



Abstracts Book

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GLOBAL CONFERENCE ON
HUMANITIES
COMMERCE
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ABSTRACTS BOOK OF

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Political Corruption and Governance: Anti-Corruption Measures and Policy Gaps in Pakistan

Sayed Abdulhaq Shah, Inshal Khan
Department of Political Science, BZU Multan
 Corresponding Author: ahaq46316@gmail.com

This research examines the persistent challenge of political corruption in Pakistan and evaluates the effectiveness of existing anti-corruption measures within the country's governance system. The study aims to identify key policy gaps that weaken institutional accountability and hinder transparency. It also seeks to understand how governance structures, public sector reforms, and institutional coordination shape the overall integrity framework in Pakistan. The research uses a qualitative methodology, drawing on policy documents, official reports, and academic literature. A systematic review approach is employed to evaluate the performance of key anti-corruption institutions, including the National Accountability Bureau (NAB), provincial anti-corruption departments, and internal administrative mechanisms. The analysis focuses on governance dynamics, including political interference, bureaucratic discretion, weak oversight, and limited citizen participation. The findings indicate that, despite Pakistan having several anti-corruption laws and institutions, their impact remains limited due to inconsistent implementation, overlapping mandates, politicization, and gaps in monitoring and evaluation. The study also reveals that public awareness campaigns and digital governance reforms are gradually improving transparency, but structural challenges continue to undermine long-term progress. The research concludes that Pakistan needs a more coordinated and autonomous accountability system, stronger whistleblower protections, and enhanced parliamentary oversight. Strengthening institutional capacity and ensuring political neutrality emerge as essential steps toward building an effective national integrity system. The study highlights that sustainable anti-corruption reforms require not only legislative improvements but also a clear commitment to good governance, ethical leadership, and citizen engagement.

Keywords: Political Corruption, Governance, Anti-Corruption Measures, Accountability Mechanisms, Policy Gaps

Psychosocial Predictors of Post-Migration Stress among Afghan Refugee Youth: Testing the Buffering Effect of Community Integration

Arooj Fatima, Sadia Musharraf
Department of Applied Psychology, The Women University Multan, Pakistan
 Corresponding Author's email: mt320285@gmail.com

For over four decades, Afghan refugees in Pakistan have experienced displacement, socio-political marginalization, and cultural erosion. This protracted crisis has resulted in well-documented mental health challenges. However, the specific psychosocial experiences of young refugees during emerging adulthood remain critically understudied. This study examined the complex interplay between cultural bereavement, perceived discrimination, and post-migration stress among young Afghan refugees in Pakistan. Additionally, the study investigated how perceived discrimination mediates the relationship between cultural bereavement and post-

migration stress, and the moderating role of community integration in this pathway. Purposive sampling was used to collect data from 141 English-speaking Afghan refugees (men = 60, women = 81; age range = 18–25 years) residing in Islamabad, Lahore, Karachi, Peshawar, and Quetta. The Cross-Cultural Loss Scale (Wang et al., 2015), the Everyday Discrimination Scale (Williams et al., 1997), the Community Integration Scale (McColl et al., 2001), and the Refugee Post-Migration Stress Scale–Revised (Malm et al., 2023) were used to measure study variables. Data were analyzed using SPSS Version 26, and the moderated mediation model was tested using the PROCESS macro. Findings revealed that cultural bereavement predicted post-migration stress both directly and indirectly through perceived discrimination. Furthermore, community integration moderated this pathway, such that higher levels of integration buffered the negative effects of cultural bereavement and perceived discrimination on stress. These results underscore the need for culturally grounded interventions that build on social support networks and community resilience. Such efforts should be integrated into local service-providing systems, including educational and mental health programs, to ensure sustainable support for refugee youth.

Keywords: cultural bereavement, perceived discrimination, post-migration stress, community integration, Afghan refugees, Pakistan

Do Financial Inclusion and Energy Efficiency Determine Environmental Quality in Pakistan

Awais Abdullah, Syeda Azra Batool

School of Economics, BZU Multan

This study will investigate the impact of financial inclusion, and energy efficiency on environmental quality along with other factors in Pakistan from 1990 to 2024, using the Auto-Regressive Distributed Lag (ARDL) method. It is expected that the impact of both energy efficiency and financial inclusion will be positive on environmental quality. Whereas both the trade openness and GDP growth rate are hypothesized to cause higher levels of pollution thereby causing environmental degradation. On the Basis of the findings, the policymakers will be recommended to design such strategies that can promote financial inclusion, and energy efficiency vis-à-vis economic growth and trade policies should be aligned with objective of environmental sustainability and maintenance of cleaner environment in Pakistan.

Keywords: Financial inclusion, Trade openness, Energy efficiency, Environmental quality, Economic growth

Greening or Grinding: Unpacking the Environmental Impact of Globalization in Eurasia

Muhammad Haris, Sonia Hassan

Institute of Banking & Finance, Bahauddin Zakariya University Multan, Punjab Province, Pakistan

This study investigates the impact of globalization (GL), ecological footprint (EFP), natural resources (NR), and total reserves (TR) on environmental crisis (EC), examining 84 Eurasian nations from 1991 to 2021 through a comprehensive index integrating CO₂ and GHG emissions metrics and leveraging dependency theory. Employing a robust methodological approach

combining parametric and non-parametric methods, the analysis reveals that GL and NR negatively correlates with EC, while EFP and TR positively correlates with EC. The effects of globalization dimensions encompassing economic globalization, political globalization, and social globalization on EC vary across developed and developing economies. Introducing an innovative environmental crisis index, the research uncovers complex relationships between globalization and environmental sustainability, offering guidance for policymakers to reduce EC through resource-independent, low-carbon pathways. While the findings are limited to Eurasian nations, future studies could extend this analysis for broader applicability. The study provides practical insights for fostering sustainable economies and mitigating EC, supporting global initiatives to decrease CO₂ and GHG emissions and promoting healthier environments and sustainable living conditions worldwide.

Keywords: Environmental Crisis, Ecological Footprint, Natural resources, Total Reserves, Globalization, Dependency Theory.

The Impact of social media on Mental Health across Generations in Layyah

Nadia Ijaz

Department of Sociology, Bahauddin University Multan, Sub-Campus Layyah

Email: nadiaijaz2005@gmail.co

This research investigates how social media influences mental health across different generations—Gen Z, Millennials, and Older Adults—within the context of Layyah. The study aims to analyze how patterns of social media use contribute to variations in self-esteem, anxiety and social connection among these age groups. Using a comparative, cross-sectional, and quantitative research design, data will be gathered through structured questionnaires to evaluate psychological outcomes associated with online engagement. The findings are expected to highlight generational differences in digital behavior and their impact on emotional well-being, offering valuable insights for educators, mental health practitioners, and policymakers. This study emphasizes the growing need to understand the psychological effects of social media in shaping interpersonal relationships and overall mental health across generations.

Keywords: Social media, Mental health, Generational difference, Sociology, Layyah

Representation of Gender Identity Crisis in Pakistani Society: A Critical Discourse Analysis of Durrani's My Feudal Lord

Mahnoor Zahra, Munazzah Rabbani

Dpartment of English, The Women University Multan

Zmahnoor54@gmail.com

Women have always suffered from patriarchal power abuse, identity crisis, marginalization, oppression and segregation. The researchers probe the suppression and subjugation of women in Pakistani society with reference to Tehmina Durrani's autobiography *My Feudal Lord* (1995). In this research, the researcher's objective is to identify the gender identity crisis and the sort of oppressions that are faced by the women in Pakistani society. For this purpose, the researcher has chosen five extracts from the selected narrative through purposive sampling technique. The

nature of this research is qualitative in which the selected extracts have been analyzed through Fairclough's three-dimensional model of critical discourse analysis (1995). This study's findings reveal that women in Pakistan are oppressed, marginalized, subjugated and their identity is challenged. By taking gender discrimination and women oppression into consideration, this research brings to the fore the fact that Pakistani women are marginalized and considered as sex objects and marriage is emphasized as the only social identity in the life of a woman.

Keywords: Identity Crisis, Marriage, Marginalization, Critical Discourse Analysis, Gender Discrimination, Oppression

Psychological Trauma and Identity Fragmentation in Franz Kafka's The Metamorphosis

Ayeza Ali

Department of English Language & Literature, The Women University, Multan, Pakistan

Email: ayezaali2001@gmail.com

Franz Kafka's The Metamorphosis offers a striking examination of psychological trauma and the fragmentation of identity in the face of familial, social, and economic pressures. Gregor Samsa's sudden transformation into an insect embodies the physical and symbolic collapse of self, reflecting the stern weight of family expectations, financial burdens, and societal judgment. Existing scholarship highlights Gregor's alienation, yet this study extends the conversation by foregrounding how trauma emerges not only from external forces but also from internalized guilt, suppressed desires, and the instability of selfhood. Using close textual analysis informed by psychoanalytic and postmodern narrative theory, this paper traces shifts in Gregor's agency, self-perception, and emotional coherence. The analysis further examines the family's changing responses and the social reactions that reinforce Gregor's dehumanization. The novella's metafictional elements disrupt narrative authority and expose the constructed, unstable nature of reality and identity. The study finds that psychological trauma in The Metamorphosis is relational, existential, and socially mediated. By revealing how economic strain, familial neglect, and symbolic displacement converge to dissolve the human subject, Kafka anticipates postmodern concerns with fractured selves and unstable subjectivity. This research contributes to deeper understanding of trauma, identity, and the human condition in modern literature.

Keywords: Psychological Trauma, Identity Fragmentation, Dehumanization, Alienation, Metafiction, Postmodernism

Globalization, ICT, and Economic Growth Dynamics: An ARDL Approach to Cointegration and Causality

Hina Ali

Department of Economics, The Women University Multan, Pakistan

Email: hinaali@wum.edu.pk

This study provides a comprehensive examination of the relationship between economic growth, information technology and its key components with particular emphasis on the development of Pakistan's stock market. The findings indicate a positive association between a well-functioning

stock market and economic growth in both the short and long run. Financial theory suggests that globalization and information technology play a significant role in fostering economic development. The study further explores the impact of globalization and economic progress on income inequality in Pakistan. Annual time-series data from 1980 to 2024 were utilized and the Autoregressive Distributed Lag (ARDL) model was applied as the main econometric technique. Data were sourced from the State Bank of Pakistan and International Financial Statistics. The results reveal that globalization and advancements in information technology exert a substantial influence on income distribution, while economic growth contributes to greater income equality. From a policy perspective, trade openness, foreign remittances and foreign direct investment can help reduce inequality. Key variables incorporated in the analysis include savings, inflation, exchange rate, gross domestic product and investment. Overall, the study suggests that to accelerate economic growth, Pakistan must develop and effectively implement targeted policies that promote investment in information and communication technologies (ICT).

Keywords: Investment, Savings, Inflation, exchange rate, Autoregressive Distributed Lag, Price Index

Harnessing Microbial Solutions for Climate Change Mitigation and Resilience in Pakistan

Kinza Khan

Department of Microbiology, Faculty of Veterinary and Animal Sciences, The Islamia University of Bahawalpur

Email: kinza.khan@iub.edu.pk

Pakistan is one of the most climate-vulnerable countries in the world with rising temperatures, floods, droughts, glacial melt, and sea level rise endangering infrastructure, agriculture, and health. Microbial solutions present an understudied but promising path toward climate resilience, even as national programs like the National Climate Change Policy and the National Food Security Policy encourage adaptation and mitigation measures like clean energy transitions and reforestation. Carbon sequestration, climate-resilient agriculture, biofertilization, bio-pesticide development, abiotic stress tolerance, bioremediation, wastewater treatment, and bio-saline farming are all facilitated by beneficial microbes. These strategies can improve soil health, agricultural yield, and environmental sustainability, as shown by pilot programs run by organizations like the Pakistan Agricultural Research Council. However, a lack of finance, lax enforcement of policies, poor infrastructure, and low stakeholder knowledge all impede the wider implementation of microbial technology. Scaling microbial-based climate solutions requires addressing these obstacles through coordinated investment, capacity building, and policy integration. This paper outlines the advancements, difficulties, and potential paths for using microorganisms in Pakistan mitigation and adaptation plans for climate change.

Keywords: Climate change, Microbial solutions, Carbon sequestration, Biofertilizers, Bioremediation

Advancing Inclusive English Language Pedagogy: A Qualitative Case Study of Differentiated Instruction and Understanding by Design in Pakistani Higher Education

Qurat-ul-ain, Asra khan

This qualitative case study is an instrumental study focused on how inclusion-based English language pedagogy can be developed through incorporation of Differentiated Instruction (DI) and Understanding by Design (UbD) among the undergraduate English language learners in Pakistani higher education. The research was carried out in Bahauddin Zakariya University (BZU) in Multan in a sample of 50 (40 students and 10 teachers). Semi-structured interviews were used to collect data and analyzed by means of thematic analysis. The findings indicate that the integration of DI and UbD had a great benefit to students as it allowed the organization of instruction content, process and products to meet the preparedness, interests and the learning profile of the learners. Such a dynamic strategy resulted in a more active student participation, their confidence and enhanced knowledge of English language, and was seen as more accommodating and efficient when compared to the old-treated teaching in one size. Nonetheless, there were issues encountered during implementation including huge classes, lack of teacher training and rigidity in institutional curricula. Regardless of these challenges, the participants believed that the DI-uBd strategy has a high potential in the long run, particularly when institutional changes are supportive, professional help is provided continuously, and technology is incorporated. Comprehensively, the research results in the conclusion that environmentally sound practices of DI-uBd may create more equitable, student-centered, and context-relevant teaching of English language in Pakistan.

Keywords: Differentiated Instruction (DI), Understanding by Design (UbD), Inclusive Pedagogy, English Language Teaching (ELT), Higher Education; Academic Diversity, Pakistan

Evolution of Education Policies in Pakistan (1947–2024): A Critical Analysis of Policy Continuity, Reform, and Implementation Gaps

*Muhammad Jawad Asghar Shah, Syeda Azra Batool
School of Economics, BZU Multan*

The vitality of education as a cornerstone for national development cannot be denied, as it serves as an indispensable tool for societal transformation, political stability and economic growth. Since 1947, its inception, the strategic role of education in nation-building has been continuously recognized. Though, the education policy agenda has been advanced in different phases, each reflected the socio-political primacies, and economic realisms of that particular time. This study will examine the historical route of education policies in Pakistan from year 1947 to 2024, to analyze their relevant objectives, execution challenges, and upshots. The study will trace the major policy reforms starting with Education Conference in 1947, along with National Education Policies viz., 1959, 1972, 1979, 1992, 1998, 2009, and 2017, and up to the fresh developments under the “Single National Curriculum (SNC)” initiative and the Vision 2025. A historical-descriptive and qualitative approach will be adopted. To evaluate the consistency between policy goals and their execution data will be collected from government reports, policy documents, and existing literature the findings will reveal the factors that have been hindering sustainable

progress in education system in the country. The coherent long-term policy recommendations will be given to the government for inclusive and quality education by adhering Sustainable Development Goal 4 (SDG-4) and depoliticizing the implementation mechanisms, and greater investment in human capital.

Keywords: Education Policy, SDG-4, Single National Curriculum

Does FDI inflow insecure workers in developing countries? Evidence from a two-step system

GMM estimation

Hira Zaidi, Ayesha Ashraf

Department of Economics, The Women University Multan.

Corresponding Author Email: ayesha.ashraf@wum.edu.pk

This study investigates the effects of Greenfield Foreign Direct Investment (GFDI) inflows on labor market volatility in 100 developing countries. Our goal is to examine whether GFDI increases labor market volatility and thereby workers economic insecurity and provide support to the idea behind compensation hypothesis. The hypothesis suggests that economic openness increases government size by increasing the economic insecurity of workers. To that goal, we built a data set (2003-2019) that merges data on the level of employment from Penn World Table, country economic and institutional indicators from World Development Indicators and World governance indicators, and data on GFDI from the United Nations Conference on Trade and Development. By applying the two-step system GMM estimation technique, we find that GFDI contributes to economic insecurity by increasing employment volatility in developing countries thus provide support to the existence of compensation hypothesis. Further, we find that population density and output volatility have a positive effect on employment volatility while government expenditure and political stability have a negative effect.

Keywords: Greenfield FDI, Labor market volatility, Employment, Government Expenditures, Population density.

Bridging the Gender Gap: An Assessment of Equality in Health and Education in Pakistan (2010-2025)

Iram Sattar, Syeda Azra Batool

School of Economics, BZU Multan

The present study will explore the advancement, challenges, and policy answers linked to gender equality in health and education sectors of Pakistan ranging from 2010 to 2025, marked as transformative and decentralization era under the 18th Constitutional Amendment. It is when the National Education Policy (2009), the Health Vision 2025 framework, and the execution of initiatives associated with SDG-3("Good Health and Well-being) and SDG-5(Gender Equality)" has been introduced. The qualitative and analytical approach will be applied to review Pakistan Social and Living Standards Measurement (PSLM) surveys, national policy documents, WHO and UNESCO reports, and existing literature review to assess the trends in access of women to healthcare and education. The findings will reveal the situation related to school enrollment,

female literacy, life expectancy and maternal health. The study will recommend sustained policy in light of the outcomes

Keywords: Gender Equality, Health Policy, Education Policy, Women Empowerment, SDG-3 and SDG-5

Sustainable Work in a Degrowth Economy: Rethinking the SDG on Decent Work and Economic Growth

*Pakiza Shera, Syeda Azra Batool
School of Economics, BZU Multan*

The UN Sustainable Development Goal of “Decent Work and Economic Growth” supposed that consistent economic expansion is associated with higher level of employment and societal uplift. As evidence speaks that constant economic expansion is ecologically harmful and communally stratified. This study will find out novel idea, transformation from “Decent Work and Economic Growth” to “Sustainable Work and Economic DE growth”. The Panel data of selected Asian countries regarding (SDG 8) from year 2000–2023 and Generalized method of moments method will be utilized to attain the results. The results will show how and to what extent economic expansion in Asian countries such as Pakistan, India, Bangladesh, China, Malaysia and Indonesia has increased employment prospects and how it has jeopardized the ecological balance? The policy recommendations about eco-friendly work models will also be presented.

Keywords: Economic growth, Economic de growth, sustainable work, Pakistan.

Seventy-Seven Years of Health Policy Development in Pakistan: Trends, Transitions, and Lessons for the Future

*Madeeha Nasir Shah, Syeda Azra Batool
School of Economics, BZU Multan*

Pakistan has been focusing on the development of holistic health policies, essential yet challenging objective since its independence in 1947. Keeping in view that recognition of health as an important constituent of nationwide development, economic stability, productivity, and community well-being, the present study will critically inspect the success of health policies in Pakistan from year 1947 to 2025, by investigating the policy outlines, institutional modifications, and execution challenges that shape the healthcare system of the country. Starting with early post-independence steps, the study will cover key policy indicators, including Health Policy of (1990), National Health Policy (1997), National Health Policy (2001), and succeeding outlines regarding Vision 2025, and Universal Health Coverage (UHC) announced after 2015. Adopting a qualitative, historical-descriptive approach, this study will utilize World Health Organization (WHO) reports, policy documents, other government data, and extant literature to evaluate the advancement and limitations of health governance of Pakistan. The policy recommendations in the light of outcomes will also be presented.

