

Capacity
AnalyticsIQRA
UNIVERSITY
H-9 CAMPUS, ISLAMABAD

State, Society and Culture Dynamics of Power, Identity, and Change

SOCIAL SCIENCES CONFERENCE
FEBRUARY 25, 2025

PROGRAMME AND ABSTRACTS

MUHAMMAD ABDULLAH
FOCAL PERSON

State, Society and Culture Dynamics of Power, Identity, and Change

SOCIAL SCIENCES CONFERENCE
FEBRUARY 25, 2025

PROGRAMME AND ABSTRACTS

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PROLOGUE

It is with great honour and pride that we present the Programme and Abstract Booklet for the conference titled "State, Society, and Culture: Dynamics of Power, Identity, and Change." This conference, hosted by the Faculty of Social Sciences, Iqra University Islamabad Campus, marks another milestone in our tradition of academic excellence and interdisciplinary engagement.

Building on the success of our first-ever conference held in 2022, titled "75 Years of Pakistan: History, Diplomacy, and Economy," which was organised to commemorate Pakistan's remarkable journey since independence, this event reflects our commitment to fostering critical discourse on pivotal societal themes. The 2022 conference brought together a diverse array of scholars to analyse Pakistan's historical trajectory, diplomatic endeavours, and economic challenges. It set the stage for meaningful dialogues, and today's conference continues that legacy with a renewed focus on pressing global and local issues.

This year, the conference aims to explore the intricate interplay between power, identity, and societal transformation. The thematic areas have been carefully curated to address contemporary challenges and opportunities, such as climate change and sustainable development, which explore strategies and innovations to address environmental challenges and promote sustainability. Additionally, topics like Islamic and contemporary arts, culture, and design investigate the role of artistic expression and cultural practices in shaping society and influencing global trends. Discussions also delve into the media as an agent of change, analysing its impact on societal transformation, activism, and the spread of ideas in the digital age. Another focus is redefining history by re-examining historical narratives and their implications for contemporary societies. The politics of globalisation is also addressed, discussing the consequences of globalisation and the reshaping of power dynamics in a connected world. Finally, the digital world and business practices are explored, examining the influence of digital technologies on business models, work environments, and global economic structures.

These themes underscore the critical importance of interdisciplinary approaches to understanding and addressing the complexities of our rapidly changing world. We are delighted to feature thought-provoking keynote addresses, insightful panel discussions, and engaging presentations from scholars and practitioners who bring diverse perspectives and expertise.

We extend our sincere gratitude to the organising committee, contributors, and participants for their unwavering dedication and enthusiasm in making this conference a reality. To all attendees, we hope this event provides an enriching platform for intellectual exchange, collaboration, and inspiration. As we embark on this collective journey of discovery, let us reaffirm our shared commitment to knowledge, innovation, and societal progress.



Professor Eatza Ahmad
Iqra University Islamabad Campus

CONFERENCE ADVISORY COMMITTEE

Professor Eatzaz Ahmad

Faculty of Social Sciences, IUIC

Dr Muhammad Sheharyar Khan

Professor & HOD, Social Sciences Department, IUIC

Dr Muhammad Khan

Associate Professor, Social Sciences Department, IUIC

Dr Tasawar Hussain

Associate Professor, Social Sciences Department, IUIC

Mr Muhammad Abdullah

Senior Lecturer, Social Sciences Department, IUIC

CONFERENCE MANAGEMENT COMMITTEES

Logistics

Mr Abid Ali
Mr Muhammad Ehsan Irfan
Muhammad Abdullah

Finance

Mr Adil Khan
Mr Imran Javed
Dr Muhammad Khan

Reception

Ms Rafia Jalil

Press and Public Relations

Ms Rafia Jalil
Dr Majid Ali

Marketing and Communication

Mr Faisal Shahzad

Conference Publication

Ms Rafia Jalil
Muhammad Abdullah
Dr Tasawar Hussain

Conference Coordinator

Ms Shirin Ahmed

Graphic Design

Ms Shirin Ahmed

SESSION PLAN

FEBRUARY 25, 2025

| | |
|---------------|---|
| 08:45 – 09:15 | Registration |
| 09:15 – 10:30 | Opening Session |
| 10:30 – 11:00 | Tea Break |
| 11:00 – 13:30 | Academic Session One <i>Parallel Session I</i> <i>Parallel Session II</i> <i>Parallel Session III</i> |
| 13:30 – 14:30 | Prayer & Lunch Break |
| 14:30 – 17:00 | Academic Session Two <i>Parallel Session I</i> <i>Parallel Session II</i> <i>Parallel Session III</i> |
| 17:00 – 17:30 | Closing Session |
| 17:30 – 17:45 | Closing Tea |

OPENING SESSION

FEBRUARY 25, 2025

09:15 AM - 11:00 AM

VENUE: Auditorium, Iqra University Islamabad, H-9 Campus

| TIME | PROGRAMME |
|---------------|---------------------------------------|
| 08:45 - 09:15 | Registration |
| 09:15 - 09:25 | Arrival of Guests and National Anthem |
| 09:25 - 09:30 | Recitation from the Holy Quran |
| 09:30 - 09:35 | Introduction of the Conference |
| 09:35 - 10:20 | Panel Discussion |
| 10:20 - 10:30 | Presentation of Mementos |
| 10:30 - 11:00 | Tea Break |

**This programme is tentative and subject to change.*

PANEL DISCUSSION

**CLIMATE CHANGE AND SUSTAINABLE
DEVELOPMENT:
A TRANSITION TO GREEN ECONOMY**

FEBRUARY 25, 2025
09:35 AM - 10:20 AM

Venue: Auditorium, Iqra University Islamabad, H-9 Campus

| | |
|------------------|---|
| PANELIST | DR EATZAZ AHMAD <i>PROFESSOR</i> <i>IQRA UNIVERSITY ISLAMABAD CAMPUS</i> <i>(IUIIC)</i> |
| PANELIST | MS AISHA KHAN <i>CHIEF EXECUTIVE</i> <i>CIVIL SOCIETY COALITION FOR CLIMATE</i> <i>CHANGE (CSCCC)</i> |
| PANELIST | MR ASIF TURANGZAI <i>SENIOR CLIMATE CHANGE OFFICER</i> <i>ASIAN DEVELOPMENT BANK</i> <i>(ADB)</i> |
| MODERATOR | DR MUTEEL UL REHMAN <i>CHIEF TECHNICAL ADVISOR</i> <i>CAPACITY ANALYTICS</i> |

ACADEMIC SESSION ONE

**GREEN HORIZONS: CLIMATE ACTION AND
SUSTAINABLE GROWTH**

FEBRUARY 25, 2025
11:00 AM - 01:30 PM

Chair: Dr Muhammad Jamil

Moderator: Ms Rafia Jalil

Venue: Auditorium, Iqra University Islamabad, H-9 Campus

| S/N | Presenter | Paper Title | Time |
|-----|----------------------------|--|----------------------|
| | Moderator | Introduction to the session | 11:00 - 11:05 |
| 1. | Ms Rafia Jalil | Impact of climate change on women of Global South | 11:05 - 11:19 |
| 2. | Bilal Hassan, Ather Bashir | A comprehensive study of climate change: Adaptation and Mitigation in Pakistan | 11:19 - 11:33 |
| 3. | Sidra Mubashar | Navigating Climate Challenges: Pathways to Sustainable Development in Pakistan | 11:33 - 11:47 |
| 4. | Dr Nadia Zaheer Ali | Climate Change Governance and Foreign Policy of Pakistan | 11:47 - 12:01 |
| 5. | Syeda Saba Israr | Climate Colonialism in Global South: Challenges and Prospects for Climate Justice in Pakistan | 12:01 - 12:15 |
| 6. | Dr Sidra Pervez | Green Business Ethics and AI Governance: A Framework for transparency in Sustainable Marketing | 12:15 - 12:29 |
| 7. | Dr Muhammad Jamil | Adopting Green: Determinants and Cross-Regional Variability in Renewable Energy Uptake | 12:29 - 12:43 |
| 8. | Dr Muhammad Naeem Khan | Quantification of Critical Factors for SEZs under CPEC: A Way Forward for Sustainable Growth | 12:43 - 12:57 |
| 9. | Dr Muhammad Khan | Human capital, energy efficiency, and CO2 emissions: a reassessment of the Environmental Kuznets curve | 12:57 - 13:11 |
| 10. | Dr Eatjaz Ahmad | Environment, Climate Change, and the Economy: Evidence from the Globe | 13:11 - 13:25 |
| | Session Chair | Concluding Remarks | 13:25 - 13:30 |

PARALLEL SESSION I

**UNITY IN DIVERSITY: HARNESSING INTERSECTIONALITY
AND CULTURE FOR GLOBAL SOCIAL CHANGE**

**FEBRUARY 25, 2025
11:00 AM – 1:30 PM**

**Chair: Dr Tasawar Hussain
Moderator: Ms Anum Ilyas**

Venue: Conference Room, Iqra University Islamabad, H-9 Campus

| S/N | Presenter | Paper Title | Time |
|------------|-------------------------|---|----------------------|
| | Moderator | Introduction to the session | 11:00 - 11:05 |
| 1. | Ms Sabahat Haroon | Challenges faced by Fragile States in Soft Image Creation by Authentic Cultural Representation: A Case Study of Pakistani Truck Art Images, the Story they Tell, and the Challenges they Confront | 11:05 - 11:20 |
| 2. | Muhammad Faran Warraich | Rediscovering Historical Narratives and the Art of Sirah Writing: Inspiring Marginalized Voices in a Globalized World | 11:20 - 11:35 |
| 3. | Kulsoom J. Khawaja | Herstory vs. History: Feminist Literature as a Counter-Narrative in Pakistan | 11:35 - 11:50 |
| 4. | Mubasir Hussain | Formalist Analysis of Poetics and Cultural Expression in the Shina Folk Song 'Tavau Gai' | 11:50 - 12:05 |
| 5. | Dr Muddasser Jatala | Framing New Social Movements in Pakistan: Analysis of the Lawyers' Movement and Feminist Activism | 12:05 - 12:20 |
| 6. | Dr Asma Halim | Women Empowerment Through Feminism, Education and Gender Equality in Pakistan: A Case Study of Tehsil Sohawa | 12:20 - 12:35 |
| 7. | Dr Sajid Iqbal | Constructing Identities, Shaping Geopolitics: Narrative Evolution and Identity Politics along the Durand Line | 12:35 - 12:50 |
| 8. | Dr Faraz Anjum | Mawdudi's Concept of History and Islamic Revivalism in the Modern World | 12:50 - 13:05 |
| | Session Chair | Concluding Remarks | 13:05 - 13:20 |

PARALLEL SESSION II

GLOBALIZING DEVELOPMENT: LEVERAGING GLOBAL CONNECTIONS AND POLITICS FOR LOCAL IMPACT

FEBRUARY 25, 2025

11:00 AM - 01:30 PM

Chair: Dr Zafar Nawaz Jaspal

Moderator: Ms Sarwat Aslam

Venue: Main Hall, Iqra University Islamabad, H-9 Campus

| S/N | Presenter | Paper Title | Time |
|-----|---------------------------------|---|----------------------|
| | Moderator | Introduction to the session | 11:00 - 11:05 |
| 1. | Ms Rubab Irfan | China's Belt and Road Initiative: an analysis of Economic Globalization | 11:05 - 11:19 |
| 2. | Anjum Gul Mughal | Impact of Globalization on Relationships and Power among Countries | 11:19 - 11:33 |
| 3. | Dr Muhammad Sheharyar Khan | Pakistan's Foreign Policy Imperatives in the Changing World | 11:33 - 11:47 |
| 4. | Dr Ismail Adaramola | Regionalism and Globalization: A Future | 11:47 - 12:01 |
| 5. | Abdul Azeez Dr Sadia Rafique | Direction of Global Politics The Discourse of Post-colonialism and the Age of Globalization | 12:01 - 12:15 |
| 6. | Dr Huma Qayum | Navigating the Politics of Globalization: Understanding Power Dynamics, Challenges, and Perspectives in an Interconnected World | 12:15 - 12:29 |
| 7. | Dr Muhammad Sajid Khan | Electoral Process and Challenges to Sustainable Democracy in Pakistan | 12:29 - 12:43 |
| 8. | Dr Muhammad Saad | The Russia-Ukraine War: Geopolitical Dynamics, Global Implications and Lessons for Pakistan | 12:43 - 12:57 |
| 9. | Dr Mujtaba Ali Isani | How Globalized is the Islamic World? | 12:57 - 13:11 |
| 10. | Dr Noshad Khan | Climate Change as a Global Challenge and Its Impact on Pakistan | 13:11 - 13:25 |
| | Session Chair | Concluding Remarks | 13:25 - 13:30 |

PARALLEL SESSION III

**THE LEGACY OF PARTITION: SOCIAL, ECONOMIC,
AND POLITICAL IMPACTS ON PAKISTAN**

FEBRUARY 25, 2025

11:00 AM - 1:30 PM

Chair: Dr Mujeeb Ahmad

Moderator: Ms Ayesha Yaqoob

Venue: Media Studio, Iqra University Islamabad, H-9 Campus

| S/N | Presenter | Paper Title | Time |
|-----|---------------------------|--|----------------------|
| | Moderator | Introduction to the session | 11:00 - 11:05 |
| 1. | Amar Jahangir | India-Pakistan relations after Constitutional Change: Retraction of Article 370 and 35-A | 11:05 - 11:18 |
| 2. | Dr Mushtaque Ali Abbasi | An Analysis of the Eighteenth Constitutional Amendment of 2010 and Pakistan's Struggle for Inclusive Federalism | 11:18 - 11:31 |
| 3. | Arooj ul Faham | Revisiting the Provincial Demands for Autonomy and Constitutional Safeguards | 11:31 - 11:44 |
| 4. | Gulshan Iqbal | Sociopolitical and Administrative Development in South Punjab: A Case Study of District Muzaffargarh (1849-2008) | 11:44 - 11:57 |
| 5. | Muhammad Abdullah | Rethinking the Past: Reframing Historical Narratives in Pakistan-Bangladesh Relations | 11:57 - 12:10 |
| 6. | Dr Sonia Omer | Evolution of Welfare Initiatives in Pakistan: A Historical Perspective | 12:10 - 12:23 |
| 7. | Dr Muhammad Waris | Designing a Constitutional Court for Pakistani Federation: Proposals and Recommendations | 12:23 - 12:36 |
| 8. | Dr Misbah Umar | Reassessing 1947: Nationalist Narratives and the Complexity of Identity in Pakistan's Historical Discourse | 12:36 - 12:49 |
| 9. | Dr Fozia Umar | The Lawrence Legacy: Education and Inequality in Colonial and Post-Colonial Punjab's Sociopolitical Structure | 12:49 - 13:02 |
| 10. | Dr Mazhar Abbas | Partition Survivors: Hate-Love, Loss-Sharing, Enmity-Friendship, Grief-Joy, and Trauma-Memory | 13:02 - 13:15 |
| 11. | Dr Safi Ullah Khan Marwat | Christian Missionaries In The Areas Of Khyber Pakhtunkhwa Under British: A Historical Study (1849-1947) | 13:15 - 13:25 |
| | Session Chair | Concluding Remarks | 13:25 - 13:30 |

