

iCITBT - 2021

2ND INTERNATIONAL CONFERENCE ON INNOVATIVE TREND IN BUSINESS TECHNOLOGY



22^{DN} & 23RD OCTOBER, 2021

FREE - ONLINE VIRTUAL CONFERENCE

for details visit
www.iksp.org/icitbt2021



Organized By:



Innovative Knowledge Sharing Platform ®

Our Partner



Sindh Agriculture University, Tandojam, Pakistan

Introduction

[The 2nd International Conference on Innovative Trends in Business & Technology](#) (iCITBT) is a forum for researchers and scholars working in various fields of Information Technology, computer science, software engineering and Business administration to discuss and share their ideas, current trends and future directions. This conference provides an opportunity for the researchers, faculty members, PhD and Master/MPhil scholars to interact and seek feedback on their ideas and research outcomes in a constructive atmosphere. This conference will host prominent researchers and scholars from the industry and academia, who will participate actively and provide valid feedback through some healthy contributions.

The conference endeavors to provide a forum for researchers, scientists, practitioners, academicians and students to present their contribution to the recent technological advances, innovation and experiences in the area of Information Technology, Computer Science, Software Engineering, Applied Sciences, Engineering and Business Technology. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Applied Sciences, Engineering and Business Technology. The conference has five tracks and the deliberations will be in the form of accepted paper presentations, keynotes and invited talks.

Tracks

Software Engineering

Information Technology

Social Networks and Data Science

Ubiquitous Computing

Business Technology

Basic and Applied Sciences

Business and Commerce

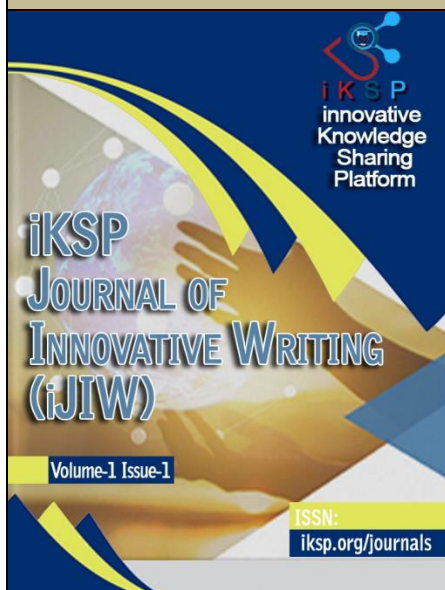
Soft Computing

Innovative Knowledge Sharing Platform (iKSP)



[Innovative Knowledge Sharing Platform \(iKSP\)](#) is a non-profitable research organization, with specific aim to facilitate and assist Universities or Individuals in organizing various academic activities. We are group of professional academicians with vast experience of organizing and managing research-based activities involving iKSP Conferences, Workshops and Seminars.

iKSP Research Journals



[iKSP Journal of Innovative Writings \(iJIW\)](#) is a blind peer reviewed, Open Access, Multidisciplinary journal published biannually by iKSP publishers. iJIW is designed to foster the exchange of ideas and transfer of knowledge between researchers and scientists involved in various Field that deal only with investigations or reviews in all fields. It is not limited to the specific details of Arts and Humanities, Social Sciences but is instead devoted to a very wide range of subfields in Management Sciences, Marketing & Business, Statistics, and HR Management. iJIW accepts Review Articles, Research Articles, and Thesis publication. The high standard of excellence for any of published papers will be ensured by blind peer review procedure.

ISSN (Online): 2701-7044

ISSN (Print): 2701-7192



[iKSP Journal of Emerging Trends in Basic and Applied Sciences \(iJETBAS\)](#) is a Multidisciplinary peer review open access journal dedicated to the exchange of the latest academic research and practical information on all aspects of Natural Sciences and Applied Sciences. The focus of this journal is on the identification of innovative information and Knowledge enhancement within the disciplines of Natural Science and Applied Sciences, driven through application of theoretical concepts to real-world situations. The journal publishes original research and case studies by academic, business and government contributors on strategies, tools, techniques and technologies for publication.

