

**1ST INTERNATIONAL CONFERENCE ON INNOVATIVE CROSS-
DISCIPLINARY SOLUTIONS FOR SUSTAINABLE
DEVELOPMENT GOALS (SDGs)**



**IC-SDGs
2024**

November 28-30, 2024

**ORGANIZED BY
JINNAH UNIVERSITY FOR WOMEN
KARACHI, PAKISTAN**

<https://icsdgs.juw.edu.pk/>

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ABOUT CONFERENCE

The Jinnah University for Women, Karachi, Pakistan is hosting the inaugural International Conference on Innovative Cross-Disciplinary Solutions for Sustainable Development Goals (SDGs). This prestigious event will bring together global leaders, researchers, and innovators to explore groundbreaking solutions to some of the world's most urgent challenges. It offers a unique platform for experts across diverse fields to collaborate on addressing the UN's SDGs, covering areas such as renewable energy, green chemistry, socio-cultural sustainability, and sustainable business practices. The conference will showcase keynote addresses, invited talks, oral presentations, workshops, and tutorials, highlighting how advancements in science, pharmacy, allied health sciences, social sciences, and business administration and economics can collectively contribute to a more sustainable and equitable future.

AIMS

- To facilitate discussions among global experts from diverse fields, including science, pharmacy, health sciences, social sciences, and business, to develop innovative solutions for Sustainable Development Goals (SDGs).
- To encourage the exchange of innovative research and ideas across disciplines to drive progress towards Sustainable Development Goals (SDGs).
- To create a platform for international thought leaders and innovators to share insights and collaborate, driving collective efforts toward a more sustainable and equitable future.
- To motivate emerging scholars by showcasing innovative work and providing mentorship to encourage their active contribution to Sustainable Development Goals (SDGs).

OBJECTIVES

- Unite experts from diverse fields to explore and develop innovative solutions for Sustainable Development
- Present and discuss groundbreaking advancements in areas such as renewable energy, green chemistry, socio-cultural sustainability, and sustainable business practices.
- Provide a platform for sharing actionable strategies and practical solutions through keynote speeches, presentations, workshops, and tutorials.
- Facilitate the exchange of cutting-edge research and ideas across disciplines to enhance collective understanding and drive progress towards SDGs.
- Engage emerging scholars by showcasing pioneering work, offering mentorship opportunities, and promoting professional growth to motivate active contributions to the SDGs.

CONFERENCE THEMATIC AREAS

Basic and Applied Sciences

- Renewable Energy and Green Chemistry Climate Action and Environmental Science
- Water Resources and Sustainable Agriculture
- Biodiversity and Wildlife Conservation
- Sustainable Fisheries and Aquaculture
- Zoonotic Diseases and Public Health
- Plant and Microbial Biodiversity
- Antimicrobial Resistance and Microbiology
- System Biology Modelling, Metabolic disorders and therapeutic approaches
- Artificial Intelligence and Machine Learning for Sustainability
- Big Data, Analytics, and Cyber security
- Food Science, Biotechnology and sustainable product development

Pharmacy

- Pharmaceutical Sustainability
- Access to Essential Medicines
- Pharmacological Research for Global Health
- Health and Environmental Safety
- Medicinal Plants and Traditional Knowledge

Allied Health Sciences

- Community Health and Well-being
- Nutrition and Sustainable Diets: Promoting sustainable dietary practices to improve health outcomes.
- Rehabilitation and Global Health
- Mental Health and Sustainable Development

Social Sciences

- Innovations in Education and Media for Accountability
- Religion and Peace Building
- Linguistic Diversity
- Community Engagement and Participation

Business Administration and Economics

- Sustainable Business Practices
- Economic Policies for Sustainability Corporate Social Responsibility
- Innovation and Entrepreneurship for SDGs

PRE-CONFERENCE WORKSHOPS

As part of the inaugural International Conference on Innovative Cross-Disciplinary Solutions for Sustainable Development Goals (SDGs), a series of nine specialized pre-conference workshops are being held, each designed to address key aspects of healthcare, research, and sustainable development. These hands-on sessions cover a wide range of topics, from advanced clinical techniques and pharmaceutical development to ethical animal research and biosafety practices. Participants explore innovative solutions aligned with the UN's SDGs, including improving health outcomes (SDG 3), fostering sustainable industries (SDG 9), and promoting responsible consumption (SDG 12). Through these workshops, attendees gain practical skills and insights that contribute to advancing global health, scientific research, and sustainability. These pre-workshops are,

