



KASBIT

RESEARCH CONFERENCE

2019

TIMELINE

**Theme: Challenges & Opportunities in Changing Business
Environments**
In collaboration With
Institute of Health & Business Management and Social Sciences

CONFERENCE TIMELINE

| Time | Inauguration |
|---------------|--|
| 08:30-09:45 | Registration Desk Open |
| 10:00 - 10:05 | Recitation from the Holy Quran |
| 10:05 - 10:10 | Naat of Rasool S.A.W |
| 10:10 - 10:15 | National Anthem |
| 10:15 - 10:30 | Welcome Address & Conference Overview by Prof. Dr. Ahsanullah Director ORIC& Conference Secretary |
| 10:30-10:45 | Address by Dr. Abdul Kabeer Kazi Dean, KASBIT |
| 10:45- 11:00 | Address by Prof. (Meritorious) Dr. Abuzar Wajidi Director, Institute of Health & Business Management and Social Sciences, Jinnah Sindh Medical University |
| 11:00-11:15 | Address by Justice (R) Dr. Rana Muhammad Shamim Vice Chancellor SZABUL, Former Chief Judge of Supreme Appellate Court, Gilgit Batistan |
| 11:15 - 11:30 | Address by Prof. Dr. Syed Karamatullah Hussainy Director Khadim Ali Shah Bukahri Institute of Technology |

The Program will be hosted by Syed Muhammad Fauzan Ali

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| 11:30-12:00 | Tea Break |
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DAY 01 BREAKUP (10th December, 2019)

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|-------------|---------------------|------------------|--------------------|
| 12:00-12:20 | Thematic Session 01 | Dr. Irfan Hameed | Sustainable Energy |
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Parallel Sessions 01 12:30-1:45

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|-----------------------|---|-------------|--------|---|
| KRC-19001 | Effect of Online shopping on Consumer buying Behavior: A Study on Daraz in Pakistan. | 12:30-12:40 | Room 1 | Chair: Dr. Riaz Soomro Co-Chair: Mr. Umer Farooq |
| Salman Ali | | | | |
| Khuwaja Shabbar | | | | |
| M. Misbah | | | | |
| KRC-19002 | Effect of Promotional Tools Used by Retailers on Buying Behavior of Housewives: Evidence from Customers of Supermarkets and Giant Retailers of Karachi. | 12:40-12:50 | | |
| Sarah Baig | | | | |
| Faaiza Imtiaz | | | | |
| KRC-19003 | Determining impact of Celebrity Endorsement on Customer's purchasing Intention: Study on Careem, Karachi | 12:50-01:00 | | |
| Muhammad Arish Khan | | | | |
| KRC-19004 | Brand Communities' Relational Outcomes, Through Brand Love. | 01:00-01:10 | | |
| Hamza shahid | | | | |
| KRC-19005 | Antecedents of Relationship between Customer and Organization Developed Through Social Networking Sites. | 01:10-01:20 | | |
| Shazia Rehmat | | | | |
| Kamran Mehmood | | | | |
| KRC-19006 | Trust, Commitment, Customer Intimacy and Customer Loyalty in Islamic Banking Relationships. | 01:20-01:30 | | |
| Suhail Ahmed | | | | |
| Shakeel Ahmed Laghari | | | | |
| Faraz Qureshi | | | | |
| | Concluding Remarks | 1:30-1:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|------------------------------|--|-------------|--------|--|
| KRC-19007 | The Impact of Green Brand Advertising on Consumer Intention, Consumer Perception and Shift in Cognitive Mechanism. | 12:30-12:40 | Room 2 | Chair: Dr. Asif Mansure Co-Chair: Mr. Usama Bin Iqbal |
| Aisha | | | | |
| Minhal Khurshid | | | | |
| KRC-19008 | Effect of Subjective Norm and Attitude to select Islamic Insurance (Takaful) in Pakistan: The TRA model. | 12:40-12:50 | | |
| S.M.Umair-ul-Haq | | | | |
| Irfan Feroz | | | | |
| KRC-19009 | The Impact of Working Capital Management on Firms Performance of Textile Sector In Pakistan. | 12:50-01:00 | | |
| Hafiz Faizan Hussain Qureshi | | | | |
| KRC-190010 | Impact of Social Media on Online Impulse Buying Behavior (IBB). | 01:00-01:10 | | |
| Naeem kazmi | | | | |
| KRC-190011 | Influencing Factor for Selection 3PL and Its Impact on Competitive Advantage of Textile Industry. | 01:10-01:20 | | |
| Syed Mohammad Salman Zaidi | | | | |
| Hira Khan | | | | |
| Ayesha Asif | | | | |
| Asad Ali | | | | |
| KRC-190012 | Brand Advocators Giving Benefits to Brands Internationally And Sustaining Skilled Workers And Customers. | 01:20-01:30 | | |
| Syeda Fizzah Naqvi | | | | |
| Noor-us-Saba | | | | |
| Mohammad Hassan | | | | |
| | Concluding Remarks | 1:30-1:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------|--|-------------|--------|---|
| KRC-190013 | The Impact of HR Practices on Organizational Performance: Moderating Role of Islamic work ethics. | 12:30-12:40 | Room 3 | Chair: Dr. Shelina Bhamani Co-Chair: Ms. Sanam Iqbal |
| Unez Ali | | | | |
| Shoaib Ali | | | | |
| KRC-190014 | The Strategic Human Resource Management Approaches in Organizational Performance: The Mediating Role of Creative Climate. | 12:40-12:50 | | |
| Umaima Bilal | | | | |
| Ayesha Nasir | | | | |
| KRC-190015 | Satisfaction with buddying, workplace fun and work engagement in the technological industry: The role of psychological capital. | 12:50-01:00 | | |
| Muhammad Zeeshan | | | | |
| M. Talib Khan | | | | |
| KRC-190016 | The Impact of Green Human Resource Management on the Job Satisfaction of Generation "Y" | 01:00-01:10 | | |
| Rahima Ishaq | | | | |
| Rana Faizan | | | | |
| KRC-190017 | Impact of Price Reduction and Promotion on Buying Behavior Of High Income Class Consumer. | 01:10-01:20 | | |
| Shaban Ahmed | | | | |
| Syed Ibtisam Ali | | | | |
| Naseer Ur Rehman | | | | |
| KRC-190018 | Influencing factors enhancing purchase intention: a serial multiple mediation model of advertising value of attitude towards customer. | 01:20-01:30 | | |
| Muhammad Omar Nayyar | | | | |
| | Concluding Remarks | 1:30-1:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|--------------------------|--|-------------|--------|--|
| KRC-190019 | The impact of performance management practices, employee attitudes and intention to quit. | 12:30-12:40 | Room 4 | Co-Chair: Mr. Abdullah Khan Co-Chair: Mr. Aamir Hussain |
| Muhammad Ahmed | | | | |
| Rana Fahad | | | | |
| KRC-190020 | Effect of Organizational Politics on Employee Job Performance: The Mediating Role of Emotional Intelligence. | 12:40-12:50 | | |
| Arsal Aijaz | | | | |
| Halar Ahmed | Effect of Supervisor Support on Formation of Organizational Commitment in Employees: A Mediating Role of Job Satisfaction. | 12:50-01:00 | | |
| KRC-190021 | | | | |
| Shariqa Shakeel | | | | |
| Samra Fatimi | "The Impact of Service Quality on Customer Satisfaction: A Study on UFONE". | 01:00-01:10 | | |
| KRC-190022 | | | | |
| Jareer-Ul-Hassan Qureshi | Determinant of Share price volatility in Cement Sector of Pakistan. | 01:10-01:20 | | |
| KRC-190023 | | | | |
| Noman Ahmed | | | | |
| KRC-190024 | Effect of Brand Loyalty on Purchase Intention. | 01:20-01:30 | | |
| Muneeb Ahmed | | | | |
| Muhammad Jawad | | | | |
| | Concluding Remarks | 1:30-1:45 | | |

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| 01:45-03:00 | Namaz & Lunch Break |
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| 03:00-03:20 | Thematic Session 02 | Prof. Dr. Asanullah & Prof. Dr. Jawed Iqbal | CPEC |
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Parallel Sessions02 03:30-04:45

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------------|--|-------------|--------|---|
| KRC-190025 | Impact of personal factors on consumer buying behavior with the moderation of gender in purchasing the electronic products. | 03:30-03:40 | Room 1 | Chair: Dr. Imam Uddin Co-Chair: Mr. Saad Waqas |
| Sadia Saeed | | | | |
| Sabahat Moin | | | | |
| Tehreem Younus | | | | |
| KRC-190026 | The Impact of Product Positioning on Brand Image: Moderation Model of Generation X & Y. | 03:40-03:50 | | |
| Rabia Raza | | | | |
| Salomi Karamat | | | | |
| Brian Benjamin | | | | |
| KRC-190027 | Effects of Macroeconomic Variables on the Performance of Stock Market Volatility: The Pakistan Experience. | 03:50-04:00 | | |
| Syed Faizan Zafar | | | | |
| Sarah Shiraz | | | | |
| KRC-190028 | Measure the effect of primary dimensions of workforce diversity on employee performance: Evidence from Leading Commercial Banks of Pakistan. | 04:00-04:10 | | |
| Shazil Khan | | | | |
| Sheikh Muhammad Saad Aftab | | | | |
| KRC-190029 | Does Servant Leadership prevail in the media industry in Pakistan? | 04:10-04:20 | | |
| Ali Umair Jaffery | | | | |
| Nabil Sajid | | | | |
| KRC-190030 | How Macro-Economic Elements Influence Stock Price. | 04:20-04:30 | | |
| Fahad Aziz | | | | |
| Kashif Saleem | | | | |
| | Concluding Remarks | 04:30-04:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|-----------------------|--|-------------|--------|---|
| KRC-190031 | The Impact of Organizational Citizenship Behavior on Job Performance with The Mediation of Job Satisfaction. | 03:30-03:40 | Room 2 | Chair: Dr. Aamir Adam Co-Chair: Ms. Nousheen Abbas Naqvi |
| Aqsa Abid | | | | |
| Humera Kanwal | | | | |
| KRC-190032 | Organizational Politics Impacts Organizational Productivity in Banking Sector: A mediation, moderation Model of Employee performance and Gender. | 03:40-03:50 | | |
| Muneeb Shahid | | | | |
| Misha Zia | | | | |
| KRC-190033 | Effects of energy cost in Pak Sugar Industry | 03:50-04:00 | | |
| Salma | | | | |
| Alamgir | | | | |
| KRC-190034 | Effect of flexible working hours on employee performance with the mediation of psychological ownership influences and why? | 04:00-04:10 | | |
| Syed Aqib Raza Jawed | | | | |
| Muhammad Hassam Rizvi | | | | |
| KRC-190035 | Gauging the effect of job enrichment on employee performance with the mediation role of employee motivation in Karachi banking sector. | 04:10-04:20 | | |
| Ayesha Haroon | | | | |
| Tajjali Khan | | | | |
| KRC-190036 | The Factors Affecting on Employee's Turnover. A Case Study of Private Schools Teachers | 04:20-04:30 | | |
| Shaheryar Ansari | | | | |
| | Concluding Remarks | 04:30-04:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|-----------------------------|---|-------------|--------|--|
| KRC-190037 | Aspect of customer satisfaction and Islamic banking in Pakistan. | 03:30-03:40 | Room 3 | Chair: Dr. Asif Uddin Co-Chair: Mr. Israr Ahmed |
| Muhammad Nabeel | | | | |
| KRC-190038 | Strategic Human Resource Management Practices and Its Impact on Employee Retention. Moderation of Professional Characteristics in Higher Education Sector of Pakistan | 03:40-03:50 | | |
| Syed Muhammad Abdullah | | | | |
| Mildred Saleem | | | | |
| Ajay Kumar | | | | |
| KRC-190039 | The impact of vertical dyad linkage theory on employee retention and turnover in finance sector of Pakistan. | 03:50-04:00 | | |
| Abdullah Shamsi | | | | |
| Usama Hameed | | | | |
| KRC-190040 | Impact of Implementation of HRIS on HR Department Performance with the Moderator role of Organization Learning Capacity. | 04:00-04:10 | | |
| Sualeha Moin | | | | |
| Tehreem Abdul Hafeez Munshi | | | | |
| KRC-190045 | Analyzing the Effects of Job Stress on Employee Job Performance with Moderating Role of Perceived Organizational Support. | 04:10-04:20 | | |
| Noor-e-Hira | | | | |
| Abdullah Aslam | | | | |
| KRC-190046 | Defining the Barriers created by Family Orientation, Size of firm and characteristics of CEO on succession planning of Small and Medium Size Enterprises (SMEs) of Karachi. | 04:20-04:30 | | |
| Hafiza Tuba Hassan | | | | |
| Arbish Atif | | | | |
| | Concluding Remarks | 04:30-04:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------|---|-------------|--------|--|
| KRC-190047 | Factors Influencing Consumers Switching Behavior in Cellular Industry in Pakistan. | 03:30-03:40 | Room 4 | Co-Chair: Ms. Sahar Khan Co-Chair: Mr. Umair Ahmed Jalali |
| Muhammad Yasir Khan | | | | |
| Muhammad Muneeb | | | | |
| KRC-190048 | Impact of E-Procurement Implementation On Supply Chain Performance. | 03:40-03:50 | | |
| FAIZA HINA ZAIDI | | | | |
| KRC-190049 | Effect of Green Supply Chain Management on Environmental Performance and Export Performance of Textile Industry Of Pakistan. | 03:50-04:00 | | |
| Syed Akber Kamal | | | | |
| Bilal Shafi | | | | |
| KRC-190050 | Consumers' Role Performance and Brand Identification: Evidence from a Survey and a Longitudinal Field Experiment. | 04:00-04:10 | | |
| Hassaan Jawed | | | | |
| Abdul Basit Hasan | | | | |
| KRC-190051 | Impact of Financial Risk, Privacy Risk and Consumer Purchase Intention Effect on Online Shopping Behavior with the Moderating Role of Attitude. | 04:10-04:20 | | |
| Adeena Irfan | | | | |
| KRC-190052 | The Influence of Culture on Impulsive Buying; A cross-cultural study on impulse buying. | 04:20-04:30 | | |
| Aqeel Anwar | | | | |
| | Concluding Remarks | 04:30-04:45 | | |

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| 4:45-05:00 | Tea Break |
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DAY 02 BREAK UP (11th December, 2019)

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| 08:30-9:30 | Registration Desk Open |
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| 9:30-9:50 | Thematic Session 03 | Dr. Nawaz Ahmad | Tourism & Hospitality |
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Parallel Sessions 01 10:00-11:30

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------|---|-------------|--------|---|
| KRC-190053 | The impact of (SHRM) over organizational performance through; The Mediation and two-way moderation model. | 10:00-10:10 | Room 1 | Chair: Dr. Abdul Rehman Zaki Co-Chair: Mr. Raghbir Zafar |
| Adil Paracha | | | | |
| Arham Khan | | | | |
| Ahmed Arif | | | | |
| KRC-190054 | Effective outsourced practices of HR to create productivity through employee commitment: A study on MNC's. | 10:10-10:20 | | |
| M. Faraz Raza | | | | |
| Saqlain Ellahi | | | | |
| Unaiz Shahid | | | | |
| KRC-190055 | The mediator role of risk taken orientation and atmosphere on employee creativity (The influences of domain expertise in creative personality). | 10:20-10:30 | | |
| Parveena Baloch | | | | |
| Alvina Mahmood | | | | |
| Salima Shah | | | | |
| KRC-190056 | Impact of Performance Management on Employee Efficiency in Internal and External Uncertain Environment. | 10:30-10:40 | | |
| Ramsha Aslam khan | | | | |
| Syed Saad Hussain | | | | |
| KRC-190057 | How Transformational Leadership Facilitates E-Business Adoption. | 10:40-10:50 | | |
| Kashif Raz | | | | |
| Samiullah | | | | |
| KRC-190058 | The Impact of Non-Financial Incentives on Employee Performance. | 10:50-11:00 | | |
| Ajuba Hurmat Amin | | | | |
| Arisha Anwar | | | | |
| Suleman Ali | | | | |
| | Concluding Remarks | 11:00-11:30 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------|---|-------------|--------|--|
| KRC-190059 | The mediating role of innovative behavior and relationship between decentralization and organization innovation performance. | 10:00-10:10 | Room 2 | Chair: Dr. Abdul Kabeer Kazi Co-Chair: Mr. Rais Ahmed |
| Muhammad Yasir | | | | |
| KRC-190060 | Impact Of Positioning Strategies Of Products In A Supermarket On Consumers' Buying Behavior. | 10:10-10:20 | | |
| AREEB UDDIN | | | | |
| KRC-190061 | Problem of Government School System in Pakistan. | 10:20-10:30 | | |
| Kanwal Amjad | | | | |
| KRC-190062 | The negative impact of Autocratic Leadership Style (evidence pharmaceutical Industry) With the Moderator of Stress. | 10:30-10:40 | | |
| M.Ussama Asad | | | | |
| Salman Pyarali | | | | |
| KRC-190063 | Measuring the impact of human resource development (HRD) practices on employee performance with mediation of employee competence in small and medium scale enterprises. | 10:40-10:50 | | |
| Muhammad Junaid Khan | | | | |
| Fahad Batavia | | | | |
| Usman Abbasi | | | | |
| KRC-190064 | How Humble Leadership Fosters Employee Innovation Behavior and Job Satisfaction. | 10:50-11:00 | | |
| Hafiz Kamran Ahmed | | | | |
| Tanveen Nadeem | | | | |
| Muhammad Osama | | | | |
| | Concluding Remarks | 11:00-11:30 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------|---|-------------|--------|---|
| KRC-190065 | The Relationship of High-Performance Work System, Authentic Leadership and Organizational Performance Mediating role of Knowledge Management. | 10:00-10:10 | Room 3 | Chair: Dr. Akram Shrif Co-Chair: Mr. Abdullah Khan |
| Alina Ansari | | | | |
| Munira Ikhlas | | | | |
| Madeeha Yousuf | | | | |
| KRC-190066 | Impact Of HR Practices On Organizational Performance. | 10:10-10:20 | | |
| FARYAL KHAN | | | | |
| KRC-190067 | Effect Of Account Receivable Management On Financial Performance. | 10:20-10:30 | | |
| MUHAMMAD IBRAHIM | | | | |
| KRC-190068 | "Modeling Wholesale Distribution Operations An Artificial Intelligence Framework". | 10:30-10:40 | | |
| Moiz Chapsi | | | | |
| KRC-190069 | Effect of packaging on consumer impulsive buying behavior. | 10:40-10:50 | | |
| Muhammad imran dost | | | | |
| KRC-190070 | Impact of Celebrity Endorsement of Fair & Lovely on Consumer's Buying Behavior: A Study of Pakistani Consumer. | 10:50-11:00 | | |
| Hafsa Ejaz | | | | |
| Adeeba Kazmi | | | | |
| Sakina Khan | | | | |
| | Concluding Remarks | 11:00-11:30 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|--|---|-------------|--------|---|
| KRC-190071 | Six Sigma practices on the perceived betterment of company's performance. | 10:00-10:10 | Room 4 | Co-Chair: Mr. Saad Waqas Co-Chair: Mr. Israr Ahmed |
| Taimoor Ahmed Siddiqui Muhammad Ali Iqbal | | | | |
| KRC-190072 | Impact of Leadership Style on Staff Turnover Within the Organization in Soorty Textile. | 10:10-10:20 | | |
| Fahad Afzal Muzaffar Jamal | | | | |
| KRC-190073 | Total Quality Management practices and work-related outcomes: A case study of higher education institutions in Pakistan. | 10:20-10:30 | | |
| Rushna Ishaque | | | | |
| KRC-190074 | Intention to adopt green products (Environmentally Friendly Polythene Bags) of FMCG offered by Lucky One Mall. | 10:30-10:40 | | |
| Muhammad Yawar Yasin | | | | |
| KRC-190075 | Effect of country of origin on customers purchase intention with mediating role of customers' attitude and moderating role of brand equity. | 10:40-10:50 | | |
| Aamir Kasani Rehan Moin | | | | |
| KRC-190076 | Impact of Working Environment on Employee Performance in Banking Sector Karachi, Pakistan. | 10:50-11:00 | | |
| Saba Rafiq Sana Farooq | | | | |
| | Concluding Remarks | 11:00-11:30 | | |

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| 11:30-12:00 | Tea Break |
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| 12:00-12:20 | Thematic Session 04 | Dr. Shaukat Hayat | Environmental, Sustainable & Blue Economy |
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Parallel Sessions02 12:30-02:00

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|----------------------|--|-------------|--------|--|
| KRC-190077 | Green Supply Chain Management Practices and Organization Performance: Evidence from Expert of Green Supply Chain Management. | 12:30-12:40 | Room 1 | Chair: Dr. Irfan Khan Co-Chair: Mr. Faisal Sultan |
| Muhammad Asif Dost | | | | |
| Muhammad Sohail Dost | | | | |
| KRC-190078 | Role of Warehousing in performance in Supply Chain. | 12:40-12:50 | | |
| Muhammad Ahmed | Evaluating impact of entrepreneurship education programs. | 12:50-01:00 | | |
| KRC-190079 | | | | |
| Waqar Ali Soomro | | | | |
| M. Arsalan Yousuf | | | | |
| KRC-190080 | Impact of entrepreneurial education on the behavior of university students with mediating effect of intentions. | 01:00-1:10 | | |
| Maheen | Impact of oil price, gold price, Stock Index on Exchange rate: Case Study from Pakistan. | 01:10-01:20 | | |
| Khair un nisa | | | | |
| KRC-190081 | | | | |
| Rahamdil Peer Bakhsh | | | | |
| Mohammad Ragib Zafar | Determinants of Online Purchase Intention with the mediating effects of Brand Image The study on female students of KASBIT. | 01:20-01:30 | | |
| Bushra Khan | | | | |
| KRC-190082 | | | | |
| Fatima Shaikh | | 01:30-02:00 | | |
| Syeda Bina Tariq | | | | |
| | Concluding Remarks | | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|------------------------|---|-------------|--------|---|
| KRC-190083 | Factors affecting online repurchase intention in Pakistan. | 12:30-12:40 | Room 2 | Chair: Dr. Usman Aleem Co-Chair: Mr. Aamir Hussain |
| Falak Iqbal | | | | |
| H.M Yasir Saleem | | | | |
| Syeda Abiha | The Impact of HR Practices on Knowledge Management in Organizations. | 12:40-12:50 | | |
| KRC-190084 | Gauging the effect of print advertisement on customer buying behavior: Perceptual Views of Marketing Managers from FMCG Industry of Pakistan. | 12:50-01:00 | | |
| Anum Neak Ali | | | | |
| KRC-190085 | | | | |
| Yamsha Akbar | Online repurchase behavior of youth by mediating role of customer satisfaction. | 01:00-1:10 | | |
| Nabeel Ahmed | | | | |
| KRC-190086 | | | | |
| Rimsha Khan | | | | |
| KRC-190087 | Effect Of Online Shopping On Consumer Buying Behavior A Study On Daraz In Pakistan. | 01:10-01:20 | | |
| Syed Abdul Rehman Shah | | 01:20-01:30 | | |
| Hafsa Kulsoom | | | | |
| Neha Adnan | | | | |
| Shehreyar Qadri | | | | |
| KRC-190088 | The Relationship of Third-Party Logistic Service Provider and Textile Manufacturing Industry of Pakistan And Its Impact on Performance. | 01:30-02:00 | | |
| Ali Muzaffar Rizvi | | | | |
| | Concluding Remarks | | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|---|--|-------------|--------|---|
| KRC-190089 | The impact of employee performance on job satisfaction with moderator of supervisor support. | 12:30-12:40 | Room 3 | Chair: Dr. Intikhab Ulfat Co-Chair: Mr. Umair Ahmed Jalali |
| Syed Muhammad Hamza Muhammad Arif Akhter | | | | |
| KRC-190090 | Measuring contribution towards brand love and effect of brand love on WOM: evidence of SMCG. | 12:40-12:50 | | |
| Aarzo Waseem Fatima Laraib | | | | |
| KRC-190091 | The Impact of Behavioral Biases in Making Investment Decisions. | 12:50-01:00 | | |
| Musarrat Qasim Muhammad Asghar | | | | |
| KRC-190092 | Elements Affecting Consumer's Online Grocery Shopping Intention (A Case Study For Karachi – Pakistan). | 01:00-01:10 | | |
| Irfan Shahid Asim Saeed | | | | |
| KRC-190093 | Impact of Packaging on Consumer Buying Behavior. | 01:10-01:20 | | |
| Agha Faraz Haider Falak Naz Moiz | | | | |
| KRC-190094 | | | | |
| Nayyar Azam Syed Kamran Ahmed | Motives behind the transfer of customer to Islamic banking in Pakistan. | 01:20-01:30 | | |
| | Concluding Remarks | 01:30-02:00 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|--|--|-------------|--------|--|
| KRC-190095 | The Impact Of Human Resource Management Practices On Teachers' Job Performance In Primary & Secondary Educational Institutions Of Karachi. | 12:30-12:40 | Room 4 | Co-Chair: Mr. Muhammad Omar Co-Chair: Mr. Hafiz Muhammad Sharif |
| Charlotte Dominica Vincent Fatima Aslam | | | | |
| KRC-190096 | Does Culture Affect Marketing Strategies. | 12:40-12:50 | | |
| Mehreen Shamim Hina | | | | |
| KRC-190097 | Impact of organizational justice on employee performance with moderating effect on job satisfaction. | 12:50-01:00 | | |
| Nida Mahboob Shaikh Madiha Anwer | | | | |
| KRC-190098 | Effectiveness of Recreational Activities on Employees Performance with mediation Effect of Involvement and Voluntariness of employees in the activities. | 01:00-01:10 | | |
| Tahera Murtaza Ali Saba Hameed Khan | | | | |
| KRC-190099 | Effects of Salary on Job Satisfaction. | 01:10-01:20 | | |
| Sarah Fatima Ahmed Mahwish Hussain | | | | |
| KRC-1900100 | The Impact of Technological Advancement Training on Employee's Performance. | 01:20-01:30 | | |
| Amjed Ali Muhammad Anas Ahmed Syed Muhammad Maaz | | | | |
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| | Concluding Remarks | 01:30-02:00 | | |

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| 02:00-3:00 | Namaz & Lunch Break |
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| 3:00-3:20 | Thematic Session 05 | Dr. Kashif Riaz | Human Capital Development |
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Parallel Sessions 03 03:30-04:45