ISSN (Online): 2701-7109

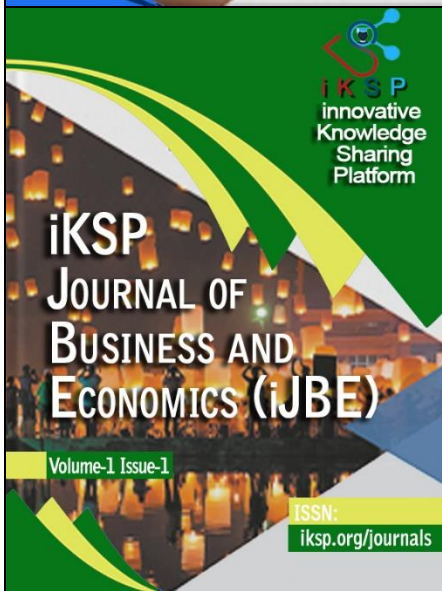
ISSN (Print): 2701-7168



iKSP Journal of Computer Science and Engineering (iJCSE) is an Open access, blind peer review research journal published biannually. iJCSE provides readers with a compilation of stimulating and up-to-date articles within the field of computer science and Engineering. The focus of the journal is on high quality research that addresses paradigms, development, applications and implications in the field of computer science. All research articles in iJCSE will undergo rigorous peer review, based on initial editor screening and anonymized refereeing by an expert reviewer.

ISSN (Online): 2701-7095

ISSN (Print): 2701-7176



iKSP Journal of Business and Economics (iJBE) is a blind peer review journal published by iKSP publisher. iJBE is an openly accessible journal published twice a year, and it focuses on theories, methods and applications in Business and Economics. It is to provide a platform for researchers and academicians all over the world to promote, share, and discuss various new issues and developments in different areas of Business & Economics.

ISSN (Online): 2701-7060

ISSN (Print): 2701-7184

Keynote Speakers



Prof. Dr. Bruce Spencer

Senior Research Officer, National Research Council Canada

Speech Title: Applying Causality from Sensor Data

Bruce Spencer is a senior research officer at the National Research Council Canada, has been a full professor of Computer Science at the University of New Brunswick (now adjunct), and has been R&D lead for three startup companies. He was educated at Dalhousie University (BSc) and at the University of Waterloo (MMath, PhD). His work in Artificial Intelligence and Computer Science includes automated reasoning, logic, machine learning, natural language processing, the Internet of Things, and IoT causality. He has led 64 staff over nine research and development projects with partners including Defence Research and Development Canada, McCain Foods, Bell Canada, Agfa Healthcare, Eyesover, Fiddlehead and Kibboko. His projects have been funded by NRC IRAP, ACOA, NSERC, MITACS and CANARIE. He has taught over 50 university classes and supervised 17 Masters and 5 PhD thesis. His team won an OWL Reasoner Evaluation competition. He is a former president of Canadian Artificial Intelligence Association (CAIAC) and has chaired conferences including Canadian AI, the International Conference on Electronic Commerce and CASCON. As a productive author and coder, he has published over 90 peer-reviewed papers and his favorite programming languages include Prolog, Java and R.



Dr. Sameera Iqbal

Faculty member
Higher Colleges of Technology, UAE

Speech Title: Industry 4.0

Dr. Sameera Iqbal is an educator with a strong philosophy of imparting knowledge by many different methods and motivate students to develop their expertise in Logistics Engineering of Engineering, Technology and Sciences Division. Her research contributions are in the areas of Operations, Technology, and Logistics Management. She is a dedicated partner to Higher Colleges of Technology programs and outreach events that help promote learning and support the community.