1. Change in Research Paradigm - An Unconventional Approach (November 14th, 2024) Organized by Faculty of Business Administration Facilitator Dr. Sherbaz Khan	2. From Mixture to Purity: The Art of Chromatography (November 14th, 2024) Organized by Department of Chemistry, Faculty of Science Facilitators Prof. Dr. Rubeena Saleem Dr. Najma Rasool Dr. Uzma Hameed	3. Advancing Clinical Skills: Orthopedic Manual Therapy for Spine (November 16th, 2024) Organized by Faculty of Medical and Allied Health Sciences Facilitator Dr. Sehrish Aslam
4. Sustainable Strokes: Turning Passion into Profit (November 16th, 2024) Organized by Faculty of Social Sciences Facilitators Ms. Rida Asif Ms. Hajera Tahir	5. Essential Biosafety Practices for Lab Personnel (November 23rd, 2024) Organized by Department of Biotechnology, Faculty of Science Facilitators Dr. Alveena Zehra Ms. Shagufta Noreen	6. Hands-On Training on HPLC For Pharmaceutical Product Development: Principles and Practice (November 26th, 2024) Organized by Faculty of Pharmacy Facilitators Dr. Durriya Hashmat Ms. Nimra Waheed
7. Computer Aided Drug Design and In Silico Approaches for Therapeutic Drug Development (November 26th, 2024) Organized by Faculty of Pharmacy Facilitators Prof. Dr. Somia Gul Ms. Iqra Rehman	8. Techniques in Animal Handling, Blood Drawing, And Organ Isolation for Research Purposes (November 26th, 2024) Organized by Faculty of Pharmacy Facilitators Ms. Mahrukh Khursheed Ms. Aisha Akhtar	9. Mastering PCR: Fundamentals, Troubleshooting, And Applications (November 26th, 2024) Organized by Faculty of Pharmacy Facilitators Dr. Aisha Aziz Ms. Asma Eraj

CONFERENCE PROGRAM

DAY 1 (NOVEMBER 28 TH , 2024)	
INAUGURAL SESSION	
TIME/ VENUE	OPENING SESSION OF THE CONFERENCE
Muhammad Uzair Auditorium 10:00 am	
10:00 am - 10:10 am	Recitation of Holy Quran And National Anthem of Pakistan
10:10 am - 10:15 am	About the University
10:15 am - 10:20 am	Welcome Address by Ms. Wania Wajeesh Registrar, Jinnah University for Women, Karachi
10:20 am - 10:35 am	Address by Mr. Wajeesh Uddin Ahmed Chancellor, Jinnah University for Women, Karachi
10:35 am - 11:05 am	Keynote Lecture Prof. Dr. Masoom Yasinzai (SI, AF) Rector of the International Islamic University, Islamabad, Pakistan <i>“The SDGs on Health, Education and Environment: Where do we stand?”</i>
11:05 am - 11:20 am	Address by Chief Guest
11:20 am – 11:35am	Distribution of Shields

DAY 1 (NOVEMBER 28 TH , 2024)	
TIME/ VENUE	SESSION: ALLIED HEALTH SCIENCE Organized by Faculty of Medical and Allied Health Sciences
Video Conferencing Room (A-6) 12:00 pm	<p>Chair: Dr. Amna Amir Khan Associate Professor and Post Graduate Program Coordinator Ziauddin University, Karachi, Pakistan</p> <p>Co-chair: Dr. Fareeha Amjad (Online) College of Applied Medical Sciences University of Hail, Hail, Saudi Arabia</p>
12:00 pm – 12:10 pm	Opening Remarks
12:10 pm – 12:30 pm	<p>Keynote Speaker Dr. Muhammad Bilal (Online) Assistant Professor First Department of Internal Medicine Faculty of Medicine, Academic Assembly, University of Toyama, Toyama, Japan</p> <p><i>“Subcutaneous inguinal adipose tissue plays a protective role in high-fat diet-induced obesity”</i></p>
12:30 pm- 12:50 pm	<p>Keynote Speaker Dr. Priyanka Ratan Kumar Lecturer National Institute of Physical Therapy and Rehabilitation Sciences, Dow University of Health Sciences, Karachi, Pakistan</p> <p><i>“Evaluating Positional Release versus Myofascial Release Techniques for Managing Patellofemoral Pain Syndrome: A Randomized Clinical Trial”</i></p>
12:50 pm -1:00 pm	<p>Dr. Aymen Owais Department of Eastern Medicine, Jinnah University for Women</p> <p><i>“Detoxification through Nature: “Evaluating the Laxative Effects of Cassia senna containing Herbal Formulations in Loperamide-Induced Constipated Animal Models”</i></p>
1:00 pm -1:10 pm	<p>Dr. Samina Arif Faculty of Science & Technology, Federal Urdu University</p> <p><i>“Evaluation of Biosal (Neem Formulation®) Efficacy against Callosobruchus Analis Using HPLC Analysis After 24-Hour Exposure”</i></p>
1:10 pm-1:20 pm	<p>Dr. Humera Ahmed Memon College of Physical Rehabilitative and Medicine</p>

