
International Journal of Business and Social Dynamics

(I J B S D)

Scholarly Assessment & Research Review Report (Inaugural Edition)

SALIM HABIB UNIVERSITY

IJBSD
INTERNATIONAL JOURNAL OF
BUSINESS AND
SOCIAL DYNAMICS

Volume 1, No. 1, July - December 2025



International Journal of Business and Social Dynamics (IJBSD)
Faculty Of Management Sciences, Salim Habib University Karachi

Fatima
Business School
SALIM HABIB UNIVERSITY

Advancing Research, Innovation & Global Scholarship

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May 2026

INAUGURATION OFFICIAL FLYER & OVERVIEW

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INAUGURATION of INTERNATIONAL JOURNAL OF BUSINESS AND SOCIAL DYNAMICS (IJBSD)

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Advancing Research, Innovation & Global Scholarship

IJBSD
INTERNATIONAL JOURNAL OF
BUSINESS AND
SOCIAL DYNAMICS
Volume 01, Issue 01, December 2025

International Journal of Business and Social Dynamics (IJBSD)
Faculty of Management Sciences,
Salim Habib University, Karachi, Pakistan

- PEER REVIEWED**
Rigorous double-blind peer review process
- OPEN ACCESS**
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- ADVANCING RESEARCH
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- IMPACTING SOCIETY
- SHAPING THE FUTURE

Wednesday, 13 May 2026 | Salim Habib University, Karachi, Pakistan

FOREWORD

The International Journal of Business and Social Dynamics (IJBSD) marks an important academic initiative of Faculty of Management Sciences, Salim Habib University, Karachi, Pakistan. Established as an open-access, peer-reviewed international journal, IJBSD aims to promote quality research and contribute to global discussions in business and social sciences.

This report highlights the journey of the journal from its vision and development to its successful inauguration at ICSB 2026 on 13 May 2026. It reflects the collective efforts, dedication, and academic commitment of the university leadership, editorial team, advisory board members, researchers, and contributors who made this initiative possible.

Special appreciation is extended to **Prof. Dr. Amanat Ali Jalbani, Chief Editor** and Dean of Management Sciences, for his visionary leadership and continuous support.

IJBSD serves as a multidisciplinary platform for the dissemination of quality research in business, management, and social sciences, with a particular focus on contemporary organizational, economic, financial, and societal challenges. Committed to academic rigor and ethical research practices, IJBSD publishes original research articles, review papers, conceptual studies, and case analyses that contribute meaningfully to both theory and practice.

All submissions are processed through the journal's official website and evaluated through a stringent double-blind peer-review process to ensure quality, originality, and scholarly relevance. Through its open-access policy, the journal promotes global knowledge sharing and enhances the visibility and impact of published research.

IJBSD Key Identification Details

Full Journal Name	International Journal of Business and Social Dynamics
Acronym	IJBSD
e-ISSN	3135-2839
p-ISSN	3135-2820
Publisher	Faculty of Management Sciences, Salim Habib University, Karachi, Pakistan
School	Fatima Business School (FBS)
Publication Type	Bi-Annual (January–June & July–December)
Access Policy	Open Access (Free and Unrestricted)
Review Process	Double-Blind Peer Review
First Issue	Volume 01, Issue 01 (July to December 2025)
Scope	Business, Management, Economics, Leadership, Entrepreneurship, Social Sciences, Sustainability, Innovation, Public Policy
Website	https://shu.edu.pk/ - https://ijbsd.shu.edu.pk/index.php/abc/login
Editorial Email	editor.ijbsd@shu.edu.pk
Location	Korangi Creek, Karachi, Pakistan

The Four Core Pillars

PEER REVIEWED Rigorous double-blind peer review process ensuring scholarly quality	OPEN ACCESS Free and unrestricted access to knowledge for global researchers	MULTIDISCIPLINARY Bridging Business, Management & Social Sciences worldwide	GLOBAL PLATFORM Connecting scholars across continents for research & innovation
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STHE COMPLETE JOURNEY (TIMELINE)