Dr. Eng. Neyara Radwan

King Abdulaziz University, Jeddah, Kingdom of Saudi Arabia

Speech Title: Towards Smart and Sustainable Energy and Waste Management Solutions for Cities

Dr. Neyara is working as an Assistant Professor in the Mechanical Department, Faculty of Engineering, Suez Canal University, Ismailia, Egypt. She is also an Assistant Professor and the Quality Assurance Officer for the Ph.D. program, in the faculty of Economics & Administration, King Abdulaziz University, Jeddah, Kingdom of Saudi Arabia. Dr. Neyara is an active member in many international academic communities. She is a member in the Global Education Policy Network (GEPN) which is sponsored by Prince Sultan University in Saudi Arabia and The State University of New York at Buffalo in United States. As well as a member of the Board of Directors of Accord University, Mogadishu, Banadir, Somalia. Moreover, she is a member in Asia Logistics and Supply Chain Council (ALSCC), Malaysia. Moreover Dr. Neyara got a full membership in the Organization for Women in Science for the Developing World (OWSD), based in Italy. She is a Goodwill Ambassador of Egypt in the IDYM Foundation. Dr. Neyara got many national and international awards such as: Certificate of Recognition form King Abdulaziz University, Saudi Arabia 2017 for her research contribution, Award of Excellence in AMBA Accreditation Work Contribution form King Abdulaziz University, Saudi Arabia 2019 for accreditation work contribution, Certificate of Recognition From the United Nations Associations of Somalia (UNASOM), in recognition of contribution to the Sustainable Development Goals, in teaching in the MBA program, 2020 and Certificate of Honor from Igniting Young Minds Foundation, 2021. Dr. Neyara`s research interest in the field of, but not limited to, Solid waste management, Recycling, Optimization and Supply chain management.



Fateh Mohammed Mari, Ph.D

Vice Chancellor

Sindh Agriculture University Tandojam, Pakistan

Dr. Fateh Marri, having PhD in agricultural economics, is an academician and researcher, agricultural economist, planning, development and management professional having experience of over 23 years. Currently, Dr. Mari is working as Vice Chancellor Sindh Agriculture University Tandojam. He worked as Member Operations and Planning, HEC, Islamabad CEO, Education Testing Council, Islamabad and Executive Director of Higher Education Commission Islamabad. Previously, he was Project Coordinator, Coordination and Monitoring Unit, Planning and Development Department, Government of Sindh. He managed World Bank funded 3 key projects i.e. Sindh Water Sector Improvement Project, Sindh Barrages Improvement Project and Sindh Agricultural Growth Project (focusing on horticultural and dairy value chain).

Dr. Marri was holding additional charge of Chief Economist in P&D Department of Government of Sindh during 2015-16 mainly responsible for overall economic planning and research, development statistics, foreign funding, donors coordination, relationships with federal departments including EAD and planning commission and international development partners.

Dr. Mari has been associated with Sindh Agriculture University Tandojam where he taught various courses of agricultural economics and sociology including agricultural economics, natural resources management, and economics of water resources, production economics, agricultural marketing, agricultural prices analysis, rural

sociology and economic analysis and research methods.

For about three years, Dr. Mari worked as Regional Program Manager of ActionAid which is an International Development Aid Agency Pakistan for Sindh and Balochistan at its Area office Karachi from May 2006 to June 2008 and was working for poverty reduction as per MoU with Economic Affairs Division, Government of Pakistan. He had charge of Country Director of ActionAid Pakistan for some time.

He is a fellow of South Asian Network for Development and Environmental Economics, USA and Green Economic Institute, OXFORD University, United Kingdom. He has lectured in various national as well as international seminars including prestigious institutions of world like Harvard University, Boston, USA and Oxford University, United Kingdom mostly on natural resources economics and water management in Pakistan. He has published over 27 research papers in HEC recognized scholarly journals and international institutions.

Agenda Day 1: 22nd OCTOBER 2021

Note: All timings are based on Germany local time (GMT+2).

08:00 – 08:30 **Technical Support**

[Zoom](#) application will be used for the online conference.

08:30 – 08:45 **Opening Ceremony**
Conference Secretary: Dr. Muhammed Abrar-ul-Haq
Conference Chairman: Dr. Hafiz Abid Malik

Group Photo (Screenshot)