	<i>“Effects of Pilates Exercises Versus Pelvic Floor Muscle Exercises Among Elderly Women with Urinary Incontinence – A Randomized Control Trial”</i>
1:20 pm-1:30 pm	<p>Dr. Shafia Arshad (Online) University College of Conventional Medicine, Faculty of Medicine and Allied Health Sciences, The Islamia University of Bahawalpur, Pakistan</p> <p><i>“MEDPLANT-SDG: Bridging Ancient Wisdom and Modern Science”</i></p>
1:30 pm-1:40 pm	<p>Dr. Sehrish Aslam Department of Physical Therapy, Faculty of Medical & Allied Health Sciences, Jinnah University for Women</p> <p><i>“Exploring the Challenges and Coping Strategies of Young DPT Students during Clinical Placements in Pakistan”</i></p>
1:40 pm-1:50 pm	<p>Dr. Sabrina Consultant Physical therapist, ILUKA Holistic Wellness Centre</p> <p><i>“Effects of Kinesio-Taping and Muscle Energy Technique on Chronic Sacroiliac Joint Dysfunction among Post-Partum Females-A Randomized Controlled Trial”</i></p>
1:50 pm- 2:00 pm	<p>Dr. Fatima Hamza Ziauddin College of Physical Therapy Ziauddin University</p> <p><i>“Augmented histological adaptations in central veins as compared to artery; potentially valuable effect of moderate intensity continuous exercise in rehabilitation protocols”</i></p>
2:00 pm-2:10 pm	<p>Dr. Kiran Yameen (Online) Ziauddin College of Physical Therapy Ziauddin University</p> <p><i>“Unlocking Resilience: How Endurance Resistance Training Transforms Knee Cartilage in Young Male Rats”</i></p>
2:10 pm-2:20 pm	<p>Dr. Maha Siddiqui Ziauddin College of Physical Therapy Ziauddin University</p> <p><i>“Effects of Simulated Equestrian Therapy (SET) Vs Neuro-Motor Therapy (MNT) In Improving Motor Proficiency and Gait Parameters of Down Syndrome Children”</i></p>
2:20 pm-2:30 pm	<p>Concluding remarks by Chair and Co chair & Shield distribution</p>
2:30 pm	LUNCH

DAY 1 (NOVEMBER 28TH, 2024)

TIME/ VENUE	SESSION: SOCIAL SCIENCES Organized by Faculty of Social Sciences
Muhammad Uzair Auditorium 12:00 pm	<p>Chair: Dr. Rahila Anwar Assistant Professor English Linguistics & Allied Studies Department NED University of Engineering & Technology, Karachi</p> <p>Co-chair: Dr. Muhammad Sohail Shafiq Associate Professor & Chairperson Department of Islamic History, University of Karachi, Karachi</p>
Session I: Transformations in Humanities and Social Sciences for a Sustainable Future	
12:00 pm-12:10 pm	<p>Dr. Safia Urooj Department of Teacher Education, University of Karachi</p> <p><i>“Strategies for Inclusive Education in Diverse Classrooms: A Case Study in Government Schools”</i></p>
12:10 pm-12:35 pm	<p>Keynote Speaker Prof. Dr. Farooq Hassan Professor, Islamic Studies Dept. of Essential Studies, NED University</p> <p><i>“Fostering Sustainability and Peaceful Coexistence in Pakistan: A Pathway Through Faith and Shared Responsibility”</i></p>
12:35 pm -12:45 pm	<p>Mahrukh Aslam Department of English, Jinnah University for Women</p> <p><i>“Assimilating Hellenism in the poems of John Keats as Non-Escapist Poet”</i></p>
12:45 pm -12:55 pm	<p>Sanobar Nadir Department of Mass Communication, University of Karachi</p> <p><i>“Movies are not just a form of entertainment but a catalyst for social change”</i></p>
12:55 pm -1:05 pm	<p>Romana Jabeen Department of Sociology, Jinnah University for Women</p> <p><i>“Situation Analysis of social sustainability of children accompanying their imprisoned mothers in central jail Karachi”</i></p>
1:05 pm -1:15 pm	<p>Zafreen Ali Mirza Department of English, Jinnah University for Women</p> <p><i>“Syntactic Adaptation and Classification of English Noun Phrases by Non-Native Speakers: A Study of Morphosyntactic Variability and Cognitive Linguistic Approaches”</i></p>

