



KASBIT

RESEARCH CONFERENCE

2018

Abstract Book

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KASBIT RESEARCH CONFERENCE 2018

Socio-Economic Trends in the Business Environment: Challenges & Opportunities

In collaboration With

Benazir Bhutto Shaheed University Lyari Karachi

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Institute of Health & Business Management and Social Sciences

ORGANIZING COMMITTEE

- Prof. (Meritorious) Dr. Abuzar Wajidi Director, IOHBMSS
- Professor. Dr. Akhtar Baloch, Vice Chancellor, BBSUL
- Professor. Syed Karamatullah Hussainy Director, KASBIT
- Prof. Dr. Ahsanaullah, Conference Secretary
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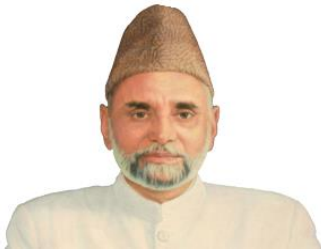
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- Mr. Kamran Azeem
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- Ms Nazia Sultana
- Mr. Amjad Ali

Coordination Committee

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- Mr. Umair Tariq
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KHADIM ALI SHAH BUKHARI INSTITUTE OF TECHNOLOGY



Khadim Ali Shah Bukhari's (Late)
Founder of KASBIT



Syed KaramatUllah Hussainy
Director of KASBIT

THE HISTORY OF KASBIT

KASBIT Private Limited is the parent body of KASB Private Limited that was established in September 1999, through Registration with Securities & Exchange Commission of Pakistan, Government of Pakistan. It is the first Private Sector Institute of Higher Education that was registered as a corporate hot bride body. Since its inception, KASBIT has achieved many a milestones that advocate its high standard, excellence and quality recognition.

VISION

Promoting excellence in education through holistic, transformative and innovative learning to develop entrepreneurial innovators, responsible leader and change masters.

MISSION

To cultivate value-based growth by leveraging on high quality research, fostering the spirit of national development, promoting creativity and encouraging entrepreneurship.

DIRECTOR'S MESSAGE

It is with greatest humility and firm determination that I have taken the challenge to accept the responsibility as the Director of KASBIT – one of the leading business institutes that hold the top most accreditation for higher

education in Pakistan. Working for an academic institution where ample opportunity exists to explore the world of business with an intellectual team that has an inclination to grow with a futuristic and research oriented approach. The academic environment at KASBIT fosters entrepreneurial skills and challenges existing paradigms. It enables to nurture academic excellence and present opportunities and support to faculty to excel their intellectual pursuits and build upon an environment which is highly competitive and academic where all the modern day facilities exist that not only support learning but also motivate individuals to involve themselves in academic quest of the highest standards.

With its strong enterprising support base KASBIT in a very short time span has gained recognition in an elite panel of higher education institutions offering business education from undergraduate to Post Graduate level programs. It gives me great pride in the fact that KASBIT is motivated to transcend the

global perspective in favor of Pakistan by training business professionals professionally. We at KASBIT believe in bringing the best out of our students through all facets of development encompassing curricular, co-curricular and extracurricular activities to add value to our graduates. I ensure prospective students a highly rewarding stay and a prosperous future with and through KASBIT.

BENAZIR BHUTTO SHAHEED UNIVERSITY LYARI



VISION

To produce Graduates and Post-Graduates in different faculties to cater to the requirements of the market for socio economic development of the country.

MISSION

To provide quality and state of art Education to the Students in the prescribed area of Business Administration, Computer Science and Applied Sciences in order to make them outstanding professionals and better human beings so that they become capable of contributing effectively and amicably towards national development.



VALUE

Creativity, proficiency and quality, based on national as well as international standards and professional Integrity.

Prof: Dr. Akhtar Baloch
Vice-Chancellor
Benazir Bhutto Shaheed
University Lyari Karachi,
Sindh Pakistan

It is a matter of great pride for me that Allah, most beneficent and merciful provided me opportunity to serve Benazir Bhutto Shaheed University, Lyari, Karachi Sindh Pakistan as Vice-Chancellor.

My message to the students is that, "There is no shortcut to success. You should set your realistic personal, academic and social goals and then put all your talents and capabilities to achieve these goals". I would advise teachers that they should devote their energies in cultivating knowledge, values and skills among the students. In accepting appointment for the teaching profession, they signed a latent precious contract with Allah to produce good and tolerant human beings, prepare citizens to face life challenges and enable them to be useful for their family, community and country. Parents would be better advised to fulfill their duty towards their children because children are their hope and ultimate responsibility. They should take interest in their studies and activities.

I wish all the best for the University, its faculty, staff and management in coming years. I wish students would prove themselves to be hard-working and sincere in their studies to be worthy of the parental and University expectations and put all their efforts for the betterment of their quality of life and living.

INSTITUTE OF HEALTH AND BUSINESS MANAGEMENT & SOCIAL SCIENCES (IOHBMSS)



Welcoming to the new comers (admission 2016) to the Institute of Health & Business Management, Jinnah Sindh Medical University, selecting an Institute for pursuing higher education (BBA, MBA, EMBA/ /MBA in Hospital & Health Care Management) is an important decision and it will have a long lasting impact on your education development at higher level. Institute of Health & Business Management (IOHBM), you will find an environment that offers an excellent blend of tradition and modernity. This institute is committed for providing you a rewarding

educational experience which is the hallmark of the Institute. It will also provide an opportunity to display your ability and competency when you will become the part of your professional life. Institute of Health & Business Management where values are important, which individuals matter. The Institute has its mission and vision and is committed to accomplish these. The information's provided in the prospectus, will enable you to choose your area of specialization for your career development.



Prof. (Meritorious) Dr. Abuzar Wajidi
Director, Institute of Health & Business
Management

The objective of the program is to prepare the students as a future manager and enabling them to responding the challenges being confronted by the public & private business organizations in maintaining good governance.

I congratulate to Prof. Dr. Syed Muhammad Tariq Rafi a visionary Vice-Chancellor who has undertaken a painstaking task by establishing a new Institute of Health & Business Management, which will benefit to the masses and generation of Pakistan.

VISION

Our vision is to be the nation's leading public school of Health and Business management which Can house curricula for both fields and provide interdisciplinary learning opportunities to Management and health care professionals.

MISSION

Our mission is to:

- The program's mission is to develop and groom top class management professionals with in-depth knowledge and competencies suited to the various organizations in the Management/ healthcare field globally.
- To develop outstanding leaders, skilled in both medicine and management professional, to take positions of influence through which they will contribute substantially to the management/health and well-being of individuals and society.
- Imparting best learning opportunities to the students in the field of management.

- To produce quality managers/professionals/leaders for public and private business organizations as well as for hospitals.
- Developing leadership and expertise, in health care education.

GOALS

- To be recognized as the leading academic institution with expanding and diversifying Multi-disciplinary curricula for the development and advancement of medical
- Students/ practitioners in the discipline of management sciences.
- To create awareness of management's know-how among the students.
- Orientate the participants with the basic management knowledge concepts and principles among the students and its relevance with health care management.
- Understand and analyze good governance at local, national and global level.
- Develop the skills to appear as a manager, team leader, policy planner, programmer and Development related program.
- To create better understanding with the research methodology and techniques.
- To generate the avenue of the revenue to ease the burden of the government.

***Theme: Socio-Economic Trends in the Business Environment:
Challenges & Opportunities***

In collaboration With

Benazir Bhutto Shaheed University Lyari

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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
10:30-10:40	Address by Dr. Abdul Kabeer Kazi Dean, KASBIT
10:40- 10:50	Address by Prof. (Meritorious) Dr. Abuzar Wajidi, Director, Institute of Health & Business Management and Social Sciences, Jinnah Sindh Medical University
10:50-11:05	Address by Prof. Dr. Akhtar Baloch Vice Chancellor, Benazir Bhutto Shaheed University Lyari. Karachi
11:05 -11:20	Inaugural Address by the Chief Guest Mr. Arif Ali Shah Bukhari Chancellor Khadim Ali Shah Bukhari Institute of Technology
11:20 - 11:30	Address by Prof. Syed Karamatullah Hussainy Director Khadim Ali Shah Bukhari Institute of Technology

The Program will be hosted by Ms. Nimra Sani

11:30-12:00	Tea Break
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DAY 01 BREAKUP (4th December, 2018)

12:00-12:20	Thematic Session 01	Dr. Irfan Hameed	Contemporary Research Styles
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Parallel Sessions 01 12:30-1:45

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-18001	Perspective Of Digital Currencies In Islamic Banking.	12:30-12:40	Room 1	Chair: Dr. Asif Mansure Co-Chair: Mr. Rais Ahmed
Ammar Akhter Khan				
KRC-18002	The Impacts of informal mentoring on the effectiveness of protégé in Academic sector.	12:40-12:50		
Syeda Ayesha				
Maryam Ashraf				
Shehroze Malik				
KRC-18003	Effective contents of strategic planning on creating effectiveness in the Banking Sector.	12:50-01:00		
Samra Fatimi				
Shariqa shakeel				
Aqib Zaman				
KRC-18004	The impact of work discrimination (with the moderation effect) on employee performance in organizational sector in Karachi Pakistan.	01:00-01:10		
Sarim Malik				
Osama Ahad				
Osama jameel				
KRC-18005	Factors influencing recruitment and selection in Banking sector.	01:10-01:20		
Muhammad Arif Akhtar				
Esha Amir				
Yamsha Akbar				
KRC-18006	The Impact of Transactional and Transformational Leadership style on Innovation.	01:20-01:30		
Sualeha Moin				
Anum Neak Ali				
	Concluding Remarks	1:30-1:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-18007	Effects of corporate social responsibility and internal marketing with organizational commitment, turnover intentions & job satisfaction.	12:30-12:40	Room 2	Chair: Dr. Shelina Bhamani Co-Chair: Mr. Raghob Zafar
Neha Khan				
KRC-18008	Effects of performance appraisal on retaining talent and job satisfaction with in the Islamic banking sectors of Pakistan	12:40-12:50		
Remsha Khan				
Faizan Shahid				
KRC-18009	Green Marketing: a strategic balancing act for creating value; a qualitative inquiry.	12:50-01:00		
Kanwal Durrani				
Najam Us Saqib				
KRC-180010	Effects of brand association, brand loyalty, brand awareness, corporate social responsibility and brand image on brand equity.	01:00-01:10		
Umair Atta Ullah				
KRC-180011	The Role of Trust On Brand Loyalty and Brand Equity.	01:10-01:20		
Shazia rehmat				
Syed Faaiz				
Aiman Qureshi				
KRC-180012	Customer involvement in product development.	01:20-01:30		
Usman Abbasi				
Fahad Batavia				
	Concluding Remarks	1:30-1:45		

