



The University of Faisalabad ev sahipliğinde

X. ASC 2025 / Güz

16-18 Ekim 2025 - Faisalabad / Pakistan

Yüz Yüze & Online

Yapay Zeka Çağında Gezegen, İnsanlar ve Barış

Kongre Programı



Tüm özetler bildiri özet kitabında yayınlanacaktır
SCOPUS, TRDizin ve uluslararası dergilerde yayın imkanı mevcuttur.

Bildiri göndermek için lütfen <https://asc.academicianstudies.com/> adresini ziyaret edin.



**The title: ExperienCe Design
in Service Industries:
The Role of Technology**



Prof. Dr. Cihan obanoęlu

Prof. Dr. Cihan obanoęlu, lisans derecesini ukurova niversitesi'nden, yksek lisans ve doktora derecelerini Oklahoma Eyalet niversitesi'nden almıřtır. řu anda Kaliforniya'nın Irvine řehrinde bulunan Virscend niversitesi'nde Rektr Yardımcısı (Provost) olarak grev yapmaktadır. Ayrıca Amerika Birleşik Devletleri merkezli Kresel Eęitimciler Birlięi (AGE) Bařkanıdır ve Journal of Hospitality and Tourism Technology ile Journal of Global Business Insights dergilerinin kurucu editrlerindendir.

Dr. Cihan Cobanoglu is currently the Provost at Virscend University in Irvine, California. Previously, he served as the Dean and the McKibbon Endowed Chair Professor of the School of Hospitality and Tourism Management (SHTM) in the Muma College of Business at the University of South Florida (USF) from 2010 to 2025. Dr. Cobanoglu is a Fulbright Specialist (2018-2021) and a Certified Hospitality Technology Professional (CHTP). He serves as the Editor of the Journal of Hospitality and Tourism Technology, indexed with an Impact Factor of 6.4 in the SSCI. Additionally, he is currently serving as the President of the Association of Global Educators (AGE).



10TH INTERNATIONAL ACADEMIC STUDIES CONGRESS - OPENING SESSION RUNDOWN

Date: 16th October 2025

Venue: NBS Auditorium, Amin Campus, The University of Faisalabad

zoom: <https://us06web.zoom.us/j/86382248863?pwd=8D4m6LOuQPXXJtQ3bDVVpmZekRoJyS.1>

Time	Activity / Segment	Details / Description	Lead / Responsibility
9:00 – 9:30 a.m.	Reception of Guests	Welcoming of Guests of Honour, Delegates, and Participants at the venue entrance.	Reception Committee
9:30 – 9:35 a.m.	Recitation of Holy Quran	Opening with <i>asma ul husna</i> to formally commence the session.	Play on screen
9:35 – 9:38 a.m.	Naat Sharif	Recitation of <i>Naat</i> in praise of the Holy Prophet (PBUH).	Student
9:38 – 9:42 a.m.	National Anthem Pakistan	All participants and guests stand for Pakistan's National Anthem.	Played on screen
9:42 – 9:50 a.m.	Welcome Address	Chairman Board of Governors (BoG) formally opens the congress and welcomes all guests, dignitaries, and participants.	Chairman BoG
9:50 – 9:55 a.m.	Address by Rector, TUF	Brief remarks highlighting the vision and academic collaboration behind the congress.	Rector, TUF
9:55 – 10:00 a.m.	Address by Registrar, TUF	Acknowledgment of organizing efforts and overview of academic objectives.	Registrar, TUF
10:00 – 10:10 a.m.	Address by Congress Chair	Prof. Dr. Muhammad Ashfaq , Dean Faculty of Management Studies, introduces the congress theme — “ <i>People, Planet, Peace in the Age of A.I.</i> ”	Congress Chair
10:10 - 10:20	Address by Congress co- Chair	Prof. Selcuk Balı, Selçuk University	Congress co-Chair
10:20 - 10:40	Keynote Speech	Prof. Ashfaq Ahmad Chattha, VC Ghazi University	VC
10:40 - 11:00	Keynote Speech	Prof. Dr Cihan Çobanoğlu Provost Virscend University, Irvine, CA, USA	Rector, PVU
11:00 11:30	Messages from International Delegates	Prof. Winnie Lee USA, Prof. Logais and Prof. Azamat,	Moderator
11:30 a.m.	Closing Remarks & Transition to Tea Break	Session formally closed with a vote of thanks and invitation for tea.	Congress Secretary
11:30 – 12:00 p.m.	Hi-Tea / Networking Break	Refreshments served in the foyer / designated area.	Hospitality Committee



PROF. DR. SELÇUK BALI
DEAN OF AKŞEHİR,
SELÇUK UNIVERSITY



PROF. DR. HIMMET KARADA
BOLU ABANT İZZET
BAYSAL UNIVERSITY



MURAT CİHANGİR
DEPARTMENT HEAD
BATMAN UNIVERSITY



OSMAN YILMAZ
ASSOCIATE PROFESSOR,
BATMAN UNIVERSITY



PROF. DR. UFUĞ KARADAĞ
HEAD OF DEPARTMENT AT
KARABÜK UNIVERSITY



DR. TALHA TURHAN
DEPUTY DIRECTOR
ERCIYES UNIVERSITY



DR. GÖKBEN BAYRAMOĞLU
HİTİT UNIVERSITY



PROF. DR. SERPİL AĞCAKAYA
DOKUZ EYLÜL UNIVERSITY



PROF. DR. ZULFIQAR ALI
VICE CHANCELLOR,
UAF



PROF. DR. ASHFAQ AHMAD
VICE CHANCELLOR
GHAZI UNIVERSITY



PROF. DR. RAI ASIF
VICE CHANCELLOR,
MNS UNIVERSITY OF MULTAN



DR. NADEEM BHATTI
VICE CHANCELLOR,
LEADS UNIVERSITY LAHORE



PROF. DR. RASHID MASOOD
RECTOR,
NATIONAL TEXTILE UNIVERSITY



PROF. DR. MAZHAR HAYAT
VICE CHANCELLOR,
CHOLISTAN UNIVERSITY



English Online Session



ENGLISH ONLINE SESSION – SESSION 1

Thursday, October 16, 2025 at 1:00:00 PM GMT+3 – Thursday, October 16, 2025 at 2:30:00 PM GMT+3

Turkish Time: 16/10/2025- 11:00

English Online Session_1: <https://meet.google.com/hkn-aomt-kwh>

Session Chair: Dr. Logaiswari Indiran

- **ETHICALLY-GOVERNED ADAPTIVE COGNITIVE TRANSFORMATION (EGACT): A FULLY SOFTWARE-VIRTUALIZED FRAMEWORK FOR MULTIMODAL ENRICHMENT, FEDERATED REASONING, AND CONTINUOUS FAIRNESS AUDITING IN SCALABLE AI SYSTEMS (15M)**

Muhammad Mahmood (Virtual University of Pakistan)

- **BRIDGING THE DIGITAL DIVIDE: ENSURING EQUITABLE QUALITY OF LIFE IN THE DIGITAL ERA (15M)**

Ayesha Batool (University of Agriculture Faisalabad)

- **DIGITAL TRANSFORMATION ETHICS: FINDING A BALANCE BETWEEN PRIVACY AND INNOVATION (15M)**

Khazra Noor (University of Agriculture)

Saira Khanm (University of Agriculture, IAEERD)

Dr. Gulfam Hasan (University of Agriculture, Faisalabad)

- **DESIGN AND DEVELOPMENT OF AN AUTOMATED TYRE PATCHING TOOL FOR ENHANCED EFFICIENCY AND SAFETY IN VEHICLE MAINTENANCE (15M)**

Herman Nordiadi Abd Wahab (Politeknik Kuching Sarawak)

Nurul Nisa Mohd Nasir (Politeknik Kuching Sarawak)

- **DESIGN AND DEVELOPMENT OF A WEB BASED LAUNDRY BOOKING SYSTEM FOR ENHANCED OPERATIONAL EFFICIENCY: A CASE STUDY OF POLIKU LAUNDRY (15M)**

Nurul Nisa Mohd Nasir (Politeknik Kuching Sarawak)

Herman Nordiadi Abd Wahab (Politeknik Kuching Sarawak)

- **DEEPFAKES, MISINFORMATION, AND MEDIA TRUST: EXPLORING THE ROLE OF SYNTHETIC VIDEOS IN SHAPING NEWS PERCEPTION ON SOCIAL MEDIA (15M)**

Hudda Javaid Azeemi (The University of Faisalabad)

- **THE CAUSAL NEXUS BETWEEN TIME USE BEHAVIOR AND RESIDENTIAL ELECTRICITY CONSUMPTION IN CENTRAL PUNJAB, PAKISTAN (15M)**

Zahra Zafar (University of Agriculture Faisalabad)

Tahira Sadaf (Institute of Agricultural and Resource Economics, Faculty of Social Sciences, University of Agriculture Faisalabad)

Ayesha Rouf (Institute of Agricultural and Resource Economics, University of Agriculture Faisalabad)



ENGLISH ONLINE SESSION – SESSION 2

Thursday, October 16, 2025 at 1:00:00 PM GMT+3 – Thursday, October 16, 2025 at 2:30:00 PM GMT+3

Turkish Time: 16/10/2025- 11:00

English Online Session _2: <https://meet.google.com/own-ypia-woc>

Session Chair: Ts Dr Nick Cheah U-Meng

- **INEVITABLE ENROLLMENT DECLINE IN HIGHER EDUCATION INSTITUTIONS: POSSIBLE FUTURE DIRECTIONS (15M)**

Saira Khanam (University of Agriculture, Faisalabad)

- **PUBLIC PERCEPTION TOWARDS A NEW ECONOMY AND FINANCIAL SYSTEM MODEL (15M)**

Levent Sumer (Bogazici University)

- **DESIGN AND DEVELOPMENT OF MULTIFUNCTION FLUID PUMP FOR AUTOMOTIVE WORKSHOPS (15M)**

Herman Nordiadi Abd Wahab (Politeknik Kuching Sarawak)

Nurul Nisa Mohd Nasir (Politeknik Kuching Sarawak)

- **FARMER'S PERCEPTION AND ADAPTATION STRATEGIES APROPOS CLIMATE CHANGE: IMPACT AND IMPLICATIONS ON SMALL RUMINANTS IN BALOCHISTAN, PAKISTAN (15M)**

Wakeel Rehman (MNS University of Agriculture Multan)

- **BRIDGING DIGITAL INEQUITIES THROUGH AI EDUCATION: THE IMPACT OF AI LITERACY ON REDUCING THE DIGITAL DIVIDE**

Seyma Bozkurt Uzan (Beykent University)

- **DATA SCIENCE AND ARTIFICIAL INTELLIGENCE CONTRIBUTION TO THE GLOBAL ECONOMIC DEVELOPMENT: SCIENCE MAPPING WITH R (15M)**

Gökhan Türköz (Turkish Gendarmerie General Command)



ENGLISH ONLINE SESSION – SESSION 3

Thursday, October 16, 2025 at 2:30:00 PM GMT+3 – Thursday, October 16, 2025 at 4:00:00 PM GMT+3

Turkish Time: 16/10/2025- 12:30

English Online Session _1: <https://meet.google.com/hkn-aomt-kwh>

Session Chair: Ts Dr Nick Cheah U-Meng

- **TECHNOLOGICAL INVESTMENT, HEALTHCARE INFRASTRUCTURE, AND ECONOMIC LEVERAGE: A COMPARATIVE PANEL ANALYSIS OF HEALTH OUTCOMES IN G7 NATIONS AND PAKISTAN (2000–2025) (15M)**

Muhammad Mahmood (Virtual University of Pakistan)

- **IMPACT OF MINIMALLY INVASIVE TECHNIQUES ON POSTOPERATIVE INFECTIONS IN GENERAL SURGERY: A SYSTEMATIC REVIEW AND META-ANALYSIS (15M)**

Abdulloh Mo'minov (Qo'qon Universiteti Andijon Filiali)

- **ARTIFICIAL INTELLECT USING TO THE OPERATION PREPARATION SEE (15M)**

Abdulloh Mo'minov (Qo'qon Universiteti Andijon Filiali)

- **CONTROL COMMUNICATION LATENCY, CLIENTS' DATA PRIVACY AND IMPROVE CONVERGENCE RATE IN IOT USING FEDERATED LEARNING (15M)**

Sadia Razzaq (The University of Faisalabad)

- **PLANET, PEOPLE AND PEACE IN DEVELOPED COUNTRIES: A HOLISTIC APPROACH TOWARDS HAPPINESS**

Bushra Qaisrani (Ghazi University)

