric Investigation**  
Dr. Nawaz Ahmad, *Shaheed Benazir Bhutto University, Nawabshah*
- 8. Green Management Practice and Environmental Performance**  
Dr. Syed Iradat Abbas, Salim Habib University, Karachi
- 9. Green HR Practices & Corporate Authenticity Under Greenwashing Pressures**  
Dr. Sofia Bano, Salim Habib University, Karachi
- 10. Sustainable Marketing in Fashion Brands**  
Syeda Ayesha, Salim Habib University, Karachi
- 11. ESG Integration in Pakistan's Islamic Finance Sector**  
Muhammad Omer & Syed Waleed, Salim Habib University, Karachi
- 12. Key Enablers of Sustainable Supply Chain Management Adoption**  
Umm e Kulsoom Irfan, Salim Habib University, Karachi

### 3. AI, Digital Transformation, FinTech & Data Analytics

*Session Chairs: Dr. Samina Riaz (Bahria University) & Dr. Muhammad Arif (SBBU)*

*Moderator: Dr. Nayeem Ansari*

#### 11 Papers Presented

- 1. Digital Transformation in Operations Management**  
Arif Ali Arain & M Saad Shaikh, Indus University
- 2. Digital Capabilities & Sustainable Organisational Performance**  
Mubaris Rehman et al., Bahria University
- 3. Influence of Green FinTech on Banking Financial Performance**  
Muhammad Wajid Raza & Dr. Abid Mehmood, Bahria University
- 4. Volatility Analysis in South Asian Stock Markets using GARCH Model**  
Sadaf Nawaz, Shumaila & Shabana, *Shaheed Benazir Bhutto University, Nawabshah*
- 5. Forecasting Exchange Rate with the Box-Jenkins ARIMA Model**  
Asha Bai & Saba Asghar, *Shaheed Benazir Bhutto University, Nawabshah*
- 6. AI for Inventory Optimisation in the Food Supply Chain**  
Muhammad Hamza Sultan, Salim Habib University
- 7. Exploring the Drivers of Artificial Intelligence Adoption**  
Dr. Faryal Rao, Salim Habib University, Karachi
- 8. Big Data Analytics in the Pakistani Landscape**  
Haris Hussain & Abdullah Lodi, Salim Habib University, Karachi
- 9. Corporate Delisting in Pakistan: Historical Trends & Investor Protection**  
Komal Fatima, Salim Habib University, Karachi
- 10. Intellectual Capital, Green Supply Chain & Sustainable Production**  
Muhammad Zohaib, Salim Habib University, Karachi
- 11. AI in Financial Services: Robo-Advisors in Pakistan**  
Simrah Irfan, Salim Habib University, Karachi

#### 4. Leadership, HRM, Workplace Behaviour & Organisational Development

Session Chairs: Dr. Azeem Qureshi (IOBM) & Dr. Samina Qasim (Bahria University)

Moderator: Dr. Sadaf Hafeez Chohan

##### 12 Papers Presented

**1. Linking the Impostor Phenomenon to Workplace Innovation**

Hina Amin & Dr. Muhammad Azam, SZABIST Gharo

**2. Coaching Leadership Style and Employee Engagement**

Arif Ali Arain & M Saad, Indus University, Karachi

**3. Leadership Style on Expected Outcomes in Children Emergency Centres**

Dr. Raza Khan Civil Hospital Karachi

**4. Remote Work & Flexible Arrangements for Work-Life Balance in Private Sector**

Sobia Jamil, Institute of Business Management

**5. Macroeconomic Determinants of Non-Performing Loans in Banking**

Ahsan Ali Soomro et al., *Shaheed Benazir Bhutto University, Nawabshah*

**6. Selected Macroeconomic Variables and Stock Returns: ARDL Model**

Dil Muhammad & Muhammad Hassan, *Shaheed Benazir Bhutto University, Nawabshah*

**7. Performance Comparison: Islamic vs Conventional Banks in Pakistan**

Ali Abbas et al., *Shaheed Benazir Bhutto University, Nawabshah*

**8. Connectivity among Oil, Gold & Stock Returns: Granger Causality Model**

Murk Fatima & Abdul Qadir, *Shaheed Benazir Bhutto University, Nawabshah*

**9. Workers' Remittance, Inflation & Stock Returns: Evidence from Pakistan**

Tisha Chandnani, Iqra Jiskani & Pawan Kumar, *Shaheed Benazir Bhutto University, Nawabshah*