1:15 pm -1:40 pm	<p>Keynote Speaker (Online) Ms. Marisa Constantinides Centre Director CELT, Cambridge CELTA and DELTA, Athens, Greece</p> <p><i>“Peace Education in the EFL Classroom”</i></p>
1:40 pm -1:50 pm	<p>Gul-e-Rehmat Department of Islamic Studies, Jinnah University for Women</p> <p><i>“Religion and Peace Building: From Prophet’s (S.A.W) Life to Social Life Harmony”</i></p>
1:50 pm -2:00 pm	<p>Hina Yousuf Department of Mass Communication, University of Karachi</p> <p><i>“Digital Media Empowers Women to Drive Sustainable Growth by Breaking Barriers”</i></p>
2:00 pm -2:10 pm	<p>Alishba Faheem Department of Psychology, Jinnah University for Women</p> <p><i>“Exploring the Relationship between Problematic Internet Use and Aggressive Behavior”</i></p>
2:10 pm- 2:30 pm	Concluding remarks by the Chair and Co-Chair and Shield Distribution
2:30 pm	LUNCH
Session II: Empowering Sustainable Solutions Addressing Psychological, Educational and Social Challenges	
Room # C-37 12:00 pm	<p>Chair: Dr. Rabia Abdul Kareem Associate Professor & Chairperson, Department of Education, Jinnah University for Women</p> <p>Co-Chair: Prof. Muhammad Mamnoon Akhtar Professor, Department of English, Jinnah University for Women</p>
12:00 pm -12:10 pm	<p>Javeria Shahid Majeed Department of Psychology, Jinnah University for Women</p> <p><i>“Exploring the Relationship Between Academic Procrastination and Perfectionism Among Young Adults”</i></p>
12:10 pm -12:20 pm	<p>Rumasha Hanif Department of English, Jinnah University for Women</p> <p><i>“The Rawness of Reality’s Gaze: A Reader Response Criticism of The Novel Moth Smoke”</i></p>
12:20 pm -12:30 pm	<p>Salma Niazi Department of English, Jinnah University for Women</p> <p><i>“A Pragmatic Analysis of Discourse in The Context of Grice’s Maxims”</i></p>

12:30 pm -12:40 pm	<p>Tasneem Akhtar Department of English, Jinnah University for Women</p> <p><i>“Unfolding Gender Portrayal in the Movie Barbie: A Study Based on Feminist Critical Discourse Analysis”</i></p>
12:40 pm -12:50 pm	<p>Shagufta Zain Department of Political Science, Jinnah University for Women</p> <p><i>“Community Empowerment & Dynamic Engagement”</i></p>
12:50 pm -1:00 pm	<p>Maleeha Tariq Department of Psychology, Jinnah University for Women</p> <p><i>“Exploring the Impact of Gender on Big Five Personality Factors”</i></p>
1:00 pm -1:10 pm	<p>Maryam Tanoli Department of English, Jinnah University for Women</p> <p><i>“Investigating the Effectiveness of Teaching EFL Descriptive Writing Using Multi-Sensory Skills: A Quasi-Experimental Study at Slum School of Karachi”</i></p>
1:10 pm -1:20 pm	<p>Hamna Nadeem Khan Department of Education, Jinnah University for Women</p> <p><i>“Impact of Educational Computer Games on Child’s Motivation in Various Subjects at Primary Level in Karachi, Pakistan”</i></p>
1:20 pm -1:30 pm	<p>Zarmeena Khan Department of English, Jinnah University for Women</p> <p><i>“Examining the Effectiveness of Teaching ESL Pronunciation through Tongue Twisters: A Quasi-Experimental Study at Tertiary Level”</i></p>
1:30 pm -1:40 pm	<p>Maryam Nasir Department of English, Jinnah University for Women</p> <p><i>“Free will as the cause of damnation of Doctor Faustus and Macbeth”</i></p>
1:40 pm -1:50 pm	<p>Umama Arshad Khan Department of Political Science, Jinnah University for Women</p> <p><i>“Social Media & Language Dynamics: A Study of Language Contact & Change”</i></p>
1:50 pm -2:15 pm	<p>Concluding remarks by the Chair and Co-Chair and Shield Distribution</p>
2:30 pm	<p>LUNCH</p>