ACADEMIC SESSION TWO

**NEGOTIATING FAITH AND POWER:
DIPLOMACY, CONFLICT, AND COOPERATION IN
NATIONAL AND INTERNATIONAL POLITICS**

FEBRUARY 25, 2025
02:30 PM – 05:00 PM

Chair: Dr Mujeeb Afzal

Moderator: Ms Umm e Rubab

Venue: Auditorium, Iqra University Islamabad, H-9 Campus

| S/N | Presenter | Paper Title | Time |
|-----|-------------------------------|--|----------------------|
| | Moderator | Introduction to the session | 14:30 - 14:35 |
| 1. | Dr Mujahid Hussain Sargana | Political Economy of Afghanistan's Withdrawal: Implications for Pakistan's Security and Economic Stability | 14:35 - 14:50 |
| 2. | Dr Muhammad Yasir Ali Khan | Historical Understanding of Sectarian Narratives in Pakistan | 14:50 - 15:05 |
| 3. | Dr Mahboob Hussain | Rethinking Corruption in Pakistan: Politicians and the Politics of Perception | 15:05 - 15:20 |
| 4. | Dr Zafar Mohyuddin | Nature and the Religion: Sufi Teachings on Environmental Conservation | 15:20 - 15:35 |
| 5. | Dr Sarwat Rauf | Redefining Pakistan's Foreign Policy amid the US-China Power Shifts | 15:35 - 15:50 |
| 6. | Dr Fakhar Bilal | Growth of Madrasas in Pakistan: Historical Analysis and Educational Prospects | 15:50 - 16:05 |
| 7. | Dr Tasawar Hussain | Reconciling Feminism and Islam in Pakistan | 16:05 - 16:20 |
| 8. | Dr Noureen Ayaz | Does Islamic Finance Spur Corporate Sustainability? | 16:20 - 16:35 |
| 9. | Dr Mujeeb Ahmad | Changes and Reforms in Muslim Majority Countries: Case Study of Pakistan | 16:35 - 16:50 |
| | Session Chair | Concluding Remarks | 16:50 - 16:55 |

PARALLEL SESSION I

**FROM ANALOG TO DIGITAL: NAVIGATING THE
FUTURE OF WORK, ECONOMY, AND GOVERNANCE**

**FEBRUARY 25, 2025
02:30 PM – 05:00 PM**

Chair: Dr Nadeem Ahmad

Moderator: Mr Umar Waqar

Venue: Lecture Room 13, Iqra University Islamabad, H-9 Campus

| S/N | Presenter | Paper Title | Time |
|-----|-----------------------|---|----------------------|
| | Moderator | Introduction to the session | 14:30 - 14:35 |
| 1. | Shomaila Habib | Fiscal Resilience and Heterogeneous Performance of Environmental, Social and Governance Metrics in Pakistan | 14:35 - 14:50 |
| 2. | Arsalan Pervaiz | Advancing Sustainable Innovation: The Role of Eco-Tech Finance in Green Technology through Digitalization and Financial Risk Management | 14:50 - 15:05 |
| 3. | Awais Riaz | Modeling the Economic Impact of Exposure to Natural Disasters: An Empirical Analysis | 15:05 - 15:20 |
| 4. | Dr Saqib Bashir | Digital Financial Inclusion and Environment: The Role of Institutions and Governance | 15:20 - 15:35 |
| 5. | Dr Sahar Afshan | Critical Analysis of Israel–Palestine Conflict Using Propaganda Model in the Age of Artificial Intelligence | 15:35 - 15:50 |
| 6. | Dr Sadia Khanum | The Digitalization of Populist Politics in the 21st Century: A Case Study of PTI and BJP | 15:50 - 16:05 |
| 7. | Dr Muhammad Moiz Khan | The Impact of New Media Commercialism on Pakistani Society | 16:05 - 16:20 |
| | Session Chair | Concluding Remarks | 16:20 - 16:25 |

PARALLEL SESSION II

**INCLUSIVE ECONOMIES: REIMAGINING
TRADE FOR GLOBAL PROSPERITY**

FEBRUARY 25, 2025
02:30 PM - 05:00 PM

Chair: Dr Ayub Siddiqui

Moderator: Dr Muhammad Khan

Venue: Main Hall, Iqra University Islamabad, H-9 Campus

| S/N | Presenter | Paper Title | Time |
|-----|----------------------|---|----------------------|
| | Moderator | Introduction to the session | 14:30 - 14:35 |
| 1. | Anees Khan | The maritime component of the China-Pakistan Economic Corridor (CPEC) and its implications for regional interests and politics in the North Arabian Sea | 14:35 - 14:50 |
| 2. | Salma Sadiq | Mitigating Tax Avoidance in the Manufacturing Sector of Pakistan: Exploring the Influence of Corporate Governance and Financial Distress | 14:50 - 15:05 |
| 3. | Mahreen Khalid | Exploring the Interconnections Between Food Trade and Food Security in Pakistan: A Content Analysis Approach | 15:05 - 15:20 |
| 4. | Dr Wisal Hassan | Determinant of Social Performance in Microfinance Institutions: Balancing Financial Stability and Social Impact | 15:20 - 15:35 |
| 6. | Dr Arslan Tariq Rana | Energy consumption and CO2 emissions: the case of Asian Economies | 15:35 - 15:50 |
| | Session Chair | Concluding Remarks | 15:50 - 15:55 |

PARALLEL SESSION III

**BEYOND THE HEADLINES:
MEDIA'S ROLE IN SHAPING A NEW FUTURE**

**FEBRUARY 25, 2025
02:30 PM - 05:00 PM**

Chair: Dr Ijaz Shah Gilani

Moderator: Dr Majid Ali

Venue: Conference Room, Iqra University Islamabad, H-9 Campus

| S/N | Presenter | Paper Title | Time |
|-----|-----------------------|--|----------------------|
| | Moderator | Introduction to the session | 14:30 - 14:35 |
| 1. | Abubakar Alhaji Bukar | Media-Ting Nigerian Islamophobia: Minority Question And International Connections | 14:35 - 14:50 |
| 2. | Zuhaa Khalid | Exploring The Psychological Effects of Facebook Usage Among Pakistani Youth | 14:50 - 15:05 |
| 3. | Dr Lubna Sunawar | Building a Responsible Media Ecosystem: Opportunities and Challenges in the Digital Era | 15:05 - 15:20 |
| 4. | Dr Rizwan Naseer | China-US Competing Narratives through Social Media: Construction, Execution and Their Impact | 15:20 - 15:35 |
| 5. | Dr Syed Asad Ali Shah | Pakistan's PECA 2025 and Global Digital Regulations: Balancing Security and Freedom | 15:35 - 15:50 |
| | Session Chair | Concluding Remarks | 15:50 - 15:55 |

CLOSING SESSION

FEBRUARY 25, 2025

17:00 – 17:45

VENUE: Auditorium, Iqra University Islamabad, H-9 Campus

| TIME | PROGRAMME |
|---------------|------------------------------|
| 17:00 – 17:10 | Closing Address |
| 17:10 – 17:20 | Conference Recommendations |
| 17:20 – 17:25 | Vote of Thanks |
| 17:25 – 17:30 | Distribution of Certificates |
| 17:30 – 17:45 | Closing Tea |

**This programme is tentative and subject to change.*

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THE IMPACT OF CLIMATE CHANGE ON WOMEN OF THE GLOBAL SOUTH

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Climate change presents significant global risks (World Economic Forum, 2016; IPCC, 2014) that disproportionately affect women in developing countries due to their limited capacity to adapt (Brody et al., 2008). Studies indicate that women are more vulnerable to climate change than men for several reasons, including illiteracy, limited socioeconomic resources, inadequate access to assets, and social isolation (Ahmad & Fajber, 2009; Archer, 2003; UNISDR, 2008; Neumayer & Plumper, 2007). However, if empowered, women can play a critical role in climate change adaptation and mitigation.

In Global South, the impact of climate change on gender disparities is not fully understood, but existing literature and empirical data highlight several key factors:

- Women occupy lower positions within the social hierarchy, creating imbalances that increase their exposure to climate change-related disasters.
- Women have fewer resilience assets, are more dependent on natural resources, suffer from higher illiteracy rates, have limited skills, and face challenges in accessing professional employment, making them more vulnerable to climate change than men.
- Households led by women are more susceptible to disasters, such as famine.

We want to explore the impact of climate change on women of Global South especially Pakistan, Bangladesh and India. We shall use the secondary research to explore the study. The paper recommends that the government and partners prioritize capacity-building within key institutions to mainstream climate change and gender equality, and design policies that equally empower both women and men to enhance resilience to climate impacts.

**A COMPREHENSIVE STUDY OF CLIMATE CHANGE:
ADAPTION AND MITIGATION IN PAKISTAN**

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Climate change presents profound challenges to countries worldwide, particularly for developing nations like Pakistan. This study investigates its main drivers and impacts with a focus on agriculture, water resources, and human health. It also links the key areas to the national security and explores strategies for mitigation and adaptation. Grounded in the theories of complex interdependence and regime theory, the research employs a qualitative approach, including a comprehensive literature review and stakeholder interviews. It evaluates existing policies and programs, highlighting contributions from civil society and the private sector. Additionally, the study underscores the critical role of international cooperation through frameworks such as the UNFCCC and the Paris Agreement. Key findings reveal Pakistan's vulnerability to climate change, identify barriers such as limited resources and institutional capacity gaps, and propose actionable strategies to enhance resilience. By addressing these challenges, this research contributes to global efforts in combating climate change and provides valuable insights for policymakers and stakeholders.

NAVIGATING CLIMATE CHALLENGES: PATHWAYS TO SUSTAINABLE DEVELOPMENT IN PAKISTAN

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Pakistan has certainly been grappling with climate impacts which seem to threaten its social, economic as well as developmental trajectory. The country is highly vulnerable to climate change including but not limited to such adverse impacts as increasing temperatures, changing weather patterns, glacial melt, and greater occurrence of floods, droughts and climate change. These issues worsen the already existing issues of water shortage, lack of food security and even shortage of energy, thus making them a complex problem that needs to be addressed with urgency. This paper seeks to identify pathways for sustainable development that can be adopted to redress these challenges and at the same time protect the environment, promote economic development, and enhance social justice. The focus of the paper also issues Pakistan's where climatic impacts are specific and calls for localized remarks on economic development. The main intervention areas are focused on supporting the transition to renewable sources of energy, adoption of water conservation measures, the promotion of climate smart agriculture, and improvement of urban development planning to reduce climate change disasters. The authors analyze policy instruments such as the National Climate Change Policy, and their obligations towards the Paris Agreement, in order to determine how effective, they are in promoting sustainable development. This paper also emphasizes the role of the local community, technological advances, and global partnerships in relation to climate change. Using a multidisciplinary approach, it proposes practical solutions which combine economic drivers, policy changes, and local development strategies into a template of sustainable development. The outcomes indicate that Pakistan's sustainability scope in certain aspects has improved, however, the depth of the climate change implications requires a more unified and comprehensive approach. This work serves to add to the discussions surrounding sustainable development in regions vulnerable to climate change, by putting forward a proposal for Pakistan which they believe will enhance environmental protection, while not ignoring social and economic needs. It seeks to encourage policy makers, students and practitioners to embrace such integrated approaches that are in tune with the global sustainable development vision and foster Pakistan in its efforts towards a climate-resilient future.

CLIMATE CHANGE GOVERNANCE AND FOREIGN POLICY OF PAKISTAN

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The primary cause of climate change is human activity, especially in light of the widespread industrialisation that has been observed in Western nations. The effects of climate change are currently unevenly dispersed, threatening every country regardless of how much each one has contributed to the issue. Pakistan is the sixth most vulnerable country to climate change, although producing less than 1% of the world's emissions. Pakistan's efforts in climate governance are still insufficient, making the nation more vulnerable to climate-related problems, even though many other countries have put into place efficient mitigation and adaptation plans to tackle these dangers. At the level of different tiers of government, the problem of climate change has not been methodically institutionalised along with clear deficiency in knowledge and readiness about climate change. However, being an entity to international climate change regime Pakistan has come up with a number of domestic and international climate change response initiatives in response to these concerns. Pakistan's National Climate Change Policy was first introduced in 2012 and has since undergone multiple changes by different administrations.

Pakistan actively participates in international climate change debates and is dedicated to upholding its duties. Pakistan's participation in international climate change diplomacy is indicative of its dedication to tackling worldwide environmental issues. Pakistan aims to improve its reputation abroad and support worldwide efforts to tackle climate change by taking an active part in discussions about the issue and enacting laws at home. Furthermore, Pakistan's foreign policy highlights its role as a responsible global actor in the battle against climate change by emphasising the significance of coordination and cooperation with other countries to effectively handle climate-related challenges.

CLIMATE COLONIALISM IN GLOBAL SOUTH: CHALLENGES AND PROSPECTS FOR CLIMATE JUSTICE IN PAKISTAN

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The primary cause of climate change is human activity, especially in light of the widespread industrialisation that has been observed in Western nations. The effects of climate change are currently unevenly dispersed, threatening every country regardless of how much each one has contributed to the issue. Pakistan is the sixth most vulnerable country to climate change, although producing less than 1% of the world's emissions. Pakistan's efforts in climate governance are still insufficient, making the nation more vulnerable to climate-related problems, even though many other countries have put into place efficient mitigation and adaptation plans to tackle these dangers. At the level of different tiers of government, the problem of climate change has not been methodically institutionalised along with clear deficiency in knowledge and readiness about climate change. However, being an entity to international climate change regime Pakistan has come up with a number of domestic and international climate change response initiatives in response to these concerns. Pakistan's National Climate Change Policy was first introduced in 2012 and has since undergone multiple changes by different administrations.