- **AGENT-BASED MODELING & SIMULATION OF COOPERATIVE LEARNING STRATEGIES (15M)**

Sadia Razzaq (The University of Faisalabad)



ENGLISH ONLINE SESSION – SESSION 4

Thursday, October 16, 2025 at 2:30:00 PM GMT+3 – Thursday, October 16, 2025 at 4:00:00 PM GMT+3

Turkish Time: 16/10/2025- 12:30

English Online Session _2: <https://meet.google.com/own-ypia-woc>

Session Chair: Mr. Mohammad Azmin bin Zainal

- **WHY FARMERS ARE NOT INTERESTED IN IPM ADOPTION IN THE SINDH PROVINCE OF PAKISTAN? (10M)**

Qaim Ddin (Ph.D Scholar)

- **EXTREME WEATHER AND POLICY FAILURES: A REVIEW OF PAKISTAN 2025 FLOODS (10M)**

Amna Yousaf (University of Agriculture Faisalabad)

Dr. M. Amjed Iqbal (University of Agriculture Faisalabad, Pakistan)

- **INSIGHTS ON AGRI-INNOVATIONS FOR CLIMATE RESILIENCE AND SUSTAINABILITY (15M)**

Saddam Hussain (University of Agriculture Faisalabad)

- **THE IMPACT OF CLIMATE CHANGE AND AGRICULTURAL INPUTS ON WHEAT PRODUCTIVITY IN FAISALABAD DIVISION, PAKISTAN (15M)**

Mishal Anwar (University of Agriculture)

- **IMPLEMENTATION OF SMART FARMING BY DOCTOR PADDY TO CONTROL DOMINANCE PEST PADDY IN NORTHERN SUMATERA, INDONESIA (15M)**

Assoc. Prof. Ameilia Siregar, M.Sc, Ph.D (University Sumatera Utara (USU))

- **CONTRIBUTION OF WOMEN IN THE PROVISION OF HOUSEHOLD FOOD SECURITY: A CASE STUDY OF DISTRICT JHANG (15M)**

Sania Liaqat (University of Agriculture Faisalabad)



ENGLISH ONLINE SESSION – SESSION 5

Thursday, October 16, 2025 at 4:00:00 PM GMT+3 – Thursday, October 16, 2025 at 5:30:00 PM GMT+3

Turkish Time: 16/10/2025- 14:00

English Online Session _1: <https://meet.google.com/hkn-aomt-kwh>

Session Chair: Ts Liew Foong Ching

- **IMPACT OF CAUSE-RELATED MARKETING ON PURCHASE INTENTION AND BRAND LOYALTY: THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY (15M)**

Muhammad Awais Rashid (The University of Faisalabad)

- **THE INTEGRATION OF ARTIFICIAL INTELLIGENCE (AI) INTO SELF-TRAINING: PEDAGOGICAL EFFECTIVENESS (15M)**

Gulsanam Rakhimova (The Uzbekistan State of World Languages University)

- **ENHANCING EVENT MANAGEMENT EDUCATION THROUGH THE EVENT POSTER DIAGRAM KIT: AN INNOVATIVE VISUAL LEARNING TOOL (15M)**

Faizal Abdul Razak (Politeknik Tuanku Syed Sirajuddin)

- **DESIGN AND IMPLEMENTATION OF A WEB-BASED NEWS PORTAL SYSTEM FOR EFFICIENT DIGITAL CONTENT MANAGEMENT (15M)**

Nurul Nisa Mohd Nasir (Politeknik Kuching Sarawak)

Herman Nordiadi Abd Wahab (Politeknik Kuching Sarawak)

- **EXPLORING THE IMPACT OF GAMIFICATION AND SOCIO-DEMOGRAPHIC FACTORS ON ADOLESCENTS' COMMUNICATION SKILLS AND INTERACTION ANXIETY: INSIGHTS FROM THE 'A DAY IN NATURE' PROGRAM (15M)**

Dr. Caner Yazıcıoğlu (Istanbul Topkapı University),

Dr. Ali Eren Balıkel (Istanbul Kent University),

Fatih Ölçekciler (Istinye University),

Gizem Ölçekciler (Istinye University),

Ercan Tutar (Istanbul Kent University).



ENGLISH ONLINE SESSION – SESSION 6

Thursday, October 16, 2025 at 4:00:00 PM GMT+3 – Thursday, October 16, 2025 at 5:30:00 PM GMT+3

Turkish Time: 16/10/2025- 14:00

English Online Session _2: <https://meet.google.com/own-ypia-woc>

Session Chair: Ms. Ung Ean Na

• PEACE APPROACHES IN INTERNATIONAL RELATIONS: THEORIES OF REALISM AND LIBERALISM (15M)

Üstün Yüksel (Academician Studies)

• IMPACT OF PARTICIPATIVE LEADERSHIP ON EMPLOYEES' READINESS FOR ORGANIZATIONAL CHANGE: MODERATING ROLE OF EMPLOYEES' OPENNESS TO EXPERIENCE (15M)

Natasha Sheikh (University of Wah)

• THE IMPACT OF CORPORATE PHILANTHROPY ON ACCOUNTING BASED PERFORMANCE OF FIRMS: MODERATING IMPACT OF AUDIT QUALITY IN THE TEXTILE SECTOR OF PAKISTAN (15M)

Usman Ali (The University of Faisalabad)

• BUILDING CLIMATE-RESILIENT EDUCATION SYSTEMS IN RURAL PUNJAB: LESSONS FROM FLOOD- AND HEAT-PRONE COMMUNITIES (15M)

Saira Khanam (University of Agriculture, Faisalabad)

• PLANET-FRIENDLY ARTIFICIAL INTELLIGENCE STRATEGIES: A MODEL PROPOSAL FOR BUSINESS MANAGEMENT AND STRATEGY

Duygu Toplu Yaşlıoğlu (Istanbul University)

• A REVIEW OF POVERTY ALLEVIATION STRATEGIES IN PAKISTAN (15M)

Dr. Gulfam Hasan (University of Agriculture, Faisalabad)

Khazra Noor (University of Agriculture)

Muhammad Rafay Muzamil (University of Agriculture Faisalabad)

Saira Khanm (University of Agriculture, IAEERD)



ENGLISH ONLINE SESSION – SESSION 7

Friday, October 17, 2025 at 9:00:00 AM GMT+3 – Friday, October 17, 2025 at 10:30:00 AM GMT+3

Turkish Time: 17/10/2025- 07:00

English Online Session_1: <https://meet.google.com/svo-otpb-hpt>

Session Chair: Dr. Yogeeswari Subramaniam

- **PLANT, PEOPLE & PEACE (3Ps) IN THE ERA OF AI**

Muhammad Aslam (Ghazi University)

- **LEVERAGING ARTIFICIAL INTELLIGENCE IN AGRIPRENEURSHIP TO STRENGTHEN CLIMATE RESILIENCE AND SUSTAINABLE ECONOMIC GROWTH**

Muhammad Sajjad Khan (Ghazi University Dera Ghazi Khan)

- **ARTIFICIAL INTELLIGENCE FOR GREEN MATERIALS: ADVANCING BIODEGRADABLE PLASTICS TO SAFEGUARD PLANET AND PEACE (15M)**

Ayesha Batool (University of Agriculture Faisalabad)

- **HARNESSING ARTIFICIAL INTELLIGENCE AND SOLAR ENERGY FOR SUSTAINABLE SME GROWTH: EVIDENCE FROM PAKISTAN (15M)**

Qaisar Abbas (University of Agriculture, Faisalabad, Pakistan)

- **GENERATIVE AI IN ACADEMIC STUDIES: TVET STUDENTS' PERCEPTIONS OF THE IMPACT, BENEFITS, AND CHALLENGES (15M)**

Diana Lee (Politeknik Sultan Azlan Shah)

- **FROM RED AI TO GREEN AI: HOW WE CAN MAKE AI MORE SUSTAINABLE (15M)**

Meenakshi Murugappan (University of Nottingham Malaysia)

- **CLIMATE CHANGE AND HUMAN HEALTH WITH ARTIFICIAL INTELLIGENCE**

Saeed Rahman (Ghazi University)



ENGLISH ONLINE SESSION – SESSION 8

Friday, October 17, 2025 at 9:00:00 AM GMT+3 – Friday, October 17, 2025 at 10:30:00 AM GMT+3

Turkish Time: 17/10/2025- 07:00

English Online Session_2: <https://meet.google.com/dib-cqbu-dxj>

Session Chair: Ms. Meenakshi Murugappan

- **THE IMPACT OF DIGITAL TRANSFORMATION ON SOCIO-ECONOMIC DEVELOPMENT: A STUDY OF ITS ROLE IN ENHANCING HUMAN WELL-BEING (15M)**

Mr. Aasheesh Kumar (CMP Degree College University of Allahabad)

- **BARRIERS TO DIGITAL PARTICIPATION IN DEVELOPING COUNTRIES: ANALYZING TECHNOLOGICAL, SOCIAL, AND CULTURAL OBSTACLES TO COMMUNITY ENGAGEMENT (15M)**

Sobia Maqsood (The University of Faisalabad)

- **INTEGRATING DIGITAL POLICY AND SUSTAINABILITY IN EDUCATION: INSIGHTS FROM PAKISTAN AND CHINA (15M)**

Sidra Ghulam Muhammad (The University of Faisalabad)

Alina Idrees (The University of Faisalabad)

- **LEVERAGING DYNAMIC CAPABILITIES FOR FIRM PERFORMANCE: THE MEDIATING EFFECT OF BPMC (15M)**

Hira Shafqat (The University of Faisalabad)

Rimsha Shahid (The University of Faisalabad)

Sidra Ghulam Muhammad (The University of Faisalabad)

Ayesha Sadiqa (The University of Faisalabad)

Hira Shafqat (The University of Faisalabad)

Alina Idrees (The University of Faisalabad)

- **A COMPARATIVE STUDY ON CONVENTIONAL EDUCATIONAL SYSTEM AND OUTCOME BASED LEARNING AT UNIVERSITY OF AGRICULTURE FAISALABAD (15M)**

Aqeela Saghir (University of Agriculture Faisalabad Pakistan)

- **DIGITAL TRANSFORMATION AND HUMAN WELL-BEING: PATHWAYS TO A BETTER LIFE (15M)**

Jawad Anwar (Price Control & Commodities Management Department, Government of Punjab)

Shagufta Rasheed (University of Agriculture Faisalabad, Pakistan)



ENGLISH ONLINE SESSION – SESSION 9

Friday, October 17, 2025 at 10:30:00 AM GMT+3 – Friday, October 17, 2025 at 12:00:00 PM GMT+3

Turkish Time: 17/10/2025- 08:30

English Online Session_1: <https://meet.google.com/svo-otpb-hpt>

Session Chair: Dr. Faradina Ahmad

• **ECONOMIC GROWTH, INEQUALITY, AND HUMAN DEVELOPMENT: A COMPARATIVE ANALYSIS OF THE USA, SWEDEN, CHINA, AND INDIA (2000–2023) (15M)**

Mr. Aasheesh Kumar (CMP Degree College University of Allahabad)

• **BRIDGING THE CLIMATE FINANCE GAP: THE ROLE OF GREEN FINTECH IN PAKISTAN AND CHINA'S DEVELOPMENT STRATEGIES (15M)**

Rimsha Shahid (The University of Faisalabad)

Sidra Ghulam Muhammad (The University of Faisalabad)

Alina Idrees (The University of Faisalabad)

• **NEXUS BETWEEN GREEN INVESTMENT AND CORPORATE PERFORMANCE, THE CONDITIONAL EFFECT OF INSTITUTIONAL QUALITY: A SOUTH ASIAN PERSPECTIVE (15M)**

Mubashira Ali Khushi (The University of Faisalabad)

Sidra Ghulam Muhammad (The University of Faisalabad)

Rimsha Shahid (The University of Faisalabad)

• **SUSTAINING COMPETITIVENESS IN GLOBAL TEXTILE TRADE: A COMPARATIVE ANALYSIS OF PAKISTAN AND CHINA IN THE U.S. MARKET UNDER GREEN TRADE BARRIERS (15M)**

Komal Azhar (University of Agriculture, Faisalabad)

Tahira Sadaf (Institute of Agricultural and Resource Economics, Faculty of Social Sciences, University of Agriculture, Faisalabad)

Ayesha Rouf (Institute of Agricultural and Resource Economics, University of Agriculture Faisalabad)