Sr. No /Participants	Particulars	Time	Venue	Officials		
KRC-180013	Does Work Engagement enhance general well-being and control at work? Mediating role of Psychological capital.	12:30-12:40	Room 1			
Aqeel Anwar Muhammad Zeeshan						
KRC-180014	The mediating effect of work motivation on the influence of job design and organizational culture against HR performance.	12:40-12:50				
Ayaz Khan Arsalan Khan Salman Sadruddin						
KRC-180015					Impact of succession planning in enhancing the psychology with mediating of talent management and knowledge management.	12:50-01:00
Aarzo Waseem Syed Muhammad Hamza						
KRC-180016	The Effect of CSR as A Mediating Factor Between Green Human Resource Management and Jop Pursuit Intention Specifically in Manufacturing Sector of Karachi Pakistan.	01:00-01:10				
Dua Siddiqui Fiza Hayat Ozair Israr						
KRC-180017					Effects of training and development on job satisfaction with mediation of transfer of training with moderator gender.	01:10-01:20
Suzaina Saeed Fatima Laraib						
	Concluding Remarks	1:20-1:35				

01:45-03:00	Namaz & Lunch Break
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03:00-03:20	Thematic Session 02	Dr. Zaki Rashdi	Climate change and environmental Challenges
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Parallel Sessions02 03:30-04:45

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-180018	Need for Touch a two-way communication in E-e-commerce.	03:30-03:40	Room 1	Chair: Dr. Abdul Kabeer Kazi Co-Chair: Mr. Faisal Sultan
Hassaan Jawed Saad Alam Naseer				
KRC-180019	A Study of the Impact of Social Media on Consumer.	03:40-03:50		
Muhammad Rehan Moazzam Khan				
KRC-180020	Exploring the effects of celebrity endorsement in electronic media advertisements on purchasing behavior of Karachi.	03:50-04:00		
Muhammad Wajahat Muhammad Ashir Sheikh				
KRC-180021	The impact of unethical selling on consumer loyalty to purchase intention of Electronics.	04:00-04:10		
Bilal Ansari Sharooz Ilyaz				
KRC-180022	Effects of Data Mining & Data Theft on Social Media User Privacy, Security & Social Media Marketing In Pakistan.	04:10-04:20		
Ashraf Ali Hassaan Ahmed				
KRC-180023	Impact of investigating the prevention measures to counter counterfeit Products.	04:20-04:30		
Syed Hussain Adil Danish Ali				
	Concluding Remarks	04:30-04:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-180024	Examining the impact of on the job training on talent retention with the mediation of transfer of training” with in the HEC Business private sectors of Pakistan.	03:30-03:40	Room 2	Chair: Dr. Nawaz Ahmed Co-Chair: Mr. Firasat Hussain
Syed Shahrukh Shah Asif Ahmed				
KRC-180025	Influence of organizational rewards on organizational commitment and turnover intentions.	03:40-03:50		
Kamran Mehmood Muhammad Talib Khan				
KRC-180026	Brand trust and image: effects on customer satisfaction.	03:50-04:00		
Syeda Jaazba Zehra Uroosa Arshad				
KRC-180027	Dimensions of brand communication, brand image and brand trust as antecedents of brand loyalty.	04:00-04:10		
Osama Bin Ahsan				
KRC-180028	Functional and Risk Factor Affecting On Purchase Intension.	04:10-04:20		
Muhammad Waqas Sabir				
KRC-180029	Impact of brand image on consumer buying behavior on (Smart Phone’s) and Cellular companies.	04:20-04:30		
Hiba Siraj				
Syed Abdul Rauf				
Yasir Shah				
	Concluding Remarks	04:30-04:45		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-180030	Impact of Networking on Faculty Performances: Survey of Karachi Based Degree Awarding Business Management Institutes	03:30-03:40	Room 3	Chair: Dr. Riaz Hussain Soomro Co-Chair: Mr. Israr Ahmed
Faryal Fahim Dr. Faraz Ahmed Wajidi Eruj Rehan				
KRC-180031				
Sanam Iqbal Muhammad Raghob Zafar Rais Ahmed				
KRC-180032	The Impact of Nepotism On Job Satisfaction by The Mediating Role of Job Stress.	03:50-04:00		
Sarah Asif Adnan Ahmed				
KRC-180033	Effectiveness of Technological Advancement On Employees Performance with Moderation of Gender and Mediation of Employees Commitment in Tech. Oriented Organizations of Karachi, Pakistan.	04:00-04:10		
Wajeeha Saleem Batool Fatima Qazalbash Shahbaz Khan				
KRC-180034				
Arshad Khan Hafiz Muhammaed Sharif				
KRC-180035	Impact of ethical leadership on employee performance with organizational citizenship behavior.	04:20-04:30		
Faiza Mehtab Muhammad Abdul Rehan				
	Concluding Remarks	04:30-04:45		

05:00-05:15	Tea Break
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DAY 02 BREAK UP (5th December, 2018)

08:30-9:30	Registration Desk Open
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9:30-9:50	Thematic Session 03	Dr. Zubair Ali Shahid	Global Business
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Parallel Sessions 01 10:00-11:30

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-170036	"Impact of technology on Banking Sector service delivery A case study of banking sector of Pakistan by using Importance/performance grid"	10:00-10:10	Room 1	Chair: Dr. Agha Amad Nabi Co-Chair: Mr. Usama Iqbal
Hassan Raza				
KRC-170037	Influence of Pester Power On Parents Buying Decision (For FMCG Products in Pakistan)	10:10-10:20		
Hadiqa Riaz				
Hassaan Ahmed				
Mudassir Hussain				
KRC-170038	"Impact of Store Environment on Impulse Buying (A case of International Modern Trade Retailers in Karachi)."	10:20-10:30		
Hassaan Ahmed				
Hadiqa Riaz				
KRC-170039	The impact of employee wellbeing, CSR and enhance HR practices on organization performance.	10:30-10:40		
Ansiya Samad				
KRC-170040	Authentic leadership, employees' turnover and employee work engagement.	10:40-10:50		
Filza Asif				
KRC-170041	Relationship between perceived organizational support, organizational career management, organization commitment to job satisfaction; role of trust as moderator.	10:50-11:00		
Saeed Ur Rehman				
	Concluding Remarks	11:00-11:30		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-170042	Imperatives of Gwadar Sea Port and Kashgar Economic Zone for Pakistan and China.	10:00-10:10	Room 2	Chair: Dr. Asif Uddin Co-Chair: Ms. Nousheen Abbas Naqvi
Rehanna Channa				
Dr. Cheng Qian				
Sajida Channa				
Sarfaraz Channa				
KRC-170043	Impact of social marketing on consumer buying behavior.	10:10-10:20		
Rimsha Khan				
M.Abdullah Aslam				
KRC-170044	Brand Innovativeness Affect Brand Loyalty.	10:20-10:30		
Neha Nadeem				
Ramsha Idrees Patel				
Noor-Ul-Ain Usman				
KRC-170045	Customer Brand Engagement Behavior in Online Brand Communities.	10:30-10:40		
Hamza Shahid				
Arqam Iqbal				
KRC-170046	Influences on Free Sample Usage within the Luxury Cosmetic Market.	10:40-10:50		
Rushna Ishaq				
Khadija Sajjad				
KRC-170047	E-Government Identification To Accomplish Sustainable Development Goals (UN 2030 Agenda). A Case Study of Pakistan.	10:50-11:00		
Kashif Rehman				
Asif Ali Shah				
Khalil Ahmed				
	Concluding Remarks	11:00-11:30		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-170048	Entrepreneurship: An Opportunity for Human Capital Development in Pakistan.	10:00-10:10	Room 3	Chair: Dr. Sayma Zia Co-Chair: Mr. Abdullah Khan
Mahwesh Jabeen				
Ali Raza Qureshi Dr.Saima Akhtar				
KRC-170049	Hr Practices and Job Performance; Special focus on Psychological Well Being as mediator.	10:10-10:20		
Hamna Azhari				
KRC-170050	Workforce diversity and organization performance; moderation of team size.	10:20-10:30		
Ali Rizwan Hyder Ali				
KRC-170051	Conflict in work relations; the role of conflict management style.	10:30-10:40		
Umar Tanveer Khan				
Mursaleen Ahmed Hamza Khalid				
KRC-170052	Impact of Human Resource Practices on Employee Engagement: With The Mediating Role of Co-Worker Relation at Work.	10:40-10:50		
Jonathan. Simon. Francis Donald Davies				
KRC-170053	Attributes of on the job training impacting the employee commitment with the mediation effect of job satisfaction and transfer of training in conventional banking sectors of Pakistan.	10:50-11:00		
Zainab Akram Areeb Ilyas				
	Concluding Remarks	11:00-11:30		

11:30-12:00	Tea Break
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12:00-12:20	Thematic Session 04	Mr. Tariq Khan Javed	Microfinancing
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Parallel Sessions02 12:30-02:00

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-180054	Job Stress, Job Performance and turnover intention among hospital nurses of Karachi	12:30-12:40	Room 1	Chair: Dr. Usman Aleem Co-Chair: Ms. Sanam Iqbal
Dr. Tasneem				
KRC-180055	Relationship between employee skills and job performance mediation with emotional intelligence.	12:40-12:50		
Zuhair uddin hashmami Ashfaq arbani				
KRC-180056	The Impact Of Workforce Diversity On Employee Performance With The Mediation Of On Job Training In Banking Sector Of Pakistan.	12:50-01:00		
Anum Rukhsar Tooba Khan				
KRC-180057	The Impact Of Emotional Culture And Psychological Capital On Employee Relationship Management.	01:00-1:10		
Sarosh khatri Imran rind				
KRC-180058	The Impact of Talent Management on Organizational Performance with the Mediation of Competitive Advantage through HR Practices.	01:10-01:20		
Rida Jahangir				
KRC-180059	Agricultural Startup influences the economic growth of Pakistan.	01:20-01:30		
Muhammad Waqas Nazir				
Farwa Naqvi Syed Ali Raza Zaidi				
	Concluding Remarks	01:30-02:00		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-180060	Influence of Leadership Behavior on the Organizational Commitment and Job Satisfaction among Public Sector Managers of Pakistan: An Empirical Approach.	12:30-12:40	Room 2	Chair: Dr. Adnan Bashir Co-Chair: Mr. Shahid Khan
Dr. Bahadur Ali				
Professor Dr. Naimatullah Shah				
Manzoor Ahmed Shahnawaz Mangi				
KRC-180061	The effect of knowledge management practices on organizational performance, a case study on Pakistani FMCGs industry.	12:40-12:50		
Ali Raza Zaidi Muhammad Waqas Nazir				
KRC-180062	Analysis of extrinsic and intrinsic compensation as factor of attraction for graduating students in business administration.	12:50-01:00		
Fatima Wajiha Asif Aslam Gill				
KRC-180063	Factors affecting employee empowerment and satisfying the job.	01:00-1:10		
Muhammad Hasan Fahad Hassan Khan Sherry Butt				
KRC-180064			General Well Being among Graduate and Undergraduate Students of Business Institute, Karachi; Retrospective Cross Sectional Study	01:10-01:20
Maryam Moula Bakhsh Tasmia Abeer				
KRC-180065	The Effects of corporate social responsibility & transformational leadership on purchase intention with a mediating effects of corporate image.	01:20-01:30		
Bina Tariq				
	Concluding Remarks	01:30-02:00		