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GREEN BUSINESS ETHICS AND AI GOVERNANCE: A FRAMEWORK FOR TRANSPARENCY IN SUSTAINABLE MARKETING

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The rapid integration of Artificial Intelligence (AI) into marketing has transformed the way how companies promote sustainability and green business practices. However, ethical implications of AI, particularly the risk of greenwashing—where companies exaggerate their environmental benefits—remain underexplored. This study examines the role of AI governance in ensuring transparent and ethical green marketing, focusing on consumer trust, sustainability, and responsible decision-making. Using a mixed-methods approach, including case studies of Tesla and Unilever and a survey of 500 consumers, the research highlights AI's dual potential: enhancing marketing efficiency while posing risks of misleading sustainability claims. Findings indicate that 68% of consumers are skeptical of AI-driven green marketing without transparency, and companies with strong AI governance frameworks report significantly fewer incidents of greenwashing (12%) compared to those with minimal oversight (48%). To address these challenges, this study proposes a governance framework incorporating transparency protocols, periodic sustainability audits, and consumer education. By emphasizing the need for ethical AI governance, this research offers actionable strategies for companies to incorporate AI in sustainable and ethical marketing practices responsibly.

ADOPTING GREEN: DETERMINANTS AND CROSS-REGIONAL VARIABILITY IN RENEWABLE ENERGY UPTAKE

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Climate change is one of the major challenges of this era, it threaten not only the human being but also the whole planet. The major contributor of global warming and climate change is the extensive use of fossil fuel to meet the current demands which in turn due to the exponential growth of population, a rapid increase in industrialization, urbanization and globalization. To reduce the reliance on the fossil fuel, there is a need to shift towards sustainable development practices such as the adoption of the renewable energy. Renewable energy adoption emerges as a pivotal strategy in this transition, offering a pathway to mitigate greenhouse gas emissions while supporting energy security and economic resilience. The renewable resources includes the consumption of energy produced by the solar, wind, hydropower and bioenergy. The purpose of this paper is to find out the domestic, foreign, socioeconomic and political determinants of renewable energy adoption by making the comparison of developing and developed countries. This study used the data from period 2000 to 2022 and panel data estimation technique to estimate the model. Irrespective of developed and developing countries the policy variables significantly influence the adoption behavior. The adoption of these clean energy reduce the environmental degradation by reduction of the emission of greenhouse gases. Furthermore, renewable energy adoption reduces the dependence on fossil fuels but also drives innovation, creates green jobs, and enhances energy access for poor economies.

QUANTIFICATION OF CRITICAL FACTORS FOR SEZs UNDER CPEC: A WAY FORWARD FOR SUSTAINABLE GROWTH

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This study explores the critical factors driving the success and challenges impeding the development of Special Economic Zones (SEZs) under the China-Pakistan Economic Corridor (CPEC). SEZs are positioned as key instruments for economic growth through foreign direct investment, export promotion, and job creation. However, their mixed performance in Pakistan necessitates a deeper understanding of the factors influencing their outcomes. Adopting a quantitative approach, the research draws data from 68 stakeholders, including industrialists, academicians, policymakers, and zone developers, using structured surveys and in-depth interviews. Key dimensions investigated include infrastructure quality, connectivity, regulatory environments, government facilitation, and the integration of forward and backward linkages. The findings underscore that robust government support, well-defined regulatory frameworks, and effective linkages are crucial for SEZ success. Conversely, barriers such as inadequate infrastructure, political interference, and a shortage of skilled labor hinder progress. A comparative analysis of stakeholder viewpoints highlights priority areas for improvement, including aligning SEZ policies with national economic objectives, strengthening global and local linkages, and enhancing operational transparency. The study concludes with actionable recommendations, advocating for greater institutional autonomy, strengthened public-private collaboration, and targeted policy incentives to attract long-term investments. These insights aim to support policymakers in optimizing SEZ performance and unlocking their full potential under the CPEC framework.

HUMAN CAPITAL, ENERGY EFFICIENCY, AND CO₂ EMISSIONS: A REASSESSMENT OF THE ENVIRONMENTAL KUZNETS CURVE

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The importance of energy efficiency for sustainable economic development has been widely acknowledged after its inclusion in the Sustainable Development Goals (SDG) 7. However, the empirical literature on energy efficiency and CO₂ emissions nexus remains scarce and the existing studies report mixed effects of this relationship. This study argues that the desirable effects of energy efficiency on pollution emissions depend upon countries' level of human capital. For the calculation of energy efficiency, we use stochastic frontier approach (SFA) to calculate energy efficiency index. Our empirical testing of human capital, energy efficiency and CO₂ emissions relationship utilizes a large panel of 75 developed and developing economies over the period 2000 to 2022. Our main results, based on difference- and system-GMM estimation techniques, show the contingency effects of human capital in energy efficiency-pollution emissions nexus. These results report another important aspect of the effects of human capital on CO₂ emissions, appearing through energy efficiency channels.

ENVIRONMENT, CLIMATE CHANGE AND THE ECONOMY: EVIDENCE FROM THE GLOBE

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This study analyzes the role of environment in causing climate change and the relationship of climate change with economic performance. Based on the past 32 years' data for 190 countries, the study shows that the countries that have contributed more towards environmental degradation in the past have experienced greater degree of adverse climate changes. It is further observed that the most serious threats to climate change are CO2 emission and deforestation. Furthermore, the countries that experienced the greater degree of adverse climate changes, especially in temperatures, have shown relatively poor economic performance in terms of GDP growth and mortality improvement.

**CHALLENGES FACED BY FRAGILE STATES IN SOFT IMAGE CREATION BY
AUTHENTIC CULTURAL REPRESENTATION:
A CASE STUDY OF PAKISTANI TRUCK ART IMAGES, THE STORY THEY
TELL, AND THE CHALLENGES THEY CONFRONT**

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Joseph Nye (1990, 2004) popularised the concept of soft power, which emphasises the ability of a state to influence other states through attraction and persuasion rather than force or economic coercion. It refers to the perception of a country as peaceful, cooperative, and culturally appealing in the global arena. It contrasts with a "hard image" associated with militarism, aggression, or coercive power. Pakistan struggles with its soft image creation after the two Afghan wars and 9/11. Although Pakistan was not involved in the latter as the contingencies targeted Muslim beliefs, the fragile state too faced severe stigmatisation as an extremist and terrorist state. These labels became difficult to erase despite the country's direct involvement in the 'War on Terror.' Preliminary research shows that many hard states, like the USA, Australia, Canada, and China, have sponsored indigenous culture and art for soft image creation. Theory suggests that the necessary variable for using indigenous art for soft image creation requires the authenticity of the art, the images used, and the story these images narrates. This study explored the potential of using Pakistan's indigenous Truck Art to project a soft image of the country to the international audience. Three categories of imagery used in Pakistani Truck Art was selected: the graphic, the ideational and the linguistic. These images are verified for authenticity, the story they tell and the challenges the state confronts in using them as its indigenous art internationally was explored. The methodology used for this research is both exploratory and explanatory. The exploratory part investigated images used in the Truck Art which were then structured in three categories for further study. The explanatory part empirically explored the true meaning and the story these images narrate, including the challenges they present in their potential use. The primary methods used were semi-structured interviews with the artisans and officials regulating art and culture in Pakistan, conducted in Islamabad. Secondary methods include; archived research reports, public documents, news reports, blog posts etc. The paper concludes that while the images are authentic and narrate a soft image creation, the art faces challenges of cultural security. These challenges arise from the formation of state borders at the end of colonial rule in the sub-continent and the overlapping of cultural boundaries. The study further underscores the need to protect authentic elements from economic globalisation and commodification.

**REDISCOVERING HISTORICAL NARRATIVES AND THE ART OF SIRAH
WRITING: INSPIRING MARGINALIZED VOICES IN A GLOBALIZED WORLD**

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The intricate tapestry of historical narratives has long been formed by authoritative voices, often at the cost of marginalized perceptions. This research deals with the interplay between historical narratives, the art of Sirah writing, and the promotion of understated voices in the epoch of globalization. Concentrating on Sirah as a fundamental lens, this study interrogates how traditional accounts have been created, whose voices they strengthen or silence, and the consequences for contemporary worldwide societies.

Sirah writing, as a genre, summarizes the ethical, social, and spiritual scopes of the life of the Prophet Muhammad ﷺ. Traditionally, it has served as both a historical record and a source of moral guidance for Muslim Ummah. But, much of this literature echoes the sociopolitical backgrounds in which it was written, often sidelining the experiences and contributions of women, non-Muslim contemporaries, and other historically disregarded groups. By retracing Sirah writing, this research seeks to reclaim these neglected voices, demonstrating their significance in nurturing a more inclusive and nuanced understanding of Islamic history.

This study determines the transformative potential of comprehensive Sirah writing in addressing global challenges like interfaith harmony, gender equity, and social justice. By espousing a comparative methodology, it compares traditional narratives with contemporary reinterpretations from postcolonial, feminist, and interfaith perceptions, highlighting the role of globalization in both homogenizing and strengthening diverse voices. The research highlights that reshaping Sirah writing is a moral imperative, fostering empathy, ethical leadership, and social cohesion through comprehensive historical narratives that echo humanity's shared experiences.

HERSTORY VS. HISTORY: FEMINIST LITERATURE AS A COUNTER-NARRATIVE IN PAKISTAN

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This paper investigates feminist interventions in Pakistan's historiography. It identifies the role that print media plays in dictating Pakistan's national identity and how feminist literature presents a counter-narrative to traditional, male-dominated historiography. The paper highlights the part feminist writers and poets play in offering alternative accounts of male-centric discourse by providing a more inclusive and diverse portrayal of history. This study critically analyses how feminist literary works reclaim women's agency which is often erased or sidelined in mainstream history, thus reframing the past from a gendered perspective. This paper argues the relevance of feminist historiography through literature, in helping to reconstruct collective memory and reshape national identity.

FORMALIST ANALYSIS OF POETICS AND CULTURAL EXPRESSION IN THE SHINA FOLK SONG 'TAVAU GAI'

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This study aims to identify formal elements of Shina of Tavau Gai, the renowned cultural Shina folk song through formalism described by Jakobson and Shklovsky. This study analyzes the formal elements like poetics, form, devices, literariness, foregrounding, and defamiliarization as have been suggested by the above stated theorists. By employing the formalist analytical approach, the study scrutinized the formal elements through textual analysis. The study found that Tavau Gai possessed rich poetical elements such as repetition, alliteration, consonance, and assonance to create a rich auditory experience. Additionally, the form of the folksongs structured of lines and stanzas which enhanced the memorability and performativity. The analysis further uncovered the role of literary devices in conveying deeper themes, such as norms and values, religion and cultural identity that highlighted the significance of Shina folk songs within the oral tradition. Finally, this research contributed to the understanding of how formal elements in folk song facilitate cultural expression and preservation in the Shina-speaking communities.

**FRAMING NEW SOCIAL MOVEMENTS IN PAKISTAN:
ANALYSIS OF THE LAWYERS' MOVEMENT AND FEMINIST ACTIVISM****DR MUDDASSER JATALA***Assistant Professor**Namal University, Mianwali*

This article examines the framing strategies in new social movements in Pakistan, because new social movement (NSMs) have emerged as transformative forces. Utilizing framing analysis, this study focuses more on the Lawyers movement (2007–2009) and feminist movement as a case study. The study examines how these movements construct narratives, communicate and sustain their message to mobilize support and how they articulate discontents and propose solutions within Pakistan's sociopolitical context marked by authoritarianism and patriarchy. Firstly, the feminist movement is a dynamic and broad new social movement in Pakistan, which aimed at challenging the traditional patriarchy and gender inequality and advocating the women's rights. Secondly, the lawyers' movement that took place in Pakistan from 2007 to 2009 against the authoritarian regime. The lawyers' movement represented multiple goals such as judicial independence, rule of law, anti-dictatorship, and the restoration of civil supremacy. Although it was initially a small movement that narrowly focused on the professional issues of the legal community, it later transformed into a broad national social movement in Pakistan. Unlike the old social movements in Pakistan, like workers, laborers, peasant and other class-based movements for material gains, both movements emphasize the human rights, and identity, reflecting the features of new social movement approach (NSM).

**FRAMING NEW SOCIAL MOVEMENTS IN PAKISTAN:
ANALYSIS OF THE LAWYERS' MOVEMENT AND FEMINIST ACTIVISM**

DR ASMA HALIM

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Feminist movements and grassroots initiatives have a significant impact on women's empowerment in developing countries. This study focuses on the intersection of feminism and the empowerment of women in tehsil Sohawa of district Jhelum, situated in Punjab province of Pakistan. We have worked for exploring the initiatives, challenges and opportunities that shape the lives of women in developing or under developing countries. The methodology utilized in existing study, was devised to attain a comprehensive understanding of the correlation between women empowerment, feminism, women education and gender equality in this specific region. This research aspired to contribute valuable insights to the endorsement of gender equality in the region by rigorously analyzing the data. The data collected through surveys, interviews and focus group discussions underwent basic analysis to derive meaningful insights and draw valid conclusions. It is evident that education plays a pivotal role in challenging gender inequalities and empowering women within any region. The results of this research can serve as a microcosm for similar regions in Pakistan and beyond.

CONSTRUCTING IDENTITIES, SHAPING GEOPOLITICS: NARRATIVE EVOLUTION AND IDENTITY POLITICS ALONG THE DURAND LINE

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The Durand Line, a colonial-era boundary dividing Afghanistan and Pakistan, has long been a locus of strategic geopolitical maneuvering. This study employs a constructivist theoretical lens to explore the evolution of narratives constructed to label tribal men along this contested frontier—transforming them into Mujahideen, Taliban, and more recently, Khwarij. Grounded in the constructivist emphasis on the socially constructed nature of identities and realities, the research examines how these labels have been instrumentalized to achieve external strategic objectives, perpetuate conflict, and shape regional power dynamics. Using a qualitative methodology and an explanatory research design, the study employs critical discourse analysis of historical records, media representations, and policy documents to investigate the processes through which identities are constructed, contested, and weaponized. The findings reveal that these narratives not only reinforce cycles of violence but also have far-reaching implications for regional stability and the politics of identity. By interrogating the interplay between power, discourse, and identity creation, this article contributes to a deeper understanding of how narrative construction influences geopolitical realities and marginalises cohesive cultural identities, particularly among Pashtun communities along the Durand Line.