• **AI FOR INCLUSIVE ENTREPRENEURSHIP: EMPOWERING WOMEN-LED STARTUPS TOWARDS SUSTAINABLE DEVELOPMENT**

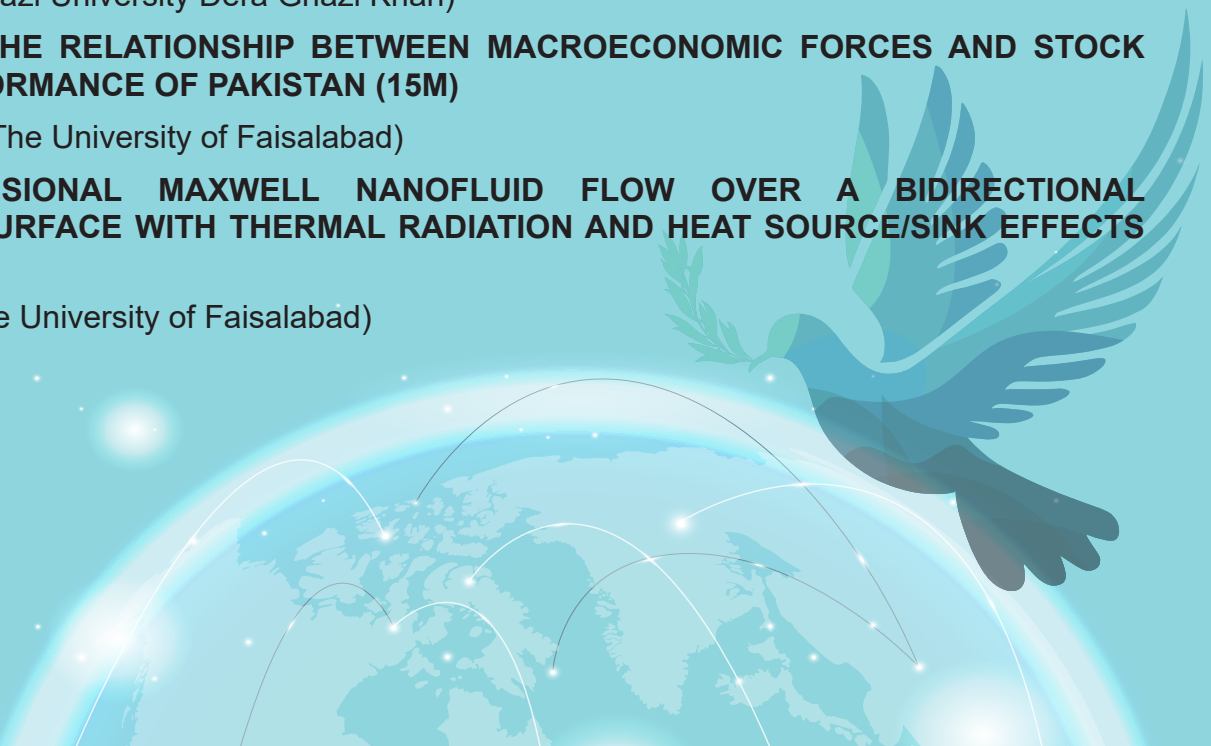
Saira Majeed (Ghazi University Dera Ghazi Khan)

• **ANALYZING THE RELATIONSHIP BETWEEN MACROECONOMIC FORCES AND STOCK MARKET PERFORMANCE OF PAKISTAN (15M)**

Mariam Naeem (The University of Faisalabad)

• **THREE-DIMENSIONAL MAXWELL NANOFLUID FLOW OVER A BIDIRECTIONAL STRETCHING SURFACE WITH THERMAL RADIATION AND HEAT SOURCE/SINK EFFECTS (15M)**

Sidra Naeem (The University of Faisalabad)



ENGLISH ONLINE SESSION – SESSION 10

Friday, October 17, 2025 at 10:30:00 AM GMT+3 – Friday, October 17, 2025 at 12:00:00 PM GMT+3

Turkish Time: 17/10/2025- 08:30

English Online Session_2: <https://meet.google.com/dib-cqbu-dxj>

Session Chair: Dr. Hanini Ilyana Che Hashim

- **MOLECULAR DOCKING SIMULATIONS IN DRUG DISCOVERY: A REVIEW (15M)**

Idris Arslan (Zonguldak Bülent Ecevit University)

- **THE IMPACT OF HEALTH CAPITAL ON ECONOMIC GROWTH IN PAKISTAN (15M)**

Shama Naz Manzoor Huss (UAF)

- **NAVIGATING DIGITAL TRANSFORMATION STRESS: THE ROLE OF PSYCHOLOGICAL CAPITAL AND SUPERVISOR SUPPORT IN SHAPING JOB INVOLVEMENT IN PAKISTAN'S HEALTHCARE SECTOR (15M)**

Tariq Jamil (The University of Faisalabad)

- **LUNG INFLAMMATION (PNEUMONIA) AND ITS CONSEQUENCES (15M)**

Yulduzoy Toxirjonova (Kokand University Andijan Branch)



ENGLISH ONLINE SESSION –SESSION 11

Friday, October 17, 2025 at 2:00:00 PM GMT+3 – Friday, October 17, 2025 at 3:30:00 PM GMT+3

Turkish Time: 17/10/2025- 12:00

English Online Session_1: <https://meet.google.com/svo-otpb-hpt>

Session Chair: Assoc. Prof. A. Gözde İyicil

• **IMPACT OF SOCIAL MEDIA MARKETING ON BRAND EQUITY: THE ROLE OF EXPERIENTIAL VALUE (15M)**

Muhammad Rehmat (Fauji Fresh n Freeze)

• **A COMPREHENSIVE QUANTUM CHEMICAL STUDY OF PARA-AMINOHIPURIC ACID: GEOMETRY, ELECTRONIC PROPERTIES, AND REACTIVITY DESCRIPTORS (15M)**

Asaf Ülgen (Şırnak Üniversitesi)

Ümit Erdem (Kirikkale University)

Gürcan Yıldırım (Abant İzzet Baysal Üniversitesi)

• **CLIMATE CHANGE AND HUMAN HEALTH WITH ARTIFICIAL INTELLIGENCE**

Saeed Rahman (Ghazi University)

• **DFT AND HF INVESTIGATIONS OF PARA-AMINOHIPURIC ACID: STRUCTURAL, SPECTROSCOPIC, AND PHYSICOCHEMICAL ANALYSES (15M)**

Asaf Ülgen (Şırnak Üniversitesi)

Ümit Erdem (Kirikkale University)

Gürcan Yıldırım (Abant İzzet Baysal Üniversitesi)

• **LIGHTWEIGHT GREEN AI MODELS FOR ADAPTIVE TUTORING IN LOW-RESOURCE ENVIRONMENTS (15M)**

Noureen Hameed (The University of Faisalabad, Amin Campus, Faisalabad, Pakistan)

Shakeel Saeed (Virtual University of Pakistan)

• **THE RIQUEZA GAME BOARD: AN AI-DRIVEN AND SUSTAINABLE APPROACH TO ENHANCING STUDENT ENGAGEMENT AND PERFORMANCE (15M)**

Rose Faida Ahmad Zabidi (Politeknik Tuanku Syed Sirajuddin)

• **COMMERCIALIZATION, SUSTAINABILITY AND WELL-BEING: EVALUATING CLUSTER FARMING IN PUNJAB (3PS LENS)**

Farrukh Shahzad (Muhammad Nawaz Shareef University of Agriculture)



ENGLISH ONLINE SESSION – SESSION 12

Friday, October 17, 2025 at 2:00:00 PM GMT+3 – Friday, October 17, 2025 at 3:30:00 PM GMT+3

Turkish Time: 17/10/2025- 12:00

English Online Session_2: <https://meet.google.com/dib-cqbu-dxj>

Session Chair: Dr. Miray Celepli Sütbaşı

•COGNITIVE ERGONOMICS AND MENTAL TOUGHNESS AS DRIVERS OF HUMAN CAPITAL SUSTAINABILITY FOR CLIMATE RESILIENCE (15M)

Fasiha Batool (TUF)

•STUDENT AS CONSUMER: A FUNDAMENTAL APPROACH IN HIGHER EDUCATION (15M)

Dr. Gulfam Hasan (University of Agriculture, Faisalabad)

Muhammad Rafay Muzamil (University of Agriculture Faisalabad)

Khazra Noor (University of Agriculture)

Saira Khanm (University of Agriculture, IAEERD)

• DEVELOPMENT OF FREEZIT EDUCATION CARD AS A TEACHING ASSIST IN HVAC EDUCATION (15M)

Muhammad Qusyairie (Politeknik Kuching Sarawak)

• FACTORS INFLUENCING THE USE OF CHATGPT IN MALAYSIAN POLYTECHNIC COMMUNICATIVE ENGLISH CLASSROOMS: STUDENTS' PERSPECTIVES (15M)

Radika Subramaniam (Politeknik Sultan Idris Shah)

• IMPACT OF SMOG ON LABOR PRODUCTIVITY AND HEALTH OUTCOMES: A CASE STUDY OF DISTRICT FAISALABAD (15M)

Sidra Firdous (University of Agriculture Faisalabad)



ENGLISH ONLINE SESSION – SESSION 13

Friday, October 17, 2025 at 2:00:00 PM GMT+3 – Friday, October 17, 2025 at 3:30:00 PM GMT+3

Turkish Time: 17/10/2025- 12:00

English Online Session_1: <https://meet.google.com/svo-otpb-hpt>

Session Chair: Prof. Dr. Hüseyin Özgür

- **BUILDING ETHICAL AI IN PAKISTAN: CHALLENGES AND GAPS IN THE NATIONAL POLICY (15M)**

Shabnum Amanat ((The University of Faisalabad))

- **PHYTOMEDIATION AND WATER QUALITY ENHANCEMENT FOR MANKA CANAL: MODERN STRATEGIES FOR SUSTAINABLE WATER MANAGEMENT, DERA GHAZI KHAN, PUNJAB**

Fatima Gulzar (Ghazi University)

- **INVISIBLE ECONOMIES: RURAL WOMEN'S FOOD DECISION-MAKING AND HOUSEHOLD SECURITY IN AGRARIAN PUNJAB, PAKISTAN (15M)**

Dr Madiha Naz (uaf)

- **WATER-FOOD-ECOSYSTEM NEXUS AMID CLIMATE CHANGE: A SYSTEMATIC REVIEW OF RESOURCE SECURITY IN PAKISTAN'S SPECIAL ECONOMIC ZONES (15M)**

Memona Nasir (University of Agriculture, Faisalabad)

- **LINKING SMALLHOLDERS TO MARKETS: BARRIERS AND ENABLERS OF PRIVATE SECTOR PARTNERSHIPS IN PULSE VALUE CHAINS (15M)**

Dr. M. Amjed Iqbal (University of Agriculture Faisalabad, Pakistan)

- **FROM COMMODITY TO BRAND: A CASE STUDY OF CHICKPEA VALUE CHAIN DEVELOPMENT IN PAKISTAN (15M)**

Dr. M. Amjed Iqbal (University of Agriculture Faisalabad, Pakistan)

- **ASSESSMENT OF COLEOPTILE LENGTH AND SEMINAL ROOT ANGLE IN SOME TETRAPLOID WHEATS AT SEEDLING STAGE (10m)**

Zain Ali (Çukurova University)

Melike Biçici (Çukurova University)

Mihriban Taş (Cukurova University)

- **FROM WILLINGNESS TO ACTION: SOCIO-ECONOMIC AND BEHAVIORAL DETERMINANTS OF RENEWABLE ENERGY ADOPTION IN PUNJAB, PAKISTAN (15M)**

Tayyab Zeeshan Shahid (University of Agriculture Faisalabad)

Salman Waseem (The University of Agriculture Faisalabad, Pakistan)

Saria Jabeen (University of Agriculture, FSD)

- **LEVERAGING ARTIFICIAL INTELLIGENCE TO ADDRESS LIVELIHOOD VULNERABILITY AND HOUSEHOLD DIETARY DIVERSITY IN DEVELOPING COUNTRIES: PATHWAYS TO RESILIENCE AND EQUITY (15 m)**

Mohsin Raza (MNS University of Agriculture Multan)



ENGLISH ONLINE SESSION – SESSION 14

Friday, October 17, 2025 at 3:30:00 PM GMT+3 – Friday, October 17, 2025 at 5:00:00 PM GMT+3

