



The Shaikh Ayaz University,
Shikarpur, Pakistan
In collaboration with
Englishers LLL International, Turkey
Presents



1st International Multidisciplinary Conference on Language, Culture and Educational Revival

**23-25 November, 2023
SAUS
(Shaikh Ayaz University, Shikarpur)**



Moderator: Ms. Chahat Batool

Day – 1, November 23, 2023 (Thursday)		
Inaugural Session		
09:55 am	Guests to be Seated: National Anthem	05 min
10:00 - 10:05	Recitation from the Quran Dr. Muhammad Ali Shaikh	05 min
10:05 - 10:10	SAUS, Video Introduction	05 min
10:10- 10:15	Welcome Note Prof. Dr. Mehmood ul Hassan Chairman Dept. of English Language and Literature Assistant Manager Linkages, Englishers International The Shaikh Ayaz University, Shikarpur	5 min
10:15 - 10:35	Keynote Speech – 1 (International) Assoc. Prof. Dr. Mohan Rathakrishnan Universiti Utara Malaysia	20 min
10:35-10:50	Speaker (National) Prof. Dr. Saiqa Imtiaz Bahauddin Zakariya University, Multan, Pakistan	15 min
10:50 – 11:05	Keynote Speech-2 (National) Prof. Dr. Liaqat Ali Channa President Englishers Balochistan BUIITEMS Quetta Balochistan.	15 min
11:05 – 11:20	Address by Chief Guest Prof. Dr. G. Raza Bhatti Vice-chancellor The Shaikh Ayaz University Shikarpur.	15 min
11:20 – 11:30	Group Photo	10 min
11:30 – 11:40	Networking	15 min
11:40 – 14:00	Lunch and Prayer Break	

Note: Please use the same link to join all sessions

Online Link: Join Zoom Meeting

<https://zoom.us/j/92514077598?pwd=TVltOTJNOVAvY2p6QS9lM3dQREJ5dz09>

Meeting ID: 925 1407 7598

Passcode: 108268



Academic Session 1 (Day -1), November 23, 2023 (Thursday)

Keynote Speakers

14:00 -14:15	Dr. Muntazar Mehdi National University of Modern Languages, Islamabad	15 min
14:15 – 14:30	Dr. Muhammad Ajmal (SAUS)	15 min

Plenary Sessions: 1 (Hall -1):

Session Chair: Prof. Dr. Mehmood ul Hassan

Moderator: Hira Soomro

S. No	Time	Presenter	Institution	Title	
1.	02:30 - 02:45	Yasir Ahmad Bhutto	The Shaikh Ayaz University Shikarpur	Exploring Learning Strategies for Vocabulary Development: A Comparative Study of Two Universities of Sindh, Pakistan	15 min
2.	02:45 - 03:00	Amna & Aalia Baloch	BNBWU, Sukkur	ACTIVE LEARNING:AN EFFECTIVE METACOGNITIVE STRATEGY FOR LANGUAGE ACQUISITION	15 min
3.	03:00 - 03:15	Areesha Ashfaque	BNBWU, Sukkur	Vocabulary Instructions with in a Semantic Field	15 min
4.	03:15 - 03:30	Arbish bhabhro & Iqra Muhammad	BNBWU, Sukkur	Exploring Cognitive Strategies Used in Reading Comprehension	15 min
5.	03:30 - 03:45	Dr. Muhammad Pervaiz	IUB Rahim Yar Khan	Determinants of University Choice for Students	15 min
6.	03:45 - 04:00	Kiran Nawaz	BNBWU, Sukkur	A case study of Code switching and Code mixing among Begum Nusrat Bhutto Women University Sukkur students	15 min
7.	4:00 – 4:15	Muhammad Ismail Soomro	Khawaja Fareed University	Role of Instructors Mentoring and pedagogical Strategies in students' English Language learning at Secondary level	15 min
Q/A session					

Plenary Sessions: 1 (Hall -2):

