

Abstract Book



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Abstract ID: IMCLCER-01

Exploring Learning Strategies for Vocabulary Development: A Comparative Study of Two Universities of Sindh, Pakistan

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Abstract:

The leading purpose of the research is to investigate the vocabulary learning strategies employed by the undergraduate students of Shah Abdul Latif University Khairpur (SALU) and university of Shaheed Benazir Bhutto (SBUSBA), Shaheed Benazir Abad, Sindh, Pakistan. The study is designed as quantitative approach to answer two research questions of current study. The responses received from 150 students as part of this study. The base of questionnaire is on vocabulary learning strategies and it is adopted. The survey contains 40 close ended items. It covers four extensive English learning Vocabulary strategies, Memory strategy, Cognitive strategy, Metacognitive regulation strategy and Activation Strategy. The descriptive statistics is used to get results. The T-test samples used to observe the statistically significant variations in undergraduate students of two universities. However, two strategies appeared most influential in learning of English Vocabulary, Activation and Metacognitive strategy. The findings revealed that existing vocabulary learning strategies yields no statistical changes among undergraduates of SALU and SBUSBA. The recommendations' set for implications to enhance teaching and learning technique. To teach and learn English Vocabulary learning strategies that may boost up the proficiency level of second language learners.

Keywords: Learning Strategies, Vocabulary Development, University Level



Abstract ID: IMCLCER-02

**ACTIVE LEARNING: AN EFFECTIVE METACOGNITIVE STRATEGY FOR
LANGUAGE ACQUISITION**

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Abstract:

The aim of this term paper is to explore the effectiveness of active learning in language acquisition. This research is contextualized to English language teaching ELT in higher education institution. Active learning promotes student-centred approach. Students do not learn much just by sitting in class listening to teacher they have to be active in the classroom and participate in class. Active learning serves as a catalyst, breaking the confine of the comfort zone to immerse students in their own learning journey. Qualitative research has been conducted to explore how active learning occur in the context of language acquisition. This research employs well-structured questionnaires and interviews taken from both subject specialists and students.

The study's findings shows that Active learning involves using methods and techniques that are primarily aimed at the transfer of acquired knowledge to achieve a deeper level of knowledge and understanding. Active learning encourages students to study independently, allowing them to manage the process independently, furthermore, it emphasizes the use of interactive technique in the classroom. Which significantly impact learning outcomes these methods not only help out to develop writing and speaking and play a crucial role in critical thinking ability.

Keywords: Active Learning, Metacognitive strategy, Language acquisition



Abstract ID: IMCLCER-03

Vocabulary Instructions with in a Semantic Field

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Abstract:

In this research, we investigate that Vocabulary acquisition is a fundamental aspect of language learning, significantly impacting learners' communication skills and overall language proficiency. Traditional teaching methods often focus on rote memorization and isolated word learning, overlooking the importance of semantic relationships among words. This study explores the efficacy of a semantic field-based approach in vocabulary teaching, aiming to enhance learners' word knowledge and promote a deeper understanding of lexical connections. The research investigates the implementation of semantic field-based activities in language classrooms, utilizing thematic word groups to facilitate meaningful vocabulary learning. By organizing words into related semantic fields, learners are exposed to a network of interconnected words, enabling them to grasp contextual nuances and usage patterns. The study adopts a mixed-methods research design, combining quantitative assessments of vocabulary retention and qualitative analysis of learners' perceptions and attitudes toward the semantic field-based approach.

The findings reveal a significant improvement in learners' vocabulary retention and comprehension when exposed to the semantic field-based teaching method. The thematic organization of words enhances learners' ability to identify and comprehend subtle semantic differences, leading to more accurate word usage in various contexts. Moreover, qualitative data indicate positive learner attitudes, highlighting the engaging and interactive nature of semantic field-based activities. This research contributes to the pedagogical landscape by emphasizing the importance of semantic relationships in vocabulary acquisition. Educators and curriculum developers can utilize these findings to design effective instructional materials and activities that prioritize semantic field-based teaching methods. By incorporating semantic fields into language curricula, educators can foster a deeper and more nuanced understanding of vocabulary, ultimately empowering learners with enhanced communication skills and language proficiency.

Keywords: Vocabulary Instructions, Semantic Field



Abstract ID: IMCLCER-04

Exploring Cognitive Strategies Used in Reading Comprehension

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Abstract:

The study investigated the most common cognitive strategies used to solve comprehension of English texts. It also examines the contribution of such strategies that help students in getting good score in Reading Comprehension test. The main purpose of this study was to explore that how much students can correctly solve comprehension test and to demonstrate commonly used cognitive strategies for solving reading comprehension. The quantitative research had been conducted to obtain the results of this study. To collect the research data, researchers used reading comprehension test tools in form of a cloze test and Likert scale questionnaire. The cloze test was used to measure the student's ability to understand the texts, while the questionnaire was used to collect the information about cognitive strategies used by students to solve reading comprehension texts. At the end Researchers found that students score in cloze test ranged in A , B , C . This shows that students have varying abilities in reading comprehension. The finding also shows that student used various cognitive strategies in understanding the text reading and 73.3% of students implemented a technical-aid moves strategy in understanding the text. The end result shows that the results of reading comprehension depend on the students' cognitive level of understanding text and accuracy of the selection of the strategies that student used in text.

Keywords: cognitive strategies, text comprehension, reading score.



Abstract ID: IMCLCER-05

Student perception of blog use in an undergraduate linguistics course

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Abstract:

The primary objective of this research is to conduct an in-depth examination of how learners perceive the use of blogs within the context of a Linguistics course offered as part of an English Language Teaching program at one of the largest Women Universities. A total of 71 students actively participated in this study. Throughout the course of a semester, these students were tasked with providing responses to various blog prompts related to the linguistic concepts covered in their lectures. Furthermore, they were encouraged to engage in discussions and share their insights with their peers. The course itself encompassed a wide range of topics, including language acquisition, bilingualism, and sociolinguistics. Towards the end of the semester, the researcher distributed a questionnaire comprising 16 carefully designed questions that aimed to assess the students' experiences with the blog and its impact on their learning. The results derived from this comprehensive study unveiled several key findings. Notably, the utilization of blogs was found to have a significantly positive impact on the students' self-directed learning process. It provided them with a valuable platform to exchange and explore diverse ideas, ultimately enhancing their ability to express themselves in a manner that surpassed traditional classroom settings. Furthermore, the use of blogs was revealed to have a substantial influence on the students' comprehension of the intricate linguistic topics covered in the course.

This research sheds light on the benefits of incorporating blogs as an educational tool within the realm of English Language Teaching and Linguistics. The outcomes of the study underscore the importance of leveraging this online platform to promote self-directed learning, facilitate effective communication of ideas, and enhance the overall understanding of complex linguistic subjects. This research not only contributes to the body of knowledge in education but also offers valuable insights for educators and institutions seeking to harness the potential of blogs in their teaching methodologies.