Turkish Time: 17/10/2025- 13:30

Turkish Online Session_1: <https://meet.google.com/dib-cqbu-dxj>

Session Chair: Prof. Dr. İlhan EGE/ Mersin Üniversitesi

• **EFFECTS OF MEDIA ON DEVELOPMENT OF EATING DISORDERS IN YOUNG FEMALES (15M)**

Anisa Riaz (University of Agriculture Faisalabad)

• **IMPACT OF URBANIZATION ON CLIMATE CHANGE: A CASE STUDY OF PUNJAB, PROVINCE OF PAKISTAN (15M)**

Azhar Iqbal (MNS Agricultural University)

• **DISSECTING DEPRIVATION IN PUNJAB, PAKISTAN: ZONAL DISPARITIES, GENDER DYNAMICS, AND EDUCATION'S ROLE IN MULTIDIMENSIONAL POVERTY (15M)**

Salman Waseem (The University of Agriculture Faisalabad, Pakistan)

Qaisar Abbas (University of Agriculture, Faisalabad, Pakistan)

Saria Jabeen (University of Agriculture, FSD)

Tayyab Zeeshan Shahid (University of Agriculture Faisalabad)

• **CIVIL SOCIETY'S CONTRIBUTION TO THE ADVANCEMENT OF SOCIAL JUSTICE (15M)**

Khazra Noor (University of Agriculture)

Saira Khanm (University of Agriculture, IAEERD)

Dr. Gulfam Hasan (University of Agriculture, Faisalabad)

• **ARTIFICIAL INTELLIGENCE AND RURAL FUTURES: OPPORTUNITIES AND CHALLENGES FOR DIVERSIFICATION (15M)**

Jawad Anwar (Price Control & Commodities Management Department, Government of Punjab)

Shagufta Rasheed (University of Agriculture Faisalabad, Pakistan)

• **TRUST LEVELS OF PHILANTHROPISTS IN NGOS: ANALYZING FUND UTILIZATION TRANSPARENCY IN PUNJAB, PAKISTAN (15M)**

Muhammad Faizan (The University of Faisalabad)

Sidra Ghulam Muhammad (The University of Faisalabad)

Rimsha Shahid (The University of Faisalabad)

• **THE TRANSFORMATION OF THE MAHALLA SYSTEM IN UZBEKISTAN (15M)**

Manzuraxon Yunusova (Andijan State University)

• **PHYTOREMEDIATION AND WATER QUALITY ENHANCEMENT FOR MANKA CANAL: MODERN STRATEGIES FOR SUSTAINABLE WATER MANAGEMENT, DERAGHAZI KHAN, PUNJAB (15M)**

Fatima Gulzar (Ghazi University)

AIRLINE OMNI-CHANNEL EXPERIENCE AND RE-PURCHASING INTENTION: THE TASK OF AIRLINE CHOICE, WORD OF MOUTH, AND INNOVATION

Vahap Önen (İstanbul Topkapı University)

ENGLISH ONLINE SESSION – SESSION 15

Saturday, October 18, 2025 at 11:30:00 AM GMT+3 – Saturday, October 18, 2025 at 1:00:00 PM GMT+3

Turkish Time: 18/10/2025- 09:30

English Online Session _2: <https://meet.google.com/nvm-owzi-gex>

Session Chair: Dr Mazilah Abdullah

- **GLOBAL FINANCIAL INSTABILITY IN THE ERA OF AI TECHNOLOGIES (15M)**

Shameem Chalil (Koneru Lakshmaiah Education Foundation, Vijayawada, Andhra Pradesh)

- **STRENGTHENING ORGANIZATIONAL MANAGEMENT MECHANISMS WITH CRISIS-MANAGEMENT PRINCIPLES IN THE AGE OF AI AND UNCERTAINTY (15M)**

Elena Khanzadyan (Management Development Institute of Singapore in Tashkent)

- **EXPLORATION OF TVET STUDENTS' PERCEPTION OF GENERATIVE AI BASED ON TECHNOLOGICAL ACCEPTANCE MODEL (15M)**

Diana Lee (Politeknik Sultan Azlan Shah)

- **AI DIGITAL SKILLS AND INNOVATION: THE ROLES OF KNOWLEDGE AND LEADERSHIP (15M)**

Muhammad Imran (The University of Faisalabad)

- **AI ETHICS: AN ANALYSIS OF TURKEY'S NATIONAL STRATEGY AND INTERNATIONAL DOCUMENTS (15M)**

Elif Miray Kasap (İnönü Üniversitesi)

- **AI ADOPTION AND SME PERFORMANCE IN THE DIGITAL ERA: UNPACKING THE ROLES OF STRATEGIC AGILITY, OPERATIONAL EFFICIENCY, AND DIGITAL LEADERSHIP (15M)**

Riffut Jabeen (Ghazi University, D.G. Khan)



ENGLISH ONLINE SESSION – SESSION 16

Saturday, October 18, 2025 at 1:00:00 PM GMT+3 – Saturday, October 18, 2025 at 2:30:00 PM GMT+3

Turkish Time: 18/10/2025- 11:00

English Online Session _1: <https://meet.google.com/vyy-ypea-qaq>

Session Chair: Dr. Kağan Çavuşoğlu

• **NAVIGATING THE DIGITAL LANDSCAPE: ASSESSING THE IMPACT OF DIGITAL TECHNOLOGIES ON WELL-BEING (10M)**

Ananda Majumdar (North Central Theological Seminary, Kennedy University of Saint Lucia)

• **SALIENT OBJECT-FOCUSED IMAGE COMPRESSION USING ROI-BASED METHODS IN CONSTRUCTION SITE IMAGERY (15M)**

Sema Yıldırım (Selcuk University)

• **AI-POWERED DIGITAL TRANSFORMATION: SHAPING A BETTER FUTURE FOR PAKISTAN (15M)**

Abid Aziz (PTCL)

• **THE IMPACT OF MOBILE PAYMENT SYSTEMS ON CONSUMER SPENDING AND SAVING BEHAVIOR OF YOUTH IN FAISALABAD, PUNJAB, PAKISTAN (15M)**

Malaika Shahid (The University of Faisalabad)

Noor Amer (The University of Faisalabad)

• **GENERATIVE AI MEETS THE SOCRATIC METHOD: TOWARD A SELF-EVOLVING LEARNING ENVIRONMENT FOR HIGHER EDUCATION (15M)**

Sana Maqbool (The University of Faisalabad)

Majid Hussain (The University of Faisalabad)

AN OVERVIEW OF AUTOMOTIVE DEMAND FORECASTING METHODS (15M)

İlknur Tanrıverdi (Bursa Technical University)

• **THE MEDIATING EFFECT OF WORKERS' SELF EFFICACY BELIEF BETWEEN THE PERCEPTION OF ORGANIZATIONAL HEALTH LEVEL AND SILENT QUITTING BEHAVIOURS (10M)**

Pınar Çömez (Duzce University)

Ali Rokhman (Jenderal Soedirman University)



ENGLISH ONLINE SESSION – SESSION 17

Saturday, October 18, 2025 at 1:00:00 PM GMT+3 – Saturday, October 18, 2025 at 2:30:00 PM GMT+3

Turkish Time: 18/10/2025- 11:00

English Online Session _2: <https://meet.google.com/nvm-owzi-gex>

Session Chair: Dr. Pınar Çömez

- **DIGITAL TRANSFORMATION AND CAPABILITIES FOR SUSTAINABLE SME GROWTH IN THE AGE OF ARTIFICIAL INTELLIGENCE (15M)**

Muhammad Rizwan Ullah (The University of Faisalabad, Pakistan)

- **AI ADOPTION AND EMPLOYEE ENGAGEMENT: HOW DIGITAL LITERACY MAKES THE DIFFERENCE (15M)**

Dr. Maryam Saleem (The University of Faisalabad)

- **RETHINKING MONETARY POLICY FOR SUSTAINABLE DEBT REDUCTION IN PAKISTAN (15M)**

Rai Aqdas Hayat (UAF)

Nazia Tabasam (University of Agriculture Faisalabad)

- **IMPACT OF INCOME INEQUALITY ON ECONOMIC GROWTH OF PAKISTAN (15M)**

Farhana Gul (The University of Swabi)

- **PATHWAYS TO PROSPERITY: A STATISTICAL ANALYSIS OF ECONOMIC WELL-BEING AND INCLUSIVE GROWTH IN CHENGALPATTU DISTRICT, TAMIL NADU (15M)**

M. R. Ramesh (Indira Gandhi Centre for Atomic Research, Kalpakkam)

- **DARK-SIDE OF GENERATIVE AI COLLABORATION AND EMPLOYEE CREATIVITY: THE ROLE OF AUTONOMY AND LEADERSHIP (15M)**

Maryam Liaqat (The University of Faisalabad)



ENGLISH ONLINE SESSION – SESSION 18

Saturday, October 18, 2025 at 2:30:00 PM GMT+3 – Saturday, October 18, 2025 at 4:00:00 PM GMT+3

Turkish Time: 18/10/2025- 12:30

English Online Session_1: <https://meet.google.com/vyy-ypea-qaq>

Session Chair: Dr. Üstün Yüksel

- **ECONOMIC IMPLICATIONS OF DIABETES MELLITUS: A CASE STUDY OF THE COST OF ILLNESS IN PUNJAB, PAKISTAN (15M)**

Sana Riasat (Planet, People & Peace (3Ps) in the Era of AI)

- **IMPACT OF LEADERSHIP STYLES ON EMPLOYEE PERFORMANCE AND ORGANIZATION GROWTH IN PAKISTAN (15M)**

Tahreem Nawaz (The University of Faisalabad)

- **THE ROLE OF WOMEN IN ENSURING DOMESTIC FOOD SECURITY IN RURAL COMMUNITIES: A COMPARATIVE STUDY OF PUNJAB, PAKISTAN (15M)**

Dr. Madiha Naz (UAF)

- **ESTIMATING AGRICULTURAL INCOME TAX REVENUE IN PAKISTAN: CHALLENGES AND OPPORTUNITIES FOR INSTITUTIONAL IMPROVEMENT (15M)**

Khadija Syed (Muhammad Nawaz Shreef University of Agriculture Multan, Pakistan)



ENGLISH ONLINE SESSION – SESSION 19

Saturday, October 18, 2025 at 2:30:00 PM GMT+3 – Saturday, October 18, 2025 at 4:00:00 PM GMT+3

Turkish Time: 18/10/2025- 12:30

English Online Session _2: <https://meet.google.com/nvm-owzi-gex>

Session Chair: Assoc. Prof. Azamat Maksudunov

- **ANALYZING THE CONSTRAINTS FACED BY IMPORTERS, PROCESSORS AND WHOLESALERS IN GHEE AND OIL INDUSTRY (15M)**

Fatima Zahid (The University of Faisalabad)

- **ANALYZING THE CONSTRAINTS FACED BY RETAILERS AND CONSUMERS IN THE PALM OIL INDUSTRY (15M)**

Wajeeha Nawaz (The University of Faisalabad)

- **ISSUES AND WAGE DIFFERENTIALS AMONG SEASONAL WORKERS IN THE SUGAR INDUSTRY IN JHANG DISTRICT (15M)**

Muhammad Farooq (University)

- **ECONOMIC FEASIBILITY OF SOLAR TUBE WELLS FOR RICE IRRIGATION IN PUNJAB, PAKISTAN (15M)**

Rahman Illahi (University of Agriculture Faisalabad)

- **SOCIOECONOMIC FACTORS OF BRAIN DRAIN IN PAKISTAN; ITS IMPLICATIONS ON ECONOMIC GROWTH (15M)**

Afeera Fatima (University of Agriculture, Faisalabad)

- **FINANCIAL LITERACY AND MANAGEMENT AMONG THE HOUSEHOLD WOMEN IN FAISALABAD (15M)**

Noor Amer (The University of Faisalabad)

Malaika Shahid (The University of Faisalabad)

- **PRACTICAL ASPECTS OF BIOGAS PRODUCTION TECHNOLOGIES AND BIOFUEL ENERGY USE (15M)**

Muxriddin Eshbekov (Termiz State University of Engineering and Agrotechnologies)



ENGLISH ONLINE SESSION – SESSION 20

Saturday, October 18, 2025 at 4:00:00 PM GMT+3 – Saturday, October 18, 2025 at 5:30:00 PM GMT+3

Turkish Time: 18/10/2025- 14:00

English Online Session _1: <https://meet.google.com/vyy-ypea-qaq>

Session Chair: Dr.Ahmet Erkasap

- **SURVIVING THE HEAT: A SYSTEMATIC REVIEW OF CLIMATE-INDUCED HEALTH RISKS AND SOCIOECONOMIC IMPACTS IN SOUTH ASIA (2020–2024) (15M)**