Keywords: Health Policy, Universal Health Coverage, Primary Healthcare, SDG-3, Vision 2025

The Interplay of Governance and FDI in Driving Economic Growth: Evidence from Emerging Asian Economies

Rabia Perveen, Syeda Azra Batool
School of Economics, BZU Multan

This study aims to assess Asian countries governance, foreign direct investment, and economic growth. The Asian economies are labelled as middle or low-income economies as they have constantly been confronted with issues such as poverty, underdeveloped infrastructure, an unbalanced economy, and low personal incomes. This study examines the impact of governance, and foreign direct investment, on economic growth in Asian nations. In order to take results, this study used panel data of selected 40 countries from 2000–2024 attained from World Development Indicators (WDI). The results of panel ARDL model indicated that good governance and FDI both have positive significant impact on economic growth of selected developing countries. Policy recommendations in the light of the results have also been discussed.

Keywords: Governance, Foreign Direct Investment, Panel ARDL, Asian Countries.

The Role of Financial Development and Innovation Capacity in Achieving Long-Term Sustainable Growth

Ayesha Rasheed, Syeda Azra Batool
School of Economics, BZU Multan

The present study is concerned with the impact of financial development, innovation on along with other variables such Capital Formation, Energy Use, Labor Force and Trade Openness. The time series data from 1992 to 2022 are taken from World Development Indicators for Pakistan economy. The results taken from ARDL Model show that financial development, innovation and trade openness significantly positively affect sustainable economic growth. Moreover, the study emphasizes the need for comprehensive policies that foster investment, innovation, production efficiency, and effective energy utilization to ensure sustainable economic growth and improved living standards for long-term stability.

Keyword: Sustainable economic growth, Financial Development, Innovation

Political Economy of Climate Change Policy: Gaps in Governmental and Market Responses in South Punjab

Abubaker Ameen, Inshal Khan
Department of Political Science, BZU Multan
 Corresponding Author: abubakerameen007@gmail.com

This study examines the political economy of climate change policy in South Punjab, with a focus on the persistent gaps in governmental and market responses. The research aims to understand how institutional weaknesses, limited market incentives, and socio-economic disparities shape the region's climate adaptation and mitigation outcomes. The study also seeks to highlight the governance challenges that restrict effective policy implementation at both provincial and district

levels. A systematic qualitative approach is used, combining a review of policy documents, climate vulnerability reports, and existing literature with insights from key stakeholder perspectives reported in previous studies. The analysis applies a political economy lens to assess how power structures, resource allocation mechanisms, and administrative capacities influence climate policy performance in South Punjab. The findings show that climate-related policies remain under-prioritized due to bureaucratic fragmentation, insufficient coordination among departments, and limited fiscal autonomy at the local level. Market responses also appear weak, as private-sector actors face low incentives to invest in climate-resilient technologies or green innovation. Additionally, socio-economic vulnerabilities—such as poverty, water insecurity, and agricultural dependence—intensify the region’s exposure to climate risks and undermine community-level adaptation. The study concludes that meaningful climate action in South Punjab requires stronger institutional integration, decentralization of climate finance, and targeted market incentives that encourage private-sector participation. The results suggest that addressing structural governance barriers is crucial for creating a climate-resilient and economically sustainable future for the region.

Keywords: Climate Policy, Political Economy, South Punjab, Governance Gaps, Market Responses

The Impact of Green HRM and Digital Leadership on Organizational Resilience: The Mediating Role of Innovation Capability and the Moderating Role of Institutional Support

Aneeqa Sultan

Southern Business School, University of Southern Punjab, Multan

In an era of rapid digital transformation and environmental challenges, higher education institutions must develop resilience to sustain their operations and academic performance. This study examines the influence of Green Human Resource Management (Green HRM) and Digital Leadership on Organizational Resilience (the capacity to survive, adapt, and thrive in a changing and uncertain environment) in educational institutions, with Innovation Capability serving as a mediating variable and Institutional Support as a moderating factor. Drawing on the Resource-Based View (RBV) and Dynamic Capabilities Theory, this research employs a quantitative survey design. Data will be collected from academic and administrative staff of public and private higher education institutions in Pakistan using a structured questionnaire. The proposed model will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The expected findings suggest that Green HRM and digital leadership have a positive influence on innovation capability, which in turn enhances organizational resilience. Moreover, institutional support is anticipated to strengthen the link between innovation capability and resilience. The study contributes to the growing body of literature by integrating perspectives on sustainability and digitalization into research on organizational resilience within the education sector. Practical implications include policy recommendations for fostering innovative, sustainable, and adaptive educational environments.

Keywords: Green HRM, Digital Leadership, Innovation Capability, Institutional Support, Organizational Resilience, Higher Education, Pakistan.

The Impact of Artificial Intelligence on Academic Performance among University Students in District Layyah

Aqsa Aslam¹, Maria Khalid², Nadia Ijaz¹, Waneeza Qasim¹

¹Department of Sociology, BZU, Bahadur sub-campus, Layyah

²Visiting Lecturer, University of Layyah

Corresponding Author: aqsaaslam2580@gmail.com

The study will investigate the impact of Artificial Intelligence (AI) on the academic performance of university students in District Layyah. A total sample of 30 undergraduate students from public and private universities will be selected through a survey method. A structured questionnaire will be used to measure students' AI exposure, study strategies, digital literacy and attitudes toward AI. Academic performance will be collected from students' self-reported GPA/semester results. This quantitative research will apply descriptive statistics and regression analysis to examine how AI usage will influence academic achievement. Ethical considerations will be ensured as students will be informed, and their responses will be kept anonymous. The study will expect to find that skill-enhancing and moderate use of AI tools will positively influence GPA, while excessive dependency on AI for academic tasks will negatively affect learning outcomes. The findings will help universities develop guidelines, digital literacy training and policies for responsible AI use in higher education.

Keywords: Artificial intelligence, academic performance, university students, quantitative research, digital literacy, District Layyah

From Block chain to Better Money Skills: Examining Gamification and Digital Confidence in Financial Literacy Enhancement

Rooma Sadar Din

Southern Business School SBS

University of Southern Punjab

This study examines how emerging digital technologies, specifically block chain and digital finance, improve financial literacy through the mediating role of gamification features and the moderating influence of digital confidence. As financial platforms become increasingly digitalized, understanding how users engage with technology-driven tools is essential for improving financial capability. The proposed model suggests that blockchain and digital finance have a positive influence on the adoption of gamified elements within financial applications, which in turn contribute to improved financial literacy outcomes. Additionally, digital confidence is expected to strengthen the relationship between gamification features and financial literacy enhancement, indicating that users who feel more competent in using digital tools benefit more from gamified learning experiences. A quantitative research design was employed, and data were collected through a structured online survey targeting users of digital financial services. A sample size of 250 respondents was deemed adequate for analysis. The study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4 to assess both the measurement and structural models. Reliability and validity were evaluated using factor loadings,

Cronbach's Alpha, Composite Reliability, AVE, and HTMT ratio. The findings are expected to provide theoretical and practical insights into how digital technologies and confidence levels can be effectively leveraged to strengthen financial literacy in a rapidly evolving digital economy.

Keywords: Financial Literacy Enhancement, Blockchain, Digital Confidence, Gamification, digital finance, fintech.

AI and Bias: Identifying Unexplored Challenges in Algorithmic Fairness

Muhammad Asif¹, Inshal Khan²

¹Department of Computer Science, Virtual University of Pakistan, Multan

²Department of Political Science, BZU Multan

Corresponding Author: drasutech@gmail.com

The integration of Artificial Intelligence (AI) and algorithmic decision-making systems across various sectors has transformed industries by increasing efficiency and providing new insights. However, these advancements also pose significant challenges, particularly in terms of fairness and bias. AI systems, while promising objectivity, often inherit and amplify societal prejudices embedded in historical data. This paper aims to explore the unexplored challenges in algorithmic fairness, focusing on the intersectionality of demographic characteristics, the sociotechnical context, and regulatory gaps. Despite significant progress in fairness research, much of the existing work overlooks how individuals with overlapping marginalized identities experience compounded biases, which can lead to unfair outcomes that are not captured by traditional fairness metrics. Additionally, AI systems are embedded in complex sociopolitical structures that influence their fairness outcomes, yet these dimensions are often neglected. This research introduces a conceptual framework that categorizes unexplored fairness challenges, including intersectionality, structural embedding, and cultural specificity. It also addresses the long-term impacts of algorithmic decisions, the need for greater transparency and accountability, and the challenges posed by emerging technologies. By identifying these gaps, this paper contributes to the discourse on AI fairness. It provides recommendations for future research and policy development to ensure AI systems are equitable, transparent, and accountable.

Keywords: Algorithmic Fairness, Intersectionality, Sociotechnical Systems, AI Bias, Regulatory Gaps

The Role of the Bureaucracy of Pakistan in Policy Implementation: Gaps in Public Sector Effectiveness

Eman Zubair Siddhu, Inshal Khan

Department of Political Science, BZU Multan

Corresponding Author: emanzubair52@gmail.com

This study examines the role of bureaucracy in Pakistan in implementing public policies, with a focus on identifying gaps that impact overall public sector effectiveness. The research aims to understand how bureaucratic structures, processes, and capacities influence the translation of policy objectives into tangible outcomes, and why certain policies fail to deliver expected results for citizens. The study employs a mixed-method approach. It includes document analysis of key

national policies and government reports, alongside semi-structured interviews with civil servants, policymakers, and public sector practitioners. This methodology enables a detailed examination of bureaucratic procedures, decision-making processes, and institutional constraints that influence policy implementation. Findings indicate that bureaucratic inefficiencies, including hierarchical rigidity, a lack of coordination across departments, and a limited capacity for evidence-based decision-making, significantly hinder policy implementation. Many policies suffer from unclear responsibilities, weak monitoring and evaluation mechanisms, and inadequate integration of feedback from citizens and stakeholders. These gaps result in inconsistent public service delivery and reduced effectiveness of welfare programs. The study concludes that enhancing bureaucratic capacity and reforming institutional structures are critical for improving policy implementation. Recommendations include adopting more flexible administrative practices, strengthening interdepartmental coordination, and integrating continuous evaluation and citizen feedback into the policy cycle. By addressing these gaps, the bureaucracy can better support effective governance, ensure equitable service delivery, and contribute to improved public sector performance in Pakistan.

Keywords: Bureaucracy, Policy Implementation, Public Sector Effectiveness, Governance, Pakistan

Bridging Nutrition Literacy and Behavioral Change: A Socio-Cultural Perspective on Sustainable Diets in Pakistan

Hafiza Madiha Jaffar

Institute of Diet and Nutritional Sciences University of Lahore, Pakistan

Nutrition literacy is increasingly recognized as a decisive determinant of dietary behavior and long-term health outcomes, particularly within developing societies undergoing rapid nutritional transition. This study investigates the socio-cultural and behavioral dimensions influencing dietary choices among urban and peri-urban populations in Pakistan. Using a mixed-methods approach encompassing structured surveys, focus-group discussions, and knowledge-attitude-practice (KAP) analysis, the research delineates the interrelations between education, income, media exposure, and sustainable food consumption. Findings reveal significant disparities in nutrition awareness across gender and socioeconomic strata, with cultural norms and affordability emerging as critical barriers to adopting balanced and environmentally sustainable diets. The study further evaluates the role of digital education platforms, public health campaigns, and institutional interventions in promoting nutrition literacy and behavioral change. It concludes by proposing a multi-sectoral framework that integrates community engagement, policy reform, and educational innovation to foster a culture of informed and sustainable eating practices in Pakistan.

Keywords: Nutrition literacy, behavioral change, sustainable diets, public health education, socio-cultural determinants.

E-Government and Digital Public Services: Technological Advancements and Gaps in Public Administration of Pakistan

Inshal Khan

Department of Political Science, BZU Multan)

Corresponding Author: inshal.research@gmail.com

This research examines the development of e-government and digital public services in Pakistan, with a focus on technological advancements, implementation challenges, and gaps in public administration. The primary objective of this study is to assess how digital systems are enhancing service delivery, transparency, and accessibility for citizens. The methodology employs a mixed-methods approach, incorporating document analysis, surveys, and brief interviews. A sample of 120 participants, comprising citizens, university students, and public sector employees, was surveyed to collect data on user experience. Additionally, 10 short interviews were conducted with administrative staff to gain an understanding of the implementation challenges. The findings indicate that Pakistan has made notable advancements in areas such as digital identity systems, online portals, mobile applications, and electronic documentation processes. However, the results also highlight major barriers, including limited ICT infrastructure, low digital literacy, cybersecurity risks, and uneven digital service availability across regions. The data indicates that although many users appreciate faster access to services, a significant portion report difficulties navigating platforms or accessing a stable internet. The study concludes that Pakistan is progressing towards effective digital governance but requires improved infrastructure, cybersecurity policies, staff training, and nationwide awareness programs to enhance user trust and accessibility. The implications suggest that strong policy alignment, long-term investment, and citizen-focused system design are essential for building a more efficient and inclusive digital public administration in Pakistan.

Keywords: E-Government, Digital Public Services, Public Administration, Digital Transformation, Pakistan

Public Sector Innovation: Gaps in Policy and Practice for Sustainable Governance in Pakistan

Khadeeja Bibi, Inshal Khan

Department of Political Science, BZU Multan

Corresponding author email: bkhadeeja48@gmail.com

This study examines the gaps in public sector innovation (PSI) policy and practice in Pakistan, and explores their implications for achieving sustainable governance. Despite numerous efforts by the government to foster innovation in public institutions, the study identifies significant challenges that hinder effective implementation, including bureaucratic resistance, political interference, lack of skilled personnel, and financial constraints. The research employs a qualitative approach, utilizing document analysis, semi-structured interviews, and case studies to examine existing policies, including the National Institutional Reform Agenda (NIRA), the Digital Pakistan Policy, and the Pakistan Citizen Portal. Findings indicate a persistent policy-practice gap, where well-intended policies fail to achieve their objectives due to entrenched

bureaucratic structures and insufficient political will. Moreover, the study emphasizes that innovation in governance is not limited to technology adoption but also involves restructuring administrative processes, fostering a culture of accountability, and ensuring resource efficiency. The study further highlights the need for clearer implementation frameworks, leadership commitment, and capacity-building initiatives to overcome these barriers. Ultimately, the research underscores the importance of aligning innovation policies with the principles of sustainable governance in enhancing public sector performance and improving citizen satisfaction in Pakistan. By addressing the identified gaps, Pakistan can pave the way for more responsive, efficient, and transparent governance.

Keywords: Public Sector Innovation, Sustainable Governance, Policy-Practice Gap, Bureaucratic Resistance, Capacity Building

Negotiation modernity: An anthropological perspective on cultural transformation in urban Pakistan

Khansa Saleem¹, Inshal Khan²

¹Department of Anthropology, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: khansakhani0987@gmail.com

This study examines how urban communities in Pakistan negotiate modernity and the cultural transformations that result from the interaction of traditional practices and modern influences in cities like Karachi and Lahore. The central research question explores how these urban populations engage with modernity: How do urban communities in Pakistan modernity, and what forms of cultural transformation occur as a result? This research is framed within the anthropological theories of modernity, hybridity, and negotiation, focusing on how local cultural practices intersect with global influences. Through ethnography, participant observation, and semi-structured interviews with a diverse range of urban residents—including migrants, youth, women, and business owners—this study provides insights into the complexities of cultural change in Pakistan's urban centers. The main findings reveal that the negotiation of modernity in urban Pakistan is a dynamic, multifaceted process involving adaptation, resistance, and selective appropriation. Urban residents, particularly youth, embrace modern consumer culture, but they do so through a hybridization of global and local cultural practices. At the same time, many participants express resistance to aspects of modernity, such as the erosion of traditional family structures and gender roles, which points to a continuous negotiation between modernity and tradition. This study contributes to the anthropological understanding of modernity by highlighting the active role of agency in shaping cultural transformation, challenging the view of modernity as a linear progression. The findings also emphasize the impact of globalization, migration, and urban planning on cultural negotiations in Pakistan, offering practical implications for policy and urban development. The study highlights the importance of adopting a more inclusive cultural approach that strikes a balance between modernity and the preservation of local values.

The Role of Financial Technology (FinTech) in Emerging Markets of Pakistan: A Systematic Review

Mah Rukh Shabbir¹, Inshal Khan²

¹Department of Economics, Bahauddin Zakariya University, BZU Multan

²Department of Political Science, BZU Multan

Corresponding Author Email: mahrukhshabbir90@gmail.com

Financial Technology (FinTech) has emerged as a transformative force in global finance, particularly in emerging markets where traditional banking services remain limited. This systematic review examines the role of FinTech in Pakistan, synthesizing empirical and policy literature published between 2005 and 2025. The study focuses on key domains, including digital payments, mobile banking, peer-to-peer (P2P) lending, InsurTech, and blockchain applications. It evaluates their impact on financial inclusion, SME financing, consumer welfare, and transaction efficiency. A comprehensive search of international databases, local journals, and grey literature yielded 100 relevant studies, which were analyzed using narrative synthesis and, where applicable, quantitative meta-analysis. Findings indicate that mobile banking and digital wallets have significantly increased account ownership (by 25–40%) and reduced transaction costs (by 15–20%). At the same time, P2P lending platforms have improved access to short-term finance for SMEs, albeit with higher perceived risk and interest rates. InsurTech interventions enhanced insurance coverage and streamlined claims processing, particularly for low-income households. Adoption and impact are influenced by trust in digital platforms, regulatory frameworks, digital infrastructure, and socio-demographic factors, including urban versus rural location, gender, and education. Despite substantial progress, challenges persist, including digital literacy gaps, cybersecurity threats, undercoverage in rural areas, and regulatory uncertainty, particularly in the adoption of blockchain and cryptocurrency. The review emphasizes the importance of targeted policy interventions, inclusive product design, and rigorous longitudinal and impact evaluations to optimize the potential of FinTech in promoting financial inclusion and economic development. Overall, FinTech in Pakistan presents a significant opportunity to strengthen the country financial ecosystem; however, realizing its full potential requires coordinated action among regulators, financial institutions, and development actors.

Keywords: FinTech, Financial Inclusion, Digital Payments, Mobile Banking, Pakistan

Development of Worker-Friendly Equipment to Reduce Musculoskeletal Disorders among Brick

Kiln Workers

Manahil Jamil

Product and Industrial Design Department UET Lahore

Manahilj71@gmail.com

Workers in the traditional brick kiln sector globally showed high rates of musculoskeletal disorders, especially in the lower back, knees, and upper limbs. This morbidity directly resulted from long periods of awkward postures and the use of ergonomic tools during the core production activities. Because the cost of full automation was financially unfeasible, a significant intervention gap persists. This research addressed the issue by designing and modeling a cost effective, hybrid ergonomic solution. Following this, an initial assessment was done through

standardized tools RULA and REBA in order to quantify the high ergonomic risk scores of existing work tasks. Based on the quantified stressors, the research developed and documented three specific design blueprints: an optimized wheelbarrow for balanced material handling, an improved brick mold to reduce forceful gripping, and an adjustable coal feeding stick to correct spinal posture. The research culminated in creating detailed prototypes with engineering models that demonstrated calculated, hypothetical ergonomic risk score reduction compared to the current methods. This study provided a validated, low tech blueprint intended for immediate, sustainable adoption to improve occupational health in resource constrained brick kiln environments.