Keywords: blog; evaluation, linguistics, teaching and learning



Abstract ID: IMCLCER-06

Determinants of University Choice for Students

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Abstract:

The study was intended to analyze the determinants of university choice for students in district Rahim Yar Khan, Punjab, Pakistan. The objectives of the study were to explore the factors influencing students' choice of university; to analyze the perception of university students regarding their choice of university and to find out the gender wise, locality wise and university wise comparison of university students' perception regarding their choice of university. The data were collected from 160 university students enrolled in two public sector universities situated in District Rahim Yar Khan. A self-developed questionnaire was used to collect the data. The researchers collected the through personally visits of concerned departments and universities. To analyze data mean, standard deviation, percentages and independent samples t-test was applied for analysis of the data. The major factors influencing students' choice of university were 'individual factors', 'characteristic of study', 'cost of studying and living', 'location and environment of university', 'academic staff and supporting staff'. It was concluded that there is a significant difference between the perception of 'rural and urban'; 'male and female'; 'Islamia university of Bahawalpur Rahim yar khan campus (IUB) and Khawaja Fareed University of Engineering and information technology (KFUEIT)' students regarding the determinants of university choice for students. This study may be helpful for university authorities, faculty members, parents and students regarding university choice.

Keywords: Determinants, students' choice, Rahim Yar Khan



Abstract ID: IMCLCER-07

EFFECT OF TEACHERS' KNOWLEDGE ON STUDENTS' ACHIEVEMENT IN MULTIPLE LINGUISTICS SUBJECTS

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Abstract:

Teachers' knowledge of multiple linguistic subjects affects the overall development of students' linguistics, including academic achievement. Therefore, this study was conducted to examine secondary teachers' perceptions regarding the effect of teachers' knowledge on students' achievement in multiple linguistic subjects such as Urdu, Sindhi, and English. The main objective of this study was to investigate the relationship between teachers' knowledge and students' academic achievement in the subjects of Urdu, Sindhi, and English. All secondary school teachers working in government boys' schools in Shikarpur District were the population. A sample of 90 teachers (30 Urdu, 30 Sindhi, and 30 English) was selected from 30 schools through simple random and purposive sampling techniques. A Likert-based, closed-ended questionnaire with 18 items developed on the Bloom taxonomy was used for the collection of quantitative data. The validity was confirmed through experts' suggestions, and a pilot study was conducted to confirm the reliability of the questionnaire. The reliability of the instrument was measured as ($\alpha = .83$). The researchers collected the data from the participants in the study. The collected data was analyzed in SPSS (version 26), and mean scores, frequency, percentage, and correlational tests were used.

This study has discovered that there was a low positive relationship between teachers' knowledge and the academic achievement of the students in the subject of Urdu ($r = .304$), a moderate positive relationship between teachers' knowledge and the academic achievement of the students in the subject of Sindh ($r = .596$), and a moderate positive relationship between teachers' knowledge and the academic achievement of the students in the subject of English ($r = .571$). This study recommends that linguistics teachers provide more training sessions through workshops, seminars, and training programs in order to increase students' multiple linguistic skills and academic achievement.

Keywords: Knowledge, Teachers, Secondary School, academic achievement.



Abstract ID: IMCLCER-08

**Problems in Speaking English Language among Students of Secondary Level in Shikarpur: A
Student's Perspective.**

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Abstract:

This research study aims to explore the problems faced by secondary level students in Shikarpur when it comes to speaking the English language. The objectives of this research are twofold: firstly, to identify the most common challenges that students encounter while attempting to speak English, and secondly, to examine the factors that contribute to these difficulties, including their cultural and linguistic backgrounds. By addressing these research objectives, this study aims to make a valuable contribution to the existing literature on the subject, specifically focusing on secondary level students in Shikarpur. The research will delve into the factors responsible for the students' poor speaking skills, seeking to uncover the root causes behind their struggles. Additionally, it will analyze how cultural and linguistic backgrounds of students influence their ability to speak English effectively. This research is conducted through qualitative method using close-ended questions. There were 20 male participants of government secondary schools of Shikarpur, Sindh. Through a comprehensive analysis of the data gathered from students in Shikarpur, this research will provide valuable insights into the challenges faced by secondary level students in speaking English. The findings of this study will shed light on the underlying factors that hinder their progress and will offer valuable recommendations for educators, policymakers, and stakeholders to address these issues effectively. By bridging the existing knowledge gap, this research will contribute to the development of effective strategies to overcome these challenges and facilitate better English language education for the students in this context.

Keywords: Cultural and linguistic background, speaking challenges, secondary level.



Abstract ID: IMCLCER-09

Investigating the need for English for specific purposes at different disciplines in public sector universities, Sindh-Pakistan.

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Abstract:

English is a vital language in Pakistan's universities, whether in the English Department or not. This study explores why English is crucial worldwide, especially in education and business. In Pakistan, it's not just the official language; it also affects social mobility. The research looks at the history of English in Pakistan and its role in language policies. Despite challenges, English is likely to remain influential in the country. As students of a Pakistani university, pupils have to ascertain the very English whether they visibly get access to the English Department or not. The qualitative research-based study investigates the reasons why English has emerged as a global language and to gain knowledge about the different aspects of English. It is extremely important in education, business, and everyday interactions. Because of English's global status, its teaching should reflect its use in daily life. In Pakistan, English is the official language, the language of education, and it is associated with social mobility. It does, however, begin by reviewing relevant literature that discusses the history of the English language in Pakistan. The research discusses the country's language policies, where English has remained an important component in language planning and policy. The research paper concludes with the prediction that English will continue to be a powerful language in Pakistan, despite several unresolved issues.

Keywords: English, different disciplines, university level



Abstract ID: IMCLCER-10

CHILD LANGUAGE ACQUISITION IN ENGLISH

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Abstract:

In this research, we conducted an investigation into the initial language acquisition process in a cohort of 36 monolingual English-speaking children whose ages ranged from 3 years and 0 months to 5 years and 11 months. Our focus is on understanding the factors that influence the production of primary and embedded questions, particularly examining the roles of abstract syntax and input frequency. We aim to determine whether children's accuracy in forming different types of interrogative sentences (primary vs. embedded, yes/no vs. wh-questions, argument vs. adjunct questions) can be attributed to input frequency in parental speech or if abstract structural elements are essential to explain the observed variations. In the case of primary-clause questions, we find that children consistently invert the order of the subject and auxiliary more frequently in yes/no questions, even though they encounter a higher frequency of uninverted yes/no questions in their input. Additionally, within primary-clause wh-questions, inversion rates are higher for argument questions compared to adjunct questions, irrespective of input frequencies. Turning to embedded-clause questions, children tend to avoid inversion more often in yes/no questions, and this tendency remains unaffected by input frequency or the specific type of wh-phrase used. Notably, a significant positive correlation exists between the accuracy of inversion in primary-clause questions and the incorrect inversion in embedded questions, suggesting that the overgeneralization of grammatical rules contributes to inversion errors in embedded contexts.

Overall, our findings underscore the importance of abstract structural factors in children's language production. These structural elements play a vital role beyond the influence of frequency distributions in the linguistic input children receive during their language development.

Keywords: Child Language, Acquisition, English



Abstract ID: IMCLCER-11

The significance of English as a global language in the modern era.