Session Chair: Malik Allah Dad

Moderator: Mehboob Ali Golo

S. No	Time	Presenter	Institution	Title	
1.	02:30 - 02:45	Prof. Jaweed Hussain Dayo	Ex- Faculty Member The Shaikh Ayaz University Shikarpur	EFFECT OF TEACHERS' KNOWLEDGE ON STUDENTS' ACHIEVEMENT IN MULTIPLE LINGUISTICS SUBJECTS	15 min
2.	02:45 - 03:00	Ghulam Raza	The Shaikh Ayaz University Shikarpur	Problems in Speaking English Language among Students of Secondary Level in Shikarpur: A Student's Perspective.	15 min
3.	03:00 - 03:15	Muhammad Yousaf	The Shaikh Ayaz University Shikarpur	The Impact of Multiplayer Video Games in Fostering Communication Skills in English Language of Undergraduates	15 min
4.	03:15 - 03:30	Aqsa Hafeez	BNBWU, Sukkur	Investigating the need for English for specific purposes at different disciplines in public sector universities, Sindh-Pakistan.	15 min
5.	03:30 - 03:45	Rumaisa Hanif & Syeda Eliza Hashmi	BNBWU, Sukkur	CHILD LANGUAGE ACQUISITION IN ENGLISH	15 min
6.	03:45 - 04:00	Rubayya Rafique & Mussrat Khatoon	BNBWU, Sukkur	The significance of English as a global language in the modern era.	15 min
7.	4:00 – 4:15	Shahid Nadeem	IUB Rahim Yar Khan	Financial Management Practices in Secondary Schools of District Rahim Yar Khan	15 min
8.	4:15 – 4:30	Muhammad Safdar	IUB Rahim Yar Khan	Role of Physical Resources and Classroom Management in Students Learning at Secondary School Level	15 min
Q/A session					



Plenary Sessions: 1 (Hall -3):

Session Chair: Dr. Noman Soomro (SZABIST Karachi)

Co-Chair: Dr. G.M. Mangnejo

Moderator: Ms. Maheema Quraishi

S. No	Time	Presenter	Institution	Title	
1.	02:30 - 02:45	Mr. Kumail Hyder et al.	The Department of Business Administration SAUS	“Development of Credit risk Management Model for Microfinance Loans of Pakistan: A Case Study of District Shikarpur”	15 min
2.	02:45 - 03:00	Ms. Hira Billali et al.	The Department of Business Administration SAUS	“STRATEGIES TO BOOST THE SALES OF SHIKARPUR PICKLES IN INTERNATIONAL MARKET”	15 min
3.	03:00 - 03:15	Ms. Fiza Dayo et al.	The Department of Business Administration SAUS	“Forecasting Of Stock Returns of Textile Sector of Pakistan Using the ARIMA Model”	15 min
4.	3:15 - 3:30	Mr. Ahad Habib Chohan et al.	The Department of Business Administration SAUS	“CONSUMER PURCHASING INTENTION TOWARDS BUYING ECO-FRIENDLY AUTOMOBILES IN DISTRICT SHIKARPUR”	15 min
5.	3:30 – 3:45	Mr. ALI HYDER SHAIKH et al.	The Department of Business Administration SAUS	“DETERMINING THE FACTORS OF FINANCIAL WELL-BEING OF PROPRIETORS IN DISTRICT SHIKARPUR”	15 min
6.	3:45 – 4:00	Ms. Faria Mangi et al.	The Department of Business Administration SAUS	“IMPACT OF FINANCIAL AND NON-FINANCIAL CONSTRAINTS ON GROWTH AND DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN SHIKARPUR”	15 min
7.	4:00 – 4:15	Mr. Farman Aijaz et al.	The Department of Business Administration SAUS	Factor affecting customer satisfaction in hotel industry of Northern Sindh	15 min
Q/A session					