Mental Resilience and Motivation Patterns among Competitive Athletes in Pakistan: A Mixed-Methods Approach

Navera Ramzan¹, Inshal Khan²

¹*Department of Sports Science, BZU Multan*

²*Department of Political Science, BZU Multan*

Corresponding author email: ramzannavera730@gmail.com

This study explores the role of mental resilience and motivation patterns among competitive athletes in Pakistan. The objective is to understand how psychological factors influence athletic performance and how different motivational styles support resilience during competition. A mixed-methods approach is used, combining quantitative surveys with qualitative interviews to provide a comprehensive understanding of the topic. The quantitative data are collected through standardized resilience and motivation scales completed by 120 athletes from various sports, including cricket, football, athletics, and martial arts. Qualitative insights are gathered from interviews with 12 athletes selected through purposive sampling. The findings indicate that athletes with higher intrinsic motivation exhibit stronger resilience and more effective coping strategies during stressful performance situations. Extrinsic motivation is also present; however, athletes who rely primarily on external rewards tend to exhibit lower consistency in mental strength. The interview results support these patterns, indicating that personal passion, self-belief, and long-term goals make a significant contribution to mental resilience. This study highlights the importance of integrating mental skills training and intrinsic motivation strategies into sports development programs in Pakistan. The results contribute to a deeper understanding of how psychological factors influence athletic success and provide implications for coaches, sports psychologists, and policymakers seeking to enhance athlete development.

Keywords: Mental resilience, Athlete motivation, Competitive sports, Mixed-methods research, Pakistan athletes

Obstacles and Attitudes for Behavioral therapy in Pakistan; An Analysis of Factors and Social Boundaries

Kiran Rafiq

Institute of Pharmaceutical Sciences, Jinnah Sindh Medical University, Karachi, Pakistan

Behavioral therapy is a fundamental kind of treatment for people struggling with meager mental well-being for overcoming emotional obstacles and seeking personal development via the use of psychological tools. This research explores the barriers to seeking behavioral therapy in Pakistan due to the fragile mental health of the population. The natives were approached through the cross-sectional study, for collecting data specifically from adults between the ages of 15 years above from all socioeconomic backgrounds. 340 responses were collected, in which the ratio of female participants was 82.4% and of male was 17.6%. The most pervasive reasons of high stress levels among people were self-doubt and negative way of thinking. The findings indicate that a sizable portion of Pakistan population is coping with mental health problems, but getting professional help is socially stigmatized. Nevertheless, the 17.1% people stated that they had sought the assistance of a counsellor or psychiatrist, and out of that 95.3% of those surveyed recommended therapy to other facing any psychological issue. The exploration end with the conclusion that Pakistani natives are in an utmost need to access towards mental health and if not managed, may lead to the social detachment.

Keywords: Behavioral therapy, Pakistan, mental health, stress, stigma.

The Misogyny of Dorian Gray: A Feminist Stylistics Analysis of Female Representation In Oscar Wilde's Writing

Zara Qureshi

Department of English, Bahauddin Zakariya University, Multan.

Oscar Wilde's *The Picture of Dorian Gray*, despite being legally and morally questioned at the time of its publishing, has endured the passage of time to establish itself as one of the canonical classics of English literature. To this day, *The Picture of Dorian Gray* entertains a wide readership from all over the world. However, Wilde's portrayal of female characters still remains highly problematic. This paper addresses misogyny in *The Picture of Dorian Gray* and focuses on Wilde's stereotypical treatment of the female characters. It employs Sara Mills' Feminist Stylistics framework at discourse level in order to analyze whose interest Wilde portrays throughout the novel and to what extent do the female characters get to have their own voice. The analysis reveals that Wilde stereotypically categorizes women and strips them of their agency. The male characters describe most of the female experience in the book and therefore, none of the information about any woman in *The Picture of Dorian Gray* comes from a reliable source. Moreover, Wilde manipulates Sybil Vane's character to portray a highly unrealistic, eroticized woman through a girl of barely seventeen. The research uncovers how with the survival of great classics the misogyny of these books continues to survive into the present as well.

Gendered Discourse and Political Power: A Stylistic Examination of Pakistani politicians Speeches

Fatima Ahmad

Itsfatimaahmad786@gmail.com

This study examines how gendered language both constructs and reflects political power through a comparative analysis of speech of male and female politicians of Pakistan. Drawing on Sara

Mills' stylistic analysis framework, which highlights how language shapes power relations through gendered discourse, the research explores how prominent leaders employ rhetorical strategies to build leadership identities within a patriarchal political setting. The findings reveal that gendered language serves not only as a mirror of societal norms but also as a performative tool that enables political figures to negotiate and challenge existing power structures. This study contributes to feminist stylistics and discourse analysis by illuminating the dynamic interplay between gender, language, and power in political communication.

Power and Ideology in Pakistani Morning Shows: A Critical Discourse Analysis

Shaista Dildar

Shaistadildar012@gmail.com

As Pakistan's mass media culture expands, there is a discernible interest in morning shows, evidenced by the increasing number of television stations drawing substantial viewers. The speakers' thoughts, convictions, and power relationships are most effectively conveyed in these performances. They have an impact on preconceived notions as well as the opinions and thoughts of the general public. As a result, this study employs Fairclough's Three-dimensional model (1995, 2001) to examine linguistic sexism, gender stereotypes, power dynamics, and ideology formation in spoken discourse in men's and women's languages. Purposive sampling was employed to collect data from two deliberately selected Pakistani morning programs, and discourse analysis was utilized for the qualitative research. Moreover, the findings indicate how power and ideology are formed, created, or fought through media discourse. Furthermore, the findings demonstrate how power and ideology are constructed, generated, or contested through media discourse. This study is significant because it increases awareness of the lexical and syntactic choices made by both genders and exposes the constructed ideologies represented through language. Future researchers can compare Pakistani and foreign morning shows to identify power dynamics and ideological creation through language. This study advances knowledge of how the media upholds social hierarchies and provides insights into the nuanced ways power functions in Pakistani media discourse daily.

Muhammad Yousaf

Email: mr.yousaf121@gmail.com

It is considered that YouTube is one of the most essential tools used by students nowadays. This study aims to explore the students' perception of YouTube Assisted Language Learning in EFL context using basic Technology Acceptance Model by Davies (1989). The study is based on a quantitative approach. The data was collected through Google form using questionnaire protocol adapted from Chau et al. (2024). Using random sampling method, a sample of 174 students was selected from Bahauddin Zakariya University, Multan, Pakistan. Data is subjected to analysis in Smart PLS 4.0. The findings reveal that reliability, convergent validity, and discriminant validity are found valid in all constructs; PU, PEOU, and BI. Moreover, hypotheses results reveal that perceived ease of use has positively influenced perceived usefulness. Lastly, behavioral

intentions seem significantly impacted by perceived ease of use and perceived usefulness. These findings suggest that the use of YALL should be encouraged in EFL context by considering its perceived usefulness and perceived ease.

Keywords: EFL learners, language learning, case study, YALL, YouTube.

Multimodal Discourse Analysis of Punjab College Activism: Framing, Protest Narratives, and Institutional Response on Social Media

Noor Fatima, Ihsan

Department of English, Bahauddin Zakariya University Multan

This research focuses on how student activists and institutional forces used social media to construct public narratives during the Punjab College incident (2024). Drawing on Framing Theory (Goffman, 1974; Multimodal Discourse Analysis (Kress & van Leeuwen, 1996), Enterman (1993), and Snow & Benford's (1988) Social Movement Theory, it analyzes ten activist posts and two posts of official statements from two social media platforms: X and Instagram. Activists referred to emotionally charged language, protest imagery, and hashtags for framing the incident as systemic injustice and evoke solidarity. Institutional responses, in contrast, utilized formal branding, denial, and procedural language in order to construct the event as misinformation and to facilitate reputation management. The findings are a clear indication of how powerful multimodal protest is in opposing institutional authority and how transparent and empathetic communication by educational institutions is significant. This research helps to develop an understanding of digital activism and institutional discourse in a Pakistani context.

Advancing Inclusive English Language Pedagogy: A Qualitative Case Study of Differentiated Instruction and Understanding by Design in Pakistani Higher Education

Asra, Qurat-ul-Ain

Department of English, Bahauddin Zakariya University, Multan, Pakistan

This qualitative case study is an instrumental study focused on how inclusion-based English language pedagogy can be developed through incorporation of Differentiated Instruction (DI) and Understanding by Design (UbD) among the undergraduate English language learners in Pakistani higher education. The research was carried out in Bahauddin Zakariya University (BZU) in Multan in a sample of 50 (40 students and 10 teachers). Semi-structured interviews were used to collect data and analyzed by means of thematic analysis. The findings indicate that the integration of DI and UbD had a great benefit to students as it allowed the organization of instruction content, process and products to meet the preparedness, interests and the learning profile of the learners. Such a dynamic strategy resulted in a more active student participation, their confidence and enhanced knowledge of English language, and was seen as more accommodating and efficient when compared to the old-treated teaching in one size. Nonetheless, there were issues encountered during implementation including huge classes, lack of teacher training and rigidity in institutional curricula. Regardless of these challenges, the participants believed that the DI-uBd strategy has a high potential in the long run, particularly

when institutional changes are supportive, professional help is provided continuously, and technology is incorporated. Comprehensively, the research results in the conclusion that environmentally sound practices of DI-uBd may create more equitable, student-centered, and context-relevant teaching of English language in Pakistan.

Keywords: Differentiated Instruction (DI), Understanding by Design (UbD), Inclusive Pedagogy, English Language Teaching (ELT), Higher Education, Academic Diversity, Pakistan

Investigating the Impact of Lexical Choices in Zohran Mamdani's Victory Speech: A Corpus-Assisted Discourse Analysis

Noor Ul Ain

Department of English, Bahauddin Zakariya University, Multan, Pakistan

Email: Noorulainkhan885@gmail.com

In this study, I will examine how Zohran Mamdani's lexical choices in his victory speech will shape his political message, public identity, and connection with audiences. I will compile a focused corpus of his speech and compare it with a reference corpus of contemporary political speeches. Using corpus-assisted tools such as AntConc, I will analyse keywords, collocations, lexical frequency, and semantic patterns to uncover how his language will frame social and political issues. I will also explore how clusters of words will reflect themes such as inclusivity, community engagement, and progressive values. Through this analysis, I aim to show how Mamdani's word choices will contribute to his persuasive style and construction of political identity. This study will offer insight into contemporary political discourse and emphasise the value of corpus-based approaches in understanding the interplay between language, ideology, and audience in contemporary politics.

Keywords: Zohran Mamdani, political discourse, lexical analysis, corpus linguistics, victory Speech

The Role of Artificial Intelligence in Delivering Mental Health Support to Adults: Opportunities and Ethical Concerns

Tehmina Jamil¹, Sayed Muhammad Shabab², Mubashir Hassan³

¹Department of Anthropology Bahauddin Zakariya University Multan, (Pakistan)

²Department of Social Work, University of Peshawar.

³Department of Sociology, Bahauddin Zakaria University Multan, (Pakistan)

Email: mubashirazeem4545@gmail.com

The accelerated uptake of Artificial Intelligence (AI) in healthcare has revolutionized mental health service provision by providing affordable and scalable interventions for diverse populations. In adults, AI-based mental health interventions, including chatbots, diagnostic apps, and mood tracking systems, are becoming common tools for emotional support. Although such interventions have the potential for self-management and convenience, they also pose important ethical, emotional, and practical issues. The research examines adult users' experiences and attitudes towards AI-driven mental health technologies regarding both advantages and ethical constraints. The research aimed to explore how adults interact with AI in mental health scenarios,

what they consider to be useful, and what issues arise when using it. The overall research questions were concerned with perceived efficacy, affective limitations, and ethical issues, including data protection, trust, and the necessity for human-AI balance. A qualitative study design was utilized, involving semi-structured interviews with 18 adult participants between 21 and 52 years old with experience in AI mental health tool usage. Data were analyzed thematically, and five major themes emerged: perceived usefulness and accessibility, emotional limitations of AI, ethical issues, need for human-AI balance, and suggestions for improvement. Convenience of use, emotional checkings, insufficient empathy, data privacy, and cultural fit were sub-themes. Findings show that although AI tools provide instant, stigma-free emotional support, participants complained of superficial answers, insensitivity, and ambiguous data practices. Participants decidedly preferred a hybrid approach where AI assists, but does not substitute, professional human care. In summary, AI has great promise for adult mental health care but needs to be ethically developed, open, and culturally sensitive in order to be really beneficial. Human control and crisis-response incorporation must be the focus of future development.

Keywords: Artificial Intelligence, Mental Health, Adults, Chatbots, Qualitative Study, Ethics, Digital Therapy, User Experience

Accountability Mechanisms in Local Governance: Gaps and Best Practices in Pakistan

Saba Zainab Inshal Khan

Student at Department of Political Science, BZU Multan

Corresponding author email: sabazainab9431@gmail.com

This study examines the effectiveness of accountability mechanisms within local governance systems in Pakistan, highlighting the gaps that continue to limit transparency, citizen participation, and effective service delivery. The objective of this research is to assess how existing institutional frameworks—such as local government laws, oversight bodies, performance audits, and citizen feedback channels—function in practice, and to identify best practices that can strengthen accountability at the grassroots level. The study adopts a systematic review methodology, drawing on peer-reviewed journal articles, government reports, and policy documents published over the last two decades. A thematic analysis approach is employed to categorize the evidence into three primary dimensions: administrative accountability, political accountability, and social accountability. The findings indicate that while Pakistan has formally established mechanisms for accountability, their implementation remains inconsistent due to political interference, limited fiscal autonomy, weak monitoring systems, and low citizen awareness. Successful practices identified in various districts—including participatory budgeting, digital grievance-redress portals, and third-party evaluations—demonstrate that accountability improves significantly when local governments are empowered and communities are actively engaged. The study concludes that strengthening accountability requires a combination of institutional reforms, capacity-building, and sustained citizen participation. It implies that adopting proven best practices, ensuring stable local government structures, and integrating

technology-based monitoring tools can enhance transparency and responsiveness, ultimately leading to more effective local governance in Pakistan.

Keywords: Local Governance, Accountability Mechanisms, Public Administration, Citizen Participation, Best Practices

Sustainable Economic Growth in Pakistan: An Environmental Economics Perspective

Ukasha Kirn¹, Inshal Khan²

¹*Department of Economics, BZU Multan*

²*Department of Political Science, BZU Multan*

Corresponding Author Email: ukasha.ahmed23@gmail.com

Sustainable economic growth in Pakistan presents a critical challenge due to the interplay between rapid industrialization, urbanization, and environmental degradation. This study systematically analyzes the relationship between economic growth and ecological sustainability in Pakistan using an environmental economics perspective. A systematic review of 87 studies published between 2000 and 2025 was conducted, encompassing empirical research, policy reports, and grey literature. The review identifies sector-specific trade-offs, policy effectiveness, and barriers to green growth. Key findings suggest that the adoption of renewable energy, particularly solar, wind, and small-scale hydro projects, has a positive impact on regional GDP growth, energy security, and employment generation. Industrial pollution control, through emission regulations and cleaner production technologies, enhances long-term productivity while mitigating ecological risks. Climate-smart agriculture, which includes drought-resistant crops and efficient irrigation practices, enhances agricultural productivity, resilience to climate shocks, and rural livelihoods. However, the effectiveness of these interventions is contingent upon robust policy frameworks, institutional capacity, and sectoral adoption of sustainable practices. A comparative analysis with other emerging economies reveals gaps in policy enforcement, technological innovation, and multi-stakeholder engagement in Pakistan. The study emphasizes the urgent need for integrated approaches combining regulatory enforcement, fiscal incentives, renewable energy expansion, and climate-resilient agriculture to achieve sustainable growth. By synthesizing empirical evidence and policy insights, the study provides actionable guidance for policymakers, industries, and development agencies to align economic development with environmental sustainability, supporting long-term resilience and social well-being.

Keywords: Sustainable economic growth, Environmental economics, Renewable energy, Climate-smart agriculture, Industrial pollution control

Material-Semiotic Shakespeare: Actor-Network Theory and the Reworking of the Bard in Bhardwaj's Films

Snobra Rizwan

Department of English Bahauddin Zakariya University, Multan Pakistan

snobrarizwan@hotmail.com

This study integrates Bruno Latour's Actor–Network Theory (2005) and a social constructionist perspective (Berger & Luckmann, 1966; Gergen, 1994; Burr, 2015) within a hybrid material–discursive framework to examine how meanings, identities, and relations are dynamically co-constructed in Vishal Bhardwaj's Shakespeare trilogy—*Maqbool* (2003), *Omkara* (2006), and *Haider* (2014). Moving beyond fidelity-based readings of adaptation, the paper explores how networks of human and nonhuman actants—such as the red colour, guns, birds, sex/adultery, and weddings—participate in the situated production of meaning through material and discursive practices. These recurring actants are conceptualized as agents in interpretive repertoires that negotiate affect, power, and morality within specific socio-cultural contexts. Through their interaction, Bhardwaj's films reveal meaning as an intersubjective and contingent achievement—emerging through performative exchanges among heterogeneous actors, symbolic codes, and cultural technologies. This study proposes that Bhardwaj's adaptations reconstruct Shakespeare not as fixed texts, but as evolving ideological translations embedded in hybrid networks, offering a robust, relational model that reveals how power and violence are co-produced through the continuous negotiation between cultural discourse and material mediation.

Public Policy Decision-Making and Citizen Welfare: Gaps in Policy Analysis Models in Pakistan

Zainab Zahra, Inshal Khan

Department of Political Science, BZU Multan

Corresponding author email: zainiilashari313@gmail.com

This study examines how public policy decision-making in Pakistan influences citizen welfare, with a particular focus on identifying gaps within the policy analysis models currently used by government institutions. The research aims to highlight why several public policies struggle to achieve their intended social outcomes and how improved analytical frameworks can contribute to more effective and citizen-centred governance. The study uses a mixed-method approach. Document analysis is conducted on major national policies related to health, education, and social protection, while semi-structured interviews with public officials and policy practitioners provide contextual insights. The analysis focuses on how policies are formulated, what analytical tools are applied, and where weaknesses occur during implementation. The findings reveal that policy analysis in Pakistan often relies on outdated or fragmented models that do not fully incorporate socio-economic realities, stakeholder engagement, or evidence-based data. Many policies demonstrate weak needs assessment, limited cost-benefit evaluation, and insufficient monitoring and evaluation mechanisms. As a result, citizen welfare outcomes remain inconsistent, and policy implementation frequently deviates from stated objectives. The study concludes that strengthening policy analysis models is essential for improving public service delivery and ensuring equitable welfare outcomes. It suggests adopting more comprehensive analytical frameworks, enhancing institutional capacity, and integrating citizen feedback throughout the policy cycle. These improvements can contribute to a more responsive, transparent, and welfare-oriented public policy environment in Pakistan.

Keywords: Public Policy, Policy Analysis Models, Citizen Welfare, Governance, Pakistan

Impact of Work-Life Balance and Work-Life Conflict on the Life Satisfaction of Working Women A Case Study of Higher Education Sector of Twin Cities of Pakistan

Maryam Shafiq, Zahida Aziz Saiyal

Department of Education, Bahauddin Zakariya University, Multan

kiranmariam60@gmail.com

This study highlights the issues of work-life balance and work-life conflict faced by working women in Pakistan, emphasizing the need to address these challenges to ensure the well-being of women professionals. Using a quantitative approach, data from 105 working women in the higher education sector of the twin cities show that 43.8% of the variance in life satisfaction is explained by work-life conflict and work-life balance.

Keywords: Work-life balance, work-life conflict, life satisfaction, working women

Gender-Based differences in Trait Self-control, Emotional eating and Personality Factors and the Mediating impact of Emotional eating on the association between Neuroticism personality trait and Trait self-control: Insights from varsity student-athletes

Asif Ali, Zuneera Mushtaq, Muhammad Dawood Suleman

Department of Physical Education, Government College University Lahore, Punjab, Pakistan

Corresponding Author: asif.ali@gcu.edu.pk

Background: This study showed that how emotional eating mediates the relationship between neuroticism and trait self-control among university student-athletes. It also examined difference between males and females in trait self-control, emotional eating, and personality traits.