Sr. No /Participants	Particulars	Time	Venue	Officials		
KRC-180066	Fake-love: brand love for counterfeits.	12:30-12:40	Room 3	Chair: Dr. Munawar Pahi Co-Chair: Mr. Umair Ahmed Jalali		
Waqar Ali Soomro Abdullah Saleem Waqar Younus						
KRC-180067					Growing Debt Activism: Profitability of Cement Companies listed in PSX.	12:40-12:50
Muhammad Faizan Rafiq Umair Baig Javed Hussain						
KRC-180068	How does word of mouth Affect customer satisfaction?	12:50-01:00				
Adeena Irfan Muhammad Sirboulnd Khan Salman Baloch						
KRC-180069	Impact of smart packaging and evaluating its understanding effect upon selling analysis with the mediation of consumer motivation in the fresh food items.	01:00-01:10				
Fouzia Shafiq						
KRC-180070	Diversity Concerns between China and Pakistan and Its Impact on CPEC Success and Sustainability.	01:10-01:20				
Faiza Siddiqui						
KRC-180071	The Effect of Celebrity Endorsement and Price Promotion on Purchase Intention of Consumers with the mediation of Brand Loyalty. A study on KASBIT	01:20-01:30				
Amna Taimuri						
	Concluding Remarks	01:30-02:00				

02:00-3:00	Namaz & Lunch Break
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3:00-3:20	Thematic Session 05	Ms Talea Zafar	Human Capital Development
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Parallel Sessions 03 03:30-04:45

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-180072	Promoting CSR Activities for Brands Propagation & Advertisements.	03:30-03:40	Room 1	Chair: Prof. Dr. Sajida Parveen Co-Chair: Ms. Sahar Khan
Kamran Jawaid				
Umair Baig				
KRC-180073	Impact of Emotional Ads, Online Ads and Repetition Ads on Consumer buying behavior on z generation – A study on Tapal tea brand.	03:40-03:50		
Ahsan khan				
Komal Abbasi	Relative effects of perceived internal and external pay equity on employee productivity with the mediation of organizational commitment.	03:50-04:00		
KRC-180074				
Yumnah Younas	The impact of digital media marketing on the growth of textile industry of Pakistan.	04:00-04:10		
KRC-180075				
Tooba Tanveer				
Fareena Latif				
Amnah Hassan	The impact of advertising strategies on cognitive and behavioral component with the moderation of gender.	04:10-04:20		
KRC-180076				
Ghulam Sarwar Baloch				
Sheraz Ahmed Shaikh	Concluding Remarks	04:20-04:40		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-180077	Determinants of Financial Leverage and Its Influences On Chemical Sector in Pakistan.	03:30-03:40	Room 2	Chair: Dr. Rizwan Raheem Ahmed Co-Chair: Mr. Ali Raza
Ahsan Adhia				
Umair Baig				
Faisal Majid	The impact of granting conviction on employee creativity.	03:40-03:50		
KRC-180078				
Taha Ahmad	Empowering leadership, career self-efficacy and career satisfaction.	03:50-04:00		
KRC-180079				
Taha Jawed	Relationship between goals, conflicts and satisfaction.	04:00-04:10		
KRC-180080				
Abdul Samad Asif				
Anas Hafeez	The Impact of job satisfaction, self-efficacy and retention on transfer of training: the mediating role of motivation to transfer.	04:10-04:20		
KRC-180081				
Uzma Rizvi	Concluding Remarks	04:20-04:40		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-180082 Maryam Mallick	Exploring antecedents and outcomes of job crafting, Indication from Pakistan International Airline.	03:30-03:40	Room 3	Chair: Dr. Faraz Ahmed Wajidi Co-Chair: Mr. Muhammad Masood Mir
KRC-180083 Tooba irfan Misha siddiqui Ayesha Irfan	Components of compensation impacting the talented applicants of higher education Sectors of Karachi Pakistan.	03:40-03:50		
KRC-180084 Tehreem Munshi Hafiza Tuba Hassan	Effective ways of evaluating, selecting for acquiring talent.	03:50-04:00		
KRC-180085 Salman Pyarali Muhammad Hassam Rizvi	Reasons of Employee Absenteeism and Their Influence On Employee Performance with the Mediation of Psychological Ownership.	04:00-04:10		
KRC-180086 Khadija Haroon Nabeel Ahmed Omer Asif	Effects of supportive work environment and career development on employee retention.	04:10-04:20		
	Concluding Remarks	04:20-04:40		

04:40-05:00	Tea Break
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DAY 03 BREAK UP (6th December, 2018)

08:30-9:00	Registration Desk Open
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9:00-9:20	Thematic Session 06	Dr. Tariq Jalees	d
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Parallel Sessions 09:30-10:45

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-180087	The Impact of Employee Career Development on Organizational Performance with the mediation of Employee Attraction” with in the Banking Sectors of Karachi Pakistan.	09:30-09:40	Room 1	Chair: Dr. Syed Hasnain Alam Kazmi Co-Chair: Mr. Hyder Ali
Umer Aziz				
Asad Abdy				
KRC-180088	Impact of diversity on innovation and creativity at workplace.	09:40-09:50		
Maheen				
Khair Un Nisa				
KRC-180089	Effectiveness of on job training on having talent management with mediation of motivation (research based on education sector and organization).	09:50-10:00		
Sehar Razzaq				
Babar jaan				
KRC-180090	Transformational leadership style impacting talent retention through psychological ownership and job satisfaction.	10:00-10:10		
Aamir Kasani				
Noor-e-Hira				
KRC-180091	How Proactive Employees Influence Their Well Being.	10:10-10:20		
Umaima Bilal				
Ayesha Nasir				
Shahrez Shad				
	Concluding Remarks	10:20-10:40		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-180092	"Energy Crises Management: PESTLE Barriers in Nuclear based Electricity Generation in Pakistan."	09:30-09:40	Room 2	Chair: Dr. Samiuddin Dr. Sanober Salman Co-Chair: Mr. Muhammad Omer
Nayeem ul Hassan Ansari				
Prof. Dr. Anwer Irshad Burney				
H.M.Aamir Anis				
KRC-180093	Hijab Fashion Consumption and Fashion Consciousness.	09:40-09:50		
Tayyaib Munir				
Mehrullah Jamali				
KRC-180094	Compensation Impact On Employee Performance With Mediation Of Motivation And Moderator Of Gender.	09:50-10:00		
Karim Arbani				
Muhammad Owais Samad				
KRC-180095	Factor of organization support and employee performance with the mediation of positive attitude and motivation.	10:00-10:10		
Aqib Raza				
Arsalan Rabbani				
KRC-180096	Into the drivers of innovation adoption.	10:10-10:20		
Wajiha Shaikh				
Muhammad Hamza				
	Concluding Remarks	10:20-10:40		

Sr. No /Participants	Particulars	Time	Venue	Officials
KRC-180097	Need Of Designing Specialized Service Oriented Architecture (SSOA) That Will Align The Complex Business Processes By Using Multi-Agent Systems In E-Banking.	09:30-09:40	Room 3	Chair: Prof. Dr. Syed Manzoor Ahmed Co-Chair: Mr. Hafiz Muhammad Sharif
Muhammad Naeem Thebo Manoj Kumar				
KRC-180098	Consequences of Relationship Conflicts and Job Burnout as Mediator.	09:40-09:50		
Madeeha Yousuf Alina Ansari				
KRC-180099	Impact of Behavioral and Personality Factors on Investment Intentions.	09:50-10:00		
Daniyal Iftikhar				
KRC-1800100	Effects of compliance on logistics with mediation of innovation in the logistic industries of Pakistan.	10:00-10:10		
Tajammal Hussain Rimsha Syed				
KRC-1800101				
Ussama Asad Muhammad Rizwan Rashid				
	Concluding Remarks	10:20-10:40		

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	Conference Co-Chairman Address Prof. Dr. Akhtar Baloch Vice Chancellor, Benazir Bhutto Shaheed University Lyari Karachi.
11:00-11:10	Address by the Chief Guest Prof. Dr. Tariq Rafi Vice Chancellor (Jinnah Sindh Medical University)
11:10-11:15	Concluding Remarks by Prof. Syed Karamatullah Hussainy Director Khadim Ali Shah Bukahri Institute of Technology
11:15-11:20	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 Ms. Nimra Sani

12:20 pm	Tea Break
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Perspective of Digital Currencies in Islamic Banking

Ammar Akhter khan

Abstract

This paper would be able to analyze digital currencies like bitcoin etc. with Islamic banking perspective. Virtual currencies might disobey various conventional banking methods but these could be utilized in an effective manner especially when Islamic banking is concerned, if backed with a reference material like Gold. Furthermore, digital currencies can also be used to support the social benefits for people on the basis of maslahah that is a core part of Islamic banking when it is differentiated with conventional banking methods. Since, the conventional banking method does not support the idea of social welfare, can make poor more poor and rich wealthier then digital currencies could be successfully used for risk sharing rather than risk-shifting methods. The conventional banking supports the fiat money that supports the idea of “Riba” that is strictly prohibited in Islam and side by side it also opposes the system of digital currencies because it has no control over it. Therefore, it could be concluded that in order to nullify the effect of conventional banking and to counterattack the idea of “Riba-based” system, digital currencies within Islamic banking could be effectively utilized as a medium of exchange for transactions in future, after making some exceptions. It might also help Islamic banking to fully strengthen its roots over the conventional method of banking and in future if Islamic banking has enough resources than it could also function without any help of conventional banking by providing some control over digital currencies.

Keywords: Digital currencies, Islamic banking, Riba-based system.

The Impacts of Informal Mentoring on the Effectiveness of Protégé in Academic Sector

Syeda Ayesha
Maryam Ashraf & Shehroze Malik

Abstract

The purpose of this paper is to identify the protégé effectiveness through informal mentoring factors of peer mentoring, altruism and organizational culture from undergraduate students. As previous researches was about the formal and informal mentoring and its effectiveness on mentees, there were less research about informal mentoring and its impacts on the students’ career development. However, it has been proven that informal mentoring is more effective than formal mentoring so this study showed which factors highly influence in informal mentoring. This paper is based on quantitative research and data collected by close-ended questionnaires based on five point likert-scales from the undergraduate students of BBA and MBA through simple random technique, and software which have used in study was SPSS. This study is informal mentoring impacts on protégé career and effectiveness. however, recent researches was on B.com students with small sample size, so this research filled this gap and studied in the context of private University Karachi, Pakistan. Latter it can be effective in other educational sector as well, because informal mentoring is a process which does not need a formal structure to follow. This study has chosen three factors and tested its direct impacts on protégé effectiveness which showed the positive relations between them but for further, researches could be tested with relations or faculty roles in educational sector and on the novice employees in the

organization as well, there are many other attributes like attachment styles, abilities and willingness could be explored in Asian countries.