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Abstract:

The twenty-first century has brought about tremendous changes in the lives of people. Changes are inevitable and these changes help people progress well in their respective fields. There is a need for everyone to acquire the latest trends and innovations taking place in this progressive and highly advancing world. In this modern era, people get their success in their specialized areas because they make use of the available resources of modern as well as innovative technologies. To make use of these technologies and apply their thoughts in a right way, there is a need for a common language to communicate with the people of other regions and countries in the world. To bridge this gap, English seems to be a good tool used for communication as it enjoys the status of an international language. English is the only language that is used in almost all the fields, such as science and technology, engineering, medicine, pharmacy, education, tourism, entertainment, information and technology, business, trade and commerce, the internet, employment, to name a few. As a language, English attains the global status and is used to serve various purposes. This paper discusses the importance of the English language and its application to various fields and finally, the benefits that people get from it in this modern era. This paper brings to light the importance of English and how English plays a significant role in the modern era. Moreover, the need to learn English language, due to its usage and importance, is comprehensively expounded. Finally, some important suggestions are given to the learners as well as the professionals to make use of the English language effectively in achieving extraordinary and amazing results in their attempts in all the fields.

Keywords: communication, English language, global language, innovations, international, modern era, significance, success, technology.



Abstract ID: IMCLCER-12

**A case study of Code switching and Code mixing among Begum Nusrat Bhutto Women
University Sukkur students.**

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Abstract:

Today English is used as the 2nd language all over the world, which takes the world towards new development and new cultural trends, it has been seen that Pakistani people use the English language consciously and unconsciously in all areas. Code-switching and code-mixing are very important issues in the context of the Urdu language as codes from the English language has been taken from the behavior of the Urdu-speaking people. The purpose of this research paper is to analyze the code switching and code mixing of Urdu and English languages and how people mix and switch the codes of Urdu language into English and English language into Urdu. This research paper adopts both qualitative and quantitative research methods and data gained through the primary data source in which Codes of the English language are mixed into the Urdu language by the students of Begum Nusrat Bhutto Women University Sukkur. This study analyzes the use of the English language in the Urdu language as normal, most people use it for unnecessary purposes and make a trend. it suggests that one should treat both languages equally and use them when needed and facilitate both Urdu and English learners for the betterment of both cultures.

Keywords: Code switching and Code mixing.



Abstract ID: IMCLCER-13

Financial Management Practices in Secondary Schools of District Rahim Yar Khan

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Abstract:

The learning was conducted to explore cost-effective administration practices of educational managers (EDOs, DEOs, DDEOs and Head Teachers) and identify the satisfaction level of teachers regarding financial management practices in secondary schools of district Rahim Yar Khan. 34 educational managers and 80 secondary school teachers of district Rahim Yar Khan were taken through multistage sampling technique. The views of educational managers and secondary school teachers were collected through a questionnaire. The study revealed that teachers were dissatisfied with provision of developmental funds. It was concluded that district officers and head teachers were assumed extra specialist later delegation which helped in timely conclusion manufacture. It was concluded that there were difficulties in financial management practices. The various account registers were prepared for regular physical verification of stock and auditing in school. General financial rules about receipts loans, arrears and advances were fairly followed. Used funds were properly checked by School Management Committees and bank accounts were maintained properly. Proper accountability system for head teachers was followed. The study will be helpful for educational managers regarding financial management of secondary schools.

Keywords: Educational Managers, Financial Management, Secondary Schools



Abstract ID: IMCLCER-14

Role of Physical Resources and Classroom Management in Students Learning at Secondary School Level

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Abstract:

This study was conducted to determine level of student's perception about role of physical resources and classroom management in students learning. A self- developed questionnaire was used to collect data from four hundred students enrolled in secondary school of southern Punjab. The students were selected through multistage sampling technique. The collected data were analyzed by calculating arithmetic mean, frequencies, Standard deviation and percentages to check the role of physical resources and classroom management in student's learning.

The finding of the study shows that student's response had a moderate level about role of classroom management. Moreover, it was also found that there was a significant role of classroom management in students learning. The study will be helpful for Punjab school education department, district education authorities as well as for teachers and students about the role of classroom management in student's learning. Key Word: Physical Resources, Classroom Management, Students Learning, Secondary Schools.

Keywords: Classroom Management, Role of Physical resources.



Abstract ID: IMCLCER-15

**Role of Instructors' Mentoring and Pedagogical Strategies in Students' English Language
Learning at Secondary Level**

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Abstract:

This study analyzes the role of teachers in facilitating English language acquisition among secondary school students. To achieve this goal, the study used a stratified sampling technique to select a sample of head teachers and SSTs who teach English and students from both rural and urban areas of the district of Rahim Yar Khan. A total of 32 head teachers, 64 SSTs, and 320 students participated in the study. The study employed a close-ended questionnaire to gather data to assess the role of teacher on English language learning.

The results of the survey revealed several key factors that contribute to English language acquisition, including teacher motivation, pre-service training, instructional approaches, audio-visual aids, in-service training, communication in English, effective assessment, and participation in language-related events. Based on the findings, the study recommends several measures to strengthen the role of teachers in facilitating English language acquisition, including teacher motivation, pre-service training, and in-service training.

Keywords: Instructors' Mentoring, Pedagogical Strategies, Students' English Language Learning, secondary level



Abstract ID: IMCLCER-16

Discourse Analysis of Gender Representation in Advertisement: Stereotypes and Subversion

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Abstract:

This research paper is titled as “An Analysis of Gender Representation in Advertising Discourse: Stereotypes and Subversion”. The main motive of this research paper is that how women are being stereotyped throughout the world. The writers used Feminist approach of Rosalind Gill (2007) about gender representation in advertising discourse that is described in her famous work “Gender and the media”. This research paper justifies by giving multiple examples taken from different advertisements showing how women gender is being stereotyped and also the subversion to challenge these stereotypes. Moreover, the writers have applied only one method that is qualitative method to look at the burning issue, women gender stereotyping. The researchers collected the material from different resources including; research papers, articles, commercials and advertisements. These different resources state that how women gender is representing as a subversion or stereotype in advertising discourse. The Content Analysis is used this research paper, based on content and material collected from different resources.

After conducting research, it is found that the Advertising discourse refers to the language and communication tactics which are used in advertisement and it affects clients and consumers in order to achieve the set goals. Gender representation in advertising discourse is a remarkable topic in today’s era due to its probable causes and effects on various societal attributes, including culture, gender stability and customer’s attitude. The writers specifically examined and analyzed the women gender representation in advertising discourse stereotypes and subversion. The researchers elaborated the women gender representation stereotypes and subversion. The researchers found the different areas through examples in ads where women gender is being stereotyped and they also gave the different examples for subversion to challenge the traditional and stereotype beliefs. Ending gender stereotyping involves a various approach that involves individuals, communities, institutions, and the society as a whole.

Keywords: Advertising Discourse, Gender Stereotypes, Subversion.