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|--------------------------------------|--|-------------|--------|---|
| KRC-1900101 | Impact Of Job Stress On Employee's Development And Performance. | 03:30-03:40 | Room 1 | Chair: Dr. Adnan Bashir Co-Chair: Ms. Sahar Khan |
| MUHAMMAD HASSAN KHAN ADIL ALI | | | | |
| KRC-1900102 | Impact of Job Rotation on Employees Performance. | 03:40-03:50 | | |
| Abul Marij Ansari Arsalan Baig | | | | |
| KRC-1900103 | Impact of Working Capital Management on Company Profitability. | 03:50-04:00 | | |
| Adnan Hussain Rana Muhammad Irfan | | | | |
| Kashif Ahmed | | | | |
| KRC-1900104 | Impact of fear advertising appeal on customer purchase intention on eatery of Pak. | 04:00-04:10 | | |
| Hira Abid | | | | |
| KRC-1900105 | Money Laundering Impact on Pakistan's Economy. | 04:10-04:20 | | |
| Ibrahim Aijaz Hamail Ahmed | | | | |
| KRC-1900106 | | | | |
| Muhammad Sarfaraz | | | | |
| | Concluding Remarks | 04:30-04:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|--|--|-------------|--------|---|
| KRC-1900107 | Impact of Behavioral Factor on Financial Decision Making. | 03:30-03:40 | Room 2 | Chair: Dr. Kiran Jameel Co-Chair: Mr. Ali Raza |
| M. Shehroz Naeem Hussain Barkat Ali | | | | |
| KRC-1900108 | The Impact of Financial Ratio Analysis on Company: A Study on Kamran Traders. | 03:40-03:50 | | |
| Muhammad Mohsin Irshad Muhammad Huzaifa Tahir Muhammad Ali | | | | |
| KRC-1900109 | | | | |
| Fasiha Nizam Afsheen Taj Hafiz Imtiaz Ali | | | | |
| KRC-1900110 | The Impact of Sports Celebrity Endorsement on Consumer Buying Behavior: A Case of Sports Industry. | 04:00-04:10 | | |
| Syed Asghar Mehdi Syed Obaidullah | | | | |
| KRC-1900111 | Contributors to Brand Loyalty evidence from territories of Pakistan with the mediating role of satisfaction. | 04:10-04:20 | | |
| Tooba irfan Misha siddiqui | | | | |
| KRC-1900112 | | | | |
| Arzoo Afroz Asma Shakir | | | | |
| | Concluding Remarks | 04:30-04:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|--|---|-------------|--------|--|
| KRC-1900113 Sumaira Saleem | The impact of transactional leadership style on talent retention on pharmaceutical Karahi (Pakistan). | 03:30-03:40 | Room 3 | Chair: Dr. Faraz Wajidi Co-Chair: Mr. Muhammad Masood Mir |
| KRC-1900114 Muhammad Saeed Muhammad Faizan | Developing the effective reverse logistic system to reduce e-waste. | 03:40-03:50 | | |
| KRC-1900115 Faizan Riaz Hussain Qurashi Ammad Hasan Sumair Ejaz Agha | The Profitability Determinants of Commercial Banks in Pakistan. | 03:50-04:00 | | |
| KRC-1900116 Syeda Qurat –ul-Ain Fatima Noman Waseem | Effect of Firm Size on the Firm’s Financial Performance: Evidence from Banking Sector of Pakistan. | 04:00-04:10 | | |
| KRC-1900117 Asiya Zahid Khan Beenish Mansoor Ali Urooj Sheikh | “Transformational Leadership’s impact on Employee Motivation at a private hospital in Karachi, Pakistan”. | 04:10-04:20 | | |
| KRC-1900118 Shehzad Ali Raza Syed Imran Ali Shazrah Rashid | Evaluating factors that are affecting the work-life balance & job satisfaction of Bank employees. | 04:20-04:30 | | |
| | Concluding Remarks | 04:30-04:45 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|--|--|-------------|--------|--|
| KRC-1900119 Anzeela Aziz | Impact Of 3rd Party Logistics in Productivity and Cost of Manufacturing Industries. | 03:30-03:40 | Room 4 | Co-Chair: Mr. Usama Bin Iqbal Co-Chair: Mr. Umer Farooq |
| KRC-190083 Syeda Ume Itrat Masood | Relationship between Leadership Styles on Talent Retention with mediating effect of Job satisfaction. Evidence from the banking Sector Karachi Pakistan. | 03:40-03:50 | | |
| KRC-1900120 Jamil Akhtar Adnan Zaheer | Case Study of HBFC. | 03:50-04:00 | | |
| KRC-1900121 Nissa Khalid | Impact of entrepreneurship education on entrepreneurial behavior of students with mediating role of entrepreneurial intention. | 04:00-04:10 | | |
| KRC-1900122 ZEESHAN AHMED SIDDIQI MUHAMMAD JAHENZEB | Perceiving the Effect of Quality on Satisfaction of Telecom Customers: Evidence from Customers Of PTCL. | 04:10-04:20 | | |
| KRC-1900123 Aiman Qureshi Arqam Iqbal | Do Service Firm Employee and customer relations matter for customer forgiveness in service recovery. | 04:20-04:30 | | |
| | Concluding Remarks | 04:30-04:45 | | |

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| 04:45-05:00 | Tea Break |
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DAY 03 BREAK UP (12th December, 2019)

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|------------|------------------------|
| 08:30-9:00 | Registration Desk Open |
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|-----------|---------------------|----------------------|------------------------|
| 9:00-9:20 | Thematic Session 06 | Dr. Mira Amin Ul Haq | Research & Development |
|-----------|---------------------|----------------------|------------------------|

Parallel Sessions 09:30-10:45

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|---|--|-------------|--------|---|
| KRC-1900124 Mahjabeen Khan | Impact of Working Environment on Employees Turnover of Dubai Islamic bank Pakistan. | 09:30-09:40 | Room 1 | Chair: Dr. Syed Hasnain Alam Kazmi Co-Chair: Mr. Hyder Ali |
| KRC-180088 Muhammad Shoaib Khan Noor Zehra Syeda Afreen Warsi | Impact of Training & Development on Employees Performance A Case Study on Bank Al-Habib. | 09:40-09:50 | | |
| KRC-1900125 Junaid Ahmed Shakeel Ahmed | Prominent Financial Factors causing profitability of the banking sector: Evidence from top banks of commercial banking sector. | 09:50-10:00 | | |
| KRC-1900126 SAMIA IQBAL | Television Advertisement And Its Impact On Consumer Behavior. | 10:00-10:10 | | |
| KRC-1900127 Ahmed Ali Naqvi | Determinants of Tax Evasion & Avoidance in Pakistan. | 10:10-10:20 | | |
| KRC-1900128 Muhammad Bilal Khan Naseer Ahmed | Impact of Work Environment on Employees Performance. | 10:20-10:30 | | |
| | Concluding Remarks | 10:30-10:40 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|---|---|-------------|--------|--|
| KRC-1900129 Iftikhar Ahmed | Level of job satisfaction of school's teachers in private sectors in Karachi (Pakistan). | 09:30-09:40 | Room 2 | Chair: Dr. Syed Manzoor Ahmed Co-Chair: Mr. Muhammad Omer |
| KRC-1900130 Christina Francis Lorraine Knowles | Effect of performance base bonus on employee's Job performance. | 09:40-09:50 | | |
| KRC-1900131 Syed Adil Ahmed | Cross Market Discounts. | 09:50-10:00 | | |
| KRC-1900132 Hiba Siraj Abdul Rauf | SMS Advertising and Its Impact on Consumer Purchase Intention; A Comparative Study of Youth and Adults in Karachi, Pakistan. | 10:00-10:10 | | |
| KRC-1900133 Khadija Haroon Esha Amir Khan | Impact of external outsourcing of recruitment on cost reduction and time saving. | 10:10-10:20 | | |
| KRC-1900134 Batool Fatima Qazalbash Fiza Hayat | Gauging the Effects of Conflict Management Strategies on Organizational Performance with the Mediation of Employee's Job Satisfaction in Manufacturing Industries of Karachi, Pakistan. | 10:20-10:30 | | |
| | Concluding Remarks | 10:30-10:40 | | |

| Sr. No /Participants | Particulars | Time | Venue | Officials | |
|---|--|-------------|--------|---|--|
| KRC-1900135 | Impact of Gross Domestic Product on Small and Medium Enterprises Performance. Evidence from the Banking sectors of Karachi Pakistan. | 09:30-09:40 | Room 3 | Chair: Dr. Agha Ahmed Nabi Co-Chair: MR. Hafiz Muhammad Sharif | |
| Hafiz Mohammad Rizwan Rashid Karim Noordin Arbani | | | | | |
| KRC-1900136 | Impact of Hedonic motivation on online purchase behavior moderating Role of perceived. | 09:40-09:50 | | | |
| Farheen Akhter Syed Muhammad Hamza | | | | | |
| KRC-1900137 | Factors Influencing Impulsive Buying Behavior with the Moderating Role of Income. | 09:50-10:00 | | | |
| Faiza Mehtab Adnan Ahmed | | | | | |
| KRC-1900138 | Effect of Web Design on Online Buying Behavior with Mediation Role of Purchase Intension, The Moderating Role of Perceive Risk. | 10:00-10:10 | | | |
| Ayesha irfan Ahsan Ali | | | | | |
| KRC-1900139 | | | | | Impact of work environment on Employees performance. |
| M. Bilal khan Naseer Ahmed | | | | | |
| KRC-1800140 | Online Shopping Trends and Its Effects on Consumer Buying Behavior: A Case Study Of Young Generation Of Pakistan. | 10:20-10:20 | | | |
| Syed Mubashir Ali Hafiz Muhammad Naveed Javed Yasir | | | | | |
| | | | | | |
| | | | | | Concluding Remarks |

| Sr. No /Participants | Particulars | Time | Venue | Officials |
|---|--|-------------|--------|---|
| KRC-1900141 | Factors and Determinants of Green Supply Chain Management Pakistan. | 09:30-09:40 | Room 4 | Co-Chair: Mr. Ragib Zafar Co-Chair: Mr. Rais Ahmed |
| Mohsin Hassan Qazi Murad khan | | | | |
| KRC-180098 | Total quality management and its effect, a case study of higher education institution in Pakistan. | 09:40-09:50 | | |
| Shaker Shafique | | | | |
| KRC-1900142 | Total Quality Management and its effects: A case study of higher education institutions in Pakistan. | 09:50-10:00 | | |
| Khadija Sajjad | | | | |
| KRC-1900143 | Two-Fold Models of Rewards. | 10:00-10:10 | | |
| Duaa Siddiqui Wajeeha Saleem | | | | |
| KRC-1900144 | Impact of non-financial rewards on job satisfaction with mediation of employee attitude | 10:10-10:20 | | |
| Suzaina Saeed Arsalan Rabbani | | | | |
| KRC-1900145 | The Effect of Knowledge Management and Entrepreneurial Orientation on Organization Performance. | | | |
| Liaquat Ali Rahoo Muhammad Waqas Nazeer Arain Muhammad Ali Khan Nagar | | | | |
| Syed Muhammad Hamza Muhamad Arif Akhter | | | | |
| | | | | |
| | Concluding Remarks | 10:30-10:40 | | |

| Time | Closing Ceremony at Auditorium |
|---------------|--|
| 10:40 – 10:50 | Address by Prof. (Meritorious) Dr. Abuzar Wajidi, Director, Institute of Health & Business Management and Social Sciences, Jinnah Sindh Medical University, Karachi. |
| 10:50-11:00 | Address by the Chief Guest Syed Shakeel Ahmed Commissioner-IRS/Approving Authority, Anti-Benami Initiative, Sindh and Balochistan. |
| 11:00-11:10 | Concluding Remarks by Prof. Dr. Syed Karamatullah Hussainy Director Khadim Ali Shah Bukahri Institute of Technology |
| 11:10-11:20 | Vote of Thanks by Prof. Dr. Ahsanullah Director ORIC & Conference Secretary |
| 11:20-12:00 | Shields to the Guest of Honor & the Chief Guest |
| | Shields to Organizing Committee Members |

The Program will be hosted by Syed Muhammad Fauzan Ali

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| 12:20 pm | Tea Break |
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Impact of oil price, gold price, Stock Index on Exchange rate: Case Study from Pakistan

Rahamdil Peer Baksh
Muhammad Raghil Zafar
Bushra Khan

Abstract

The motivation behind this examination is to distinguish the cooperation between stock index, gold price, unrefined petroleum cost and exchange rate in Pakistan from November 1997 to April 2018. The cooperation is analysed by simultaneous conditions. Keeping in mind the end goal to investigate the pattern of Pakistan economy, Regression has been applied. Result demonstrates that Gold Price has been found as negatively but statistically significantly related with Exchange Rate. Furthermore, Stock index has been found statistically significant and positively related to Exchange rate. Lastly, Crude Oil Price has been found as positive and statistically significantly related to Exchange rate. This exploration is massively advantageous for managers, leaders, and investors since they can predicate and ready to comprehend the change of these factors in the economy. Programming that is utilized in this examination is E-view 9.

Keywords: Stock Index, Gold Price, Crude Oil Price, Exchange Rate, Regression Model.

Pakistan Sugar Industry Effect of Energy Cost in Pakistan Sugar Industry

Alamgir
Salma

Abstract

Purpose: This study is based on applied research in Lahore, Pakistan in order to explore the effect of energy cost in Pakistan sugar industry. However, there are several studies associated with the topic but the topic is based as its energy prices and the financial performance of different industries in Pakistan. There was some lacking in this study that's why a new theory on energy cost arrived. Data has been collected through secondary data and explore the effect of energy cost in Pakistan Sugar industry by studying the relationship between energy cost and sugar production firms.

Significance: The findings of this study will rebound to the benefit of the sugar mills owners considering that energy plays an important role in society today. Price changing approaches thus, researchers applied the purposive approach for this study will be able to reduce sugar price.

Limitations and Scope: Researchers have no broader data about this study this is why researchers have valid reason to conduct this research. Here are authors knowing that, how effect of energy cost on sugar production. Through this conduction sugar mills association will get benefit after the completion of this study.

Sample Size: The sample size of the study is the population consisted of 80 companies however, 10 companies are included in the sample of the study based on availability of the data. The research follows a quantitative approach by assessing the relationship between energy cost and sugar production firm, during the 05-year period from 2014 to 2019. Production of sugar,

return on assets are used as dependent variables while energy cost is used as mediator and electricity cost, gas price & oil price is independent variable

Keywords: Production, Sugar industry, Energy cost, Gas industry, Oil Prices

Antecedents of Relationship between Customer and Organization Developed through Social Networking Sites

Shazia Rehmat
Kamran Mehmood

Abstract

The study has ascertained three factors that contribute to consumer engagement on brand pages of Social Networking Sites (SNS). The motivation scales, namely, content-related factors, social factors and perceptual factors, were thoroughly explained to extract the reasons behind the consumer engagement with brand SNS pages. The study also attempted to explore the influence of consumer engagement on customer organization relationship. Based on the theoretical framework, the quality of customer organization relationship was tested with the hypothesized relationships. With the rapid growth and development of social network services, companies have largely increased their advertising budgets for social media advertising. Social media advertising has attracted a great deal of attention among marketers and researchers. However, very few works of research have focused on social media advertising and have only concentrated on measuring clicking effects. This study established a model to analyze customers' engagement in social media advertising, the relationship among the antecedents of social media advertising engagement, the engagement behaviors in social media advertising, and the consequences of social media advertising. Statistical techniques have been derived from AMOS Graphics and Advance Excel programs and data has been taken from several surveys from multiple organizations and via questionnaires from different organizational employees. Customer engagement has emphasized the benefits of customer engagement to the firm through social networking sites (SNS). It increases communication and interaction. One provided that your customers have an option to engage with your business through your social media channels, it is a great way to attract potential customers. We all know that social media have been an effective tool when it comes to engagement with customers. Most business prefer to communicate with their customer using their business social media accounts and so do the customers.

Keywords: Content related factor, Perceptual related factor, Social factor, Social media factor, Consumer Engagement, Customer Organization Relationships.

The Strategic Human Resource Management Approaches in Organizational Performance: The Mediating Role of Creative Climate

Umaima Bilal
Ayesha Nasir

Abstract

The purpose of this paper is to explore the relationship between approaches to strategic human resource management (SHRM), organizational Performance and work motivation through a creative climate to increase the competitiveness, organizations need to utilize the creative potential of their employees. This study provides that how work motivation affects the effective work of employees and how employees are encouraged to maximize work motivation and enhance organizational Performance. In this we figure out that employees who feel motivated to work are

likely to be persistent, creative and productive, turning out high quality work that they willingly undertake. Research recognized universalistic approach of SHRM, contingency approach of SHRM, are function as an independent variable in this model organizational performance function as a dependent variable, creative climate as a mediator in the model and the variable which we select is work motivation which functions as a dependent variable in our model. The data were collected from different organizations. Moreover, the variables of the study applied to all organizations and this data included point by point bibliographic references, the objective of the study, list of variables and their descriptions, technique for engagement estimation, test attributes, and statistical analyses included AMOS. Employers need to get to know their employees very well and use different tactics to motivate each of them based on their personal wants and needs. The future benefits of this research will improve the thinking of Human resource department to improve the organizational performance through creative climate Organizations should understand the relationship between the four constructs, such as SHRM approaches, creative climate work motivation and organizational performance. Managers need to design strategic HRM policies and practices that are aligned with creative climate work motivation and organizational performance. **Keywords:** Universalistic approach of SHRM, contingency approach of SHRM, organizational performance.

The Relation of High-Performance Work System, Authentic Leadership and Organizational Performance Mediating Knowledge Management

Alina Ansari
Munira Ikhlas
Madeeha Yousuf

Abstract

The aim of this research paper is to investigate among high performance work system and organizational performance, knowledge management. Whereas high performance works system has a positive effect on organization performance mediating knowledge management. Previous research recognized that if there is a competent high-performance work system in organization then there will be a tremendous output on organization performance. Knowledge management is also playing a major role which brings competent and skilled employees to the organization. HPWS is an independent variable which effecting positively to organizational performance and organizational performance is a dependent variable whereas knowledge management is a mediator which is enhancing the relationship between them. And the new variable authentic leadership which is an independent variable is positively affecting to organization. It enhances employee's motivation, their confidence and brings new ideas to the organization. Authentic leadership enhances creativity in an organization. It also has a significant effect on knowledge management because it improves the process of productivity and helps to give benefits to the organization. It also creates understanding between employees. It boosts knowledge sharing, creativity, new innovations and enhances confidence and creates productivity. Both independent variables are essential for the organization and gives benefits to it. Data were collected in Karachi from different employees from different organizations and companies. The data were entered by using the software AMOS and SEM technique. Furthermore, the research can be done on many other independent variables like intrinsic motivation and can explore more about high performance work system and their impact on organizational performance.

Keywords: High Performance Work System, Organizational Performance, Knowledge Sharing, Authentic Leadership.

Do Service Firm Employee and Customer Relations Matter for Customer Forgiveness in Service Recovery?

Arqam Iqbal
Aiman Saleem

Abstract

Employee and customer relationship are an important factor in service recovery. Good relation among them is favorable for both customer and employee. A good relationship has positive influence on customer forgiveness that avoids any sort of disruption to firm's reputation. Past research focuses on the implementation of forgiveness motive theory. In this study we will discuss the further consequences of forgiveness factor in service recovery that will include switch over intention of customers. It may be the results of negative word of mouth and bad relation among customer and employee. Further addition is Dependent variable switchover intention to investigate the outcomes of customer forgiveness in service recovery. To determine the end results a survey was conduct online & offline via questionnaires with the help of 5-point Liker scale (strongly 1-agree – strongly disagree – 5) and also used different software's like AMOS, MS Word, and Excel to come up with authentic result of the survey. Future capacity to continue contribution in this study might be adding influence of technological features that will augment facilities a service provider can offer as that can help refrain customers from switching over in the services industry. This study defines the reason of switching intentions of customers and also explores the behavior and performances of employee that will reduce or increases forgiveness level in service recovery firm.

Keywords: Customer forgiveness, Service recovery firms, Switchover intentions, Negative word of mouth, Structural social capital, Relational social capital, Cognitive social capital.

The impact of employee performance on job satisfaction with moderating role of Supervisor support

Syed Muhammad Hamza
Muhammad Arif Akhter

Abstract

The study is based on applied research in the area of (Karachi/Pakistan) in order to explore effect Supervisor's support as a moderator plays a vital role for increasing employee performance for getting a job satisfaction. Although there are several studies associated with the topic but the paper is unique as it is based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, Data has been collected through secondary authentic sources and indicate effect of supervisor support on which there is a sever lack etc. Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business human resource perspectives as well as academia. Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning. The sample size for the study is of 300 and software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough. The use of the software indicated that there is a relationship between major IVs employee performance and DVs of the study job satisfaction, moderator of

supervisor support and thus the result is prevalent in identifying the relationship between the variables employee performance on job satisfaction.

Keywords: Employee performance, Supervisor, Satisfaction of job, Management Behavior Perception, Motivation of Work.

Measure the effect of primary dimensions of workforce diversity on employee performance: Evidence from Leading Commercial Banks of Pakistan.

Shazil Khan
Sheikh Muhammad Saad Aftab

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to measure the effect of primary dimensions of workforce diversity on employee performance. Nowadays workforce diversity become the biggest challenge in every organization. Most of the organization main focus is on organizational performance, organizational growth, organizational effectiveness rather than employee's performance. The objective of this research is that the previous researches have some unsolved issues and have some limitations that would help in future research in this field. First, we had developed a set of hypothesis and conceptual framework on the basis of previous researches, then developed a questionnaire. The data was collected through primary data by using a structured questionnaire which was filled by each employee in respected banks.

Significance: The significance of this study investigates the determinants of workforce diversity that has an impact on employee performance of commercial banks of Pakistan. Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of banking as well as academia.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from commercial banks of Pakistan so this research could be useful for commercial banks and for academia. Other limitation in this research was this research is cross sectional because researcher had limited time to complete this study with some facts and figures.

Sample Size: The sample size for the study is of 100 people and SMART PLS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough. The use of the software indicated that there is a relationship between major IVs (Work Experience diversity, Educational Background diversity, Age diversity and Gender diversity.) and Dvs of the study (Employee Performance) and thus the result is prevalent in identifying the relationship between the variables (Work Experience diversity, Educational Background diversity, Age diversity, Gender diversity and Employee Performance.)

Keywords: Work Experience diversity, Educational Background diversity, Age diversity, Gender diversity and Employee Performance.).

Role of Warehousing in performance in Supply Chain

Muhammad Ahmed

Rana Fahad

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to explore role of warehousing in performance of supply chain. Although there are several studies associated with the topic but the paper is unique as it is (based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, Data has been collected through primary authentic sources and indicate effect of warehousing on supply chain which there is a sever lack etc.).

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning.

Sample Size: The sample size for the study is of 50 and SPSS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software indicated that there is a relationship between major IVs (role of warehouse) and DVs of the study (performance of supply chain) and thus the result is prevalent in identifying the relationship between the variables (performance of supply chain in performance of supply chain)

Keywords: Warehouse, functions of warehouse and supply chain.

Two-Fold Model Rewards for Employee Retention

Duaa Siddiqui

Wajeeha Saleem

Abstract

Purpose: The type of research is applied research in the area of Karachi, Pakistan in order to present the two-fold models of rewards. Model 1 analyze the effect of rewards on employee retention and a mediating role of job satisfaction and Model 2 identify the effects of rewards on employee retention and a mediating role of motivation. Whereas many researches have been conducted on effects of rewards on employee retention and impact of rewards on job satisfaction and employee motivation but this paper is unique in this way that past researches proved the direct relationship between rewards and employee retention whilst in this research, researcher analyzed the mediating role of job satisfaction and employee motivation between rewards and employee retention

Significance: This research is state of art in nature because in this research, researchers' study two models of rewards in one paper with the mediating role of motivation and job satisfaction between rewards and employee retention.

Limitations and Scope: This research has some limitations such as data collection would be done from advertising agencies of Karachi, Pakistan. So, the result will not be applicable on the advertising agencies of other cities. Moreover, Pakistan is a developing country so the result may change in developed countries.

Sample Size: Researchers will use the structured questionnaire as a tool to collect data with the sample size of at least 150 to 200 employees of advertising agencies in Karachi, Pakistan selected randomly. Further various tests implementation will take place that is structural equation model (SEM) and CFA (confirmatory factor analysis) by using AMOS and Smart PLS.

With the help of software researchers will be able to find the relationship between rewards (intrinsic and extrinsic) and employee retention as well as with the mediating role of job satisfaction and employee motivation.

Keywords: Employee retention, Rewards, Intrinsic Rewards, Extrinsic Rewards, Job Satisfaction, Employee Motivation.

The Mediating Role of Innovative Behavior and Relationship between Decentralization and Organization Innovation Performance

Muhammad Yasir

Abstract

The aim of this research is to examine the mediating role of innovative behavior and the relationship between decentralization and organization innovation performance the theoretical framework contains four independent variables, one mediating and one dependent variable. The independent variable is the structure of organization like formalization, integration, centralization and decentralization and dependent variable is innovation performance organization. Some previous studies show the mediating role of innovative behavior in the link between centralization, formalization and integration and organization innovation performance but they might forget another structure of organization which is decentralization. In this study we are focusing on the direct relationship between decentralization and organization innovation performance and the mediating role of innovative behavior in the link between decentralization and organization innovation performance. The results show the mediating role of innovative behavior among formalization, centralization, and organization innovation performance. Previous research indicates that the mediation role of innovative behavior and integration does not have relationship with organization innovation performance. To find out the link between innovative behavior and decentralization with organizational innovation performance we are using some statistical tools Amos graphics and SEM technique. This research is first to investigate the role of mediating of innovative behavior on link between decentralization and organization innovation performance. This research will help the healthcare sector to understand which structure of organization is suitable.

Keywords: Formalization, centralization, integration, decentralization, innovative behavior and organizational innovation performance.

Determinants of Online Purchase Intention with the mediating effects of Brand Image: The study on female students of KASBIT

Syed Syeda Bina Tariq
Fatima Shaikh

Abstract

In modern electronic era, the globalization has incredible changes. The biggest exchange organizations have been running within the final decade with mechanical changes. Shopping or showing online is the utilize of development (i.e., PC) to way better advance execution. The researcher analyzing the impact of brand identity that playing a vital role of mediation on the

factors of independent variables i.e. CSR, Celebrity endorsement, Trust, Relationship and Quality which having direct and indirect which ultimately positive and negative impact on the online buying intension. The research will find the behavioral factor of female's online intension that increase the overall the image and give the loyalty and satisfaction to the brand. Particularly, making connection to aim the buying goals and the intension which increase the Brand Image in the consumers' mind. The main purpose of the study is to relate the new trends of online purchasing which associate with the intension and the brand image that is connected to the independent elements to make the retailer aware of the targeted audience which study impression on overall intension that in how many ways can be maintained and gain the satisfaction and loyalty containing strong individual sector. The data has been collected through the questionnaire using Cluster and Convenient sampling that given to the females of KASBIT to look the reactions of 500 students that give the assurance of positive and negative waves, using Smart PLS and excel apply sheet for the testing to obtain the opinion of the female's students that directly giving profits to the retailer through social media. The following research is based on Quantitative method using numerical information are subdivided into discrete and continuous estimations

Keywords: Online Purchase intension, Brand Image, CSR, Trust, Celebrity endorsement, Quality, Relationship, Brand loyalty and satisfaction, retailer.

Gauging the effect of print advertisement on customer buying behavior: Perceptual Views of Marketing Managers from FMCG Industry of Pakistan

Nabeel Ahmed
Yamsha Akbar

Abstract

The study is based on applied research in the area of (Karachi/Pakistan) in order to explore to measure the influence of (Newspaper advertisement/print media advertisement on consumer purchase intention). It is basic theoretical research in nature to increase the knowledge of companies in understanding the consumer purchase intention in Karachi. Although this paper is supplemented with some limitation as the data is to be collected from consumers of Karachi only, to understand their behavior towards purchasing the product as influenced by newspaper advertisement. The sample size for this study was 250 and SPSS was used for the purpose of data analysis and this research paper is supported by descriptive in nature as well as inferential analysis.