MAWDUDI'S CONCEPT OF HISTORY AND ISLAMIC REVIVALISM IN THE MODERN WORLD

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Sayyid Abul Ala Mawdudi (1903-1979) is one of the most important thinkers of modern times who provided the foundations for re-interpretation of Islam. His religious ideas not only influenced the Muslims of South Asia but his impact pervaded throughout Middle East, Africa and South East Asia. Many scholars have attributed the current wave of Islamic revivalism, fundamentalism and extremism to his re-interpretation of Islam. His equating of Islamic revival with political domination, generally referred to as 'Political Islam,' indirectly inspired extra-conservative and 'Talibanized' version of Islam, leading to extremism and terrorism. Though a lot of work has already been done on the thoughts of Mawdudi, little has so far been written on his historical writings, despite the fact that he, before devoting himself to religion, largely preoccupied himself in compiling works of history. In the formative years of his life in 1920s and 30s, he wrote three full-fledged books of history, namely *Daulat-e-Aasfiya aur Hukoomat-e-Bartaniya: Siyasi Talluqat ki Tareekh par ek Nazar*; *Deccan ki Siyasi Tareekh*, and *Salajiq*. In later years, he never lost interest in history and produced *Khilafat o Malukiat* (translated in English as *Islam's Political Order: The Model Deviation and Muslim Response*) and *Tajdid wa Ahya-e Din* (English translation as *A Short History of Revivalist Movement in Islam*) where he is chiefly concerned with Islamic history and his arguments are pre-dominantly historical. Even in his magnum opus, *Tafhim-ul-Quran* (Exegesis of the Quran in six volumes), he has extensively commented on historical past and delved into issues of historical change and transformation. It is, therefore, surprising that his historical writings and concept of history have not been critically examined to relate them to his re-interpretation of Islam. The present paper attempts to bridge this gap and argues that Mawdudi's concept of historical change had a direct bearing on his revivalist thought.

CHINA'S BELT AND ROAD INITIATIVE: AN ANALYSIS OF ECONOMIC GLOBALIZATION

MS RUBAB IRFAN

Gomal University, Dera Ismail Khan

The Belt and Road Initiative (BRI) is at the heart of the paradigm shift of Chinese foreign policy. Since its announcement by China's President Xi Jinping in 2013, the BRI has emerged as the centrepiece of China's aspiration to become a global power. China is keen to be a new champion for economic globalisation. China's push for the improvement of interregional infrastructure connectivity via the BRI platform is based on its understanding that such connectivity is a crucial component boosting trade and driving economic globalisation. China's promotion of its infrastructure-centered BRI marks the nation's attempt to put its own stamp on globalisation. Infrastructure connectivity plays a crucial role in bridging different areas and regions and enabling them to reap the full socioeconomic benefits of economic cooperation and globalisation. This paper will thus explore the driving factors behind the china's push for economic globalisation and how infrastructure connectivity through BRI attributed towards the economic globalization.

IMPACT OF GLOBALIZATION ON RELATIONSHIPS AND POWER AMONG COUNTRIES

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Globalization has radically reshaped the political, economic, and social landscapes of the 21st century, leading to a complex reconfiguration of power dynamics in an interconnected world. Politically, on the one hand globalization has paved the way for the emergence of transnational governance structures, empowering countries to fraternize on global issues such as climate change and security threats. On the other hand, it has also sparked nationalist sentiments and isolationist policies in various nations, as seen in the rise of populism and skepticism towards international institutions. Economically, globalization has driven unprecedented growth and wealth accumulation, lifting millions out of poverty while simultaneously magnifying income inequality and generating incongruity between developed and developing nations. The flow of capital and labor has led to job displacement in certain sectors, triggering discussions over trade policies and labor rights. Socially, globalization has enriched cultural exchanges and upgraded communication through technological advancements, yet it has also resulted in cultural homogenization resulting in the erosion of local identities. This framework for strategic realignment emphasizes the need for nations to grasp the nuances by fostering inclusive policies that address the challenges posed by globalization while exploiting its benefits for sustainable development and social cohesion. Understanding these dynamics is crucial for policymakers aiming to create resilient societies in an increasingly interconnected world.

PAKISTAN'S FOREIGN POLICY IMPERATIVES IN THE CHANGING WORLD

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This paper examines Pakistan's position in this evolving international system through a hybrid theoretical framework, combining neorealism, complex interdependence theory, and foreign policy analysis (FPA). Neorealism explains Pakistan's strategic concerns—balancing the U.S.–China rivalry, managing India's regional ambitions, and responding to Afghanistan's instability. Complex interdependence theory highlights Pakistan's growing reliance on trade, technology, and multilateral diplomacy. FPA underscores the need for an inclusive decision-making process, where policymakers, economic stakeholders, and security institutions collectively shape Pakistan's foreign policy. Pakistan faces structural constraints, including geopolitical pressures, economic fragility, and climate threats, yet opportunities exist in regional trade, digital transformation, and diplomatic diversification. The paper argues that Pakistan must adopt a collaborative, adaptive foreign policy, balancing power politics with cooperative economic strategies to secure its interests in a rapidly changing world.

REGIONALISM AND GLOBALISATION: A FUTURE DIRECTION OF GLOBAL POLITICS

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Both global and regional economic linkages have strengthened substantially over the past quarter century. This research paper will employ a dynamic factor model to analyse the implications of these linkages for the evolution of global and regional politics cycles. Our model allows us to assess the roles played by the global, regional, and country-specific factors in explaining political arena in a large sample of countries and regions over the period 1960–2010. This paper finds that, since the mid-1980s, the importance of regional factors has increased markedly in explaining political cycles, especially in regions that experienced a sharp growth in intra-regional trade and financial flows. By contrast, the relative importance of the global factor has declined over the same period. In short, the recent era of globalisation has witnessed the emergence of regional business cycles. The growing complexity in international politics sheds new light on an old concept that of regionalism. Regionalism and globalisation have been studied in terms of integration and cooperation, in the broader context of the establishment of multilateral liberal networks and the promotion of globalisation processes. But the concept of regionalism is dramatically different today, with regions and regionalism taking a quasi-autonomous role in shaping global policies and in addressing several issues and areas previously tackled in the framework of global multilateral institutions. The scholarly debate around regionalism and globalism has made clear how international relations (IR) as a discipline needs to be shaken from its foundations. The main evidence in favour of this view is the discipline's reluctance to broaden its theoretical toolbox in order to deal with the growing complexity of international politics.

THE DISCLOSURE OF POST-COLONIALISM AND THE AGE OF GLOBALISATION

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This paper aims to dwell on the relations between postcolonial theory and globalisation. There are problems with both the conventional level of understanding under which the two phenomena are considered superficial to each other, and, on the contrary, this study advocates for a dialectical model where they both mutually implicate and redefine each other and this is used as methodology of research as well. The paper discusses how globalisation is charted out, lays down new boundaries in postcolonial cultural and literary studies, and changes the discourse on identity, power relations, and forms of resistance. At the same time, the paper deals with how post-colonial perspectives can provide effective critique of such hegemonic features of globalisation and how such a process impacts continuously unequally on peripheral communities around the world. This comprehensive analysis sheds light not merely on the theoretical landscape that is emerging but also on the dynamic process of interaction between global forces and localised cultural expressions. A detailed analysis and recommendations are also suggested at the end of this study.

**NAVIGATING THE POLITICS OF GLOBALIZATION:
UNDERSTANDING POWER DYNAMICS, CHALLENGES, AND
PERSPECTIVES IN AN INTERCONNECTED WORLD**

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The politics of globalization examines the impact of globalization on political structures, policies, and power dynamics at global, regional, and national levels. It explores themes such as the tension between state sovereignty and global governance, shifts in power dynamics among states and non-state actors, and the influence of globalization on democracy, inequality, and development. Perspectives range from neoliberal advocacy for free markets to critical theories that highlight exploitation and inequality. Challenges include cultural homogenization, economic dependency, environmental issues, and the rise of anti-globalization movements. It examines the interaction between global interconnectedness and political governance, focusing on the impact of globalization on national sovereignty, international relations, policymaking, and the distribution of power among states, organizations, and individuals. In essence, it deals with questions like, how do global forces influence political decisions at the local and international levels? How does the integration of economies, cultures, and technologies reshape power dynamics and governance? Social sciences approach these issues through interdisciplinary lenses, analyzing the interplay between global forces and local realities. This research is vital for understanding global challenges and shaping policies to address the complexities of an interconnected world.

ELECTORAL PROCESS AND CHALLENGES TO SUSTAINABLE DEMOCRACY IN PAKISTAN

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The democratic institutions and traditions evolved and flourished through the fairness of electoral process. The elected governments effectively exercised their political and executive authority as the representative of the people. The civilian supremacy is closely linked with popular legitimacy of democratically elected regime. After the restoration of the democratic process in 2008, the democratic forces evolved a consensus to introduce constitutional and structural reforms for fairness and transparency of electoral process. The independent and empowered Election Commission was created to hold free and fair elections for sustainable democracy.

These structural reforms failed to achieve the desired goal due to imbalanced power structure. The hegemonic non-democratic institutions effectively derailed the political consensus through manipulation and intervention. The rise of populist leadership initially under military tutelage posed a great challenge to existing political elite and at next stage emerged as a formidable challenger to its military patrons. The fairness of electoral process was initially manipulated in the favor of new political force and against the existing political elite in 2018 elections. In 2024 elections the electoral malpractices witnessed a new height to block the populist leadership and to promote existing old political elite.

The establishment's interventions in the political process effectively eliminated the transparency and legitimacy of the process. The empowered Election Commission, instead of performing its constitutionally assigned task, emerged as an extended arm of the establishment and effective toll of electoral manipulation. This paper will attempt to understand the political implications on the future of democracy in Pakistan. It will also reflect on the crisis of legitimacy of electoral process and its nexus with power structure. The installed system of hybrid democracy further titled in the favor of non-democratic forces. The notion of civilian supremacy and sustainable democracy has serious long-term implications. The shifting electoral trends in different electoral cycles radically transformed the electoral landscape of Pakistan. This paper will attempt to understand the meltdown of political and electoral system during this transitional phase.

THE RUSSIA-UKARINE WAR: GEOPOLITICAL DYNAMICS, GLOBAL IMPLICATIONS AND LESSONS FOR PAKISTAN

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The Russia-Ukraine war, a significant geopolitical conflict of the 21st century, has transformed regional and global dynamics, with profound implications for international relations. This study explores the war's origins, rooted in historical grievances, NATO's eastward expansion, and the strategic importance of Ukraine, offering a comprehensive background to contextualize the conflict. The rationale for this research lies in the need to understand the multifaceted consequences of the war on global security, economic systems, and political alliances, particularly for nations in the Global South. Utilizing a constructivist paradigm, the study examines the interplay of identity, perception, and power in shaping the policies of Russia, Ukraine, and key international actors. A qualitative research method, including content analysis of diplomatic communiqués, media reports, and policy documents, was employed to analyze the war's trajectories and its broader implications. Findings highlight the conflict's exacerbation of energy crises, disruption of global supply chains, and intensification of East-West tensions, signaling a shift in the international order. For Pakistan, the war underscores critical policy challenges, including energy security, trade diversification, and diplomatic balancing between major powers. This research provides insights for policymakers and scholars to navigate the complexities of conflict-prone international systems in a post-unipolar world.

HOW GLOBALIZED IS THE ISLAMIC WORLD?

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The literature on globalisation and Islam mainly concentrates on whether Islamic countries can ever form part of a globalised order. It fails to show the extent of globalisation that has already occurred in the Islamic world or whether the current globalisation of Islamic countries is any different from other countries in the developing world. The work done on the topic is mostly normative; concentrating on Islamic ideology and principles, and whether the Muslims would be comfortable by adopting a western sponsored globalisation offer. What little positive and empirical work exists looks mainly at public opinion surveys like the World Values Survey or the Pew Global Attitudes Survey, to infer that Muslims are against basic Western principles which naturally put them at odds to embrace globalisation. The question that hasn't been answered and begs to be answered is: how globalised is the Islamic World? If being an Islamic country does not significantly affect a country's extent of globalisation, then all the hue and cry about Muslims opposing globalisation in theory will be of less worth because in practicality the situation will be shown to be very different. The aim of this paper is to concentrate on majority Muslim countries and depict their extent of their globalisation empirically. Moreover, I control for extant political and economic variables that likely affect the level of globalisation.

CLIMATE CHANGE AS A GLOBAL CHALLENGE AND ITS IMPACT ON PAKISTAN

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Climate change has emerged as one of the most pressing global challenges, with its repercussions being felt across diverse regions. Pakistan, a country with limited contribution to global greenhouse gas emissions, is disproportionately vulnerable to the impacts of climate change due to its geographical and environmental conditions. This research explores the multifaceted effects of climate change on Pakistan, focusing on its environmental, economic, and social dimensions.

One of the most significant manifestations of climate change in Pakistan is the increasing frequency and intensity of extreme weather events, such as floods, droughts, and heat waves. The 2010 super floods, which affected over 20 million people, and the devastating floods of 2022 highlight the rising severity of climate-driven disasters. Similarly, recurring droughts in Sindh and Balochistan have led to widespread water scarcity, threatening agricultural productivity and food security. Rising temperatures are accelerating glacier melt in the northern regions, resulting in glacial lake outburst floods that threaten downstream communities. These environmental shifts are compounding pre-existing vulnerabilities, as over 60% of Pakistan's population relies on agriculture, a sector highly sensitive to climate variability.

Economically, climate change has placed immense strain on Pakistan's fragile economy. Losses from natural disasters have cost billions of dollars, with the 2022 floods alone causing damages estimated at 30 billion US dollars. The agricultural sector, which contributes approximately 22% to the GDP, faces reduced crop yields due to erratic rainfall patterns and soil degradation. Energy production is also at risk, as reduced water flows in rivers impact hydropower generation, exacerbating Pakistan's chronic energy crisis. These economic challenges not only hinder development but also deepen poverty and inequality, particularly in rural areas.