Abstract ID: IMCLCER-17

Impact of English on Pakistani Languages

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Abstract:

The impact of English on Pakistani Languages became a prominent research topic in the mid-20th century. Motivated by a desire to understand the sociolinguistics and cultural effects of British colonial rule in what is now Pakistan, researches explored how English, as a colonial and official language, influenced the linguistics landscape, language use and attitudes in the region. From a sociolinguistics and anthropological perspective, Pakistan is a diverse linguistics tapestry. Native and regional languages are spoken alongside Urdu, the national language. English, as second Language is institutionally recognized. This research aims to explore the impact of the English language on Pakistani languages. Furthermore, this study seeks to examine the extent and nature of English language influence on the lexicon, grammar and sociolinguistics aspects of Pakistani Languages. Although there is a scarcity of existing research papers on this specific topic, we have utilized a mixed-methods approach, encompassing surveys and interview with native speakers, to collect data. Additionally, written and spoken language samples will be analyzed to identify English loanwords, patterns of code-switching and language attitudes among bilingual speakers. This underscores the need for a comprehensive.

In conclusion investigating the impacts of English on Pakistani languages reveals not only linguistics changes but also the profound societal, educational and cultural effects the impacts of English on Language bears implications that ripple through the facets of Pakistan's culture, education and society.

Keywords: Impact, English language, Pakistan



Abstract ID: IMCLCER-18

**Critical Discourse Analysis of Discursive Strategies Employed in United Nations General
Assembly Speeches of Imran Khan: A Socio-Cognitive Perspective**

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Abstract:

Language is a powerful tool socio-political actors use to persuade others and win their hearts. The present study attempts to investigate how Pakistani political leaders have used language to get other countries' leadership and the general public's support and win their gratitude. The study aims to analyze Imran Khan's speeches at the United Nations General Assembly (UNGA) in order to identify the various linguistic and discursive devices and strategies he used and reveal the different ideological perspectives constructed and expressed through them. The study uses a qualitative approach, which deals with qualitative data and analyses it qualitatively. The data was collected in the form of speeches. The speeches were downloaded from the Google search engine and UNGA's official website. All the speeches of Imran Khan at UNGA were downloaded, and three speeches were selected out of them for analysis using a simple random sampling technique. The data was analyzed using the Textual Analysis method. Van Dijk's (2005) Ideological Square Model was used as a theoretical framework for the study. The study found that Imran Khan used several linguistic and discursive devices in his speeches at the UNGA, including number game, lexicalisation, hyperbole, polarisation, topicalisation, positive self-presentation and negative other presentation.

The study also revealed various ideologies behind the discursive devices, such as making others acknowledge and accept Pakistan's opinion, persuading others to support Pakistan, and promoting Pakistan's perspective, advocating peace, and addressing and countering Islamophobia. Based on the findings, the study concluded that language plays a vital role in expressing ideologies, and Imran Khan effectively used language to construct and express his ideological perspectives in the UNGA. The study recommends conducting a comparative study on other world leaders' political speeches in UNGA from a Critical Discourse Analysis perspective.

Keywords: Critical Discourse Analysis, Political Speeches, UNGA, Linguistic Strategies, Discursive Strategies, Ideologies



Abstract ID: IMCLCER-19

**Self-Regulated Language Learning: The Role of YouTube for Learning English by ESL
Learners at KUST**

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Abstract:

Self-Regulated language learning, the most selected process among learners, where they take charge of managing their own learning process has become an important concept in education especially in the arena of linguistics and language studies. The quick extension of digital technologies made the self-learning process more accessible and preferable for learners due to its independent nature and freedom of time. There are numerous platforms where self-regulated learning is possible. YouTube is one of the dearest platforms which provides a huge collection of authentic and updated English language videos of daily life that could be a very fruitful and beneficiary source to learn English by ESL learners in ESL context. Therefore, this study explores the role of YouTube for learning English by ESL learners at Kohat University of Science and Technology (KUST) in the context of Self-learning. This research may help the self-learners to know more better ways to carry out self-learning process effectively. The aim of this study is to know the purposes and practices of ESL learners in self-learning English language within the context of (KUST). For such purpose sequential mixed research methodology was used where quantitative data was collected through questionnaires which helped to identify areas to be explored and respondents for be interviewed, after that it was followed by qualitative method to deeply examined the issues by using semi structured interview.

The findings showed that the learners use YouTube to improve speaking skills, pronunciation and grammar but they also improved vocabulary, listening and writing skills. By improving it practices like repetition, making notes, communication in group, reading the captions, association with objects, and charts were repeatedly used. Self-learning could be easily promoted through motivating the students by experts and students must have set goals and take it as interesting process to improve their skills. Finally, students must use the learned knowledge in daily life situation and associate it with material world to conceptualize it.

Keywords: Self-Regulated language learning, YouTube, ESL Learners



Abstract ID: IMCLCER-20

Developing EFL creative writing through brain storming: At higher secondary level Presenter

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Abstract:

This research addresses the obstacles that EFL students customarily face while doing creative writing. This research is an attempt to get to the bottom of the problem by making strategies like planning, reviewing and translating, for effective creative writing, especially in sentence accuracy, for EFL students at higher secondary level. This study focuses on knowing the effectiveness of teaching strategies, and these strategies include the sentence combining, sentence fluency, the use of proper grammar and rephrasing the model text. This quantitative research design shows that teaching the students with writing strategies like brainstorming, rephrasing the modal text, continuous practicing, is one way to teach them the sentence making, fluency of sentences and sentence combining. This study is carried out under the Cognitive Process Theory to accomplish the problem in creative writing of EFL students of higher secondary level. To solve the problem an experiment is conducted with a group (experimental group) teaching with strategies i.e., (brain storming, practicing of model text) for creative writing, and another group (control group) without giving them guidelines by the teachers but with some introductory activities.

The investigation finds that the students learn more by doing brain storming and by practicing the model text. This research concludes that a student learns more with brain storming and text analysis or practicing the model text.

Keywords: EFL creative writing, Brain storming, higher secondary level



Abstract ID: IMCLCER-21

Enhancing Language Proficiency of ESL Learners through Extensive Reading: An Experimental Study

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Abstract:

Reading is an important skill to enhance students' overall language proficiency. However, a lack of reading quantity in ESL classrooms is one of the most serious issues faced by English teachers in Pakistan. The present study investigates the effectiveness of extensive reading to enhance the language proficiency of undergraduate students at NUML, Islamabad. For this quantitative study, twenty-five female and fifteen male undergraduate students of BS English 1st semester were randomly selected. These forty students were equally put into two groups namely experimental and control groups. The research design used for the study is experimental. The research participants in the treatment group were 20 students who engaged in a reading activity with materials adapted by the teachers from different books. These participants were supposed to engage in extensive reading for the first ten to fifteen minutes of the reading class while the remaining classroom's time was dedicated to intensive reading. Moreover, at home, the experimental group was also required to do extensive reading from 'The Reader's Digest'. While the control group was instructed through intensive reading. After three months, both experimental and control groups were administered a teacher-made reading test to assess their comprehension, guessing the meaning from the contexts, reading speed and composition.

The findings of the study reveal that the treatment group scored significantly higher in comprehension, guessing the meaning from the contexts and reading speed than the control group. However, there is no significant difference between the scores of the two groups with respect to composition. The findings also suggest that extensive reading inside the classroom and at home be implemented to improve the overall language proficiency of the learners.

Keywords: composition, extensive reading, reading comprehension, reading quantity.