Keywords: Print media advertisement, Newspaper advertisement, Consumer purchase intention.

Measuring the impact of human resource development (HRD) practices on employee performance with mediation of employee competence in small and medium scale enterprises

Muhammad Junaid Khan
Fahad Batavia
Usman Abbasi

Abstract

This study reveals important investigational outcomes that make a significant contribution to clarifying the query of the impact of Human Resource Development practices on performance of employee. The area that has been covered is this research is that how human resource development practices impact on employee performance. This study will cover the research gap of employee competence as a mediator. The mediating role of employee competencies may include self-

competency, team competency, change competency, communication competency and ethical competency. The purpose of conducting this study is to analyze the factors which affect the employee performance and analyze the factors of employee competence as a mediator between HRD practices and employee performance. It will observe the impact of human resource development practices on employee performance with mediation of employee competence in small and medium scale enterprises. An incorporated research model was developed by combining main factors from existing literature. The results indicate that some human resource development practices impact employee performance while having employee competence as a mediator. The research was conducted in small and medium scale enterprises, and the analysis based on cross-sectional data which cannot be generalized crossways a broader range of sectors. The findings of the study will help stakeholders, policy makers and management of SME's in espousing appropriate and well-articulated HRD practices to improve employee competencies and enhance organizational effectiveness. This study extends the literature by empirically adducing proof that, HRD practices impact employee's performance of small and medium scale enterprises.

Keywords: Employee performance, HRD practices, Employee competence

Evaluating Impact of Entrepreneurship Education Programs

Waqar Ali Soomro
Muhammad Arsalan Yousuf
Muhammad Rehan Bava

Abstract

The purpose of this research paper is to analyze the impact of entrepreneurship education programs (EEPs) from students' viewpoint who are studying an entrepreneurship course and also from those who studied to improve the quality of Entrepreneurship education program. Training for entrepreneurship education has acquired its place worldwide, many studies indicate that entrepreneurship can be taught or at least promoted through education. Methodology of data collection is qualitative and sample size is 170 randomly selected and 30 educators from selected university that is KASBIT University. SEM technique use in this research paper for analyzing result of individual variable accurately in AMOS and SPSS software to let we know that which variables have positive relationship and negative relationship. Entrepreneurship education programs EEPs are growing rapidly to bring some new ideas of business in market and also improve to existing businesses. Previous research paper mentioned university name where students are facing problem lack of authentic method for teaching entrepreneurship program. Pedagogy is additional variable in theoretical framework, this is perfect and full package of teaching method in Entrepreneurship education program EEPs. Essence of EEPs is independent variable connect with two mediators (objective and contents) and also connect with dependent variable which is Pedagogy method of EEPs and then there another variable which is outcome of all variables with named Impact of EEPs, is EEPs prepared to students and educators for being an entrepreneur. Limitation of this research paper is only selected KASBIT University for knowing viewpoints about teaching method of Entrepreneurship Education programs EEPs in those universities which are in Karachi City. Further research must visit different business universities in Pakistan for getting viewpoints from student and also collect information about teaching method in entrepreneurship education programs.

Keywords: Entrepreneurship Education Programs EEPs, essence, objective, contents, pedagogy and impact of EEPs.

SMS Advertising & Its Impact On Consumer Purchase Intention: A Comparative Study of Youth & Adults in Karachi, Pakistan

Hiba Siraj
Syed Abdul Rauf

Abstract

The rapid technological advancement and growth of marketing techniques are increasing day by day to access potential customers. With the use of social media advertising, marketers are also using short messaging service (SMS) to interact with their customers directly through one to one marketing. Mobile marketing is becoming popular and a medium to influence customers in purchase decisions. To determine the difference between behaviors of youth and adults, the comparative study will be conducted in Karachi, Pakistan. The aim of this study is to examine the impact of SMS advertising (independent variable) on consumer purchase intention (dependent variable). Furthermore, the study will focus on the factors affecting consumer purchase intention like infotainment, entertainment, credibility and subjective norms and how these factors will influence the purchasing decisions of youth & adults.

Keywords: technological advancement, potential infotainment, entertainment, credibility and subjective norms.

Impact of Job Rotation on Employees Performance

Abul Marij Ansari
Arsalan Baig

Abstract

In this study is to observe the job rotation practices is a key element in employee's development, from this study now observed that Job rotation practices so many companies use for the employee's development. From this approach employee make efficient and work in effective manners. Job rotation practices are the aim of improving workers' performance in so many organizations job rotation to keep employees motivates towards their work its effect on employee's performance and organization productivity. And from the other point of view, it decreasing boredom at workplace, it also helps to employee's promotion and position level. The study of the objective is to search the relationships between variables of job rotation and employee's development. This research has limitation of lead time for cover the research within the time. Moreover, the secondary data collected from particular companies which do not meet the whole data of country's organizations. This research based on primary and secondary data that is collected through questionnaires review of relevant records. Data analysis for this study was conducted quantitative methods. Questionnaires were tested for reliability and validity of research. The data analyses through software to get the appropriate result and relationship. Research findings indicate that majority of the respondents acknowledge that job rotation effect on employee's development and highlight the relationship between job rotation and employee's development.

Keywords: Efficient, effective, knowledge, Skills Development, Job Rotation, Motivation.

Impact of Job Stress on Employee's Development and Performance

Muhammad Hassan Khan

Adil Ali

Abstract

Job stress is a major problem now days in every organization and in every country. Job stress effects on employee's performance and their motivation in their personal and social life. The objective of research is to find out the relationship between job stress and motivation of employees in organization and how it effects on employee's life in work place and whole performance of the organization. This research is focus on major factors causing the performance of organization and job stress. For this research we collect data from primary source. Using well-structured questionnaire of three sections. The data collect from questionnaire. In this research we use qualitative and quantitative methods for the best result of this research. Finding of this research shows negative relation between job stress and performance. If there is highly job stress on employees so their performance is not good in organization. This research highlight that the organization should solve the employee's problems related their performance and workplace.

Keywords: motivation, qualitative and quantitative methods.

Impact of Work Environment on Employees Performance

Muhammad Bilal Khan

Naseer Ahmed

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to explore effect of organization's work environment on employees' performance. Although there are several studies associated with the topic but the paper is unique as it is providing the proper guidelines to the management for which factors are more force to perform an employee's well towards accomplished organization's goals before deadline. Another purpose of the study is reducing the delay and error for performing the task of organization and increase the performance of employees with provide a good environment. Organization work environment include many features which include well maintained physical factors, management and leadership style "how management deals with their employees", provide supportive workplace, and most important management needs to understand employees work life balance.

Significance: Further it considers to the study is enhancing strong knowledge and determination of organization and academia for perception of work environment beyond the limit. The significance of this study is to good environment is communicate to employee for the work efficiently because if the employees work hard and do his work on time its means employees' performance is increase also the increase organization performance as well. A pleased workplace environment always buildup employees' motivation to work efficiently and effectively, which indicate the positive sign to organization performance.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from Karachi base organization. This study limited with five variables where four independent variables and one is dependent variable, while many variables not include in this study but it does not mean the value of paper has not been overshadowed and this can be used for applicative reasoning.

Sample Size: The sample size for the study is of 50 and these samples collected from different employees of Karachi and SPSS & Microsoft Excel software have been used for the purpose of

data analysis and the major reason for the application of the software is testing the result of our questionnaire feedbacks which identified the more important variable on employee performance. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

After use the testing results on SPSS software we analysis of our results is identified that there is significance impact of our independent variable (Work life Balance & Management and leadership Style) and dependent variable (Employees Performance) which indicate that organization needs to improve work alignment of an employee and also provide a clear direction to an employee towards perform his duties and responsibilities could be completed before deadline.

Keywords: Employees' performance, organization's goals, work environment, work life balance, physical factors.

Identifying Primary Characteristics of Servant Leadership in Educational Organizations

Ali Umair Jaffery

Nabil Sajid

Abstract

Purpose: This study is based on applied research in the area of Karachi, Pakistan in order to explore the prevalence of servant leadership in the media industry of Pakistan. Although there are several studies based on the broader topic of servant leadership globally, the paper is unique because no specific study on servant leadership in Pakistani media industry has been conducted. Data has been collected through secondary authentic sources.

Significance: This study can help media organizations owners in their decision-making process to improve employee motivation, and at an even larger scale, help shape Pakistan's society into more socially-responsible and woke citizens.

Limitations and scope: The research will determine the prevalence of servant leadership in Pakistani media sector. The research will be conducted for two of the top media organizations of Pakistan; Dawn Media Group and Jang Group. The media industry of Pakistan is very huge. There are more than 140 TV channels and radio stations, 1500 newspapers and magazines, and 250,000 workers associated with this industry. Hence, it is not feasible at all to cover the entire industry.

Sample Size: The sample size for the study is of 120 people and Smart-PLS software has been used for the purpose of data analysis. The major reason for the application of the software is the theory building approach associated with the study. The paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough. The use of the software indicated that there is a relationship between major IV (Servant leadership style) and (Pakistani Media sector) DV of the study and thus the result is prevalent in identifying the relationship between the variables.

Keywords: Servant leadership style, Pakistani Media sector,

Analyzing the Effects of Job Stress on Employee Job Performance with Moderating Role of Perceived Organizational Support

Noor-e-Hira

Abdullah Aslam

Abstract

Purpose: The study based on applied research in the area of Software industry of Karachi Pakistan in order to analyze the effects of Job Stress on Employee Job Performance testing the moderating effect of Perceived Organizational Support. While there are several studies related with the matter

but the paper is distinctive as it is based upon data from developing market of Pakistan where there is a severe lacking of these types of studies, Data has been collected through authentic sources.

Significance: Therefore, it is legitimate to consider the study as one of the states of the art in nature as the study is potent in increase of knowledge in the area of business as well as academia.

Limitations and Scope: Although the study is augmented with some limitation as the data will be collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning.

Sample Size: The sample size for the study is of 201 and SMART PLS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software is indicating the nature of relationship between Independent variables (Job Stress; Workload, Role Conflict, Role Ambiguity), Moderation (Perceived Organizational Support) and Dependent variable of the study (Job Performance) and thus the result is prevalent in identifying the relationship between the variables.

Keywords: Job Stress, Job Performance, Perceived Organizational Support

Satisfaction with buddying, workplace fun and work engagement in the technological industry: The role of psychological capital

Muhammad Zeeshan
Muhammad Talib Khan

Abstract

Nowadays to gain a competitive advantage it is necessary to retain high-quality employees. Moreover, from the employee prospective, an interesting working environment is the main reason to enhance employee's motive and productivity. Work engagement refers to the positive behavior of employees at work. The previous literature has examined the relationship between workplace fun and work engagement with the mediating and moderating role of psychological capital in the context of tourism and hospitality, the survey data was collected from 331 employees in customer-service oriented tourism and hospitality enterprises in Taiwan. The results showed that workplace fun has a positive effect on psychological capital and psychological capital plays a partial mediating role between workplace fun and work engagement and psychological capital has a significant positive moderating effect between workplace fun and work engagement. For further studies We have identified a gap in the previous research and added an independent variable of satisfaction with buddying in the previous model to examine the effect of satisfaction with buddying with work engagement with the mediating role of psychological capital and to also examine the effect of workplace fun and work engagement with the mediating and moderating role of psychological capital on the employees of technological industries. In this research paper SEM is applied with the help of AMOS and Microsoft Excel. This paper will be beneficial for technological industries to retain their high-quality employees by making their employees to work in a positive working environment and this will increase the productivity and performance of the employees.

Keywords: Work Engagement, Satisfaction with Buddying, Workplace Fun, Psychological Capital.

Factors Affecting Online Repurchase Intention in Pakistan

Falak Iqbal
H.M Yasir Saleem
Syeda Abiha Zehra Rizvi

Abstract

In this study the Researcher will find data on customers re purchase intention online. The meaning of Customers re purchase intention online is the repetitive buying he may do after getting satisfied buying for the first time. Often time's people might feel apprehensive buying online because of trust issues, however the online business is still making a fortune because people tend to find it easy and quick. In this study the researcher will examine the effect of past online shopping experiences of the customer, goods quality, service quality and price on the online repurchasing intention of the customer. The study will be conducted by collecting the data from 300 respondents in Karachi. Questionnaires will be used to collect the data for the study. Three main hypothesis will be developed to examine the effect and cause of one dependent variable (online repurchase intention) by four independent variables (price, online shopping past experiences of the customer, product quality and service quality) and three alternative hypothesis will be generated against each null hypothesis. The results for the study will be analyzed by using the SPSS software and furthermore descriptive statistics, regression and ANOVA tests on the data collected from the respondents of the study will be done. Previous researches have shown the results that price (independent variable) has a positive effect on online repurchase intention of the customer (dependent variable), the effect of product and service quality (independent variable) is positive on online repurchase intention of the customer (dependent variable) and lastly the effect of past shopping experiences of the customer online (independent variable) is also positive on online repurchase intention of the customer (dependent variable).

Keywords: Online Repurchase Intention, Shopping Experiences, Service Quality, Online Shopping Experiences, Goods Quality, Price.

Brand Communities' Relational Outcomes, through Brand Love

Hamza Shahid

Abstract

Consumers play the most important role to help the brand become established. Communities in which they operate will determine prevailing factors which either inflate or deflate mediation shaped by Brand Love. Marketers want to blend themselves deeply with their market to create hearty relationship amongst brands and consumers to encourage consumers' association. When determining abridgment of brand love there is need to test significant impact consumer attachment will create in developing a trustworthy nature for all market actors. Secondly; past researchers had indicated fissure to determine how much repurchase intention exists because there is study based over direct affect brand community with Brand's Advocacy, Word of Mouth and Loyalty. Research objectives were fulfilled through compiling secondary information into a questionnaire and observed responses over a large number of respondents. Survey was conducted online where questionnaire was circulated. Usage of statistical tools IBM SPSS and AMOS have been implied to negate variation from data and MS Excel, Word used to comprehend information further. Benefactors of research findings will be marketers who want to increase overall attachment the

community has and will feel toward their brand, as well as their intentions to repurchase for maximizing Brand loyalty.

Keywords: Brand Community, Brand's Advocacy, Word of Mouth, Repurchase, Brand Loyalty, Brand Love.

Contributors to Brand Loyalty evidence from territories of Pakistan with the mediating role of satisfaction

Tooba Irfan
Misha Siddiqui

Abstract

Purpose: The study aim is to test the empirical impact of image of the brand, customer satisfaction and product & service quality on brand loyalty in territories of Pakistan. This study is applied research based however there are so many researchers related with the topic but this research is different and unique as other ones, because the data in this research taken from developing market of Pakistan because there are lacking of these types of researches. Data collected through secondary authentic source.

Significance: The researchers conducted the study is persuasive as it enhances the knowledge in organization, brand management and institutions.

Limitation and Scope: This research study is augmented with some limitation as the data is collected by the developing country Pakistan soothe respondents is not easily response so the data collected is less. And this research will be used in brand management, institute and organization.

Sample Size: The size of the sample of this study is 300 and the software has been used the data analysis purpose data collected through primary and secondary sources. The software used for this study will be SPSS, AMOS and SMART PLS. the use of the software indicates that there is a relationship of brand awareness, brand loyalty with buying behavior of the consumer along with the mediation of sales promotion. The research is supported by descriptive as building study.

Keywords: Brand Image, Brand Trust and Service Quality and Brand Loyalty, Satisfaction.

Trust, Commitment, Customer Intimacy and Customer Loyalty in Islamic Banking Relationships

Suhail Ahmed
Shakeel Ahmed Laghari
Faraz Qureshi

Abstract

The aim of this research is to examine the multidimensional relationship (trust, intimacy, loyalty, image, commitment) and its relationship with the Islamic banking consumers in the protection of sharia complaints. This examination is further valuable to Islamic banking managers and also for commercial banking managers to identify the factor affecting and implication of the factor which the researcher uses in this study. The relationship and obligations have the mediating effect of role to build the trust between banking sector of Pakistan and customer to find the relationship between the most important dependents variable the statistics software AMOS will be used with SEM technique by targeting the Islamic banking in Pakistan. The respondents of the research will be regular customers of banks containing both Muslims and non-Muslims customers. This study is limited only in few areas of Karachi the future researchers are recommend to come up with high sample size for better understanding of relationship between variables and to generalize the

research by going broader by targeting other cities of Pakistan. the people of Pakistan need to understand the difference between Islamic banking and commercial banking as per their perception they both are same; this research will help people by showing the way commercial banks differentiates with Islamic banks specially in Pakistan as the Islamic banking nowadays is being widely studied over the world.

Keywords: Islamic Banking, Consumer Loyalty, Trust, Consumer Intimacy, Commitment.

Effects of Web Design on online Buying Behavior with Mediation Role of Purchase Intension, the Moderating Role of Perceive Risk

Ayesha Irfan

Ahsan Ali

Abstract

Purpose: The examination study is on applied research in the zone of (Karachi/Pakistan) for explaining effect of website design on online buying behavior with h Mediation Role of Purchase Intension, The Moderating Role of Perceive Risk. Although there are many studies related with this topic but this paper is different as it is based on data from developed market of Karachi where we found several laciness in the types of studies. The data has been collected by secondary sources and also indicate effects of financial services in a several areas there is a sever lankness

Significance: Therefore, this study is considered on the study about one of the persistent natures as the study is effective in increase of knowledge in the zone of business as well as academia.

Limitations and Scope: Although the study is related with some limitation as the data together from developing country like Pakistan is not consistent with the other economies although the value of paper hasn't been overseeing and this can be helpful for many reasons.

Sample Size: The sample size for the study is of 200 and Smart PSL software has been used for the purpose of data testing and the major reason for the purpose of the software is theory edifice approach connected with the research. Although the paper is supported by descriptive as well as inferential analysis in order to make conclusion of the study potent and reliable sufficient.

The exercise of the software indicated that there is a bond between major IVs (Web design) and DVs of the study is (online buying behavior) and therefore the effect is established in identifying the relationship connecting the variables (web design, purchase intension, perceived risk. Online buying behavior)

Keywords: Web Design, Purchase Intension, Perceived Risk. Online Buying Behavior.

How Humble Leadership Fosters Employee Innovation Behavior and Job Satisfaction

Hafiz Kamran Ahmed

Tanveer Nadeem

Muhammad Osama

Abstract

This Paper shows the research of the correlation between humble Leadership and innovative behavior of employee and to investigate the mediating impacts of core self-evaluation (CSE) and the moderating impacts of leader political ability in this connection. Humble Leadership plays a most important and significant role for every organization since they are very caring and shows disciplined to their subordinates and coworkers. The best important thing of humble leaders is that they give respect to their employees irrespective of their designations. Humble Leaders know their restriction and also, they should have confidence to identify their flaws. This research base on

affirmative part about humble leadership but not in bad things in risky parts, like inferior position and lack of strength of a humble leader, which prevent leadership effectiveness. The result of this research recommends that leaders should have humbleness, maintain some political skills and increase workers CSE to encourage employee innovative performances. To be clear, this study accomplished the accompanying. To begin with, this examination offered proof for the positive effect of humble leaders on representative progress conduct. This examination contended that the steady authority practices of humble leaders. Second, this survey confirmed the fractional intervening job of CSE between humble administration and worker advancement conduct. The past writing has demonstrated that CSE permits preferred determining of work execution over individual character attributes. At last, this examination confirmed the positive directing impact of pioneers' political abilities between humble administration and worker advancement conduct. Pioneers' political aptitudes reinforce their capacity to precisely peruse and get workers, which encourages them construct casual systems in the association and to take care of issues and reduce the trouble of subordinates; thusly, consistency can be accomplished among subordinates' and the association's objectives by perceiving and catching both the attributes and the requirements of representatives. If Leaders are humble then employee will also get motivation that leads to job satisfaction for new employee as well as old employees.

Keywords: Innovative Behavior of Employee, Political Skills of Leaders, Humble Leadership, Job Satisfaction.

Factors Enhancing Relationship between Goals, Conflicts and Satisfaction

Baber Jan
Nawazish Ali

Abstract

The motive of this study is to find out that what are the factors increase team satisfaction given into the paper by which researcher has found the ways to achieve goals because every person wishes to achieve their goals therefore researcher aim to find the relation between conflict and team satisfaction so they are able to work effectively and efficiently to achieve the goals. In this research, researcher has limited time and limited resources to take the sample size of 150 questionnaires which were designed by the researcher as over the Likert scale strongly agree, agree, neutral, disagree and strongly disagree respectively by doing random sampling method from different organizations in the area of regarding field, most of the responses were given by the males of that purpose and rest by the females of an organization. This study shows that how to take advantages from the conflict in a challenging environment where everyone is working for achieving the goals by selecting the variables intragroup conflict relating with the mediator and satisfaction of the team or a Team performance” for impacting the conflictual factors effecting over an organization for the sake of team performance of the firm. The paper shows that how intragroup conflict, goals and satisfaction enhance the way of working employees in the organization.

Keywords: Cooperative and Competitive Goals, Task Conflict, Relationship Conflict, Process Conflict, Satisfaction of The Team

Consumers' Role Performance and Brand Identification: Evidence from a Survey and a Longitudinal Field Experiment

Hassaan Jawed
Abdul Basit Hasan
Muhammad Shahzad

Abstract

A brand construction wants to give authority through autonomous decision-making processes to its customers. Brands believe this creation will bring higher levels of customer delight. Assessment making with autonomy shall deliver value for the audience. Self-competent customers feel self-reliance in being a responsible member of the society and deliver their required tasks for their brands. The purchaser has confidence to decide and make alterations upon their respective wills as how and what they want to make out of a product or service. Finally, the psychological need will make attachment simpler. A questionnaire was developed through various sources consisting queries regarding seven factors which are in mediation with In-Role and Extra-Role consumer behavior. The selected form was circulated via online platforms to numerous connections. Initial working software IBM SPSS and AMOS test statistical significance about data deviation which determine mediation and direct relationship of Social Influence pertain over the Brand's communal identification. Secondary tools MS Word and Excel assisted in data and information compiling. This research will give advantage to brand marketers because it tests psychosocial association with community goals and expectations out of brand and customer roles.

Keywords: Autonomous Decision-Making, Brands Believe, Customer Delight, Self-Competent, Psychological Need.

Impact of Financial Risk, Privacy Risk and Consumer Purchase Intention Effect on Online Shopping Behavior with the Moderating Role of Attitude

Adeena Irfan

Abstract

This paper investigates how consumer purchase intention effect on online shopping behavior with the moderating role of attitude. Nowadays internet shopping playing a major role and customer purchase intention is one of the major factors of online shopping. Online shopping is the third most popular activity of the world but in Pakistan online marketers facing some big challenges. By studying this paper, we have identified some gap in the paper so we decided to add two new variables "financial risk and privacy risk" to increase the effectiveness of this research. Financial loss means fear of financial loss and privacy means fear of leaking personal information. There are 3 independent variables which have direct relationship with the online shopping behavior, but only one variable has moderating effect of attitude. In this paper SEM technique is applied with the help of AMOS. The finding of this research will improve the understanding of marketers to make effective strategies to convenience the consumers to buy online. In future, researchers can add two new variables "convenience and trust" in this model. This research is beneficial for online retailers to examine that what factors online consumer see at the time of purchase goods.

Keywords: Purchase Intention, Attitude, Online Shopping Behavior, Financial Risk, Privacy Risk.

The Impact of HR Practices on Organizational Performance: Moderating Role of Islamic work ethics

Unez Ali
Shoaib Ali

Abstract

The aim of this research is to investigate the impact of human resource management practices on organizational performance with moderating role of Islamic work ethics. The theoretical framework of this research contains 5 independent variables (training and development, compensation, recruitment and selection, employee involvement and performance appraisal) the moderator in this framework is Islamic work ethics IWE and the dependent variable is organizational performance to find out its impact on a healthcare sector “Aga Khan University Hospital Karachi”. And to find the relationship between variable the statistic tool AMOS will be used through SEM technique. The target population for primary data collection will be the working staffs of Aga Khan University Hospital. As the Human resource practices have been studied widely over the period of time due to increase in the importance of human resource. The importance of human resource practices can be determined as success and failure of any organization depend on the performance of their human resource. But the Islamic studies in the human resource perception are limited to Islamic countries. The findings of this research will be beneficial for the human resource management of the healthcare sectors to improve the Major Human resource practices mentioned above. By looking at the other side of the phase it will not only be beneficial for healthcare sector but will also be beneficial for the students to further study this topic on other sectors like public sectors as this study is only limited to Karachi and have very limited period of time to complete it.

Keywords: Training & Development, Compensation, Employee Involvement, Performance Appraisal, Recruitment & Selection, Islamic Work Ethics, Organizational Performance.

Impact of Hedonic Motivation on Online Purchase Behavior Moderating Role of Perceived

Syed Muhammad Hamza
Farheen Akhter

Abstract

The study is primarily based on accepted out studies in the location of (Karachi/Pakistan) a good way to explore effect of Hedonic motivation on Buying Behavior with Mediation Role of Purchase Intension, The Moderating Role of Perceive Risk. Although there are numerous studies related to the topic however the paper is precise as it's miles (primarily based upon information from developing market of Pakistan wherein there is an extreme lacking of these form of research, Data has been gathered through secondary authentic assets and imply impact of monetary services on which there's a sever lack and so on). Therefore, it's considerably valid to bear in mind the observe as one of the pervasive in nature as the examiner is powerful in growth of expertise within the place of enterprise in addition to educational Although the study is supplemented with some predicament as the facts gathered from developing. Like Pakistan isn't always coherent with the other economies even though the cost of paper has now not been overshadowed and this may be used for applicative reasoning. The pattern size for the look at is of 299 and SPSS and Amos software program has been used for the cause of statistics analysis and the major cause for the application of the software is theory constructing technique related to the observe. Although the paper is supported with the aid of descriptive in addition to inferential analysis on the way to make

findings of the take a look at powerful and reliable enough. The use of the software indicated that there may be a relationship among primary IVs (Web layout) and DVs of the examiner is on-line shopping for conduct) and hence the result is accepted in figuring out the connection between the variables (Hedonic motivation, purchase intension, perceived chance. Online buying behavior)
Keywords: Hedonic Motivation, Purchase Intension, Perceived Risk. Online Buying Behavior.

Impact of External Outsourcing of Recruitment on Cost Reduction and Time Saving

Khadija Haroon
Esha Amir Khan

Abstract

Purpose: In today's era where the world is changing day by day and industrial revolution is everywhere outsourcing of recruitment process greatly affect organization practice reducing cost. Organizations strive hard to create competitive advantage and to capture market share and profit. Outsourcing nowadays became so much effective way to increase business performance as organization needs powerful strategy to save the cost, time and quality of requirement which can only be achieved through outsourcing of recruitment process and this strategy is now became common across the world.

Significance: As far as significance is concern this study is pervasive in nature because this study exists potential to increase knowledge in the area of business and can affect business entitles.

Limitation and scope: This research will be applicable for enhancing the performance outsourcing of recruitment in a banking sector. The purpose of this research is to understand the ways from external recruitment and their favorable outcomes receive that is cost reduction and time saving. The researcher is expecting the better contribution in the field of human recourse management through this study.