Online Link: Join Zoom Meeting

<https://zoom.us/j/91684204536?pwd=ZzVybfpsOEZlUmtzM3U0Wi93aUpXQT09>

Meeting ID: 916 8420 4536

Passcode: 362296



Day -2, November 24, 2023 (Friday)	
Panel Discussion (09:00 – 10:30)	
Topic: Pakistani Languages & English Language, History, Status and Prospects	
Moderators:	Dr. Mubarak Ali Lashari Dr. Waseem Hassan Malik
Chair of the Session	Prof. Dr. Arabella Bhutto Member, Advisory Council Englishers Sindh Vice Chancellor, SABS Uni. of Art, Design and Heritage, Jamshoro
Panelists:	Dr. Shuja Ahmed Mehesar (Sindh University, Jamshoro) Advisor Local Languages Englishers Sindh
	Prof. Dr. Tariq Hassan Umrani (Sindh University, Jamshoro) Member Trainings, Englishers International
	Dr. Shumaila Memon (MUET, Jamshoro) Advisor Academics, Englishers Pakistan
	Prof. Dr. Abdul Fattah Soomro (Sindh University, Jamshoro)
	Dr. Mushtaque Ahmed (University of Sahiwal, Punjab)
	Dr. Muhammad Asif (Gazi University, DG Khan) Advisor Trainings, Englishers South Punjab

Online Link: Join Zoom Meeting

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Lunch and Jumma Prayer Break: (12:30 – 14:00)



Day -2, November 24, 2023 (Friday)
Online Academic Session 1
1030-1230

Keynote Speakers

10:30-10:45	Prof. Dr. Zulifqar Ali Shah Shah Abdul Latif University Khairpur	15 min
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Plenary Sessions 2: (Hall -1):

Session Chair: Dr. Zulifqar Ali Rajpar

Moderator: Ms. Neelam Jugwani

S.No.	Time	Presenter	Institution	Title	
1.	10:50 - 11:05	Syeda Mahnoor Nimal	BNBWU, Sukkur	An Analysis of Linguistic Elements in Harry Potter and The Philosopher's Stone	15 min
2.	11:05 - 11:20	Bisma Latif	BNBWU, Sukkur	EXPLORING THE PROS AND CONS of SOCIAL MEDIA IN EDUCATION	15 min
3.	11:20 - 11:35	Sawera Baloch	BNBWU, Sukkur	Factors Behind the Success of "Harry Potter and the Philosopher's Stone"	15 min
4.	11:35 - 11:50	Farhana & Iqra Altaf	BNBWU, Sukkur	An Analysis of Imperative Sentences in Harry Potter and the Philosopher's Stone	15 min
5.	11:50 - 12:05	Miss Aisha Soomro	BNBWU, Sukkur	An Analysis of the moral values of the novel Harry Potter and the philosopher's stone	15 min
6.	12:05- 12:20	Muhammad Yasir	BUIITEMS, Quetta	The Tradition of Research in Urdu Literature	15 min
7.	12:20 - 12:35	Umar Farooq		The Interplay Between Maslow's Hierarchy of Needs and Mindfulness in Santiago's Journey in 'The Alchemist	15 min
8.	12:35 - 12:50	Ume Rubab	BNBWU, Sukkur	Factors Behind the Success of "Harry Potter and the Philosopher's Stone	15 min
9.	12:50 - 13:05	Ayesha Jumani	BNBWU, Sukkur	Unveiling Mythical Elements IN J.K ROWLING'S HARRY POTTER AND THE PHILOSOPHER'S STONE	15 min
10.	13: 05 – 13:20	Mehak Shehzadi	University of Sahiwal	"Discursive and Phonetic Analysis of Muniba Mazari Bloch's Speech: We All Are Perfectly Imperfect	15 min
Five Minutes in every presentation are included for question answers					