Despite its vulnerability, Pakistan's response to climate change remains inadequate. The National Climate Change Policy (2012) and the establishment of the Climate Change Authority are commendable steps, but implementation remains inconsistent. The country needs to prioritize climate adaptation strategies, including improved water management, climate-resilient infrastructure, and early warning systems for disasters. International cooperation is crucial, as Pakistan's limited fiscal capacity necessitates global support through climate finance and technology transfer.

This study underscores the urgent need for comprehensive climate action in Pakistan. It highlights the interrelation of environmental and economic systems, emphasizing that unchecked climate change will not only jeopardize Pakistan's development goals but also threaten regional stability. Addressing this crisis requires a multi-pronged approach involving government commitment, community resilience, and global partnerships. By adopting sustainable practices and enhancing adaptive capacities, Pakistan can mitigate the adverse impacts of climate change and safeguard its future.

**INDIA–PAKISTAN RELATIONS AFTER CONSTITUTIONAL CHANGE:
RETRACTION OF ARTICLE 370 AND 35–A**

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Since the beginning of time, India and Pakistan have been at odds over the Jammu and Kashmir Conflict. Along with the Kargil Conflict in 1999 over Kashmir, both nuclear powers fought in the 1948, 1965, and 1971 wars. Article 370 and 35–A of the Indian Constitution are directly related to the special status of the state Jammu and Kashmir. India violated the Shimla Agreement and UN Security Council resolutions on August 5, 2019, when it overthrew these articles and annexed its seized region of Jammu and Kashmir. This unilateral move increased friction between India and Pakistan and caused substantial social, political, and economic turmoil. Analytical and descriptive methods are employed to examine the political, social, cultural, and bilateral effects of constitutional change by using secondary data in this qualitative research paper. The main objective of this paper is discussing the relationship between India and Pakistan following the repeal of Articles 370 and 35A.

AN ANALYSIS OF THE EIGHTEENTH CONSTITUTIONAL AMENDMENT OF 2010 AND PAKISTAN'S STRUGGLE FOR INCLUSIVE FEDERALISM

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This research seeks to analyse Pakistan's struggle for inclusive federalism and the 18th Constitutional Amendment of 2010 and its implementation. Pakistan's federal system remained chequered since Independence either it is due to the lack of federal constitution or institutional imbalance. The first two constitutions of Pakistan—the 1956 Constitution and the 1962 Constitution—are considered as quasi-federal constitution, whereas the 1973 constitution has set a tone of federal principle but repeatedly suspended or put in abeyance in support of the centralisation of power. The 18th constitutional amendment was a step towards inclusive federalism but it is yet to be explored whether the amendment has brought any change to establish an inclusive federal system, if not, then why? The focus of this research is on sources of history and surveys, along with debates concerning the amendment. The research argues that significant changes in theory have been made, but concrete and measurable changes are still missing. The amendment was not effectively implemented but rather delayed and manipulated to reduce the efficacy of the changes for provincial autonomy, the supremacy of the constitution, and the strengthening of democracy.

REVISITING THE PROVINCIAL DEMANDS FOR AUTONOMY AND CONSTITUTIONAL SAFEGUARDS

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This study explores into Pakistan's long-standing demands for raised more province autonomy and examines how constitutional safeguards have addressed or did not address these demands. It traces these demands back to the colonial past, when centralized administration resulted in significant inequalities and neglected the region's multiple cultural, linguistic, and financial realities. These historical dynamics established the groundwork for contemporary issues in Pakistan. Since independence, the ongoing conflict between the central government and the provinces has been a distinguishing element of the country's federal system. This research exposes the inadequate effectiveness of constitutional regulations such as the 1973 Constitution and the 18th Amendment, in addressing fundamental issues about distribution of resources, representation, and autonomy. Although their promise, such structures frequently fail in practice, leading regions feeling neglected and, in some circumstances, provoking a rebellion and disengagement. This article also investigates the role of powerful institutions such as the military and judiciary, which have frequently promoted centralized control under the pretense of national security, ignoring the norms of inclusive government. This research demonstrates how entrenched power dynamics maintain inequity and prevent honest provincial participation in decision-making processes. The report gives insight on how Pakistan might transition to a more balanced federal government that honors province aspirations by rethinking old governance practices. It concludes with practical ideas for reforms which emphasize collaborative behavior, equity, and an equal distribution of power and resources, paving the path for a more integrated and just society as a whole.

SOCIOPOLITICAL AND ADMINISTRATIVE DEVELOPMENT IN SOUTH PUNJAB: A CASE STUDY OF DISTRICT MUZAFFARGARH (1849–2008)

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Socio-political ideologies are the set of beliefs and morals that shape the character and structure of a society. Administration refers to an organization that performs various functions to maintain order in a society. Generally, the term development tells about big or small change in circumstances of society. The southern part of Punjab which is in South Asia, is called South Punjab. History is the process of human past activities and therefore history is often said to be the mother of all social sciences. The term history is derived from the Greek word "Historia" which means information. History is not limited to experimental or political history, it deals with men. When we explore a specific regional history, we observe those systems, events and people which made this region important in historical process. There our concern is the history of District Muzaffar Garh from colonial period and after partition. This region slowly started developing, socially, politically and administratively with the passage of time. The purpose of this study is to explore the nature of sociopolitical and administrative development in south Punjab and district Muzaffargarh is taken as a case study. Many historians wrote about the different phases of history of the subcontinent, their historiography was about the history of kings, royal families and the central governments but they neglected regional history. That is why there is no sufficient work on regional history; district Muzaffar Garh is one of them. This district is located between the Indus and Chenab rivers. The people of Muzaffargarh were leading simple lives but with the passing time, they started developments in agriculture, industry, economic, education and also in politics.

RETHINKING THE PAST: REFRAMING HISTORICAL NARRATIVES IN PAKISTAN–BANGLADESH RELATIONS

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The 1971 dismemberment of East and West Pakistan is one of the most contentious episodes of South Asian history, with both Pakistan and Bangladesh building competing national narratives influenced by political agendas, state-sponsored histories, and social memory. Drawing on critical theories of history and collective memory, this paper probes how historical accounts, especially of the Liberation War, have been framed in school textbooks, party rhetoric, popular media, and public debate within both countries. Through this deconstruction, the research brings out the way history has been employed both as a nation-building tool and as a source of long-lasting conflicts between the two nations.

Besides probing the historiographical gap, this study highlights the possibility of alternative, inclusive modes of historical interpretation. By comparing official and unofficial narratives, individual testimonies, and scholarly discourse, it attempts to identify common histories, cultural affinities, and possibilities for reconciliation. The research also highlights the contribution of transnational scholarly collaborations, autonomous historiography, and grassroots movements towards a more balanced and complex understanding of the past.

Finally, this paper contends that reimagining history means transcending narrow, state-based accounts to adopt pluralistic and human-centered histories. By fostering historical inclusivity and conversation, this study hopes to contribute to a more positive framework for Pakistan–Bangladesh relations, where history is a bridge and not a barrier.

EVOLUTION OF WELFARE INITIATIVES IN PAKISTAN: A HISTORICAL PERSPECTIVE

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The history of social welfare activities in Pakistan, driven by the state, reflects the evolving socio-economic and political landscape of the country. This paper examines secondary data on the development and transformation of state-led social welfare initiatives in Pakistan, spanning from the early years of independence to the present. The primary data, with the help of in-depth interviews has been gathered from representatives of Social welfare and Baitulmal, Punjab to investigate the effectiveness and issues in different organizations established for marginalized section of the society. The study found that Initial efforts of welfare were focused on post-partition rehabilitation and basic relief programs for refugees, with the formalization of social welfare through the establishment of the Social Welfare Department in 1951. Over the decades, welfare policies shifted in response to political ideologies, socio and economic conditions, with significant expansions during the last few decades. Currently, the state of Pakistan, despite its limited resources lending a helping hand to women, older population, children in particular, along with facilities in health an education. The study suggest removal of bureaucratic hurdles, consistency of policies, transparency and constant evaluation in organizations administered by social welfare and Baitulmal Punjab to make sure its smooth functioning and state of the art facilities to underprivileged section of the society.

DESIGNING A CONSTITUTIONAL COURT FOR PAKISTANI FEDERATION: PROPOSALS AND RECOMMENDATIONS

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The Constitution 1973 offers federal system for governance, but without a separate constitutional court that has created challenges in safeguarding unvarying understanding and application of constitutional values. This qualitative study explores the requirement, structure, and operative plan of a constitutional court in the Pakistani federation with a blend of doctrinal research and expert interviews, this paper finds key gaps in the existing judicial structure, with tardy judgement of constitutional matters, jurisdictional skirmishes, and a lack of particular expertise. The findings are contextualized in the exclusive political, social, and legal perspective of Pakistan, drawing lessons from relative models in other federal countries like Germany, India, and South Africa. The study recommends the formation of a separate constitutional court that would work as the final authority on constitutional understanding, while conserving the Supreme Court's broader dominion. Commendations comprise the court's structure, nomination processes, jurisdictional scope, and apparatuses to safeguard freedom and neutrality. Emphasis is on conniving a court that equilibria federal harmony with provincial self-rule in a pluralistic society, and line up with its Islamic constitutional philosophy. This research backs to the enduring discourse on judicial restructurings in Pakistan, contributing actionable endorsements to improve the efficiency of constitutional governance. Its intentions to enable an extra impartial, transparent, and responsible judicial system that endures the spirit of federalism and braces the rule of law. The study accomplishes that a constitutional court is not simply an institutional modernization but a critical obligation for dealing the federation's multifaceted challenges and safeguarding justice in constitutional issues.

REASSESSING 1947: NATIONALIST NARRATIVES AND THE COMPLEXITY OF IDENTITY IN PAKISTAN'S HISTORICAL DISCOURSE

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Historically, and until recently, the independence of India and its subsequent partition in 1947 has been celebrated as a monumental event in Pakistan. This portrayal glorifies the role of Muslim nationalist leaders and political parties in leading the movement to gain freedom from British colonial rule and the Hindu hegemony. This nationalist perspective was strategically crafted and propagated to legitimise the ideology of the All-India Muslim League in the newly created state of Pakistan. This endeavour manifested in two significant ways. Firstly, it restricted the interpretation of the events leading to 1947 to a "history from above" approach, predominantly framed along nationalist lines. The perspectives and experiences of the religious minorities were marginalised within the overarching historical discourse. Secondly, this nationalist narrative has had an enduring impact on Pakistani society, particularly in shaping national identities and inter-communal relations. In the public domain, the communal sensibilities of 1947 were transformed into national identities in Pakistan. Now, seventy-seven years later, like any historical process, the events of 1947 in the history of Pakistan requires a comprehensive examination that considers its complexities and diversities. Within the overarching narrative, it is crucial to incorporate the marginalised voices that have been deliberately ignored or silenced. The dissenting voices, figures of defiance, and movements of opposition taking place both at the centre and peripheries need to be recognised as interconnected developments defining the dimensions of 1947. In addition to encouraging historical revisionism, there's a need to rectify the idea that religious identity correlates with national identity in order to build an inclusive society in Pakistan where social space is not claimed based on religious identities.

THE LAWRENCE LEGACY: EDUCATION AND INEQUALITY IN COLONIAL AND POST-COLONIAL PUNJAB'S SOCIOPOLITICAL STRUCTURE

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The colonial education policies implemented by the British in India, particularly in Punjab, aimed to serve the administrative needs of the empire rather than to provide inclusive education for Indians. The Lawrence brothers John and Henry Lawrence profoundly influenced the educational and sociopolitical scenario of colonial Punjab through policies that institutionalized inequality. Their initiatives established a dual education system, with elite institutions like the Lawrence Asylums catering to Europeans and Anglo-Indians, and basic schooling for the local Indian population designed to create a compliant labour force for the colonial administration, and reinforcing the colonial strategy of divide and rule. The rudimentary schooling for Indians was designed with the specific intent of creating a workforce trained to perform subordinate roles within the colonial administration, such as clerks, surveyors, and lower-level bureaucrats. Curriculums were designed to teach basic literacy, numeracy, and skills necessary for clerical and technical jobs, with no emphasis on higher intellectual development or critical thinking. It was also influenced by Macaulay's doctrine of producing a class of individuals who would be "Indian in their blood and colour, but English in taste, in opinions, in morals, and in intellect" to create a class of intermediaries between the British rulers and the masses, thereby reinforcing colonial control. This model reinforced colonial hierarchies, embedding socioeconomic divisions and restricting access to quality education for the majority of the population.

This paper critically examines the Lawrence brothers' educational policies, the socio-political motives behind them, and their long-term impact on Punjabi societal structures. It argues that their legacy not only perpetuated disparities during the colonial era but also laid the groundwork for the enduring inequalities in education and governance. The Lawrence brothers' model exemplifies how education systems can shape power dynamics. Modern inequalities in access to quality education often translate into unequal representation in governance, policymaking, and workforce, echoing colonial patterns of stratification. The colonial emphasis on English medium education continues to marginalize local languages and knowledge systems. This mirrors the cultural dominance promoted under the Lawrence legacy, where education served colonial rather than local interests. Re-examining the Lawrence legacy emphasizes the importance of decolonizing educational frameworks. Building inclusive systems that prioritize equity, local cultures, and cross-roots development can address historical injustices and foster social cohesion. Policymakers today can learn from the demerits of the colonial dual educational system. Investment in universal, high-quality public education and targeted programs for marginalized groups are essential to dismantling entrenched inequalities. This analysis connects the colonial past to pressing modern-day challenges, highlighting the need for inclusive and equitable reforms.