Keywords: Altruism, organizational culture, peer mentoring, protégé effectiveness.

Effective Contents Of Strategic Planning On Creating Effectiveness In The Organization

Samra Fatimi
Aqib Zaman
Shariqa Shakeel

Abstract

The purpose of this study is to find out the impact of strategic planning on creating effectiveness in the organization that how strategic planning provides a clear vision of organization. In this study the researcher finds out how strategic planning helpline the effectiveness of the organization. The study uses the quantitative method by using the post-positivism research paradigm. The data collected through close ended questionnaire from 200 employees working in the banks of Karachi Pakistan. The data will have tested on SPSS and where for the demographics SPSS use and for the testing of the important variables CFA an SEM will be used. The variables of this research be environmental, organizational, managerial it impacts positively on effectives in the organization these variables create the effectiveness in the organization. The target of the researcher is to focus that how these variables increase the productivity of the organization because to fulfill the organization goals and objectives these three factors great impacts on overall organization performance. Every organization has its organizational structure, values, policies, culture which will have great influence on employees as like as work place environment and managerial approach also shows the positive effect on employee performance. Researcher expect that these variables will give positive impacts on creating effectiveness in the organization and this variable will clearly understand in the organization. This study defines the sense of direction and it provides a clear vision for evaluating progress of the organization.

Keywords: Effectiveness in the organization, environmental, organizational, managerial factors.

The Impact of Work Discrimination (with the Moderation Effect of Gender) On Employee Performance in Textile Organizational Sector in Karachi

Sarim Malik
Osama Ahad
Osama Jameel

Abstract

In this research we were find some major issues of work discrimination on employee performance and we were get positive results from employee performance in organization. According to researcher we were make focus on this study, we examine the main factors which make reason to impact on employee performance, and find out the way to use overcome it. The tools that is use for testing are, CFA, SEM or by using Smart-Pls and AMOS. There are many researchers, who are talked about the main factors like, age, gender, racial and caste discrimination, and many researchers describe the different type of problems, but some solutions maximize the main reasons which highly impact on employee performance. Every organization wants to make great value and

good name in market. They can try to make an effort to generate more output for their organization from reading this research and findings there work discrimination problems. Gender discrimination is the crucial problem for the organization, organization have different issues about gender discrimination. Many researches find out the solution to make retain the employee in the organization. Some researchers use descriptive and distribute the questionnaires to peoples and some researchers get result from the online responses. Some researchers make questions and get answers to the employees who are already working in this environment which is linked to those variables. We research on this topic by qualitative research. The result was expected that there will be a both positive and negative impact on employee performance in workplace. If organization makes proper discrimination that will be positive impact on employee performance and they develop strong strategies for their organization. Every organization wants to generate more output for their organization but they do not focus on work discrimination. If organization make proper discrimination and reduce the reason which impact on employee performance, then employee focus on their work and make them their work effective.

Keywords: Age discrimination, gender discrimination, racial discrimination, cast discrimination, work place discrimination, employee performance.

Factors Influencing Recruitment and Selection in Banking Sector

Muhammad Arif Akhtar
Esha Amir Khan
Yamsha Akbar

Abstract

The purpose of this study is to brought out the impact of factors that affect recruitment and selection in the banks of Karachi. The importance of recruitment and selection is focused first because it helps in shaping the effective and performance of any organization recruitment and selection is most important procedure in HR department design to attract best employee to meet organization goals. The road objective of the study is the factor that give drastic impact on recruitment and selection in this research the factors are job description and specification HR planning cognitive test. Image of organization it is the process of screening short listing and selecting the appropriate candidate for vacant position. This study can benefit various other sectors also it also helps HR manger while doing staffing procedure. The study is descriptive and allow for the collection of large amount of data and our sample space is 200 the sample was drawn from population through random sampling data were analyzed doing the testing through SPSS software.

Keywords: Organization recruitment, department design, job description

Impact of Transformational and Transactional Leadership Style on Innovation

Anum Neak Ali
Sualeha Moin

Abstract

The purpose of this research was to evaluate how transactional and transformational leadership styles impact on employees in being innovative and creative in the organizations of Karachi. The study is quantitative and descriptive. Its nature is cross-sectional. Questionnaire was designed for data collection and was being distributed by the researcher themselves. Random sample of 200

was used. The data was collected from 4 different organizations. Statistical tools were used to analyze relationship among the variables. Simple linear regression was used to determine relation among the variables. Software such as, SPSS and Smart PLS were used to evaluate and analyze relation among the cause and effect. Result indicated positive relation among leadership styles and innovation, moreover, impact of moderator in the relationship between the two variables were also analyzed. The result showed positive relationship among the variables such as Intellectual Stimulation and Contingent reward and Management by exception Active. These variables were expected to be positive for enhancing ability of the employees to analyze and think critically; however, management by exception Passive, Individualized Consideration and Inspirational motivation didn't show any significant relation. Thus, by considering this research model of using leadership style in achieving innovation was a well-organized structure that organizations would consider in future. This study provided a new way to policy makers of the organizations to bring changes in their style of leadership. The moderator of this research would also add additional information for the top management. This research would provide dimensions through which productivity and efficiency of the employees to be creative and innovation would increase.

Keywords: Transactional leadership, transformational leadership and creativity and innovation.

Effects of Corporate Social Responsibility and Internal Marketing with Organizational Commitment, Turnover Intentions & Job Satisfaction

Neha khan

Abstract

Turnover is the main dilemma of organizational commitment. Turnover of employee effects in an organization a lot as it reduces the productivity of an organization and gradually or slowly it destroys the morale among employees, which is a very serious issue in the workforce diversity around the world. There are numerous components or variables of turnover intention. In previous researches, the research was conducted in the casino industry, but, in this research internal marketing and corporate social responsibility will be conducted in the other organization which will show the impact of internal marketing and CSR. Furthermore, researchers had tested the connection between internal marketing and corporate social responsibility with organizational commitment as a mediator with turnover intention and job satisfaction as dependent variables. The data be collected from employees working in a service sector in a private firm. Researchers have conducted the quantitative research which was based on close ended questionnaire. The data was collected using simple random sampling. It was measured using a Likert scale. This data was analysed using AMOS graphics for checking the relationship between the variables. In this research paper, the mediating role of organizational commitment is also found with two dependent variables like, job satisfaction and turnover intention. Organizations will get the benefit from this research because the independent variables like internal marketing and corporate social responsibilities are tested in a private firm.

Keyword: Corporate social responsibilities, internal marketing, job satisfaction, organizational commitment, turnover intention

Effects of Performance Appraisal on Retaining Talent and Job Satisfaction with in the Islamic Banking Sectors of Pakistan

Remsha Khan
Faizan Shahid

Abstract

Performance appraisal use as a tool to process the productivity of each employee in relation to the pleasure of their Job satisfaction (Malik, 2010). That's why organizations use performance appraisal systems to increase employee's productivity, appraisal is considered to be the major component of ability of organization. The purpose of this research paper is to study the experimental impact of various factors of performance appraisal on job satisfaction the data will be collected by distributing closed ended questionnaires with 200 employees working in the Islamic banking sectors of Pakistan. Furthermore, collected data will be evaluated through data clearing by using excel and SPSS and for finding the relation CFA SEM will be used through Amos and the Smart Pls. Practice of performance appraisal in banking sectors proves to be helpful in enhancing employees' satisfaction level about their job which also motivates and gives provides positives sensation in retaining their talent and make sure to benefited the bank with their reasonable skills. As we are students so financial issues, short of time due to different projects assigned by other teachers were our major limitations moreover as our respondents were bank employees so no proper response was given by them, judgmental decisions. It has been recommended to the banking sector to provide fair appraisals to their employees which could help them to retain their talent and through which employee engagement will increase, business will get huge success, customers will get good experience. This study concludes that performance appraisals may lead to talent retention which provides job satisfaction to the employee

Keywords: Performance appraisal, retaining talent, job satisfaction, workplace behaviour, perception of organization justice, organizational commitment, banking sector.

Green Marketing: A Strategic Balancing Act for Creating Value; a Qualitative Inquiry

Kanwal Durrani
Najam Us Saqib

Abstract

As climate rapidly change, people are now more conscious about green products. "Green marketing" basically refers to the consumer satisfaction, need of existing customers, and desire to purchase environmental based products. Green oriented companies focus to put efforts in bringing green brands awareness in consumer mind by implementing strategies to sell not only green products but to sell green attributes. This paper focuses on strategies for environmental marketing. In today's world without any technological strategy none of organization can promote their assets. This paper identifies that people are not enough aware of green market and suggest that social media is qualitative platform to promote and sell products that have environmental values. It reports that how can marketers use network marketing to gain competitive advantage. Through this paper, we are targeting consumers who are concern about environmental safety. Our data is being collected by interviewing 20 to 25 organizations. A balancing act for creating value need effective strategies to aware consumers about environmental issues and provide them less damaging product in a most significant manner.

Keywords: Green marketing strategies, internet marketing, market green status, consumer awareness, environmental attributes.

Effects of Brand Association, Brand Loyalty, Brand Awareness, Corporate Social Responsibility and Brand Image on Brand Equity

Umair Atta Ullah

Abstract

The aim of this research was to study the effects of Brand Association, Brand Loyalty, Brand Awareness, Corporate Social Responsibility and Brand Image on Brand Equity among young consumers. The quantitative methodology is the base of this research. The paper contains close ended questionnaire and respondents were the youth using branded clothing. However, the measuring technique was based on 5 point Likert scale which is strongly agree, agree, neutral, disagree, and strongly disagree. Somehow, for the stimulation of the data the method which is different was used. To data clearing, Validity, Reliability and to analyze the relationship effect SPSS was used. However, the significant of this research is that it is help full for the marketing students of every stage. It is also very helpful in introducing the new brand in the market. It is also much helpful in creating Image, Association, Awareness, and loyalty of a brand. However, the scope of this research is the Marketing Organizations. By adding new variable named as Corporate Social Responsibility we have analyzed the effect of these variables on Brand Equity. Furthermore, other scholars welcomed as well to evaluate other variables and analyze their effects on Brand Equity.

Keywords: Brand loyalty, brand image, brand association, corporate social responsibility, brand awareness, brand equity.

The Role of Trust on Brand Loyalty and Brand Equity of Lipton in Pakistan

Shazia Rehmat

Syed Faaiz

Aiman Qureshi

Abstract

The concept of brand equity by using the name or a symbol has been a critical area for marketers in order to enhance the product value. This paper manages the specific writing approaches the brand idea as an arrangement of graphic measurements, for example, brand awareness, perceived quality, brand loyalty, brand association and so forth. Brand identity, as a type of any brand's affiliations, assumes a key job in steadfastness signs of purchasers the connection between brand reliability and brand identity, dissecting the impact of congruence between the last mentioned and particular identity measurements of the human component spoken to by the client. The demeanor as an educated inclination ends up being the primary factor of the relationship that a customer creates towards a particular brand. The writing of brand administration proposes that the more grounded the connection, the larger amount of trust will that brand acquire. Our emphasis is on the job of brand trust as mediator of the effect of brand steadfastness. For that reason, an arrangement of speculations was produced with a specific end goal to check the effect of trust measurements, not just during the time spent a shopper's unwaveringness, yet additionally on the level of learning of the brand's picture highlights held in the memory.