**10. Drivers of Employee Engagement Impacting Employee Performance**

Shah Muhammad Saleem, Salim Habib University, Karachi

**11. Organisational and Psychological Factors Affecting Outcomes**

Saman Izhar, *Shaheed Benazir Bhutto University, Nawabshah*

**12. Participative Leadership on Employee Performance and Organisation Culture**

Farzeen Siddique & Sadaf Hafeez, Salim Habib University, Karachi

## 5. Corporate Governance, Communication, Language & Institutional Power

*Session Chairs: Mr. Syed Qaiser Hussain (SZABIST) & Syeda Sara Junaid (JUW)*

*Moderator: Ms. Mehak Jawed*

### 8 Papers Presented

- 1. Language, Power & Legitimation in Corporate Governance Communication**  
Muhammad Waseem, Training centre Govt. of Sindh
- 2. Power Distance in Corporate Governance Discourse**  
Muhammad Raza Khan, Iqra University
- 3. Bridging Margins through Language: Power, Ideology & the English Bridge Program**  
HM Usman Qasmi, Al-Ghazali University
- 4. Power, Ideology & Language for ESL, Religious Scholars in Pakistan**  
Mazhar Khan, Al-Ghazali University
- 5. Institutional Governance & Technology Integration in University Classrooms**  
Aneeqa Memon, SZABIST
- 6. Digital Marketing Communication & Consumer Education in Skin Care**  
Wasay Aziz, Salim Habib University, Karachi
- 7. Enhancing GMO Literacy through Multimodal Science Communication**  
Muhammad Hassan Khan, Salim Habib University, Karachi
- 8. AI-Mediated Communication & Inequality in Business Management Education**  
Sana Bint-e-Javaid, Salim Habib University, Karachi

## 4. Keynote & Academic Speakers

### Inaugural Ceremony, Keynote Addresses

<b>Dr. Syed Amir Ali</b> President & CEO, Meezan Bank	<b>Prof. Dr. Yusuf bin Haji-Othman (Online)</b> UniSHAMS, Malaysia
<b>Dr. Kaiser Bengali</b> Eminent Economist, Pakistan	<b>Prof. Dr. Nauman Farooqi (Online)</b> Vice Chancellor, St. Thomas University, Canada

## 5. Industry & External Speakers

Three dedicated panel discussions brought together senior executives, sustainability advocates, and institutional leaders whose contributions grounded the conference's academic discourse in lived industrial reality.