**PARTITION SURVIVORS: HATE-LOVE, LOSS-SHARING,
ENMITY-FRIENDSHIP, GRIEF-JOY, AND TRAUMA-MEMORY**

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Partition of Punjab that took place in the summer of 1947 is perhaps one of the most studied subjects in the history of subcontinent, covering various themes and aspects. Recently, the focus has been shifted from 'high politics' to 'human' – this is termed as the emergence of a 'new history' – where loss, enmity, trauma and women have been the dominating themes in the writings of the academicians. They highlight that mostly women have been subject to sexual abuse, violence and massacre. Others have turned towards analysing the novels, short stories and theatre productions to research the Partition. The rest cover the inheritance of the Partition by focusing on memory, testimony and history. Thus, communal divide, blood, massacre, trauma, dispossession and violence have been dominating themes or aspects of their studies. This is one part or side of the story or picture. Where is the other? Had there been no stories and/or precedents of sharing, friendship, memory, compassion and heroism? Weren't there any people risking their lives to save their neighbours from rampaging mobs? This research paper, instead of studying the Partition in a singular or simplex or non-binary perspective, researches it in a binary mould—attempting at digging out the other part of the story i.e., sharing, friendship, memory and love. The question is answered through 25 in-depth semi-structured qualitative interviews of the Partition survivors. The findings suggest there were the stories of the people risking their lives to save their neighbours from rampaging mobs—bridging the communal divide and escorting their fellow villagers to either India or Pakistan.

CHRISTIAN MISSIONARIES IN THE AREAS OF KHYBER PAKHTUNKHWA UNDER BRITISH: A HISTORICAL STUDY (1849–1947)

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The settled areas of the former North–West Frontier Province (NWFP) and present Khyber Pakhtunkhwa (KP), being part of the then Sikhs' Punjab, came under British when they annexed Punjab from Sikhs in 1849. During 1849 to 1901, besides these settled areas of KP, British also annexed some of the tribal areas of KP. In 1901, British separated five settled districts [Hazara, Peshawar, Kohat, Bannu, and Dera Ismail Khan (D I Khan)] and five tribal agencies (Malakand, Khyber, Kurrum, North Waziristan, and South Waziristan) from the province of Punjab and joined them together into a new province. Being located in the extreme north–western portion of British India, British named it as the North–West Frontier Province. Administratively, it was kept under a Chief Commissioner rather than a Governor like Punjab or other Governor Provinces of British India, therefore, it was also known as a Chief Commissioner Province or Chief Commissionerate. In 1947, it became one of the five provinces of Pakistan. In 2010, it was renamed as Khyber Pakhtunkhwa through 18th Amendment in 1973–Constitution of Pakistan. When British came to this part of the world, they found its inhabitants as their violent and proactive enemy, who were fond of arms and war–loving. Hence, they perceived them as “uncivilized” and “savages” and introduced special form of administration in KP by keeping its each settled district and tribal agency under a Deputy Commissioner (DC) and a Political Agent (PA) respectively. The settled districts were administered through a hierarchical bureaucratic system of policing, and administrative and judicial magistracy starting from DC and District Judge (DJ) at the top to the clerical and supporting staff at the bottom. Similarly, the tribal agencies were administered through a system of “indirect rule” starting from PA to the Malak–i–Nizam (a system of tribal elders), and Khasadars (a paramilitary force of locals). From 1901 to 1932, British governed KP without extending any constitutional reforms to it at par with the Governor Provinces of British India as they considered KP as a “heap of gunpowder” and introduction of constitutional reforms into it as lightening of a matchstick to it. Therefore, it was ruled through draconian laws including the Frontier Crimes Regulation (FCR) which was frequently exercised against the people of KP. In 1932, British declared KP as a Governor Province. Like other Governor Provinces, the Government of India Act 1935 passed by the British Parliament for the British India was extended to KP too. Under this Act, KP was governed by an elected Legislative Assembly, an elected Chief Minister and his Cabinet, and a Governor since 1937 to 1947. According to the census of 1901, majority of the population of KP were ethnically Pakhtuns and Muslims by faith. By then, the total population of KP was approximately four millions (40 Lac). Out of them, about ninety two percent (92%) were Muslims while only eight percent (8%) were non–Muslims. Out of the eight percent (8%) were non–Muslims, there were total five thousand two hundred seventy three (5,273) Christians including five hundred thirty three (533) native converted Christians. Majority of the British masters of KP were Christian by faith. Taking advantage of British political dominance in India, the Christian Missionaries moved to India including its province of KP. Mostly, they settled in urban areas of KP like the cities of Abbotabad, Nowshera, Peshawar, Kohat, Bannu, D I Khan, and under the protection of British administration. They focused mainly on the construction of Christian Churches, Christian Medical Dispensaries and Hospitals, and Christian Missionary Schools and Colleges with the help and support of the local British administrators and chain of their respective Christian Missionaries back in Christian World of the West. In 1851, the evangelical Church Missionary Society (CMS) was functional in Amritsar (Punjab). It opened schools in Peshawar, Dera Ismail Khan, and Bannu in 1854, 1862, and 1865 respectively. They delivered religious, health, and educational services not only to the British administrators and their families but their mission also included to convert the KP's Muslims to Christianity by developing friendly relations with them through rendering health and educational services to them besides other lucrative offers too. In the beginning, the KP's orthodox Muslims (being called by British as “uncivilized” and “savages”) took these Christian Missionaries as a direct serious threat to their faith and they proved very hostile to them. But, slowly and steadily, some of them started to consider Christian Missionaries as a blessing in disguise at least in the context of their health and educational services. The health services were healing their ill bodies while educational services were proving as a ladder to grab their share in British services by developing friendly working relations between them. Hence, these Christian Missionaries were bridging up the gap between the natives and their British masters. They were also serving their greater cause of natives' conversion to Christianity whenever they got an opportunity to heal their ill bodies and souls together. Christian–Muslim co–existence in KP under British has been a complex phenomenon. Some times in some places, the natives have been very hostile towards the Christians and their Missionaries. At the same time, they have also been in friendly–working relations with each other. Therefore, this whole phenomenon needs to be addressed under an academic research. The central theme of this paper is the causes and effects of the evolution of Christian Missionaries in KP under British in its historical context.

**POLITICAL ECONOMY OF AFGHANISTAN'S WITHDRAWAL:
IMPLICATIONS FOR PAKISTAN'S SECURITY AND ECONOMIC STABILITY**

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The Durand Line, a colonial-era boundary dividing Afghanistan and Pakistan, has long been a locus of strategic geopolitical maneuvering. This study employs a constructivist theoretical lens to explore the evolution of narratives constructed to label tribal men along this contested frontier—transforming them into Mujahideen, Taliban, and more recently, Khwarij. Grounded in the constructivist emphasis on the socially constructed nature of identities and realities, the research examines how these labels have been instrumentalized to achieve external strategic objectives, perpetuate conflict, and shape regional power dynamics. Using a qualitative methodology and an explanatory research design, the study employs critical discourse analysis of historical records, media representations, and policy documents to investigate the processes through which identities are constructed, contested, and weaponized. The findings reveal that these narratives not only reinforce cycles of violence but also have far-reaching implications for regional stability and the politics of identity. By interrogating the interplay between power, discourse, and identity creation, this article contributes to a deeper understanding of how narrative construction influences geopolitical realities and marginalises cohesive cultural identities, particularly among Pashtun communities along the Durand Line.

HISTORICAL UNDERSTANDING OF SECTARIAN NARRATIVES IN PAKISTAN

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This paper examines the historical basis of sectarian narratives in Pakistan. Sectarian Discourse, in one respect, is a discourse on history. Sectarian denominations utilise past in their particular meaning. Sectarian Narrative benefits both from the scientific and holistic traditions of historiography. They borrow the patterns of understanding from the discourse of history, between speculative and analytical traditions, regarding the questions of human agency, historical determinism, time and space and actuality of historical facts. This borrowing is, usually, partial. This partial borrowing creates certain situational impacts. This study focuses on the situational impacts of historical discourse and construction and deconstruction of sectarian narratives. Recent studies on the sectarian discourse in Pakistan show the construction of certain 'neo-sectarian' trends. These trends are born out of the mainstream Shia, Bareilvi and Deobandi sects. Besides jurisprudential and ideological differences with their parent sects they also have different understanding on history, both as past and as a process. Intra-sectarian debates exhibit opposite discursive position on the scientific epistemology of past and also on the orientation of 'historical processes'.

This is an effort to combine the conceptual understanding of history with religio-sectarian development in Pakistan. Socially, sectarian discourse is comprehensible only in religious term. Its socio-cultural and historical relevance is unknown to a large segment of society. This is one of the main causes behind the extremism and sectarian militancy. It has also enlarged the space for excommunicative trends. Religious excommunications have entered in the intra-sectarian discourse as well. In this context, it is important to know that how sectarian narrations utilise the methods and approaches of history to extend their particular meaning to public. This will also help to understand the question of their existence in future on the basis of historical credibility. The question of historical credibility is borrowed from theory of social performance by analogising the success of social performance with the credibility of particular historical position.

RETHINKING CORRUPTION IN PAKISTAN: POLITICIANS AND THE POLITICS OF PERCEPTION

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In Pakistan, the popular narrative of politicians as inherently corrupt has become deeply embedded in public discourse, fueled by media sensationalism, judicial interventions, and widespread disillusionment with governance. This paper challenges this reductionist view, arguing that the blanket portrayal of political corruption oversimplifies complex realities, distracts from systemic failures, and undermines the democratic process.

By examining Pakistan's historical and political trajectory, the study investigates how corruption has been framed in various contexts—from colonial legacies to post-independence state-building, military interventions, and the neoliberal era. Using case studies from key moments in Pakistan's political history, the analysis explores how accusations of corruption have been selectively used to discredit civilian governments, justify authoritarian takeovers, and maintain elite dominance over state institutions. The paper also delves into public perceptions shaped by societal norms, media narratives, and global anti-corruption frameworks. It interrogates whether the focus on individual culpability obscures deeper structural issues, such as the lack of institutional transparency, uneven power distribution, and the challenges of governing a resource-constrained, diverse, and populous nation.

This study argues that addressing corruption in Pakistan requires a shift away from simplistic blame on politicians towards a systemic understanding of governance. Institutional reforms, robust accountability mechanisms, and a stronger civic culture must accompany efforts to rebuild trust in political leadership. By reframing the discourse, the paper posits that despite their imperfections, politicians are crucial to driving socio-economic progress, fostering democratic resilience, and addressing the needs of Pakistan's citizenry.

Through this lens, the research invites policymakers, academics, and citizens to evaluate the politics of corruption in Pakistan critically and to seek solutions that are equitable, nuanced, and grounded in the country's socio-political realities.

NATURE AND THE RELIGION: SUFU TEACHINGS ON ENVIRONMENTAL CONSERVATION

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Today, the world is passing through a serious ecological crisis. Human actions mainly caused this environmental problem, and during the past two centuries, misusing modern science, they excessively exploited natural resources for materialistic purposes. During this period, philosophers of positivist movement rejected religions and spirituality as meaningless for modern man. Certain modern scholars also accuse religions as one of the major causes of the environmental crisis, arguing that in religious teachings, man is superior to all creatures, allowing him to exploit natural resources. However, this thesis is rejected because most religions have the spirit and teachings of caring for the environment. Sufism an important tradition of Islam has contributed to protecting the Earth by promoting a simple lifestyle and establishing harmonious relations with nature. Sufism developed as a movement that rejected the growing materialism in the Islamicate. Its teachings are still a protest against capitalism's way of life. For Sufis, overcoming environmental crisis must start with a change in the perspective of human relations with nature and God. Nature is looked at in unity, where everything is connected to everything. When humans exploit nature and its resources, it takes its revenge. Sufis through their teachings of tawakkul (Reliance on God) and faqr (Voluntary poverty) resist the exploitative behaviour of humans on natural resources. It is argued that an ecological crisis is the result of a spiritual crisis. Sufi communities in different parts of Islamicate campaigned for harmony between humans and nature and contributed to environmental sustainability. The present paper attempts to look that how sufis through medium of poetry, prose, and personal examples played their role in conserving the environment particularly in South Asia. It also looks at how it can further contribute to sensitizing the people of the most affected region by climate change.

REDEFINING PAKISTAN'S FOREIGN POLICY AMID THE US–CHINA POWER SHIFTS

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The evolving power dynamics between China and the United States (US) have significantly influenced global geopolitics, particularly for developing states like Pakistan. This paper investigates a new shift in Pakistan's foreign policy choices as the US seeks to maintain its strategic dominance, and China accelerates its rise as a global power. Historically allied with the US, Pakistan's strategic pivot toward China, evidenced by projects like the China–Pakistan Economic Corridor (CPEC), indicates a recalibration of its international alliances. This shift is driven by China's Belt and Road Initiative (BRI) and the need for economic revitalisation, juxtaposed against strained US–Pakistan relations over issues like counterterrorism and regional stability. Pakistan's reliance on China makes scholars sceptical about its economic dependency and balancing relations with the West amid US–China competition. Furthermore, Pakistan's proximity to India, a key US ally in countering China's influence, complicates its strategic calculus. The data revealed power transition at the global level has been impacting the states' tilt either towards the US or China. In this setting, this study revolves around the fundamental question; how China's rise and US apprehensive strategies reshape Pakistan's foreign policy choices. The study employs a qualitative research approach, gathering data from a diverse range of primary and secondary sources, including official policy documents, diplomatic communiqués, academic journals, and expert analyses. Key speeches, projects, and archival material are also examined to trace the response of Pakistan's foreign policy towards shifting global power dynamics. Later thematic coding and comparative frameworks to identify patterns were used.

The paper provides evidence that Pakistan has become a critical player in the broader geopolitical landscape shaped by the China–US rivalry. The study found that Pakistan's foreign policy choices involve a delicate balancing act, striving to maximise economic and strategic benefits from both powers while maintaining sovereignty.

GROWTH OF MADRASAS IN PAKISTAN: HISTORICAL ANALYSIS AND EDUCATIONAL PROSPECTS

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The word “madrassa” do generate a huge complexity, negative propaganda and curiosity among scholars of regional, national and international community since 9/11. It is considered an institution of preaching hatred and breeding violence and extremism. Madrassa as a unit of study also remain lesser focused by academics and came to forefront since 9/11. Ilm , Talib , Maktab all terms have been denoted as negative but never understood in a concrete term to its original sense. No heed has been paid to the mushroom growth of these madrassas across Pakistan at any level. This increase in numerical strength itself is an alarming situation not only for national or regional peace and stability but for international community as well. Post 9/11 Government of Pakistan has tried to reform madrassa system but could not achieve much success due to shallow approach and non-compliance of various madrassa establishments.