DAY 2 (NOVEMBER 29 TH , 2024)	
TIME/ VENUE Muhammad Uzair Auditorium 9:45 am	SESSION: BASIC AND APPLIED SCIENCES Organized by Faculty of Science
	<p>Chair: Prof. Dr. Shah Ali ul Qader Department of Biochemistry, University of Karachi, Pakistan</p> <p>Co-chair: Dr. Abdullah Lakhan Assistant Professor, Dawood University of Engineering and Technology, Karachi, Pakistan</p>
Session I: Promoting Health and Well-being Through Science and Technology	
9:45 am – 9:55 am	Recitation of Holy Quran
9:55 am – 10:00 am	Opening Remarks
10:00 am – 10:20 am	<p>Key note Speaker Dr. Syed M. Shahid (Online) School of Health Science, Eastern Institute of Technology (EIT), Auckland Campus, New Zealand</p> <p><i>“Innovative Smart Food Systems for Sustainable Community Health and Wellbeing”</i></p>
10:20 am – 10:40 am	<p>Key note Speaker Dr. Khalid M. Shaikh (Online) Texas Wesleyan University, Fort Worth, Texas, USA</p> <p><i>“Molecular parasitology and its significance in Public Health”</i></p>
10:40 am – 11:00 am	<p>Key note Speaker Dr. M. Qaiser Fatmi (Online) Tenured Professor & Team Leader Computational Biology & Bioinformatics Group (CBBG), Department of Biosciences COMSATS University Islamabad, Pakistan</p> <p><i>“Bridging the Gap: Computational Chemistry in the Era of Drug Design and Enzyme Engineering for Sustainable Development Goals”</i></p>
11:00 am – 11:20 am	<p>Key note Speaker Dr. Kashif Ali Department of Biosciences, Faculty of Life Sciences, Shaheed Zulfikar Ali Bhutto Institute of Sciences and Technology (SZABIST) University, Karachi, Pakistan</p> <p><i>“The Silent Pandemic of AMR and Innovations in the Fight Against Resistance: A Step Towards Good Health and Well-Being (SDG-3)”</i></p>

11:20 am – 11:40 am	<p>Key note Speaker Dr. Syed Zulfiqar Ali Naqvi Department of Molecular Pathology, Liaquat National Hospital and Medical College, Karachi, Pakistan</p> <p><i>“Establishment of Doxorubicin Resistant Stem-like Cell Line from MCF-7 Cells”</i></p>
11:40 am – 11:55 am	<p>Invited Speaker Dr. Sidra Abid Syed Department of Biomedical Engineering Sir Syed University of Engineering and Technology, Karachi, Pakistan</p> <p><i>“Role of AI in the Sustainability of Women”</i></p>
11:55 am – 12:05 pm	Q & A Session
12:05 pm – 12:15 pm	Session Concluding remarks by the Chair and Co-Chair
12:15 pm – 12:30 pm	Chief Guest Address
12:30 pm – 12:40 pm	Shield Distribution
1:00 pm	LUNCH
<p>Session II: Bridging Natural Sciences and Advanced Computational Techniques to address Global Challenges</p>	
<p>Room # C-37 10:15 am</p>	<p>Chair: Prof. Dr. Ghufrana Nadeem Professor, Department of Microbiology, Jinnah University for Women</p> <p>Co-Chair: Dr. Nasreen Khan Associate Professor, Department of Zoology, Jinnah University for Women</p>
10:30 am – 10:40 am	<p>Zobia Ansari*, Aliya Hayat & Farkhanda Afaque Department of Microbiology, Jinnah University for Women</p> <p><i>“Characterization of Lactobacillus, A Probiotics Isolated from Milk Sample”</i></p>
10:40 am – 10:50 am	<p>Umme Layba*, Syed Ahmad Hassan, Mehwish Shafi Khan Department of Mathematics, University of Karachi</p> <p><i>“Application of Archimedean and Meta-Elliptical Copulas in Monsoon Rainfall Impact Assessment for Flood Prediction in Pakistan.”</i></p>
10:50 am – 11:00 am	<p>Rimsha Naqvi*, Mary Mahwish, Rabail Sultana Department of Zoology, Jinnah University for Women</p> <p><i>“To Study the Parasites in The Intestine of Frog Rana Tigrina”</i></p>