Sample Size: The sample size will be gathering from 250 respondents in a private banking sector of Karachi, Pakistan. The nature of the research is quantitative. This research will descriptive and inferential according to the suitability of study. The data will be collected through survey questionnaire. One of the statistical software will be used like, SPSS, AMOS, SMART PLS for testing. Through the software results, the researcher will find the relationship between external outsourcing of recruitment on cost reduction and time saving for the organization.

Keywords: Outsourcing of Recruitment, Cost Reduction and Time Saving.

The Impact of Vertical Dyad Linkage Theory On Employee Retention and Turnover in Finance Sector of Pakistan

Abdullah Shamsi
Usama Hameed

Abstract

The motive of this paper is to determine the effect on employee retention and employee turnover with the implication of "Vertical Dyad Linkage theory" (LMX) implicated in finance sector of Pakistan. Leader Member-Exchange theory suggests the behavior and bonding of leaders with their members that are categorized as "In-groups" and "Out-groups". Leader Member-Exchange creates circumstances that affect an employee to either given up on their job or either becomes a trigger of devotion to it. The following research is the predictor on employee behavior for turnover and retention with effect from the implications of Leader Member-Exchange theory examined by a questionnaire-based survey collecting data from 150-200 personnel in finance sector selected

randomly. The collected data is analyzed firstly through data clearing in which normality, outliers and the unengaged responses are catered, after that the analysis is run by SEM approach using smart PLS. On the revelation of result, it is being found that Leader Member-Exchange have a direct effect on the employees by the change of behavior in leaders. “In-group” members will likely to have a positive effect that may result in retaining behavior where as “Out-group” members will have an inverse effect mostly causing in turnovers. This research might open gaps relating to employee behaviors due to the workload on “In-group” members and an ease on “Out-group” members.

Keywords: Leader, Member, Retaining Behavior, Employee Turnover, In-Group, Out-Group.

Impact of Personal Factors on Consumer Buying Behavior with the Moderation of Gender in Purchasing the Electronic Products

Sadia Saeed
Sabahat Moin
Tehreem Younus

Abstract

The research is based on the study of impact of personal factor on consumer buying behavior with the moderation of gender. In personal factors there are four variables namely, economic condition, group influence, purchasing power and personal preferences. Personal factor plays a vital role in affecting consumer behavior. The individual purchasing power of consumer deals with behavior. Consumer behavior helps the individual to understand the buying tendencies. It is based on a comprehensive literature review of personal factors, consumer buying behavior. This study has applied positivist approach in a quantitative based survey. The closed ended questionnaire will be used for the data collection from the 500 respondents selected conveniently as the total population is unknown. It is expected that the results will be highlighting the positive effect of personal factor in consumer buying behavior. The expected results of the study indicate that personal factors having different effect on consumer buying behavior. Economic conditions have indirect effect on consumer buying behavior. Group influence has direct effect on consumer buying behavior. Purchasing power has indirect effect on consumer buying behavior and Personal factors have direct effect on consumer buying behavior. This research will be beneficial for the producers to understand those factors which are actually forcing consumer to purchase any certain electronic product

Keywords: Personal Factor, Consumer Buying Behavior, Electronic Industry, Gender.

The Impact of Green Human Resource Management on the Job Satisfaction of Generation “Y” in Pakistan’s Multinational Companies

Rahima Ishaq
Rana adnann

Abstract

This era has seen a lot of dynamic changes when it comes to management practices and this new change is known as Green human resource management. Going green and adopting various environment techniques are recently being observed with an increasing awareness within business communities. Although many studies have been carried out on green HRM practices and their effects, there is still a lacking based on industry type, organizational sizes and generations. Implementation of green HRM in MNCs is not a new concept but for Pakistan it is still new. So,

the purpose of this study is to analyze the effect of green HRM practices on the job satisfaction of employees that are linked to the generation Y mainly. The medium of data collection will be questionnaires which will be collected randomly from at least 200 employees working in multinational companies in Karachi. For the analysis of data, the SEM approach will be used by using SPSS. We are expecting a strongly positive relationship between green HRM and job satisfaction of generation Y. The practical implication can be done in educational institutions that will help students a lot in future when they will move onto their career path. Further in future, researchers can study the effect of green HRM on the employees of generation X and Z and can compare that with the generation Y to see the change in the level of their job satisfaction.

Keywords: Green HRM, Job Satisfaction, Generation Y, Environmentalism, Sustainability

Effects of Macroeconomic Variables on the Performance of Stock Market Volatility: The Pakistan Experience

Syed Faizan Zafar
Sarah Shiraz

Abstract

In this research paper, it has been investigated the relationship between performance of Pakistan Stock Market with their effect on rate of interest, inflation and exchange for the period of data from 2005 - 2018 using annual time series. The purpose of this research was to examine the relationship with variables of macroeconomic by using Estimated Equation method with Pakistan Stock Exchange. For which we have taken dependent variable 100Index of Pakistan Stock Exchange and Independent Variable Inflation, Interest and Exchange Rates. Data has been taken from State Bank of Pakistan and World Bank Official Website and put then by taking annual average in E-Views. After running the equation, we have examined that Interest Rate have negative relationship with PSX while Exchange rate and PSX are positively related to each other. Further we also examined that Inflation rates are not significantly related to PSX.

Keywords: Pakistan Stock Exchange, Exchange Rate, Interest Rate and Inflation Rate.

Impact of Organizational Politics on Organizational Productivity in Banking Sector. Mediating and Moderating Model.

Muneeb Shahid
Misha Zia

Abstract

The purpose of this research is to examine that how Organizational Politics impacts Organizational Performance; from the past researches it has been carried out that organizational politics directly influences Employee performance. Both the facts cannot be avoided in any organization. The Organizational Politics generally influences the behavior and overall performance in an Organization and is based on each individual's perception. The variables of Organization politics- Managing Impressions, blame game, Obligations and controlling Information- are showing that the employee performance and productivity of work is lacking as the cause of politics. The approach of this research is quantitative and data is collected by questionnaire; the sample size of this research is ranging from 150 to 200 Employees, working in Banking Sector in Karachi. The data is analyzed by using Smart PLS for the proposed model. The findings of this research illuminate the influence of Independent variables, that are mentioned above- on Organizational productivity (Dependent variables) as they are controlling the performances because of the

Organizational politics going around in Organization, leading to the Low performances of employees. The research gap is to extend the sample size considering other sectors using Gender as a moderator in Job Performances. This research is beneficial for the academicians and practitioners to implement the relative findings to enhance the level of the organization performance.

Keywords: Managing Impressions, Blame Game, Obligations and Controlling Information.

Impact of Performance Management on Employee Efficiency in Internal and External Uncertain Environment

Ramsha Aslam Khan
Syed Saad Hussain

Abstract

The aim of this study is to identify the impact of performance management on employee efficiency under internal and external uncertain environment. In this advanced age it is very important for employer to analyze the employee psyche to manage their performance. As it is one of the most important aspects of any organization. To complete the study, it is a quantitative study, whereas, the data has been collected through closed ended adopted questionnaire from 150-200 personnel selected randomly of a multinational corporation. Furthermore, the data has been analyzed by using SEM approach, with Smart PLS. The result of this research is that there is no impact of performance management on employee efficiency under environmental uncertainties either it is internal and external. This study has covered only the impact of performance management on employee efficiency it also has limitations and study gaps. The same study can also conduct on other sectors like finance; food sector, service sector etc. or the same study can also be conducted by the help of case study on some multinational corporations.

Keywords: Performance Management, Employee Efficiency, Internal Uncertain Environment, External Uncertain Environment, Personnel Development, Continuous Communication.

The Mediator Role of Risk Taken Orientation and Atmosphere on Employee Creativity (The Influences of Domain Expertise in Creative Personality)

Parveena Baloch
Alvina Mahmood
Salima Shah

Abstract

The purpose of this research is to find out relationship between employee creativity and its performance applying in different organization categories of multinational corporations (MNCs) In this study could applied the single sector of Karachi Pakistan this applied on Textile industry of Karachi Pakistan. This research finds out that domain expertise and creative personality are positively associated with employee creativity, the mediator positive role is risk taken orientation and atmosphere explain the relationship between domain expertise, creative personality in employee creativity. For achieving the purpose, the data collection will have used as survey questionnaire selected randomly from the employees working in the organization. Data analysis will be run on smart pls by using SEM approach. Creative personality doesn't have any significant impact on Atmosphere and also don't have any significant impact creative personality on employee creativity. Atmosphere, Risk Taking Orientation they impact on employee creativity. Domain Expertise also impact on Atmosphere, Risk Taking Orientation and also Creative Personality

impact on Risk Taking Orientation. This study proves by employee that working in the different textile industry of Karachi the creative personality they don't impact on Atmosphere and Employee creativity.

Keywords: Multilevel Analysis, Employee Creativity, Domain Expertise, Creative Personality, Risk Taken Orientation, Atmosphere.

The Impact of Product Positioning on Brand Image: Moderation Model of Generation X & Y

Salomi Karamat
Rabia Raza
Brian Benjamin

Abstract

This research paper is to find the impact of product positioning on brand image with moderation model of generation X&Y (FEMALES). Brand image is a feeling or thought in the customer mind. It is the combination of loyalty, beliefs, idea of the brand. Product positioning is basically of product or services are provided in the market that shows the advantage of brand image to target audience. It is also showing what sort of type creates your brand special and better then alternative solution. The target audience is the group of people, the writer trying to reach their desires, expectation, and needs, when a writer knows your target audience was based on specific target or criteria like source of income, ages, cultures, market place. Unique selling point is the market concept, how your brand is different from another brand that of your competition in the market place. A value proposition can be shown as marketing or business statement that company analysis a customer should buy a product or services that you are provided, like innovation, launching etc. Competitive advantage is authorizing to a company to produce a good product or services of similar value at cheap pricing in more attracting things. The target audience of this research is females of generation X&Y. We find out how sensual consumption goals affect females. The result was conduct through questionnaire based 500 personnel. The data analysis was done on the latest software's like smart PLS and Amos for the demographic information SPSS was used. There was a positive relationship between the attitudes of female consumer towards cosmetics. Finding of this research purpose that companies who promoting their product to describe for better understanding of female consumer related with the product, which influence the relationship and make effective strategies for the product positioning.

Keywords: Brand Image, Unique Selling Point, Competitive Advantage, Value Proposition, Target Audience.

The Impact of Working Capital Management on Firms Performance of Textile Sector in Pakistan

Hafiz Faizan Hussain Qureshi

Abstract

Purpose: The study is investigating the impact of working capital management on firm's performance of textile sector in Pakistan (spinning & weaving) sector to carry out the study. Although there are several studies associated with the topic but the paper is unique as it is (based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, Data has been collected through the latest time period (2010-2016) and using 22 textile firms having largest market share of textile product in Pakistan.

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from (Pakistan stock exchange), this study is being carried out on the textile industry of Pakistan. The study does not cover all the non-financial companies for the reason of the limited time period of the research. One more limitation of this study was the difficulty in collecting the secondary data that is being used. This research is limited to take the data for last 7 years.

Sample Size: The sample size for the study consist of 22 cross section and time period of 7 years which is equal to 154 observations and SPSS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software indicated that there is a relationship between major IVs Inventory Turnover Ratio (ITOR), Quick Ratio (QR), Current Asset To Total Asset Ratio (CATAR), Current Liabilities To Total Asset Ratio (CLTAR), Leverage (LV) and DVs of the study (Return on Assets (ROA), Return on Equity (ROE) and thus the result is prevalent in identifying the relationship between the variables (Inventory torn over ratio (ITOR), Quick Ration (QR), Current Asset To Total Asset Ratio (CATAR), Current Liabilities To Total Asset Ratio (CLTAR), Leverage (LV) and DVs of the study (Return on assets (ROA), Return on equity (ROE).

Keywords: Working capital management, performance, profitability, ROA, ROE, PSX, Textile Sector (spinning & weaving).

Impact on BTL Activities on Consumer Buying Behavior Towards Tea (Tapal Vs Lipton)

Sumaira Naz
Faizan Hussain

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to explore impact on BTL activities on consumer buying behavior towards Tea (Tapal and Lipton). Although there are several studies associated with the topic but the paper is unique as it is (based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, Data has been collected through secondary authentic sources and indicate effect of financial services on which there is a sever lack etc.

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning.

Sample Size: The sample size for the study is of 100 and smart pls software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software indicated that there is a relationship between major IV (BTL activities) and Dv of the study (consumer buying behavior) and mediator of the study (Tea) and thus the result is prevalent in identifying the relationship among the variables BTL, consumer buying behavior, Tea.

Keywords: BTL activities, consumer buying behavior and Tea (Tapal and Lipton) etc.

The Impact of Green Brand Advertising on Consumer Intention, Consumer Perception and Shift in Cognitive Mechanism

Aisha

Minhal Khurshid

Abstract

This research paper is to examine the green brand advertising and its impact on consumer intention towards consumer perception and then shift in cognitive mechanism through eco-labelling, eco-sponsoring and grass-root advertising. Green marketing is a marketing “process to make ecologically friendly products”. Green brand as are “differentiates them from competitor’s products with respect to environmental concerns”. Grass-root advertising is process of marketing through the involve customers directly promoting products and services. Cognitive mechanism is basically the ability to focus, maintain and process information get older people as gradually decline. This research will examine on how green brand advertising can impact consumer intention, consumer perception toward shift in cognitive mechanism by questionnaire-based survey collecting data from 150-200 personnel in textile/garments brand will be selected by using convenient sampling. The result is expected that green brand advertising will have a direct impact on the mind of consumer which may shift the cognitive mechanism eco labelling might not have an impact on consumer whereas eco sponsoring will have a positive impact. Grass-root advertisement is expected to have a neutral impact. Like other researches, this research also has some limitations. This research will only be conducted on textile sector with the help of questionnaire. The same study can be applied on different sectors like services sector and pharmaceutical sector. Furthermore, the same study should be conducted on textile sector by the help of case study/research.

Keywords: Green Brand Advertising, Consumer Intention, Consumer Perception, Cognitive Mechanism & Grass-Root Advertising.

Brand Advocators Giving Benefits to Brands Internationally and Sustaining Skilled Workers and Customers

Syeda Fizzah Naqvi

Noor-us-Saba

Mohammad Hassan

Abstract

The study aims to discuss the impact of brand advocates that gained the benefits internationally, sustained skilled workers and try to make them brand advocates. Promoting brand internationally is a successful opportunity for firms. In this research we studied brand benefits in multiple, international setting. Applying brand management tactics for promoting brand internationally and sustain skilled workers. Sustaining skilled workers are beneficial as it improves economic conditions. Brand advocates spreading positive word of mouth about that particular brand. In this study we have collected the data through questionnaires, approximately 250-300 samples and the sample size collected randomly and results were determined by using SEM through PLS smart. There is direct impact of elements cost efficiency, job chances, social life, recreation, self-brand connection, brand advocacy on international brand attitude. And all these elements are positively influenced through brand advocates that are promoting brand as well as sustaining workers and customers. End results told us the opportunity that advocates create internationally and their victory in encouraging workers as well as customers, workers like sustaining them in a firm so

they become brand advocates. In this study researcher can further investigate on the attitude and behavior of advocates and their effectiveness and efficiency in promoting brand and sustaining customers and skilled workers. In addition, methodologies could be different by taking structured interview so that they might have physical interaction and understand more about them or any other perspective.

Keywords: Brand advocates, International promotion, Skilled workers, Customers, Cost efficiency, Job chances, Social life, Recreation, Self-brand connection.

Effective Outsourced Practices of HR to Create Productivity through Employee Commitment: A Study on MNC's

M. Faraz Raza
Saqlain Ellahi
Unaiz Shahid

Abstract

The purpose of this paper is to determine the “effect of outsourcing practices of HR to create Productivity through Employee Commitment”. Effective Strategies of HR outsourcing can helpful for a business to enhancing Employee’s Productivity by distant because an effective strategy of HR outsourcing has a visible and contrivance. Benefits, training and good work environment play a vital role in HR outsourcing department. Human outsourcing Practices of training has developed as one of the rapid expanding sections of the vast business process outsourcing industry. The relationship between training and organizational commitment completely focused on outsourced training. The characteristics of this research are numeric and occasional the target audience will be MNC’S within the Karachi region. The result will be questionnaire-based collecting data from 150-200 personnel. The data will be analyzed by using SEM approach using the smart pls. The findings will provide understanding between HR outsourcing department and employee commitment and productivity. The positive impact of outsourcing an organization’s functioning will rely on the clear dimension of HR initiatives that can be outsourced. This research contains some limitations. The future implications may occur with the same research conducted through case study and same research can be implement on other sectors like marketing and finance etc. and the model may be changed.

Keywords: outsourced practices of HR, productivity, employee commitment, recruitment and selection, training and development, career development

Gauging the Effects of Conflict Management Strategies on Organizational Performance with the Mediation of Employee’s Job Satisfaction in Manufacturing Industries of Karachi, Pakistan

Batool Fatima Qazalbash
Fiza Hayat

Abstract

Purpose: This study would be based on applied research in the area of (Karachi/Pakistan) to determine the effect of Conflict Management Strategies on Organizational Performance with the mediation of Employee’s Job Satisfaction. Although there are several studies which are related to this topic but the main aim for this study is that the strategies of conflict management does not modify organizational performance directly. In this study we would investigate the relation between conflict management (Accommodating Style, Compromising Style, Avoidance Style and

Dominating Style) and organizational performance with the mediation of employee's job satisfaction which haven't been discussed in past researches.

Significance: Conflict Management is one of the essential elements in causal and professional life for enhancing their performance and to bring better results in intense pressure. Moreover, this would be a pervasive research because it will be helpful for country, industry and society benefits. In future new approaches may arise for solving organizational problems with best techniques and solutions.

Limitations and Scope: The findings of the study have limitations as the analyses and collection of data is from the manufacturing industries of Karachi city only which is not same as in the other sectors of Pakistan due to time constraints. So, it can be an applicable study for Karachi.

Sample Size: This study will be quantitative research and the researcher would use empirical method to conduct this research. The researcher will collect primary data by the 250 and 300 responses from respondents through the questionnaire from the employees in the manufacturing industries of Karachi Pakistan. The researcher will use AMOS, SEM, CFA, SPSS and Smart PLS to identify the outcomes of conflict management strategies on organizational performance with the mediation of employee's job satisfaction.

Keywords: Conflict Management Techniques, Employee's Job Satisfaction, Organizational Performance, Manufacturing Industries.

Strategic Human Resource Management Practices and Its Impact on Employee Retention. Moderation of Professional Characteristics in Higher Education Sectors of Pakistan

Syed Muhammad Abdullah
Mildred Saleem
Ajay Kumar

Abstract

The purpose of this research is evaluating the result with a usage of Strategic human resource practices and impact of professional characteristics in education sector. In this era, it is urgent now than before to recruit qualified employees because of globalization, advanced technology, knowledgeable work and high competition in market, that is important for every organization to increase capital and reach on success level. Also, organization has to keep in mind that employee retention factor is more important to achieve their objectives. Main points had to find out in this research paper is that which factors of SHMS motivate employees for doing work hard and making permanent place for themselves in an organization. Methodology for data collection we have chosen sample size where 250 responses have been collected from employees of different universities. SEM technique in Smart PLS software was helpful to see relationship between variables, is it positive or negative relation between them. Theoretical model of research paper has one dependent variable depend on four types of independent variable with the impact of moderator. For remain to employee stay in organization for achieving objective of organization, and then management should follow the practices of SHRM and professional characteristics. In future further research should be on other sectors like manufacturing, education within private and public sector which will help to countries being developed from developing.

Keywords: SHRM, Professional characteristic, Employee retention, Higher Education Sectors of Pakistan.

Effect of Online Shopping On Consumer Buying Behavior a Study On Daraz in Pakistan

Salman Ali
Khuwaja Shabbar
M. Misbah

Abstract

This research paper study about the relationship between different factors that affect consumer buying behavior towards online shopping. Online shopping is considered to be the modern trend to buying things online at your doorstep. The main consideration of this research is to explain the effect of three major variables that were derivative from literature. These variables are trust, time and privacy which define how consumer buying behavior will affect online shopping trends. Data was collected by the use of specific method and instrument. Trust has been considered as the most important factor of consumer buying behavior when it's come to the newer generation.

Keywords: Online shopping, Trust, Time, Privacy, Consumer Buying Behavior.

The Impact of Organizational Citizenship Behavior on Job Performance with The Mediation of Job Satisfaction

Aqsa Abid
Humera Kanwal

Abstract

The purpose of this paper is to examine the relationship between organizational citizenship behavior and job performance, mediated by job satisfaction. Organizational citizenship behavior is the important aspect of any organization in this era. It is very important to understand, the factors of OCB which are enhancing the organizational performance of the employees. For completing this research, the data was collected randomly from 250 employees working in the manufacturing sectors of Pakistan, by using the closed ended questionnaires. Furthermore, the results were analyzed by using the latest tool and approach. The Structural equation modeling was the approach applied for generating and analyzing results by using Smart Pls as a tool. The Responses were shown that there is a relationship between organizational citizenship behavior and job performance and no mediating effect of job satisfaction. It was indicated that mediating effect of job satisfaction is not significant for the influence of organizational citizenship behavior on job performance. This research will be a guideline for the managers of this era to focus on the factors of OCB and enhancing OCB in their organizations to create more job satisfaction and ultimately that will enhance the overall performance of the employees.

Keywords: OCB, Job Satisfaction, Job Performance.

The negative impact of Autocratic Leadership Style (evidence pharmaceutical Industry) With the Moderator of Stress”

M.Ussama Asad
Salman Pyarali

Abstract

Purpose: The purpose of the study is to determine that the negative impact of autocratic leadership style in pharmaceutical industry Karachi Pakistan. More over stress plays a vital role for increasing

the negative impact on DVs. The research will also help the organization to know which variables are important to decrease their employee's motivation, creativity as well as increase the aggressiveness to their work and performance. Although there are several studies associated with the topic but the paper is unique as it is (based upon data from the pharmaceutical industry of Pakistan where there is a severe lack of these types of studies, Data has been collected through secondary authentic sources and indicate the negative impact of autocratic leadership style.

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business human resource perspectives as well as academia.

Limitations and Scope: Although the study is supplemented with some limitations as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning.

Sample Size: The sample size for the study is of 300 and software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make the findings of the study potent and reliable enough.

The use of the software indicated that there is a relationship between major IVs autocratic leadership style and DVs of the study demotivation, aggressiveness, lack of creativity as moderator of stress and thus the result is prevalent in identifying the relationship of negative impact of autocratic leadership style.

Keywords: Autocratic Leadership, Demotivation, Aggressiveness, Lack of Creativity, Stress.

Impact of Price Reduction and Promotion on Buying Behavior of High-Income Class Consumer

Shaban Ahmed
Naseer Ur Rehman
Syed Ibtisam Ali

Abstract

The purpose of this study is to find out how high-income class reacts on price reduction and promotion of products. In this paper we will examine impact of personal selling, advertising, direct marketing, sales promotion and reduction in prices impact the buying behavior of high-income class. By conducting survey, we will examine the behavior of such particular class. For achieving the purpose researcher will be using quantitative approach, for the data collection the closed ended questionnaire will be used that will be collected from at least 200 respondents of high-income class consumer. Result will show that weather they react positively or negatively means they will buy more or not. It is recommended that this paper will help to understand the high-income class behavior but it could be change if we change the sector on which we will have to study. This study will help marketers to understand how they have to treat such class in future. Our research is on high income class and this same research can be implemented on low income class so the model can be changed.

Keywords: Price Reduction, Buying Behavior, Personal Selling, Direct Marketing, Sales Promotion

Effect of Promotional Tools Used by Retailers on Buying Behavior of Housewives: Evidence from Customers of Supermarkets and Giant Retailers of Karachi”

Sarah Baig
Faaiza Imtiaz

Abstract

Purpose: The purpose of this applied study is to analyze and determine how promotional tools used by the retailers are affecting the buying behavior of housewives in super markets of Karachi city. This research is specifically targeting the buying behavior of housewives whenever they go for shopping and will also find that either promotional tool used by retailers are affecting their behavior or not, as it is based upon both giant retailers and super markets present in Karachi as there is unavailability of this type of study. The study is quantitative and conduction is through descriptive analysis. Secondary sources have been used for the data collection required and related to this study.

Significance: It will be beneficial in the sector of retailing business and marketers in order to recognize the tools influencing behavior of target market as well as in higher education as it will increase the knowledge regarding this area.

Limitation and Scope: The findings of the study have limitations as the analyses and collection of data is from the supermarkets of Karachi city only which is not same as the other different markets of Pakistan. So, it can be used as the applicable study for Karachi.

Sample Size: The sample size for the study is of 383 and for data coding, testing and data clarity MS Excel has been used by researcher and further Statistical Package for Social Sciences (SPSS) software for validity and results, cause and effect relationship and for testifying reliability. The application of this software shows that there is a relationship between independent variables that are Buy one get one free, price discounts, free samples and coupons on buying behavior of housewives in supermarkets and therefore result is frequent in recognizing the relationship between variables that is promotional tools used by retailer on buying behavior of housewives.

Keywords: Promotional Tools, Buying Behavior of Housewives, Buy One Get One Free, Price Discounts, Free Samples, And Coupons.

Impact of Implementation of HRIS on HR Department Performance with the Moderator role of Organization Learning Capacity

Sualeha Moin
Tehreem Abdul Hafeez Munshi

Abstract

The purpose of this research would be to evaluate how Human Resource Information System (HRIS) have an impact on HR Department Performance in the organizations of Karachi. The study would be quantitative and descriptive. Its nature would be cross-sectional. Questionnaire would be designed for data collection and will be distributed by the researcher themselves. Random sample of 200 will be used. The data will be collected from different organizations. Statistical tools will be used to analyze relationship among the variables. Simple linear regression will be used to determine relation among the variables. Software such as, CFA, SEM, Smart PLS and AMOS will be used to evaluate and analyze relation among the cause and effect. Result will indicate positive relation among Human Resource Information System (HRIS) and Human Resource Department Performance; moreover, impact of moderator in the relationship between the variables will also be analyzed. The result will show positive relationship among the variables. These variables are

expected to be positive for enhancing Learning Capacity of the employees to analyze. Thus, by considering this research model of using Human Resource Information System (HRIS) in achieving Human Recourse Department Performance would be a well-organized structure that organizations will consider in future. This study will provide to the organizations which helps to Train their numbers of employees to increase the quality of output. The moderator of this research will also add additional information for Human Resource Manager (HRM). Its gage to learn the capacity of employees and its help to increase in House Development in Organization.

Keywords: Human Resource Information System (HRIS), Personal Development, Knowledge Management, Quality of Output, In House Development, Record & Compliance.

The Impact of (SHRM) Over Organizational Performance Through; The Mediation and Two-Way Moderation Model

Adil Paracha
Arham Khan
Ahmad Arif

Abstract

The purpose of this research is to inspect the expanded dynamics of strategic human resource management practices in the academic sector. In particular, the paper takes into account the aspects of (SHRM) practices that facilitate employee retention and subsequently impact organizational performance through moderation by demographic and professional characteristics. The word strategic implies long-term aims and interests along with the means to achieve them. So, the practice of attraction, development, rewarding and retention of employees for mutual benefit is referred to as strategic human resource management. Basically, it incorporates an overall view of where the business is headed and maintenance of the strategic direction. The methodology for the research adopted an analytical approach and the use of questionnaire to obtain primary data from the 200 employees of which 149 respondents working in academic sectors of Pakistan selected randomly. Furthermore, the collected data was analyzed by using SEM approach to test the hypotheses and the accuracy of the model. The research disclosed that all human resource aspects when applied strategically facilitate employee retention, which eventually impacts the performance of the organization in a positive manner, and on the same hand demographic and professional characteristics did not have any significant moderating role. The research findings shall encourage strategic human resource management practices and explain the lucrativeness of employee retention strategies and strategic human resource practices as; it is capable of preventing enhanced organizational performance. However, the model is restricted to academic sector only. Further studies in different sectors can upgrade the research.