Keywords: Brand equity, symbol, brand strategy, brand trust, brand loyalty, brand awareness, perceived quality

Customer Involvement in Product Development

Usman Abbasi
Fahad Batavia

Abstract

We have examined from many journals that customer loyalty, satisfaction and involvement gave firms the idea of providing products and services so firms should have been careful about customers need and product development. After completing our research, it is found in this study that we should believe in good service quality that meets with customer satisfaction and loyalty so that customer could feel satisfied with their needs which firms are providing to them. The use of E-CRM had faced some little challenges in giving satisfaction to their customers it could have solved by high analysis of population in business sectors to give their customers good services. During the procedure of this research we collected data by conducting the survey of a sample of marketing sector. Whereas the statistical data and demographic variables have been compiled and presented using Microsoft Excel, Microsoft Word, IBM SPSS and IBM Amos. This research was on customers (age 18 to 25). Our future proposal for the firm was to concentrate on needs of both genders male and female and also their needs and satisfaction more than profit.

Keywords: Customer involvement, customer satisfaction, customer services quality, customer loyalty.

Does Work Engagement Enhance General Well-Being and Control at Work? Mediating Role of Psychological Capital

Aqeel Anwar
Muhammad Zeeshan

Abstract

This paper investigates how work engagement of healthcare employees enhances their general well-being and control at work with a mediation role of Psychological Capital. Work engagement refer to positive behavior of employees at work. In this paper we have added three dimensions Vigor, Dedication and Absorption to enhance work engagement of employees. The main variable in this paper was Work Engagement which has a direct relation with these three dimensions (vigor, dedication, absorption). Work Engagement is indirectly related to General Well-Being and Control at Work with a mediating role of Psychological Capital. The targeted people in this model are healthcare employees. We performed SEM with the help of SPSS, Microsoft Excel and AMOS. This paper will be beneficial for healthcare organizations to improve their employee work engagement. This paper is limited to only healthcare employee work engagement. Future research should investigate the impact of this model on other organization's employees.

Keywords: Work engagement, vigour, dedication, absorption, general well-being, control at work.

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

Ayaz Khan
Arsalan Khan
Salman Sadruddin

Abstract

In this study we have identified different variables which have been mentioned in prior literature on work motivation, job design and organizational culture. The variables of the study are checked the impact on work motivation on private banking sector organization in Pakistan. Today workplace motivation for employee is the biggest objective of HR (Human Resource Department) because workplace motivation has direct impact on HR Performance. There are multiple factors which have direct or indirect workplace motivation in Pakistan Base Organizations. For conducting this study, we have used SEM technique to test the data and get the hypotheses. Moreover, AMOS, SPSS and Excel are the software's used in the study. Convenient sampling technique was used to get the data from HABIB Bank, JS Bank, and Islamic Bank Shahrah-e-Faisal Branch. The research opens new avenues in the area of motivation and can also be applied in many other industries i.e. health care, telecommunication, media etc.

Keywords: Work design, work motivation, job satisfaction, organizational culture, HR performance.

Impact of Succession Planning in Enhancing the Psychology with Mediating of Talent Management and Knowledge Management

Aarzo Waseem
Syed Muhammad Hamza

Abstract

The rationale of the research that successions planning impact on enhancing psychology contracts with influence the talent management and knowledge management as mediator. This study checked the impact on employee's performances and found the innovative, creative talent in competitive market. Secondary data collected through the research articles and primary data will be collected through questionnaires and survey, the research was quantitative research and sampled 300. Research tested through the regression and variance analysis, software applied on research SMART PLS. Previous research suggested that positive impact on succession planning through talent management and knowledge management, the researcher found the enhancing of psychology contracts in succession planning with influenced by mediation. The study found that how to managed employee retention, career development opportunities, and development leadership skills through their psychology contracts; to create the strategies to use the talents in organization to managed the profitability of organization through new talent and maintain the organization environment, mentality of employee, performance of employees. Researcher used the mediation of TM and KM practices in organization influenced the employee's psychology performance. Organization applied these practices on the time of succession planning and also understands the employee's psychology to hire the employees; they found the intelligent, innovative, creative talent and challenged the market with potential employees in competitive market.

Keywords: Psychology contracts, leadership development, career development, employee retention, profit maximization.

The Effect of CSR as A Mediating Factor between Green Human Resource Management and Job Pursuit Intention

Dua Siddiqui
Fiza Hayat
Ozair Israr

Abstract

The main purpose of this research was to identify the effect of corporate social responsibility (CSR) and as a mediating factor between the Green Human Resource Management (GHRM) and Job Pursuit Intention (JPI). As the researcher are engaged with global world where environment has been polluted with many factors that are harmful. This study will be providing the green concept of textile sector that are possible by the implication of social responsibilities for which CSR is providing the vital role for the output of green practices. The research paradigm will be the post-positivist approach which gives the room to falsify at the same time of verifiability, while performing the quantification of the phenomenon. The structured questionnaire was used as tool to collect the data with the sample size of 170 selected randomly. Moreover, the collected data was tested through Confirmatory Factor Analysis (CFA) or Structural Equation Model (SEM) by using SPSS or SMART PLS. The determination of our findings shows the negative relation between GREEN HUMAN RESOURCE MANAGEMENT practices and Corporate Social Responsibility as well GHRM and JPI with respect to our study. Moreover; we examined the CSR as a mediating factor between GHRM and JPI. The research is beneficial for textile sector by implementing GHRM technique and practices (Green Recruitment and selection, Green Rewards and compensation, Green performance appraisal and Green training and development) that will enhance the CSR activities and give the new dimension of saving the environment with in the HR practices follows in the organizations that will provide a competitive advantage.

Keywords: Green human resource management, corporate social responsibility, job pursuit intention, post positivist, competitive advantage.

Effects of Training and Development on Job Satisfaction with Mediation of Transfer of Training with Moderator Gender

Suzaina Saeed
Fatima Laraib

Abstract

The personnel resource is a facet of the organization's assets. Employers are seeking innovative ideas to enhance the knowledge and learning of the employees, which will result in improved performance of the employees and the organization as well. In addition, it leads to the employees' job satisfaction and the client or customer service. The purpose of this research is to study and identify the outcomes and enhancing the employee's level of satisfaction of their jobs and employee's training and learning transformation on gender basis in the banks of Karachi. This study is a quantitative research and the researcher has used deductive approach to conduct this research. The primary data will be collected through questionnaires from the employees working in the banking sectors of Karachi Pakistan. The sample size will be 200 questionnaires. The

researcher has used CFA and SEM through smart PLS to identify the results of this research. The findings of this study show the outcomes of the impact of employee training and learning transfer on their level of job satisfaction on gender basis. How women employees respond to the official trainings and learning as compare to the male employees. The primary data collected showed a positive impact; furthermore, the researcher has analyzed it from the secondary data. The end results of this research provides guidance and encourage the banks to recognize the elements which are helpful in the progress. In addition, it may help the employers as well to train and guide their employees to get the maximum output in return in the banking sector.

Keywords: Job satisfaction, training and development, transfer of knowledge, gender, job rotation, internship training, coaching.

Need for Touch and Two-Way Communication in E-Commerce

Hassaan Jawed
Saad Alam

Abstract

The average consumer feels the need to physically touch their desired product before they pursue an online purchase. This ability lags online and the result is in preference for traditional buying over e-commerce. The new variable we had identified to this research was introduction of new technology that could be 3D-4D graphics which literally brings the product lifelike in front of them. Autotelic and Instrumental (NFT) Need for Touch Are Independent variables, whereas (PEOU) Perceived Ease of Use, (PE) Perceived Enjoyment and (PU) Perceived Usefulness are moderators that lead to our dependent variable (Loy) Loyalty. The further variable we added was 'New Technology' to aid perception and Loyalty. We gathered data through questionnaires and online surveys by targeting male and female between 13-40 years' old who were familiar with e-commerce. We worked on SPSS, AMOS, MS Word and Excel to support our research. Our research benefits all those who faced trouble during shopping online, those who were not satisfied enough by viewing pictures or reading reviews but needed a more realistic approach. Future research possibility may be adding exceptional technology that enables viewer popup images on screen of PC or mobile. Future research can be conducted to bring holistic e-commerce. It may contain mediators that further inflate loyalty.

Keywords: Consumer convenience, e-commerce, online marketing, Omni-channel, two-way communication, integrated marketing channel.

A Study of the Impact of Social Media on Consumer

Muhammad Rehan
Moazzam khan
Muhammad Ahmed
Abdul Basit Hasan

Abstract

Social media these days have a huge impact on consumer's mind. It makes, attracts consumers mind in making their choice over different products in one of the other articles which we have taken does also relate it to social media. With the rapid modification of technology, the connection between individuals to individuals has raised and This has enabled to bridge between consumer

and companies. By taking advantage of social media consumers can add up value to the service. This enhances the importance of product in to a consumer 's eye. The new variable that we have taken is dependence of social media. Here Independent variable is social media, Dependent variable is intention to buy, Trust is also a dependent variable, Social media dependence is the mediator variable. This model also testifies the external or social phenomena in electronic commerce adoption. The results also show the relevance of promotional and marketing importance of social media. This research can be useful for future study for e- commerce and especially impact of social media on consumer behavior.

Keywords: Social media, dependency, trust, perceived usefulness, intentions to buy.

Exploring the Effects of Celebrity Endorsement in Electronic Media Advertisements on Purchasing Behavior of Karachi

Muhammad Wajahat
Ashir Sheikh

Abstract

This research focuses on the consumer's perception regarding those products which create the celebrity endorsement to purchase those products, how this endorsement works on decision making process. This research is also based on the strategically analysis of consumers buying behavior that which factors such as attractiveness, slogan, differentiation, packaging, portraying formulization and effective efficiencies endorse consumers to buy those products. We have also discussed the change in consumer lifestyle that, they adopt by their favorite celebrity endorsement affect. In this research we used survey as research strategy in which we will collect quantitative data through questionnaires and our despondence would be around 200 selected on the basis of the convenience which is the tool of non-probability. Moreover, the data will be analyzed by using different software's like SPSS for the demographics, CFA and SEM for the data analysis and for checking the impact of the related phenomenon's. This research based on the effects of celebrity endorsement in electronic media advertisements on purchasing behavior of consumer who lives in Karachi. In this research we have studied the impact of celebrity endorsement on consumer buying behavior that, how the celebrity endorsement works on different segments which are chosen by companies accordingly to their products and how they have to portray the advertisement to their consumers. This research is city specified because of that, the findings are concise and we cannot generalize it in overall consumer market of Pakistan cause of city specification. If we generalize the findings so the applicability of overall consumer market of Pakistan would not be the same as Karachi's market. The analysis philosophy received in the proposed research will be positivism look into logic. The effect of celebrity endorsement in electronic media advertisement on consumer buys behavior, buying expectation in Karachi. This reasoning intends to evaluate the exploration issue through estimating it quantitatively. The positivism inquire about theory will be utilized as it demonstrates the connection between the variable factually. The main points on which the research is based, we have highlighted in the above study. This research is based on different sources which we have collected from many past articles and after analyzing those articles we started our research which based on Karachi region which lead to the conclusion that, the effects of celebrity endorsement in electronic media advertisements on purchasing behavior of Karachi have the high impactful result on Karachi's consumer buying power.