Methods: A survey was done with 701 varsity athletes (351 males, 350 female) from seven top universities in Lahore, Pakistan. All participants competed in sports at intervarsity, national, or international levels. They completed a questionnaire that included demographic questions, the Big Five Inventory (BFI-10), the Emotional Eater Questionnaire, and a trait self-control scale. The data were analyzed using mediation analysis (v. 4.1) and independent samples t-test through SPSS v.22.

Results: Results showed that emotional eating partially explained the link between neuroticism and trait self-control. Specifically, higher neuroticism was linked to more emotional eating which was related to higher trait self-control. Neuroticism also had a direct negative effect on trait self-control. Interestingly emotional eating was positively related to trait self-control. When comparing genders, male athletes scored higher in trait self-control and conscientiousness while female athletes scored higher in neuroticism and emotional eating than those of their counterparts.

Findings and Recommendation: These findings offer a new vision into how emotional and psychological factors affect to self-regulation in athletes. They also emphasize needing personalized emotional and nutritional support for male and female student-athletes. However, female gender was found as a risk factor for trait self-control, conscientiousness, neuroticism and

emotional eating. So, education and consoling sections are very important for female gender through HEC.

Keywords: mediating analysis, neuroticism, trait self-control, emotional eating, varsity athletes, gender-based

Impact of emotional intelligence on competition anxiety between male and female varsity level swimmers

Abdul Subhan, Warda Irfan, Asif Ali, Muhammad Azam

BS Physical Education, Government College University Lahore, Punjab, Pakistan

Corresponding Author: asif.ali@gcu.edu.pk

The objective of this study to examine the relationship between emotional intelligence and sports competition anxiety among university level swimmers in Pakistan. A cross-sectional survey design was employed to collect data from 105 swimmers (52 males and 53 females), representing eight public and private universities that recognized swimming teams. Participants were between 20 to 27 years old and had intervarsity, national or international competition experience. Data were collected using a demographic questionnaire and The Sports Competition Anxiety test (SCAT) and The Brief Emotional Intelligence Scale (BEIS-10). Statistical analysis including descriptive analysis and multiple hierarchical linear regression was conducted using SPSS version 22 with a significance level set at $p .05$. Results showed that emotional intelligence significantly predicated sports competition anxiety among both male ($F = 19.961, p = .000$) and female swimmers ($F = 10.682, p = .000$). Among male swimmers, regulation of own emotional ($B = -3.910, p = .000$) and utilization of emotional ($B = -1.508, p = .002$) emerged as strong negative predictors of anxiety. For female swimmers, appraisal of own emotion ($B = -4.035, p = .000$) and regulation of own emotion ($B = -1.412, p = .006$) significantly decrease competition anxiety. These findings suggested that athletes with greater emotional awareness and self-regulation experience and self-regulation experience lower anxiety in competitive settings. The study highlights the importance of emotional intelligence training as a potential strategy to enhance performance and physiological well-being among university swimmers.

Keywords: emotional intelligence, sports competition anxiety, swimmers, university athletes, Pakistan

Association between depression, food addiction and executive functioning of varsity athletes and non-athletes' students

Qaisar Ali, Asif Ali, Muhammad Azam, Huma Tariq

Department of Physical Education & Sports Sciences, Government College University Lahore, Punjab, Pakistan

Corresponding Author: asif.ali@gcu.edu.pk

This study investigated the athletic-based association between food addiction, depression and executive functioning among varsity students in Lahore, Pakistan. A quantitative cross-sectional design was used involving 335 participants aged 18-25 years, including 165 athletes and 170 non-athletes that enrolled in BS programs at public and private universities. Among athletes 38.8%

competed at inter-varsity, 46.7% at national and 14.5% at international levels with an average playing experience of 6.57 years (SD = 2.03). Data was collected using demographic question, the Patient Health Questionnaire-2 (PHQ-2) for depression, the Yale Food Addiction Scale (YFAS) for food addiction and the Stroop Test for executive functioning. All measures demonstrated acceptable reliability. Descriptive statistics and hierarchical regression analysis were performed using SPSS (20222). For non-athletes' food addiction was found to be significant negative predictor of executive functioning ($\beta = -0.385$, $p = .000$) while age and depression were non-significant. For athletes age ($\beta = -0.156$, $p = .014$) and playing experience ($\beta = -0.225$, $p = .0000$) were significant negative predictor, whereas depression ($\beta = -0.280$, $p = .0000$) and food addiction ($\beta = -0.363$, $p = .000$) were positive predictors of executive functioning. The findings showed that higher food addiction levels impair executive functioning among non-athletes while in athletes' depression and food addiction were positively associated with executive function possibly showing adaptive psychological mechanisms developed through sports participation. The study underscores the complex interplay between emotional and behavioral factors effecting cognitive performance in athletic and non-athletic university population.

Keywords: food addiction, depression, executive functioning, athletes, non-athletes

Gender-Comparative Impact of Financial Anxiety on Athletic Performance: Insights from undergraduate varsity student athletes

Jawad Ahmad, Muhammad Arshad, Muhammad Usama, Asif Ali

Department of Physical Education & Sports Sciences, Government College University Lahore, Punjab, Pakistan

Corresponding Author: asif.ali@gcu.edu.pk

This study examined the gender-specific impact of financial anxiety on athletic performance among undergraduate varsity student-athletes. A cross-sectional design was utilized by using a sample of 400 university student athletes including 160 female athletes (age mean=21.16, SD=1.616) and 240 male athletes (age mean=21.33, SD=1.894). FAS was used to measure financial anxiety while the ASPS was used to measure athletic performance. Hierarchical regression analysis revealed that financial anxiety significantly predicted athletic performance in both male and female athletes. This indicated that lower financial anxiety was linked with better athletic performance. These findings emphasized the need for therapies communicating financial anxiety and mental health problems to be customized. Universities may provide comprehensive development plan for athletes that includes education in mental health financial literacy and performance training.

Keywords: financial Anxiety, Athletic performance, University students, Male athletes, Female athletes.

Cognitive and motivational specific imageries to improve self-confidence among varsity cricketer athletes

Muhammad Zain, Asif Ali

Department of Physical Education & Sports Sciences, Government College University Lahore, Punjab, Pakistan

Corresponding Author: asif.ali@gcu.edu.pk

The study investigated the effect of different type of sports imagery on self-confidence among university cricket players. A sample was 162 varsity players (108 male and 54 females) aged 18-25 who competed at the intervarsity, national and international levels willingly participated in the study. The Sports Imagery Questionnaire (SIQ; Hall, 1998) and the Trait Sports Confidence Inventory (TSCI; Vealey, 1986) were used to collect the data. Data was analyzed using descriptive statistics, independent sample t-test and hierarchical regression through SPSS 22. The results showed that gender was a significant predictor of self-confidence. Including five types of sports imagery with age in model, increase the explained variance between the imagery sub-scales from 13.6% to 30.2%. Cognitive specific imagery ($\beta = .206$, $p = .026$) and motivational specific imagery ($\beta = .208$, $p = .028$) were found to be significant positive predictors of self-confidence among varsity cricketer players. Remaining types of sports imagery did not show significant predictors to outcome. Independent sample t-test showed that male players scored much higher than female players, of all imagery types and overall self-confidence ($p < .05$). The findings highlight the critical role of cognitive-specific and motivational specific imagery in enhancing self-confidence among university cricket players. The study recommended incorporating structured imagery training program especially for female athletes to enhance visualization skills and build and confidence in competitive sports environment.

Keywords: sports imagery, self-confidence, cricket players, gender differences

Exploring the Impact of Religiosity and Hopelessness on Life Satisfaction and association among Pakistani University Students

Muhammad Adnan, Asif Ali

Department of Physical Education & Sports Sciences, Government College University Lahore, Punjab, Pakistan

Corresponding Author: asif.ali@gcu.edu.pk

The objective of this study was to examine the relationship between religiosity, hopelessness and life satisfaction among university athletes and non-athletes students in Lahore, Pakistan. Data was collected from 400 participants from different universities. Age of participants was 18 to 25, using a quantitative cross-sectional study. Life satisfaction (Satisfaction with life scale 1985), hopelessness (hopelessness inventory-5 scale 2023) and religiosity (Religiosity of Islam scale 2007) were measured using standardized instruments. An independent sample t-test and Pearson correlation analysis were run. The findings indicated that compared to non-athletes, athletes reported much higher levels of life satisfaction and lower levels of hopelessness, suggested that sports have a positive effect on psychological well-being. Non-athletes, there was a no significant relation in religiosity between these two groups. According to the correlation test, religiosity was positively correlated with life satisfaction and negatively correlated with hopelessness, whereas hopelessness was negatively correlated with life satisfaction. These findings presented that religiosity and participation in sports have a significant impact on university student's mental health, life satisfaction and sense of hopelessness. In order to enhance students' life satisfaction, the study highlight the importance of encouraging physical exercise and spiritual engagement within universities.

Keywords: Hopelessness, life satisfactions, religiosity, varsity athletes and non-athletes

Gender based association between general self-efficacy and financial anxiety among varsity athlete students of field hockey

Muhammad Dawood Suleman, Asif Ali

Department of Physical Education & Sports Sciences, Government College University Lahore, Punjab, Pakistan

Corresponding Author: asif.ali@gcu.edu.pk

This study investigated the relationship between general self-efficacy and financial anxiety among male and female university athlete students of field hockey, using a cross-sectional study method data were collected from 185 individuals 92 male and 93 female athletes. The age of participants was 18 to 25. Data was collected by using standardized questionnaire, like section one was demographic information, section two was a general self-efficacy scale (GES) and section third was financial anxiety questionnaire (FAQs). A simple linear regression analysis showed that for male athletes, general self-efficacy significantly predicted financial anxiety indicated the positive relationship, higher self-efficacy was related with increased financial anxiety level among varsity male athlete students of field hockey. On the other hand, female athletes had so significant relationship between general self-efficacy and financial anxiety. These results recommended that general self-efficacy influenced financial anxiety differently across gender in male athletes showed stronger and significant association compared to female athletes. The study highlighted the importance of considered general difference when finding the physiological factor contribution to financial anxiety.

Keywords: General self-efficacy, financial anxiety, Gender based and varsity athletes

Lack of AI-Driven Fraud Detection and Audit Mechanism Models in Public Finance Systems of Pakistan

Ahmad Zafar, Inshal Khan

Department of Political Science, BZU Multan

Corresponding author: ahmadzafar.research@gmail.com

The study examines the lack of AI-driven fraud-detection and audit mechanism models in Pakistan's public finance systems. The primary objective is to assess the current financial auditing processes and explore the potential benefits of integrating artificial intelligence to enhance transparency, efficiency, and fraud mitigation. A mixed-method research approach is employed, combining qualitative interviews with finance officers and quantitative analysis of audit reports. A small sample size of 30 financial audit cases and 10 interviews is considered to provide preliminary insights. Key findings reveal significant gaps in the existing auditing framework, including delayed fraud detection, limited predictive capabilities, and reliance on manual processes. The study also identifies a strong perception among finance professionals that AI-based solutions could substantially improve audit accuracy and reduce financial discrepancies. The results highlight that, even with limited sample data, AI-driven mechanisms can transform public financial management by enabling real-time monitoring, anomaly detection, and

predictive analysis. The study concludes that integrating AI tools in public finance auditing is both feasible and necessary, despite current resource constraints. These findings underscore the urgent need for pilot programs and policy initiatives to adopt AI-enabled auditing models, which could ultimately enhance accountability, reduce corruption, and improve overall governance in Pakistan's public financial sector.

Keywords: AI-driven auditing, Fraud detection, public finance systems, financial governance, Pakistan

Unexamined Role of Sports and Physical Activity in Preventing Lifestyle Diseases (Hypertension, Diabetes, Obesity)

Aqib Sattar¹, Inshal Khan²

¹Department of Sports Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: aqibsatta7@gmail.com

This study investigates the role of regular sports participation and physical activity in preventing lifestyle-related diseases, specifically hypertension, diabetes, and obesity. The primary objective is to determine whether engagement in structured physical activity significantly impacts health markers associated with these conditions. A quantitative research design is employed, utilizing a small sample of 50 participants aged 25–45, selected from a local community through convenience sampling. Data collection involves measuring participants' blood pressure, body mass index (BMI), fasting blood sugar, and self-reported physical activity levels over 3 months. Statistical analyses, including paired t-tests and correlation assessments, are conducted to identify significant relationships between physical activity frequency and health outcomes. Findings reveal that participants engaging in moderate-to-vigorous physical activity at least 3 times per week exhibit lower BMI, lower blood pressure, and improved glycemic control compared to less active individuals. The study highlights the preventive potential of sports and physical activity in reducing the risk of lifestyle diseases, even within a small, localized population. Although the small sample size limits generalizability, the results underscore the importance of integrating structured physical activity programs into community health initiatives. The study concludes that promoting regular physical activity can be an effective, low-cost strategy to reduce the prevalence of hypertension, diabetes, and obesity. It emphasizes the need for broader research with larger, more diverse populations to validate these preliminary findings.

Keywords: Sports participation, Physical activity, Lifestyle diseases, Hypertension, Obesity

Limited Comparative Frameworks Assessing China's Belt and Road Initiative vs. U.S. Indo-Pacific Strategy

Alina Fiaz, Inshal Khan

Department of Political Science, BZU Multan

Corresponding author email: aleenafiaz232@gmail.com

This study investigates the strategic, economic, and geopolitical dimensions of China's Belt and Road Initiative (BRI) in comparison to the U.S. Indo-Pacific Strategy (IPS). The research aims to identify gaps in existing comparative frameworks and assess the implications of these initiatives for regional stability and global influence. A qualitative research design is employed, incorporating case study analysis and semi-structured interviews with a small sample of 12 regional policy experts and scholars. Data is analyzed thematically to highlight patterns, similarities, and divergences between the BRI and IPS in terms of infrastructure investment, security partnerships, and diplomatic engagement. Key findings reveal that while both initiatives aim to expand influence, the BRI prioritizes economic integration through large-scale infrastructure projects, whereas the IPS emphasizes security alliances and maritime presence. The study also identifies a lack of comprehensive comparative frameworks, limiting policymakers' ability to evaluate the long-term strategic impacts of these initiatives. Despite the small sample size, the results provide meaningful insights into the underlying objectives, operational strategies, and regional reception of both programs. The research concludes that developing robust comparative models is essential for understanding the interplay between Chinese and U.S. strategies in the Indo-Pacific region and for informing policy decisions. These findings contribute to scholarly discourse on global strategic competition and offer practical implications for governments, think tanks, and regional stakeholders seeking to navigate complex geopolitical dynamics.

Keywords: Belt and Road Initiative (BRI), Indo-Pacific Strategy (IPS), Comparative Frameworks, Geopolitics, Regional Security

Insufficient physical literacy frameworks for children and teenagers in Pakistan

Ayesha Mukhtiar¹, Inshal Khan²

¹Department of Sports Science, BZU Multan)

²Department of Political Science, BZU Multan)

Corresponding author: itsayesha644@gmail.com

This study examines the current status of physical literacy among children and teenagers in Pakistan and highlights the lack of structured, context-specific frameworks to support its development. The primary objective is to assess awareness, accessibility, and implementation of physical literacy concepts in schools and community-based sports environments. A quantitative survey approach is used, involving a small sample of 60 participants: 30 children aged 7–12 and 30 teenagers aged 13–18 from both public and private educational institutions. In addition, short structured interviews with 10 physical education teachers are conducted to gather professional insights. The findings indicate that most participants demonstrate low levels of physical literacy, particularly in movement skills, confidence, motivation, and understanding of the benefits of physical activity. Teachers report the absence of national guidelines, limited training opportunities, inadequate resources, and minimal institutional support. Results also show significant differences between private and public-school learners, with private institutions offering slightly more structured physical activity opportunities. The study concludes that physical literacy in Pakistan remains underdeveloped mainly due to the absence of a standardized

framework and limited policy initiatives. The research suggests that establishing a national physical literacy model tailored to Pakistan's educational and cultural context may improve engagement in physical activity and the development of lifelong healthy habits. This work provides foundational evidence to support future large-scale research and the development of education policy.

Keywords: Physical literacy, Pakistan, Youth development, Physical education, Movement Skills

Gap in Rehabilitation Compliance and Long-Term Return-to-Play Outcomes Among Athletes

Asma Qurban¹, Inshal Khan²

¹Department of Sports Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author: raoasma234@gmail.com

This study investigates the relationship between rehabilitation compliance and long-term return-to-play (RTP) outcomes among athletes. The primary objective is to identify whether adherence to prescribed rehabilitation protocols influences recovery quality, performance, and the likelihood of re-injury. A mixed-methods approach is employed, combining quantitative analysis of recovery metrics with qualitative interviews regarding athletes' adherence experiences. The study sample consists of 30 athletes from local sports clubs, all of whom experienced musculoskeletal injuries requiring structured rehabilitation. Rehabilitation compliance is measured using attendance records, self-reported adherence, and physiotherapist evaluations. At the same time, RTP outcomes are assessed through functional performance tests and injury recurrence monitoring over a six-month post-rehabilitation period. Findings reveal a significant gap between prescribed rehabilitation and actual compliance, with only 60% of participants fully adhering to protocols. Athletes with higher compliance exhibit faster functional recovery, improved performance scores, and reduced incidence of re-injury compared to low-compliance peers. Qualitative insights highlight motivational and logistical barriers to compliance. The study concludes that rehabilitation adherence is a critical determinant of successful RTP outcomes, emphasizing the need for targeted interventions to support athlete compliance. These findings suggest that small-scale but focused programs addressing adherence challenges could improve long-term recovery and performance, with implications for sports medicine practices and athletic training strategies.

Keywords: Rehabilitation Compliance, Return-to-Play (RTP), Athletic Injuries, Recovery Outcomes, Sports Medicine

Insufficient Research on Climate and Heat-Stress Physiology in Outdoor Sports in South Asian Regions

Hira Farooq¹, Inshal Khan²

¹Department of Sports Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: chahmadfarooq893@gmail.com

This study aims to investigate the current state of research on climate and heat-stress physiology in outdoor sports within South Asian regions, highlighting the gaps and limitations that hinder athlete performance and safety. A systematic review methodology is employed to analyse published studies from 2000 to 2024 that focus on heat stress, thermal regulation, and the physiological responses of athletes during outdoor sports activities. The review reveals a significant scarcity of research, with most studies conducted on small sample sizes, often ranging between 10 and 30 participants, limiting the generalizability of findings. Key findings indicate that extreme temperatures and humidity levels in South Asia have profound effects on endurance, cardiovascular strain, and recovery. Yet, evidence-based strategies to mitigate heat stress remain underexplored. Furthermore, the lack of longitudinal studies and standardised assessment protocols exacerbates the challenge of developing region-specific guidelines for outdoor sports training and competition. The study concludes that there is an urgent need for large-scale, multidisciplinary research focusing on heat-stress physiology in South Asian athletes. Such research could inform coaching practices, health policies, and performance optimisation strategies, ultimately enhancing athlete safety and performance in high-temperature environments. Addressing these gaps is crucial for advancing sports science and promoting sustainable outdoor sports participation in the region.