Period	Milestone & Description
Early 2025	<p>Institutional Vision Formalized</p> <p>FBS and SHU leadership formally decide to establish IJBSD. The academic need is clear Pakistan lacks a credible open-access international management journal. Chief Editor Prof. Dr. Amanat Ali Jalbani is appointed to lead the initiative.</p>
Early 2025	<p>Editorial Board Constituted</p> <p>Dr. Nayeem ul Hassan Ansari joins as Editor. Five Associate Editors are recruited from SHU faculty and international institutions. Ms. Khalida Khan is appointed Associate Managing Editor.</p>
Mid 2025	<p>ISSN Registration Secured</p> <p>IJBSD receives official ISSNs: e-ISSN 3135-2839 and p-ISSN 3135-2820, establishing its permanent global academic identity and enabling international library cataloguing.</p>
Mid 2025	<p>Advisory Boards Assembled</p> <p>An International Advisory Board of 12 scholars from Portugal, New Zealand, UAE, Thailand, Saudi Arabia, Malaysia, Australia, USA, Canada, and China is constituted. A National Advisory Board of 12+ leading Pakistani academics simultaneously joins.</p>
July 2025	<p>Call for Papers Issued</p> <p>IJBSD officially opens manuscript submissions for Volume 1, Issue 1. Submissions begin arriving from researchers across Pakistan and internationally across all multidisciplinary domains.</p>
Aug–Oct 2025	<p>Double-Blind Peer Review</p> <p>All manuscripts undergo rigorous double-blind review. Reviewers assess quality, originality, methodology, and scholarly relevance. Articles requiring revisions are returned with detailed feedback.</p>
Oct–Nov 2025	<p>Final Acceptance & Editing</p> <p>Articles finalized following peer review, revision, copy-editing, and layout. Creative Commons licensing (CC BY-NC-ND 4.0) applied to all accepted papers.</p>
Dec 2025	<p>VOLUME 01, ISSUE 01 PUBLISHED!</p> <p>IJBSD historic inaugural issue Vol. 1, No. 1 (July–December 2025) is published featuring 5 peer-reviewed research articles spanning Islamic banking, HRM, supply chain, and digital marketing.</p>
May 13, 2026	<p>GRAND INAUGURATION at ICSB 2026</p> <p>IJBSD is officially and grandly inaugurated at the International Conference on Sustainable Businesses (ICSB 2026), Auditorium No. 1, Salim Habib University, before national and international dignitaries.</p>
May 2026	<p>This Comprehensive Report Submitted</p> <p>Managing Editor's complete report compiled and submitted documenting the entire journey, achievements, and future directions of IJBSD.</p>

4.2 Conference Context

The inauguration of IJBSD was strategically embedded within the International Conference on Sustainable Businesses (ICSB 2026), a prestigious two-day academic event held on 13–14 May 2026 at Salim Habib University. The conference drew national and international scholars, industry captains, policymakers, and faculty, making the journal's launch visible to a truly global audience at the most opportune academic moment. This strategic co-launch amplified the journal's inaugural visibility enormously, ensuring that IJBSD first public appearance was before hundreds of leading academics, researchers, and practitioners the exact community it was built to serve.

Day One Programme (13 May 2026)

Activity	Time
Conference Registration (FBS Building Entrance)	09:00 AM – 09:30 AM
Recitation of Holy Quran & National Anthem	09:30 AM – 09:45 AM
Introduction of SHU & FBS (Dr. Muhammad Hussain Habib, Registrar)	09:45 AM – 09:55 AM
Welcome Address (Vice Chancellor, Dr. Syed Irfan Hyder)	09:55 AM – 10:10 AM
Conference Proceedings — Dean, Faculty of Management Sciences	10:10 AM – 10:20 AM
Keynote Speakers: Mian Zahid Hussain (FPCCI), Dr. Kaiser Bengali (Economist), Prof. Nauman Farooqi, VC St. Thomas University, Canada (online)	10:20 AM – 11:05 AM
Chief Guest Address: Dr Syed Amir Ali (Meezan Bank CEO)	11:05 AM – 11:10 AM
Vote of Thanks (Dr. Asif Shamim, Associate Dean)	11:10 AM – 11:25 AM
★ OFFICIAL LAUNCHING OF IJBSD, Faculty of Management Sciences ★	11:25 AM – 11:35 AM
Tea & Networking Break	11:30 AM – 12:00 PM
Panel 1: Business & Sustainability in the AI Era (Moderator: VC SHU)	12:00 PM – 01:30 PM
Lunch & Prayer Break	01:30 PM – 02:30 PM
Panel 2: Sustainable Value Creation & Organizational Well-being	02:30 PM – 03:30 PM
Panel 3: Climate Change and Business (Auditorium No. 2)	02:30 PM – 03:30 PM