Muhammad Nafees (The University of Faisalabad)

Farhana Nosheen (GC University Faisalabad)

- **ADVANCING SUSTAINABILITY ADOPTION: THE ROLE OF INCENTIVES, CONSUMERISM, AND COMMUNITY ENGAGEMENT (10M)**

Muhammad Khan (The University of Faisalabad)

- **LEADER HYPOCRISY AND EMPLOYEE SOCIAL LOAFING: A MODERATED MEDIATION MODEL OF PSYCHOLOGICAL CONTRACT BREACH AND POWER DISTANCE ORIENTATION (15M)**

Dr. Muhammad Ahmad (TUF)

- **AGEING AND INCOME INEQUALITY (15M)**

Gulsum Akarsu (Ondokuz Mayıs University)

- **STUDENTS' PERCEPTIONS OF CHALLENGES IN IMPLEMENTING EXPERIENTIAL LEARNING ACTIVITIES TO ENHANCE ACADEMIC PERFORMANCE AT UNIVERSITY LEVEL (15M)**

Aqeela Saghir (University of Agriculture Faisalabad Pakistan)

- **SOCIO-ECONOMIC DETERMINANTS AFFECTING EDUCATIONAL ATTAINMENT AMONG RURAL AND URBAN FEMALE STUDENTS IN DISTRICT NANKANA (15M)**

Habiba Amjad (UAF)

- **CSR-MIX AND SECTORAL SCORING: A FRAMEWORK FOR TRANSPARENT, INCLUSIVE, AND MEASURABLE CSR IN PAKISTAN (15M)**

Hafiz Hassan Amjad (The University of Faisalabad)



ENGLISH ONLINE SESSION – SESSION 21

Saturday, October 18, 2025 at 4:00:00 PM GMT+3 – Saturday, October 18, 2025 at 5:30:00 PM GMT+3

Turkish Time: 18/10/2025- 14:00

English Online Session _2: <https://meet.google.com/nvm-owzi-gex>

Session Chair: Assoc. Prof. Hakan Emre Ziyagil

- **ENVIRONMENTAL POLLUTION AND ITS EFFECTS ON HUMAN HEALTH: A SOCIOLOGICAL STUDY IN DERA GHAZI KHAN CITY**

Sharjeel Saleem (Ghazi University Dera Ghazi Khan)

- **DIGITAL AND CLIMATE-SMART PATHWAYS FOR SUSTAINABLE FOOD AND ENERGY SYSTEMS IN PAKISTAN: TIME TO ACT (15M)**

Ashfaq Ahmad (Ghazi University)

- **IMPACT OF INTROVERSION AND EXTRAVERSION PERSONALITY TRAITS ON STUDENTS' LEARNING IN HIGHER EDUCATION LEVEL: A CASE STUDY AT UAF (15M)**

Aqeela Saghir (University of Agriculture Faisalabad Pakistan)

- **BRIDGING INNOVATION AND INCLUSION: NEW DIRECTIONS FOR GLOBAL EDUCATION (15M)**

Shagufta Rasheed (University of Agriculture Faisalabad, Pakistan)

Nazia Tabasam (University of Agriculture Faisalabad)

Saria Jabeen (University of Agriculture, FSD)

- **AN ANALYSIS OF SPENDING BEHAVIOR AMONG THE UNIVERSITY STUDENTS: A CASE STUDY OF THE UNIVERSITY OF FAISALABAD (15M)**

Muhammad Faizan (The University of Faisalabad)

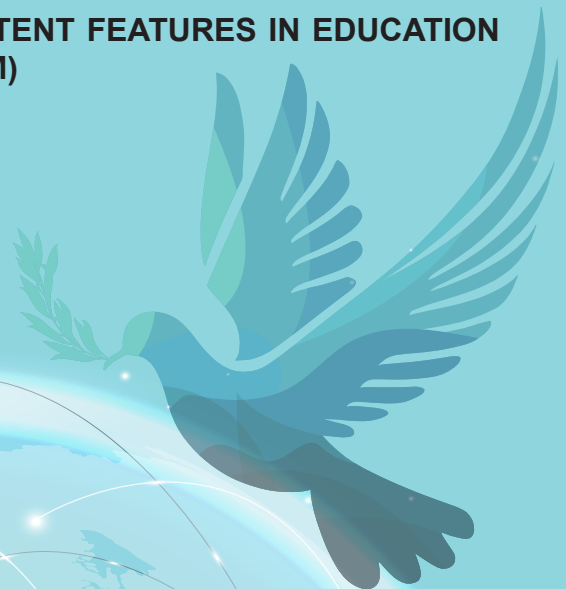
Sidra Ghulam Muhammad (The University of Faisalabad)

- **APPLICATION OF VIRTUAL AND AUGMENTED REALITY (VR/AR) TECHNOLOGIES IN THE EDUCATIONAL PROCESS AND DIGITALIZATION OF PEDAGOGICAL PRACTICES FOR MEDICAL STUDENTS AT FERGANA MEDICAL INSTITUTE OF PUBLIC HEALTH (15M)**

Elyor Valitov (Fergana Medical Institute of Public Health)

- **WHAT MAKES USERS CLICK? INVESTIGATING THE LATENT FEATURES IN EDUCATION APP ICONS AND TITLES INFLUENCING DOWNLOADS (15M)**

Ahmad Bilal (The University of Lahore)



ENGLISH ONLINE SESSION – SESSION 22

Sat Oct 18 2025 16:00:00 GMT+0300 (GMT+03:00)

Turkish Time: 18/10/2025-14:00

<https://meet.google.com/vyy-ypea-qaq>

Session Chair: Assoc. Reşat Arıca

- **ENVIRONMENTAL POLLUTION AND ITS EFFECTS ON HUMAN HEALTH: A SOCIOLOGICAL STUDY IN DERA GHAZI KHAN CITY (15M)**

Sharjeel Saleem (Ghazi University Dera Ghazi Khan)

- **AI-DRIVEN FORECASTING OF MUNICIPAL SOLID WASTE GENERATION, ENERGY RECOVERY, AND BIOCHAR PRODUCTION POTENTIAL IN DERA GHAZI KHAN (2022–2050) (15M)**

Nosheen Mirza (Ghazi University)

- **LEVERAGING ARTIFICIAL INTELLIGENCE FOR OPTIMIZING POULTRY MANURE COMPOSTING AND ENHANCING SUSTAINABLE AGRICULTURE PRODUCTION (15M)**

Nosheen Mirza (Ghazi University)

- **ARTIFICIAL INTELLIGENCE–DRIVEN INSIGHTS INTO BIOCHAR–NANOPARTICLE SYNERGY FOR ENHANCING ARSENIC TOLERANCE IN NEEM PLANT (15M)**

Nosheen Mirza (Ghazi University)

- **THE FUTURE OF LOGISTICS OPERATIONS IN BUSINESSES: THE IMPACT OF ARTIFICIAL INTELLIGENCE (15M)**

Ahmet Aydın (İstanbul Nişantaşı Üniversitesi)



A large, light blue globe composed of dots, showing the continents of Europe and Asia, positioned in the upper left background.

Turkish Online Session



TURKISH ONLINE SESSION – SESSION 2

Thursday, October 16, 2025 at 2:30:00 PM GMT+3 – Thursday, October 16, 2025 at 4:00:00 PM GMT+3

Türkiye Saati: 16/10/2025- 12:30

Turkish Online Session: <https://meet.google.com/nfp-chwh-qba>

Oturum Başkanı: Dr.Öğr.Üyesi Seda Bulut İstanbul Beykent Üniversitesi

• YÜKSEKÖĞRETİMDE DİJİTALLEŞEN DANIŞMANLIK: SANAL OFİS VE ASİSTAN UYGULAMALARININ DENEYİMSEL İNCELEMESİ (15M)

Orkun Şen (Anadolu University)

• YAPAY ZEKÂ DESTEKLİ ATIK SINIFLANDIRMA VE YÖNLENDİRME SİSTEMİ: AKILLI KAMPÜS UYGULAMASI (15M)

Neşe Karçık

Dilara Kaymaz

Ayşe Meriç Yazıcı (İstanbul Gelişim Üniversitesi)

• DİJİTAL UÇURUM: GELİŞMEKTE OLAN ÜLKELERDE EŞİTSİZLİKLERİN AZALTILMASINA YÖNELİK POLİTİKA ÖNERİLERİ (15M)

Kevser Gündüz (Tokat Gaziosmanpaşa Üniversitesi)

• VERİ ODAKLI GASTRONOMİ SİSTEMLERİ: YAPAY ZEKÂNIN YÖRESEL MUTFAK MİRASININ KORUNMASI VE TOPLUMSAL BÜTÜNLEŞMEYE ETKİSİ ÜZERİNE BİR İNCELEME (15M)

Rukiye Saydam Şaşı (Kocaeli Üniversitesi)

Bilsen Bilgili (Kocaeli Üniversitesi)

• KURGAN VE YAPAY ZEKA: TÜRKİYE'DE VERGİ DENETİMİNDE DİJİTAL DEVRİM (15M)

Gümrah Can Başdağ (Gümrah Can Başdağ)

• MOBİL BANKACILIKTA DİJİTAL SESLİ ASİSTAN HİZMET KALİTESİ, DENEYSEL BİR KARŞILAŞTIRMA (15M)

Özkan Çıtak (Akdeniz Üniversitesi)

• KÜRESEL PİYASA KOŞULLARI ALTINDA ORTA ASYA'DA BÖLGESEL STRATEJİK İŞ BİRLİĞİ SAĞLAMAYA YÖNELİK BİLİMSEL İNOVASYON YAKLAŞIMI (15M)

KamaldinYunusov (Andijan State University)



TURKISH ONLINE SESSION – SESSION 3

Thursday, October 16, 2025 at 4:00:00 PM GMT+3 – Thursday, October 16, 2025 at 5:30:00 PM GMT+3

Turkish Online Session_1: <https://meet.google.com/nfp-chwh-qba>

Türkiye Saati: 16/10/2025- 14:00

Oturum Başkanı: Dr. Tuğçe Metin (Kahramanmaraş Sütçü İmam Üniversitesi)

• SÜRDÜRÜLEBİLİR KAYNAK KULLANIMI EKSENİNDE KÜRESEL KALKINMA VE SÜRDÜRÜLEBİLİR KALKINMA HEDEFLERİNİN GELECEĞİ (15M)

Sinan Şentürk (Süleyman Demirel Üniversitesi)

Serpil Ağcakaya (Süleyman Demirel Üniversitesi)

• NATURAL DISASTERS, UNCERTAINTY, AND ECONOMIC BEHAVIORS: INSIGHTS FROM THE KAHRAMANMARAŞ EARTHQUAKES (15M)

Tuğçe Metin (Kahramanmaraş Sütçü İmam Üniversitesi)

• YEŞİL TAHVİLLERİN GELİŞMİŞ ÜLKELERİN FİNANSAL PİYASALARINA ETKİSİNİN İNCELENMESİ (15M)

Abdullah Ferit Erol (Batman Üniversitesi)

• OFİS ÇALIŞANLARININ CHATGPT KULLANIM DAVRANIŞLARI: KİŞİSELLEŞTİRME, GÜVEN VE TAVSİYE NİYETİ ÜZERİNE NİTEL BİR ARAŞTIRMA (15M)

Orkun Şen (Anadolu University)

• PARA ÜRETİM SÜRECİNDE FİRMA, BANKA VE MERKEZ BANKASI İLİŞKİSİNİN MUHAŞEBESİ: POST KEYNESYEN BAKIŞ (15M)

Özgür Özkan (YMM ofisi)



TURKISH ONLINE SESSION – SESSION 4

Thursday, October 16, 2025 at 5:30:00 PM GMT+3 – Thursday, October 16, 2025 at 7:00:00 PM GMT+3

Turkish Online Session_1: <https://meet.google.com/nfp-chwh-qba>

Türkiye Saati: 16/10/2025- 15:30

Oturum Başkanı: Doç. Dr. Semih Aktuğ (Siirt Üniversitesi)

- **STRATEGIES TO REDUCE POVERTY IN DEVELOPING COUNTRIES (15M)**

Semih Aktuğ (Siirt Üniversitesi)

- **ONE OF THE DYNAMICS OF THE HEALTH SECTOR IN OUR CENTURY: THE PLACE OF EXOSOMES IN DIAGNOSIS AND TREATMENT (15M)**

Leyla Bahar (Mersin Üniversitesi)

