

Day 1: Monday, December 19th, 2016				
Time	Program			
1:00pm – 2:00pm	<i>Lunch Break</i>			
	<u>Track: Marketing Communication</u>	<u>Track: Bottom of the Pyramid</u>	<u>Track: Marketing Strategy</u>	<u>Track: Green Marketing</u>
2:00pm	“Customer’s Attitude towards Ramadan Advertising”	“What Constitutes the Bottom of Pyramid Market for Innovation?”	“An agent-based approach to vehicle dispatch and route planning in a dynamic milk collection network”	“Moving Towards Sustainable Consumption: A Study of Reduce, Reuse, and Recycle (3Rs) Adoption among Malaysians”
2:30pm	“The Discourse: Doing it differently – the Oreo princess campaign”	“Traces of Company Strategy for Bottom of Income Pyramid in Pakistan - A Probing Analysis	“A study of buyers' and sellers' perception of organic foods in Pakistan: towards a more effective marketing mix”	Trends on Green Consumer Behavior (GCB): "A Viewpoint from Developed and Developing Countries”
3:00pm	“Viral Marketing via the New Media: The Case of Communication Behavior in WhatsApp”	“Rent Discrimination in Sarajevo”	“The Impact of Industry Type, Business Age and Size on Proactive and Responsive Customer Orientation”	“Cosmopolitan Orientation, Consumer Consciousness, Green Purchase Intention: Mediating Role of Green Trust (Green Field Marketing)”
3:30pm	“Identifying factors leading to the success of social justice campaigns driven by social networking engines in engaging the online youth audience”	“Ethics of Serving the Bottom of Pyramid Market – A Study in Context of Indian Food Market”	“Entrepreneurial Marketing and Owner-managed Small Firm Performance in Pakistan”	“The Influence of Religiosity on the Shopping Orientation of Muslims in Karachi”

Day 2: Tuesday, December 20 th , 2016				
Time	Program			
1:00pm – 2:00pm	<i>Lunch Break</i>			
	<u>Track: Brand Management</u>	<u>Track: Consumer Behavior</u>	<u>Track: Research Methodology</u>	<u>Track: Marketing & Innovation</u>
2:00pm	“Comparative study: Effect of color on major Chocolate brands in Pakistan”	“Towards an Understanding of Customer Based Corporate Reputation and Consumer Behavior: A conceptual model and research implications.”	“Heuristics of Applying Statistical Tests Using Appropriate Measurement Scales”	“Empirical Determinants of Product Innovation in Micro-enterprises in Pakistan - An Exploratory Analysis”
2:20pm	“Brand Switching Behavior of Muslim Consumers; The Road Not Taken”	“Towards a better understanding of fashion clothing purchase involvement”	“Re-clarification of Corporate Character Scale (Davies et al., 2003) in Upscale Hotels”	“Identification of perceived quality attributes and its influence on brand attitude and purchase intentions in context of car buying”
2:40pm	“Tactics to save Brands from permanent failure”	“Intergenerational Influences on Automobile Brand Preferences in Pakistan”	“Translating practice theory into consumer research with coherent research strategies”	“Online grocery in Pakistan: A remote proposition or an exciting opportunity?”
3:00pm	“The mediating role of brand image of health product brands on consumer-brand relationships in social media”	“The Influence of Personal and Product Factors on Gift ‘Purchase Intention”	“Micro Credit System for Increasing Female Employment and Entrepreneurship in Turkey”	“Organic Growth of BOP E-Commerce Business Model through Entrepreneurial Marketing (EM)”
3:20m	“Branding and Purchase Decision of Pharmaceutical Products: A Conceptual Model”	“Structural Effect of Psychological Capital on Online Purchase Intention”		“The Utility of Hedonic Risk for Beverage Consumers: Myth or Reality?”
3.40pm		“Locked in or attracted by? The interplay between switching costs and alternative attractiveness on Gen Y satisfaction and loyalty”		

Day 1

Track: Marketing Communication *Track Chair: Dr. Salman Bashir/ Saima Hussain*

(Room 1: Azman Hashim Building Level 2)

2:00pm – “Customer’s Attitude towards Ramadan Advertising”

Authors: Farheen Khalid, Muhammad Sufyan Ramish, Junaid Ansari and Dr. Tariq Jalees.

2:30pm – “The Discourse: Doing it differently – the Oreo princess campaign”

Authors: Nida Aslam Khan and Jami Moiz

3:00pm – “Viral Marketing via the New Media: The Case of Communication Behavior in WhatsApp”

Authors: Wan Yu Chong and Yusniza Kamarulzaman

3:30pm – “Identifying factors leading to the success of social justice campaigns driven by social networking engines in engaging the online youth audience”

Authors: Sara Khan, Rida Sarwar and Mehar Naeem

Track: Bottom of the Pyramid *Track Chair: Ms. Farah Baig*
(Room 2: Azman Hashim Building Level 2)

2:00pm – “What Constitutes the Bottom of Pyramid Market for Innovation?”
(International Marketing Track)

Authors: Fasiha Subhan and Amira Khattak

2:30pm – “Traces of Company Strategy for Bottom of Income Pyramid in Pakistan - A Probing Analysis” *(Marketing General)*

Authors: Mohammad Ekhlaque Ahmed, Mariam Mateen Khan and Mohammad Taha Kalam

3:00pm – “Rent Discrimination in Sarajevo”

Authors: Recai Aydin and Sejma Aydin

3:30pm – “Ethics of Serving the Bottom of Pyramid Market- A Study in Context of Indian Food Market”

Authors: Yukti Sharma and Dr. Reshma Nasreen

Track: Marketing Strategy *Track Chair: Dr. Yusniza Kamarul zaman* **(Room 3: Azman Hashim Building Level 2)**