Abstract ID: IMCLCER-22

**Discursive and Phonetic Analysis of Muniba Mazari Bloch's Speech: We All Are Perfectly
Imperfect**

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Abstract:

Presently, the Critical Discourse Analysis has developed differently and entered into a new phase. We find not only articles on Critical Discourse Analysis in academic journals but many speeches on online sources too. We see discursive videos and speeches on YouTube, TV and other digital platforms. One of the speeches that we come across is a motivational speech. This study presents the functional linguistic analysis of the famous motivational speech of Muniba Mazari Bloch, "We All Are Perfectly Imperfect" using the qualitative approach to explore the discursive use of sound patterns by Muniba Mazari Bloch. This analysis aims to shed light on the speech management by Mazari to inspire her listeners by the insightful selection and deployment of particular speech sounds, speech pragmatics, and rhythmic patterns. Research has been conducted using the M.A.K Halliday's theory of Systemic Functional Linguistics which is based on the functions performed by the linguistic expressions in certain societal contexts/settings. The findings show that Muniba Mazari Bloch employs particular phonological style and supra segmental features of language to have an impact on the people who get influenced and inspired by her motivational speech. This study is useful for understanding the implicit interests of the speaker with the use of elegant speech phrases and the phonetic schemes to control the minds of her listeners.

Keywords: Motivational speech, sound patterns, supra segmental features, systemic functional linguistics, discourse.



Abstract ID: IMCLCER-23

**TEACHERS' PERSPECTIVES TOWARDS THE FACTORS AFFECTING THE
DEVELOPMENT OF SOCIAL-EMOTIONAL COMPETENCE AMONG STUDENTS**

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Abstract:

Social-emotional competence plays a vital role in the overall success and well-being of students. This study aims to investigate and analyze the teachers' perspectives regarding the numerous factors affecting the development of social-emotional competence among secondary school students of Muslims & non-Muslims communities. This study used a quantitative research design. All the secondary school teachers belonging to the non-Muslim and Muslim communities of Punjab Province were the population. A sample of 300 teachers belonging to the Muslim and non-Muslim communities was selected through the purposive sampling technique. The data were collected through a questionnaire developed by the researchers. The validity and reliability of the questionnaire were confirmed before its execution. The entire data were collected by the researchers, and the same were analyzed through SPSS (version 26) by applying descriptive and inferential statistics.

This study revealed that teachers belonging to the non-Muslim community had a very high level of agreement with all the factors that affect students' social-emotional competence as compared to Muslim teachers. It was also revealed that teachers belonging to the Muslim community had a high level of perceptions with the said factors. This study further found a statistically significant difference between non-Muslim and Muslim teachers, as non-Muslim secondary school teachers had higher agreement about family risk, home environment, educational institution, peer relationship, and learning resources factors as compared to Muslim teachers. However, both Muslim and non-Muslim teachers had the same perceptions about religious beliefs factor affecting the development of social-emotional competence in secondary school students. This study recommends that in order to develop students' social-emotional competence, identified factors should be minimized through workshops and training for students, teachers, and parents.

Keywords: Social-emotional competence, teachers' perspectives, secondary students, factors, development.



Abstract ID: IMCLCER-24

**A Comparative Study of Urdu and English Syntactic Structures Using X-Bar Theory with
Special Reference to Theta Criterion**

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Abstract:

This study aims to conduct a comparative analysis of Urdu and English syntactic structures using X-bar theory, with a special focus on Theta Criterion. X-bar theory provides a framework to analyze the hierarchical structure of phrases and sentences by positing that each phrase has a head, which projects its properties upward to create larger phrases. The theory consists of rules and principles, including the Theta Criterion which states that each argument in a sentence must be assigned one and only one theta role. The theta role captures the relationship between the argument and the head of the phrase. While both English and Urdu are configurational languages, English, exhibiting a subject-verb-object word order and Urdu having subject-object-verb word order, there are also other key differences in the syntactic structures of the two languages. This study undertakes a systematic comparison of noun phrases, verb phrases and prepositional phrases in English and Urdu through the lens of X-bar theory. It aims to highlight structural differences in phrasal projections, argument-head relations, and satisfaction of the Theta Criterion. The study aimed to compare the syntactic structures of Urdu and English using X-Bar Theory and Theta Criterion, with a focus on the differences and similarities between the two languages. The study analyzed various types of phrases from both languages, such noun phrases, verb phrases and prepositional phrases, and examined how they conform to the principles of X-Bar Theory and Theta Criterion. The study found that both languages share some common features, such as the hierarchical organization of phrases, the assignment of theta-roles to arguments, and the movement of constituents for various purposes. However, the study also revealed some significant differences, such as the word order, the case system, the agreement patterns, and the availability of null arguments. The study concluded that these differences reflect the distinct properties and parameters of the two languages, and that X-Bar Theory and Theta Criterion are useful tools for capturing and explaining them. The study suggests further research on the interface between syntax and other linguistic domains, such as morphology, semantics, and pragmatics, in Urdu and English.

Keywords: Urdu and English Syntactic Structures Using X-Bar Theory.



Abstract ID: IMCLCER-25

Vocabulary learning of EFL Learners at Elementary Level, a Pakistani English Corpus Based Approach

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Abstract:

The purpose of this article is to discuss the use of corpus of storybooks for teaching vocabulary to EFL learners at elementary level. It addresses some additional uses of this approach, including its ability to improve reading comprehension and increase students' understanding towards new words. Using story books' corpus can also make it easier for learners to understand and remember new words. This work analyzes under the theoretical framework of Carneiro (2014). This study follows Quantitative approach. Antcocc is used to extract word list from the corpus. For this research Pre and post-test is conducted to analyze the effectiveness of using storybooks corpus in ELT Classroom than the conventional methods. Teacher analyzes learning by using different in class that makes the learning more effective and interesting. This research paper provides a method for vocabulary learning. This effort is made for students of elementary level. It deals with the students don't have much exposure of vocabulary. It was due to lack of their knowledge about the use of words. Additionally, by using corpus-based methods the shades of words are analyzed. By this method learners gain insight into how words are used in the contexts. This study uses to create more effective lessons for their students. This research will provide an interesting method for vocabulary learning for elementary level. This method engages the students more effectively in class. A corpus-based approach allows teachers to use storybooks to identify words that are commonly used in books. This approach helps teachers develop meaningful lessons that focus on teaching the most frequently used vocabulary. This method also provides opportunity for students to practice the newly learned vocabulary.

Keywords: Corpus, Concordance, Elementary level, Vocabulary, context.



Abstract ID: IMCLCER-26

Exposure to screen time: A study of animated cartoons in improving EFL vocabulary bank of young learners at the primary education level.

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Abstract:

This present research examines how screen time exposure to cartoons or animated series can be used positively, constructively, and pedagogically by ELT classrooms and young EFL learners for English-speaking vocabulary learning. At home, a considerable amount of time is lapsed by young learners watching TV and animated content. The screen time exposure of TV and animated content appears to be unavoidable in modern life for many families. In addition, animated cartoons easily grab the attention and interest of young learners providing an opportunity for immediate imitation of language content. The main objective of the present research is to analyze whether animated content can be of pedagogical significance to be used for teaching vocabulary and phrases to young EFL learners of English. The research design and methodology of the present study are quantitative and experimental, based on a pretest and post-test data analysis approach for young EFL learners at the primary education level. The finding indicates that vocabulary and speaking are contrastingly enhanced by watching animated content. Audiovisual learning improves not only speaking skills but promotes focus and attention also. It is recommended that ELT teachers may find it useful to improve initial level speaking and vocabulary learning among young EFL learners. It impacts on vocabulary, pronunciation and grammar.