- **HİSTOPATOLOJİK TANIDA YAPAYZEKA: 21. YÜZYILIN YENİ ASİSTANI (15M)**

Leyla Bahar (Mersin Üniversitesi)

- **TURKEY'S 2025 AREAL TEMPERATURE STATUS (15M)**

Burhan Bahadır (Tarım Orman)

Ufuk Karadavut (Karabük Üniversitesi)

- **MULTILINGUAL AI AND DIGITAL INEQUALITY IN UZBEKISTAN: PATHWAYS TO EQUITABLE DEVELOPMENT (15M)**

Eldar Asanov (National Archaeological Center of the Academy of Sciences of Uzbekistan)



TURKISH ONLINE SESSION – SESSION 5

Friday, October 17, 2025 at 11:30:00 AM GMT+3 – Friday, October 17, 2025 at 1:00:00 PM GMT+3

Turkish Online Session_1: <https://meet.google.com/nfp-chwh-qba>

Türkiye Saati: 17/10/2025- 09:30

Oturum Başkanı: Dr. Öğr. Üyesi İsmail KOÇ/ Sakarya Uygulamalı Bilimler Üniversitesi

- **AR-GE TEŞVİKLERİNİN SANAYİ KATMA DEĞERİ ÜZERİNDEKİ ETKİSİ: TÜRKİYE 2009–2024**

İsmail Koç (Sakarya Uygulamalı Bilimler Üniversitesi)

Recep Koç (Bağımız Araştırmacı)

- **TURİZMDE ÜRETKE N YAPAY ZEKANIN İKİLİ DOĞASI: DEĞERİN BİRLİKTE YARATIMI VE YIKIMINA YÖNELİK BÜTÜNEL BİR YAKLAŞIM (15M)**

Birsel Tepebaşı (İstanbul Nişantaşı Üniversitesi)

Bilsen Bilgili (Kocaeli University)

- **MOBİL SAĞLIK UYGULAMALARINDA KULLANICI DENEYİMİ: E-NABİZ ÜZERİNE BİR İÇERİK ANALİZİ (15M)**

Fikret Işık (Alanya Alaaddin Keykubat Üniversitesi)

- **İŞYERİ NEZAKETSİZLİĞİNİN İŞ STRESİNİN ÜRETKE N LİK KARŞITI İŞ DAVRANIŞLARINA ETKİSİNDE İŞ STRESİNİN ARACI ROLÜ (15M)**

Ahmet Alp ÖZBALCI (Samsun University)

Mustafa Şeker (Near East University)

- **EKOLOJİK AYAK İZİNİN MİNİMİZE EDİLMESİ: SIFIR ATIK PROJESİ VE ÇEVRESEL GÜVENLİK İLİŞKİSİ**

İbrahim Yıldız (Siirt Üniversitesi)

- **GREEN ARTİFİCİAL INTELLIGENCE IN BUSINESS: A BIBLIOMETRIC ANALYSIS (15M)**

Tuba Bıyıkbeyi (Kilis 7 Aralık University)



TURKISH ONLINE SESSION – SESSION 6

Friday, October 17, 2025 at 2:30:00 PM GMT+3 – Friday, October 17, 2025 at 4:00:00 PM GMT+3

Turkish Online Session_1: <https://meet.google.com/nfp-chwh-qba>

Türkiye Saati: 17/10/2025- 12:30

Oturum Başkanı: Dr.Şerife Karagöz (Avrasya Üniversitesi)

• **DİJİTAL LİDERLİK, OKUL İKLİMİ VE ÖĞRETMEN DİJİTAL ÖZYETERLİLİĞİ: YAPAY ZEKÂ ÇAĞINDA DÖNÜŞÜM MODELİ (15M)**

Mahmut Karakaya (Bağımsız Araştırmacı)

• **MESLEKİ TÜKENMİŞLİĞİN İŞ DOYUMU ÜZERİNE ETKİSİ: BATMAN ÜNİVERSİTESİ ÖRNEĞİ (15M)**

Yavuz Elitok (Batman üniversitesi)

• **DIGGING THEIR OWN GRAVE? EXPLORİNG TRADITIONAL ENTREPRENEURS' DIGITAL ENTREPRENEURSHIP AWARENESS (15M)**

Oğuzhan Aytar (Karamanoğlu Mehmetbey Üniversitesi)

• **A COMPARİSON OF SOCIAL ENTREPRENEURSHIP AND FOUNDATİON VOLUNTEERİNG FROM A SOCIAL VALUE PERSPECTIVE (15M)**

Oğuzhan Aytar (Karamanoğlu Mehmetbey Üniversitesi)

• **ÜNİVERSİTE ÖĞRENCİLERİNİN STRESLE BAŞA ÇIKMA BECERİSİNİ GELİŞTİRMEDE BDT, ACT VE MİNDFULNESS'İN ROLÜ: BİR DERLEME (15M)**

Merve Nur Koçakoğlu (Konya Teknik Üniversitesi)

Mustafa Güler (Selçuk Üniversitesi)



TURKISH ONLINE SESSION – SESSION 7

Friday, October 17, 2025 at 4:00:00 PM GMT+3 – Friday, October 17, 2025 at 5:30:00 PM GMT+3

Turkish Online Session_1: <https://meet.google.com/nfp-chwh-qba>

Türkiye Saati: 17/10/2025- 14:00

Oturum Başkanı: Dr. Öğr. Üyesi Yasemin Özel (Kastamonu Üniversitesi)

• COMPARATIVE ANALYSIS OF THALAMIC NUCLEI VOLUME ALTERATIONS IN SELECTED NEUROPSYCHIATRIC DISORDERS

Menşure Şahin (Karabuk University)

Necati Emre Şahin (Karabuk University)

Şeyma Toy (Karabuk University)

• SARCOIDOSIS OR TUBERCULOSIS – OR BOTH? (15M)

Hatice Elmas (Institute of Pathology, University Medical Center Hamburg-Eppendorf UKE- and (ARCN), (DZL), Germany and Vocational School of Health Services, Malatya Turgut Ozal University)

Ayfer Kılıç (Vocational School of Health Services, Malatya Turgut Ozal University, Malatya, Türkiye)

• VOLUMETRIC INSIGHTS INTO THE AMYGDALA ACROSS MAJOR PSYCHIATRIC DISORDERS (15M)

Menşure Şahin (Karabuk University)

Necati Emre Şahin (Karabuk University)

Şeyma Toy (Karabuk University)

• YAPAY ZEKADA ETİK DÖNÜM NOKTASI: İNSAN ONURU VE DİJİTAL BARIŞ (15M)

Sabiha Kılıç (Hitit University)

• PHYSIOTHERAPY PRACTICES IN THE HEALTHCARE SECTOR IN THE 21st CENTURY: THE EMERGING ROLE OF TELEREHABILITATION (15M)

Mert Uysal (Karabuk University)

• AGEING POPULATION IN THE 21st CENTURY: HEALTHY AND ACTIVE AGEING (15M)

Mert Uysal (Karabuk University)



TURKISH ONLINE SESSION – SESSION 8

Friday, October 17, 2025 at 5:30:00 PM GMT+3 – Friday, October 17, 2025 at 7:00:00 PM GMT+3

Turkish Online Session_1: <https://meet.google.com/iwa-nbef-ceq>

Türkiye Saati: 17/10/2025- 15:30

Oturum Başkanı: Dr. Öğr. Üyesi Berrin Sarıtuğ

• **TÜRKİYE’DE 6-7 ŞUBAT DEPREMİ SONRASINDA GÖÇ EDEN BİREYLERİN SOSYAL UYUM ÇABALARI (15M)**

Ceylan Kardas (Batman Üniversitesi)

• **DEVELOPMENT OF SYNTHETIC BREAD WHEAT BY USING WILD EMMER (T. DICOCOİDES) AND DURUM WHEAT (T. DURUM) (15M)**

Melike Biçici (Çukurova Üniversitesi)

Zain Ali (Çukurova University)

Mihriban TAŞ (Cukurova University)

• **KIRGIZİSTAN MÜCEVHER SEKTÖRÜNDE DİJİTAL PAZARLAMA STRATEJİLERİNİN İNCELENMESİ**

Tansuluu Usenalieva (Kyrgyz-Turkish Manas University)

Azamat Maksudunov (Kyrgyz-Turkish Manas University)

• **EVALUATION OF THE POTENTIAL OF SAINFOIN (ONOBRYCHIS VICIIFOLIA) IN SUSTAINABLE AGRICULTURE: AGRONOMIC, GENETIC, AND ARTIFICIAL INTELLIGENCE PERSPECTIVES (15M)**

Sevim Döndü Kara Öztürk (Çukurova Üniversitesi)

• **SEED TRAITS AND YIELD RELATIONSHIPS IN SOYBEAN (GLYCINE MAX L.) LINES GROWN AS A SECOND CROP UNDER CUKUROVA CONDITIONS (15M)**

Mihriban Taş (Cukurova University)

Zain Ali (Çukurova University)

Melike Biçici (Çukurova Üniversitesi)

• **YAPAY ZEKÂ DESTEKLİ TARIM TEKNOLOJİLERİNİN TARIM İŞÇİLERİ ÜZERİNDEKİ SOSYO EKONOMİK ETKİLERİ (15M)**

Banu Özbucak Albar (Zonguldak Bülent Ecevit Üniversitesi)

• **YSA, SVR VE ARIMA MODELLERİYLE GÜNLÜK ENERJİ TAHMİNİ VE BELİRSİZLİK ANALİZİ (15M)**

Suleyman Kose (Izmir Katip Celebi University)

Bayram Köse (İzmir Bakırçay Üniversitesi)

Ceyda Mülâyim (İzmir Bakırçay Üniversitesi)

• **THE ROLE OF WORKING LIFE IN LIFE SATISFACTION: A LOGISTIC REGRESSION ANALYSIS OF THE 2024 SURVEY (15M)**

Zeynep Görgülü (Selçuk University)

Hasan Bozgeyikli (Selçuk University)

• **AN ANALYSIS OF METROPOLIZATION VIA CLUSTERING IN REPUBLIC OF SOUTH AFRICA FOR INFRASTRUCTURAL EFFICIENCY (15M)**

Mehmet Kızıлтаş (Istanbul Beykent University)

TURKISH ONLINE SESSION – SESSION 9

Saturday, October 18, 2025 at 1:00:00 PM GMT+3 – Saturday, October 18, 2025 at 2:30:00 PM GMT+3

Türkiye Saati: 18/10/2025- 11:00

Turkish Online Session_1: <https://meet.google.com/iwa-nbef-ceq>

Oturum Başkanı: Dr. Öğr. Üyesi Şerife Karagöz

- **ARTİFİCİAL INTELLIGENCE GUIDANCE IN INSTRUMENT LEARNING USING SOUND AND IMAGE ANALYSIS (15M)**

Hakan Emre Ziyagil (Niğde Ömer Halisdemir Üniversitesi)

- **DİJİTAL İKİZ TEKNOLOJİLERİNİN DAYANIKLI KENTLER ÜZERİNDEKİ ROLÜ (15M)**

Betül Ertoyl Sarıışık (Ankara Hacı Bayram Veli Üniversitesi)

- Özge Yalçın Ercoşkun (Gazi Üniversitesi)

- **CORRELATION NETWORK ANALYSIS OF URBAN IMAGE COMPONENTS: THE CASE OF KAHRAMANMARAŞ (15M)**

Ömer Büyükbaş (KSÜ)

- **KADIN ÜNİVERSİTE ÖĞRENCİLERİNDE DİJİTAL FARKINDALIK VE E-SAĞLIK OKURYAZARLIĞI İLİŞKİSİ: DEMOGRAFİK DEĞİŞKENLER AÇISINDAN BİR ANALİZ**

Okan Koç (Balıkesir University)

- **KADINLARDA SAĞLIK OKURYAZARLIĞI VE DİJİTAL GİRİŞİMCİLİK: KADINA YÖNELİK ŞİDDETLE MÜCADELEDE TEKNOLOJİ TABANLI UYGULAMALAR (15M)**

Okan Koç (Balıkesir University)

- **İKLİM DEĞİŞİKLİĞİ VERİLERİNİN SAĞLIK YÖNETİMİNDE KULLANIMI: YAPAY ZEKÂ İLE POLİTİKA KARARLARINI DESTEKLEMELİK (15M)**

Seçil Ergöl (İstanbul Beykent Üniversitesi)

- **DİJİTAL DÖNÜŞÜMÜN İŞ YAŞAMINA ETKİLERİ :ZOOM YORGUNLUĞU (15M)**

Esra Akay (Bozok Üniversitesi)