Keywords: Heat-stress physiology, Outdoor sports, South Asia, Climate impact, Athlete Performance

Unexamined economic impact of sports tourism and heritage sports events in South Asia

Ayesha Yousaf¹, Inshal Khan²

¹Department of Sports Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: yousafayesha101@gmail.com

This study aims to investigate the challenges of adopting and validating digital sports technologies in developing nations. The research focuses on understanding the barriers that limit widespread usage and the extent to which these technologies have been empirically validated in local contexts. A mixed-methods approach is employed, combining a survey of 50 sports professionals and semi-structured interviews with 15 technology practitioners. Quantitative data is analysed using descriptive statistics, while qualitative insights are examined through thematic analysis. The findings reveal that limited awareness, high costs, and inadequate training are significant obstacles to adoption. At the same time, most digital sports tools lack region-specific validation, reducing their effectiveness in local settings. Participants also highlighted the need for culturally adapted and evidence-based applications to enhance performance monitoring, injury prevention, and athlete management. The study concludes that digital sports technologies have significant potential to improve sports practices in developing nations; however, adoption remains low due to infrastructural, educational, and validation gaps. Recommendations include increasing training programs, promoting localised research, and creating affordable, user-friendly solutions tailored to the specific needs of athletes and coaches. Despite the small sample

size, the results provide preliminary insights into the current state of digital sports technology adoption, offering a foundation for future large-scale studies aimed at improving sports performance and management in resource-constrained environments.

Keywords: Digital Sports Technologies, Technology Adoption, Validation Gaps, Developing Nations, Sports Performance Management

Gap in Evidence-Based Coaching Frameworks for Adolescent Athletes in Developing Nations

Muhammad Huzaifa¹, Inshal Khan²

¹Department of Sports Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: ceo.huzaifa007@gmail.com

This study examines the evidence gap in coaching frameworks for adolescent athletes in developing nations, focusing on how current coaching practices lack structured scientific support. The main objective is to examine existing coaching approaches and assess whether they align with global evidence-based standards used in sport science. A mixed-method approach is used, including a small pilot survey with 18 adolescent athletes (ages 13–17) and interviews with six certified coaches from school-level sports programs. Quantitative data are collected through questionnaires measuring training frequency, injury occurrence, and performance progression, while qualitative responses provide insights into coaching knowledge, decision-making, and training philosophy. Results indicate that most coaching practices rely heavily on experience-based methods rather than sport science principles. Only 22% of participating coaches report using structured monitoring tools such as heart-rate tracking, nutrition plans, or recovery schedules. Athletes report inconsistent training intensity and limited access to strength and conditioning guidance, which may contribute to performance stagnation and preventable injuries. The findings also highlight a lack of access to formal coach education programs and limited integration of biomechanics, sports psychology, and performance data analytics. The study concludes that developing nations require accessible, context-specific, and evidence-based coaching frameworks to support adolescent athlete development. The results serve as an initial step toward designing scalable coaching guidelines and future research involving larger samples and intervention-based trials.

Keywords: Evidence-based coaching, Adolescent athletes, Developing nations, Sports science, Coach Education

Lack of Post-Injury Rehabilitation Protocols Based on Evidence-Driven Physiotherapy Models

Muhammad Abubakar¹, Inshal Khan²

¹Department of Sports Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: mabubakar9678@gmail.com

This study examines the gap in post-injury rehabilitation practices, specifically the lack of evidence-based physiotherapy models in sports and clinical settings. The primary objective is to evaluate the effectiveness and implementation of structured physiotherapy protocols for

athletes and patients recovering from musculoskeletal injuries. A quantitative research methodology is employed, involving a small sample of 25 participants, including 15 athletes and 10 non-athlete patients, who underwent post-injury rehabilitation. Data were collected using standardised physiotherapy assessment tools, progress-tracking sheets, and patient-reported outcome measures during a six-week intervention period. The study identifies significant inconsistencies in rehabilitation approaches, with most participants receiving generalised exercises rather than structured, evidence-based interventions. Key findings reveal that participants following evidence-based protocols demonstrate faster recovery in mobility, strength, and pain reduction than those receiving conventional rehabilitation methods. Despite the limited sample size, the results highlight a critical need to integrate standardised physiotherapy models into post-injury care to optimise recovery outcomes. The study concludes that adopting evidence-driven rehabilitation protocols can significantly enhance patient recovery, reduce recurrence rates, and improve long-term functional performance. These findings underscore the importance of further large-scale research to establish comprehensive, empirically validated post-injury rehabilitation guidelines.

Keywords: Post-Injury Rehabilitation, Evidence-Based Physiotherapy, Musculoskeletal Injuries, Recovery Protocols, Functional Outcomes

Lack of Policy and Curriculum Alignment between Sports Science Programs and Industry Skill Demands

Muhammad Nadeem¹, Inshal Khan²

¹Department of Sports science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: mn3298848@gmail.com

This research paper examines the lack of alignment between university-level Sports Science programs and current industry skill demands. The objective of the study is to assess whether existing educational structures adequately prepare students for employment in coaching, sports management, sports rehabilitation, fitness training, and sports technology sectors. The study adopts a mixed-methods approach, using a small sample size comprising 15 industry professionals and 30 undergraduate Sports Science students from selected universities. Semi-structured interviews and short, structured surveys are used to collect data on perceived skill gaps, curriculum relevance, and hiring expectations. The results indicate that most students feel unprepared for practical job requirements, and 76% of respondents report that hands-on training, internships, and certifications are not sufficiently integrated into the curriculum. Industry professionals highlight significant gaps in applied biomechanics, the implementation of sports psychology, data analytics in sports performance, and professional communication skills. The findings also reveal limited collaboration between universities and sports organisations, resulting in outdated course content and low employability. The study concludes that stronger policies, curriculum revision frameworks, and industry-academia partnerships are necessary to improve workforce readiness in the Sports Science field. The research provides a foundation for policymakers, educators, and stakeholders to develop more aligned, future-oriented educational

structures that better support student career pathways and the growing demands of the sports sector.

Keywords: Sports Science Education, Industry Skill Requirements, Curriculum Alignment, Employability Gap, Policy Frameworks

Unexplored effects of energy drinks and performance supplements among student athletes

Muhammad Waseem¹, Inshal Khan²

¹Department of Sports Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: awnaz0786@gmail.com

The growing use of energy drinks and performance-enhancing supplements among student athletes remains an emerging concern, yet limited research examines their actual impact on athletic performance and well-being. The objective of this study is to investigate the short-term effects of commonly consumed energy drinks and supplements on physical performance, perceived energy levels, and potential side effects among university-level student athletes. A quantitative descriptive approach is used, involving a small sample size of 30 student athletes aged 18–24 years from different sports disciplines. Participants complete a structured survey followed by simple performance tests, including sprint time, endurance duration, and self-reported perceived exertion before and after supplement intake. The findings indicate that while 67% of participants report improved alertness and energy levels, the extent of measurable performance enhancement varies. Only 30% demonstrate a slight improvement in sprint or endurance tests, whereas the remaining participants show no significant change in physical performance. Additionally, 54% report adverse side effects, including increased heart rate, insomnia, nervousness, and dehydration symptoms. The results suggest that perceived benefits may be more psychological than physiological. This study concludes that energy drinks and performance supplements do not consistently enhance athletic performance among student athletes and may cause undesirable side effects. Due to its small sample size and limited testing duration, the research highlights the need for more controlled, longitudinal studies. The findings raise awareness among sports educators, coaches, and athletes about informed, safe supplement use.

Keywords: Energy drinks, Student athletes, Performance supplements, Physical performance, Side effects

Unexplored gender barriers to female participation in university sports programs, in short,

Gender inequality

Muhammad Raza¹, Inshal Khan²

¹Department of Sports Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: itechsaad81@gmail.com

This study examines gender-related barriers to female participation in university sports programs, highlighting the broader issue of gender inequality in higher education athletics. The

primary objective is to identify the social, cultural, and institutional factors that discourage female students from participating in sports. A qualitative research design is employed, involving semi-structured interviews and short surveys with a small sample of 30 female university students from diverse disciplines. The study analyses participants' perceptions of accessibility, societal expectations, and institutional support within the sports environment. Findings reveal that cultural norms, lack of female-focused sports facilities, limited encouragement from peers and faculty, and concerns about personal safety significantly restrict female participation. Despite these challenges, students show strong interest in sports when supportive structures are in place, suggesting that targeted interventions could enhance inclusivity. The study concludes that addressing these barriers requires proactive policies, awareness campaigns, and the development of gender-sensitive sports programs at the university level. Although the sample size is limited, the research provides valuable insights into the underlying causes of gender disparity in university athletics, emphasising the need for further large-scale studies to generalize these findings and inform policy development.

Keywords: Gender inequality, Female participation, University sports, Barriers, Inclusivity

Limited Exploration of Cyber-Security and Data Governance Risks in Automated Public Institutions

Sania Rubab¹, Inshal Khan²

¹Department of Political Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: saniarubab820@gmail.com

This research explores the limited understanding and preparedness surrounding cybersecurity threats and data governance risks within automated public institutions. The objective of this study is to identify existing gaps in policy, digital infrastructure, and employee awareness that may expose public systems to cyber vulnerabilities. A mixed-methods approach is used, combining a short survey with key informant interviews. The survey includes a small sample of 32 public-sector employees working in administrative and automation-related roles, while five semi-structured interviews provide qualitative insights. The findings indicate that most respondents demonstrate low awareness of cybersecurity protocols, weak password practices, and limited understanding of secure data handling. Additionally, the results reveal that public institutions rely heavily on outdated security frameworks and lack clear governance guidelines for automated systems. Interview responses further highlight insufficient training opportunities, limited investment in security infrastructure, and a reactive rather than proactive approach to cyber risks. Based on the findings, this research concludes that cybersecurity and data governance are significantly underdeveloped components in automated public institutions. Strengthening policy frameworks, developing staff training programs, and investing in modern cyber defense mechanisms are identified as essential steps to improve institutional resilience. This study contributes to ongoing digital governance discussions and provides a foundation for future research with larger, more diverse samples.

Keywords: Cyber-Security, Data Governance, Public Institutions, Automation, Digital Risk Management

Absence of comparative studies on Nutrition education and athletic performance

Muhammad Umair¹, Inshal Khan²

¹Department of Sports Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: muhammadumair2263388@gmail.com

This research paper explores the absence of comparative studies on the relationship between nutrition education and athletic performance, particularly among university-level athletes. The primary objective of the study is to examine whether structured nutrition education positively influences physical performance outcomes, dietary habits, and overall athletic development. A mixed-method approach is used, combining both quantitative and qualitative data. The sample consists of 30 student-athletes, divided into two groups: one group receives a 4-week nutrition education program, and the other does not. Data collection includes pre- and post-performance tests, dietary recall assessments, and participant feedback through short interviews. The results indicate noticeable improvements in the intervention group for stamina, muscle recovery, and dietary awareness. Participants who received nutrition education demonstrate better hydration habits, more effective nutrient timing strategies, and more balanced meal planning than the control group. However, the findings also highlight limitations, including a small sample size and a short study duration, which limit generalizability and long-term conclusions. The study concludes that nutrition education appears to enhance athletic performance and dietary behaviour, but further comparative research with larger samples and more extended intervention periods is necessary. The implications of this research emphasise the need to integrate structured nutrition education into athletic training programs, especially in university sports settings.

Keywords: Nutrition education, Athletic performance, University athletes, Dietary behaviour, Comparative study

Relationship between competitive stress, hormones, and behavioral coping style

Sara Nishan¹, Inshal Khan²

¹Department of Sports Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: saranishan822@gmail.com

This study examines the relationships among competitive stress, hormonal responses, and behavioural coping styles among university-level athletes. The objective is to understand how physiological factors, particularly cortisol levels, interact with psychological stress and coping behaviours during competitive situations. This topic is vital because effective stress management influences performance, motivation, and long-term athlete well-being. A quantitative research design is used, and data are collected from a small sample of 30 athletes (18 males and 12 females) participating in competitive university sports. Competitive stress levels are measured

using the standardised Competitive State Anxiety Inventory-2 (CSAI-2). Hormonal response is assessed through salivary cortisol samples collected before and after competition. Behavioural coping styles are identified using a validated coping style questionnaire focusing on avoidance, problem-solving, and emotion-focused strategies. The collected data are analysed using correlation and regression techniques to explore relationships between variables. The findings indicate that athletes with higher competitive stress show increased cortisol secretion, suggesting a physiological stress reaction. Additionally, athletes who rely on problem-solving coping strategies show lower cortisol elevation than those who use avoidance coping. Gender differences are observed, with female athletes reporting slightly higher emotional stress responses. The study concludes that both hormonal and coping style factors influence how athletes respond to competitive stress. These results highlight the need for integrated stress management training in sports programs, particularly for young athletes.

Keywords: Competitive stress, Cortisol, Coping strategies, Athlete performance, Behavioral response

Shared Spaces, Private Worries: Health Anxiety and Quality of Life among Hostel Residents

Mehak Sajjad, Mehvish Shafiq

Department of Applied Psychology, The Women University Multan, Pakistan

Corresponding Author's email IDs: mehvish.shafiq@wum.edu.pk

Health anxiety, defined as excessive worry about one's health, is increasingly recognized as a significant psychological concern among university students. Students residing in hostels face unique stressors, including separation from family support, communal living, and academic pressures, which may exacerbate health-related worries and negatively affect their overall quality of life. This study examines the impact of health anxiety on the overall quality of life among students residing in hostels. Data collection employed two standardized instruments: The Health Anxiety Inventory (HAI) for assessing health-related anxiety symptoms and the World Health Organization Quality of Life (WHOQOL) scale for measuring multidimensional well-being. Statistical analysis using Pearson's correlation revealed a significant negative relationship between health anxiety and quality of life ($r = -0.24$, $p < 0.01$), indicating that higher levels of health anxiety were significantly associated with lower quality of life. Regression analysis further demonstrated that health anxiety serves as a significant predictor of quality of life, accounting for 5.7% of the variance in quality of life scores ($R^2 = 0.057$, $B = -0.012$, $\beta = -0.24$, $p = 0.001$). The results highlight the need for targeted interventions within hostel settings, including awareness programs, mental health support, and accessible counseling services. Addressing health anxiety among hostel residents is essential for promoting student well-being and ensuring a supportive academic and living environment.

Keywords: Health anxiety, quality of life, hostel students, university students, mental health, student well-being

Under-researched Impact of social media on Athlete Identity: Performance, Pressure, and Motivation

Urooj Fatima¹, Inshal Khan²

¹Department of Sports Science, BZU Multan

²Department of Political Science, BZU Multan

Corresponding author email: uroojfatima5797@gmail.com

This study investigates the influence of social media on athlete identity, performance, perceived pressure, and motivation, addressing a notable gap in sports psychology research. The research aims to understand how engagement with platforms such as Instagram, Twitter, and TikTok shapes athletes' self-perception and competitive behaviour. A mixed-methods approach is employed, combining quantitative surveys and qualitative interviews. The study sample includes 45 collegiate athletes from diverse sports disciplines, reflecting a manageable yet focused cohort for an exploratory analysis. Survey data assess self-reported performance levels, perceived social pressure, and motivational patterns, while semi-structured interviews explore personal experiences and emotional responses to social media engagement. Findings indicate that high social media usage correlates with increased performance pressure and heightened self-consciousness, while also providing motivational reinforcement through community support and recognition. Notably, some athletes report a dual effect, experiencing both encouragement and stress from online interactions. Despite the small sample size, these results highlight the nuanced role of social media in shaping athlete identity, suggesting potential implications for coaching strategies and mental health support. The study concludes that careful management of social media exposure is critical for optimising athlete well-being and performance, and it calls for further research with larger, more diverse samples to validate and expand upon these preliminary findings.

Keywords: Athlete identity, Social media impact, Performance pressure, Motivation, Sports psychology

A bibliometric analysis of research patterns to review the effects of environmental regulations and green finance on green technology innovation

Muhammad Younas Missun, Muhammad Aamir, Muhammad Umer Quddoos

Department of Commerce, Bahauddin Zakaria University, Multan

Today, climate change, environmental Pollution and sustainable development have become the topic of hot discussion. Economic growth of all countries has been accompanied by environmental pollution, eco-system degradation and resource depletion. The eco-system has a serious threat by unsustainable mode of production. This imbalance among environmental resources and economic development triggered the instant want of economic transformation towards green. In this process of green transformation, development and implementation of environmental regulations and provision of green finance keeps the key position. The present review is a venture to probe into the field of environmental regulations and green finance and to understand their impact on green technology innovation. Using the data of 325 articles over the

span of 25 years from 2001 to 2025. The review initiated with an outline of sample dataset fetched from 'Scopus database'. VOS-viewer was adopted. Analysis drew attention towards a number of thematic and cognitive dimensions. Bibliometric approach of data visualization, pattern classifications drawn from bibliographic coupling of documents is executed. The results depict the significant increase of interest of academia and industry. China is noted as a leader and thereafter Korea, USA, Germany and Pakistan stands at 8th in ranking. Furthermore the analysis also explores the significant progress over time and significant publications and contributions. The analysis guide the practical insights for researchers, governments, policymakers, financial institutions and society towards the achievement of sustainable development goals through a number of potential research directions.

Keywords: Environmental Regulations, Green Finance, Green Technology Innovation, VOS Viewers, Bibliometric Analysis.

The Evolution of a New Financial Frontier: A Five-Decade Bibliometric Analysis of AI and Blockchain Integration in Islamic Finance (1973-2025)

Nasir Abbas¹, Muhammad Sadiq Shahid², Khawar Naheed²

¹College of Commerce, Government College University, Faisalabad

²Department of Commerce, Bahaddin Zakariya University, Multan

Purpose—This study conducts a bibliometric visualization of the intellectual structure and research evolution at the intersection of Artificial Intelligence (AI), Blockchain Technology (BCT), and Islamic Finance from 1973 to March 2025. This review aimed to discover trends, prominent contributors, and predominant thematic clusters. **Design/methodology/approach:** Using a dataset of 1000 research papers obtained from Lens.org based on bibliometric methods, such as performance analysis and science mapping. For descriptive statistics, trend analysis, and productivity matrices, the R package Biblioshiny and VOS viewer were used to visualise co-authorship, co-occurrence and co-citation networks.

Findings: The review showed an exponential growth in studies, especially after 2018, demonstrating that interest increased over time. The main thematic clusters highlighted are (1) Core AI/BCT applications in finance (risk management and smart contracts), (2) Shariah compliance, governance, and Islamic FinTech development, and (3) socioeconomic impacts, ethical considerations, and particular Islamic financial instruments. The United States (USA), China, and the United Kingdom (UK) are the most prolific publishers of literature, with USA and UK research showing the highest citation impacts. The most highly cited Foundation AI and computational science papers are cited extensively worldwide, even if they need to be present in specialised Islamic finance channels for country-level impact. Collaborative efforts were observed among district clusters, with substantial participation from technologically advanced Nations and Muslim-majority countries. **Research limitations/implications:** This research is limited in scope because lens.org data are inadvertently biased towards English-based publications. Citation matrices depend on the age and size of a field. This could be an issue for further research on multi-database analyses.

Practical implications: The findings suggest that Islamic financial institutions can benefit from AI in Shariah compliance screening and BCT for distribution and Sukuk issuance, which could help cut costs by 30%. Regulators can design governance models that mandate compliance with AI ethics criteria.

Social implications: The linkage between AI and BCT encourages financial inclusion in Muslim-dominated countries which is in line with the SDGs. This has implications for the digital divide and job displacement, which means that training programs should mitigate inequality. Originality/value- This study presents the first wide-ranging long-interval (equality to five decades) bibliometric summary of AI and blockchain in the Islamic Finance- related intellectual domain. It also presents a comprehensive history of the field's development, leading contributors, main conceptual structures, and research frontiers, providing original views on the Islamic financial services industry for academics, practitioners, and policymakers.