08:45 – 09:15 **Keynote Speaker: Prof. Dr. Bruce Spencer**

09:15 – 10:00 **Keynote Speaker: Dr. Eng. Neyara Radwan**

10:00 – 10:15 **Keynote Speaker: Dr. Sameera Iqbal**

10:15 – 10:30 **iCITBT Partner: Dr. Fateh Mohammed Mari**

Session Papers

MODELING AND SIMULATION OF THE PHOTOVOLTAIC SYSTEM USING MATLAB

Regad Mohamed

UR-2E2D, Ecole Supérieur Polytechnique (ESP), BP : 4303 Nouakchott, Mauritania

DIGITAL PLATFORM TO DISCOVER STRATEGIES TO REUSE A COMMERCIAL PRODUCT USING CLOUD COMPUTING TECHNOLOGIES

José Manuel, Cuenca Lerma, Ángelica Valeri and Morales Su
Colegio Agustín de Hipona Coatzintla, Veracruz, México

IMPACT OF DIGITAL TECHNOLOGY AND THE NEED FOR PERIODICAL REVIEW OF EDUCATIONAL CURRICULUM IN NIGERIA TERTIARY INSTITUTIONS

Najeem O. Adelokun

Department of Electrical / Electronic Engineering, The Federal Polytechnic, Ilaro, Ogun State, Nigeria

SKYLINE COMPUTATION FOR MULTI-CRITERIA DECISION MAKING WITH IMPERFECTIONS IN OBJECTS

Hamidah Ibrahim

Department of Computer Science, Faculty of Computer Science and Information Technology
Universiti Putra Malaysia

THE FACTORS INFLUENCING THE ADOPTION OF BITCOIN INVESTMENT DURING COVID-19

Abulfathi, Ibrahim Saleh Al-Hussaini^a, Adamu, Abubakar Ibrahim^b

^a Department of Computer Science, Annahda College of Science and Islamic Studies, Maiduguri Nigeria

^b Department of Information Systems, International Islamic University Malaysia, Malaysia

FACTORS AFFECTING THE ADOPTION OF BRANCHLESS BANKING IN PAKISTAN

Muhammad Abdullah, IDREES^a, Ayesha, KHAN^b

^aKASB Institute of Technology, Pakistan

^bBahria University, Pakistan

Break 12:10 -12:40

Session 2

Dr. Vinodh Natarajan (Host)

12:40 – 14:20

Session Papers

ADOPTION OF INTERNET BANKING IN PAKISTAN

Artooba Aslam, Samreen Lodhi, Uzma Rasool Khan and Maria Syed

TO STAY OR LEAVE PAKISTAN: A CRITICAL QUERY FOR YOUTH

Muhammad Abdullah, IDREES^a, Ayesha KHAN^b

^aKASB Institute of Technology, Pakistan

^bBahria University, Pakistan

EXAMINING THE LINK BETWEEN BEHAVIORAL FINANCE AND PORTFOLIO MANAGEMENT CONSIDERING DISPOSITION EFFECT AS MEDIATING ROLE: EMPIRICAL EVIDENCE FROM PAKISTAN

Ayesha Aurengzeb and Faiza Maqbool Shah

Department of Business Administration, Jinnah University for Women

DESIGNING A PROTOTYPE NETWORK USING FAILOVER AND AUTONOMOUS SYSTEM NUMBER

Khushboo Janweri

Information Technology Center, Sindh Agriculture University Tandojam

FORTIFYING AN ENTERPRISE NETWORK (DMZ) USING MIKROTIK ROUTER COMPETENCIES

Hira Tunio, Muhammad Yaqoob Koondhar and Mansoor Hyder Debar
Information Technology Centre, Sindh Agriculture University Tandojam

Marketing Innovations in B2B and B2C post COVID-19 –A Paradigm Shift in Strategies

Session Papers

HEAT STROKE PREVENTION WEARABLE BASED IN INTERNET OF THINGS (IoT)

Fariza Zahari, Sangheeta Maniran, Kumudhini Devi Arul Selvam, Indumathi Ganason
Politeknik Sultan Salahuddin Abdul Aziz Shah, Selangor, Malaysia

CASE BASED STUDY: COMPUTER VISUALIZATION OF ENGINEERING PROBLEMS AND ITS IMPACT ON STUDENT LEARNING

Muhammad Nauman Bashir¹, Sameera Iqbal², Kamaludin Mohamad Yusof³
¹Middle East College, Muscat, Oman
²Faculty of Logistics Engineering, Higher Colleges of Technology, UAE
³University Technology Malaysia, Johor, Malaysia

