Department of Psychology, GC University, is the oldest seat of learning in Psychology in Pakistan. Founded in 1962 under the chairmanship of Prof. Dr. Muhammad Ajmal, an eminent scholar and mentor, the department has ever since kept up its traditions of excellence in both teaching and research while continuing explorations in emerging areas in Psychology. To mark 150 years of academic excellence of GC University, International Conference on Social Psychology is an event arranged in May, 2014. This conference will provide a broad overview of social psychology, both classic and current. Social Psychology is the study of social interaction and social influence. As such, it remains one of the most comprehensive and personally relevant areas within the field of psychology. It has been henceforth chosen as the theme for this conference as it carries an interdisciplinary approach and covers topics that are fundamentally important to all areas in Psychology such as the processes of attitude change, social influences on conformity, the self and the pursuit of self-esteem, person perception and attribution, stereotyping, prejudice, and ethnic processes. The overarching goal of this conference is to provide the participants with a working knowledge of social psychology and to stimulate an interest in ourselves, the world around us, and the connections between the two. This concerns how we become who we are, how our personalities are shaped by others, the groups we belong to, the social structures around us, and our interactions as social beings.

The detailed program of the conference is given below:

**Patron in Chief:** Prof. (Meritorious) Dr. Muhammad Khaleeq-ur-Rehman, Vice Chancellor, GC University, Lahore

**Conference Advisor:** Prof. Dr. Muhammad Zikria Butt, Director Research, GC University, Lahore

**Chief-Organizer:** Dr. Syeda Salma Hasan, Incharge Department of Psychology, GC University, Lahore

**Organizing Committee**
- Dr Syeda Salma Hasan- Convener
- Dr Syeda Shahida Batool
- Dr Iffat Batool
- Ms Nasreen Akhter
- Ms Bushra Ramzan
- Mr Mussaffa Butt
- Ms Sadia Huda
- Ms Mariam Tahira
- Mr. Yasir Farooq
- Mr. Maroof Jamil
- Ms. Amna Butt
- Mr. Muhammad Naeem
- Mr. Zohaib Ali
- Mr. Qasim Ali