Since 9/11 Pakistan has observed a struggle amid liberal and orthodox Islam. President Musharraf has presented a moderate interpretation of Islam in domestic affairs to show the soft image of Pakistan and its citizenship to the outer world. This struggle of the then government has made a clear distinction between state-sponsored and societal Islam. In the wake of this marked division of Islam, Pakistan experienced sponsored Islam introduced by praetorian rule of Zia for maintaining his writ as writ of state and his legitimacy as survival of state. State-sponsored Islam gradually replaced and altered the nature of societal Islam. Islam as religion was used to fight in soviet invasion with enchanting slogans and later on same talibs and mujahids retaliated back on Pakistani state and society which collaterally damaged state’s writ and destroyed huge infrastructure within two decades. To counter this dilemma, State under Musharraf initiated couple of projects under the aegis of state-sponsored and controlled madrassas all over Pakistan on experimental basis and instituted Madrassa boards. Combined with lack of institutionalisation, process of creation, funding and maintenance of these initiatives set the scene for the conflictual relationship with those of decision making circles and raising questions in the mind of lay man and ulama about these projects.

This paper is an attempt to trace the relationship amidst state apparatus and society for providing a better glimpse of prevailing state-sponsored Islam through transitional phase and Islamic education in selected madrassas while showing that how Islam has been used for legitimacy in Pakistan through such struggles and initiatives. Therefore, fundamental objective of the study is also to understand the changing pattern of madrassa with focus of patron-client case and the role of government to modernize these institutions while looking into many folds growths of these madrassas having sets of impact on culture, identity and Islamic educational values in and outside Pakistan.

RECONCILING FEMINISM AND ISLAM IN PAKISTAN

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The state of feminism in the non-western world and particularly in the Muslim world is quite different, sometimes even anti-feminist and reactionary. For example, the Taliban regime in Afghanistan has banned the education of girls, and the situation of women in Pakistan, where patriarchy is intertwined with religious discourse, is not much different. In countries like India, the focus shifts to issues of development and post-colonialism, while many African countries perceive it through the lens of neo-imperialism. Given the unique economic, political, and societal conditions, can feminism and more specifically, women's human rights be propagated in the non-western world, especially in Pakistan? Ideally, the western model should not be superimposed on any other country due to cultural relativism however, it does offer valuable lessons. As we know, US-led liberal intervention and democratization efforts in Afghanistan largely failed because they did not resonate with local values, such as Afghan traditions and Islam. In contrast, democracy gained a stronger foothold in Pakistan, where the 1973 constitution was harmonized with Islamic values. Increasingly, the progressive and liberal interpretations of Islam are taking roots in some Muslim countries like Bahrain, the United Arab Emirates, Turkey, and Azerbaijan, while Saudi Arabia is gradually embracing women's rights. This suggests that a feminist discourse based on progressive interpretations of the Quran could lead to positive change for women in the Muslim world. It gives us hope that improving the condition of women in Pakistan is achievable by progressive interpretations of gender-related Quranic verses, Sunnah of Prophet Muhammad (PBUH), and history of key Muslim women leaders. In the foregoing background, the proposed paper will explore the following main question: How can reinterpretation of women-related Quranic verses, intertextual references of Sunnah and key Muslim women leaders bring better liberation discourse for Pakistani women?

DOES ISLAMIC FINANCE SPUR CORPORATE SUSTAINABILITY?

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Firms, institutions, and economies are striving to be sustainable when it comes to the environment, social issues, and governance. For this, the United Nations has developed 17 Sustainable Development Goals. We argue that Islamic finance can be a way forward to achieve the bigger cause. We test this by studying 50 countries for the year 2020 and find that Islamic finance enhances overall sustainability. If countries integrate Islamic Finance principles, it will enhance the overall corporate sustainability. These findings are robust to different model specifications. Incorporating such principles would undoubtedly help economies achieve the ultimate goals of sustainability and overall well-being.

**CHANGES AND REFORMS IN MUSLIM MAJORITY COUNTRIES:
CASE STUDY OF PAKISTAN**

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Pakistan came into being in August 1947 on the Western concept of nationhood. The Islamic concept of habitat was also used by her founding fathers as an inspirational tool for her birth. Since her creation, the state and society of Pakistan, like other Muslim majority countries, witnessed various changes and reforms, which directly or indirectly affected her Muslim populace.

During the 1950s, the land reforms were made which were followed by another one in 1970s. Whereas, in 1960s, 1980s and again in 2006, the reforms were introduced in the Muslim family laws and legislation was also made to protect the civil rights of women and children. The reforms were also made to protect the rights of non-Muslim minorities in order to create pluralist society.

The three constitutions of Pakistan (i.e. 1956; 1962 & 1973) guaranteed the social justice and egalitarianism for all citizens of the country. However, the relevant clauses of the constitutions were never implemented in their true letter and spirit, due to strong opposition of different religio-political groups.

In this paper, an attempt will be made to explore and analyze the socio-economic and religious changes and reforms introduced by the state and society of Pakistan and how the society responded.

FISCAL RESILIENCE AND HETEROGENEOUS PERFORMANCE OF ENVIRONMENTAL, SOCIAL AND GOVERNANCE METRICS IN PAKISTAN

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The purpose of this work is to investigate the impact of Environmental, Social, and Governance (ESG) performance on fiscal resilience through the fiscal reaction function to the level of debt. Pakistan in Asian region is experiencing a higher level of indebtedness that leads deficit situation. This study utilizes the data from 2003-2022 from Pakistan and using novel regression analysis. Three composite indexes are constructed Environmental Index, Social Index, and Governance (ESG) Index. The environmental index is constructed by using four areas that cover water, energy, biodiversity, and pollution domains. The Social Index contains variables that cover human development and social development areas. The Governance index mainly consists of six governance indicators. The study combines all three ESG indicators and forms a composite ESG index, for Fiscal resilience, primary balance and the role of government debt are utilized. Regression results shows that primary balance is sensitive to debt. Cubic specification of debt has a negative and significant association with the primary balance that shows the fiscal fatigue phenomenon in Pakistan. There is a negative association between the ESG performance index collectively and individually with primary balance. For policy implications, higher transparency and a better enabling environment for investors to foster ESG performance will further enhance ESG performance, resulting in long-term fiscal sustainability in the country by lowering the sovereign risk.

ADVANCING SUSTAINABLE INNOVATION: THE ROLE OF ECO-TECH FINANCE IN GREEN TECHNOLOGY THROUGH DIGITALIZATION AND FINANCIAL RISK MANAGEMENT

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As the world faces the increasing problems of climate change the need to develop sustainable technology has reached an all-time high. This research examines the interaction of ecological, technological, and financial factors that propel green technological innovation as essential variables in addressing environmental degradation and promoting resilience. This study explores the investigation of how green finance (GFN), financial inclusion (FI), financial technology (FinTech), information and communication technology (ICT), and energy innovation (EINO) termed as Eco-Tech Finance contribute to advancing green technological innovation. Digitalization plays a role of moderating variable while financial risk moderates this complex relationship. Employing a panel threshold regression approach supported by the generalized methods of moments (GMM). The study analyses data from 120 countries worldwide for the years 2000–2022. The findings of the study highlight the interactive role of the financial system, and the technological risks associated with the implementation of new green technologies. They highlight the challenges of aligning financial technologies and information and communication technologies with environmental objectives and emphasize the importance of creating and providing financial inclusion and renewable energy sustainable development has been emphasized. The study highlights the importance of targeted policy interventions, including migration policies, formal government subsidies and risk management strategies, to promote green innovation. It advocates for regulatory measures that promote environmentally friendly investments and energy efficient technologies. By offering insights into the interplay of financial, technological and environmental factors this study provides a strong foundation for future research and policy development. It calls for leveraging financial and technological tools to accelerate the transition to a sustainable and resilient global future addressing urgent ecological challenges.

MODELING THE ECONOMIC IMPACT OF EXPOSURE TO NATURAL DISASTERS: AN EMPIRICAL ANALYSIS

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There has been a recent shift in economic growth policy discussion and research with increasing attention given to environmental issues. Scholars are now extensively exploring the integration of environmental concerns into economic growth and development theories. This indicates a growing recognition of the interdependence between economic progress and environmental sustainability in modern economic research. The target 11.5 of SDG which focuses on loss reduction resulting from natural disasters continues to be significant towards attainment of sustainable cities and human settlements but there is scanty literature on this scope. Natural disasters, including floods, earthquakes, and other disruptive events, are a crucial aspect of environmental concerns – affecting negatively to economic growth of a country. The current study has emphasized on the investigation of the effects of natural disasters on economic growth and examined the mitigating role of financial development, institutional quality, human capital and others mitigating adverse effect of natural disasters on economic growth. The study has used the global sample of 132 countries for the period 2002–2021. The study used fixed effect model and interaction term for sample of countries. The study concludes the negative impact of natural disasters on economic growth. Moreover, it is also found that financial development, institutional quality and human capital have positive and mitigating the effect of natural disasters in case of all three groups of countries.

DIGITAL FINANCIAL INCLUSION AND ENVIRONMENT: THE ROLE OF INSTITUTIONS AND GOVERNANCE

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Sustaining the environment along with economic growth has gained greater importance in the current era. For this, different strategies have been examined in the literature recently. This paper analyzes the environmental effects of digital financial inclusion (DFI) along with renewable energy resources using panel data of developing countries over the period 2008–2021. The analysis formulated an index of DFI using Principal Component Analysis method (PCA) of eight proxies representing different dimensions of DFI. The empirical results are estimated by using dynamic two-step system–GMM due to potential existence of endogeneity. The findings suggest that DFI is helpful in reducing carbon dioxide (CO₂) emissions. It reduces the usage of fossil fuels and with the easy access to financial services, the pool of loanable funds increases for the financial intermediaries to disburse. Moreover, renewable energy also found negatively associated. Altogether, this study enhances the literature by directing a comprehensive analysis offering valuable understandings for policy makers in the contemporary digital transforming world.

CRITICAL ANALYSIS OF ISRAEL–PALESTINE CONFLICT USING PROPAGANDA MODEL IN THE AGE OF ARTIFICIAL INTELLIGENCE

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The Israel–Palestine conflict has become the center of global political discourse in the recent couple of months. The media led perceptions and narratives of the war have significantly shaped the public opinion. This present study critically analyses the media framing of the conflict using Propaganda model developed by Edward S. Herman and Noam Chomsky. The study explores the role of five filters —ownership, advertising, sourcing, flak, and anti-ideologies in influencing the minds of general public, in shaping narratives in conventional media and conflict discourse. Using qualitative content analysis of media reports, government statements and social media platforms, from diverse geopolitical contexts over the defined time frame, the research identifies the role of mainstream media in making one side justified while the other as unjust or illegitimate. The study also examines the use of AI-driven algorithms in regulating user perception of the conflict on social media platforms. The findings illustrate the significant influence of media in shaping global discourse around the conflict and explains the complex relationship between media, power, and geopolitics. The research contributes by opening new ways of applying Propaganda Model along with AI technologies to such highly complex issues, while advocating the need for increased media literacy to foster balanced and impartial approach in resolution of such high potency global issues.

THE DIGITALIZATION OF POPULIST POLITICS IN THE 21ST CENTURY: A CASE STUDY OF PTI AND BJP

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This paper aims at exploring the digitalization of populist politics in the 21st century, with a focused case study of two prominent political parties: Pakistan Tehreek-e-Insaf (PTI) and Bharatiya Janata Party (BJP). These two political parties have effectively utilized digital platforms to advance their populist agendas in the last two decades. This study examines how social media, digital communication strategies, and online activism shape political narratives, mobilize supporters, and amplify populist rhetoric. The rise of digital platforms and algorithmic amplification has significantly reshaped the way populist leaders engage with the public, bypassing traditional media and enabling direct, unfiltered communication. While this digital shift has facilitated the mobilization of mass support, it has also raised concerns regarding misinformation, polarization, and the manipulation of public opinion. The populist leaders have successfully exploited digital tools to craft persuasive narratives, foster political tribalism, and rally disenfranchised populations. It also addresses the potential risks, including the erosion of democratic norms, the amplification of extremist rhetoric, and the erosion of factual discourse. By comparing the strategies of PTI and BJP, the study highlights the broader implications of digital technologies in contemporary populism, emphasizing the global rise of digital politics and its potential to redefine democratic engagement in the digital age.

THE IMPACT OF NEW MEDIA COMMERCIALISM ON PAKISTANI SOCIETY

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Since the introduction of social media platforms, the disbursement of information has become easy, swift and cheap. During the early days of social media, it was mostly used for socializing with family, friends and co-workers. Later, with the evolution within a short period of time, the same medium provided great opportunities for earning money. Today almost all of the social media platforms engage the users by providing them with opportunities of mutual earning through online advertisements on the content they post on their accounts/channels. This new commercial opportunity allowed everyone who could get more online traffic to earn through uploading content. Resultantly personal accounts and online channels have mushroomed all across the world. The social media influencers and digital creators captured the attention of netizens by creating their own niche in cooking, travelling, magic, games, sports, education, animation, etc. and most importantly current affairs/news related content. This trend also affected Pakistan, and the socio-political instability provided unprecedented opportunities to political commentators and who so ever wanted to ride the wave. Pakistan witnessed a sharp spike of self-proclaimed journalists, political experts, philosophers, historians, and educationists. The array of bloviating content only leaves the viewer befuddled. The appetite of users has compelled even outlaws (dacoits) to establish their social media accounts. Surprisingly their malevolent content gets hundreds of thousands of views exposing the underbelly of social media outreach. The paper addresses the real danger of Pakistan's metamorphosizes to an entropic society due to the constant bombardment of factoid-based contents by dilettantes. The debate about fake news, misleading propaganda, organized malicious campaigns against important personalities, media persons, and institutions has shock the core of Pakistani society.

**THE MARITIME COMPONENT OF THE CHINA–PAKISTAN ECONOMIC
CORRIDOR (CPEC) AND ITS IMPLICATIONS FOR REGIONAL
INTERESTS AND POLITICS IN THE NORTH ARABIAN SEA**

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CPEC is a project of China's Belt and Road Initiative (BRI). The maritime component of CPEC is crucial, as it enables China to expand its influence in the Indian Ocean and secure its energy supply lines. However, this has also raised concerns among regional players, including India, the US, and West, who seek to counterbalance China's growing influence in the region.