Keywords: Strategic Human Resource Management, Employee Retention, Enhanced Organizational Performance, Academic Sector.

Gauging Impact of Recreational Activities On Employee Performance with Mediation of Involvement in The Activity and Voluntariness in The Activity W.R.T Evidence from Opinions of Management of SMES of Karachi

Tahera Murtaza Ali
Saba Hameed Khan

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to explore effectiveness of Recreational Activities on Employee performance. Although there are several studies associated with the topic but the paper is unique as it is (based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, Data has been collected through secondary authentic sources and indicate effectiveness of human resource management to retain, regain and boost up the performance level of employees by introducing a conducive environment to employees where they feel motivated and enhance their performance by involvement in such recreational activities and show voluntariness in it and how the involvement and voluntariness effects their Employee Performance.

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning.

Sample Size: The sample size for the study is of 300 respondents and SPSS software has been used for the purpose of data analysis and the major reason for the application of the software is to find the reliability of data and find the correlation between the variables. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough. The use of the software indicated that there is a relationship between major Employees Performance and Effectiveness of Recreational Activities is considered on the study and thus the result is prevalent in identifying the relationship between the variables Effectiveness of Recreational Activities on Employee Performance is evaluated.

Keywords: Job Satisfaction, Recreational Activities, Involvement in Recreational Activities, Voluntariness in Recreational Activities, Conducive Work Environment, Human Resource Management.

Gauging the Effect of Job Enrichment on Employee Performance with the Mediating Role of Employee Motivation: A Research Based on Impact of Job Enrichment on Employee Performance in Karachi Banking Sector

Tajjali Shakil
Ayesha Haroon

Abstract

Purpose: The purpose of the study is to classify the effect of job enrichment on employee performance while also find out that how motivation help in employee performance. The job enrichment has a fundamental tool of employee motivation for enhancing the performance of employee. The main objective is to motivate the employee by gauging the job enrichment effects on employee performance. This study focuses on the effect of job enrichment and motivation on

employee performance. Enrich job consist of various factors like task significance and task identity by which employee motivated and the performance of employee improves.

Significance: Task significance is supposed to most important key tent to increase employee motivation by which the performance of employee raises. This study will be conducted for educational institutions.

Limitation and Scope: In this research findings have limitations as the analysis and collection of data is from Karachi banking sector which is not same as the other sectors of Pakistan due to time constraints so, it can be applicable study for Karachi

Methodology: The design has been taken for this research is quantitative to prove or show the data figuratively by applying test & tools. This research is basically descriptive research for gathering the data primary and secondary data both will use; primary data will be collected through question are. The: researcher will be use AMOS, CFA, SEM, SMART PLS, SPSS to identify the result of task identity, task significance and employee Motivation to employee performance.

Keywords: Task Identity, Task Significance, Employee Motivation, Employee Performance.

External Stimuli and Impulsive Buying Behavior with Moderating Role of Gender

Muhammad Imran Dost

Abstract

The study is based on applied research in the area of marketing in order to explore external stimuli and impulsive buying behavior with the moderating role of gender. Although there are several studies associated with the topic but the paper is unique as it is based upon data from developing market of Karachi Pakistan where there is a severe lacking of these types of studies, data has been collected through questionnaires. This proposed research generally would be beneficial for both theoretical and practical significance. This study provides in depth knowledge about the above-mentioned topic. Moreover, this research would also be helpful in conceptualizing the gap associated with the theory and research on the topic of external stimuli and impulsive buying behavior with moderating role of gender. Although the study is supplemented with some limitation as we presented a framework external stimuli and impulsive buying behavior with moderating role of gender. However, external stimuli do not cover the whole influence of impulsive buying so, future research should identify and investigate other elements as well. Furthermore, marketers are likely to benefit from this proposed research. The sample size extracted with the help previous studies 348 and smart pls software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study.

Keywords: window displays; background music; sales persons; sales promotions; discount offers; impulsive buying behavior; moderation of gender

The Impact of Gross Domestic Product on Small & Medium Enterprises

Hafiz Mohammad Rizwan Rashid
Karim Nooruddin Arbani

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to explore an impact of Gross Domestic Product (GDP) on Performance of Small & Medium Enterprises (SME) in all over Pakistan. As the Interest and Inflation rate is very high that's why this research has been taken to find the relation between them. Although there are several studies associated with the DV (Small & Medium enterprises) but the paper is unique as it is (based upon

data from Secondary sources of Pakistan where there is a severe lacking of this type of studies, Data has been collected through Mono method and indicate effect of GDP on Performance of SME).

Significance: OCDC countries governments are facing the challenges of low growth, weak trade, weak investment and rising high inequality that's why the researcher will investigate that the impact of GDP on Performance of SME is Significant in high interest and inflation rate. Therefore, this study as one of the Epistemology / pervasive in nature as the study is potent to increase the knowledge in the area of business as well as foreign direct investors.

Limitations and Scope: Although this study is supplemented with some limitation as the data collected from Mono method as an archival strategy from Pakistan. This study would also help Business sector to manage their Interest rate to attract the foreign direct investors to invest more to increase Gross Domestic Product of Pakistan.

Sample Size: The sample size for the study is past 15 years of data from secondary sources in Pakistan and researcher will used CFA and SAM approach by E-Views software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associate for finding the relationships between GDP and the Performance of SME. Although the paper is supported by descriptive due to quantitative in nature & as well as inferential analysis in order to make findings of the study potent and reliable enough. The use of the software indicated that there is a relationship between major IV (Gross Domestic Product) and DV of the study (Performance of Small & Medium Enterprises) and thus the result is prevalent in identifying the relationship between the variables GDP (IV) & Performance of SME (DV).

Keywords: Performance of Small & medium Enterprises, Gross Domestic Product, Interest rate & Inflation rate.

Impact of Non-Financial Rewards on Job Satisfaction with the Mediation of Employee Attitude

Suzaina Saeed
Arsalan Rabbani

Abstract

Purpose: Employees are the most important element of an organization. The employers are seeking new and creative ideas to enhance the attitude of the employees towards work and to enhance the level of satisfaction about their job, whether it is from financial rewards or from the non-financial rewards. The purpose of this research is to analyze and identify the outcomes and to enhance the level of job satisfaction of the employees through their positive attitude of the employees of service sector of Karachi Pakistan.

Limitations and Scope: This study will be a quantitative research and the researcher will be using deductive approach to conduct this research. The data collected by different researches which showed a positive impact. Furthermore, the data will be collected through close ended questions in the questionnaires in the survey. In addition to it, the surveys will be conducted in a non-contrived working environment to get the information from all the employees. This research would be very beneficial for the researchers who seek to learn how the employee's performance and satisfaction level of job is boost.

Significance: It will be beneficial for the employee's attitude of performance as well as the customers as would be dealt in a better way. The end results of this research will provide guidance to the service sector to recognize that what elements will be helpful for the progress and their attitude as well, which further impacts on their level of satisfaction about their work

Sample Size: The sample size will be 200 questionnaires. The researcher will use software like SPSS, SMART PLS or AMOS, to identify the outcomes of this research.

Keywords: Job satisfaction, employee attitude, non-financial rewards, job enrichment, job autonomy, recognition & appreciate.

Impact of Sensory Branding on Consumer Buying Behavior: Evidence from Fast Food Franchises in Karachi, Pakistan

Basit Ali Gilani
Afreen Ahsaan

Abstract

Purpose: The purpose of this study is to provide an idea about the impact of sensory branding on Consumer buying behavior in the context of Fast Food Franchises in Pakistan. The study would examine that how the use of five senses in marketing would be beneficial to attract the consumer to purchase something that he never plans to purchase. The previous studies have not shown any specific relationship of sensory branding with Consumer buying behavior specially in the context of Fast Food Franchises in Pakistan, the topic has never been discussed, therefore the researcher has selected this topic, to conduct a study which can verify the relationship among different factors of sensory branding with the Consumer buying behavior.

Significance: This research would be very vital and fruitful for the young entrepreneurs and for those who are planning to try their luck in this emerging market, this research paper would provide tactics and ideas through which by using sensory branding as a tool, new businesses can generate ample amount of market audience and make a name for their product amongst people's heart and mind.

Limitations and Scope: This research will provide evidences that how new emerging fast food franchises in region of Karachi are operating and what's their mantra of success, how they are using sensory branding and its techniques in capturing the market share of fast food industry. This research is basically focusing on the evidences of sensory branding in context of fast food franchises mainly based in Karachi region. The researcher has included the theoretical data from researches of previous 5 years and the respondent size is 120, based on which the questionnaires and other numeric implication are been driven.

Sample Size: The sample size for the study is of 120 and SPSS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software indicated that there is a relationship between major IV's Sensory branding (sound, sense of smell, visualization, sense of touch and sense of taste) and DV'S consumer buying behavior and thus the result is prevalent in identifying the relationship between the variables sensory branding and consumer buying behavior.

Keywords: Sensory branding, sensory marketing, consumer attitude, consumer's habits.

The Impact of Human Resource Management Practices on Teachers' Job Performance in Educational Institutions of Karachi.

Charlotte Dominica Vincent
Fatima Aslam

Abstract

Purpose: This study is based on applied research in the area of Karachi, Pakistan in order to analyze the impact of HRM practices on the Job Performances on Educators in Karachi. Although there are several studies associated with this topic because the few HRM practices were taken into consideration while excluding the several others. Therefore, the paper is unique because it involves the major HRM practices all in one and it has taken into consideration the educational institutions in the city. Data has been collected through questionnaire circulated among Primary and Secondary Teachers of schools in Karachi. And indicates the impact of HRM practices which seems to be insufficient.

Significance: Therefore, it is legitimate to consider that this study is Educational as well as Pervasive, reason being that even though it is for academic purposes and will enable the researcher to obtain a degree but if applied in the educational institutions it will bring about a positive improvement in the performances of teachers.

Limitation and Scope: The study bears a few basic limitations such as time constraint. Data has been extracted from studies carried out in other cities of Pakistan. Although the value of paper has been overshadowed and this can be used for applicable reasoning.

Sample Size: The sample size for the study is 50 and SPSS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough. The use of the software indicated that there is a relationship between Major IVs Compensation, Performance Evaluation, Training and Development and Promotion and DV of the study Employee Performance and thus the result is prevalent in identifying the relationship between the variables Compensation, Performance Evaluation, Training and Development and Promotion.

Keywords: Compensation, Performance Evaluation, Training and Development, Promotion and Employee Performance.

The Impact of Non-Financial Incentives on Employee Performance

Ajuba Hurmat Amin
Arisha Anwar
Suleman

Abstract

The purpose of this research is to evaluate how non-financial incentives brings an impact on employee performance in the education sector of Karachi Pakistan as these sectors plays an important role in shaping individuals therefore, they should be provided with the necessary incentives required for their motivation. Moreover, it will help to get information about the factors which affect the performance of the employees in any institution. The study is quantitative and descriptive. Its nature is cross-sectional. Questionnaire will be designed by the researcher for data collection and will be distributed by the researcher themselves. Random sample of 200 will be used. The researcher will collect data from 4 different organizations to assure quality of results. Statistical tool will be used to analyze relationship among the three different variables. Simple

linear regression will be used to determine relation among the variables. Software such as, SPSS will be used by the researcher to evaluate and analyze relationship among the non-financial incentives and employee performance. On the basis of previous research, the researcher assumes that there will be positive relationship among the variables such as job satisfaction, training and recognition. Thus, by considering this research model of non-financial incentives in enhancing employee performance is assumed to be a well-organized structure that organizations would consider in future. This study will provide a new way to policy makers of the organizations to bring changes in their financial and non-financial incentives criteria. This research would provide dimensions through which productivity and efficiency of the employees to be creative and innovative would increase. Moreover, by this organization will be able to achieve their goals and will be able create a positive work environment for the workers this will help them to grow the institute and its productivity.

Keywords: employee performance, non-financial incentives, productivity and efficiency.

Gauging the Effect of Green Supply Chain Practices on Environmental and Operational Performance: Evidence from National Bank of Pakistan Head Office Karachi.

Muhammad Asif Dost
Muhammad Sohail Dost

Abstract

Purpose: This study is based on applied research in the area of Karachi, Pakistan in order to explore the Green Supply Chain Management Practices and Organization Performance. Although there are several studies associated with the topic but the paper is unique as it is, the paper is unique because no specific study on servant area in Pakistani media industry has been conducted. Data has been collected through secondary authentic sources.

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia

Limitations and scope: This research was conducted only through collecting data from the workers of National Bank of Pakistan head office located at Karachi, because data is easily collectable from executive and senior executive managers be seated there. As they are handling all the groups working in different areas of Pakistan.

Sample Size: The sample size for the study is of 50 people and SPSS software has been used for the purpose of data analysis. The major reason for the application of the software is the theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software indicated that there is a relationship between major IVs (Cooperation with customer, Green Purchasing, Warehousing and green Building) and Dvs of the study (Environmental Differentiation and Operational Efficiency) and thus the result is prevalent in identifying the relationship between the variables (IVs: Cooperation with customer, Green Purchasing, Warehousing and green Building and Dvs: Environmental Differentiation and Operational Efficiency). And Green supply chain practices work as a Latent Variable.

Keywords: Green Supply Chain Management Practices and Organization Performance, Cooperation with customer, Green Purchasing, Warehousing and green Building

Effect of flexible working hours on employee performance with the mediation of psychological ownership influences and why?

Syed Aqib Raza
Muhammad Hassam Rizvi

Abstract

The investigation depends on applied research in the region of Karachi on different areas so as to investigate the of Effect of flexible working hours on employee performance with the mediation of psychological ownership influences In spite of the fact that there are a few examinations related with the subject however the paper is descriptive for what it's worth (in view of information from creating service and manufacturing sector of Karachi where there is an extreme lacking of these kind of studies, Data has been gathered through the questionnaires in the specific sector as already mentioned. Therefore, it is genuine to consider the examination as one of the unavoidable in nature as the investigation is strong in increment of learning in the region of service and manufacturing sector just as the scholarly world that how complexity of stress and exhaustion degrade by the flexibility of organization support and work life balance that is how employee is performing without pressure. However, the scope of this research Effect of flexible working hours on employee performance with the mediation of psychological ownership can be valuable for the organizations in which service and manufacturing sector is included perhaps exclusively it can show affection on other sectors as well such as private and education sector. In this research sample size was around 175 to 225 through the questionnaire and the tools which were used in the research are CFE and SME with the respective software's of Smart-PLS, AMOS and bootstrapping generally on service and manufacturing sector because this research is quantitative in nature methodology to evaluate the impact of flexible working hours with depletion of stress and exhaustion by the help of psychological ownership for the employee performance in the organization support and work life balance state.

Keywords: Flexible Working Hours, Employee Performance, Work Life Balance, Psychological Ownership

Influencing Factors Enhancing Purchase Intention: A Serial Multiple Mediation Model of Advertising Value of Attitude Towards Customer

Muhammad Omar Nayyar

Abstract

The purpose of this research is to find out the factors that influence customers. This study takes in to account a serial multiple mediation of advertisement value, attitude towards influencing factors and its impact on customers. The users of social media always look for pleasure to communicate for the purpose of generating, receiving and disseminating any kind of message, whether commercial or general information. Consumer learning is based on the meaning intended by the statement. It is doubtless that consumers get turned off by any kind of irritation in the message. Therefore, it is necessary to avoid irritation. The methodology for the research will adopt analytical approach. The use of questionnaire to obtain primary data from the 250 respondents using the electronic products will be selected conveniently. Furthermore, the collected data will be analyzed by using SEM approach to test the hypotheses and accuracy of the model. This research will reveal significant differences in developing advertisement value and forming a favorable attitude towards advertisements, attitude towards influencing factors and its overall impact on

buying behavior. the study shall encourage great focus on adding entertainment value, in formativeness and avoidance of any kind of irritation.

Keywords: Social Media, Facebook, Advertisement Value, Attitude Towards Advertisements

Influencing Factor for Selection 3PL and its Impact on Competitive Advantage of Textile Industry

Syed Mohammad Salman Zaidi

Hira Khan

Ayesha Asif

Asad Ali

Abstract

Previously studies were concerned with outsourcing drivers and criteria of third-party logistics (3PL) service providers' selection within Pakistan but this study aims to find out the influencing factors of selection of 3PL and its impact on competitive advantage of textile industry. The data will be collected from 300 samples however sustainability, reliability and path coefficient result results will be tested by SEM using Smart PLS software. The study will be found that the influencing factors have positive impact on 3PL and its impact on competitive advantage of textile industry. The research will provide a vital and practical direction to the textile industry regarding the factors influencing 3PL and its impact on their competitive advantage. The research will help finding the influencing factors of 3PL. The research will aims finding reason of influence of factor of 3PL and its impact on competitive advantage of textile industry.

Keywords: 3PL, outsourcing drivers, competitive advantage, third party logistics.

Parental Perception Regarding Impact of Television Advertisement On Children Buying Behavior

Arzoo Afroz

Asma Shakir

Abstract

The study is based on applied research in the area of Karachi in order to explore effect of Parental perception regarding impact of television advertisement on children buying behavior. Although there are several studies associated with the topic but the paper is unique as it is representing parental perception as moderator whereas previous studies has done research on parental influence based upon data from national and international market. Research data has been collected through parents and indicate effect of their perception on advertisements and peer influence on their children.

Keywords: Parental perception, moderator, perception, advertisements

Effect of Subjective Norm and Attitude to select Islamic Insurance (Takaful) in Pakistan: The TRA model

S.M. Umair-ul-Haq
Irfan Feroz

Abstract

Purpose: The aim of this study is to find out the “Effect of Subjective Norm and Attitude to select Islamic Insurance (Takaful) in Pakistan”. The proposed model is based on the “Theory of Reasoned Action (TRA)”, which is widely applied in consumer behavior studies. The research paper is an effort to find out the behavior of Pakistani individuals toward usage of Takaful insurance. Pakistan is an Islamic country, where the majority of the population is Muslim. Therefore, there is a great potential for Takaful exists in the country. Data has been collected through secondary authentic sources.

Significance: The research will be highly beneficial for Takaful operators and researchers as it directs the important areas to work. The Takaful operators must formulate policies and program to spread awareness about Takaful. The model of this study will be suitable in the context of financial services to explain behavioral intention of customers to adopt Takaful.

Limitations and Scope: The current study has some limitations. The research setting is cross sectional and conducted with a relatively small sample size. Moreover, the data is collected from the largest city i.e. Karachi. The present study has also set a foundation for future researchers to measure the intention of customers to adopt Takaful and other Islamic banking products. Thus, this study will be considered as the pioneer one in the Islamic insurance (Takaful) literature of Pakistan.

Sample Size: The appropriate sample size for the study is “100”. IBM SPSS 21 has been used for the data analyzed and interpreted. Although the paper is supported by descriptive and inferential statistics in order to make findings of the study potent and reliable enough. The use of the software suggests that subjective norm and attitude show positive and significant effect on intentions to select Islamic insurance (Takaful) in Pakistan.

Keywords: Subjective Norm, Attitude and Islamic Insurance (Takaful).

Impact of Entrepreneurship Education On Entrepreneur Behavior of Students with Mediating Role of Entrepreneurial Intention

Maheen
Khair un Nissa

Abstract

Purpose: the study is based on applied research in the area of Karachi Pakistan in order to find out the impact of entrepreneurial education on the behavior of university students with the mediation of intentions of students toward entrepreneurship. Although there are several studies associated with the topic but the paper is unique because the data is based upon Karachi which is the biggest city of Pakistan and Pakistan is one of the developing countries but there is a severe lacking of entrepreneurs and these type of studies. Data has been collected through close ended questionnaire.

Significance: the study is one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as universities.

Limitation and Scope: although the study is supplemented with some limitations as the data collected from developing country like Pakistan is not coherent with the other economies.

Although the value of paper is not overshadowed and this can be used for applicative reasoning for universities and other academies.

Sample size: the sample size for the study is of 150 to 200 software has been used for the purpose of data analysis. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software is indicated that there is a relationship between entrepreneurial education and behavior of university students toward entrepreneurship.

Keywords: Entrepreneurial Education, Behavior, Intentions.

Defining the Barriers created by Family Orientation, Size of firm and characteristics of CEO on succession planning of Small and Medium Size Enterprises (SMEs) of Karachi

Hafiza Tuba Hassan
Arbish Atif

Abstract

The purpose of this research would be to evaluate how the barriers affect succession planning in Small and Medium Size Enterprises (SMEs) with the evidence in Karachi. The study would be quantitative and descriptive. Researcher would use methodology for the collection of data through questionnaire with random sample size of 200. The data will be collected from corporate sector. Statistical tools will be used to analyze relationship among the variables. Simple linear regression will be used to determine relation among the variables. Software such as, CFA, SEM, Smart PLS and AMOS will be used to evaluate and analyze relation among the cause and effect. The result will show positive relation among the variables these variables are expected to be positive how the barriers are affecting the succession planning of Small and Medium Enterprises (SMEs). Thus, by analyzing this research model of using the impact of family orientation, size of firm and characteristics of CEO on succession planning of Small and Medium Size Enterprises (SMEs). This study will help the organizations to control these barriers for succession planning. The variables of this research will also add additional information for enhancing the succession planning of Small and Medium Size Enterprises (SMEs).

Keywords: Family orientation, Size of the firm, Characteristics of CEO, social factors, Succession Planning, Small and Medium Size Planning (SMEs).

The Impact of Human Resource (HR) Practices on Knowledge Management in Organizations

Anum Neak Ali

Abstract

The success of business depends on the creative employees. The creativity of employees depends on how they create, explore and utilize their knowledge. The Human Resource department are adopting strategies for effective knowledge management (KM) to enhance organizations overall performance. Therefore, attracting and retaining valuable employees is a great challenge for modern education sector. The purpose of this research is to examine the influence of HR practices on KM in Universities of Karachi Pakistan. The study is quantitative and descriptive in nature. Primary data in which questionnaire has been designed for data collection and simple random sampling is used to select respondents. In total 250 questionnaires were distributed and 235 responses were collected from 4 different universities. For analyzing data statistical tools has been used. Statistical Package for Social Sciences (SPSS) is used to check the reliability and validity of

the data. Relationship among variables identified using linear regression. The results showed significant positive relation between HR practices which are recruitment and selection, compensation and training, however team work showed no impact and hence insignificant for knowledge management in organization. Thus, by considering this model of using HR practices in enhancing knowledge management is a well-organized structure that organizations may pursue in future, this study will help HR managers to formulate strategies that improves KM processes and increase organizations productivity.

Keywords: HR practices, Knowledge Management and Team Culture.

Impact of Working Environment on Employee Performance in Banking Sector Karachi, Pakistan

Saba Rafiq
Sana Farooq

Abstract

Purpose: The study is based on applied research in the area of (Karachi, Pakistan) in order to explore impact of working environment on employee's productivity Although there are several studies associated with the topic but paper is unique as it is based upon the factor of working environment that are comprised in this research altogether Moreover, this research is based upon data from employees of banking sector where there is a lack of employees productivity and they are facing problem related to environment and there is a lack of these type of studies. Data has been collected by calculation of structured questionnaire in various bank mainly based in Karachi, Pakistan and indicate the impact of communication, Supervisor support, working corporation and organizational culture on productivity of employees working in banks.

Significance: The research oversees to recognize that working environment is how much important for employees and how they perceive working environment for their productivity in a banking sector. This study actually conducted to know the impact of major factor of working environment i.e. communication, supervisor's support, work corporation and organization culture on employee's productivity ultimately results to improve the employee's performance and productivity. It is stated by the (Boles, M, Pelletier, Lynch, & W, the relationship between Health risks and work, 2004) that employee will have the desire to work and their performance and outcomes shall be increased only when he has that environment where he emotionally and physically feels fit.

Limitations and Delimitation: This research is mainly focusing the banking sector of Karachi, Pakistan. This research will show the study of working environment and its factors and impact of those factors on the performance of employees working in banks of Karachi, Pakistan. How these factors can be helpful to improve and increase employee's productivity.

Sample Size: The sample size for the study is of 200 and SPSS software has been used for the purpose of data and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software indicated that there is a relationship between major independent variables (work corporation, communication, supervisor support and organization culture and dependent variable of the study (employees' productivity) and thus this result is prevented in identifying the relationship between the variable of working environment and employees' productivity.

Keywords: working environment, Work Corporation, organizational culture, supervisor support, communication, employee's productivity.

Effect of Country of Origin On Customers Purchase Intention with Mediating Role of Customer's Attitude and Moderating Role of Brand Equity

Aamir Kasani
Rehan Moin

Abstract

Purpose: This study aims to review the available literature on country of origin and identify several variables that can influence the intention of customers' purchase. The purpose of this research is to examine to effect of country of origin on consumer purchase intention in the market of Karachi. Pakistan however in order to target the above-mentioned primary aim, secondary aims, which will be attained in this study. It will examine the moderating role of brand equity on this research, whereas the mediating role will be played by the attitude of the consumer in examining the intention of customer purchase in the market of Karachi. This study will focus on highlighting the relationship between the intention customer purchase and the variable discuss above. These are several associated studies conducted with respect to the research topic, however, none of the research has emphasized over the market of Karachi.

Significance: This research is significant as it increases the knowledge regarding the intention of customer purchase with respect of country of origin, brand equity and attitude of the marketers, as they would be aware of the intention of the customers they are targeting.

Limitation and scope: Like every other study, this research was also subjective to several limitations. The key limitations that can be faced in this research include the gathering of data from the individuals and limitations resources for research completion. The scope of this study is quite broad as us will examine the effect of country of origin over consumer purchase intention. Along with the consumer attitude as mediating and brand quite as moderator.

Sample: The sample that is selected for this research is 220 individuals, whose views regarding purchase will be collected. After collecting the data from the individuals, it will be analyzed using two different software which include SPSS and SPLS. The analysis is conducted in order to support the findings of the study and make it more reliable. Moreover, analysis assists an individual to come over the concluding remarks of the study.

Keywords: Brand Equity, Country of Origin, Customer, Customer Attitude and Purchase Intention.

Determining the impact of Celebrity Endorsement on Customer's purchasing Intention: Study on Careem, Karachi

Muhammad Arish Khan

Abstract

Endorsement of the recognized personality is become more popular in all over the world. Company utilize the fame of celebrity for gaining attention of consumers towards the brand. The purpose of this study is to determine the influences of those attributes of celebrity endorsement which drastically generate which persuade the customer's purchasing attitude. Whereas, in developing countries, local celebrity widely utilized for endorsement for grasp the devotion of youngsters mainly. Because, people easily convinced by their favorite personalities rather than unknown personality. In Asian countries, typically people inspired by the appearance, attractiveness, charisma and life elegances of celebrities. As well-known personality endorsement is the traditional weapon of organizations for fascinating approach to grab the customer's intention towards brand. But celebrity endorsement approach also very powerful in the modern era. Researcher intend to scrutinize those factors of celebrity endorsement i.e. Celebrity Attractiveness,

Celebrity Expertise, Celebrity Credibility, E-WOM, Multi-Endorsement & Brand Image on customers purchasing behavior. Researcher propose the collision between celebrity endorsement and consumer buying behavior on Careem. The research study is totally based on descriptive and type of study is causal. As well as, time horizon is cross sectional. The quantitative approach will be applying to scrutinize the questionnaires and to analyses the data with the help of SPSS software. Through analyzing it will be concluded that the celebrity endorsement favorably impacts on Consumer Buying Behavior.