SOCIAL CAPITAL AND HOMEOWNERSHIP AMONG IMMIGRANTS: INSIGHTS FOR BRUNEI

Sarimah Awang, Gazi Nurul Islam and Barjoyai Bardai
Universiti Tun Abdul Razak (UNIRAZAK)

OPPORTUNISTIC COOPERATIVE RELAYING PROTOCOL FOR UAV-ASSISTED FLYING ADHOC NETWORK

Muhammad Nauman Bashir and Kamaludin Mohamad Yusof
University Technology Malaysia, Johor, Malaysia

EXAMINING THE THEORY OF PLANNED BEHAVIOR ON WOMEN ENTREPRENEURIAL INTENTION IN EXECUTING BUSINESS

Rakshanda Ahmed & Noman Soomro
Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Karachi, Pakistan

FOOD LOSS PREVENTION CONTAINER SYSTEM

Sameera Iqbal, Ahmed Abdulsalam Alzarooni, Rashid Saif Alkaabi, Mohamed Saleh Aljabri, Abdulaziz
Ahmed Aljefri, Abdullah Sultan Alrumaithi, Yousef Ahmed Alshamsi
Higher Colleges of Technology, UAE

Closing of Day 1

Agenda Day 2: 23rd October 2021

08:00 – 08:30 Technical Support

Session 4

Dr. Muzaffar Asad (Host)

08:30 – 10:30

Session Papers

A CONCEPTUAL FRAMEWORK FOR ATTENDANCE BASED ON GEOGRAPHIC LOCATION BY USING FOURTH INDUSTRIAL REVOLUTION (4IR) TECHNOLOGIES

Azhar Ali Khaskheli^a, Muhammad Yaqoob Koonthar^b, Anum Amir Khwaja^b, Saqib Ali Khaskheli^b

^aVirtual University of Pakistan

^bSindh Agriculture University Tandojam

SMART ATTENDANCE SYSTEM USING ANDROID APP

Saqib Ali Khaskheli, Dr.Yaqoob Koonthar, Azhar Ali Khaskheli, Toufique Ahmed Nizamani, Noor Nabi
Dahri

Sindh Agriculture University TandoJam

DOES GAMIFICATION HELPS INTERNET BANKING SERVICE (IBS) IN ENHANCING CUSTOMER LOYALTY

Syed Faizan Wahab and Saqlain Raza

Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Karachi Pakistan.

FACE MASK DETECTION FOR SAFETY OF COVID-19 BASED ON ARTIFICIAL INTELLIGENCE

Naveed khan

IoT BASED SMART HOME SURVEILLANCE SYSTEM

Sohail Randhawa, Dr.Yaqoob Koonthar, Shamshair Ahmed, Zakir Hussain Wako, Yasir Ali Mari

Sindh Agriculture University Tandojam, Pakistan

WEBSITE QUALITY AND ITS IMPACT ON PURE IMPULSIVE BUYING BEHAVIOUR

Sultan Muhammad Faisal, Asif Muhammad & Iqbal Hafiz Muhammad

KASB Institute of Information Technology

Karachi University Business School (KUBS-UoK)

MODEL FOR IN CASE OF EMERGENCY (ICE) APPLICATION USING MOBILE COMPUTING

Anum Amir Khwaja, Azhar Ali Khaskheli, Saqib Ali Khaskheli

Sindh Agriculture University Tandojam

**THE EFFECT OF ENTREPRENEURSHIP EDUCATION ON ENTREPRENEURIAL INTENTIONS
OF BUSINESS STUDENTS**

Talia Gul, Rafia Ayub, Anam Qamar and Rija Anwar

Jinnah University for Women, Karachi, Pakistan

**INDUSTRY 4.0 – IMPACT OF INDUSTRIAL REVOLUTION ON WAREHOUSES AND SUPPLY
CHAIN MANAGEMENT**

Sameera Iqbal¹, Muhammad Nauman Bashir², Shazia Asif³

^{1,3}Higher Colleges of Technology, UAE

²Department of Electronics and Communication Engineering, Middle East College, Muscat, Oman

Closing Ceremony

Group Photo (Screenshot)