Keywords: Consumer, Buying behavior, electronic media, Pakistan, celebrity endorsement.

The Impact of Unethical Selling On Consumer Loyalty to Purchase Intention of Electronics

Bilal Ansari
Sharooz Ilyaz

Abstract

Honest Employees of an organization are the ones who gave their company the best they can do, employee fulfil the organizations goals this is the reason company's invest more into their employees they gave them all the facilities and to motivate them with different techniques many companies are ready to pay the amount which the employee demands because of their talent their capabilities and to devotion with their work. The aim of the research is to find out the impact of unethical selling practices on customer loyalty and their intention towards purchases. Data were collected from 300 students of different universities in Karachi. The data will be tested by regression strategies and CFA by the help of Amos and SPSS. Model was used to discuss the relationship. Our finding's reveal that unethical selling on customer loyalty to purchase intention is harmful for your company, we find out the three variables which two of them are dependent and one is independent. The research shows the impact of unethical selling, customer loyalty is very important for the success of the company, purchase intention of customer is arising when customer intention evolving. The practical implications of this research how it will impact on the customers through unethical selling The research shows the impact of unethical selling if the company tries to overcome the unethical selling in the near future it will benefit for the company as well as the customer.

Keywords: Unethical selling, customer loyalty, purchase intention.

Effects of Data Mining & Data Theft on Social Media User Privacy, Security & Social Media Marketing in Pakistan

Ashraf Ali
Hassaan Ahmed

Abstract

The purpose of this research is to determine the impact of data mining, data theft, hacking, identity theft, fraud and other security risks and privacy risks on social media users and their privacy, personal data and social media marketing as well. In the context of Pakistan and its online presence with multiple social media users who have their identity and other personal data on social media sites. And various social media marketing on social media sites. The method of measuring is questionnaire and the data is obtained through multiple respondents. The research will be designed with correlation and it will apply quantitative methods. Researchers are discussing in this research that there's a positive and significant relationship between data mining, data theft, identity theft, social media marketing, social media user privacy and security. Furthermore, due to time constraints and lack of enough resources, both of which are required to complete the research within a short period of time the research is restricted to only 100 participants and only few aspects of these factors will be explored, research will be conducted in Pakistan. Data will be collected from individuals and organizational employees who frequently use social media websites. Testing will be carried out through statistical tools such as SPSS and AMOS. In this research, researchers will try to determine how factors such as data mining, data theft, hacking, identity theft, fraud and other security risks may impact social media user data privacy and security as relation with social media marketing.

Keywords: Data mining, data theft, hacking, identity theft, fraud, security risks, social media user data, social media privacy, social media marketing.

Impact of Investigating the Prevention Measures to Counter Counterfeit Products

Syed Hussain adil
Danish ali

Abstract

This study focuses on the prevention measure to counter counterfeit products. In this article, we have to focus on what are the factors that will play a vital role in the prevention of counterfeit product. We will use three independent variables in our study that are Education, advertisement and Packaging. Moreover, the research has shown that education has a strong influence on the consumption and purchase of counterfeit goods and packaging will be the essential and most important part in the differentiation of counterfeit products and the original one. The study involves 50 respondents, which includes the students of KASBIT University. Moreover, data is collected through five point Likert scale by using the convenient sampling technique. Thus, the originated hypotheses are analyzed through the implication of multiple regression technique, which leads to the results that one hypothesis is failed to reject (accepted) and one is rejected. However, some other factors have influence on the outcomes of the research including the attitudes, behaviors and the mentality of consumers toward low price, less brand consciousness among respondents. The research is limited with time, resources, and sample size. The study of counterfeits and its interrelationship and interdependence with education, packaging can have a great impact over the choice or what you can say the perception of the customer regarding counterfeits and their counter parts, which will ultimately, leads to the infringement of counterfeit products. The SPSS software is used as a statistic instrument or running the statistical analysis approach". Regression analysis is used to the examine the model is fit or not.

Keywords: Education, packaging, Customer discrimination and counterfeit products.

“Examining the Impact on the Job Training On Talent Retention with The Mediation of Transfer of Training” Within The HEC Business Private Sectors of Pakistan

Syed Shahrukh Shah
Asif Ahmed

Abstract

The main purpose of this paper is to enhance the training among the working while being on the job. This is for the benefit of organization to reduce their turn over and to enhance the potential among the workforce. The employees that received training learn more skills and knowledge that are useful in future for increasing the talent of the workers. This paper helps to examine the role of mediator that is transfer of training that retain talent of employees. The inquiry of research is extracted from the questionnaire filled by 200 respondents selected randomly. Furthermore, the data will be tested by using the Smart PLS and Amos for finding the relation of the phenomenon's and through the different researcher's papers that discuss the topic of talent retention with the mediating role. It helps the organization of Pakistan especially for those organization that are facing turn over due to lack of expertise and less opportunity in the organization. At any firm this paper can build the relation of employees with the organization. The framework of the present study is consistent with the frame work of organizational career development created by different

researchers which emphasis considering both the organizational and employee's development. This paper aims the study of transferring of training

to the organization sector in Pakistan adopting the sampling of this study focus on training the employees so that they increase the skills and knowledge of employees and indirectly they benefit the organizational growth.

Keywords: job rotation, mentoring and coaching, job in structure, committee assignment, job enrichment, transfer of training, talent retention

The Influence of Organizational Rewards on Organizational Commitment and Turnover Intentions

Kamran Mehmood
Muhammad Talib Khan

Abstract

The influence of the internal and external relationship between natural and outside (extrinsic), involvement socially compensation and three basic organizational commitments has gauged in this study. Extrinsic rewards are defined as offers which are more beneficial to organizational environment in the work engagement tenure, for instance, remunerations, incentives, compensations and enrichments in job description. Communication and behavior with colleagues at work and having positive relation with managers and co-workers in corporate houses come into Social rewards. The other reward which has professional motivation features, self-governance, clarifications of role, individual's feedback and training with involvement in taking intellectual decision making with top management, are also a tangible benefit, starts from very initial about the job satisfaction and influence employee to upgrade his own psychology comes in the intrinsic reward. Further finding in the future research implications is creating another variable which is the continuance commitment of the organizational to its turnover in the organization. Now classified incentives (Rewards) into three demonstrative categories: work task, socially and organizational rewards (for particular time period). Intrinsic reward is in foam of task rewards and social and organizational rewards are treat as extrinsic rewards. Statistical technique has derived from SPSS, AMOS Graphics and Advance Excel programs and data has been taken from several surveys from multiple organizations and via questionnaires from different organizational employees.

Keywords: Intrinsic reward, extrinsic reward, social reward, normative commitment, effective commitment, continuance commitment, organizational development.

Brand Trust and Image: Effects on Customer Satisfaction

Syeda Jaazba Zehra
Uroosa Arshad

Abstract

Healthcare services are not only treating people, but they are also interconnected with economic condition of the country. Healthcare service sector's quality is determined by the level of satisfaction they are providing to their customer. This paper determines the impact of brand trust, service quality, brand image on satisfaction level of customers to use services. Mainly it is describing the impact of service quality on the satisfaction level, while service quality is an

independent variable and satisfaction is a mediator which is explaining the importance and their role in the field of healthcare. Furthermore, it also tells us that branding is very much important to gain the trust of customers because satisfaction level of the user shows their interest in a healthcare service. This study solves the problem of service quality related issues in healthcare sector which helps in improving relationships between customers and hospitals as well as impacting the country's economy in a constructive way. We are targeting every customer related to disease or illness plus the hospital staff. The data is collected through questionnaires and with the help of Excel, Amos, and IBMSPSS. This is helpful for many healthcare organizations to improve their service quality which in return helps in earning profits.

Keywords: Service quality, satisfaction, healthcare services, brand trust

Dimensions of Brand Communication, Brand Image and Brand Trust as Antecedents of Brand Loyalty

Osama Bin Ahsan

Abstract

Brand loyalty is one of the most influencing factors on customer and its purchase decision in which the most important factors which are determined by the customers are brand image and brand trust. The determination of this paper was to examine the brand attributes towards the brand loyalty with the mediating effect of brand trust. This research is based on quantitative methodology. The paper consists the data of a textile industry Al-Karam brand customer and the responses will be collected through close ended questionnaire. Similarly, the measuring technique would be based on 5 point likert scale ranging from strongly agree, agree, neutral, disagree, strongly disagree. Furthermore, data simulation purpose different methods will be used, for data clearing, reliability, validity and analyze the effect relationship SMARTPLS will be used. Similarly, the research paper significance is that it is helpful for students marketing either undergraduate or graduate. It is also helpful for those who want to launch their brand whereas; it is also helpful in commercial sector of marketing. By obtaining new variables such as uncontrolled communication, controlled communication and brand name we have highlighted the impact of these variables on brand loyalty. Moreover, different scholars are more than welcomed to explore more different attributes and highlight its impact on brand loyalty.

Keywords: Brand trust, brand loyalty, brand communication, brand name, brand image

Functional and Risk Factor Affecting on Purchase Intension

Muhammad Waqas Sabir

Abstract

This paper's aim was to examine the intension of customers to purchase its products in the sector of mobile phones. The Sample of customer's universities student and the close ended questionnaire was used in the collection of data, however, and the liker scale of 5 points was used for the measuring technique which are agree, strongly agree, disagree, neutral and strongly disagree. And not the similar technique was used in the purpose of stimulation of data. In order to check the validity, reliability and the clearing of data and to study the relationship of effect and cause in between the variable, the software SMART PLS was used and this research can help many undergraduate, researchers' postgraduate, students of PhD level in their marketing research of

smart phones retailer. It is also very helpful for the many departments of the university specially the department of Marketing however this research scope is very wide as researchers can use it to identify the general public concept to use Smartphone. Not only the students of Pakistan but the foreign country's students can also get the benefit through this research of purchase intention of consumers. The sectors of commercial, mobile phone and researchers of smart phones can be get benefit from it because it is useful for them.