MITIGATING TAX AVOIDANCE IN THE MANUFACTURING SECTOR OF PAKISTAN: EXPLORING THE INFLUENCE OF CORPORATE GOVERNANCE AND FINANCIAL DISTRESS

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The post-pandemic era has brought Pakistan into a spiral of economic instability and downturn, making taxation a vital avenue for the economic survival of the country. One of the key avenues of revenue collection for an economy is its manufacturing sector, therefore the current study analysed the facilitating role of financial distress in examining the relationship amongst governance mechanisms and tax avoidance. The sample comprises data from 167 firms, ranging to a total of 13 years, from 2011 to 2023. Panel data GMM regression model is utilised for analysis. The findings indicate that the firms in Pakistan tend to get involved in tax avoidance during economic distress and effective corporate governance can significantly reduce this behaviour. The mediation analysis established that the association of board structure and tax avoidance is channeled through financial distress. This association highlighted those weak corporate mechanisms in a firm lead to financial distress which in turn leads to tax avoidance behaviour. Hence addressing corporate governance issues in the firm can also indirectly influence the tax avoidance behaviour in the corporate sector of Pakistan. The study also incorporates control antecedents including firm size, market-to-book ratio, return on assets, and leverage. They have also found to predominantly insignificant influence on tax avoidance. Our study provides some unique implications related to tax avoidance and particularly with context to a struggling economy like Pakistan. The study is of the view that during the financial distress period, it should be beneficial for investors, policymakers, and tax regulators to improve corporate governance mechanisms. These findings can also help tax officials to be more cautious of the firms that have weak indicators of corporate governance. Furthermore, in weak economic scenarios like Pakistan, tax avoidance practices tend to increase across the business sectors. Lastly, this association between tax management and financial distress will enable the investors' needs to assess premium cash flow and the risk of capital costs.

EXPLORING THE INTERCONNECTIONS BETWEEN FOOD TRADE AND FOOD SECURITY IN PAKISTAN: A CONTENT ANALYSIS APPROACH

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Food security in Pakistan is under significant strain due to the interplay of external pressures on agri-food trade, domestic policy gaps, and structural challenges within the agricultural sector. Escalating food prices and declining self-sufficiency have heightened vulnerabilities, while dependency on international markets and economic instability further exacerbate these risks. These dynamics, coupled with the impacts of climate change, underscore the urgent need for sustainable and equitable food systems. In the context of global trade liberalisation and national policy frameworks, food security in Pakistan reflects broader power dynamics. International agencies often drive trade policies that favour developed nations, while national priorities frequently prioritise export earnings over local food sufficiency. Smallholder farmers, the backbone of the agricultural economy, are marginalised, and news media play a critical role in exposing these issues and holding stakeholders accountable. This study examines the nexus between food trade and food security in Pakistan through qualitative content analysis, structured around four stakeholder forums: international, national, local, and media. Drawing on stakeholder theory, the research explores power imbalances and influence patterns shaping food trade policies and their implications for food security. Data sources include official reports, stakeholder publications, and media coverage, providing a holistic view of the economic and humanitarian dimensions of food security. The findings reveal a fragmented food security landscape marked by competing priorities: international pressures favouring trade liberalisation, national policies emphasising agri-exports over self-sufficiency, and local stakeholders constrained by systemic barriers. News media emerge as a key accountability mechanism, yet the lack of coherence across forums undermines sustainable development goals. These insights illuminate the intersections of power, identity, and change in Pakistan's food security context. Addressing these dynamics is crucial for fostering resilience, particularly in the face of climate change, and aligning food trade policies with sustainable development.

DETERMINANT OF SOCIAL PERFORMANCE IN MICROFINANCE INSTITUTIONS: BALANCING FINANCIAL STABILITY AND SOCIAL IMPACT

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Microfinance institutions (MFIs) are vital in providing financial services to low-income individuals, helping reduce poverty and foster economic growth. However, MFIs face the challenge of balancing two main objectives: ensuring financial sustainability and achieving strong social outreach. This study focuses on three countries in the SAARC region Bangladesh, Pakistan, and Sri Lanka where MFIs grapple with the dilemma of how much profit to retain for sustainability and how much to allocate for social performance.

This research explores the determinants of financial and social performance using data from 36 MFIs from 2012 to 2022 means 12 years of data. The results reveal that in Bangladesh, Pakistan, and Sri Lanka, operational efficiency is negatively related to profitability, suggesting that inefficiencies are a significant factor in MFIs' financial instability. However, despite these challenges, MFIs allocate a significant portion of their limited profits to social initiatives, highlighting the trade-off between financial retention and social investment.

Regarding social performance, the study identifies key variables firm age, firm size, credit risk, and profitability that influence social outreach and loan allocation. Firm age has a positive impact on social performance in Bangladesh and Pakistan, while it is negative in Sri Lanka. Firm size is generally positively related to social performance in all three countries, except for Sri Lanka, where it is insignificant. Credit risk is negatively associated with social performance in Pakistan and Sri Lanka, affecting active borrowers and loan allocation. Profitability, on the other hand, shows a significant positive relationship with social performance in Bangladesh, suggesting that higher profits can enhance outreach.

This study provides valuable insights into the trade-off between financial and social objectives in the MFI sector in Bangladesh, Pakistan, and Sri Lanka. It offers recommendations for improving asset utilization and focusing on effective governance to enhance both financial sustainability and social impact.

ENERGY CONSUMPTION AND CO2 EMISSIONS: THE CASE OF ASIAN ECONOMIES

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Energy is a major driver of economic growth and development, however, its consumption poses significant environmental challenges. Sustainable development goals (SDGs) necessitate the adoption of controlled energy use, innovative technologies, and robust institutional frameworks to mitigate the adverse impact on environment. This study examines the relationship between energy consumption, institutional quality, and carbon emissions in 41 Asian economies from 1996 to 2020 using the Dynamic OLS (DOLS) methodology and panel vector error correction models (VECM). The findings show the cointegrating relationship among our variables. The study offers empirical evidence for integrating regulatory dimensions with energy consumption to mitigate pollution emissions in the Asian context, where over 60% of global emissions are generated. This research contributes to the growing body of knowledge by emphasizing the importance of institutional interventions in achieving sustainable energy use and improving environmental quality.

MEDIA-TING NIGERIAN ISLAMOPHOBIA: MINORITY QUESTION AND INTERNATIONAL CONNECTIONS

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Real or perceived, minority communities across the globe feel marginalised, discriminated and threatened by the majority, often host communities. In the context of Islamophobia such concerns are real and widely documented for their varied manifestations and effects on Muslims in many countries of both the Global North and South. However, many people think of Islamophobia as a phenomenon existing and pervasive in Euro-American and Asian countries where Muslims are a minority. As such a substantial amount of academic publications (and even news reports and opinion pieces in both local and international media) focus on these geographical areas without hindsight to the fact that it equally exists and similarly toxic in a Muslim majority African country (read: Nigeria). Undergirded by framing theory and extant literature, this paper therefore argues that despite being a Muslim majority country, there exists Islamophobia in Nigeria and it largely affects Igbo Muslim minority group in the Eastern part of the country as well as the Hausa-Fulani stock of North Central Nigeria. Whereas the mainstream media is principally mute on this, it amplifies the 'victimisation' of the Muslims' counterparts, with some actors increasingly internationalising this. Ownership influence and pandering to audience's preferences reveal the political economy of representation in the discourse. This, it is recommended, can be counterbalanced through Nigerian Muslims' investment in media industry and purposeful state policies and programmes that foster justice, equity and peaceful coexistence, inter alia.

EXPLORING THE PSYCHOLOGICAL EFFECTS OF FACEBOOK USAGE AMONG PAKISTANI YOUTH

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The evolution of social media applications, such as Facebook, has become enormously popular and accessible to Pakistan's youth. The popularity of Facebook as a social media application among young people has raised concerns about its impact on their overall psychological health.

Using social media increases the risk of multiple psychological effects that are associated with mental health, particularly among young people. This research explored the psychological effects of the Facebook application among University students, by using the Uses and Gratification theory. This study used a survey approach to examine the psychological effects of the Facebook social media application on university students. A self-administered questionnaire was used to collect data from a sample of 400 respondents, with male and female participants represented equally.

According to the data analyzing that there are all students 100% use the smart for social media in their daily life and 78% of students use smartphones for more than three hours a day. According to the analysis, more than 65% of respondents use smartphones for a variety of activities, such as calling, chatting, finding information, and having fun. According to an exclusive data analysis, Facebook has various types of psychological effects on its youth. These psychological effects include loneliness, anxiety, and stress. It was found that 45.3% of respondents agreed that the Facebook application causes stress, 33% who disagreed that it causes loneliness, over 40% who agree that it causes anxiety and 42.3% who agree that the application encourages users to harm themselves. According to the analysis of data, more than 45% of students believe that Facebook has psychological effects on youth. It is concluded that Facebook is one of the most famous applications among university students which has different types of psychological effects, and it causes loneliness, stress, depression, and anxiety.

BUILDING A RESPONSIBLE MEDIA ECOSYSTEM: OPPORTUNITIES AND CHALLENGES IN THE DIGITAL ERA

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Media has become a revolutionary force in the digital age, influencing social structures, boosting activism, and enabling the quick spread of ideas across national and cultural borders. This study investigates the media's complex function as a change agent, looking at how it affects political discourse, social movements, and public opinion. The analysis emphasizes how digital platforms allow underrepresented voices to mobilize, promote collective action, and challenge established power structures by drawing on case studies including the Arab Spring, climate change activism, and international human rights campaigns. Traditional media has always been a vital tool for influencing public opinion and fostering social cohesiveness. But the emergence of digital platforms has completely changed the extent and velocity of its impact. This paper looks at how social media in particular has become a powerful force for social change, igniting grassroots movements, upending authoritarian governments, and altering the balance of power in communities. Additionally, it examines how digital media has two sides: it can promote constructive change while simultaneously making it easier for false information, divisiveness, and cyberbullying to proliferate. The approach explores how the media interacts with corporate interests, governmental agendas, and public discourse, illuminating the complexity of the media's transformational power. In the end, this research makes the case that media has an unparalleled ability to mold stories and affect social norms in the digital age. Global collaboration, media literacy, and ethical governance are urgently needed to fully realize its potential for positive change. Societies can more effectively negotiate the potential and difficulties presented by this potent force for change in the twenty-first century by cultivating a responsible media ecosystem.

**CHINA-US COMPETING NARRATIVES THROUGH SOCIAL MEDIA:
CONSTRUCTION, EXECUTION AND THEIR IMPACT****DR RIZWAN NASEER***Director Research**Institute of Regional Studies, Islamabad***DR MUSARAT AMIN***Research Fellow**University of Stirling, Scotland*

As the rivalry between the United States and China has increased, so has a contest about which country will reign supreme in economics, military, and constructing the appropriate narrative. However, the current arena wherein this competition plays out is social media, where states compete for the power to determine what the world sees and ultimately mould the global discourse itself. This study explores how, through platforms, the United States and China construct and disseminate competing narratives to shape domestic and international issues that act as funnels between the people and news stories. This qualitative study compares key social media campaigns and strategies employed by both nations. It uses primary sources—official social media accounts—and secondary literature, including policy documents and academic analyses, to evaluate these narratives' effects on global audiences.

Analysis shows that the United States frequently frames selected zones of relative peace as manifestations of American global leadership through the projection of democratic values, human rights, and rule-based international order. Meanwhile, China's narrative construction uses platforms like Weibo, Twitter and TikTok to promote that vision of a multipolar world, pedalling development partnerships in the Belt and Road Initiative and claiming itself as the standard-bearer of the Global South. The study shows how 'wolf warrior diplomacy' has bolstered China's use of social media to confront Western criticism and cast the US as a leading culprit of global instability. In addition, the research explores how both countries use artificial intelligence and data analytics to target their message and amplify their message reach to form echo chambers that form perceptions in key demographic groups.

This research emphasises social media's role as a soft power tool – extending international relations and public diplomacy development. The competition between the United States and China to tell a story of how the world should be run is heating up, and social media is a key arena to compete for influence in the 21st century. This study presents several important lessons that are relevant to policymakers and scholars trying to understand the dynamics of narrative competition in the digital age. The social media platforms must be addressed in future policies with the ethical and regulatory dimensions of their function, including transparency and accountability, as well as the guards against the danger of their being manipulated into weapons of geopolitical rivalry.

PAKISTAN'S PECA 2025 AND GLOBAL DIGITAL REGULATIONS: BALANCING SECURITY AND FREEDOM

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The Prevention of Electronic Crimes (Amendment) Act, 2025 (PECA 2025), recently enacted into law, has sparked intense debate regarding its implications for digital governance and individual freedoms in Pakistan. The law expands state authority over online spaces by introducing stricter content regulations, criminalizing the spread of "false information," and mandating government registration for social media platforms. While the government argues that PECA 2025 is essential for countering cyber threats, misinformation, and digital fraud, critics contend that it enables excessive surveillance, restricts dissent, and undermines press freedom.

This study conducts a comparative legal analysis of PECA 2025 alongside digital regulations in India, the United States, the United Kingdom, Turkey, and China to assess its alignment with global trends. Anchored in Digital Authoritarianism Theory, the research examines whether PECA 2025 follows democratic digital governance models or reflects increasing state control over online spaces. Using Critical Discourse Analysis (CDA), the study explores how governments justify digital regulations, the language used in legal frameworks, and the ideological narratives shaping policy decisions.

Findings suggest that while PECA 2025 mirrors cybersecurity measures in democratic states, its enforcement mechanisms and broad censorship provisions align more closely with authoritarian digital control strategies. The study concludes that PECA 2025 represents a shift toward digital authoritarianism, where regulations aimed at online safety risk being used as tools for political control. The paper offers policy recommendations for balancing cybersecurity with fundamental digital rights, ensuring a governance model that upholds democratic values.

The conference "**State, Society, and Culture: Dynamics of Power, Identity, and Change**" reflects the Faculty of Social Sciences at Iqra University Islamabad Campus's dedication to academic excellence. Building on the success of their 2022 conference, this event focuses on exploring the relationship between power, identity, and societal transformation. The thematic areas address pressing contemporary issues such as climate change, sustainable development, Islamic and contemporary arts, and the role of media in societal transformation. The conference also examines the impact of globalisation and the digital age on business practices, history, and culture. By encouraging interdisciplinary discourse, the event seeks to promote innovative strategies and critical thinking to tackle modern challenges.