Keywords: Celebrity Endorsement. E-WOM, Physical Attractiveness, Celebrity Charisma, Consumers purchasing intention.

How Macro-Economic Elements Influence Stock Price

Fahad Aziz
Kashif Saleem

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to explore the effeteness of macroeconomics factors on stock price. Although there are several studies associated with the topic but the paper is unique as it is (based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, Data has been collected through secondary authentic sources and indicate effect of financial services on which there is a sever lack etc.).

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia in view of this Investors, individual and companies like banks, mutual funds as well as financial institutions can get benefits from this research as understanding of factors behind stock price movement can have impact on their decision of investment.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning.

Sample Size: The sample size for the study is of 40 and SPSS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software indicated that there is a relationship between major IVs (Exchange rate, Tax implications, inflations, GDP and Interest rate) and DVs of the study (Market Stock Price) and thus the result is prevalent in identifying the relationship between the variables (Exchange rate, Tax implications, inflations, GDP and Interest rate and Market Stock Price)

Keywords: Key Words associated with the study i.e. Exchange rate, Tax implications, inflations, GDP and Interest rate and Market Stock Price etc.

Impact of Celebrity Endorsement of Fair & Lovely on Consumer's Buying Behavior: A Study of Pakistani Consumer

Adeeba Kazmi
Hafsa Ejaz
Sakina Khan

Abstract

Celebrity endorsement is a popular marketing approach to making a product more noticeable and compelling to consumers. Many Pakistani are willing to spend money on the products and services their favorite celebrities endorse. Hence, there is a need to study how celebrity endorsements affect consumers' behavioral responses in Pakistan. The characteristics of celebrity endorsers will be discussed and examine, i.e. source attractiveness, source trustworthiness, source expertise and the fit between the endorser and the endorsed product. The self-administered questionnaire consisted of questions related to the opinions of respondents concerning the qualities of the endorsers and the fit between endorser and endorsed product. All questions will be measured on a five-point Likert scale. The respondents will be randomly intercepted in shopping malls of Karachi, Pakistan. Similarly, the measuring technique would be based on 5-point Likert scale ranging from strongly agree, agree, neutral, disagree, strongly disagree. Furthermore, data stimulation purpose different methods will be used for data clearing, reliability, validity and analyze the effect relationship SPSS will be used. The findings indicate that source attractiveness, trustworthiness, expertise and fit between endorser and endorsed product has a positive relationship between Celebrity Endorsement and Consumer's Buying Behavior. Marketers would find these results useful, as they can effectively manage advertising initiatives to generate positive buying behavior. However, they ought to be cautious when choosing appropriate celebrity endorsers as there are risks involved, such as overshadowing the brand because of negative publicity associated with the endorser.

Keywords: source attractiveness, source trustworthiness, source expertise, Celebrity Endorsement and Consumer's Buying Behavior.

The Profitability Determinants of Commercial Banks in Pakistan

Faizan Riaz Hussain Qurashi
Ammad Hasan
Sumair Ejaz Agha

Abstract

Our country The Islamic Republic of Pakistan has its own history in which we can also see how unique the entire growth process of banking industry underwent through various stages and eras. Significant measures were taken by our leader and his associates for the formation of our own Central Bank, which came into existence with name State Bank of Pakistan. This action puts the development of the country into forward shift and supported the overall growth of the economy of the country. Banking sector acts as a backbone of the economy. It is very important to deeply analyze and determine the profitability determinants of the banking sector to more focused on that specific area and work on those areas in which less emphasis was done in the past, but that will be beneficent to for the bank in future. Banking sector of Pakistan is acting very intensively in monetary policy on the economy. Some commercial banks are on the top of the list, which we have taken for our study. Here the question arises what are the basis of this profitability, showing by the commercial banks

Purpose: The basic purpose of this study is to identify and determine those specific measures or determinants which are the reasons for profit growth of the banks. So, in this study, we have tried to identify those determinants by applying different approaches.

Significance: This research tries to provide the direction to the banking sector of the Pakistan how to make better by focusing on the key indicators which are ultimately beneficial for increase the performance of the operations and to achieve their goals and objectives more effectively and efficiently.

Sample Size: Five major banks of Pakistan ABL, MCB, HBL, NBP, UBL are considered for this research. These five banks stand at the top of the list of the commercial banks operating in the country in respect of their profit growth rate and overall contribution in the establishment of the economy of the country.

In this study, we have used quarterly data from Dec 2003 to Dec 2013 for selected five banks (ABL, MCB, HBL, NBP & UBL) and for all 38 banks operating in Pakistan.

In order to find the determinants of profitability of our banking sector, this study has two folds, for first we use descriptive analysis of profitability ratios for selected five banks and for a second we use multiple regression having one dependent and five independent variables that may persuade the profitability of the bank.

Keywords: Profitability, Asset Size, Capital Adequacy, Asset Quality, Operating efficiency, Asset Management

Effect of Organizational Politics on Employee Job Performance: The Mediating Role of Emotional Intelligence

Arsal Aijaz
Halar Ahmed

Abstract

Purpose: The study is based on the type of applied research, the area of (Karachi/Pakistan) to explore the effect of Organizational Politics on Employee Job Performance with mediation Emotional Intelligence in Banking Industry. Although there are several studies associated with the topic but the paper is unique as it is (based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, Data has been collected through secondary authentic sources and indicate effect of financial services on which there is a severe lack, etc.

Significance: Therefore, it is legitimate to consider the study as one of the pervasive as the study is potent, increases of knowledge in the area of business as well as academia. Limitations and Scope: Although the study is supplemented with some limitations as the data collected from developing countries like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning.

Sample Size: The sample size for the study is 500 and SPSS software has been used for data analysis, the reason for the application of the software is theory building approach associated with the study. Although, the paper is supported by expressive as well as inferential study to make findings of the study potent and reliable enough. The use of the software indicated that there is a relationship between major IVs (Organizational Politics) and Dvs of the study (Employee Job Performance) and thus the result is prevalent in identifying the relationship between the variables.

Keywords: Organizational Politics, Emotional Intelligence, Employee Job Performance & Mediation.

Effect of Supervisor Support On Formation of Affective Organizational Commitment in Employees: A Mediating Role of Job Satisfaction

Shariqa Shakeel
Samra Fatimi

Abstract

The purpose of this study is to address the effect of supervisor support on formation of affective organizational commitment in employees. In this study the researcher finds out that how supervisor support has relationship with job satisfaction and organizational commitment in employees. The data collected by close ended questionnaire from 200 employees which are working in the organizations of Karachi Pakistan and conducted in non-contrived environment. This study applies quantitative method by using post positivism research and the time horizon is cross sectional. The data will analyze by using SMART PLS. The findings revealed that supervisor support has great influence on employees through which employees shows affective commitment towards the organization and this commitment is positively connected with job satisfaction.

Keywords: Supervisor Support, Job Satisfaction, Affective Organizational Commitment.

Effect of Firm Size on the Firm's Financial Performance: Evidence from Banking Sector of Pakistan

Qurat-ul-ain Fatima
Noman Waseem

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to explore effect of "Effect of Firm Size on the Firm's Financial Performance: Evidence from Banking Sector of Pakistan." Although there are several studies associated with the topic but the paper is unique as it is (based upon data from developing market of Pakistan where there is a severe lacking of these types of studies, Data has been collected through secondary authentic sources and indicate effect of financial services on which there is a sever lack etc.).

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from developing country like Karachi -Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning.

Sample Size: The sample size for the study is of "110" and SPSS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough. The use of the software indicated that there is a relationship between major IV (Firm Size [No.of branches]) and Dv's of the study (Financial Performance [Return on Assets (ROA), Net Profit, Return on Equity (ROE) and Lending]) and thus the result is prevalent in identifying the relationship between the variables (No.of branches and Return on Assets (ROA), Net Profit, Return on Equity (ROE) & Lending).

Keywords: Firm Size, No. of branches, Financial Performance, Return on Assets (ROA), Net Profit, Return on Equity (ROE) and Lending.

Impact of Social Media on Online Impulse Buying Behavior (IBB).

Naeem Kazmi

Abstract

Social media has taken boom in present era. It has revolutionized the ways and means of sharing information, communication and interest from point of search (information) to point of post (feedback). The tremendous growth of social media in developing countries like Pakistan makes buying faster, smarter & convenient for customers. Consumer not only buy the products because they need it but also because of sudden urge to buy. The purpose of this study is to examine the result of social media on online impulse buying behavior of consumer. Buyers are not being created by technologies it provided more resources to impulsive consumers and ability to execute transaction without prior planning is a reaction of impulse that could drive through emotional, situational or other factors. Quantitative and qualitative method has been applied in this research and impact of one factor in the presence of other is checked. Different variable we made like hedonic factors; situational factors & other factors impact on behavior of internet user consumer has evaluated. For hypothesis testing different statistic tools has been applied like P-Value, standard deviation and level of significance evaluated different relationship of impulse buying related with different behavioral and situational factors.

Keywords: buying faster, smarter & convenient for customers, situational factors.

Perceiving the Effect of Quality On Satisfaction of Telecom Customers: Evidence from Customers of PTCL

Zeeshan Ahmed Siddiqui
Muhammad Jahenzeb

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to explore effect of Service on Customer Repurchase Intention. Although there are several studies associated with the topic but the paper is unique as it is based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, Data has been collected through secondary authentic sources and indicate effect of financial services on which there is a sever lack etc.

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicable reasoning.

Sample Size: The sample size for the study is of and software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software indicated that there is a relationship between major IVs (Excuse, Justification, Reference, Apology), DVs (Customer Satisfaction) and thus the result is prevalent in identifying the relationship between the variables (Excuse, Justification, Reference, Apology, Customer Satisfaction, Repurchase Intention).

Keywords: Excuse, Justification, Reference, Apology, Customer Satisfaction, Repurchase Intention

Impact of various advertising appeals on customers purchase intention

Muhammad Sarfaraz

Abstract

One of the most important marketing activities, which give product related information to the consumer and persuade them to take decision for buying is advertising. Advertising is the most significant tool for making and promotion products. Companies use various appeals in their advertising practice to impact consumers' attitudes and purchase intention by an advertisement.

Advertising appeals are the different tactics through which the brand advertisers tend to control the mindset of the selected target audience. The current study tends to investigate the impact of three commonly used advertising appeals know as Emotional appeal, Humor appeal and Gender appeal on customer purchase intention.

Moreover, this implies that depending on the product, its purpose and target group, advertisers can choose the type of appeal, combination of the appeals and their creative presentation, based on the empirical confirmation of the efficiency the approach. Furthermore, Paper aims to confer positive outcomes in the field of research. with the help of SPSS data analysis has been carried forward regression and correlation.

Keywords: Advertising Appeals, Gender Appeals, Emotional Appeals, Humor Appeals, Customer purchase intention.

Money Laundering Impact on Economic Development of Pakistan

Hamail Ahmed

Ibrahim Aijaz

Abstract

Purpose: The study is based on applied research in the area of Pakistan in order to explore effect of Money Laundering on Pakistan's Economy. Although there are several studies associated with the topic but the paper is unique as it is based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, Data has been collected through secondary authentic sources and indicate effect of financial services on which there is a sever lack etc.

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning.

Sample Size: Secondary data have been collected in this study from 2014 to 2015 and SPSS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software indicated that there is a relationship between major IV Money Laundering and DV of the study Economy and thus the result is prevalent in identifying the relationship between the variables Money Laundering and Economy

Keywords: Money Laundering, Economy.

The Factors Affecting on Employee's Turnover. A Case Study of Private Schools Teachers

Shaheryar Ansari

Abstract

Healthy turnover in any organizations its positive sign, to give chance new blood energy which is more excited, motivated and dedicated fresh employees which serve their services to prove themselves. But loosing experience and key employees it's also effects on organization's performance and team working. Employee's turnover generates the costs like recruitment, interview, time cost, training cost, advertising cost etc. Employee's turnover is basically about the number of employees who left or fire from the organization and then hire the new one. For employers it is very useful to determine the rate of employee's turnover because of it they can estimate the cost or expense for new hiring. The number of reasons of turnover can be creating hurdles for any organization so it is better to make specification for it so it can be helpful for HR Practices. The motive of research is to determine the factors which are effects on employee's turnover and to explore its prevention to reduce the frequent teacher's turnover in private schools. This study was descriptive in nature meaning it employed a descriptive survey design and was carried out in public schools. Stratified random sampling was used to select 12 schools, from which 120 teachers were randomly selected to participate in the study. A questionnaire was given to the sample of teachers to find out the factors that would lead them to quit teaching. The researcher used MS Excel and MS Word software and the results are measured by applying testing of regression to check the impact of working condition, compensation and career development on employees' turnover.

Developing the Effective Reverse Logistic System to Reduce E Waste

Muhammad Saeed
Muhammad Faizan

Abstract

Purpose: The reason for this paper is to exhibit a fundamental examination of the intricate communication of components influencing backward co-ordinations (RL) procedures to the best possible transfer of E-waste.

Design/methodology/approach: This examination utilizes a framework thinking approach. Starting issue organizing included the investigation of Reverse logistic co-ordinations methodologies of principle factors and Electrical and Electronic waste examination. Further, a switch strategic model building process was utilized to build up a compelling framework model to the best possible transfer of E-waste.

Findings: The study shows that the relationship exists but there are more numerous factors involved which do not consider in this paper. Our findings are based on true collective data which is reliable and presenting that if we work on our independent variables then we can build a strong relationship to reduce the E-waste by different reverse logistics approaches.

Research limitations/implications: The utilization of frameworks considering and displaying was constrained to the subjective periods of the approach.

Practical implications: The examination shows a participative procedure equipped for uncovering the differing perspectives of various partners engaged with the correct transfer of E-squander.

Originality/value: It gives an all-encompassing methodology dependent on the frameworks considering and displaying strategy for breaking down the complexities identified with RL in the Pakistani natural reason.

Keywords: Repair, Recycle, Refurbishment, Closed Loop Supply Chain, Electrical and Electronic Waste, Reverse Logistic

Aspect of Customer Satisfaction and Islamic Banking in Pakistan

Muhammad Nabeel

Abstract

The purpose of this research study was to identify those factors which they are directly linked with the customers' satisfaction in Islamic banking systems, and find out the relationship between customers' satisfaction and identify factors. Islamic banks face a problem in different factors like product and services quality customer care and bank reputation is main factors. This study we focus for data collection three Islamic banks Meezan bank, bank Islamic, Dubai Islamic bank in Karachi. For data collection method Questionnaire method use and our respondent size 200 test applied to the collected data. Study found a positive relationship between customer satisfaction and identify factors product quality and services quality customer care and bank reputation. This research study finding that customer always attract the good product and services and good image so Islamic banks needs to improve customers' satisfaction related factors.

Keywords: customer satisfaction, Islamic banking, Pakistan

Motives Behind the Transfer of Customer to Islamic Banking in Pakistan

Nayyar Azam
Syed Kamran Ahmed

Abstract

The Islamic banking system was started in 2002 in Pakistan. Today approximately 100 banks are operating without interest Islamic bank are financial institution operating in accordance with religious Islamic law. A summary of Islamic banking principles and instrument are introduced before going through the detail of Islamic financial performance. The focus of this research is to investigate the reasons of preference to Islamic banking and check impact of religion, awareness to financial teaching of Islam, product awareness and sharia board on Islamic banking system in Pakistan. This study will increase the knowledge people about Islamic banking sector as well as academic center. In this research data collected from Pakistan and this research also related to Pakistan. For this purpose, questionnaire is used which consist of hundred respondents in different Islamic banking. Result of this study indicates that there is a significant perception criterion regarding Islamic banking. The most important factors which effect on the motives behind the transfer of customers in Islamic banking are religion, awareness to financial teaching of Islam, product awareness and sharia board. The variable is showing positive relationship of religion, awareness to financial teaching of Islam, product awareness and sharia board.

Keywords: Customers of Islamic Banking, Religion, Awareness to Financial Teaching of Islam, Product Awareness, Sharia Board.

Relationship between Leadership Styles on Talent Retention with mediating effect of Job satisfaction. Evidence from the banking Sector Karachi Pakistan.

Syeda Ume Itrat Masood

Abstract

Employees are the core factors of any firm and retaining them is a concern at today's diversified era. Organizations kept on achieving their productivity if their employees are satisfied and retain on longer span. Similarly, this research is carried out on leadership style to retain talent with the mediation of job satisfaction evidence from banking sector. Moreover, talent is satisfied with the job they intend to increase to work at longer span this research also provides to retain talent through different leadership styles that should be adopted. Sample data is around 250 which is collected from different banks through questionnaire process. Further analysis of reliability and validity is done through SEM pls and boot strapping.

Keywords: Transformational Leadership, Job Satisfaction, Talent retention.

Effect of Green Supply Chain Management on Environmental Performance and Export Performance: A Case Study of Textile Industries in Pakistan

Syed Akber Kamal
Bilal Shafi

Abstract

GSCM impact on performance of export towards also looking mediating impact on the environmental performance of the textile sector of Pakistan. It's an important significance of textile industries in Pakistan because of GSCM impact on friendly environment to enhance the Export Performance. So, the problem is to that the Green Supply Chain is to Focus on hazardous Substance to the cause of Injury and save the Environmental issue & to Focus Increase Exports. We find some limitation as to select convenience sampling due to shortage of time to fulfill the research. So, the scope of study is to we focus on green supply chain, export Performance and environmental Performance. The sample size for the study is 120 and software E-Views has been used for the purpose of data analysis as descriptive. On the basis of audience Participation as convenience as will. We finding in our study is to play a vital role as GSC practice to contributing the Export and contributing Performance in the textile Industry of Pakistan can place significant modification to enhance its Export Performance and Synergies.

Keywords: Green Supply Chain, Environmental Performance, Export Performance, Environmental Sustainability.

Impact of E-Procurement Implementation on Supply Chain Performance

Faiza Hina Zaidi

Abstract

In today's world adoption of new technology has become more important and implementation of the system is a need of time which gives business competitive advantages. Traditional procurement process was established between vendors and supplier only the procurement process has dramatically changed due to technology enhancement and now with the use of internet it operates transaction from requisition, authorization, ordering, receiving and payment process of the specific goods and services. There are so many businesses implemented e-procurement system for

making their supply chain effective and successful but some business failed. The study highlighted the factors influence of e-procurement adoption on supply chain performances. Data was collected from 100 bank staff members through survey questionnaire factors obtained and finalized after semi structured interview with e-procurement unit managers and specialized managers from selected companies and also use a secondary data published from websites of the company. The study results show that benefits of e-procurement adoption are effective which is include maintaining inventory level, on time delivery and establishing control with the suppliers. It also recommendation for the senior management that they should roll out the process from upper level to end user and it should include in strategic planning and banking industry should involve their suppliers for effective performances.

Keywords: technology enhancement, requisition, authorization, ordering, receiving and payment process e-procurement adoption.

The Influence of Culture On Impulsive Buying; A Cross-Cultural Study On Impulse Buying

Aqeel Anwar

Abstract

This paper investigates how cultural dimensions (masculinity, individualism, power distance, uncertainty avoidance, long-term orientation) effect on impulsive buying. Culture is more likely to influence customers' immediate automatic response. Aggregate programing of the mind that recognizes the individuals from one gathering of individuals from another. Impulsive buying is an interesting topic for the psychologists and economists. Impulsive buying is defined as sudden buying without thinking too much about the product. Impulsive buying is increasingly developed and it creates most of the buys in certain low association product classes. By studying this paper, we have identified the gap so we add fifth cultural dimension of Hofstede 'long-term orientation' to increase the effectiveness of this research paper. There are five main variables which have direct relation with Impulsive buying. Culture significantly influence the behavior of consumer especially behavior of impulsive buying. The targeted people in this model are the people of Karachi, Pakistan who belongs to different cultural groups. In this paper SEM technique is applied with the help of AMOS. The findings of this research will improve the compression of advertisers and marketers with respect to how to impact consumers to buying impulsively and to make effective strategies to increase the market share. This paper can also be useful for the offline marketers.

Keywords: Impulsive Buying, Cultural Dimension, Masculinity/feminists, Power Distance, Uncertainty Avoidance, Individualism, Long-Term Orientation.

The Impact of Transactional Leadership Style on Talent Retention on Pharmaceutical Karachi (Pakistan)

Sumaira Saleem

Abstract

In Pakistan the pharmaceutical sectors have been increase with day by day. So that's why in this sector many educated population is working over there. So, job satisfaction is very necessary for them. At any sector one factor is very important which also influence the employee's job satisfaction. This factor is their manager. Employees are considered to be the most valuable assets of organization. In order to valuably utilize that asset their commitment level should be increased;

and leadership style is one of the determinants which can influence the commitment level of the workforce. In higher learning education, the performance is influenced by many factors. Effective leadership has an imperative role in the better performance and growth of the organization. Yet, several performance efforts were unsuccessful as a result of factors such as satisfactory leadership style of leaders. This study was carried out to identify the effect of styles of leadership on job performance. The assumed leadership styles are transactional. So, with the help of this paper we try to define that which type of leadership style is give more satisfaction to the employees at work place. Mostly managers have to type of behavioral leadership style at work place. Either they have consideration or initiating structure. In our work about 150 employees of different organization take part in it. We develop questioner about it and fill from them. And after it with the help of SPSS we got result which indicates that consideration has much effect than initiating structure. So we suggest that the manager/leader should follow consideration style at work place because with the help of it he can make his employee more productive.

Keywords: commitment level, behavioral leadership style, productive

Impact of 3rd Party Logistics in Productivity and Cost of Manufacturing Industries

Anzeela Aziz

Abstract

This research study is conducted in Pakistan. It is examining the linkage between third party logistics services providers and the performance of manufacturing sectors of Pakistan. It informs how to enhance the performance by adopting so, in this study, we have collected many problematic aspects, like in Pakistan, mostly manufacturing sectors tends towards cost-oriented, and wanted to gain high profit from minimum cost investment. They also face lack of expertise in their Non-core business activities (like- third party logistics service providers), Furthermore, in Pakistan, the manufacturing sector has lack of vehicles and technological advancements, which causes extra time for delivering (goods/services), so they have to adopt 3rd Party Logistics Services, and avoid the hurdles which they face for delivering to customers, for the satisfaction and organizations goodwill. In the Pakistani point of view, we have collected information from data and study the factor that influences and impactful for manufacturing sectors and that are cost oriented, productivity, their service improvement, focus on core-business are the major reasons for 3rd Party Logistics (Boyson et al., 1998; Fernie, 1999); one of the purpose of this research is, we also find that, researchers, have identified that Third-Party Logistics leads toward the enhancement of business performance and growth globally. From this study, we also take attention of manufacturing sectors that they should focusing on core competencies, should uses third party logistics, for Cost effectiveness, they can also fulfill the demand uncertainty from customers by acquiring Specialized skills from 3rd Party Logistics. In this study, we cater the Manufacturing sectors of Pakistan. This is Qualitative research, and we use Induction approach. The data, we collected for conducting this research is primary data, for gathering data we took Questionnaire format (structured) from the concern respondents of relevant Industries, Sampling techniques, we have taken here is Non-probability sampling (Convenience sampling) in which targeted respondents are acquired, for getting accurate results. From this Study, we have considered the manufacturing sectors of Pakistan, which recommended key factors for manufacturing industries for the growth and enhancement of business performance, and how the 3rd Party Logistics is become the opportunity for the growth of manufacturing sectors of Pakistan.

Keywords: 3rd Party logistics, Cost, Productivity, Customer satisfaction, Just in time, Business Performance.

Problem of Government School System in Pakistan

Kanwal Amjad

Abstract

In Pakistan, Education System is always a highlighted matter even when the inception of Pakistan and not solved yet. Why, because our concerned persons, authorities and other educational departments have never focused on how can we improve our education system? Education system is the backbone of any country, especially school education where students have made their careers and serve their country in the future, which will consider them assets of their nation. But unfortunately in Pakistan, school education suffers many problems and neglected by the authorities and in results Pakistan is facing lowest literacy rate which is almost around 60%, according to the educational indicators, Pakistan is way behind the other South Asian countries including Maldives Nepal, only Afghanistan is behind from Pakistan on the list of UNDPs human development report 2018, where Pakistan is ranked 150 out of 189 countries. This study is mainly focused on Pakistan's education system problem which is faced country by so many years and so on, Pakistan education is divided into two categories, Government sector and Private sector. Although private school's education is a bit better than government's school. Majority of the Pakistani population belong to middle class family and lower-class family, their children study in government schools that's why our literacy rate is not improving and that impacts the overall economy of the Pakistan. The standard of Government schools of Pakistan is not according to the modern-day requirements and not only that there are lots of corruption including political interference, teachers hiring criteria on the bases of language background, cheating in exams, fake results and fake degrees. However, this Research is Qualitative and data is collected on the basis of Questionnaire and Articles. As per this study we can find the solutions & consider the factors to control and reduce them. Government of Pakistan should play the role and spend more money for the improvement of our education system, increases budget for education. It is the responsibility of our government to make better infrastructure where every facility would be provided to the students which they deserve like other countries school's students.

Keywords: educational indicators, economy, Qualitative, infrastructure.

Impact of HR Practices On Organizational Performance in It Sector

Faryal Khan

Abstract

Organizational performance depends on its human resource and HR practices which are being used in organizations. Different types of HR practices are known to identify connection with organizational performances. A good practice of HRM helps to create competitive advantage. Strategies of business plan implementation through human resource which is the basic need of execution in organization. The problem arises when an organizations performance doesn't work well, in such happening's organization assumes that the employee performance is the root cause rather than emphasizing on the improvements of deficiencies in HR practices of organizations. HR practices directly affect organizational performance and need to understand how to identify and which HRM factors have great impact to boost organizational performance. The objectives of this research paper that to identify the impact of HR practices and organizational performance along with investigation of direct relationship of HR practices and organizational performance. In this research paper primary data is used and eight hypotheses are developed along with quantitative

tool to analyse the impact of HR Practices and organizational performance. Limitations of this research paper are relevant upon the respondent availability and due to paucity of time with 100 questionnaires. The application of T-test on available sample has been used to analyse the connection between HR Practices and organizational performance. The implementation of policies and practices of HRM on the human resource features comprises recruitment, selection, compensation, training, development and performance appraisals in a systematic manner. All possible aspects of HR practices cover in it. The results show connections between dependent variable and independent variables.

Keywords: HR Practices, Organizational Performance and Human Resource.