Day Two, 14 May 2026: Research Tracks

Research Track	Session Chair / Moderator
Track 1: Business and Sustainability FBS 307	Chair: Dr. Abdur Rahman Aleemi, Dow University Mod: Dr. Fahad Anwar
Track 2: AI in Economics & Fintech FBS 306	Chairs: Dr. Samina Riaz (Bahria U) & Dr. Arif (SBBU) Mod: Dr. Nayeem Ansari
Track 3: Contemporary Marketing Practices & Digitalization FBS 302	Chairs: Dr. Javed Qureshi (SZABIST) & Dr. Arman Khan Mod: Dr. Hassaan Ahmed
Track 4: Talent & Behavior Dynamics FBS 301	Chairs: Dr. Azeem Qureshi (IoBM) & Dr. Samina Qasim Mod: Dr. Sadaf Hafeez
Track 5: Business Communication, Governance & Institutional Power FBS 311	Chair: Mr. Syed Qaiser Hussain, SZABIST Mod: Ms. Mehak Jawed

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VOLUME 01



ISSUE 01



DECEMBER 2025

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Assistant Professor,
Salim Habib University, Karachi, Pakistan



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Korangi Creek,
Karachi, Pakistan

6.1 Chief Editor

Prof. Dr. Amanat Ali Jalbani

Chief Editor, IJBSD

Dean, Management Sciences

Fatima Business School, Salim Habib University, Karachi, Pakistan

amanat.jalbani@shu.edu.pk

6.2 Editor

Name	Dr. Nayeem ul Hassan Ansari
Role	Editor, IJBSD
Designation	Assistant Professor
Institution	Salim Habib University, Karachi, Pakistan

6.3 Associate Editors

Name	Designation	Institution
Dr. Muhammad Fahad Anwar	Assistant Professor	SHU, Karachi
Dr. Hassaan Ahmed	Associate Professor	SHU, Karachi
Dr. Syed Iradat Abbas	Assistant Professor	SHU, Karachi
Dr. Syed Waleed Mehmood Wasti	Assistant Professor	SHU, Karachi
Dr. Kashif Memon	Faculty Member	University of Waterloo, Canada

6.4 Associate Managing Editor

Name	Ms. Khalida Khan
Role	Associate Managing Editor, IJBSD
Institution	Faculty of Management Sciences, Salim Habib University, Karachi, Pakistan

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The credibility and international stature of IJBSD is powerfully supported by a distinguished Advisory Board comprising two wings the International Advisory Board and the National Advisory Board collectively representing 25+ leading scholars from 12+ countries.

7.1 International Advisory Board

Name	Affiliation	Country
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Dr. Vijay Kumar	Waikato Management School, University of Waikato	New Zealand
Dr. Sayed Abdul Majid Gilani	Entrepreneurship/Strategy/Leadership, Dubai	UAE
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Dr. Irfan Hameed	UCSI University, Kuala Lumpur	Malaysia
Dr. Aftab Rahim	School of Hospitality & Management, Sichuan Tourism University	China

7.2 National Advisory Board

Name	Institution & City
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Dr. Nawaz Ahmed	Shaheed Benazir Bhutto University, Shaheed Benazirabad



FEATURED ARTICLES & AUTHORS



1



**DIGITAL SHARIAH BANKING SYSTEM (DSBS)
ON CASH WAQF IN INDONESIA**

Authors: Patria Yunita, Azmi Ismail

2



**EVALUATING THE IMPACT OF CAREER DEVELOPMENT
PRACTICES ON EMPLOYEE RETENTION AMONG
HEALTHCARE PROFESSIONALS**

Authors: Ghazmeen, Tabassum Sheikh

3



**QUANTIFYING THE MEDIATION OF FIRM'S INTERNAL
INTEGRATION ON SUPPLY CHAIN UNCERTAINTY
AND CUSTOMER SATISFACTION: STUDY FROM
OIL AND LUBRICANT INDUSTRY**