2:00pm – “An agent-based approach to vehicle dispatch and route planning in a dynamic milk collection network”

Authors: Mohammad Mumtaz

2:30pm – “A study of buyers' and sellers' perception of organic foods in Pakistan: towards a more effective marketing mix”

Authors: Sara Khan

3:00pm – “The Impact of Industry Type, Business Age and Size on Proactive and Responsive Customer Orientation”

Authors: Corrinne Lee and Norbani Che Ha

3:30pm – “FOUNDER CHARACTERISTICS AND SMALL FIRM PERFORMANCE IN PAKISTAN”

Authors: Ejaz Mian and Osman Mohamad

Track: Green Marketing *Track Chair: Dr. Amrul Asraf*

(Room 4: Azman Hashim Building Level 2)

2:00pm – “Moving Towards Sustainable Consumption: A Study of Reduce, Reuse and Recycle (3Rs) Adoption among Malaysians”

Authors: Regina Yan Ginny and Yusniza Kamarulzaman

2:30pm – “Trends on Green Consumer Behavior (GCB): A Viewpoint from Developed and Developing Countries”

Authors: Siti Aisyah Asrul

3:00pm – “Cosmopolitan Orientation, Consumer Consciousness, Green Purchase Intention: Mediating Role of Green Trust”

Authors: Muhammad Danish, Amira Khattak and Kamal Badar

3:30pm – “The Influence of Religiosity on the Shopping Orientation of Muslims in Karachi”

Authors: Ayesha Latif Shaikh and Dr. Mustaghis Ur-Rahman

Day 2

Track: Brand Management *Track Chair: Dr. Ejaz Mian*

(Room 1: Azman Hashim Building Level 2)

2:00pm – “Comparative study: Effect of color on major Chocolate brands in Pakistan”

Authors: Khawaja Saad Sohail and Sarah Khan

2:20pm – “Brand Switching Behavior of Muslim Consumers; The Road Not Taken”

Authors: Munazza Saeed and Ilhaamie Binti Abdual Ghani Azmi

2:40pm – “Tactics to save Brands from permanent failure”

Authors: Kausar Saeed, Syed Fahim, Aisha Siddiqui and Kamran Siddiqui

3:00pm – “The mediating role of brand image of health product brands on consumer-brand relationships in social media”

Authors: Dilip Mutum, Jing Ning and Ezlika Ghazali

3:20pm – “Branding and Purchase Decision of Pharmaceutical Products: A Conceptual Model”

Authors: Foo Pei Pei and Zalfa Laili Hamzah

Track: Consumer Behavior *Track Chair: Dr. Amira Khattak*

(Room 2: Azman Hashim Building Level 2)

2:00pm – “Towards an Understanding of Customer Based Corporate Reputation and Consumer Behaviour: A conceptual model and research implications.”

Authors: Indra Gengatharan and Zalfa Laili Hamzah

2:20pm – “Towards a better understanding of fashion clothing purchase involvement”

Authors: Mahfuzur Rahman, Mohamed Albaity, Che Ruhana Isa and Nurul Azma

2:40pm – “Intergenerational Influences on Automobile Brand Preferences in Pakistan”

Authors: Syed Fahim, Bilal Chisty, Khalid Hussain and Kamran Siddiqui

3:00pm – “The Influence of Personal and Product Factors on Gift Purchase Intention”

Authors: Cheng Siang Liew, Yusniza Kamarulzaman and Mohd Nor Othman

3:20pm - “Structural Effect of Psychological Capital on Online Purchase Intention”

Authors: Muhammad Zahid Maitlo, Dr. Salman Memon and Sumaiya Syed

3:40pm - “Locked in or attracted by? The interplay between switching costs and alternative attractiveness on Gen Y satisfaction and loyalty”

Authors: Stephanie Chu Huah

Track: Research Methodology *Track Chair: Dr. Sara Khan*
(Room 3 Azman Hashim Building Level 2)

2:00pm – “Heuristics of Applying Statistical Tests Using Appropriate Measurement Scales”

Authors: Kamran Siddiqui, Muhammad Ather Elahi and Ishtiaq Bajwa

2:20pm – “Re-clarification of Corporate Character Scale (Davies et al., 2003) in Upscale Hotels”

Authors: Dr. Mozard Mohtar, Associate Professor Dr. Norbani Che Ha and Dr. Zalfa Laili Hamzah

2:40pm – “Translating practice theory into consumer research with coherent research strategies”

Authors: Yoon Lee, Amrul Asraf Mohd- Any and Norbani Che-Ha

3:00pm - “Micro Credit System for Increasing Female Employment and Entrepreneurship in Turkey”

Authors: Senol Yap

Track: Marketing & Innovation: *Track Chair: Nida Aslam Khan*
(Room 4: Azman Hashim Building Level 2)

2:00pm – “Empirical Determinants of Product Innovation in Micro-enterprises in Pakistan - An Exploratory Analysis”

Authors: Syed Mohammad Saeed and Mohammed Nishat

2:20pm – “Identification of perceived quality attributes and its influence on brand attitude and purchase intentions in context of car buying”

Authors: Hira Naeem and Huma Amir

2:40pm – “Online grocery in Pakistan: A remote proposition or an exciting opportunity?”

Authors: Khadija Abubakar, Sarosh Mustafa, Sarah Zubair and Sidra Javaid

3:00pm - “Organic Growth of BOP E-Commerce Business Model through Entrepreneurial Marketing (EM)”

Authors: Anum Kamran and Imran Khan

3:40pm - “The Utility of Hedonic Risk for Beverage Consumers: Myth or Reality?”

Authors: Fariha Raza and Faryal Salman