Online Link: Join Zoom Meeting

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Passcode: 362296



Day -2, November 24, 2023 (Friday) Online Academic Session 2 1400-1700		
Keynote Speakers		
14:00-14:20	Prof. Dr. M Asim Mahmood President Englishers Punjab Dean, Faculty of Arts and Social Sciences	20min
14:20 - 14:40	Dr. Faisal Nazir Karachi University, Karachi	20 min

Plenary Sessions 3: (Hall -1):

Session Chair: Dr. Sardar Takwa, Turkey

Moderator: Dr. Sahib Khatoon Mehran University Sindh

S.No.	Time	Presenter	Institution	Title	
1.	14:45 - 15:00	Zafran Saeed	Kohat University of Science and Technology	Critical Discourse Analysis of Discursive Strategies Employed in United Nations General Assembly Speeches of Imran Khan: A Socio-Cognitive Perspective	15 min
2.	15:00 - 15:15	Nadia Wahab	Kohat University of Science and Technology	Self-Regulated Language Learning: The Role of YouTube for Learning English by ESL Learners at KUST	15 min
3.	15:15 - 15:30	Zunaira Yousaf	University of Sahiwal	Developing EFL creative writing through brain storming: At higher secondary level	15 min
4.	15:30 - 15:45	Dr. Muhammad Atif Zahid	G.C. University Faisalabad	FACTORS AFFECTING THE DEVELOPMENT OF SOCIAL-EMOTIONAL COMPETENCE AMONG STUDENTS	15 min
5.	15:45 - 16:00	Rehmat Nazeer	BNBWU, Sukkur	Impact of English on Pakistani Languages	15 min
6.	16:00- 16:15	Humayun Arshad	Kohat University	A Comparative Study of Urdu and English Syntactic Structures Using X-Bar Theory	15 min
7.	16:15 - 16:30	Saba Hanif	University of Sahiwal	Vocabulary learning of EFL Learners at Elementary Level, a Pakistani English Corpus Based Approach	15 min
8.	15:30 - 16:45	Hafsa Jamshaid Gill	University of Sahiwal	Exposure to Screen Time: A Study of Animated Cartoons in Improving EFL Vocabulary Bank of Young Learners at the Primary Education Level	15 min
9.	16:45 - 17:00	Bilal Hussain	NUML, Islamabad	Enhancing Language Proficiency of ESL Learners through Extensive Reading: An Experimental Study	15 min
10.	17:00 – 17:15	Nadia Mallah	Quest Nawabshah	Sindhi Language	15 min
11.	17:15 – 17:30	Muhammad Hassan Shaikh	SALU Khairpur	A Comparative Study of Walt Whitman and Shaikh Ayaz's Poetry with regard to concepts of Freedom and Death	15 min
12.	17:30 – 17:45	Memoona Otho	Quest Nawabshah	The comparative study of sindhi language, it's importance, variations and six major dialects of sindhi language	15 min
Five Minutes in every presentation are included for question answers					



Plenary Sessions 3: (Hall -2):