11:00 am – 11:10 am	<p>Rubina* and Syed Tarique Moin H.E.J. Research Institute of Chemistry, University of Karachi</p> <p><i>“AI-Driven Design of MetAP-2 Inhibitors Using Deep Learning and MD Simulations”</i></p>
11:10 am – 11:20 am	<p>Romaisa Azeem*, Aliya Hayat, Aisha Sana Department of Microbiology, Jinnah University for Women</p> <p><i>“Phytochemical Analysis of Nigella sativa”</i></p>
11:20 am – 11:45 am	Q & A Session
	Concluding remarks by the Chair and Co-Chair and Shield Distribution
1:00 pm	LUNCH
Session III: Advancing Sustainability through Health, Nutrition, and Eco-Innovation	
<p>Video Conference Room – A6 10:15 am</p>	<p>Chair: Prof. Dr. Farah Jabeen Professor, Department of Biochemistry, Jinnah University for Women</p> <p>Co-Chair: Prof. Dr. Suad Naheed Professor Department of Biochemistry, Jinnah University for Women</p>
10:30 am – 10:40 am	<p>Muskan Dilpazeer*, Munazza Faiz, Raahima Noor Department of Food Science and Technology Jinnah University for Women</p> <p><i>“Development Of Eco-Friendly Paper by Utilizing Organic Waste”</i></p>
10:40 am – 10:50 am	<p>Misha Kamran Department of Food Science and Technology Jinnah University for Women</p> <p><i>“Development of Meat Sweets by the Incorporation of chamomile”</i></p>
10:50 am – 11:00 am	<p>Meshal Answer*, Nihan Atif, Aiman Yaseen Butt Department of Food Science and Technology Jinnah University for Women</p> <p><i>“Nutraceutical Approach for Post-Viral Symptoms and Blue Light- Induced Disruptions”</i></p>
11:00 am – 11:10 am	<p>Nimra Arshad, Qirat Younus, Qandeel Ansar, Natalya Aamir Department of Food Science and Technology Jinnah University for Women</p> <p><i>“Developing A Rejuvenating Overnight Topical Solution to Reduce Skin Disease Using Banana Peel and Cocoa Pod Shell Extract”</i></p>

11:10 am – 11:20 am	Brirah Abdul Wahab*, Aiman Yaseen Butt Department of Food Science and Technology Jinnah University for Women <i>“Development of Designer Nutraceutical bar Enriched with Organic Commodities for Better Brain Functionality”</i>
11:20 am – 11:45 am	Q & A Session
	Concluding remarks by the Chair and Co-Chair and Shield Distribution
1:00 pm	LUNCH

DAY 3 (NOVEMBER 30 TH , 2024)	
TIME/ VENUE	SESSION: BUSINESS ADMINISTRATION AND ECONOMICS Organized by Faculty of Business Administration, Commerce and Economics
Video Conference Room – A6 10:00 am	<p>Chair: Prof. Dr. Mohammad Shaiq Dean Faculty of Management Sciences, and Information Studies, Greenwich University, Karachi, Pakistan</p> <p>Co-chair: Dr. Khurram Khan Alwi Assistant Professor at the Federal Urdu University of Arts, Science, and Technology, Karachi</p>
Session I: Advancing Sustainability Through Economic Strategies and Policy Innovations	
10:00 am- 10:15 am	Opening Remarks
10:15 am – 10:40 am	<p>Keynote Speaker Dr. Rehan Muzammil Assistant Professor In charge Business Incubation Center Management Sciences, KIET, Karachi</p> <p><i>“Aligning Divine Goals of Maqasid-e-Sharia with SDG Goals”</i></p>
10:40 am – 11:05 am	<p>Keynote Speaker Dr. Farrah Arif (Online) Hull University Business School, UK</p> <p><i>“Sustainability and Innovation: A Path Forward”</i></p>
11:05 am – 11:30 am	<p>Keynote Speaker Dr. Dinkneh Gebre Borojo (Online) Yiyang Vocational and Technical Institute, Yiyang, China</p> <p><i>“Impacts of climate finance on ecological sustainability and social welfare in developing countries”</i></p>
11:30 am – 11:45 am	<p>Uzma Rasool Khan Department of Business Administration-JUW</p> <p><i>“Leadership language influence on social sustainability of workers in an organization”</i></p>

11:45 am – 12:00 pm	<p>Dr. Sherbaz Khan Department of Business Administration-JUW</p> <p><i>“The Role of Government Policies in Shaping Leagile Supply Chain Management for Sustainable E-Commerce Growth: A Comprehensive Analysis of Last-Mile Delivery and Socio-Cultural Impacts”</i></p>
12:00 pm -12:15 pm	<p>S. Kiran Zehra Department of Business Administration-JUW</p> <p><i>“Relationship Between Tax Revenue and Economic Growth: A Case Study of Pakistan”</i></p>
12:15 pm – 12:30 pm	<p>Faiza Maqbool Department of Business Administration-JUW</p> <p><i>“The Interplay between Financial Inclusion, Financial Stability, and Monetary Policy: A Case Study of Financial Development in Pakistan”</i></p>
12:30 pm – 12:45 pm	Concluding remarks by the Chair and Co-Chair
12:45 pm – 1:00 pm	Shield Distribution
1:00 pm	CLOSING CEREMONY OF CONFERENCE
2:00 pm	LUNCH
Session II: Pioneering Business Innovations for Organizational and Economic Sustainability	
<p>Room# E8 11:30 am</p>	<p>Chair: Dr. Syed Ammad Zafar Associate Professor DHA Suffa University, Karachi, Pakistan</p> <p>Co-Chair: Dr. Muhammad Asadullah Assistant Professor/ Cluster Head Accounting, Finance, & Economics, College of Management Sciences (COMS), KIET University, Karachi</p>
11:30 am - 11:40 am	<p>Anam Qamar Department of Business Administration-JUW</p> <p><i>“Empowering Women Investors: Investigating Factors and Attitudes that Shape Investment Choices in the Context of Sustainable Economic Development”</i></p>
11:40 am - 11:50 am	<p>Sobia Jamil Department of Business Administration-JUW</p> <p><i>“The Role of HR Technology in Enabling HR Analytics: Implications for Organizational Performance”</i></p>
11:50 am - 12:00 pm	<p>Affia Shoaib Department of Business Administration-JUW</p> <p><i>“Investigating the Impact of Demographic Factors and Perceived Inconvenience on Consumer Adoption of Eco-Friendly Products in Developing Economies: A behavioral approach”</i></p>