<b>Dr. Syed Amir Ali</b> President & CEO, Meezan Bank	<b>Mr. Ahson Shah</b> Partner (ESG), KPMG
<b>Mr. Khalilullah Shaikh</b> CFO, Pakistan International Airlines (PIA)	<b>Mr. Azmatullah Sharif</b> COO, Askari Insurance
<b>Dr. Muhammad Imran</b> Group Head, Islamic Banking, Bank Alfalah	<b>Mr. Syed Moin Uddin</b> Adviser, GEO Network
<b>Mr. Favad Soomro</b> CEO, Engro Foundation	<b>Mr. Awais Anjum</b> GM J. Private limited
<b>Mr. Farruk Ahmad</b> Head ESG & Energy Efficiency, PSO	<b>Ms. Erum Khan</b> Chairperson, Climate Hub Forum
<b>Mr. Riaz Ahmed Wagan</b> Chief Conservator of Forests	<b>Mr. Rafi ul Haq</b> Ecologist Consultant, World Bank / IUCN
<b>Mr. Fayaz Abro</b> Country Commercial Head, Progressive Group of Companies	<b>Mr. Javed Hussain Siddiqi</b> SEVP, Burq Bank
<b>Mr. Umer Pervez</b> General Manager, Dun & Bradstreet South Asia	<b>Mr. Umair Saeed</b> CEO, Boldone
<b>Syed Ahmed Zaidi</b> CEO, Foundation Securities (Panel Moderator)	<b>Dr. Farooq-e-Azam Cheema</b> Provost, KSBL
<b>Mr. Muhammad Haseeb Khan</b> Director Marketing, Ronin	<b>Mr. Muhammad Abbas</b> COO, Salim Habib Education Foundation
<b>Dr. Kashif Memon (Online)</b> University of Waterloo, Canada	<b>Dr. Noman Shaheer (Online)</b> University of Sydney, Australia
<b>Dr. Shahid Amjad</b> Professor & HoD, IOBM	

## 6. Panel Discussions

### PANEL DISCUSSION 1

#### Business and Sustainability in the AI Era

12:00 PM – 1:30 PM · Auditorium No. 1 · Moderator: Dr. Syed Irfan Hyder, Vice Chancellor SHU

*This panel explored the intersection of artificial intelligence, digital disruption, and sustainability imperatives across corporate Pakistan. Speakers debated how AI can be leveraged responsibly to meet ESG targets.*

**Panelists:** Prof. Dr. Yusuf bin Haji-Othman (UniSHAMS, Malaysia — Online) · Dr. Muhammad Imran (Bank Alfalah) · Mr. Azmatullah Sharif (Askari Insurance) · Mr. Syed Moin Uddin (GEO) · Mr. Khalilullah Shaikh (PIA) · Mr. Ahson Shah (KPMG)

### PANEL DISCUSSION 2

#### Sustainable Value Creation & Organisational Well-being

2:30 PM – 3:30 PM · Auditorium No. 1 · Moderator: Syed Ahmed Zaidi, CEO Foundation Securities

*Senior executives from Pakistan's leading corporations shared perspectives on embedding sustainable value creation into business models and employee well-being strategies — moving beyond compliance to genuine integration.*

**Panelists:** Dr. Kashif Memon (Univ. of Waterloo, Canada, Online) · Mr. Muhammad Abbas (Salim Habib Education Foundation) · Dr. Farooq-e-Azam Cheema (KSBL) · Mr. Muhammad Haseeb Khan (Ronin) · Mr. Fayaz Abro (Progressive Group) · Mr. Zahid Iqbal (EBM) · Mr. Umair Saeed (Boldone) · Mr. Umer Pervez (Dun & Bradstreet)

### PANEL DISCUSSION 3

#### Climate Change and Business




2:30 PM – 3:30 PM · Auditorium No. 2 · Moderator: Mr. Rafi ul Haq, World Bank / IUCN

*With Pakistan ranked among the most climate-vulnerable nations, this panel convened ecologists, conservation experts, and corporate sustainability leaders to examine the business case for climate action and carbon mitigation.*

**Panelists:** Dr. Noman Shaheer (Univ. of Sydney, Australia, Online) · Dr. Shahid Amjad (IOBM) · Mr. Riaz Ahmed Wagan (Chief Conservator Forests) · Mr. Kashif Rashid (Cadbury) · Mr. Favad Soomro (Engro Foundation) · Ms. Erum Khan (Climate Hub Forum) · Mr. Farruk Ahmad (PSO)

## 7. Participating Institutions

23 universities & institutions from 6 countries ·  Domestic (Pakistan) ·  International