TURKISH ONLINE SESSION – SESSION 10

Saturday, October 18, 2025 at 2:30:00 PM GMT+3 – Saturday, October 18, 2025 at 4:00:00 PM GMT+3

Türkiye Saati: 18/10/2025- 12:30

Turkish Online Session_1: <https://meet.google.com/iwa-nbef-ceq>

Oturum Başkanı: Doç. Dr. Mücahit ÇAYIN (Batman Üniversitesi)

• EARLY DIAGNOSIS AND STAGING OF LIVER CIRRHOSIS: THE USE OF MACHINE LEARNING AND DEEP LEARNING ALGORITHMS

Betül Karabudak (Karabuk University)

• MULTI-OMIC AND ARTIFICIAL INTELLIGENCE- BASED APPROACHES IN EARLY DIAGNOSIS OF LUNG CANCER

Betül Karabudak (Karabuk University)

• YAPAY ZEKÂ ODAKLI MOLEKÜLER HEDEF AVI: ANTİ-KANSER İLAÇ KEŞFİNDE GÜNCEL YAKLAŞIMLAR (15M)

Seda Bulut (İstanbul Beykent Üniversitesi)

• PAKİSTAN EKONOMİSİNDE MAKROEKONOMİK VE ENERJİ FAKTÖRLERİNİN EKONOMİK BÜYÜME ÜZERİNDEKİ ETKİLERİ: AMPİRİK BİR ANALİZ (15M)

Muhammet Kerem Güneş (Batman University)

Bayram Kayantaş (Batman Üniversitesi)

Mücahit Çayin (Batman Üniversitesi)

• KÜRTAJ YAPTIRAN KADINLARIN KARAR SÜREÇLERİNE, KÜRTAJ ANINA VE SONRASINA DAİR DENEYİMLERİNİN ARAŞTIRILMASI (10m)

Elif Kara (Sakarya University)



TURKISH ONLINE SESSION – SESSION 11

Saturday, October 18, 2025 at 4:00:00 PM GMT+3 – Saturday, October 18, 2025 at 5:30:00 PM GMT+3

Türkiye Saati: 18/10/2025- 14:00

Turkish Online Session_1: <https://meet.google.com/iwa-nbef-ceq>

Oturum Başkanı: Seda BULUT (İstanbul Beykent Üniversitesi)

- **ABD PAKİSTAN İLİŞKİLERİNİN STRATEJİK ARKA PLANI (15M)**

İzzettin Kayapınar (Batman Üniversitesi)

- **APPLICATION OF TRANSIT SEARCH AND GOLDEN JACKAL OPTIMIZATION ALGORITHMS FOR DIRECTIONAL OVERCURRENT RELAY SETTINGS IN POWER GRIDS (15M)**

İbrahim Arslanoğlu (Karadeniz Teknik Üniversitesi)

- **KRİZ DÖNEMİNDE ÖRGÜTSEL DAYANIKLILIKLA YENİDEN YAPILANMA: ÖRGÜTSEL ÖĞRENME YETENEĞİNİN İHRACAT FİRMALARININ ÜRÜN İNOVASYONU ÜZERİNDEKİ ETKİSİ (15M)**

Derya Çelik (Gelişim Üniversitesi)

Aybige Özer Koçak (İstanbul Beykent Üniversitesi)





Turkish In-Person



TURKISH IN-PERSON – SESSION 1

Thursday, October 16, 2025 at 1:00:00 PM GMT+3 – Thursday, October 16, 2025 at 2:30:00 PM GMT+3

Hall_1: 203- (TUF)

Doç. Dr. Gökben Bayramoğlu/ Hitit Üniversitesi

- **MEDENİYET GETİREN “YABANCI KRAL” OLARAK YAPAY ZEKÂ: “PERSON OF INTEREST” DİZİSİ ÜZERİNDEN KÜLTÜREL VE SİYASAL BİR OKUMA (15M)**

Gökben Bayramoğlu (Hitit Üniversitesi)

Nida PALABIYIK (Yozgat Bozok Üniversitesi)

- **INTEGRATION OF TURKISH PUBLIC ADMINISTRATION INTO DIGITAL TRANSFORMATION (15M)**

Muzaffer Bimay (Batman University)

- **TOPLUMSAL DAYANIŞMA VE ÜÇÜNCÜ KUŞAK HAKLAR BAĞLAMINDA BARIŞIN SOSYOLOJİK TEMELLERİ (15M)**

Talha Turhan (Erciyes Üniversitesi)

- **KURUMSAL YÖNETİM UYGULAMALARININ FİNANSAL BİLGİ KALİTESİ ÜZERİNE ETKİSİ AMPİRİK UYGULAMA (15M)**

Mehmet Ferhat Çelik (Selçuk University)

Selçuk Balı (Selçuk University)

- **KURUMSAL YÖNETİM UYGULAMALARININ FİNANSAL BİLGİ KALİTESİ ÜZERİNE ETKİSİ: TEORİK BİR DEĞERLENDİRME (15M)**

Mehmet Ferhat Çelik (Selçuk University)

Selçuk Balı (Selçuk University)

- **ÇALIŞAN ANNELERİN ÖZ ŞEFKAT VE EBEVEYN TÜKENMİŞLİĞİ DÜZEYLERİNİN FARKLI DEĞİŞKENLER AÇISINDAN İNCELENMESİ (15M)**

Mustafa Güler (Selçuk Üniversitesi)

Nevriye Şenses (Selçuk Üniversitesi)

- **PSİKOLOJİK DANIŞMADA YAPAY ZEKA KULANIMI:AVANTAJ VE DEZAVANTAJLARI**

Ayşe Bozgeyikli (Necmettin Erbakan Üniversitesi)

Selahattin Avşaroğlu (Necmettin Erbakan Üniversitesi)

- **DİSTRİBÜTÖRLÜK ANLAŞMALARININ ETİK BOYUTLARI VE TEDARİK ZİNCİRİ SÜRDÜRÜLEBİLİRLİĞİ: TÜRKİYE'DE BİR ACENTE TEORİSİ PERSPEKTİFİ**

Murat Atılgan (Batman üniversitesi)

Osman Yılmaz (Batman Üniversitesi)



TURKISH IN-PERSON – SESSION 2

Thursday, October 16, 2025 at 2:45:00 PM GMT+3 – Thursday, October 16, 2025 at 4:15:00 PM GMT+3

Hall_1: 203- (TUF)

Prof. Dr. Hasan Bozgeyikli (Selçuk University)

• DİJİTAL VATANDAŞLIK VE OKUL ÖNCESİ DÖNEMDE ETİK DEĞERLER: TEORİK BİR MODEL ÖNERİSİ (15M)

H. Buluthan Çetintaş (Necmettin Erbakan University)

• PREPARING YOUNG PEOPLE FOR UNCERTAINTY: CAREER AGILITY (15M)

Ayhan Ünal (Selçuk Üniversitesi)

Hasan Bozgeyikli (Selçuk University)

• SAĞLIK OKURYAZARLIĞI NEDEN ÖNEMLİ (15M)

Ufuk Karadavut (Karabük üniversitesi)

Mehmet Murat Şahin (Karabük Üniversitesi)

İlkay Karadavut (Bolu Abant İzzet Baysal)

• HAYATIMIZDAKİ FİTOTERAPİ (15M)

Mehmet Murat Şahin (Karabük Üniversitesi)

Ufuk Karadavut (Karabük üniversitesi)

Sinem Şahin (Hacettepe Üniversitesi)





English In-Person



ENGLISH IN-PERSON – SESSION 1 TUF

Thursday, October 16, 2025 at 2:00:00 PM GMT+3 – Thursday, October 16, 2025 at 3:30:00 PM GMT+3

Hall: 201

Pakistan Time: 16/10/2025: 14:00-15:30

Chairperson: Dr. Avais Tahir

• **IMPACT OF TECHNICAL TASKS, PROJECT MANAGEMENT COMPETENCIES, AND FINANCIAL TASKS ON PROJECT SUCCESS WITH MODERATION BY PROJECT COMPLEXITY AND MEDIATION BY GREEN ENERGY (15M)**

Dr. Muhammad Imran Majeed (The University of Faisalabad)

• **EXPLORING THE INFLUENCE OF MARKETING STRATEGIES ADOPTED BY EMIRATES AIRLINE, QATAR AND ETIHAD AIRWAYS ON PASSENGER EXPERIENCES AND PREFERENCES IN PAKISTAN'S AVIATION SECTOR (15M)**

Abdul Salam (The University of Faisalabad)

• **DIGITALIZATION AND THE WELL-BEING OF PATIENTS: ENHANCING HEALTH OUTCOMES IN THE DIGITAL AGE (15M)**

Samra Subhani (The University of Faisalabad, Saleem Campus Faisalabad)

• **PERCEPTION OF SELF THROUGH SHARED CONTENT ON FACEBOOK: A USES AND GRATIFICATION APPROACH IN THE AGE OF AI (15M)**

Zarnab Rouf (The University of Faisalabad)

• **INFLUENCE OF SUSTAINABLE MARKETING ON REPEAT PURCHASE BEHAVIOR (15M)**

Mubbashra Habib (The University of Faisalabad)

• **LINGUISTIC JUSTICE AS SOCIAL JUSTICE: RE-EVALUATING PAKISTAN'S LANGUAGE POLICIES FOR REGIONAL LANGUAGES RIGHTS AND EQUITY (15M)**

Katsiaryna Hurbik (The University of Faisalabad)

• **AI-ASSISTED PERSONALIZED DIGITAL ADVERTISING AND CONSUMER BEHAVIOUR: A SYSTEMATIC REVIEW THROUGH THE LENS OF ETHICAL CONCERNS (15M)**

Syed Ali (Beaconhouse International College)

• **MONITORING IMPACT OF DIFFERENT LAND USE AND SEASONAL RAINFALL VARIATIONS ON GROUNDWATER QUALITY PARAMETERS IN BAHAWALPUR CITY (15M)**

Muhammad Nadeem (The Islamia University of Bahawalpur Pakistan)



ENGLISH IN-PERSON – SESSION 2_TUF

Thursday, October 16, 2025 at 3:45:00 PM GMT+3 – Thursday, October 16, 2025 at 5:15:00 PM GMT+3

Hall: 201

Pakistan Time: 16/10/2025: 15:45-17:15

Chairperson: Prof Dr. Sofia Anwar

• **THE KRA CANAL'S IMPACT ON THE SOCIO-ECONOMIC AND POLITICAL TRAJECTORIES OF MALAY MUSLIMS IN PATANI, SOUTHERN THAILAND: A HISTORICAL AND PROSPECTIVE ANALYSIS (10M)**

Musa Alptekin (Journalism and Mass Communication University)

• **TOWARD INCLUSIVE DIGITAL FUTURES: A MULTI-METHOD ECONOMETRIC, STRUCTURAL, AND QUALITATIVE ANALYSIS OF DIGITAL TRANSFORMATION AND SOCIETAL WELL-BEING IN ASIA (2000–2025) (15M)**

Muhammad Mahmood (Virtual University of Pakistan)

• **TECHNOLOGICAL INNOVATION, SUSTAINABLE CAPITAL, CYBERSECURITY, AND ENERGY TRANSITION AS DRIVERS OF SOCIO-DIGITAL DEVELOPMENT: EVIDENCE FROM SAARC ECONOMIES (2000–2025) (15M)**

Qamar Ali (Virtual University of Pakistan)

Maryam Bibi (Government College University Faisalabad)

Hasan Zulfiqar (University of Agriculture Faisalabad)

• **A STUDY ON MARKETING STRATEGIES AND CONSUMER BEHAVIOR TOWARDS COLA NEXT® (15M)**

Nimra Anjum (The University of Faisalabad)

• **AI-DRIVEN FORECASTING OF MUNICIPAL SOLID WASTE GENERATION, ENERGY RECOVERY, AND BIOCHAR PRODUCTION POTENTIAL IN DERA GHAZI KHAN (2022–2050)**

Nosheen Mirza (Ghazi University)

• **LEVERAGING ARTIFICIAL INTELLIGENCE FOR OPTIMIZING POULTRY MANURE COMPOSTING AND ENHANCING SUSTAINABLE AGRICULTURE PRODUCTION**

Nosheen Mirza (Ghazi University)

• **ARTIFICIAL INTELLIGENCE-DRIVEN INSIGHTS INTO BIOCHAR-NANOPARTICLE SYNERGY FOR ENHANCING ARSENIC TOLERANCE IN NEEM PLANT**

Nosheen Mirza (Ghazi University)