Keywords: Functional factor, risk factor, smart phones, purchase decision

Impact of Brand Image on Consumer Buying Behavior on (Smart Phone's) and Cellular Companies

Syed Abdul Rauf
Hiba Siraj
Yasir Shah

Abstract

The objective of the study was to determine the impact of brand image and brand identity on consumer buying behavior that how it influences and help's in changing consumer perception through effective advertisements in Smartphone sector .The study shows the relation between independent variable (Brand image), sub- variables (Brand identity, brand awareness, brand association, brand equity, perceived quality and brand loyalty) and the moderating variable (advertisements) and their positive or negative effects on dependent variable (consumer buying behavior). The nature of the research was quantitative and the data collection method was based on primary data. To evaluate and interpret the result, surveys was conducted and the questionnaire was given to 200 Smartphone users including males and females both in Karachi. The positivism research paradigm was used to verify and quantify the research. The researchers used regression analysis through Smart PLS approach for testing. The study will help potential consumers in identifying and selecting the best quality brand (Smart phone).

Keywords: Brand image, brand identity, advertisements, consumer buying behavior.

Impact of Human Resource Management & Networking on Faculty Performances: Survey of Karachi Based Degree Awarding Business Management Institutes

Faryal Fahim
Dr. Faraz Ahmed Wajidi
Eruj Rehan

Abstract

The research objective is to find out the impact of networking on faculty performances of Karachi based degree awarding business management institutes. Research is based on networking, interaction, self-expressions, professional development and faculty performances. A positivist approach adopted, hypothesis was formulated after taken dependent variables of faculty performance from the relevant literature. A research instrument in the form of a well-structured questionnaire was developed for collection of quantitative primary data from a sample of 110 respondents. The collected data was then treated by applying correlation and regression analysis tools. The impact of independent variables on dependent variable was established.

Findings of the study indicate that there is a least positive impact of independent variables on dependent variable, although with varying degree.

The outcome of this study is beneficial to the degree awarding business management institutes for establishing institute development by adopting quality management practices to enhance faculty performances.

Keywords: Social networking, faculty performances, degree awarding business management institutes.

Impact of Key Economic Indicators Interest Rate, Exchange Rate, Inflation, and Money Supply on Stock Returns Evidence from Karachi Stock Exchange (KSE) 100 Index

Sanam Iqbal Muhammad
Muhammad Raghif Zafar
Rais Ahmed

Abstract

In every economy different economic indicators are moving continuously with the economic cycles. The main purpose of this research is to examine whether there is any association among the key economic variables with the stock returns exists or not within a specified period 1995 to 2014. The target sample was 20 years' annual was collected and processed. This research has been checked the relationship between the interest rate, exchange rate, inflation, and Money supply on shares returns of Karachi stock exchange KSE 100 index. Data were obtained from the state bank of Pakistan, the web site of Economic Survey of Pakistan, the World Bank's website, and the Karachi stock exchange web site. Multiple regression data analysis test has been used to find out that there was a statistically significant relationship between stock return and inflation rate, exchange rate, interest rate, and money supply. Research finds that interest rates had a significant effect on stock returns. While other economic variables i.e. exchange rate, money supply and inflation has an insignificant effect on stock returns. The result shows that the overall model is statistically significant.

Key Words: Interest rate, exchange rate, inflation, money supply, and stock return.

The Impact of Nepotism on Job Satisfaction by the Mediating Role of Stress

Sarah Asif
Adnan Ahmed

Abstract

The purpose of this study will be to investigate the impact of Nepotism on Job Holders Job Satisfaction by Mediating Role of Job Stress. In this study the research method will be applied as expressive / descriptive research with testing of hypothesis through the theory of post positivism i.e. quantitative approach. The 150 respondents will be selected as a sample of this research. The population sampling of the research will be the employees of Banking Sectors, Pakistan. To assess and explain the data through Confirmatory Factor Analysis (CFA), Structural equation Model (SEM), will be used by using the SMART-PLS and Amos. The study will be expecting to find the positive relation between nepotism and job stress, the reason will be that nepotism directly take place on jobholders' mind which will create stress on job holders, as well as to find that Nepotism Also Impacts on employee Job Satisfaction negatively & researcher will also find that there will

be an adverse / negative relation among Job stress and Job Satisfaction due to which loyal and creative job Holders will dis-satisfied and which result will be employee turnover. This research is related to employee satisfaction & employee performance which is very helpful & beneficial for the HR Department and also applicable on other Sector (Private Sector & Public Sector).

Keywords: Favoritism, nepotism, job satisfaction, employee performance, job stress, organizational productivity.

Effectiveness of Technological Advancement on Employees Performance with Moderation of Gender and Mediation of Employees Commitment in Tech. Oriented Organizations of Karachi, Pakistan

Wajeeha Saleem
Batoool Fatima Qazalbash
Shahbaz Khan

Abstract

Today's era is the age of technology where each task whether it is casual or professional is getting technologically advanced. In this era of modernization and organization are moving towards enhancing employee performance within organization by best technological implementation. This research has found out the impact of technological advancement factors on employee performance mediated by employee's commitment with moderation of gender within the Tech. Oriented organizations of Pakistan. Further descriptive study having correlation research have been conducted to analyze the relationship of Information Communication Technology, Management Information System, Accounting Information System, Cloud Computing with employees' commitment, gender and employee's performance. Sample size for the collection of data was around 150 to 200 questionnaires further various tests implementation was taken place that is Confirmatory factor analysis (CFA) and Structured equation model (SEM) by Smart PLS and AMOS. The possible result according to the technological advancement had a positive impact on employee's commitment besides gender was also the factor of change as men tends to be more responsive towards adopting technology as compared to women which alters the employee's performance within the organization. Further the research is much helpful to the tech. Oriented organizations in Karachi who are adapting advance technologies or to the other persons who will do research in this area.

Keywords: Technological advancement, employee commitment, employee performance, gender, tech. oriented organization.

Impact of GSCM Practices on the Firm's Green Performance: A Case of Atlas Battery

Arshad Khan
Hafiz Muhammad Sharif

Abstract

Supply chain management has become one of the important function of the organization that integrate the other major functions of the organization. In recent time no one can overlook the importance of green supply chain management as customer are becoming more aware about the products services they are using and their impact on environment. The objective of paper is to find

out the impact of green supply chain management on firm's green performance in auto industry of Karachi.

Research design and methodology: for this research paper quantitative approach is used.

Keywords: Institutional pressure, external green practices, internal green practices.

Impact of Ethical Leadership on Employee Performance with Organizational Citizenship Behavior

Faiza Mehtab
Muhammad Abdul Rehan

Abstract

The present research is how Ethical leadership impact employee performance with organizational citizenship behavior. Hence it is explained by many researchers that ethical leadership should implement in organization which effect organizational values, employee behavior towards work, leader follower relationship and OCB due to which performance increases which ultimately benefit organization. The main purpose is to find how ethical leadership impact employee performance in public sector organization of service industry, for this different variable is studied like job satisfaction, psychological ownership and organizational trust. The research has followed a descriptive method with the testing of hypothesis in which post positivism e.g. quantitative approach is applied. The sample size was 150 which were from the population of three different public organizations. The research data was collected through questionnaire and testing is done through SEM, CFA through Smart-PLS or AMOS. According to the findings of different researchers' Ethical leadership have a positive impact on job satisfaction which effect on the behavior of employee towards work and it creates a sense of ownership in employees and show a possessive feeling for organizational goals and objective and hence if the leaders ethically treat employees it ultimately increases employee trust for organization and it promote both OCB and employee performance. Nowadays there is great problem arising in public sector regarding leadership style and employee performance so our research is beneficial for them to improve their leadership style and enhance employee work behavior and performance by implementing ethical values in organization.

Keywords: Ethical leadership, Organizational citizenship behavior, Employee performance, Job satisfaction, Psychological ownership, Organizational trust.

Impact of Technology on Banking Sector Service Delivery: A Case Study of Banking Sector of Pakistan by Using Importance/Performance Grid

Hassan Raza

Abstract

Purpose The focus of this paper is to find out the impact of technology in Banking Sector service delivery (A case study of banking sector of Pakistan). In this research Importance / Performance grid was used to analyze the data. The objective of the research is to find out the role technology plays in Pakistan banking and its impact on the delivery of perceived service quality.

Methodology: The sample of 130 banking customers was taken and 106 usable questionnaires were analyzed by using quantitative approach to analyze the data on SPSS. The self-administered Questionnaire relied on 6 factors extracted from relevant literature on the basis of five point likert

scale on both Importance ranking and Performance ranking. Habib Bank Ltd, Summit Bank Limited, Allied Bank Limited and MCB bank customers were surveyed on convenient sampling basis. Importance Performance grid based on Importance on Y Axis and Performance on X Axis. The Quadrant Namely Extremely important – Fair Performance “Concentrate Here” Extremely Important - Good Performance “Keep up the good work”, Moderate importance – Fair performance “Low Priority”, Moderate Important - Good Performance “Possible Overkill” quadrant. Mean importance ranking and mean performance ranking was applied to find out the gap and also show in which quadrant the technology service delivery factors fall.

Findings The analysis of research on technology in banking revealed that in importance / performance grid that only Convenience and Efficiency fall in the “Keep up the good work” quadrant Accessibility fall into the “Concentrate Here” quadrant however Feedback / Complaint and Customization fall into the “Low Priority” quadrant and Queue Management is fall in “Possible Overkill” quadrant.

Recommendation It is recommended for banks in Pakistan to reallocate their resources in the light of importance / performance findings.

Keywords: Impact, technology, service delivery, importance-performance grid.

Influence of Pester Power on Parents Buying Decision: For FMCG Products in Pakistan

Ms. Hadiqa Riaz
Mr. Hassaan Ahmed
Mr. Mudassir Hussain

Abstract

Children are enjoying a bigger voice in decision to purchase many products in today's era. Marketers, by looking at this trend, are targeting children even harder in influencing the purchase of their products. This pestering behaviour of children is an area of focus to many people across the world. In this paper, the researchers have tried to closely examine this sensitive issue of rising consumerism in children. Commencing with the study of available literature, the researchers studied some categories of products where pester power is more influencing and identified various techniques used by children to nag to their parents. The study further dwells upon the sources of information to the children and captured insights about the ethical issues surrounding the phenomenon. Various hypotheses are developed and effects of various factors like gender, age group, history of parent child purchase relationship, sibling's influence etc. on pester power of children are studied using some descriptive statistics and inferential statistical tests like, t-test, ANOVA, Multi- Linear Regression Analysis test etc.

The research paper holds its importance to the marketers, who are going through this route quite often to sell their products; to the policy makers who bear the responsibility to ethically regulate the use of certain mechanism to protect interests of the parents; to other researchers, who would like to go in depth of the issue and finally, to the parents, who may like to study the behavior of children and various factors that may affect their children's pestering behavior.