 Salim Habib University (SHU)	 Dow University of Health Sciences
 Shaheed Benazir Bhutto University (SBBU) SBA	 Bahria University, Karachi
 SZABIST	 Institute of Business Management (IOBM)
 Jinnah University for Women	 Iqra University, Karachi
 NUML Islamabad	 Hamdard University
 Indus University, Karachi	 University of Sindh
 Al-Ghazali University, Karachi	 ICMAP
 Allama Iqbal Open University (AIOU)	 Mehran University of Engineering & Technology (MUET)
 Govt. Teacher Training Institution, Sindh	 University of Waterloo, Canada
 St. Thomas University, Canada	 University of Sydney, Australia
 UniSHAMS, Malaysia	 Universiti Kebangsaan Malaysia (UKM)
 Universitas PTIQ Jakarta, Indonesia	

## 9. Conference Brief Report

ICSB-2026 opened to a packed auditorium at the Faculty of Management Sciences, Fatima Business School, Salim Habib University, Karachi, on the morning of 13 May 2026. The inaugural session was presided over by **Dr. Syed Amir Ali** President & CEO, Meezan Bank, as Chief Guest, with opening remarks by **Vice Chancellor Dr. Syed Irfan Hyder** and the **Dean, Prof Dr Amanat Ali Jalbani**, Faculty of Management Sciences.

Four keynote addresses set an ambitious tone. **Dr. Syed Amir Ali (Meezan Bank)** underscored the compatibility of Islamic finance principles with global ESG frameworks. **Dr. Kaiser Bengali** provided a sharp macroeconomic perspective on green growth challenges. Joining from Canada via online link, **Prof. Dr. Nauman Farooqi (Vice Chancellor St. Thomas University)** offered an international academic viewpoint on sustainability research frontiers. The ceremony also marked the formal launch of the International Journal of Business and Social Dynamics (IJBSD), a peer-reviewed publication by the Faculty of Management Sciences.

The afternoon of Day One was devoted to three high-energy panel discussions.

The first, moderated by the Vice Chancellor, convened C-suite leaders from banking, insurance, media, aviation, and professional services to debate AI's role in corporate sustainability. The second panel drew together COOs, CEOs, and provosts to interrogate what genuine organisational well-being looks like in today's business environment and the third panel moderated by a World Bank consultant Mr Rafi ul Haq addressed Pakistan's most existential sustainability challenge: climate change, with voices from the Chief Conservator of Forests, Cadbury's Sustainability Head, and Engro Foundation's CEO.

Day Two shifted to the research arena. Across five parallel tracks, out of 70, 55 selected completed progressive research papers were presented. The scope was remarkable: from green HR practices and Gen Z consumer behaviour (Track 1), to robo-advisors and GARCH volatility models (Track 2), to Pakistan's informal betel nut supply chain and Halal industry opportunities in Japan (Track 3), to coaching leadership and impostor phenomenon in the workplace (Track 4), and to power dynamics in corporate language and AI-mediated communication in higher education (Track 5). Twelve international presenters joined online from Malaysia, Indonesia, and Australia, reflecting the conference's growing global reach.

The afternoon of Day Two featured a training workshop on Case Study Teaching Methodology delivered by **Dr. Zeeshan Ahmed, Pro Vice Chancellor of Al-Ghazali University** a practical knowledge-transfer session that drew enthusiastic participation from faculty attendees. The conference concluded with a shield and certificate distribution ceremony honouring the organising team and volunteers.

ICSB-2026 demonstrated, above all, that sustainability is not peripheral to business strategy it is central to it. With climate pressures intensifying, AI reshaping every industry, and governance expectations rising, the conference provided the intellectual scaffolding for Pakistan's business community to navigate this complex landscape with confidence and rigour.

The conference concluded with a shield and certificate distribution ceremony honouring distinguished guests, presenters, faculty members, volunteers, and participants for their valuable contributions and support. Heartfelt appreciation was extended to all attendees whose active participation made ICSB-2026 a successful platform for academic excellence, collaboration, and sustainable business dialogue.

Glimpses of the International Conference on Sustainable Business (ICSB) 2026