12:00 pm - 12:10 pm	<p>Tayyaba Rafique Department of Business Administration-JUW</p> <p><i>“Predicting Brand Loyalty through Social Media Marketing: An Innovative SEM-Neural Network Method with a Cross-Country Comparison of China and Pakistan”</i></p>
12:10 pm - 12:20 pm	<p>Vipul Mahesh Department of Business Administration-JUW</p> <p><i>“Exploring the Interplay of Environmental Consciousness, Health Safety, and Economic Viability on Consumer Purchase Intentions for Organic Food: A Cross-Cultural Study with the Mediating Role of Consumer Involvement”</i></p>
12:20 pm - 12:30 pm	<p>Ammara Sabir Department of Business Administration-JUW</p> <p><i>“How Does Green Human Resource Management Improve Sustainable Organizational Performance in Public Services?”</i></p>
12:30 pm - 12:40 pm	<p>Syeda Halima Sadia Department of Business Administration-JUW</p> <p><i>“The Impact of Smartphone Advertising on Consumer Purchase Intentions: A Multi-Dimensional Analysis of Attitude, Ad Formats, and 8 Demographic Moderators”</i></p>
12:40 pm- 12:50 pm	Concluding remarks by the Chair and Co-Chair
12:50 pm -1:00 pm	Shield Distribution
1:00 pm	CLOSING CEREMONY OF CONFERENCE
2:00 pm	LUNCH

DAY 3 (NOVEMBER 30TH, 2024)

TIME/ VENUE	SESSION: PHARMACY Organized by Faculty of Pharmacy
Muhammad Uzair Auditorium 09:50 am	<p>Chair: Prof. Dr. Ghulam Razaque Department of Pharmacy Mastung Campus University of Balochistan ,Quetta and Prof. Dr. Safila Naveed Faculty of Pharmacy and Pharmaceutical Sciences University of Karachi, Pakistan.</p> <p>Co-chair: Prof. Dr. Abu Kholdun Al-Mahmood (Online) Biochemistry, Ibn Sina Medical College, Bangladesh Scientific Secretary, Bangladesh Society of Medical Biochemists (BSMB), Executive Committee Member: Federation of Islamic Medical Association (FIMA) Editor in Chief, SCOPUS Journal Bangladesh Journal of Medical Sciences, IJHHS.</p>
Session I: Sustainable Solutions and Advancements in Pharmaceutical Sciences	
09:50 am -10:00 am	Opening Remarks
10:00 am -10:25 am	<p>Key note Speaker Prof. Dr. Lua Pei Lin (Online) Professor of Pharmacy Practice Faculty of Pharmacy, Universiti Sultan Zainal Abidin, K. Terengganu, Malaysia</p> <p><i>“Knowledge, attitude and perceptions of complementary and Alternative therapies among patients with epilepsy in Malaysia”</i></p>
10:25 am -10:50 am	<p>Key note speaker Prof. Dr. Muhammad Akhtar (Online) Department of Pharmaceutics Faculty of Pharmacy The Islamia University of Bahawalpur Pakistan</p> <p><i>“Lipid-polymer hybrid nanoparticles for delivery of tamoxifen citrate to enhance safety and therapeutic efficacy”</i></p>
10:50 am -11:15 am	<p>Key note speaker Dr. Muhammad Amir (Online) Clinical Informatics Pharmacist Albury, New South Wales,</p>