Keywords: Artificial Intelligence, Blockchain Technology, Bibliometric Analysis, Financial Technology, Shariah Compliance, Islamic Finance

From Expectancy to Action: Investigating Intention and Phygital Autonomy in User Behavior

Shazia hanif, Khawar Naheed

Department of Commerce, Bahaddin Zakariya University, Multan

Phygital integration, merging physical and digital interactions, reshapes consumer expectations yet faces notable gaps between user intentions and actual behaviors. This study investigates critical antecedents—performance expectancy, effort expectancy, social influence, and facilitating conditions—on behavioral intention and subsequent user behavior in phygital contexts. We introduce (PA), defined as perceived freedom in choosing and navigating digital and physical interaction modalities, examining its role as a moderating variable. Integrating the Unified Theory of Acceptance and Use of Technology (UTAUT) with the Theory of Planned Behavior (TPB), the research presents a novel conceptual framework highlighting autonomy's moderating effects. Employing Structural Equation Modeling (SEM) via Smart PLS with 220 respondents, results confirm direct relationships between traditional acceptance factors and behavioral intention, and subsequently user behavior. Critically, PA significantly moderates these relationships, particularly amplifying facilitating conditions and effort expectancy effects, confirming autonomy role as an essential psychological enabler. Yet, findings also highlight an autonomy paradox, wherein excessive customization options trigger cognitive overload, thus limiting adoption despite enhanced user control. Theoretically, the research expands acceptance literature by positioning autonomy centrally, reconceptualizing traditional adoption frameworks dominated by performance and effort metrics. Practically, findings advocate autonomy-by-design strategies, recommending adaptive interfaces, sensory moderation, and transparency to optimize user experiences. This study provides substantial guidance to stakeholders in strategically managing hybrid user interactions, specifically within rapidly digitizing Asian markets, ensuring enhanced and sustained phygital technology adoption.

Keywords: Phygital Interaction, UTAUT Model, Hybrid User Experience, User Behavior

Drivers and success factors of freelance entrepreneurship: A systematic literature review and future research agenda

Ahsan Sheraz Khan

Bahauddin Zakariya University Multan

Email: ahsansherazkhan196@gmail.com

Freelance entrepreneurship, an emergent paradigm within the digital economy, signifies a structural transformation in global labor models, catalyzed by platformization, decentralization, and autonomy-driven work preferences. As traditional employment paradigms erode, a new breed of independent, digitally-empowered entrepreneurs is redefining the contours of economic participation, particularly in response to post-pandemic volatility and the rise of the gig economy. This systematic literature review uncovers key success drivers—work flexibility, intrinsic passion and creativity, and continuous skill development—that empower freelancers to navigate hyper-fluid, competitive market landscapes. Underpinned by adaptive digital infrastructures and algorithmic labor matching, freelance entrepreneurship transcends geographic limitations, enabling scalable access to global client networks and borderless innovation. The review critically evaluates how these drivers converge in both subjective and objective success outcomes, highlighting a shift from stability-centric to agility-centric economic identities. Amidst these opportunities lie structural gaps: the absence of labor protections, income predictability, and skill obsolescence risk undermining long-term viability. However, when leveraged through blockchain-enabled trust systems, AI-augmented productivity tools, and decentralized financial ecosystems, freelance entrepreneurship can act as a catalyst for inclusive growth, sustainable development, and resilience-building in both mature and emerging economies. This study advocates for targeted policy interventions, adaptive skilling ecosystems, and platform governance frameworks that enhance freelancer agency while addressing the socio-economic precarity of non-traditional work.

Keywords: Work flexibility, Skill development, Passion and creativity, freelancers, entrepreneurship.

Unravelling the Impact of Decent Work Practises on Individual Performance: Conservation of Resources Perspective

Ahmad Masood, Ammara Akram

Department of Commerce, Bahauddin Zakariya University Multan

Grounded on conservation of resources theory, the current study aims to explore the impact of decent work practices on individual performance in the hospitality sector of Pakistan. We hypothesize that, decent work practices will improve individual performance as positive and comfortable workplace environment can result in improving employee well-being which in turns augment individual performance. The current study examines the mediating role of employee well-being between decent work practices and individual performance while affective commitment is considered as a moderating variable. Decent work practices comprising of safe working conditions, adequate compensation, free time for rest, complementary values and

access to health care contribute in harnessing well-being of employees who feel that their organization cares about them. This increased well-being contributes more in improving individual performance of employees who work better for their organization when they feel that their organization pay attention to them. The employees who have affective commitment with their organization even have increased performance levels. This study employed quantitative research design where the data was collected from 250 employees working in 3- and 5-star hotels of big cities in Pakistan. SMART-PLS was used to test the hypothesized relationships. Results reveal that decent work practices enhance individual performance through the mediating role of employee well-being. Affective commitment act as a moderator between employee well-being and individual performance as the people who have positive feelings about their organization perform better when well-being is enhanced.

Keywords: Decent work practices, employee well-being, individual performance, affective commitment

The Drivers of Environmental Sustainability Performance: Evidence from OBOR Economies

*Muhammad Umer Quddoos, Muhammad Aamir, Muhammad Akram
Department of Commerce, Bahauddin Zakariya University Multan, Pakistan*

This article explores the impact of environmental sustainability drivers on environmental performance, focusing on the environmental aspect of sustainability. With sustainability becoming a critical component in environmental performance, it is becoming a largely global challenge. The research specifically analyzes key drivers of environmental performance in the context of OBOR economies between the period 2004 and 2021. By examining key drivers such as Financial Inclusion, Green Finance, Institutional Quality, Green Growth, Globalization, Energy Efficiency, Industrialization, and Trade Openness, this study assesses how these drivers affect environmental performance. We focus on our study that empirically revisits the effects of the key drivers on environmental performance within the framework of the EKC hypothesis using a balanced panel data of OBOR countries from the period 2004 to 2021. After preliminary diagnostics, as basic assumptions of regressions, the dataset confirms the existence of Cross Sectional Dependence (CSD) and Slope Coefficient Heterogeneity (SCH). The existence of SCH and confirmation of CSD leads towards the second-generation unit root methodology. CIPS and CADF methods were used as second-generation unit root methods. Second generation cointegrating method was also preferred to check the long-run association among the variables. For the purposes, the Westerlund method confirmed the existence of no cointegration, which was also confirmed by the robust method of the Pooled Mean Group (PMG) estimator. Based on the characteristics and nature of the data, the authors recommended the Panel Corrected Standard Error (PCSE) method for regression estimation. The results were also checked by the robust method by the Feasible Generalized Least Squares (FGLS) model of estimation and confirmed the same outcomes. The results of the study revealed that Financial Inclusion has a negative and significant impact on environmental performance, which validates the EKC hypothesis. Green Finance, Institutional Quality, and Green Growth revealed a negative and insignificant

association, which also confirmed the EKC hypothesis. Similarly, Globalization, Energy Efficiency, Industrialization, and Open Trade have a positive and significant impact on environmental performance. At last the study also suggest the policy implications that the policy makers and the state of selected OBOR countries should focus at larger on key drivers of environmental performances such as financial inclusion, green finance, institutional quality, green growth, globalization, industrialization and the open trade for improving the environmental quality and maintaining environmental sustainability.

Keywords: Environmental Sustainability, Financial Inclusion, Green Finance, Green Growth, Institutional Quality, Globalization, Energy Efficiency, OBOR Economies, PMG-ARDL, PCSE, FGLS

AI Literacy and Adoption of Generative AI in business Education: A UTAUT-Based Study with Perceived Risk as Moderator in the Pakistani Context

Muhammad Sehzad, Khawer Naheed

Department of Commerce, Bahauddin Zakariya University Multan, Pakistan

Purpose: Generative artificial intelligence (AI) is transforming assessment, personalized learning, and decision-making in business education. Yet, its adoption depends on learners' readiness and capability to interact with AI tools. This study investigates how AI literacy shapes the adoption of generative AI among business students in Pakistan, The Unified Theory of Acceptance and Use of Technology (UTAUT) serves as a guide.

Design/methodology/approach: Data were collected from 421 business students enrolled in multiple universities across Pakistan. Partial least squares structural equation modeling (PLS-SEM) with 5,000 bootstrapping subsamples was employed to test the proposed relationships.

Findings: Results show that AI literacy significantly enhances effort expectancy, performance expectancy, facilitating conditions, and social influence. In turn, effort expectancy, performance expectancy, and social influence positively affect students' attitudes toward generative AI, while facilitating conditions do not. Attitude strongly predicts behavioural intention, but perceived risk moderates this relationship—students with higher perceived risk exhibit weaker adoption intentions despite positive attitudes.

Originality/value: This study advances UTAUT by positioning AI literacy as a core antecedent and perceived risk as a contextual moderator in business education. The findings provide theoretical contributions to technology adoption research and practical guidance for business schools and policymakers seeking to integrate generative AI responsibly and effectively.

Exploring the Nexus between Green Entrepreneurship and Sustainable Performance: A Bibliometric and Content Analysis

Masood-ul-Hassan, Maria Javed, Haseeb Khakwani

Department of Commerce, Bahauddin Zakariya University Multan, Pakistan

This review conducts a comprehensive bibliometric and content analysis to explore the critical link between green entrepreneurship and sustainable performance, emphasizing the necessity of integrating environmental stewardship within business practices. Utilizing a hybrid review

methodology that combines qualitative structured literature review with quantitative bibliometric techniques, the research rigorously examines publications from 2004 to 2024 across major academic databases, including Scopus and Web of Science. The analysis employs VOS viewer software for visualizing co-occurrence of keywords, author networks, and citation patterns, facilitating a nuanced understanding of the research landscape. Key findings reveal that China is a leading contributor to scholarly research on green entrepreneurship, reflecting its commitment to sustainability and environmental concerns. The literature indicates a growing focus on eco-innovation driven by green entrepreneurial practices that yield positive sustainable performance outcomes. Various dimensions of sustainability, including economic, environmental, social, and holistic approaches are synthesized, underscoring the significance of the Triple Bottom Line framework in evaluating entrepreneurial success. Furthermore, the research identifies gaps where future inquiry is warranted, particularly in sectors such as services, where sustainable practices remain underexplored. In conclusion, the study culminates in the proposal of a conceptual framework under the SOR that integrates critical factors influencing green entrepreneurial success, offering strategic insights for policymakers and industry leaders to foster sustainable business practices aligned with the United Nations Sustainable Development Goals (SDGs).

Keywords: Green entrepreneurship, Sustainable performance, Systematic literature review, Bibliometric analysis

Social Media as a Tool for Sustainability Disclosure: A Systematic Review of Corporate Practices and Stakeholder Engagement

*Tahira Kanwal, Rehana Kousar, Muhammad Umer Quddoos
Department Of Commerce, Bahauddin Zakariya University Multan, Pakistan*

Purpose: The present research looks at the use of the social media platform as a tool of sustainability reporting and stakeholder communications by the corporations and how this has helped them to increase their transparency, accountability, and ESG reporting.

Design/methodology/approach: Broadly based on the PRISMA framework, a systematic literature review of Scopus, Web of Science and ScienceDirect was carried out and included peer-reviewed articles published in the period 2010-2025. The chosen studies were interpreted in order to find the prevailing themes and study trends.

Findings: Three major themes were identified, namely (1) social media as a strategic instrument of voluntary sustainability reporting and legitimacy; (2) social media as a tool of two-way stakeholder engagement; and (3) social media as a tool of measurement of the effectiveness of disclosure. Although the standards have become more visible and interactive, there have been persistent problems in inconsistent standards, lack of credibility, impression management.

Originality/value: This review offers a combined insight on the role of social media in transforming the corporate sustainability communication. It outlines the gaps in research and indicates the possibility of examining cross-platform dynamics, cultural aspects, and new technologies, such as AI and blockchain, to improve digital transparency.

Keywords: Social media, Sustainability disclosure, ESG reporting, Stakeholder engagement, corporate social responsibility, Transparency, PRISMA

Digital Marketing and Continuance Intention in Banking Service of Pakistan: Moderated Mediation Mechanism of Consumer Trust, Satisfaction and Engagement

Misbah Bukhari, Rehana Kousar, Msood-ul-Hassan

Department of Commerce, Bahauddin Zakariya University Multan

The banking industry is undergoing a digital transformation, with financial institutions increasingly adopting digital marketing strategies to enhance customer engagement and retention. Digital marketing—encompassing social media, email campaigns, and mobile marketing—plays a pivotal role in shaping consumer behavior by delivering personalized and interactive experiences. In emerging economies like Pakistan, where digital banking adoption is growing, understanding how these strategies influence customers continuance intention—their willingness to persistently use digital banking services—is crucial. Prior research highlights the significance of consumer trust, satisfaction, and engagement as key mediators in this relationship. Trust ensures customers feel secure in digital transactions, satisfaction reflects their positive service experiences, and engagement fosters long-term loyalty. However, gaps remain in comprehending how these factors interact, particularly in developing markets where digital infrastructure and consumer readiness vary. This study examines the moderated mediation effects of trust and satisfaction on the link between digital marketing and continuance intention in Pakistan's banking sector. By analyzing data from 182 banking customers using PLS-SEM, the research provides empirical insights into how digital marketing strategies can be optimized to sustain customer retention. The findings will help banks refine their digital outreach, ensuring that marketing efforts not only attract but also retain customers in an increasingly competitive financial landscape.

Keywords: Customer Continuance Intention, Digital Marketing, Consumer Trust, Consumer Engagement

Exploring Co-Created Value as a Driver of Job Satisfaction: Evidence from Digital Entrepreneurs (Freelancers) through Meaningful Work

Haseeb Khan Khakwani, Masood-ul-Hassan, Asif Yaseen

Department of Commerce, Bahauddin Zakariya University Multan

This study empirically investigates the impact of co-created value on job satisfaction of freelancers (categorized as digital entrepreneurs), with meaningful work examined as mediating variable. Positivist research philosophy and a deductive approach of a quantitative design, a purposive sample of 205 Pakistani freelancers was approached via online Google forms. Based upon reflective-reflective higher-order model, constructs were specified and estimated initially, and then validated through PLS-SEM. The results confirmed that all five dimensions of co-created value including affective response, collaboration, contribution, recognition, and meaningfulness, and all three dimensions of meaningful work including meaning making, positive meaning and

greater good motivation have been significantly represented by their respective higher-order construct. Further, co-created value was found in positive and significant relationship with job satisfaction, indicating that entrepreneurs who actively engage in value co-creation with stakeholders experience higher levels of satisfaction in their work. Moreover, meaningful work was found to significantly mediate this relationship, suggesting that the perception of work as purposeful and impactful strengthens the link between co-created value and job satisfaction. These findings highlight the importance of fostering collaborative ecosystems and designing entrepreneurial practices that enhance meaningfulness in work. The findings implied that to keep the digital workers satisfied, the manager of a freelancing platforms must ensure that freelancers experience e-lancing platforms as an important and meaningful source subject to high amount of affective response, collaboration, contribution, recognition, and meaningfulness which freelancer gains in return of their services. Hence, within the context of e-lancing platforms, the current study is first in specifying, estimating, and validating lower-order dimensions of co-created value and meaningful work, and thereby finding the significant impact of co-created value directly and indirectly through meaningful work on job satisfaction.

Keywords: Co-creaed value (CCV), Meaningful work (MW), Job satisfaction (JS), Gig economy, Sharing economy, Structural equation modeling (SEM).

Enhancing SME Performance via Digital Technologies Adoption: Mediating by Customer Experience & Moderating by Customer Orientation

Syed Zain Shah, Asad -ur-Rehman

Department of Commerce, Bahauddin Zakariya University Multan

This study investigates the role of digital technology adoption on the performance of Small and Medium-Sized Enterprises (SMEs) in Punjab, Pakistan, examining the mediating role of customer experience and the moderating effect of customer orientation. Leveraging the Resource-Based View (RBV) and Dynamic Capabilities View (DCV) as theoretical frameworks, the research explores how five digital technologies, social media applications (SMA), AI-enabled applications (AEA), big data analytics (BDA), IoT applications (IoA), and blockchain applications (BCA), influence customer experience and, subsequently, SME performance. Data were collected from 249 SME managers and owners using a structured questionnaire, analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. Key findings reveal that SMA, AEA, and BDA significantly enhance customer experience, with customer experience mediating their effects on SME performance. Customer experience also directly improves SME performance, while customer orientation strengthens this relationship. However, IoA and BCA show no significant impact on customer experience, with no mediation effects, reflecting contextual barriers such as infrastructure limitations and low adoption rates. The model explains 58% of the variance in customer experience and 62% in SME performance, with strong predictive relevance. Theoretically, the study extends RBV and DCV by highlighting the contextual dependency of technology as a resource or capability, particularly in emerging markets. Practically, it suggests that Punjab SMEs should prioritize SMA, AEA, and BDA, focusing on

customer-centric strategies to maximize performance gains, while policymakers address infrastructure and skill gaps for broader digital adoption. Limitations include the sample size and regional focus, recommending future longitudinal and multi-regional studies to enhance generalizability. This research provides actionable insights for sustainable SME growth in Pakistan's evolving digital landscape.

Keywords: SME Performance, Digital Technologies Adoption, Customer Experience, Customer Orientation

Navigating the Entrepreneurship-SDG Nexus: A Systematic Bibliometric Review of Challenges, Solutions, and Research Evolution (2015-2025)

Muhammad Ali Raza, Asif Yaseen, Asad Ur Rehman

Department of Commerce Bahauddin Zakariya University Multan

The study provides a comprehensive bibliometric review of the literature on entrepreneurial challenges in achieving the United Nations Sustainable Development Goals (SDGs) from 2015 to 2025. The primary purpose is to systematically map the intellectual landscape, identify key barriers and breakthrough strategies, and analyze research trends and evolution within this critical domain. A systematic bibliometric analysis approach was employed, adhering to PRISMA guidelines for transparent data collection. Biblioshiny and the Bibliometrix R package were utilized for quantitative analysis of data extracted from Scopus and Web of Science databases, complemented by qualitative content analysis to categorize emergent themes. The analysis of 1,122 documents reveals a significant and accelerating growth in publications, particularly from 2020 to 2024, underscoring the increasing academic interest in the entrepreneurship-SDG nexus. Primary entrepreneurial challenges identified span financial, regulatory, social, technological, and organizational dimensions. Breakthrough solutions emphasize innovative financing mechanisms, technology adoption, multi-stakeholder partnerships, and supportive policy environments. Research themes have evolved from foundational concepts to more applied, contextual, and crisis-responsive areas, with a notable and sustained focus on social entrepreneurship and women entrepreneurs. Geographically, the United Kingdom and United States lead in publication volume, while countries such as Denmark and Spain demonstrate a higher per-article impact. The study offers significant theoretical contributions by synthesizing fragmented knowledge and proposing a structured understanding of the field. Practically, it provides actionable insights for entrepreneurs to anticipate and navigate challenges, for policymakers to design effective support systems, and for investors and funders to make informed decisions. This research provides a robust and systematic quantitative overview of the evolving landscape of entrepreneurial challenges in SDG achievement, offering a foundational reference for future scholarly inquiry and practical interventions. It highlights critical research gaps and proposes a forward-looking agenda.