Keywords: Screen time, Animated cartoons, EFL vocabulary.



Abstract ID: IMCLCER-27

**Replacement of text with Emojis and Symbols: An Analysis of Usage of Emojis and Symbols
for Communication in social media**

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Abstract:

This study focuses on the replacement of text with emojis and symbols to convey ideas and feelings for communication on social media. This research aims to explore how emojis and symbols replaced text, and how they are used to express feelings and convey meanings in daily life conversation. For this purpose, communication theory by S.F Scudder is used in a theoretical framework. It is qualitative research. Data has been collected from different chats, in which different types of emojis and symbols are used. From data analysis, it can be analyzed that emojis and symbols have hidden meanings according to context. From the findings, it can be concluded that emojis and symbols convey complete meanings in different contexts in a short time. For daily life communication, it can be shown that emojis and symbols replaced text and are used effectively to convey ideas, emotions, and feelings. Emojis create emotional information and build faster communication. These emojis and symbols replaced text and one emoji or symbol has a completely hidden meaning in itself.

Keywords: Symbols, Emojis, social media, mobile phone, text.



Abstract ID: IMCLCER-28

**Enhancing Undergraduate English Language Reading Skills: A Comprehensive Investigation
into the Efficacy of Mobile-Assisted Language Learning (MALL)**

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Abstract:

Mobile-assisted language learning (MALL) comprises the use of mobile technology in language learning, signifying its role in supporting language learning activities. This study explores the effectiveness of Mobile-assisted Language Learning (MALL) in enhancing English language reading skills at the undergraduate level. English language reading skills are introduced as supplementary teaching materials with the aid of mobile devices. The research employs an experimental design, including a pre-test, intervention, post-test, and classroom observations for data collection. The experimental group, comprising both male and female participants, receives a 10-week intervention. This intervention involves various English language reading activities delivered through different mobile applications and online teaching materials. The paired-sample t-test is applied to analyze pre-test and post-test results for both the control and experimental groups. The findings indicate that Mobile-assisted language learning significantly improves English language reading skills at the undergraduate level. In conclusion, the integration of Mobile-assisted language learning has a substantial positive impact on English language reading skills."

Keywords: Mobile-assisted language learning (MALL), Mobile Learning, Supplementary Teaching Material, Intervention, English language reading skills.



Abstract ID: IMCLCER-29

An Investigation into Complexity of Developing English Reading Skills among Secondary School Students in Larkana, Sindh, Pakistan

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Abstract:

In the 21st century of technological advancement, most online resources for teaching and learning are in English, and the English language is becoming increasingly widely spoken but, unfortunately, low English reading skill is common phenomenon among secondary school students in Larkana, Sindh Pakistan. Therefore, this study aimed to investigate into complexity of developing English reading skills among secondary school students in Larkana, Sindh, Pakistan. This descriptive study was survey based since it used a mixed method approach. The researcher of this research selected 288 respondents for sample comprising 200 secondary school teachers (100 male & 100 female), 80 secondary students (40 boys & 40 girls) for quantitative data and 08 teachers (04 male & 04 female) for qualitative data through simple random sampling technique. The researcher used three instruments, questionnaire, standardized comprehension test, and semi-structured interview for this research to collect primary data. The quantitative data was analyzed in SPSS by using descriptive and inferential statistics whereas qualitative data was analyzed through thematic analysis. Results revealed that secondary teachers had a low level of beliefs towards teaching strategies, and a higher level of beliefs towards the challenges faced in developing the English reading comprehension skills of secondary school students. In addition, it reflected an overall weak but positive correlation between teachers' teaching strategies and students' performance in English Reading comprehension test. This study recommends that to develop students' English reading skills, teachers should implement proper teaching strategies aligned with the learning goals and demands of the globe. In addition, the findings of this study may be fruitful for researchers, educationists, policy makers, and course designers to develop the mechanism that could help the teachers in developing reading skills among secondary school students in future.

Keywords: Teachers' beliefs, English reading skills, Teaching strategies, Secondary school teachers and students.



Abstract ID: IMCLCER-30

Graduating Student's Attitudes and Intentions towards Sustainable Tourism

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Abstract:

As the global tourism industry faces increasing scrutiny and concerns about its environmental and socio-cultural impacts, this study explores the attitudes and intentions of graduating students towards sustainable tourism. Recognizing the importance of the upcoming workforce in shaping the future of the industry, this research aims to shed light on the perspectives of those poised to enter the field. This research paper employs a quantitative research methods approach, incorporating surveys to gather data from a diverse sample of graduating students majoring in tourism, hospitality, and related fields. The study examines their perceptions of sustainable tourism, including environmental, social, and economic dimensions, and assesses the extent to which they consider sustainability principles in their career aspirations.

Preliminary findings reveal a growing awareness and concern among graduating students about the negative impacts of conventional tourism practices on the environment and local communities. Moreover, a significant portion of the sample expresses a willingness to incorporate sustainable practices in their future careers, indicating a shift towards a more responsible and ethical approach to tourism. However, the study also identifies barriers and challenges that might hinder the integration of sustainable tourism principles into their professional lives. The results of this research have implications for educational institutions, policy makers, and the tourism industry, as they offer insights into how to better prepare the next generation of tourism professionals to embrace sustainability and mitigate the industry's adverse effects. Furthermore, the study contributes to the broader discourse on sustainable tourism by examining the attitudes and intentions of a crucial stakeholder group in its development - the graduating students who will become the industry's future leaders.

Keywords: Sustainable Tourism, Attitude, Intention.



Abstract ID: IMCLCER-31

The Importance of Academic Writing Skills Course among University Students

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Abstract:

The study was designed to examine the perceived importance of academic writing skills course among university students. Fifty linguistics teachers of twelve public universities participated in this study. The researcher developed a questionnaire to measure the level of perceived importance of the course. The collected data was analyzed using descriptive statistics and regressions.

It was revealed that the academic writing skills (Vocabulary, unity, coherence, paraphrasing and polishing) course was perceived by the majority of the respondents as an important course for the acquisition of writing skills to tailor a good essay. The joint contribution of all of the five selected writing skills towards was sixty five percent to the variance in writing a good essay. It was recommended that university should improve the delivery of the course by ensuring that both human and material resources are adequately provided for the realization of the anticipated results.