	Australia <i>“Pharmacy informatics: a way forward to patient quality and safety”</i>
11:15 am -11:35 am	Invited Speaker Dr. Abdur Rauf Department of Chemistry, University of Swabi, Khyber Pakhtunkhwa, Pakistan <i>“New dimeric naphthoquinones from Diospyros lotus roots and its biological screening for discovery of new drugs”</i>
11:35 am -12:00 pm	Key note speaker Prof. Dr. Rabia Bushra Dean, Faculty of Pharmaceutical Sciences Dow University of Health Sciences Karachi, Pakistan <i>“Implementation of quality by design (QbD) approach in product development of pharmaceuticals”</i>
12:00 pm -12:25 pm	Key note speaker Prof. Dr. Giovanni Ribaudò (Online) Department of Molecular and Translational Medicine University of Brescia, Italy <i>“From traditional knowledge of natural compounds to modern medicinal chemistry: new technologies towards sustainability”</i>
12:25 pm - 12:30 pm	Q & A Session
12:30 pm -12:45 pm	Session Concluding remarks by the Chair and Co-Chair
12:45 pm -1:00 pm	Shield Distribution
1:00 pm	CLOSING CEREMONY OF CONFERENCE
2:00 pm	LUNCH
Session II: Sustainable Solutions in Phytotherapy, Pharmacotherapy and Pharmaceutical Drug Development for Combating Emerging Challenges	
Room # C-37 10:00 am	Chair: Prof. Dr. Subia Jamil Professor, Faculty of Pharmacy, Jinnah University for Women and Prof. Dr. Aisha Sana Professor, Faculty of Pharmacy, Jinnah University for Women Co-Chair: Dr. Saima Asif Associate Professor Faculty of Pharmacy, Jinnah University for Women
10:10 am -10:20 am	Dr. Sana Bibi Faculty of Pharmacy, Salim Habib University <i>“Evaluation of Electronic Health Records (EHR)”</i>

	<i>Implementation in Primary Care: A Global System Review</i>
10:20 am -10:30 am	<p>Dr. Sana Bibi Faculty of Pharmacy, Salim Habib University</p> <p><i>“Advancing Healthcare Professionals’ Capabilities: Visual Analysis of Phytomedicines and Multivitamins to Address Substandard Medications”</i></p>
10:30 am -10:40 am	<p>Hafiza Sumaiyya Jamal HEJ Research Institute of Chemistry, University of Karachi</p> <p><i>“Collagenase Hybrid Nanoflowers: A Novel Approach for Stabilization and Amyloid Fibril Degradation”</i></p>
10:40 am -10:50 am	<p>Aqsa Khurram Faculty of Pharmacy, Salim Habib University</p> <p><i>“Formulation and Characterization of HPMC-Stabilized Silver Nanoparticles for Enhanced Antimicrobial Activity of Ampicillin”</i></p>
10:50 am -11:00 am	<p>Faiza Akhtar Faculty of Pharmacy, Ziauddin University</p> <p><i>“Targeting Drug-Resistant Tuberculosis: Synthesis and Pharmacokinetic Evaluation of Pyridine Analogues as Antimycobacterial Agents”</i></p>
11:00 am -11:10 am	<p>Arzoo Aijaz Faculty of Pharmacy, Jinnah University for Women</p> <p><i>“Anti-Tuberculosis Efficacy of Sulfamethoxazole Metal Complexes Against Resistant Strains of Mycobacterium Tuberculosis: Design, Synthesis, Characterization and Docking Studies”</i></p>
11:10 am-11:20 am	<p>Dr. Sana Shamim Faculty of Pharmacy, Dow College of Pharmacy, Dow University of Health Sciences</p> <p><i>“Synthesis of Silver Nanoparticles stabilized with Succinic Acid (AgNPs/SA) and optimization with response surface methodology to investigate synergistic effect with antibiotics”</i></p>
11:20 am- 11:35 am	Concluding remarks by the Chair and Co-Chair
11:35 am-12:00 pm	Shield Distribution
1:00 pm	CLOSING CEREMONY OF CONFERENCE
2:00 pm	LUNCH

DAY 3 (NOVEMBER 30 TH , 2024) CLOSING CEREMONY	
TIME/ VENUE	
Muhammad Uzair Auditorium 1:00 pm- 1:15 pm	Address by Chief Guest Mr. Qaiser Waheed President & CEO Medisure Laboratories Inc. Karachi, Pakistan
1:15 pm – 1:20 pm	Address by Mr. Wajeeh Uddin Ahmed Chancellor, Jinnah University for Women, Karachi
1:20 pm – 1:30 pm	Closing Remarks by Conference Chair Prof. Dr. Huma Dilshad Dean Research and Director DASR, JUW Jinnah University for Women, Karachi
1:30 pm – 2:00 pm	Distribution of Shields and Group Photo
2:00 pm	LUNCH

Our Collaborators



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