Effect of Account Receivable Management on Financial Performance

Muhammad Ibrahim

Abstract

This study of effect of account receivables on organizational performance has been examined in the distribution and manufacturing industries of Pakistan. It is related with ability, mission, goal and objective of an organization. The main task of managing account receivable is to manage components of cash flow and fund flow. Management of account receivable is an issue for an organization, which offers credit facilities to its customers and it is also a challenge for an organization to keep profitability while reducing chances of write-offs. With the passage of time, management of account receivable is found prime issue in an organization. Here the main issue to control or manage market receivables within approved credit terms (days/ limit). The main objective of the research is to know and introduce latest tools / techniques to manage account receivable aging to manage organizational fund management with more effective and efficient performance. Company (Venus Pakistan (Pvt.) Ltd). is selected from distribution and manufacturing sectors. The study is based on secondary data with period 2015 to 2019. It uses multiple / different regression (tools) for analysis. Account receivable ratio, dept ratio and revenue growth ratio has been tasted here. The conclusion of the study is that account receivable has ability to change the organizational performance in Pakistan, it can also effect on heads of financial statement. Finally, this study has provided the way to increase sales on positive credit terms.

Keywords: Account Receivable Management, Financial Performance, Debt, Revenue Growth and Firm Size.

How Transformational Leadership Facilitates E-Business Adoption

Kashif Raz
Muhammad Samiullah

Abstract

The aim of this research paper is to explore among transformational leadership, adaptive culture, and level of e-commerce adoption includes non-adoption, information-based e-commerce, and transaction-based e-commerce. Whereas, transformational leadership and adoptive culture has positive effect on level of e-commerce adoption. Previous research recognized that if there is a competent transformational leadership and adaptive culture then there will be a tremendous output on e-commerce adoption. Transformational leadership and adoptive culture are an independent variable which effecting positively to level of e-commerce adoption and level of e-commerce adoption is a dependent variable, and the new variable Level of e-commerce adoption, which is a dependent variable is negatively affecting to transformational leadership and adaptive culture. It

facilitates transformational leadership to work easily; use of e-commerce brings new ideas to the any firm. E-commerce enhances creativity to transformational leadership. It also has a significant effect on adaptive culture because it improves the process of productivity and helps to give benefits to the organization. It also creates understanding between employees. It boosts knowledge sharing, creativity, new innovations and enhances confidence and creates productivity. Both independent variables are essential for the e-commerce adaption and gives benefits to it. Data were collected in Karachi from different employees and students from different, universities, organizations and companies. The data was entered by using the software AMOS and SEM technique. Furthermore, the research can be done on many other dependent variables like online business and can explore more about e-commerce and their impact on transformational leadership and adaptive culture.

Keywords: Transformational Leadership, Adaptive Culture, E-Business Adoption, E-Commerce Adoption.

Determinant of Share Price Volatility in Cement Sector of Pakistan

Noman Ahmed

Abstract

The aim of my study is to examine the impact of internal factors such as EPS (earning per shares), DPS (dividend per shares) and PE (price to earnings) on share prices of cement sector industry. This paper shall analyze the behavior of share price resulting from change in internal factors. For this study we took data of 13 cement companies registered in PSX for the period 2013 to 2018 in order to predict the impact of independent variables (EPS, DPS and PE) on dependent variable (Share price). This research would be help-full for the potential investors to consider these independent factors before showing any investment in particular stock share and trading in stock market.

Keywords: EPS (earning per shares), DPS (dividend per shares) and PE (price to earnings).

The Impact of Service Quality on Customer Satisfaction: A Study on UFONE

Jareer-Ul-Hassan Qureshi

Abstract

With the running passage of time and increase in the requirements of the citizens to stay connected with the world, a question of quality of service arises. Every service provider attempts to fulfil the requirements of customers so retention could be made. But are they focusing on the correct factors to improve? This paper tries to answer this question, specifically focusing on telecom service company, UFONE. Our primary goal is to determine the relationship of the service quality and the satisfaction of customers as it will be beneficial for the telecom company as well as for the whole industry to determine the factors that are required to be focused more in future.

The impact of service quality on the customer satisfaction has been a point of debate since a long time, and it is still under debate in many literatures. This paper also debates on this topic depending on the findings of this paper. The findings are based on the responses collected from a total of 250 respondents using questionnaire as data collection tool. These respondents are selected with random sampling. The researcher has used the statistical tool of Z-Test on the responses by utilizing Spreadsheet & SPSS for analysis.

The results have allowed us to understand the significant dimensions of Service quality i.e. tangibility, assurance, reliability, responsiveness & empathy, that have an impact on customer satisfaction.

Keywords: Tangibility, Assurance, Reliability, Responsiveness & Empathy.

Six Sigma Practices on the Perceived Betterment of Company's Performance

Taimoor Ahmed Siddiqui
Muhammad Ali Iqbal

Abstract

Purpose: The purpose of the work present in this paper is to capture the practices of six sigma perceiving betterment on the performance of the company. There are several studies conducted regarding this topic but the paper is unique because the data we gathered in this study is from secondary authentic source and manufacturing industries.

Significance: The nature of study is persuasive as the study is potent in increase of knowledge in the area of business as well as academia.

Limitation & Scope: A main limitation of this study is the small number of organizations has been implemented and adapted the six sigma practices in their organization.

Sample Size: In this study we use 200 respondents for gathering our data and analyze the data through smart PLS software. The type of research is Quantitative and the deductive reasoning.

The use of the software indicated that there is a relationship between (Quality betterment, cost reduction & eliminating waste) with (Company's performance) when the continuous improvement uses as the mediator and thus the result is prevalent in identifying the relationship between the quality betterment, cost reduction & eliminating waste with company's performance and continuous improvement as a mediator.

Keywords: Six Sigma, CSF (Critical Success Factors), Quality Improvement

Modeling Wholesale Distribution Operations an Artificial Intelligence Framework

Moiz Chapsi

Abstract

Its model of supply chain there is whole seller contact with different supplier or manufactures from different countries or different brand. Wholesaler trying to distribute electrical goods in all over Pakistan and made big distributor in Pakistan, there have big range of product available. Because we are selecting these research topics we faced many problems to rotating the inventory and we are failing to timely deliver to end user, sometime supplier not responding time and consignment will delay. So that we have loss many projects because not delivered timely goods to end user, also disturb image of company in market. The purpose of this paper that analysis the performance of supply chain past 10 years and analysis the current process and concept. Find out the research gap in process of inventory cycle.

Keywords: manufactures, distributor, consignment, performance.

Effect of Online Shopping on Consumer Buying Behavior a Study on Daraz in Pakistan

Syed Abdul Rehman Shah
Hafsa Kulsoom
Neha Adnan
Shehreyar Qadri

Abstract

This research paper study about the relationship between different factors that affect consumer buying behavior towards online shopping. Online shopping is considered to be the modern trend to buying things online at your doorstep. The main consideration of this research is to explain the effect of three major variables that were derivative from literature. These variables are trust, time and privacy which define how consumer buying behavior will affect online shopping trends. Data was collected by the use of specific method and instrument. This instrument was completely self-developed and to the point questionnaire that contained two sections. We distributed almost 250 questionnaires to experienced and frequent online shoppers to give their feedback the statistical analysis of the data reflects that trust play an important role in consumer buying behavior while shopping online. Trust has been considered as the most important factor of consumer buying behavior when it's come to the newer generation.

Keywords: Online shopping, Trust, Time, Privacy, Consumer Buying Behavior.

Factor and Determinants of Green Supply Chain Management Pakistan

Mohsin Hassan Qazi
Murad Khan

Abstract

Purpose: This research work highlights new guidelines for the Factors and Determinants of Green Supply Chain Management. It will systematically enhance and help to understand the new techniques of Green Supply Chain in Manufacturing which are going to change the face of traditional Supply Chain.

Significance: This paper presents various perceptions of Green Supply Chain to differentiate it from other Supply Chain plans and business. Its essential concern is to address the various stages of analysis, utilized approaches and evaluation of results. This study is based on Quantitative Method.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning Area.

Sample Size: The sample size for the study is 187. Software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough. The use of the software indicated that there is a relationship between major IVs and DVS of the study Factors and Determinants of Green Supply Chain Management and thus the result is prevalent in identifying the relationship between the variables use name of DV Green Supply Chain Management IV including green manufacturing, green purchasing, green information systems.

Keywords: Green Supply Chain in manufacturing, critical success factors, factors affecting GSCM.

The Relationship of Third-Party Logistic Service Provider and Textile Manufacturing Industry of Pakistan and its Impact on Performance

Ali Muzaffar Rizvi

Abstract

In this research the researcher wants to identify the impact of logistics outsourcing or 3PL on manufacturing industries in Pakistan the study on the achievement by impact of non-core competencies that how a manufacturing firm maintain their costs and what is the relationship impacts between manufacturing industry and 3PL logistics providers. This research focuses on evaluation of the impacts of outsourcing of logistics in manufacturing industry what the capabilities and facilities could get by the core competence of the logistics firms how 3PL can be beneficial or detrimental for manufacturing organization for the purpose of gathering data the researcher selected three manufacturing firm in and the responded would be selected as per method what are the role of the technology and ability of specialist firm what are the financial benefits and how cost beneficial It is, this study also emphasis on core factors and capabilities of 3PL and also evaluates drawbacks or disadvantages of outsourcing of logistics. What are the reliability factors and how 3PL Impacts to the quality of the services? data collection would be through questionnaire from textile firms for the accuracy of the test at least 120 or more respondents are sample sized of this paper who give their answers through filling questionnaire and T test used to evaluate results of the respondent's answers the study concluded that there is some factors of outsourcing which impacts to manufacturing industry and few factors of outsourcing has zero impact on the manufacturing firms the study recommends that the many of activities or operations should be out sourced and they will be beneficial for the textile manufacturing industry in Pakistan.

Keywords: Logistics Outsourcing, Manufacturing Industry, Operations, Transportation Management.

Prominent Financial Factors Causing Profitability of the Banking Sector: Evidence from Top Banks of Commercial Banking Sector

Junaid Ahmed
Shakeel Ahmed

Abstract

The banking sector is playing a vital role in the economic growth of Pakistan. The study is made on the factors affecting the profitability of commercial banking sector in Pakistan. The study is based upon secondary data of Pakistani commercial banks taken form published annual and quarterly reports. A regression analysis is made upon 36 observations of 3 commercial banks over the period of 3year including 2016, 2017 ad 2018. Independent variable includes ROA (return on assets), Equity to Assets, Debts to Assets and Deposit to Assets. Regression model is analysed via E-Views. Independent variables have a significant effect upon profitability of commercial banks in Pakistan.

Keywords: economic growth, profitability, commercial banking, regression analysis.

Television Advertisement and its Impact On Consumer Behavior

Samia Iqbal

Abstract

Advertisement now a days play very vital role in observation and approaches of individuals as well as society which influence the buying behavior. The main purpose of this research study is to determine the impact of television viewing, television program and social factor on consumer behavior, we targeted the teenagers aged in between 10-25 years because of they are heavy users of television advertisements and gets influenced on it and as well as influence to others more they represent the large part of society A total of 400 questionnaire distributed to teenagers to collect the data with simple random technique, a 5 point measure scaled questionnaire was used in it. The collected data was analyzed on descriptive statistics, correlation and regression ANOVA to interpret the results. The results revealed that a moderate impact of television advertisement on consumer behavior. Moreover, the study predicts that buying behavior can be more influenced with good quality and creative advertisements through strong and attractive marketing strategies.
Keywords: buying behavior, advertisements, descriptive statistics, correlation and regression.

Determinants of Tax Evasion & Avoidance in Pakistan

Syed Ahmed Ali Naqvi

Abstract

Contribution of revenue from taxes has major impact on economy of a developing country. Tax collection is a vital instrument of generating revenues to a government. This study reveals the determinants of tax evasion and tax avoidance are also examined. A closed ended questionnaire was used to gather primary data from 383 randomly selected corporate sector taxpayers. Data are analyzed by software and result of analysis reveals that tax penalties, Literacy rate & income have significant and direct relationship with tax evasion. On the contrary Tax rate & Corruption have insignificant impact on the Tax evasion. This literature recommends that necessary actions should be implemented by the tax authorities for improvement in revenue collection and reduction in Tax evasion. It also suggests the imposition of fines and publishing names of defaulters through print & social media. On the other hand, it also highlights the need of introducing substantial rewarding system for persons complying tax rules and regulations like awards, certificates or reduced rates of taxes for the compliant. This study motivates tax payer & tax authorities in under developed countries and provides public awareness.
Keywords: developing country, revenues, Corruption, Tax evasion, tax rules and regulations.

Topic for The Consideration: Effect of Brand Loyalty on Purchase Intention

Muneeb Ahmed
Muhammad Jawad

Abstract

The purpose of this research is to investigate the relationship of factors affecting brand loyalty on purchase intention. Factors affecting of brand loyalty are brand name, product quality, price, design, promotion, service quality, after that brand loyalty effect is examined on the product purchase intention specifically in (Pakistan) Context. For checking the effect of the variables brand name, Product quality, product price and product design were considered as independent variables

and brand loyalty was considered as a mediating variable and purchase intention as a Dependent variable. The study was co relational as it shows the relationship of different dependent and independent variables. This study has been conducted through a survey design. The population was considered as the citizens of Karachi, one of the oldest states in South Asian region and for the data collection random sampling technique was used. A total number of 383 questionnaires were distributed randomly to the users in Karachi out of which 105 responses were received after deducting the omission and errors. Different hypotheses were tested in this research for relationships of variables, out of which five were accepted and the one which was about the effect of brand price on brand loyalty was rejected. The collected data were analyzed after using different statistical techniques and it shows that brand name and product quality has a direct and positive impact on the brand loyalty of the product and on the other hand there is also a positive effect of brand loyalty on the purchase intention of the product.

Keywords: Purchase Intention, Brand Loyalty, Brand Name, Product quality, Price, Brand Design (Pakistan).

Level of Job Satisfaction of School's Teachers in Private Sectors in Karachi (Pakistan)

Iftikhar Ahmed

Abstract

This study is to measure the level of job satisfaction of school teachers in private sector of Karachi (Pakistan) and find the elements of job satisfaction. Since this study is descriptive in nature therefore survey method was adopted. Many researches showed that people who are attached with this profession are less satisfied as compared to other professions and this level further decreases to school teachers especially in private school teachers. This study analysis this conception and find the level of job satisfaction among private teachers in Karachi. This study was previously conducted for Bahawalpur (Pakistan) by researchers Mr. Waheed ul Haq and Mr. Muhammad Husnain. This study is focused on Karachi (Pakistan) being multi-cultural city to find the level of job satisfaction and explore how does it effects on their performance in education. In this study Private Schools of Karachi has been focused and Theoretical analysis technique is used with Sample size for the data collection of 200 samples. Data analysis was conducted though T-test hypothesis as testing tools for significance and showed that there is significance relationship from job satisfaction with other variables. From this study it was observed that there is significance relationship of the job satisfaction of school teachers in private sector of Karachi with other factors and there is significant impact of these variables on teacher's job satisfaction. Furthermore, it is also discovering that permanent school teachers are more satisfied as compare to temporary teachers.

Keywords: descriptive, profession, job satisfaction, temporary teachers

Effect of Performance Base Bonus on Employee's Job Performance

Christina Francis

Lorraine Knowles

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to explore effect of "effect of bonus on employees' job performance". Although there are several studies associated with the topic but the paper is unique as it is (based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, data has been collected

through secondary authentic sources and indicate effect of bonus on employees' job performance on which there is a severe lack etc.).

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia.

Limitations and scope: Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning.\

Sample size: The sample size for the study is **50** of mujanda and mujanda $n = \frac{zpq}{e^2}$ and software packs of social sciences (SPSS) software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

He uses of the software indicated that there is a relationship between (iv) performance based bonuses and (dv) job performance with the moderator role of motivation of the study, and thus the result is prevalent in identifying the relationship between the variables performance base bonus, job performance and motivation.

Keywords: Salaries, Performance & Operational Bonuses, Satisfaction, Employee Motivation-Extrinsic & Intrinsic, Pep (Pay-For-Performance System), Compensation.

Cross Market Discounts

Syed Adil Ahmed

Abstract

Firms in several markets attract consumers by offering discounts in other unrelated markets. This promotion strategy, which we call "cross-market discounts," has been successfully adopted in the last few years by many grocery retailers in partnership with gasoline retailers across North America, Europe, and Australia. In this paper, we use an analytical model to investigate the major forces driving the profitability of this novel promotion strategy. We consider a generalized scenario in which purchases in a source market lead to price discounts redeemable in a target market. Our analysis shows that this strategy can be a revenue driver by simultaneously increasing prices as well as sales in the source market, even though we assume the demand curve to be downward sloping in price. Moreover, it distributes additional consumption (motivated by the discount) in two markets, and under diminishing marginal returns from consumption, this can simultaneously increase firm profits and consumer welfare more effectively than traditional nonlinear pricing strategies. Our study provides many other interesting insights as well, and our key results are in accordance with anecdotal evidence obtained from managers and industry publications.

Keywords: Customers Satisfaction, Customers Behavior, Promotion & Brand Loyalty

Measuring contribution towards brand love and effect of brand love on WOM: Evidence of SMCG"

Aarzo Waseem
Fatima Laraib

Abstract

Purpose: This research will be based on applied research in the area of (Karachi/Pakistan) for classify to found the expectation of Consumers have been an experience ongoing to hold the

trustworthy brands near to their hearts. Therefore, many researches were done on the brand love but the main purpose of this research to explore the outcomes of brand element by way of brand trust, brand attitude, social self and brand image on brand love containing (WOM) as well as brand love use as mediator and it creates positive word of mouth towards brand.

Significance: Brand love is supposed to most important key intents in the brand management and consumer is the imperative assets to the organization this study is pervasive study for the companies and institutions plus brand love contribute its self to gratify consumer satisfaction in (SMCG) sector and consumer make their trust on reliable brands and this factor increase the goodwill of brands.

Limitations and scope: while the research is complement with several limitations due to the shot of time other researcher will have chance to find other dimensions with source of new variable as psychological behavior of consumer in FMCG zone. Furthermore, the value of brand love supportive to managers that pursuing the expansion of brand love is acceptable.

Findings/ results of research: the end consequences of this research are expected results brand trust, attitude and image all have major contribution to make brand love and it offers direction and inspire the consumer and customer to make out the elements of greater love of brands.

Sample Size: This study was quantitative research and the researchers were used empirical method to conduct this research. The researchers were collected primary on sample size of 384 questionnaires from the consumer and customer in the malls, shopping Centre, students of universities and markets of Karachi Pakistan. The researchers were used SPSS and Smart PLS tools to identify the outcomes of brand's trust, image and attitude on brand love and its effect on word of mouth.

Keywords: Brand Trust, Brand Attitude, Social Self, Brand Image, Word of Mouth, Brand Love

Impact of ATM Service Quality on Customer Satisfactions

Shan Najam
Shaikh Zeeshan Yawer

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to explore effect of ATM service quality on customer satisfaction. Although there are several studies associated with the topic but the paper is unique as it is based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, Data has been collected through secondary authentic sources and primary and indicate effect of customer satisfaction on which there is a sever lack etc.

Significance: Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning.

Sample Size: The sample size for the study at least 250 card user and SPSS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough.

The use of the software indicated that there is a relationship between major IVs (Reliability, responsiveness, convenience, security and privacy) and DVs of the study (Customer satisfaction) and thus the result is prevalent in identifying the relationship between the variables (Reliability, responsiveness, convenience, security and privacy and Customer satisfaction)

Keywords: customer satisfaction, reliability, responsiveness, convenience, privacy and security, assurance.

Impact of Bullwhip Effects on Inventory Management

Arsalan Ahmed

Abstract

In this research the researcher wants to identify the impacts of bullwhip effects on inventory management that how the bullwhip effects to the supply chain and what impacts could be faces from supplier to customer. How different costs would be effected due to bullwhip effect and how these effects can be reduced or controlled by taking some cautions in this research the researcher also try to evaluates the connections or the significance of the bullwhip effect on different departments or areas of organization that if bullwhip effect occurs then how other departments or areas of organization could be effected and what are the major variables which can be cause of bullwhip effect and which areas of supply chain can be effected due to bullwhip effect. The sample size for the testing is 40 -50 respondents and the pharma manufacturing industry is selected for this research and T test would be applied for the testing the study is all about to evaluation and reflection and suggestion to avoid or controlled bullwhip effect in organization.

Keywords: bullwhip, pharma manufacturing industry, reflection

Investigating Factors Responsible for Success of Online Brands: An Evidence from Customer of OLX Pakistan

Muhammad Mateen

Tahir Ali

Abstract

Purpose: The study is based on applied research in the area of (Karachi/Pakistan) in order to explore factors, influence brand extension of online brands. Although there are several studies associated with the topic. In this century peoples try to more used of online and internet & social media web sites. At present century the modernized and globalization era. The objective of this research is that the previous researches have some unsolved issues and have some limitations that would help in future research in this field. First, we had developed a set of hypothesis and conceptual framework on the basis of previous researches then developed a questionnaire. the data was collected through primary data by using a structured questionnaire which was filled by the respondent.

Significance: The significance of the study to find out which factors influence of brand extension of online brands in Pakistan. Therefore, it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia.

Limitations and Scope: Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning and this paper also used in the field of academic purpose.

Sample Size: The sample size for the study is of 110 respondents and SMART PLS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough. The use of the software indicated that there is a relationship between major IVs (Perceived

Similarity, Brand Reputation, Perceived Risk, Consumer Innovativeness) and DVs of the study (Brand Extension) and thus the result is prevalent in identifying the relationship between the variables (Perceived Similarity, Brand Reputation, Perceived Risk, Consumer Innovativeness and Brand Extension).

Keywords: Brand Extensions, Similarity, Reputation, Perceived Risk, Innovativeness, online brands factors influence.

Impact of Advertisement Appeals On Purchase Intention of Consumers (Based On Pakistan)

Amir Wali Khan

Abstract

The purpose of this research is to find which appeal in Advertisements has the greater impact on consumers purchase intention. This research helps to explore the effect of Fear, Emotional, Musical and Rational appeal on consumer purchase intention. However, there is no detailed research that establishes this relationship in Pakistan. Therefore, this research will provide an inward looking into the Pakistani consumer market and improve our understanding of the purchase behavior and decision-making process of the Pakistani consumers. This research will help Pakistani companies that what advertising appeal is most helpful to change consumer purchase intention. In the methodology Quantitative study will be done to understand the Impact of Advertising on consumer purchase decision. Descriptive research design being used for the current research in the basis of accessibility of the samples. Sample Size is 150, it includes working men and women, housewives and students and sample unit comprise of individual customers. Both primary and secondary information have been collected for the Purpose of Research. The research is based on Quantitative data analysis. Primary data required for the research, has been collected through questionnaires.

Keywords: Fear Appeal, Musical Appeal, Emotional Appeal and Rational appeals, and purchase intention of Pakistani consumers.

Impact of Organizational Justice On Employee's Performance / Productivity with Moderating Effect of Job Satisfaction

Nida Mahboob Shaikh

Madiha Anwer

Abstract

The study is based on applied research in the area of (Karachi/Pakistan) in order to explore "Impact of organizational justice on employee performance with moderating effect on job satisfaction". Although there are several studies associated with the topic but the paper is unique as it is (based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, data has been collected through primary source and indicate impact of organization justice on employee performance with moderating effect on job satisfaction.

Keywords: employee performance, developing market, organization justice, job satisfaction.

Does Culture Affect Marketing Strategies (Study in Pakistan)?

Mehreen Shamim
Hina

Abstract

Purpose: Several things have been common through globalization but still culture effects on marketing strategies due to different product and services. Marketing strategies are mainly based on product promotion and it is affected by different countries culture model. Customers can only be attracted when they get better product according to their religions, traditions, customs, standards and the requirements of culture. The idea of international marketing companies face problem to redesign the marketing strategies among the countries due to diversification of the culture. Now a day, those companies are successful who exports their products to meet the demands of any culture. The purpose of this research is to know about the effect of different cultures on marketing strategies and also examine the role of culture of Pakistan in the instance of promotion of product and services.

Significance: Culture is the important and holds a particular value in marketing. Smaller markets have been made up by the world largest markets. Small economies are discernible in themselves from the world economy and they have their own languages and cultures. An international brand may not appeal to an individual in Asian markets as strongly as a little-known product with suitable packaging will do. Moreover, culture also exists on the consumers' side and aligned with their purchasing decision.

Scope and Limitation: The study focuses on how the culture impacts marketing practices or the relationship among countries origin. Due to the time limitation, research is conducted of some famous marketers in Pakistan. Purpose knows the trend of different marketing strategies of businesses executives in Pakistan. The results are provided more value in kind of marketing strategies they preferred. Mentioned that Pakistan is becoming out from the recession and getting more political and economic power in the world's platform, for marketers the conclusions would be extremely helpful of Pakistan in and out both.

Sample Size: More or less ten multinational companies have different subsidiary locations in Pakistan which are mainly involved in manufacturing and marketing of soft drinks, food, cosmetics, health are selected for our study. Personal interviews, surveys and questionnaires are based for getting the data and analyzed with statistical tools and percentages and SPSS software is used for test.

Keywords: Culture; Technology; Religion; Pakistani customers; Multinational Companies.

Impact of Social Media On Consumer Purchase Intention. Consumer Engagement as A Mediator

Arham Ali
Sajid Saeed

Abstract

This paper explores that how social network marketing impacts on consumer purchase intention while consumer engagement plays a role of mediator. It appears that many countries are now on a fast track of growth of social media usage in last few years. Many past studies have conducted on social media marketing in different countries that looked at the impact of social network on education but this study is unique as it is more business inclined in nature. Therefore, it is important to consider this study as it indicates that social network marketing is mainly related to consumer

purchase intention. This study also expands on the point of indirect effect of consumer engagement on the relationship between social network marketing and consumer purchase intention in many countries. Although there are some limitations of this study as it lacks using qualitative approach, conduct more interviews to generate more understanding of consumers. More relevant data can be gathered by comparing electronic word of mouth E-WOM to the marketing campaigns by various known companies. Sampling is done on a very few peoples which effects the result of study and it can become better by experimenting on a large scale of population. An online questionnaire was developed to test the theoretical framework and hypotheses developed with a total number of 21 items tested in the questionnaire, this study targeted 220 respondents although the questionnaires were distributed to 300 individuals. Structural Equation Modeling (SEM) was employed to test the model developed. Although descriptive analysis has done to gain better results of the study. By using SEM, it is indicated that social network marketing is significantly related to consumer purchase intention and consumer engagement plays a role of mediator to support the study.

Keywords: Social network marketing, Purchase Intention, Consumer Engagement

Impact of Fear Advertising Appeal On Customer Purchase Intention for Eateries in Pakistan

Hira Abid

Abstract

One of the most important marketing activities, which give product, related information to the consumer and persuade them to take decision for buying is advertising. Advertising is the most significant tool for making and promotion products. Companies use various appeals in their advertising practice to impact consumers' attitudes and purchase intention by an advertisement.

Advertising appeals are the different tactics through which the brand advertisers tend to control the mindset of the selected target audience. The current study tends to investigate the impact of Fear Appeal on customer purchase intention which will not only beneficial for customer regarding their health safety as well beneficial for marketer to cater maximum customers. A quantitative approach was used, and the questionnaire-based survey was conducted using a sample size of 383 respondents and their response to fear appeal were recorded.