Authors: Mudasser Ali Khan, Syed Muhammad Fahim,
Farhat Naseem

4



**SUPPLY CHAIN INTEGRATION AND FLEXIBILITY
AS DRIVERS OF SUPPLY CHAIN PERFORMANCE:
EVIDENCE FROM PAKISTAN'S MANUFACTURING SECTOR**

Authors: Mehwish Shaikh, Mehwish Gulzar

5



**HOW OMNICHANNEL CUSTOMER EXPERIENCES
SHAPE WORD OF MOUTH: THE MEDIATING ROLE
OF REPURCHASE INTENTION**

Authors: Awais Afzal, Syed Shahzad Alam



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8.1 Issue Overview

Volume	Volume 1
Issue Number	Issue 01 (No. 1)
Period Covered	July – December 2025
Publication Date	December 2025
Total Articles	5 Peer-Reviewed Research Articles
Open Access	Yes, All Articles Freely Accessible Worldwide
License	Creative Commons Attribution – Non-Commercial – No Derivatives (CC BY-NC-ND 4.0)
Review Methodology	Double-Blind Peer Review

8.2 Published Research Articles

#	Article Title, Authors & Theme	Pages
1	Digital Shariah Banking System (DSBS) on Cash Waqf in Indonesia <i>Authors: Patria Yunita, Azmi Ismail — Universitas PTIQ Jakarta, Indonesia</i> Theme: Islamic Banking & Financial Technology Method: PLS-SEM Sample: 205 Indonesian Muslims	pp. 1–30
2	Evaluating the Impact of Career Development Practices on Employee Retention Among Healthcare Professionals <i>Authors: Ghazmeen, Tabassum Sheikh</i> Theme: Human Resource Management Context: Healthcare Sector, Pakistan	pp. 31–58
3	Quantifying the Mediation of Firm's Internal Integration on Supply Chain Uncertainty and Customer Satisfaction: Study from Oil and Lubricant Industry <i>Authors: Mudasser Ali Khan, Syed Muhammad Fahim, Farhat Naseem</i> Theme: Supply Chain Management Context: Oil & Lubricant Industry, Pakistan	pp. 59–80
4	Supply Chain Integration and Flexibility as Drivers of Supply Chain Performance: Evidence from Pakistan's Manufacturing Sector <i>Authors: Mehwish Shaikh, Mehwish Gulzar</i> Theme: Operations Management Context: Pakistan Manufacturing Sector	pp. 81–100
5	How Omnichannel Customer Experiences Shape Word of Mouth: The Mediating Role of Repurchase Intention <i>Authors: Awais Afzal, Syed Shahzad Alam</i> Theme: Digital Marketing & Consumer Behavior Variable: Repurchase Intention as Mediator	pp. 101+

8.3 Article Submission & Review Timeline (Illustrative, Article 1)

Manuscript Received	15 July 2025
Revision Required	15 August 2025
Final Acceptance	05 October 2025
Issue Published	December 2025
Total Review Period	Approximately 3 months (Efficient yet Rigorous)

9.1 IJBSD by the Numbers at Launch

5 Research Articles Published Vol. 1, Issue 1	12+ Countries Represented in International Advisory Board	25+ Advisory Board Members International & National
10 Total Editorial Team Members	2 Issues Per Year Bi-Annual Publication Schedule	100+ Total Pages Published in Inaugural Issue

9.2 Academic Significance

The launch of IJBSD represents a transformative achievement for Pakistan's academic ecosystem. As a rigorously peer-reviewed, open-access journal with dual ISSNs and an internationally constituted advisory board, IJBSD joins a select group of journals from Pakistan that meet global standards of scholarly publication.