Keywords: academic writing skills, course, students, perceived importance, sentence, paragraph, essay



Abstract ID: IMCLCER-32

**Increasing Speaking Skill of EFL Learner's through BBC News at Secondary Level in
Pakistan**

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Abstract:

This paper aims to reveal the emerging influence of English in Pakistan having a high standard as a second language learning after an effective appliance of use of English news using a medium of British broadcaster BBC. English is simple language and use as language of power in worldwide. It is not related to intelligence of a person. If a person listen and speak English, he can easily become master in English language. Previous researches and studies show that listening and reading improve speaking skills and students come across to know about the exact pronunciation of sounds. In Pakistan, students are unable to the oral communication but after listening BBC news students meet up a abundance of vocabulary which enable them to produce more words on their own. Our subjects have been shaping in English but students are still unable to speak English. This research explains that how can listening BBC news increase speaking skill of students at secondary level. This research is made at a school in Sahiwal division. Research divide class in two groups. Each group consists of 10 students. Researcher collect data from observation, test and survey. Analysis of data shows improvement and positive response in speaking ability of experimental group. This improvement is shown in digits into findings after a questionnaire. The conclusion of this research shows the second objective of this article is that there is improvement in speaking skill of students along with the strengthen of mounting position of English in Pakistan as a second language learning (L2).

Keywords: Speaking skills, EFL learners.



Abstract ID: IMCLCER-33

Language Attitudes and Language Choices among Undergraduate English Language Learners: A Comparative Study of Sindhi and English Language at University of Sindh

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Abstract:

Language attitude is one of the important principles in social science (Cooper & Fishman, 1974). Research in language attitudes has played the great role in exposing people's attitudes and stereotype responses to the use of language and that cannot be overestimated (De Klerk & Bosch, 1993). Thus, the present study aimed to analyze the language attitudes of undergraduate English language learners (ELLs) words their mother tongue (Sindhi), and the official language (English). It aimed to investigate the language choices of undergraduate English language learners (ELLs) in different domains. The study used quantitative method research design, where survey was conducted from 150 undergraduate English language learners (ELLs). The results shows that undergraduate English language learners have positive attitudes towards the both of languages (Sindhi, and English). The descriptive analysis has revealed, that undergraduate English language learners consider English as language which should be used in all domains, the language that help them to advance academically, and which improves their economic and social status. For Sindhi language, they shred that it should also be used as medium of instruction, since it's our ethnic identity. Further, talking about Sindhi Language, they added that it's important for our children to speak Sindhi effectively.

Keywords: Language attitudes & Language Choices.



Abstract ID: IMCLCER-34

Exploring the use of boosters in Pakistani Engineering research papers: A corpus-based study

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Abstract:

The aim of this study is to investigate the use of Boosters in engineering and technological research papers written by Pakistani scholars. The objectives of the study were to investigate and compare the use of boosters between the two corpora. The present study has followed Hyland & Tse's (2004) Interpersonal model of Metadiscourse. For this purpose, we built a specialized corpus of computer science and electrical engineering research papers, 50 in each. Research papers were selected from Pakistani X-category journals recognized by HEC (Higher Education Commission) and downloaded from research repositories published between 2015 to 2022. A mixed method (qualitative and quantitative) was employed. Before *analyzing* the frequency of data, the extracted according to Hyland's (2005) taxonomy of interactional markers were checked and filtered carefully through manual examination of the markers into the source texts, and the frequencies of occurrences were updated accordingly. The statistical data was collected using SPSS v.20. A chi-square test was computed and it was indicated that there is a significant difference between the two corpora in the use of boosters. The results indicated that electrical engineers employ more boosters than computer science writers. This study provides an opportunity to advance our knowledge of metadiscourse features.

Keywords: Use of boosters, Engineering, Research papers.



Abstract ID: IMCLCER-35

**EXPLORING CONSONANTAL DIFFERENCES: A COMPARATIVE STUDY OF
KALASHA, GREEK AND ENGLISH PHONEMES**

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Abstract:

Exploring the consonant sounds of different languages will unveil the linguistic diversity among them. This study aims at focusing on articulatory analysis, phonetic transcriptions of symbols, similarities and dissimilarities between the sounds of Kalasha, English and Greek languages. The research study involves phonetical and phonological parameters as the foundation for the comparison. It tries to delve into the genetic roots of these languages to examine the origin, culture and use in this modernistic world which will help to understand these languages in more depth in terms of consonant sounds. The study also focused on the unique and versatile elements of each language which will enhance the knowledge about them.

Keywords: Kalasha, Greek and English languages, Phonological comparison, consonant sounds.



Abstract ID: IMCLCER-35

**DETERMINING THE FACTORS OF FINANCIAL WELL-BEING OF PROPRIETORS IN
DISTRICT SHIKARPUR**

**Mr. ALI HYDER SHAIKH Mr. ARSLAN AHMED SOOMRO Mr. FAZAL ABBAS SOOMRO Mr.
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Abstract:

The study determines factors which are affecting on financial well-being of proprietors. Objectives have been set to find out the factors of proprietors' well-being, proprietors' stability and to know how to maximize the financial well-being of proprietors in district Shikarpur. In this study convenience sample technique is used, the sample number of proprietors was 370. The study implies the close ended questionnaire in order to gather data so that variables can be determined. The results of study reveal some factors that impact on financial well-being of proprietors, factors are Profit management, education level, credit risk and natural risk. Based on findings the study recommends that proprietors should maintain their profit management for the reason of being financial stable, they should also participate in various business trainings in order to maintain their business very well, as well as they should not deal with credit, and they should have a backup plan about natural disasters so that they can face natural disasters without high risk.

Keywords: Proprietors, Profit Management, Credit Risk, Education Level, Natural Risk, Financial Well-being,



Abstract ID: IMCLCER-36

**CONSUMER PURCHASING INTENTION TOWARDS BUYING ECO-FRIENDLY
AUTOMOBILES IN DISTRICT SHIKARPUR**

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Abstract:

Green Marketing has created its scope in the world as the world is being affected by a Harmful environment. Green marketing and green products are the safest product for the environment those does not affect the atmosphere. The study was conducting in Shikarpur District Some development countries also searching and making the effort to go with green product as per international standard of sustainable Development Goals of World Bank of Pakistan, to meet requirement this study was conducted in Shikarpur District to know the purchase intention of the individuals towards eco-friendly automobiles. The objective of the study is to find out the intention of the consumers towards eco-friendly vehicles in District Shikarpur and also to identify the causes of those intensions towards the eco-friendly vehicles. Our Research Method was Quantitative based on primary data and the purposive sampling technique was used to collect the data from the respondents who are aware of the automobiles. The results of this study are positive and significant that help us to know the purchasing intentions of the consumers towards eco-friendly automobiles in Shikarpur. This research clears that people are very much aware about the eco-friendly automobiles and its impacts. Eco-friendly automobiles are playing vital role in our society where it impacts positively on the purchase intentions of the consumers, same as fuel efficiency, cost effectiveness, Weight reduction, has positive impact on the purchase intentions of the consumers and Charging infrastructure has negative impact on consumer purchasing intention because of the less resources within the district Shikarpur related to the Vehicle charging infrastructure.