Keywords: Sustainable Development Goals (SDGs), Entrepreneurship, Bibliometric Analysis, Entrepreneurial Challenges, PRISMA, Biblioshiny, Innovation, Social Entrepreneurship, Women Entrepreneurs, Policy Support, Technological Adoption, Research Trends

Impact of Cleaner Production Practices on the Sustainable Performance of Islamic Banks: A Systematic Literature Review

*Muhammad Sadiq Shahid, Muhammad Amir, Muhammad Ejaz
Department of Commerce Bahauddin Zakariya University Multan*

This Systematic Literature Review (SLR) critically examines the evolving nexus between green finance, Environmental, Social, and Governance (ESG) practices, and the sustainable performance of Islamic banks. Drawing on over 80 peer-reviewed sources published between 2015 and 2025, the study synthesizes empirical and conceptual insights to map emerging trends, identify knowledge gaps, and evaluate the alignment of Islamic finance principles with global sustainability frameworks. The review reveals that instruments such as green sukuk, waqf-based investments, and ESG-aligned Shariah governance mechanisms are not only theoretically compatible with Islamic ethical values but also demonstrate growing empirical traction in Southeast Asia and select MENA (Middle East and North Africa) markets. Using bibliometric and thematic analyses—including co-authorship, co-citation, and bibliographic coupling via VOSviewer—the study uncovers regional scholarly clusters and policy-driven research ecosystems centered in Malaysia, Indonesia, and Pakistan. Despite notable progress, the literature remains fragmented regarding standardized ESG reporting practices, environmental performance indicators, and long-term impact assessments of green financial instruments in Islamic banks. Regulatory inconsistencies, limited integration of Islamic social finance into ESG dashboards, and insufficient digital infrastructure further constrain implementation. This review contributes to the growing discourse on sustainable Islamic finance by offering a multidimensional synthesis that bridges theory, policy, and practice. It concludes with a call for harmonized ESG frameworks contextualized within Shariah, deeper empirical assessments of financial and environmental outcomes, and stronger cross-border regulatory collaboration. The findings hold implications for scholars, practitioners, and policymakers seeking to position Islamic banks at the forefront of global ethical finance and climate resilience initiatives.

Keywords: Islamic Banking, Green Finance, ESG Integration, Green Sukuk, Sustainable Performance, Shariah Governance, Islamic Social Finance, Bibliometric Analysis, VOSviewer, Financial Inclusion.

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From Capacity Building to Sustainability: Measuring the Effectiveness of the Entrepreneurial Incubation Ecosystem in Pakistan

Asfand Yar Qureshi, Asif Yaseen

Department of Commerce, Bahauddin Zakariya University Multan

This study examines the effectiveness of Pakistan's entrepreneurial incubation ecosystem—comprising National Incubation Centers (NICs), Regional Plan 9 (RP9) hubs, university-based Business Incubation Centers (BICs) — in fostering capacity building and supporting start-up sustainability. Using a qualitative research design, the study draws on semi-structured interviews with 27 incubation managers to assess how resources, processes, and support mechanisms contribute to entrepreneurial development. Guided by the Resource-Based View, opportunity recognition theory, and entrepreneurial ecosystem perspectives, the analysis reveals key thematic areas including capacity building, start-up sustainability, mentorship quality, inclusivity, and funding access. The study pursues three core objectives: (1) identifying the factors that determine the effectiveness of NICs, RP9 hubs, and BICs; (2) evaluating their role in enhancing entrepreneurial capacity and sustaining start-ups through structured training, customized mentorship, and post-incubation support; and (3) presenting a comprehensive conceptual framework that integrates inputs (resources and partnerships), processes (training, networking, and mentoring), outputs (venture graduation and prototype development), outcomes (entrepreneurial skills and business survival), and long-term impacts (economic development and alignment with Sustainable Development Goals). Findings reveal that NICs are effective in scaling

technology-driven ventures, RP9 hubs enhance accessibility for underserved regions, and BICs bridge academic research with commercialization. Challenges include funding limitations, administrative gaps, and uneven monitoring, emphasizing the need for standardized evaluation mechanisms. Practical implications include establishing a national start-up fund, strengthening digital infrastructure, fostering inter-incubator collaborations, and formalizing FYP-to-MVP pathways within university BICs to streamline the transition from student projects to market-ready ventures. The study enriches theoretical understanding of entrepreneurial ecosystems in developing countries and offers directions for future research, including longitudinal assessments and gender-focused analyses. Overall, the findings underscore the collective potential of Pakistan's public and private incubation platforms to foster a resilient and sustainable entrepreneurial ecosystem.

Keywords: Entrepreneurial Incubation Ecosystem, Incubator Effectiveness, Capacity Building, Start-Up Sustainability, National Incubation Centre (NIC), Regional Plan 9 (RP9), Business Incubation Centres (BICs), Entrepreneurial Ecosystem Theory

Systematic Literature Review on Bricolage in Entrepreneurship

Wajid Hussain, Asif Yaseen, Adeel Akhtar

Department of Commerce, Bahauddin Zakariya University, Multan, Pakistan

The studies on entrepreneurial bricolage conducted between 2010 and 2025 are thoroughly reviewed and bibliometrically analyzed in this study. The review charts the intellectual framework, thematic development, and cooperative networks that have influenced the field using 123 journal articles from 85 academic sources. With bricolage and entrepreneurial action emerging as the primary motor themes throughout all periods, the analysis shows a strong annual growth rate of 9.68%, indicating growing scholarly interest. These ideas were positioned as fundamental but undeveloped in early literature, but later eras show how they developed into solid theoretical pillars. The field exhibits strong interdisciplinary, intersecting with sustainability, social entrepreneurship, innovation, and resource-based perspectives. Collaboration patterns show a globally distributed research community, with significant contributions from the UK, US, China, Finland, and emerging Asian institutions. Thematic evolution highlights a shift from conceptual explorations to data-driven empirical inquiries, integrating sustainability, digital transformation, and performance outcomes. The findings underscore entrepreneurial bricolage as a critical mechanism enabling firms—particularly SMEs in resource-constrained contexts—to innovate, adapt, and achieve sustainable performance. The review offers theoretical refinement, practical insights for policy and enterprise development, and identifies avenues for future research centered on contextual dynamics, methodological sophistication, and global comparative studies.

Keywords: Entrepreneurial bricolage, Entrepreneurship, Entrepreneurial Orientation, Resource Constraints, Sustainable performance, Innovation, Global Context

SCHOOL OF ECONOMICS

Macroeconomic Trade-Offs in Pakistan: An Analysis of the Phillips Curve

*Humera Shehzadi, Syeda Azra Batool
Bahauddin Zakariya University Multan, Pakistan*

This article pays attention on the analyzing the relationship between inflation and unemployment for Pakistan Economy. It is a time series data ranging from 2018 to 2025. Data Collected From World Development Indicators, International Labor Organization and Pen World Table. Ordinary Least Squares (OLS) method and one using the Autoregressive Distributed Lag (ARDL) approach. To ensure the accuracy of the data, a unit root test is applied to assess stationarity, while the bounds test is used to analyze both long-term and short-term relationships. The empirical findings indicate a weak and unstable inflation unemployment trade-off during 2018 to 2025. While the short-run results reflect a partial Phillips Curve relationship in certain years, the long-run estimates show no significant or consistent negative correlation between the two variables. Pakistan current circumstances, the combination of high unemployment and high inflation (stagflation condition) shows that Phillips Curve policy is insufficient on its own.

Keywords: Phillips Curve, Pakistan, Estimation, Inflation, Unemployment.

Mental Health Challenges of Housewives in Multan: A Socio-Economic Perspective

*Meezab Khan
Bahauddin Zakariya University Multan, Pakistan*

Mental health problems among housewives constitute a significant yet neglected public health issue in Pakistan. This study examines the mental health status of housewives in Multan from a socio-economic perspective, focusing on the role of structural and household-level factors. Primary data were collected through a structured survey using standardized psychological assessment tools to measure depression, anxiety, and stress. Key socio-economic variables include household income, education, marital status, family size, spousal employment, decision-making autonomy, and social support. Multivariate statistical techniques were employed to analyze the relationship between socio-economic conditions and mental health outcomes. The results indicate a high prevalence of psychological distress among housewives, particularly among those from lower-income households and with limited educational attainment. Financial dependency, heavy domestic workload, and restricted autonomy significantly contribute to poor mental health. Lack of emotional and social support further exacerbates psychological vulnerability. The findings highlight the importance of socio-economic inequalities and gendered household dynamics in shaping mental health outcomes. This study provides micro-level evidence from Multan and contributes to the limited literature on women's mental health in Pakistan. Policy implications stress the need for gender-sensitive mental health services and socio-economic empowerment initiatives for housewives.

Astrophile
*Sophiya Umar
Multan college of Art*

Dimension: 63 ×36

Medium: Mix Media

Artist statement: Astrophile is a celestial ode to the infinite wonders of the cosmos, an immersive exploration of the mysteries that captivate our collective imagination. This mixed media piece seeks to evoke the sense of awe and curiosity that arises when gazing into the starry expanse. Swirling galaxies, rendered in vibrant hues, dance across the canvas, their textures pulsating with an otherworldly energy. Stars twinkle like diamonds scattered across the velvet blackness, beckoning the viewer into the depths of the unknown. In "Astrophile," the boundaries between reality and dreams blur, inviting us to surrender to the vast, star-filled universe within.



فَإِنَّ مَعَ الْعُسْرِ يُسْرًا
Fatima Zahra

Dimension: 2.5/4 feet

Medium: Mix Media

Artist statement: In the tumultuous sea of life, we often find ourselves entangled in the waves of hardship and struggle. Yet, amidst the turmoil, there lies a profound truth - that ease and tranquility await on the other side. This painting 'فَإِنَّ مَعَ الْعُسْرِ يُسْرًا' (There is Ease After Every Hardship), captures the resilience of the human spirit, as the boat, battered by the waves, remains steadfast, a testament to the promise of better tomorrows. The turbulent sea, with its splashing waters, represents the chaos and challenges we face, while the boat, afloat and unbroken, symbolizes hope, perseverance, and the unwavering optimism that a brighter horizon is within reach.

GCHCSS-25 MULTAN



Reflected Innocence
Iffra Khalid

Image size: 12/16

Medium: Digital print

Artist's Statement: Captured through a shop window, this image shows a young boy ironing, immersed in his task. In the reflection, two children play in the street, reminding us of the playful freedom most associate with childhood. The contrast between the boy's responsibility and the carefree play of the others creates a dialogue about the different experiences of childhood some shaped by responsibility, others by play, often in parallel but rarely in the same space.



Channan Peer Mela
Zahid Mukhtar

Medium: Digital print

Artist's Statement: Channan Pir, located about 65 KM from Bahawalpur, is famous for a Sufi Saint who lies buried here in an open grave covered in a green sheet as he wished. The mela which bears his name is celebrated in the Cholistan desert over seven consecutive Thursdays starting in February every year. The fifth Thursday is the most popular day and also observed as a local holiday. It is a center of the spiritual and cultural heritage of Cholistan.



Catalyst of Chaos
Muzna Matloob

Dimensions of the Artwork: 24 by 36

Medium and Technique: Digital Painting

Artist's Statement: This is Muzna Matloob working as a Graphic Designer at Multan College of Arts. "My work is a response to exploring how digital forms can evoke emotion. I used layered digital textures and vibrant color palettes to simulate motion and emotional intensity. "Catalyst of Chaos" explores the volatile intersection of energy, transformation and fragmentation. The central burst of yellow and orange represents a moment of ignition—an explosion of thought, emotion, or revolution radiating outward into a fractured world of deep blues, reds, and textures. These surrounding hues evoke the tension between creation and destruction, movement and stillness, clarity and confusion. The composition is intentionally chaotic, reflecting the artist's view of modern existence: a constant flux of stimuli, pressure, and reinvention. The layered textures and fragmented shapes suggest the collapse and rebuilding of both physical and psychological. This piece invites viewers to confront the beauty within disorder and to find meaning in the turbulence of transformation.



Nonconformist
Shagufta Riaz

Title: Dimension: 16 by20

Medium: Photography

Artist's Statement: God, a symbol of peace, harmony and sanctity; created a world to reflect the same but the societal pundits and chauvinistic mutants have changed it to their suitability pinches. The norms of convenience for them are the norms of disobedience for me. It's a world which has two faces; one of the acceptances of slavery and the other, denial of the master. Both with their repercussions, one has to go with living to be a slave or die to deny.

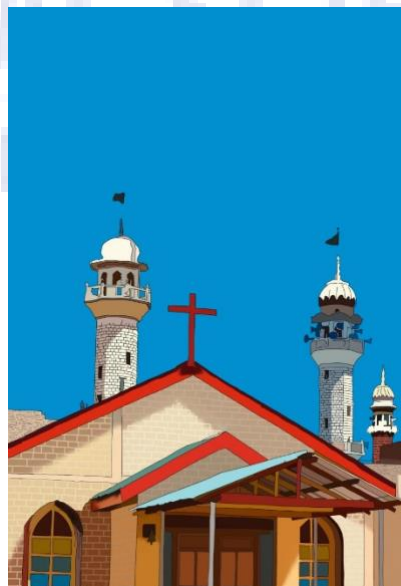


Faiths Together: A Portrait of Parachinar
Saba Yaseen

Dimensions of the Artwork: A3 Size

Medium and Technique: Luster Sheet (Digital Drawing)

Artist's Statement: This digital artwork, created with a Digital vector-drawing technique, represents the true spirit of Parachinar a city where multiple faiths live side by side Christian church in the foreground, and behind it, a Shia and a Sunni minaret. Each element is drawn with architectural accuracy and placed harmoniously within a bright blue sky, symbolizing peace and openness. The composition reflects Parachinar's unique identity, where Christian, Shia, and Sunni communities coexist, shaping the city's cultural and spiritual Portrait. Together, these buildings form a single unified scene, expressing a message of religious harmony, mutual respect, and the shared soul of Parachinar.



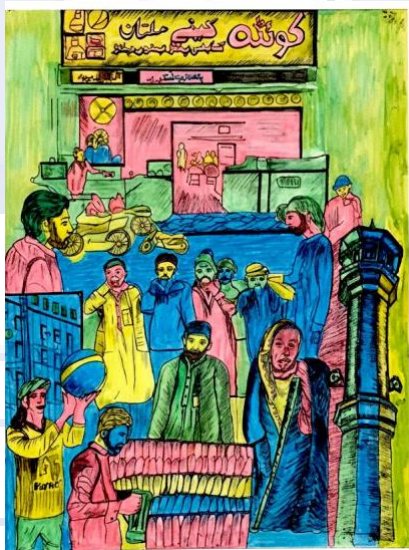
The Quetta Cafe Bazaar Vibe

Waseem Abbas

Medium and Technique: Manual Illustration (Drawing)

Dimension: A3 Size

Artist's Statement: This vibrant illustration captures the lively atmosphere of a bazaar in Multan, a city where the famous Quetta Cafe is a beloved spot for locals. The artwork depicts the dynamic energy of daily life, with various figures engaged in typical market interactions and the architectural details of the bustling street.



Banni Thanni painting
Pakeeza zahra

Medium: Transparent Watercolors

Technique: Miniature painting

Dimensions: 5 inch by 7inch

Artist's Statement: This miniature painting celebrates the grace, beauty, and quiet poetry of traditional South Asian womanhood. Inspired by classical Mughal and Rajasthani miniature styles, the artwork portrays a young woman standing in a lotus-filled pond, immersed in a serene moment of reflection. Her delicate posture, expressive eyes, and finely detailed garments highlight the elegance and sensitivity central to miniature art. The use of soft, transparent colors and precise linework reflects the careful craftsmanship of traditional miniature techniques. The lotus flowers symbolize purity, spiritual awakening, and inner peace, while the surrounding water creates an atmosphere of calmness and emotional depth. The choice of traditional attire and jewelry connects the subject to cultural identity, femininity, and timeless beauty. Through this work, I aim to preserve and reinterpret the heritage of miniature painting, emphasizing harmony with nature, subtle emotion, and the richness of South Asian artistic tradition. The painting invites viewers to

pause, observe, and appreciate the intimate connection between the human figure and the natural world.

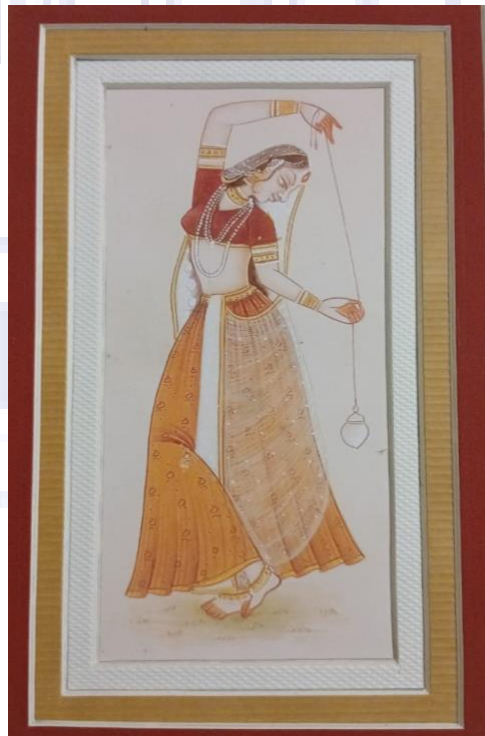


Mughal Miniature
Muzammil Hassan

Dimension: 4 by 7 inches

Technique and Material: This is a Mughal miniature painting created on Wasli sheet using watercolours and a 00 brush.

Artist's Statement: This artwork expresses the elegance and refined beauty of Mughal miniature art through delicate lines, soft colours, and graceful posture.



Bani Thani Miniature Painting
Tehreem Amjad

Dimensions of the Artwork: 6 x 4

Medium and Technique: Transparent water colors, Miniature Painting

Artist's Statement: This painting is a dedicated replica of the iconic Bani Thani miniature, a masterwork originating from the 18th-century Kishangarh school of Rajasthani painting. My intent in recreating this piece was to faithfully reproduce the legendary style, which is defined by its highly stylized, idealized feminine form. This includes the figure's signature elongated, almond-shaped eyes, sharp profile, and expression of quiet grace. Executed using opaque watercolors on paper, the work focuses on capturing the precision of the original's fine-line detailing particularly in the intricate jewelry and the delicate manipulation of traditional pigments, such as the vibrant emerald green and mustard yellow. This replication serves as a tribute to the technical mastery and refined aesthetic of the Kishangarh tradition, celebrating its enduring contribution to Indian art history.



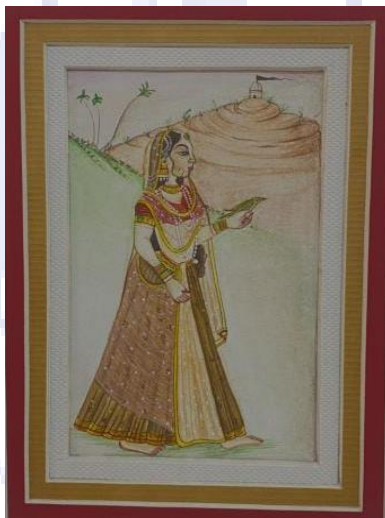
A moment in the Mughal Garden
Rimal Rubab

Dimensions: 4.5 x 8.5 Inches

Medium and Technique: Watercolor on wasli sheet

Artist's Statement: This miniature painting is inspired by the refined aesthetics of Mughal art, where elegance, detail, and storytelling come together harmoniously. I created this work using fine watercolor on wasli sheet allowing me to capture delicate linework, subtle shading, and the rich ornamentation characteristic of traditional miniature techniques. The figure, adorned in intricate jewelry and textiles, reflects the grace and cultural richness of the Mughal period. My process

involves layering translucent washes to build depth, followed by precise detailing with a fine brush to highlight patterns, folds, and textures. The surrounding landscape is rendered softly to enhance the figure's presence while maintaining balance and visual calm. Through this painting, I aim to preserve the timeless charm of miniature art while adding my personal sensitivity to color and form. It represents my appreciation for historical artistic traditions and my ongoing exploration of narrative through fine detail.



Bani Thani Miniature Painting
Hamna Rehman

Dimensions of the Artwork: 6*4

Medium and Technique: Transparent watercolor miniature painting

Artist's Statement: This artwork captures the graceful poise and timeless beauty of a classical Indian woman in delicate, flowing strokes. Her elegant posture and traditional attire reflect a rich cultural heritage expressed through subtle, refined artistry.