- **Global Visibility, Open-access** publication ensures that IJBSD research reaches scholars, practitioners, and students worldwide at no cost.
- **Interdisciplinary Bridge**, IJBSD uniquely bridges business, management, and social sciences, filling a critical gap in multidisciplinary research publication from Pakistan.
- **Talent Pipeline**, provides a prestigious platform for SHU faculty, students, and researchers from other institutions to publish peer-reviewed research.
- **International Credibility**, Advisory board representation from 12+ countries signal global academic confidence in IJBSD's standards and governance.

- **Research Culture**, the journal actively promotes and incentivizes research culture within Fatima Business School and the wider Pakistani academic community.

Glimpses of the Launch Ceremony of IJBSD



THE ROAD AHEAD (FUTURE DIRECTIONS)

10.1 International Indexing (Top Priority)

A key strategic priority for IJBSD is to seek indexing in leading international academic databases and directories. The editorial team is actively pursuing inclusion in:

- Scopus, The world's largest abstract and citation database
- Directory of Open Access Journals (DOAJ), Validating open-access credibility
- CrossRef, For DOI (Digital Object Identifier) assignment to all articles
- Google Scholar, Maximizing discoverability and citation tracking
- HEC Pakistan Recognized Journals, National academic recognition
- Web of Science, Long-term aspiration for maximum global impact factor

10.2 Volume 1, Issue 2 (Call for Papers Open)

Following the successful publication of the inaugural issue, IJBSD is currently inviting submissions for Volume 1, Issue 2 (January–June 2026). Researchers from all disciplines related to business, management, economics, social sciences, sustainability, and public policy are encouraged to submit original manuscripts, review articles, and case studies to editor.ijbsd@shu.edu.pk.

10.3 Planned Special Thematic Issues

Future editorial plans include dedicated thematic special issues on high-impact contemporary topics:

- Artificial Intelligence in Business & Management
- Sustainable Finance & Islamic Economics
- Digital Transformation & Organizational Change
- Women in Leadership & Gender Diversity in South Asia
- Pakistan's Economic Development, Challenges & Opportunities

10.4 Strengthening the Review Ecosystem

IJBSD is committed to continuously improving its double-blind peer review process by onboarding additional subject-matter expert reviewers from diverse fields and geographies, establishing a reviewer recognition and appreciation programme, and adopting a modern digital editorial management system for streamlined and transparent manuscript processing.

SECTION 11: ACKNOWLEDGEMENTS

University Leadership

- **Dr. Syed Irfan Hyder: Vice Chancellor, Salim Habib University, for visionary institutional support**
- The Board of Governors and Senior Administration of Salim Habib University

Editorial Leadership

- **Prof. Dr. Amanat Ali Jalbani:** Chief Editor, for steering IJBSD with academic excellence and integrity
- Dr. Nayeem ul Hassan Ansari: Editor, for meticulous editorial coordination and review management
- All Associate Editors for their tireless review, quality assurance, and scholarly commitment

Advisory Board Members

- All 25+ International and National Advisory Board members for lending their academic credibility, guidance, and scholarly networks to IJBSD

Contributing Authors

- All authors of Volume 1, Issue 1 for their original research contributions and their trust in IJBSD as a scholarly platform

ICSB 2026 Organizing Team

- The entire organizing committee, keynote speakers, panelists, faculty moderators, and volunteers of ICSB 2026 for making the inauguration a memorable success

Faculty & Staff

- All faculty members and administrative staff of Fatima Business School who contributed to the journal's establishment and the grand inauguration ceremony
-

CLOSING STATEMENT

The International Journal of Business and Social Dynamics (IJBSD) has arrived not merely as a publication, but as a declaration of purpose. It signals that Fatima Business School and Salim Habib University are committed to advancing research, fostering innovation, and connecting Pakistan's scholarly community with the world.

With its inaugural issue published and freely accessible to scholars globally, its grand inauguration ceremony celebrated before a distinguished national and international audience, and a growing community of contributors, reviewers, and readers, IJBSD is poised to become one of the most impactful and credible academic journals to emerge from Pakistan.

We invite scholars, researchers, practitioners, and academicians from across the globe to join us on this journey to contribute their finest research, to collaborate across disciplines and borders, and to help shape the future of knowledge through the pages of IJBSD.

Advancing Research · Innovating Knowledge · Impacting Society · Shaping the Future