Keywords: Consumer, Purchasing, Intention, Eco-friendly, Automobiles



Abstract ID: IMCLCER-37

IMPACT OF FINANCIAL AND NON-FINANCIAL CONSTRAINTS ON GROWTH AND DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN SHIKARPUR

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Abstract:

This paper explains how SMEs in Shikarpur face problems related to generating funds and non-financial problems such as natural disaster and law and order and the assessment of Small and Medium Enterprises in Pakistan. This is of vital importance because small and medium enterprise (SMEs) are considered to be the most important part for the growth and development of almost all economies in the world, but in particular to the underdeveloped nations like Pakistan with high Differences between rich and poor, in relationship with a headache of unemployment. SMEs make a big impact on the economy. They help by producing goods and also by providing good job opportunities. This study is carried out to explain the underlying impact of equity investment, loan, law and order and natural disasters on growth and development of SMEs in Shikarpur. This research also checks the moderating impact of government support on growth and development of SMEs in Shikarpur. The study based on quantitative data, the data were collected through survey questioner from 385 respondents which were the small and medium business's owner in Shikarpur. The findings of the study showed that equity investment, & law and order have a direct, positive, and significant impact. While loan and natural disasters have a direct, negative, and significant impact on growth and development of SMEs in Shikarpur. Government support have also a significant impact as Moderating variable between loan, law and order & natural disasters, and growth and development of SMEs in Shikarpur. Government support have a non-significant impact as Moderating variable between equity investment and growth and development of SMEs in Shikarpur. SMEs have incredible potential to grow, but they face substantial challenges. These constraints include financial limitations due to the absence of a strong legal framework, extensive collateral demands, and limited government support, poor law and order situation, and the risk of natural disasters (COVID-19, heavy rain and flood). The outcomes of this research are beneficial to the growth and development of SMEs in Shikarpur.

Keywords: SME'S, financial constraints, nonfinancial constraints. Growth and development of Sme's, ND (natural disaster), GS (government support).



Abstract ID: IMCLCER-38

Factor affecting customer satisfaction in hotel industry of Northern Sindh

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Abstract:

The increase in tourism and business travel has led to tremendous expansion in the hotel sector in Northern Sindh, Pakistan. This study focuses on staff behaviour, service quality, pricing equity, and hotel environment to find the elements that affect patron satisfaction in Northern Sindh hotels. The study has looked into the relationship between consumer happiness and hotel staff behaviour, service quality, price, and hotel ambiance. The research aims to offer hotel management insights to improve customer happiness, loyalty, and overall company performance by looking at these elements. Customers' information was being gathered from hotels in Larkana, Sukkur, and Khairpur and analyzed with SPSS version 15.0. This study model intends to clarify the intricate relationships between consumer satisfaction and the Northern Sindh hospitality sector, as well as to contribute to the formulation of tactics for maintaining competitiveness in this expanding business.

Keywords: SMEs, Automobile, etc.



Abstract ID: IMCLCER-38

STRATEGIES TO BOOST THE SALES OF SHIKARPUR PICKLES IN INTERNATIONAL MARKET

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Sindh-Pakistan

Abstract:

The concept of pickle originated after man felt need to preserve food for longer time. Four hundred years ago it was India who prepared pickle and now this is become essential item in every house with their meal. In Shikarpur there were two family (Siddique and Soomro) who started preparing pickle in home and people bought their pickle from their home. The aim of this study is to explore those strategies which boost the sales of Shikarpur pickle in international market and to know the perception of targeted consumers in international market and to expand the Shikarpur pickles in international market. This study has adopted a Quantitative method with a cross sectional design. Data were collected from 390 respondents using a structured survey instrument, enhanced by secondary data from previous research papers and reports. The survey is consisted of closed-ended questions to gather quantitative data, and the collected information, statistical analysis by using SPSS 18. Our research adopts a positivism philosophy and a deductive approach, aiming to test existing theories in a structured manner. The survey strategy was chosen to ensure a comprehensive understanding of the research problem. Our research Results show that differentiation strategy make highest Positive impact on the sales of Shikarpur pickles in international market. with the beta value of.351.and secondly the focus strategy makes 2nd highest positive impact on sales of Shikarpur pickles with the beta value .305 and at the 3rd the cost reduction strategy contributes with the beta value of.056.all these values are significant. We emphasized the potential of social media in amplifying the impact of these strategies, as it offers a powerful platform to connect with a global audience and promote Shikarpur pickles. It was found the key problems and challenges that shikarpur pickle industry is facing to go internationally such as lack of technological advancement and employee training, need of strategies, unaccommodating of government, high government taxes and Packaging of the product. We have considered three main strategies: cost reduction, differentiation, and focus strategies, along with the role of social media as a moderator.

Keywords: cost reduction strategy, differentiation strategy, focus strategy, social media, boost sales, Shikarpur pickle



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Forecasting Of Stock Returns of Textile Sector of Pakistan Using the ARIMA Model

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Abstract:

Investment decisions play a vital role in getting the desired return from the stock market forecast. The capacity to correctly forecast stock values has long been sought after in the global community of financial markets. This investigation's primary goal is to develop and use an ARIMA model for predicting future PSX Composite Textile values. The research seeks to generate reliable and valuable forecasts that benefit investors, analysts, and stakeholders from the intricate textile industry and its significant influence on global markets. To forecast the Pakistan textile sector, we used the ARMA model which is a statistical model also called Box Jenkins methodology. The results showed that All firms are providing positive returns on most of the days but they also perform negatively on few days and investors can get returns if they invest accordingly. This study is based on forecasting stock returns of textile sector of Pakistan using the ARIMA model. ARIMA is a generalized form of ARMA, also called box Jenkin methodology. This study used ARMA model because data were stationary at level. The sample size is 15 firms from a population of 59 companies and forecast results are given for the 10 companies, because 5 firms showed unavailability of the data. The results showed that All firms are providing positive returns on most of the days but they also perform negatively on few days and investors can get returns if they invest accordingly.

Keywords: ARIMA, Stocks Returns, Forecasting Stock Returns, Textile Composite of Pakistan, PSX.



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**Development of Credit Risk Management Model for Microfinance Loans of Pakistan: A Case
study of District Shikarpur**

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ABSTRACT

The credit risk development history for management models in microfinance was traced in 2000 at Pakistan. When it grew in Pakistan, the thing arises for the need so that it addresses the unique credit risk associated with the lending of the low- and small-income individuals' businesses. The purpose of our study in this research to determine the influence of credit risk management on loans. The intended of our study it was suggested by our research objective which define to develop a Credit Risk Management that can help microfinance banks and institutions to notify whom to give loan in order to maintain recovery of loan and create a model that helps to analysis to firms whom to give loans. The study of our research is descriptive and we have used Sampling method and chosen the convenient technique, as we can reach to the customers to get our answers. We have targeted Microfinance customers in Shikarpur District. Sample which we have drawn from total targeted population 265 in our Shikarpur. questionnaires were used to in order to collect data. Reliability and Average Variance Extracted Descriptive Statistics, Mean, Skewness, Standard Deviation, Kurtosis, Bartlett's techniques, chi square, anti-image matrices, model fit test, ANOVA Hypothesis direct relationship, were used to analysis. Furthermore, Credit risk has significantly positively impacted by Unemployment, Multiple Borrowings, Low income, non-collateral loan, Investment and interest rate. Finally, we found positive impact of Unemployment, Multiple Borrowings, Low income, non-collateral loan, and Investment on credit risk. Microfinance institutions must carefully notify these variables before giving the loan.

Key Words: *Microfinance Bank, Credit Risk, etc.*