Moreover, this implies that depending on the product, its purpose and target group, advertisers can choose the type of appeal, combination of the appeals and their creative presentation, based on the empirical confirmation of the efficiency approach. Furthermore, Paper aims to confer positive outcomes in the field of research. with the help of SPSS data analysis has been carried forward. The paper confirms the positive relationship between emotional advertising and consumer buying behavior with respect to the Eateries in Pakistan.

Keywords: Fear Advertising Appeals, Eateries, Customer purchase intention.

A Study Impact of Patient Length of Stay On Patient Satisfaction

Shams Hussain
Mohammad Sohail

Abstract

The Author here analyses the causes and factors which are influencing Length of patient stay on impact of hospital financial return. This study is to aims to find out the ways and extract information, why, and also helps to know the both aspects LOS and on patient satisfaction on impact of hospital financial returns. The methodology is to find the why of patient LOS on

satisfaction is impact of financial return we have conduct a survey at Aga khan hospital and interview and fill the question which is me mention is below report. After the survey we have analysis what's are the factor that impact of LOS on patient satisfaction. The sample size for the case study is of 10 Patient has been used for the purpose of data analysis and the major reason for the LOS of the Patient satisfaction is theory building approach associated with the case study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the case study potent and reliable enough. The use of the software indicated that there is a relationship between major IVs Patient LOS and of the study Patient Satisfaction and thus the result is prevalent in identifying the relationship between the variables Patient LOS of Patient Satisfaction

Keywords: The Key word of this case study is to patient LOS on Patient satisfaction.

Factors Influencing Consumers Switching Behavior A study of Consumer Insights in Cellular Network Industry of Pakistan

Muhammad Yasir Khan
Muhammad Muneeb

Abstract

The purpose of this study is to investigate and analyze the factors which influence consumer switching behavior in cellular industry of Pakistan. Extensive research across the world has been conducted except Pakistan which concluded that Price of cellular products, it's Service & Network Quality, various Sales Promotions, Family, Friends and Relative Influence of the consumer, Corporate Image, value added services and Customer services are those factors which is influencing through customer satisfaction as mediating factors consumer switching behavior. Questionnaire was used as a tool to collect data. Various questions were enlisted as closed ended questions and most of them were on likert scale. Survey was executed through convenience sampling and our sample size is 250. The consumers belonging from different universities in Karachi. Smart PLS tests were applied to conclude the findings. The result and conclusion of this research will benefit cellular companies to understand various factors which are observed in this research and its impact on consumer switching behavior in order to enhance their customer loyalty. This will ultimately help them in retaining their customers.

Keywords: Price, Service & Network Quality, Sales Promotions, Value Added Services, Consumer Switching Behavior, Corporate Image, Customer servicing, Family, Friends & Relative Influence, Customer satisfaction.

Impact of Organizational Justice On Employee's Performance / Productivity with Moderating Effect of Job Satisfaction

Madiha Anwer
Nida Mahboob

Abstract

The study is based on applied research in the area of (Karachi/Pakistan) in order to explore "Impact of organizational justice on employee performance with moderating effect on job satisfaction". Although there are several studies associated with the topic but the paper is unique as it is (based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, data has been collected through primary source and indicate impact of organization justice on employee performance with moderating effect on job satisfaction.

Keywords: job satisfaction, organization justice, performance, job satisfaction

Effects of Salary on Job Satisfaction

Sarah Fatima Ahmed
Mahwish Hussain

Abstract

Salary plays an important role in determining employee's Job Satisfaction. Human Capital is the pivotal of organizational effectiveness and the most valuable asset available to an organization is its people. Salary is one of the most widely researched issues in personnel and human resources management. Retaining employees in their jobs is crucial for an organizational productivity and competitiveness. Satisfaction of an employee will increase productivity and increase research outputs for organizations. The aim of the study, to investigate the effects of Salary on Job Satisfaction among in all organizations.

Keywords: Employees' Retention & Performance, organizational productivity.

Impact of Celebrity Endorsement on Consumer Buying Behavior

Jawad Ashraf

Abstract

The purpose of this study is to examine the relationship between celebrity endorsement and customer satisfaction. Celebrity endorsement was identified through the buyer's perception about the products or brands as well as what preference did customer gives to advertisements in which celebrity is endorsed. We use T-test. The research is original in terms of generating the concepts of using stars in ads and how to use these stars in making their advertisements successful. This research will help marketing managers as well as customers in their buying perceptions.

Keywords: Celebrity endorsement, celebrity, advertisements & buying perceptions

The Impact of Behavioral Biases in Making Investment Decisions

Musarrat Qasim
Muhammad Asghar

Abstract

Human behavioral determinants are considered to be the most important factors with respect to investment decision making. The main purpose of this research is to understand the impact of different human behavioral factor (herding, overconfidence, availability & representativeness) on investment decision making process. In past many research are not able to define the proper explanation of factors of behavioral finance which effect the decision of investor while decision making process so that this research explore the potential worth of identifying and analyzing the human behavior factors which influence the decision making in investment by the investor and also that factors may causes the biases. It's a descriptive research in which we use cross sectional research design, to understand the significant impact of human behavioral factors a questionnaire will be used as a tool to collect the data from targeted audience. Total 310 questionnaires will be distributed among the investors.

Keywords: Behavioral Finance, Financial Markets, Herd Affect, Overconfidence, Availability, Representativeness.

Total Quality Management Practices and Work-Related Outcomes: A Case Study of Higher Education Institutions in Pakistan

Rushna Ishaq

Abstract

The twentieth century has seen a lot of dynamic changes when it comes to management practices and philosophies in organizations and this new concept of management is known as Total Quality Management. Although many studies have been carried out on Total Quality Management practices and their effects, there is still a lacking based on industry type and organizational sizes. Implementation of Total Quality Management in education industry in the west is not a new concept but for developing countries like Pakistan, it is a new concept. The service industry is growing rapidly and needs to adapt to the continuously changing environment of the business world to survive the competition. Education industry is one of the biggest service industries here that needs to be improved with TQM practices. So the purpose of our paper is to examine the effect of TQM on employees working in the higher education institutions in Karachi and their work related attitudes such as job satisfaction, affective employee commitment while adding, employee motivation and organizational commitment as new variables. The method of data collection is through questionnaires which were sent to employees working in private higher education institutes in Karachi. The data has been analyzed through SEM. This study has practical implications in higher education institutes which need to improve their management abilities and compete in this universal business of education so that Pakistani institutions can also be considered by foreign students, for which the institute has to apply HEC recommended TQM practices. This paper is beneficial for service organizations to implement TQM practices and improve both, organizational performance and employee performance. Further on, future research recommendations are to study the impact of TQM practices on employees in public higher education institutes.

Keywords: Pakistan, Higher Education Institutions, Employee Performance, Employee Motivation, Job Satisfaction, Effective Commitment, Organizational Commitment, TQM Practices.

Impact of Leadership Style on Staff Turnover Within the Organization in Soorty Textile

Fahad Afzal
Muzaffar Jamal

Abstract

A leadership style is a leader's method of providing direction, implementing plans, and motivating people. The leader's intellectual capacity helps to conceptualize solutions and to acquire knowledge to do the job. A leader's conceptual abilities apply agility, judgment, innovation, interpersonal tact, and domain knowledge. The purpose is to identify that what is the major factor of staff turnover in organization how these factor increasing day by day we will try to find out the reason how they conflict in organization environment and major role of leadership style which may sometime support and sometime demote to get objective of our organization. In this research we will find out the issue of staff turnover which is creating difficulties to achieve the organization goals and we will be discussed how can we decrease these factors and how can we safe from this circumstance. We will try to highlight how leadership decision conflict the organization decision which is not in favor of organization. During review of numbers of articles, we try to find some scope according to such research. The following term which reflect the staff

turnover reason. These symptoms reflect to decrease and increase the ratio of staff turnover. The study is purely in descriptive research design and conducted in a non-contrived study setting. The primary data collected on basis of questionnaire. Respondents were selected convenience from the well knowing organization with the help of textile management of organization. It concludes that leadership style impact employee's motivation and can helps to reduce staff turnover in organization so managers should adopt leading role in organization in order to retain employees for longer term.

Keywords: Leadership style, Conflict of Interest, Favoritism, Work discrimination.

Impact of Packaging on Consumer Buying Behavior

Agha Faraz Haider

Falak Naz

Moiz

Abstract

The purpose of this research is to find out the part of packaging on consumer's decision of purchasing goods and to analyze the fundamental variables, which are driving the accomplishment of a brand. To identify this, we used shampoo as our product which most of the people are using as a beauty product while it is a hair care product. Primary data was collected through questionnaire and to analysis regression method we used SPSS software version 19.0. To analyze the reliability of the model, we collected sample of 300 respondents. As per the finding of the research study, it has been observed that the packaging plays important role. It is further concluded that the packaging elements like size of packaging, information on package for that particular product, container design and its color more important factors for consumers when they are making any purchases and have influencing power on consumer behavior. Furthermore, it is probably recommended that managers should focus on the elements of packaging while introducing their product in the market.

Keywords: Packaging, elements of packaging, consumer buying behavior, independent & dependent variables.

Elements Affecting Consumer's Online Grocery Shopping Intention (A Case Study for Karachi) – Pakistan

Irfan Shahid

Asim Saeed

Abstract

Internet has strongly facilitated online business activities between sellers and consumers for several services and products. One of the services which is gaining acceptance steadily with every passing year is Online grocery shopping. This study explores the impact of risk, ease of use and usefulness on the buying behavior of consumer in Karachi – Pakistan. A questionnaire was circulated in 250 individuals studying in different universities of Karachi Pakistan and are using online sources for their shopping needs. The response from 228 individuals was found valid and data was process through regression method and result was clear stating that people prefer online shopping method due to its ease of use and usefulness even in presence of the element of risk. If these factors keep gets strengthen and risk got minimized the online grocery shopping will be continuing benefitting both sellers and buyers big time

Keywords: Online Grocery Shopping, Usefulness, Convenience, Risk, Intention to Shop Online, Intention to Shop Grocery Online.

Work-life Balance & Employee Job Satisfaction

Shehzad Ali Raza
Syed Imran Ali
Shazrah Rashid

Abstract

The term Work Life Balance evolved at the time of industrial revolution when the workers had to work late hours and their work and personal lives were not balanced at all. Later on, the developing countries addressed this critical issue to maintain a work life balance in employees' lives so that they could perform more efficiently. The aim of this study is to recognize the different factors that are affecting the work-life balance & Job satisfaction of Bank employees who have to work late hours to complete their assigned tasks. Work-life balance, Job stress, long working Hours & Workload have significant impact on their Job satisfaction. These factors affect the employee's efficiency and they are unable to perform as per their potential skills. Hence, they show less interest in their Jobs and at the end exit from the organization.

We will be conducting the research on the bank employees' where we will be observing the impact and intensity of Job stress, Long Working Hours, Work-life balance and workload on employees' job Satisfaction. A sample of 250 employees will be questioned in this regard. A questionnaire will be designed to inquire the related issues of employees with rational individuals. We will use the regression test through SPS software to find out the required results

At the end of the study, the conclusion and recommendation on the subject matter will be produced to know what the outcomes of the study are and how it may prove to be a guideline for management to streamline their policies regarding employees' work-life balance and reduce employees' turn over.

Keywords: Work-Life Balance, Job Satisfaction, Stress, Working Environment, Long Working Hours, Work Load

The Impact of Technological Advancement Training On Employee's Performance

Amjed Ali
Muhammad Anas Ahmed
Syed Muhammad Maaz

Abstract

The purpose of this research is to study the impact of technological advancement training on employee's motivation and performance. This research paper was completed with help of researches available on databases and websites. Primary data has also been used in this paper to check the impact of technological advancement on employee performance. To obtain the primary data Questionnaires was distributed among different employees of organizations. SPSS software is utilized to analyze the employee responses and statistical regression technique is used to study the impact of technological advancement training on employee performance.

Findings: Total of 300 questionnaires was distributed among different organization and out of which 230 were completed and returned. After analyzing the data, we find that technological advancement training has significant impact on employee performance.

Recommendations: More research will be required on this theory “impact of technological advancement training on employee motivation”

Research Type: Quantitative Paper

Keywords: Technological Advancement, Training, Motivation, Employee Performance

Impact of Working Capital Management on Company Profitability

Adnan Hussain
Rana Muhammad Irfan
Kashif Ahmed

Abstract

Purpose: The main purpose of this research to testify the impact of working capital management on probability of the company. Because management of working capital is very important for continuous operational business.

Design/ Methodologies/ Approach: The research is based on secondary data collected from Indus Motor Company Limited register in Pakistan Stock Exchange Limited in automobile sector for the period from July 2005 to June 2019.

Originality: This research paper provides the explanation of the factors which enhance the company profitability with respect to working capital management. Use variable of return on assets ratio to measure the profitability of company and variables of account receivable turnover, account payable turnover, inventory turnover and current ratio as working capital management criteria.

Findings: With the help of this research company management can understand the current position of the company and if there is any lack in managing working capital, they will take corrective major and enhance their profitability.

Research Limitations: The study is based on secondary data that is obtained from the annual financial reports of Indus Motor Company Limited. The data taken for the analysis covers only a period of six years. The study covers only a single organization. Scope of study is limited to the secondary data collected from published annual financial reports

Results: Top level and middle level management enhance the profitability by minimizing the inventory and account receivable turnover ratios and by decreasing creditor turnover ratios and there is no effect of current ratio on company profitability.

Conclusion: The results indicate that through proper working capital management of the company can increase its profitability. This study will help automobile sector companies to manage working capital of the company and multiply their profitability.

Keywords: Working Capital, Profitability Management.

Impact of Behavioral Factor on Financial Decision Making

M. Shehroz Naeem
Hussain Barkat Ali

Abstract

Financial Decision making includes Decisions related to purchase of any Asset that will generate additional income for the company in Long Term. In Finance, Decision making process is complex, hence all are the related factors must be bringing into consideration in order to increase its outcome. Economic factors are not the only reason but Human Biases also have a great influence towards Decision Making. This research aims to explore and understand the impact of Human Behavioral factors (i.e. Over Confidence, Loss Aversion, Risk perception & Herding)

towards Financial Decision Making. The Importance of this Study can be understood by the fact that the concepts of Traditional Financial Theories are rare and therefore such study will increase the understanding towards this domain. To find out the results a Descriptive research was conducted in a Cross-Sectional manner. In total 250 Questionnaires were distributed as a tool for collection of Primary data from Various Brokerage Houses especially Karachi Stock Exchange (KSE) further Statistical software was used to check the reliability and validity of the data.

The results obtained after statistical testing showed that there is a significant impact of Human Behavioral Factors towards the Investment decisions of the Individual. Some recommendations are also provided at the end, for the Investors trading in any Financial Institution, which help them to increase their level of satisfaction.

Keywords: Behavioral Finance, Over Confidence, Herding, Loss Aversion, Risk Perception, Investment Decision making.

The Impact of Financial Ratio Analysis on Company: A Study on Kamran Traders

Muhammad Mohsin Irshad
Muhammad Huzaifa Tahir
Muhammad Ali

Abstract

Financial ratio analysis is important to the management, owner, customer, supplier, competitors, regulatory agencies each having their views in applying financial statement analysis in their evaluation and making judgment about the financial health of the organization. The purpose of this research is to know about the financial strength and weakness of Kamran traders through financial ratio analysis. Financial ratio is helpful for users of financial statement to develop insight into the financial performance of companies. This research paper the financial performance of Kamran traders with the help of calculating profitability ratio and liquidity ratio for the year 2012-2017 which is useful for company finance decision making. Secondary source has been using for data collection and get from financial reports of Kamran traders. The analysis of financial performance provides that the agencies are witnessing a lot of risk in the form of less profitability and liquidity issue meanwhile the sales of Kamran traders are continuously grown. Based on the finding, we recommend that the management should not make use of debt finance in the performance of their growth. The study also recommends that the creditors and purchase must be equal in order to take the advantage of credit facility and any discount associated with prompt payment of products to increase the corporate profitability, Management should utilize its assets efficiently in order to generate income for the company.

Keywords: Liquidity Ratio, Profitability Ratio, Kamran Traders.

The Impact of Sports Celebrity Endorsement on Consumer Buying Behavior: A Case of Sports Industry

Syed Asghar Mehdi
Syed Obaidullah

Abstract

Now a day everybody take interest in sports very much therefore to make them useful in marketing, sports celebrity endorsement concept emerges. The purpose of this study is to examine the relationship between sports celebrity endorsement and customer buying behavior. What preference

customer gives to the products or brands through advertisements in which sports celebrity is endorsed, also identified buyer's perception about the brand or product.

The current study will help to identify the how to make usefulness marketing through sports celebrity through which companies can enhance their product/brand name or companies' profitability. This study also evaluates the analysis & implications for both sports and marketing. This study is an exploratory study and for this data was collected from 50 student of KASBIT University. Data was collected with the help of surveys and was further analyzed with the help of Regression Analysis. The research concludes that celebrity endorsements could have an impact on the attitude towards the brand but it does not necessarily create motivations to purchase. The research will be a valuable addition in knowledge on the subject area.

Keywords: Sport Celebrity Endorsement, Customer's buying behavior, Brand Image.

Impact of Training & Development on Employee Performance in Habib Metropolitan Bank (Karachi)

Fasiha Nizam
Afsheen Taj
Hafiz Imtiaz Ali

Abstract

Training and development of human assets is a procedure wherein the workers of an association are motivated to secure and create specialized, administrative and social learning aptitudes and capacities. The purpose of this research would reveal the impact of Training & Development of Employees Performance in Habib Metropolitan Bank Karachi. The study will also contribute to enhance the importance of impact of training & development on employee's performance to achieve the organizational goals. Through training employees would be competent, knowledgeable & skillful. This paper is quantitative in nature & adopts descriptive research style having both primary & secondary data. Convenience sampling method will apply to collect the data through adopting a structured questionnaire. We will use five points Likert scale to measure the impact of training & development of banks employees. The sample size for this study will be 300. Regression & Correlation will apply to test the proposed alternative hypothesis. The findings will be shown that the factors of training & development have positive impact on employee's performance in Habib metropolitan bank Karachi. Our study would also suggest that HMB should conduct effective training & development programs for the existing & new employees that provide extensive support to increase their performance.

Keywords: Training & Development, Employee Performance, Knowledge, Competency, Skill & abilities.

Online Shopping Trends and Its Effects on Consumer Buying Behavior: A Case Study of Young Generation of Pakistan

Syed Mubashir Ali
Hafiz Muhammad Naveed

Abstract

The Internet has developed into a new distribution channel and online transactions are rapidly increasing. This has created need to understand how the consumer perceives online purchase. Our online shopping mall will use the internet as the sole method for selling goods to its consumers.

Shopping will be highly personalized and the mall will provide lower prices than most competitors. It is an online store that enables website owner to sell their product online. One of the most important problems in Pakistan consumers, mostly consumers are hesitating to give up exchanging our bank account online numbers due to fear of security problems. Mostly product's warranty policies not clear. Sometimes it's difficult to claim their product if found defect product. In this study carried out with primary data. The primary data was collected through structured questionnaire from samples of 225 respondents from the specified area. Due to e-commerce technology and consumer behavior need to develop marketing strategies that research out the consumers at moments that most influence on their decision. The results were tested using regression analysis under (SPSS 7.000). There is significant positive relationship between Independent variable and buying behavior towards online shopping.

Keywords: Trust / Convenience/ Time/ Product Variety / Privacy.

Impact of Working Environment on Employees Turnover of Dubai Islamic Bank Pakistan

Mahjabeen Khan

Abstract

There are two foremost parts, which play a vital role in an organization for raising the productivity, performance as well as profit, in which includes assets as well as employees but the banks of Pakistan are facing problematic issue of the turnover of employees. The research work has been done by many of the researchers but it was considerably important to elaborate the problem. The study was based to evaluate the factors in which includes job stress, abusive behavior which influence on the turnover intention of employees. A descriptive study is carried out using quantitative approach and cross-sectional design. The data is collected from a sample of 250 employees of bank but 220 are useful out of 250 questionnaires. The results were tested using regression analysis under (SPSS 19.0). The findings suggest that there will be a significant impact of working environment on the employee's turnover. The data which is gathered in the research is very much beneficial for the management of the banks in which employees are not satisfied with their jobs and want to leave to the bank.

Keywords: Job Stress, Abusive Supervision, Turnover Intention, Pakistan.

Impact of Training & Development on Employees Performance a Case Study on Bank Al-Habib.

Muhammad Shoaib Khan

Noor Zehra

Syeda Afreen Warsi

Abstract

In this modern area of extreme competition in the corporate world, it is difficult for any organization to keep themselves sustainable in front of their competitors, from previous research it was found that organization use trainings which are most crucial to increase the level of employee's performance. There are two sub variables of training and development one is on the job training and another is off the job training. The main purpose of this research is to identify the highest and lowest factor of training & development impacts on employee's performance, so that training & development department can understand the factors that influence employee's job performance and improve their training & development strategy to enhance employee's performance. This research is based on quantitative approach and the data was collected by using

Likert scale based on questionnaire, which comprises the questions about on the job training and off the job training to evaluate employee's performance in Bank Al-Habib. Respondent was selected by using convenience sampling. The primary data was collected through a survey from employees working in Bank Al- Habib. The target population was employees working in bank Al-Habib and a sample of **250** participants is considered and optimal sample used for this study. Training and development will be helpful for employees like sustainable position and stronger career life and it becomes capable of the organization growth. As opposed to inexperienced employees, skilled employees will perform better. The conclusion that we can drop, apart from that, Bank should develop an effectual communication network between their employees. This research will conduct on Bank AL-Habib in Karachi, Pakistan.

Keywords: Training & Development, employee performance, job knowledge, quality & quantity of work, functional skills, motivation.

Transformational Leadership's Impact on Employee Motivation at a Private Hospital in Karachi, Pakistan"

Asiya Zahid
Beenish Mansoor
Urooj Sheikh

Abstract

Leadership in an organization focuses on interacting with the employees and has large impact on the turnover rate of the Organization. It also helps to accomplish Organizational goals and objectives. Leaders motivate their subordinates, emphasizes on team work, works for employees, so that they are satisfied with their jobs and are more effective, efficient and productive for them organization. The motive of this research is to analyze the impact of transformational leadership's components that are: idealized influence, inspirational motivation, intellectual stimulation and individualized consideration on employee motivation. A descriptive study is carried out using quantitative approach and cross-sectional design. Sampling done utilizing primary data collected from 215 out of 250 questionnaires. Some of the remaining questionnaires were either not returned or returned with incomplete data. The results were tested using regression analysis under (SPSS 19.0). The findings suggest that there will be a positive impact of transformational leadership on employee's motivation. Leaders should consider their role in employee motivation as their improved relationship could play a lethal role in the success of their organization.

Keywords: Idealized Influence, Inspirational Motivation, Intellectual Stimulation, Individualized Consideration, Employee Motivation, Private Hospital.

Factors Influencing Impulsive Buying Behavior with the Moderating Role of Income

Faiza Mehtab
Adnan Ahmed

Abstract

The study is based on applied research in the area of (Karachi/Pakistan) in order to explore Effect of Factors (Store Environment, Product Display & Promotional Activity) on Impulsive Buying Behavior with Moderating Role of Income. Although there are several studies associated with the topic but the paper is unique as it is (based upon data from developing market of Pakistan where there is a severe lacking of these type of studies, Data has been collected through secondary authentic sources and indicate Effect of Factors (Store Environment, Product Display & Promotional Activity) on Impulsive Buying Behavior with Moderating Role of Income. Therefore,

it is legitimate to consider the study as one of the pervasive in nature as the study is potent in increase of knowledge in the area of business as well as academia. Although the study is supplemented with some limitation as the data collected from developing country like Pakistan is not coherent with the other economies although the value of paper has not been overshadowed and this can be used for applicative reasoning. The sample size for the study is of 200 and AMOS, SEM, CFA, SPSS & SMART PLS software has been used for the purpose of data analysis and the major reason for the application of the software is theory building approach associated with the study. Although the paper is supported by descriptive as well as inferential analysis in order to make findings of the study potent and reliable enough. The use of the software indicated that there is a relationship between major IVs (Store Environment, Product Display & Promotional Activity), Moderating Role of Income & Dv of the study Impulsive Buying Behavior and thus the result is prevalent in identifying the relationship between the variables (Store Environment, Product Display & Promotional Activity with the Moderating Role of Income on Impulsive Buying Behavior)

Keywords: Store Environment, Product Display, Promotional Activity, Impulsive Buying Behavior, Income.

The Mediating Effect of Work Motivation on the Influence of Job Design and Organizational Culture Against HR Performance

Khadija Sajjad

Abstract

This research aims to study the mediating effect of work motivation on the influence of job design and organizational culture as an independent variable against human resource performance as a dependent variable. Further the study also extends that a person's skill level is judged to be insufficient to complete a task without a clear understanding of the work to be performed and how to do it. The model selected also taken and introduce leadership as a new independent variable in our model because the researcher has recommended to further research on it, also I feel like leadership is the most important above all because a good leadership can lead a better organization. I now as a researcher have taken information from various departments of human resource management to verify our model and new variable as an independent variable. Our audiences are employees both male and female working in different organizations both public and private sectors of Karachi who needs work motivation through a good organization culture and a better leadership. The data has been analyzed through SEM (structural equation modeling). This research paper has practical implications in organizations through which they can adopt leadership practices which motivates their employees and results in improved human resource performance and derive better results for the organization. Further research recommendations are to apply this model on other industries.

Keywords: Work Design, Organizational Culture, Leadership, Work Motivation, Human Resource Performances, Employee Motivation

The Effect of Knowledge Management and Entrepreneurial Orientation on Organization Performance

Liaquat Ali Rahoo
Muhammad Waqas Nazeer Arain
Muhammad Ali Khan Nagar

Abstract

The aim of the paper was to examine the effect of knowledge management processes and international entrepreneurship orientations on organization performance. A questionnaire that targeted 220 respondents resulted in 203 useable ones with a response rate of 92.26 percent. To test the research hypothesis, a multiple regression analysis was conducted, in addition to descriptive statistics that provides a background about the respondents. Analysis highlighted that both knowledge management process and international entrepreneurship orientations have positive effect on organization performance in banks. It is the primary investigation that studied the effect of knowledge management process and entrepreneurial orientations on organization performance. **Keywords:** Organization Performance, International Entrepreneurship, International Entrepreneurship Orientation, Knowledge Management, Knowledge Management Processes.

Intention to Adopt Green Products (Environmental Friendly Polythene Bags) Of FMCG Offered by Lucky one Mall

Yawar Yaseen

Abstract

Main objective of this research paper was to investigate the factors that are affecting consumer purchase of green products. It is very important to protect our environment while satisfying the needs of consumers with an ever-increasing variety of products and services. In order to guarantee a sustainable economic growth and protect the environment, many consumers and producers realized the importance of environmentally sensitive marketing efforts. In order to realize the potential benefits of green marketing efforts, it is important to understand which factors affect the consumers' purchasing behavior of green products. Green marketing is releasing eco-friendly products, which satisfy the requirements and the needs of consumers, into the market. Due to consumer consciousness that has increased in recent years, the demand for eco-friendly products is high. The result is concluded that the major impact on buying pattern for green products was due to functional value, social value, epistemic value, emotional value, conditional value and religious value that may affect the green products environmental friendly polythene bags. **Keywords:** Green Products, Green Marketing, Green Purchasing Behavior.



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