Session Chair: Assoc. Dr. Riaz Hussain IUB,

Moderator: Ghulam Raza Junejo

S.No.	Time	Presenter	Institution	Title	
1.	14:45 - 15:00	Azra Liaquat	University of Sahiwal	Replacement of text with Emojis and Symbols: An Analysis of Usage of Emojis and Symbols for Communication in social media.	15 min
2.	15:00 - 15:15	Ayesha Asad	Fatima Jannah Women University Rawalpindi	Enhancing Undergraduate English Language Reading Skills: A Comprehensive Investigation into the Efficacy of Mobile-Assisted Language Learning (MALL)	15 min
3.	15:15 - 15:30	Ghulam Fatima	BNBWU, Sukkur	Discourse Analysis of Gender Representation in Advertisement: Stereotypes and Subversion	15 min
4.	15:30 - 15:45	Ishfaq Ali Kalhor	The Shaikh Ayaz University Shikarpur	An Investigation into Complexity of Developing English Reading Skills among Secondary School Students in Larkana, Sindh Pakistan	15 min
5.	15:45 - 16:00	Ahmad Raza Mirani/Ali Mustafa	Shah Abdul Latif University Khairpur	Graduating Student's Attitudes and Intentions towards Sustainable Tourism	15 min
6.	16:00- 16:15	Dr. Khuda Baksh	G.C. University Faisalabad	The Importance of Academic Writing Skills Course among University Students	15 min
7.	16:15 - 16:30	Hamza Ishaq	University of Sahiwal	Increasing Speaking Skill of EFL Learner's through BBC News at Secondary	15 min
8.	15:30 - 16:45	Nishfa Rajper	Benazir Bhutto Shaheed University Lyari Karachi	Language Attitudes and Language Choices among Undergraduate English Language Learners	15 min
9.	16:45 - 17:00	Sanam Gul	Benazir Bhutto Shaheed University, Lyari, Karachi	Exploring the use of boosters in Pakistani Engineering research papers: A corpus-based study	15 min
10.	17:00 – 17:15	Aliza Khan	BNBWU, Sukkur	Investigating the need for English for specific purposes at different disciplines in public sector universities, Sindh-Pakistan.	15 min
11.	17:15 – 17:30	Abeeha Adan	University of Sahiwal	EXPLORING CONSONANTAL DIFFERENCES: A COMPARATIVE STUDY OF KALASHA, GREEK AND ENGLISH PHONEMES	15 min
12.	17:30 – 17:45	Aafreen Shaikh & Saira Naz	BNBWU, Sukkur	Student perception of blog in an undergraduate linguistic course	15 min
Five Minutes in every presentation are included for question answers					

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Day – 3, November 25, 2023 (Saturday)		
Concluding Ceremony 1000-1200 hrs		
Presenter	Title	Time
10:00 - 10:15		
10:15 - 10:30		
	Concluding Ceremony	
	Tea Break	
	Departure of Guests	



INSTRUCTIONS

1. Please go through the program and convey to the committee at conficer@saus.edu.pk in case there are any ambiguities, clashes or repetitions.
2. Please also crosscheck your mode of presentation- physical or virtual- let us know at conficer@saus.edu.pk (or Whatsapp 03336700905) if there is any change needed.
3. If a presenter needs assistance in finding accommodation at Shikarpur, please contact Whatsapp 03336700905.
4. Non-presenters' attendance of all sessions is mandatory for getting certificate.
5. For online presenters, Zoom link for joining the sessions has been provided in the program. Please join the session 10 minutes prior to the sessions start. Late comers may not be entertained
6. Please join with your full names and affiliations. Avoid Non-registered and unprofessional ID Names.
7. The video of online presenters must be on during presentation.
8. Chairs/Moderators are responsible for the presentation and scientific discussion (question answer) section of the sessions besides managing the time allocated for the session and recording of the sessions.
9. Chairs will be required to culminate the sessions within the given schedule.
10. Pakistan time has been mentioned; however, chairs of different sessions and presenters are instructed to adjust their time accordingly.
11. Requests such as change of place and time will not be taken into consideration in the conference program.
12. The presenters, who have paid the fee are supposed to send the payment receipt to the email address given below in order to be a registered candidate.
13. If a presenters' names are not mentioned in the conference program whereas the acceptance letter is issued by the Scientific Committee and is desirous to present, s/he can still present; however, certificate will only be provided once a presenter is registered.
14. The online presenters must write their plenary session and hall number while joining
15. For physical presentation, the registration desk will be available on campus.
16. All registered participants will be provided registration cards on campus. Wearing of cards is mandatory while attending any proceedings of the conference. Hence, wearing of cards is mandatory in order to avoid any untoward situation.

Prof Dr. Mehmood ul Hassan

Conference Chair
Assistant Manager Linkages
Englishers International

Prof. Dr. Habibullah Pathan

Conference Chair
President Englishers Sindh
Mehran University Sindh