Banni Thani painting

*Sobia salaam***Dimensions:** 3.5 by 5.5 inch**Medium and technique:** Transparent water colors

Artist's Statement: This artwork explores the gentle connection between a woman and nature. The central figure, dressed in traditional attire, reaches out to a bird perched on a branch, symbolizing harmony, innocence, and quiet communication. The minimal background and soft colors highlight the calm, poetic moment. Through this piece, I wanted to capture the grace of classical miniature painting and the timeless beauty of peaceful human–nature interaction.



Ajrak reframed

*Tooba Khan***Dimension of the art work:** 12×36

Medium and Technique: Mixed Media (Acrylic on board, textured background, Flat painted geometric motives, Piping cord and beads)

Artist's Statement: This artwork reinterprets the Classic Sindhi Ajrak by arranging its motifs into a contemporary geometric layout. I chose Ajrak because it reflects the cultural identity and tribal heritage of Sindh. The traditional maroon, black, and white palette keeps the work rooted in authenticity. I transformed the original motifs by placing them in a structured geometric composition. This arrangement highlights their symmetry, repetition, and cultural harmony. The textured ivory maroon background adds depth and prevents the artwork from feeling flat. Black outlines give the motifs a bold, modern graphic strength. Curved pillow-piping elements soften the strict geometry and add visual flow. Black beads introduce tactile detail and emphasize the handcrafted essence. Through this work, traditional Ajrak evolves into a refined contemporary visual language.



The Embroidered Squares

Marriyam Zeb Mirza

Dimension: 1 by 3 ft

Material And Techniques: Made on a 1×3 ft lasani sheet with thread texture and plaster, the work features a green–ochre background and two motifs inspired by Sindhi, cross-stitch, and Balochi embroidery, using bold colours and mixed media.

Artist’s Statement: My artwork “The Embroidered squares” is inspired by the rich tribal aesthetics found in regional crafts across Pakistan. I wanted to create the visual language of folk embroidery by transforming it into a modern, abstract painting. The use of bright reds, blues, greens, and yellows reflects the vibrancy of traditional clothing and handmade textile patterns that belong to various tribal cultures. By combining geometric motifs, textured surfaces, and layered colours, this piece celebrates the cultural identity and handcraft legacy of indigenous communities. The artwork communicates a connection between tradition and contemporary art through colours, symbols, and handmade textures.



Pakistani folk art
Ifra saleem

Dimensions of the art work: 12 ×36 inches

Medium and techniques:Acrylic paints on a wooden or canvas board

Artist's Statement: The title "Pakistani Folk Art" reflects the rich visual language found across Pakistan's diverse tribal and rural communities. Folk art is deeply rooted in everyday life, storytelling, and traditional practices. It captures the cultural identity of regions such as Sindh, Balochistan, and Punjab where craft, color, and symbolism express shared history. This title is justified because the chosen artworks, motifs, and techniques in the project draw inspiration from indigenous forms like truck art, pottery designs and different patterns. By focusing on Pakistani folk art, the report emphasizes authenticity, cultural respect, and connection to heritage.



Rhythm In Music

Farwa Hussain

Dimension: 12 inches \ 36 inches

Medium And Techniques: A wooden board surface was used as the base for the relief artwork

Material: White cement and glue were mixed to create the relief form, with golden spray paint and black ink used to make an antique affect after the surface was dried.

Artist's Statement: This project explores the fusion of traditional instruments with modern material, focusing on musical instrument as a cultural identity. Using white cement and glue paste, we created a relief artwork that reflects the resilience and beauty of tribal cultures. This piece celebrates the significance of music in indigenous communities, highlighting its role in ritual, ceremonies and daily life.



Egyptian jewel
Fabiha Rehman

Dimension: 12INCHES\36INCHES

Medium And Techniques: Technique involves the background is created with egg-shells that has been cracked to give a mosaic-like effect. The central design uses flat painted shapes with an oval frame with symbolic markings. Medium involves acrylic paints on board, with added texture material for the yellow background.

Artist's Statement: This piece captures the essence of ancient Egyptian adornment through a modern mixed-media composition. A textured golden background evokes the sun-kissed sands and the richness of pharaonic treasures. At its center, an oval "jewel" of swirling turquoise and marble sits within a black bezel etched with stylized hieroglyphic motifs, symbolizing the mystic power and spiritual significance of Egyptian gemstones. Radiating from the stone are layered, colorful bands that mimic the intricate patterns of royal jewelry, while the tapered, patterned elements on either side suggest the decorative feathers or gem-set tips found in ancient collars and pectorals. The work blends the timeless allure of Egyptian craftsmanship with contemporary texture, celebrating the legacy of the "Egyptian jewel" as a symbol of heritage, protection, and beauty.



Alive in the in Between
Rehab Fayyaz

Dimensions of the art work: 5.5 by 2.5 ft

Medium and techniques: Painting installation on board (box like) Glazing and Chiaroscuro painting techniques.

Artist's Statement: My work explores how identity is never fixed but constantly shifting. My art reveals multiple sides of a person while keeping their true essence hidden only visible through a small peep hole. In a world quick to judge; my work resists fixed labels, reminding us that identity lives between what is seen and what is hidden, open alive and beyond assumptions.

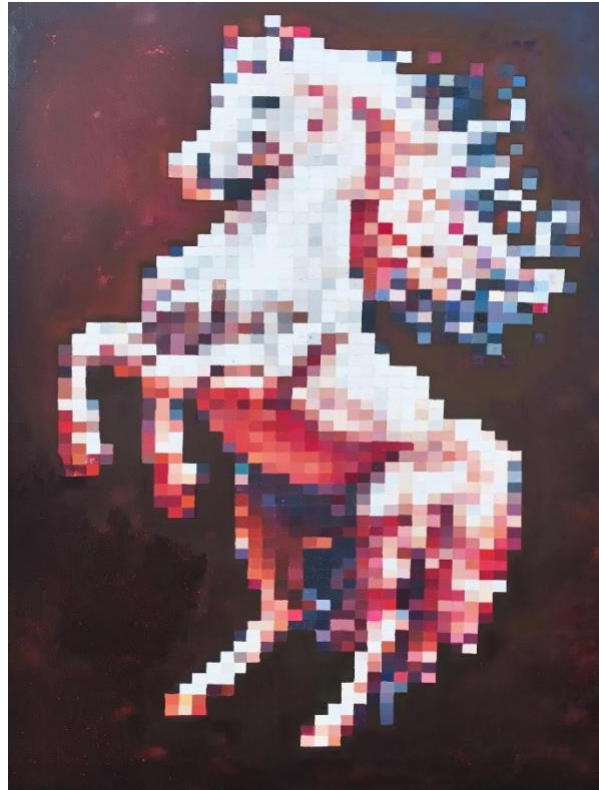


Struggle and Success
Mehak

Dimensions of Artwork: 30/48 inches

Medium and Technique: pixelated in oil paint

Title: Artist's Statement: This painting shows a horse made of red and white pixels. The pixels represent struggle like the many small, hard steps it takes to achieve a goal. The horse is standing tall with two legs in the air. This strong posture shows the moment of success after the struggle. The background is a dark red with droplets, creating a plain, moody space. This represents the challenges we face. In short, this piece is about how small, difficult pieces can come together to create something powerful and triumphant.



Struggle on the Branches
Noor Fatima

Dimension: 4f/1.5f

Medium: oil on canvas

Artist's Statement: This painting shows how birds struggle to build their homes, just like humans do. The broken branches and tall trees represent the difficulties they face in finding a safe place to live. Even though the environment is tough, the birds keep trying, moving from branch to branch and not giving up. Where I show how every living being works hard to create a safe home. Through this piece, I want to show that struggle is a natural part of life, and it leads us toward safety and stability.



Where the trail ends
Fatima Javed

Dimensions of the Artwork: 11.7 x 16.5 inches (A3 size)

Medium and Technique: Charcoal and graphite pencils on sketch paper. The technique used varied shading, blending, stippling, and hatching techniques to add texture, depth, and perspective with a river leading into distant mountains.

Artist's Statement: "Where the trail ends" reflects the calmness of nature away from the chaos of life. The river draws the attention towards the journey of life, shaped by challenges and strength, yet this journey of life remains unpredictable and always moving towards its destination. The towering pine trees symbolize endurance, resilience and growth through harsh seasons and hardships of life, while the distant mountains stand for dreams and aspirations that require persistence to reach. The birds represent hope and peace that comes when we rise above the challenges of life. The monochrome shading expresses purity, calmness, serenity and emotional depth rather than colors. This piece invites viewers to pause, breathe and find stillness within themselves, just as nature stands quietly yet powerfully.



Islamic Calligraphy

Urwa Zafar

Medium: Acrylic Paints and painting sheets

Artist's Statement: I don't just practice calligraphy; I'm having a living conversation with the Arabic script, trying to show you how much soul and movement is hidden in the letters. When you look at my work, you're seeing me try to capture the emotion of the sacred text, turning powerful words into flowing patterns and sharp designs. The piece with the heart is really personal it reminds us that even when life is chaotic, true peace is found right inside us, through spiritual grounding. I love playing with deep, rich colors and mixing them with traditional gold and ink; it makes the ancient art feel fresh, intense, and modern. This is my way of inviting you to pause, look past the reading, and simply feel the profound beauty and power I find in this language. It's a piece of my heart, shaped by my faith and my hands, shared with you.



Nature

Iqra Mansoor

Dimensions of the Artwork: A3 size

Medium and Technique: Dry Point

Artist's Statement: The contrast between the rigid outline of the bottle and the organic, swirling patterns inside it highlights how we try to contain, purify, and reshape nature according to our needs. Yet the tree's spirals push outward, suggesting resilience and the unstoppable force of life. Through simple lines and a limited palette, this piece invites viewers to reflect on how our actions—no matter how small—impact the environment. The work becomes a quiet plea for care: to protect what grows, to respect natural cycles, and to reconsider the invisible ways we alter, or confine the world around us.



Messenger (Replica)

Fatima Rasheed

Dimensions of the Artwork: 2 feet

Medium and Technique: Oil paints

Artist's Statement: My replication of Alex Andreev's "Messenger" is a deep dive into luminous fantasy and chromatic study. My goal was to capture the feeling of the original: the gentle, white winged horse standing in front of a powerful, glowing light. This light feels like a door to a beautiful, spiritual place. This project was a study in color and light, and it celebrates the feeling of hope and reaching for something magical.



Nature Study
Javairia Mariam

Dimensions: 2/2 Ft

Medium and Technique: Oil on Canvas

Artist's Statement: This artwork reflects a calm observation of nature, highlighting the gentle shapes, soft colors, and quiet harmony found in everyday natural forms.



Lantana bloom

Khadija Rehman

Dimensions: 2×2

Medium: oil on canvas

Artist statement: This work investigates the visual complexity of the Lantana plant, focusing on its dense structural patterns and chromatic contrasts. By emphasizing overlapping foliage and dispersed clusters of blooms, the painting explores themes of resilience, adaptation, and ecological presence. The composition reflects an interest in how ordinary botanical forms can reveal intricate systems of growth when observed closely.



Artistic Evolution towards The Contemporary Visual Art In Pakistan

Nimra Shakeel, Fatima Zahra

Multan College of Arts, Bahauddin Zakariya University, Multan, Pakistan.

nimrah72856@gmail.com

Artistic evolution defines a person creative expression, development and growth of art over the time. The evolution of art in Pakistan since 1947 to 2025 with a particular focus on the relationship between modern developments and the traditional arts. The Pakistan visual art is considered to be a mirror of the versatile culture of the country and it is based on the more general historical, cultural, social and political contexts, such as the impact of colonialism in the form of the partitioning, globalization, and the development of the technology. The basis of a traditional art movement headed by such people as Shakir Ali was laid by the pioneer artists who conserved and

re-invented Islamic and Mughal traditions, such as Abdur Rahman Chughtai. The artists have Imran Qureshi and Rashid Rana who created a flourishing and diverse contemporary arts. The themes of traditional, social and political and cultural especially, by the means of mixing the traditional patterns and approaches with the contemporary issues are addressed in the elaborate paintings by Imran Qureshi and in the works of Rana through the installation art and photographs. This brings out the role of art in expressing the cultural, social, and political fusion. It presents the way the Pakistani contemporary art is linked to the regional traditions and practices to the global artistic communities analyzing the works of Rashid Rana and Imran Qureshi.

Keywords: Artistic Evolution, Visual Art in Pakistan, Social Domain, Political Domain, Cultural Domain, Traditional Art, Contemporary Art

Characteristics Of Mughal Minature In Pakistan

Rafia Ejaz, Fatima Zahra

Multan College of Arts, Bahauddin Zakariya University, Multan, Pakistan.

rafiae46@gmail.com

A defining attribute of South Asia legacy, Mughal miniatures capture the political, social and cultural elements of the Mughal Empire. These miniatures developed under the rule of Mughal rulers Akbar, Jahangir and Shah Jahan and were mostly used for manuscripts and individual miniatures. These miniatures particularly consist of religious and secular subject matter that draws inspiration from Indo-Persian and later European styles. Their subjects included literary examples, courtly life, representations of flora and fauna, portraits and buildings. By using vivid, organic hues and painstaking artistry, these miniatures showcased the cooperation of talented painters and portrayed the depth of Mughal culture. The artistic qualities, subjects, and cultural importance of Mughal miniatures from Pakistan four national museums are depicted in this study. This article underscores the enduring legacy of these miniatures which despite the decline of the Mughal Empire, continued to influence art across South Asia and the Islamic world.

Keywords: Mughal miniatures, Characteristics, Mughal rulers, Pakistan, Religious, Secular, Subject Matters, Manuscripts

Uncover The “Moving Canvases”: A Case Study Of Promotional Advertisement On Trucks

Isna Naeem, Fatima Zahra

Multan College of Arts, Bahauddin Zakariya University, Multan, Pakistan.

isnanaeem1999@gmail.com

This study explores the Pakistani truck art as an interactive promotional media with a focus on the role of this tool as a culturally embedded form of communication as well as its relative efficiency when compared to online advertising of the day. Often known as moving canvases, trucks are covered with elaborate mottoes, bright colors and Nastaleeq calligraphy, thus communicating cultural identities, religious and commercial messages to the urban and rural masses. Based on empirical evidence, it has been shown that traditional truck advertising still remains very effective due to their mobility, visibility, and emotive resonance, which is rarely achieved in digital media. The use of harmonious color schemes and elaborate decoration create complex and well-balanced

compositions, and the contrasts and the excessive amount of typography creates impressive aesthetic effects. In this light, even with the prospering prevalence of the digital platform, truck-based advertisements would be relevant in areas that have low technological networks, low literacy levels, and strong folk-art culture. To sum up, the results confirm that truck art is not only a significant cultural process, but also a relevant promotional instrument, as it successfully connects the artistic tradition of Pakistan and the new advertising practice.

Keywords: Truck Art, Advertising, Mobile Billboards, Typography, Cultural Heritage, Visual Communication, Outdoor Marketing.

Architectural Expression Through Decorative Elements Of Khaddaka Mosque

Rida Ali Safeer, Fatima Zahra

Multan College of Arts, Bahauddin Zakariya University, Multan, Pakistan.

ridasafeer24@gmail.com

The Khaddaka Mosque in Multan is an important example of Mughal-era religious architecture, yet its exterior features remain understudied. This article examines the mosque external architectural design, ornamental features, building materials, and construction methods. The study emphasizes how the mosque symmetrical design, tall minarets, and elaborate tilework all showcase Mughal and regional influences. As is typical of Indo-Islamic style, the mosque exterior has a central iwan flanked by arched doorways. Traditional Mughal designs may be seen in its minarets and domes, which are embellished with geometric and floral designs. The structure aesthetic appeal is enhanced by the employment of blue and white glazed tilework and calligraphic inscriptions. Persian, Timurid, and indigenous Multani architectural traditions served as inspiration for these features. The exterior of the mosque features solid construction that is appropriate for Multan climate, mainly made of baked bricks and lime mortar. Intricate muqarnas, a characteristic of Persian and Central Asian architecture, adorn the main entryway. Mosque structure is enhanced by the ornamental merlons, while the cornices and parapets offer aesthetic appeal and shade. The Khaddaka Mosque is an important landmark in South Asian Islamic architecture, according to the study, with its exterior reflecting a fusion of indigenous and foreign forms. Its decoration and style link it to more general Mughal architectural themes. This article advances knowledge of Multan rich architectural legacy by examining these characteristics.

Keywords: Multan, Khaddaka Mosque, Mughal Architecture, Cultural Heritage

Bridging the Gap Between Policy Formulation and Implementation in Public Sector Institutions: A Comparative Governance Study

Salma Bibi, Inshal Khan

Department of Political Science, BZU Multan

Corresponding author email: salmaawan792@gmail.com

This study examines the gap between policy formulation and implementation in public sector institutions, focusing on the factors that hinder effective governance. The research aims to identify key challenges in translating policy decisions into actionable outcomes and to propose strategies to improve implementation processes. A comparative governance approach is employed, analysing three public sector institutions using a small sample of 30 employees from each. Data is collected through structured interviews, questionnaires, and document analysis to capture insights from

policymakers and frontline staff. The findings reveal that insufficient communication, lack of capacity-building programs, and limited accountability mechanisms are significant obstacles to effective policy implementation. Additionally, discrepancies between formal policy frameworks and actual practices are observed, highlighting the influence of organisational culture and informal networks. The study concludes that bridging the gap requires stronger coordination between policymakers and implementers, targeted staff training, and the establishment of transparent monitoring systems. These insights provide practical implications for improving governance efficiency in public sector institutions and can inform future research in comparative public administration. Despite the small sample size, the study offers a focused understanding of institutional challenges and proposes actionable recommendations to enhance policy implementation in similar contexts.

Keywords: Policy Implementation, Public Sector Governance, Institutional Challenges, Comparative Study, Organizational Effectiveness

Challenges in Investigating Cyber Harassment and Online Gender-Based Violence: A Policy and Practice Gap

Laiba Younas¹, Inshal Khan²

¹*Department of Social & Cultural Studies, BZU Multan*

²*Department of Political Science, BZU Multan*

Corresponding author email: laibayounas526@gmail.com

This study examines the challenges in investigating cyber harassment and online gender-based violence (OGBV), focusing on the gap between existing policies and practical enforcement. The primary objective is to identify the key obstacles faced by law enforcement agencies, policymakers, and support organisations in addressing digital gender-based abuse. A qualitative research design is employed, utilising semi-structured interviews with a small sample of 12 participants, including cybercrime investigators, legal experts, and victims of OGBV. Thematic analysis is applied to interpret the collected data, highlighting recurring patterns and critical bottlenecks in current investigative processes. The findings reveal that limited technical capacity, inadequate legal frameworks, delayed reporting mechanisms, and insufficient inter-agency coordination significantly hinder the effective response to cyber harassment cases. Moreover, social stigma and low awareness among victims exacerbate underreporting, while existing policies fail to translate into actionable measures at the ground level. The study concludes that bridging the policy-practice gap requires comprehensive training for law enforcement, more explicit legal mandates, enhanced digital forensics capabilities, and victim-centric reporting channels. These insights contribute to understanding systemic limitations and provide practical recommendations for policymakers, researchers, and practitioners aiming to strengthen the investigation and prevention of OGBV. The study also highlights the need for further research with larger, more diverse samples to generalise the findings across different sociocultural contexts.

Keywords: Cyber harassment, Online gender-based violence (OGBV), Policy-practice gap, Law enforcement challenges, Digital forensics



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