• **IMPACT OF ARTIFICIAL INTELLIGENCE ON CORPORATE GOVERNANCE AND FINANCIAL ACCOUNTABILITY (15M)**

Asma Firdous (International Maarif School, Islamabad)



ENGLISH IN-PERSON – SESSION 3 UAF

Friday, October 17, 2025 at 10:30:00 AM GMT+3 – Friday, October 17, 2025 at 12:00:00 PM GMT+3

Hall: CAS

Pakistan Time: 17/10/2025: 10:30-12:00

China-Pakistan Economic Corridor: Addressing the Grievances of Pakistan's Marginalized Provinces Naveed Anjum (The University of Faisalabad)

Chairperson: Dr. Raza Ullah

- **A COMPARATIVE ECONOMIC ANALYSIS OF OILSEED AND WHEAT PRODUCTION: A CASE STUDY OF DISTRICT KHUSHAB, PUNJAB, PAKISTAN (15M)**

Sanjina Naeem (University of Agriculture, Faisalabad)

- **IMPACT OF SPECIAL SAVINGS CERTIFICATES (SSCS) ON PAKISTAN'S GDP (15M)**

Qamar Ul Islam (University of Agriculture, Faisalabad)

- **IMPACT OF DIGITAL TRANSFORMATION ON ECONOMIC GROWTH IN PAKISTAN (15M)**

Zainab Bibi (University of Agriculture Faisalabad)

- **TEACHERS AND PARENTS BEHAVIORS ABOUT PRIVATIZATION OF PUBLIC SCHOOLS IN PUNJAB PROVINCE (15M)**

Aqsa Munawar (University of Agriculture Faisalabad)

Aqeela Saghir (University of Agriculture Faisalabad Pakistan)



ENGLISH IN-PERSON – SESSION 4 UAF

Friday, October 17, 2025 at 10:30:00 AM GMT+3 – Friday, October 17, 2025 at 12:00:00 PM GMT+3

Hall: AFS

Pakistan Time: 17/10/2025: 10:30-12:00

Chairperson: Dr. Rakhshanda Kousar

• ASSESSING THE POPULATION, CLIMATE, AND URBANIZATION NEXUS IN SOUTHERN PUNJAB: A QUANTITATIVE ANALYSIS OF MIGRATION AND URBAN STRAIN (15M)

Shama Mushtaq (University of Agriculture Faisalabad)

Laraib Manzoor (The University of Faisalabad)

• PULSES PRODUCTION AS AN IMPORT SUBSTITUTION STRATEGY IN PAKISTAN: ANALYZING FARM LEVEL DRIVERS AND INSTITUTIONAL SUPPORT (15M)

Muhammad Qadeer Ashraf (University of Agriculture Faisalabad)

Azhar Abbas (University of Agriculture, Faisalabad)

• SOCIO ECONOMIC ANALYSIS OF CITRUS VALUE CHAIN IN PUNJAB: MAPPING OF ACTORS FOR COMPETITIVENESS OF CITRUS TRADE (15M)

Muhammad Rauf (University of Agriculture, Faisalabad)

• ROLE OF DIGITAL FINANCIAL LITERACY IN FINANCIAL INCLUSION OF FEMALE ENTREPRENEURS IN PUNJAB, PAKISTAN (15M)

Tahira Sadaf (Institute of Agricultural and Resource Economics, Faculty of Social Sciences, University of Agriculture, Faisalabad)

Ayesha Rouf (Institute of Agricultural and Resource Economics, University of Agriculture Faisalabad)

• IMPACT OF MECHANICALLY TRANSPLANTED (MT) TECHNOLOGY ON RICE PRODUCTIVITY AND FARMER'S LIVELIHOODS IN PUNJAB, PAKISTAN (15M)

Wisha Raza (University of Agriculture, Faisalabad)

Tahira Sadaf (Institute of Agricultural and Resource Economics, Faculty of Social Sciences, University of Agriculture, Faisalabad)

Ayesha Rouf (Institute of Agricultural and Resource Economics, University of Agriculture Faisalabad)

• PERCEIVED EFFECTIVENESS OF INTRINSIC AND EXTRINSIC MOTIVATION ON ACADEMIC ACHIEVEMENTS OF STUDENTS AT UNDERGRADUATE LEVEL (15M)

Sara Amber (University of Agriculture Faisalabad)

Aqeela Saghir (University of Agriculture Faisalabad Pakistan)



ENGLISH IN-PERSON – SESSION 5 UAF

Friday, October 17, 2025 at 2:00:00 PM GMT+3 – Friday, October 17, 2025 at 3:30:00 PM GMT+3

Hall: CAS

Pakistan Time: 17/10/2025: 14:00: 15:30

Chairperson: Dr. Amjad Iqbal

- **THE IMPACT OF THE SEHAT SAHULAT PROGRAM ON OUT-OF-POCKET EXPENSES AND DISPOSABLE INCOME OF HOUSEHOLDS IN PUNJAB, PAKISTAN (15M)**

IZHAR UL HAQ (University of Agriculture Faisalabad)

- **IMPACT OF GENDERED TIME POVERTY ON NUTRITIONAL OUTCOMES IN PUNJAB'S AGRICULTURAL SECTOR (15M)**

Ayesha Rouf (Institute of Agricultural and Resource Economics University of Agriculture Faisalabad)

Tahira Sadaf (Institute of Agricultural and Resource Economics, Faculty of Social Sciences, University of Agriculture, Faisalabad)

- **IMPACT OF DEMOGRAPHIC VARIABLES ON ECONOMIC GROWTH IN SOUTH ASIAN COUNTRIES: A PANEL DATA ANALYSIS (15M)**

Sara Nayyab Sara Nayyab (University of Agriculture, Faisalabad)

- **EMPOWERMENT AS A PATHWAY TO FOOD SECURITY: A SYSTEMATIC REVIEW OF EVIDENCE FROM SOUTH ASIA (15M)**

Zaeema Farooq (University of Agriculture Faisalabad)

- **THE IMPACT OF FOREIGN AID ON ECONOMIC DEVELOPMENT: A CRITICAL ANALYSIS (15M)**

Saria Jabeen (University of Agriculture, FSD)

Salman Waseem (The University of Agriculture Faisalabad, Pakistan)

Tayyab Zeeshan Shahid (University of Agriculture Faisalabad)

Shagufta Rasheed (University of Agriculture Faisalabad, Pakistan)

- **ENSURING CIRCULAR ECONOMY THROUGH BIODIVERSITY CONSERVATION: A CONCEPTUAL OVERVIEW FOR POLICY AND PRACTICE (15M)**

Azhar Abbas (University of Agriculture, Faisalabad)



ENGLISH IN-PERSON – SESSION 6 TUF

Friday, October 17, 2025 at 2:00:00 PM GMT+3 – Friday, October 17, 2025 at 3:30:00 PM GMT+3

Hall: 201

Pakistan Time: 17/10/2025: 14:00-15:30

Chairperson: Dr. Majid Hussain

• DIGITAL ADOPTION, FAMILY FIRMS, AND REGULATORY BARRIERS: TURNING CONSTRAINTS INTO DRIVERS OF CIRCULAR ECONOMY PRACTICES (15M)

Sohail Mansha (National Business School, The University of Faisalabad)

• SUSTAINABLE AGRICULTURE: ENTREPRENEURIAL PATHWAYS THROUGH CROP DIVERSIFICATION (15M)

Abdullah Hammad (The University of Faisalabad, Pakistan)

• EXPLORING THE CAUSAL RELATIONSHIP BETWEEN TIME USE BEHAVIOR AND RESIDENTIAL ELECTRICITY CONSUMPTION IN CENTRAL PUNJAB, PAKISTAN (15M)

Zahra Zafar (University of Agriculture Faisalabad)

• THE EFFECT OF INCORPORATING ARTIFICIAL INTELLIGENCE (AI) INTO ORGANIZATIONAL SYSTEMS: THE MEDIATING INFLUENCE OF EMPLOYEE RESKILLING AND ORGANIZATIONAL CULTURE (15M)

Safa Iftikhar (The University of Faisalabad)



ENGLISH IN-PERSON – SESSION 7 TUF

Friday, October 17, 2025 at 3:45:00 PM GMT+3 – Friday, October 17, 2025 at 5:15:00 PM GMT+3

Hall: 202

Pakistan Time: 17/10/2025: 15:45-17:15

Chairperson: Prof Dr. Irfan Ahmad Baig

• **ARTIFICIAL INTELLIGENCE ACCEPTANCE AMONG VEGETABLE DISTRIBUTORS AT WHOLESALE MARKETS IN CHINA (15M)**

Muhammad Rizwan (National Business School, The University of Faisalabad)

• **WORKPLACE EQUALITY AND INCLUSIVE WORK ENVIRONMENT: INTEGRATING EMPLOYEE WELL-BEING AND SUSTAINABLE GOVERNANCE (15M)**

Mamoona Javed (The University of Faisalabad)

• **THE IMPACT OF CORPORATE GOVERNANCE, LEADERSHIP STYLE, AND CORPORATE REPUTATION ON EMPLOYEE ENGAGEMENT (15M)**

Rabia Arshad (The University of Faisalabad)

• **EQUITY IN INTERNATIONAL GOVERNANCE: THE NORTH-SOUTH DIVIDE IN INTERNATIONAL GOVERNANCE (15M)**

Hibba Aamir (The University of Faisalabad)

• **GLOBAL GOVERNANCE IN CRISIS: MULTILATERALISM UNDER UNITED STATES-CHINA RIVALRY (15M)**

Wareesha Naeem (The University of Faisalabad)

• **RETHINKING DEVELOPMENT IN A CHANGING WORLD (15M)**

To'lanboy Artikov (Andijan State University)



ENGLISH IN-PERSON – SESSION 8 (UAF)

Friday, October 17, 2025 at 3:45:00 PM GMT+3 – Friday, October 17, 2025 at 5:15:00 PM GMT+3

Hall: CAS

Pakistan Time: 17/10/2025: 15:45-17:15

Dr. Azhar Abbas

- **“GREEN INNOVATION AS THE MISSING LINK BETWEEN GREEN HRM AND ENVIRONMENTAL PERFORMANCE: AN SDG-ALIGNED STUDY FROM PAKISTAN’S MANUFACTURING SECTOR” (15M)**

Laiba Azmat (University of Agriculture, Faisalabad)

- **WHEAT SEED MANAGEMENT PRACTICES IN PUNJAB PROVINCE PAKISTAN ADOPTION AND ITS IMPACT ON PRODUCTIVITY--AUTHORS**

Hafeeza Noor (University of Agriculture Faisalabad)

Adnan Adeel

Yawar Abbas

- **APPLE FARMING CONSTRAINTS IN AZAD JAMMU AND KASHMIR (15M)**

Sami Ullah (University of Agriculture Faisalabad)

Raza Ullah (University of Agriculture Faisalabad)

- **SUSTAINABLE AGRICULTURE, FOOD AND ENERGY SYSTEMS (150m)**

Javaria Tabassam (University of Agriculture Faisalabad)

- **THE IMPACT OF SOCIAL, PRODUCT AND PHYSIOLOGICAL FACTOR ON BRAND LOYALTY (15M)**

Hafeeza Noor (University of Agriculture Faisalabad)



ENGLISH IN-PERSON – SESSION 9 TUF

Friday, October 17, 2025 at 3:45:00 PM GMT+3 – Friday, October 17, 2025 at 5:15:00 PM GMT+3

Hall: 201

Pakistan Time: 17/10/2025: 15:45-17:15

Chairperson: Dr. Abdul Ghafoor

• **WHEAT SEED MANAGEMENT PRACTICES IN PUNJAB PROVINCE PAKISTAN: ADOPTION AND ITS IMPACT ON PRODUCTIVITY (15M)**

Hafeeza Noor (University of Agriculture Faisalabad)

Adnan Adeel (University of Agriculture Faisalabad)

Yawar Abbas (University of Agriculture Faisalabad)

• **APPLE FARMING CONSTRAINTS IN AZAD JAMMU AND KASHMIR (15M)**

Sami Ullah (University of Agriculture Faisalabad)

Raza Ullah (University of Agriculture Faisalabad)

• **SUSTAINABLE AGRICULTURE, FOOD AND ENERGY SYSTEMS (150M)**

Javaria Tabassam (University of Agriculture Faisalabad)

• **THE IMPACT OF SOCIAL, PRODUCT AND PHYSIOLOGICAL FACTOR ON BRAND LOYALTY (15M)**

Hafeeza Noor (University of Agriculture Faisalabad)





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