Keywords: Children buying behavior, pester power, children peer relationship, children persuasive strategy, parents buying

Impact of Store Environment on Impulse Buying: (A case of International Modern Trade Retailers in Karachi)

Hassaan Ahmed
Hadiqa Riaz

Abstract

Retail landscape in Pakistan has evolved rapidly giving rise to contemporary shopping practices in the country. The evolution in industry has attracted investment from both international and national retail chains giving rise to stiff competition. Hence, winning on customers and market share heavily relied on providing unique customer experience by enhancing store environment. Therefore, heavy investments are laid in nurturing pleasant store environment uplifting customer satisfaction and loyalty in return that helps increase store profitability. Moreover, significance to customer value proposition, convenience and discounted pricing strategy remained core to retailing dynamics in the country. Hence, research purpose instilled in determining the impact store environment have in inducing impulse buying behavior of the shoppers in the international modern trade stores in Karachi. This study used survey questionnaire to tap the response of the shoppers to administer relationship between independent variables that include music, light, layout and employees which are also referred as the determinants of in-store environment with impulse buying behavior being dependent variable of the study. The statistical tools adopted involved multiple regression analysis that helped test the hypothesis and the outcomes retrieved depicts that independent variables include music and layout has significant positive impact on the impulsive buying patterns. The managerial implications of our research recommended that the decision makers of the stores need to spend and manage the in-store determinants in a very careful manner in order to retain and welcome maximum number of shoppers which eventually helps them to increase their sales volume and profitability.

Keywords: Store environment, Impulse Buying Behavior, music, light, layout and employee.

The Impact of Employee Wellbeing, CSR and Enhance HR Practices on Organizational Performance

Ansiya Samad

Abstract

The purpose of this paper is to determine the relationship between the motivation skill and empowerment Dimensions of human resource practices, human resource well-being, and corporate social responsibility which are independent variable and their impact on organization performance which is dependent variable. Corporate social responsibility via employees has been promoted by international organizations that produced conventions, principles, recommendations, and other documents to enhance employee wellbeing and job quality at work. The research gap of this paper is to test these variables in Asian country. The sample size of this research is 100 and the data is collected through closed ended questionnaire's which is filled by the employees working in an organization by using simple random sampling which is measured by a likert scale on the basis of strongly agree, agree, neutral, disagree and strongly disagree. The data was examined with AMOS test for determining the direct or in direct relation between the dependent or in dependent variable. And other SPSS and excel was performed for data analyzing. Moreover, Enhance Human Resource Practices, Employees Wellbeing and Corporate social responsibilities showed positive relationship

with Organization performance. Our study will recommend to researcher in future study on other different attributes to check the impact on organization performance.

Keywords: Employee wellbeing, HR practices, corporate social responsibilities, organization performance.

Authentic Leadership, Employees Turnover and Employees Work Engagement

Filza Asif

Abstract

Turnover a vital problem in at present era and has not been understood properly and it has been costly affecting the organizations and it also cause the loss of capital that is social as well as human capital. The purpose of this paper was to check the impact of authentic leadership on turnover intention and as well as authentic leadership's impact on the employee's engagement. As turnover intention is a problem from decades in the organization and has been the most significant interest over this issue because the world is shifted towards the economy that is full knowledge based. The impact of authentic leadership on employee's engagement has been positive in previous studies and the effect of authentic leadership over turnover intention through the mediation effect of organizational commitment has the negative relation on turnover intention. Therefore the researcher aims was to find the effects that authentic leadership has on employees engagement and also authentic leadership through the organizational commitment has on the turnover intention of employees in the paper while the study was implemented in the organization (context) of Karachi, Pakistan that has the collectivism culture, the study has been done through systematic random sampling the likert scale has been used for analyzing data and it was collected from the retailing sector of Karachi, Pakistan. While for testing and analyzing the result researchers used AMOS and spss and it was the quantative study. Moreover this research paper will help other researcher in the future to study more variables that effects authentic leadership and the turnover and as well as employees engagement. And it is recommended that more variables can be added to this like customer satisfaction etc to check the impact of that on leadership or on turonver intention of employees.

Keywords: Employees work engagement, turonver intentions, authentic leadership, organizational commitment

The Relation of Perceived Organizational Support, Organizational Career Management, Organization Commitment to Job Satisfaction; Role of Trust as Moderator

Saeed Ur Rehman

Abstract

Researcher has studied the relationship between POS (Perceived Organizational Support), OCM (Organizational Career Management), and OC (Organizational Commitment) with the job satisfaction. Moreover, the study is also determining the role of Trust as a moderator. Job satisfaction is playing a vital role in the Organizations and also a very important topic to be discussed in the studies because if there is no job satisfaction in the employee of the organization then there are no outcomes of the organization. The impact of Perceived Organizational Support and Organizational Commitment on job satisfaction has been proven positive in the previous researches because they are important factor which are impacting on our dependent variable but

the Organization Career Management has a negative impact on job satisfaction. Hence in this paper Researcher is going to find the relationship between these three independent variables to the dependent variable and the researcher implement this study to the organization of Karachi, Pakistan. While for testing and analyzing the result researcher used SPSS research type is quantitative and for the data researcher is going to collect close ended questionnaire. Researcher will be collecting the 150 of sample sizes while gathering the data the systematic random sampling likert scale has been used to analyze the data in the manufacturing sector in Karachi, Pakistan. Moreover, this research is very significant for the executives of the organizations in the future the other researchers could get help from this research by adding more variables which effects the job satisfaction. Researcher is expecting that the result researcher get from our research will effect positively to the organization. Because of the time limitation our population is restricted towards our target organization. This research will give future directions to the executives of the organization because POS, OCM, and OC is the main factor of the productivity so that if the manager identifies how he can enhance these activities of the employees its helps the organization to increase their productivity.

Keywords: Perceived organizational support, organizational career management, organization commitment, and job satisfaction.

Imperatives of Gwadar Sea Port and Kashgar Economic Zone for Pakistan and China

Rehanna Channa
Dr. Cheng Qian
Sajida Channa
Sarfaraz Channa

Abstract

Development of the Gwadar Sea Port and the Kashgar Special Economic Zone has the potential to revive the old Silk Route. Gwadar Port's land connection to Kashgar through the Indus and the Karakoram Highway and across to the landlocked Central Asian Republics provides the best supply chain for regional trade. Once this connection becomes operational it will serve China's and Pakistan's economic interests equally. These two projects will be transforming the close collaboration between the two countries into a mutually beneficial partnership.

Keywords: Pakistan, China, Gwadar, Kashgar, bilateral relations, trade

Impact of Social Marketing on Consumer Buying Behavior

Rimsha Khan
Muhammad Abdullah Aslam

Abstract

Online shopping is a process of buying desire products through internet. Online shopping has become a trend which has rapidly grown in Pakistan. It's an easy way to buying and saving time. The purpose of this study is to check the impact of marketing on consumer buying behavior. Social media gives a new way to obtain details of product and helps to associate the communication. Social marketing is the fastest growing phenomena among the world. This research will give the benefit to the internet companies and the websites who are involving in social marketing. Clothing irrespective of need and advertisement play an important role to boost up the performance of any

business advertising on social sites attracting the women towards online shopping. Worldwide web has important medium through social marketing and it has a positive impact on consumers especially in youngsters. The objective will be this research is to find the impact of website advertisement and the buying behavior of women through advertisement. Sample size will be 150 targeted women. And the researcher will use the CFA, SEMS by using SMART PLS and AMOS. The researchers will use the questionnaire for the primary data and will make the hypothesis from the collected data. This research will base on qualitative research. Advertisement, brand Image and online shopping have positive impact on consumer buying behavior. When you see the different type of advertisement on social media? Different types of advertisement impact on online purchase of clothing. How advertisement change the perception of females buying behavior on clothing. This research will show the positive impact of consumer buying behavior on online shopping. Whenever you notice a variety of advert with online shopping you might be effortlessly picked goods.

Keywords: Social marketing, advertisement, clothing, consumer buying behavior, Karachi

Brand Innovativeness Affect Brand Loyalty

Neha Nadeem
Ramsha Patel
Noor-ul-ain Usman

Abstract

This paper aims to investigate the relation of brand innovativeness and brand evaluation that shows the brand loyalty with the help of a mediator that is perceived quality. This paper shows that if an organization does innovations they need to evaluate their product line in order to gain loyalty towards brand. Consumer innovativeness shows evaluation of vertical and horizontal extension. They are not only facilitating transactions but company can also use to explore the relations with customers. This research paper solves the problem of different researchers by adding the importance of evaluation which is useful for any innovation to gain loyalty. This paper supports links with their customer and to explore their bonds they add the mediating role of perceived quality, as we are targeting the youth to investigate their thoughts and the data is being collected through different researchers. We perform SEM with the help of AMOS, EXCEL, and IBMSPPSS. This is most benefited for the organizations and especially those organizations that are interested to innovate their product line.

Keywords: Brand innovativeness, perceived quality, brand loyalty, brand evaluation, brand relationship.

Customer Brand Engagement Behavior in Online Brand Communities

Hamza Shahid
Arqam Iqbal

Abstract

Customer and brand engagement has become increasingly important to cater online businesses today. To make this relationship affective need is derived to enhance understanding behavior between them. Online communities have shown great influence in pursuing online shopping, however there has been an even greater influence when businesses aimed for higher customer

attraction. Our problem statement in extension to this research model was mediating satisfaction among brand customer engagement behavior and Brand Equity, Brand Attachment, Brand Loyalty and Brand Trust. Brand customer engagement behavior (BCEB) is an independent variable that had to be enlarged. Brand Equity, Brand Attachment, Brand Loyalty and Brand Trust were our dependent variables; moderated by Satisfaction. All the dependent variables added in this research were a result of higher customer satisfaction that was highly required to abridge customer brand relationship. The data we entered using software SPSS, AMOS, MS Words and Excel were found via online survey and questionnaires for all who had experienced online shopping. This research shall benefit businesses that are concerned about retaining and attracting customers by modifying company customer relationship. Future research scope may be conducted entirely on offline communities to understand why e-commerce cannot easily overcome traditional marketing. The researchers can extend another independent variable that may influence satisfaction.

Keywords: Customer behavior, customer retention, customer satisfaction, brand loyalty, online business

Influences on Free Sample Usage within the Luxury Cosmetic Market

Rushna Ishaq
Khadija Sajjad

Abstract

This research aims to study the impact of non-monetary promotion of products and their impact on product life cycle, penetration, brand awareness and price using qualitative method of research. Further, the study also extends an understanding of consumers buying behaviors towards the distributed samples, getting knowledge about positive and negative impact of free sample trials of cosmetics on different demographic traits. The model selected also taken and introduce brand image as a new variable in our model because the researcher has recommended us to add and do further research on it. We now as researchers have taken information from all the luxury cosmetics shops and malls where these kinds of cosmetics are found and distributed for free trials in Karachi. Our audience is females from teenagers and so on. Also identify the role whether it is independent variable, dependent variable, moderator or mediator and to understand how effective advertising tool such as free sample trial impacts on brand image in the cosmetic market. The software we have used are SPSS & AMOS Graphics. This research holds vast scope for future researchers.

Keywords: Cosmetics, promotion tools/ techniques, consumer buying behaviors, brand image, free sample trials.

E-Government Identification to Accomplish Sustainable Development Goals (UN 2030 Agenda): A Case Study of Pakistan.

Kashif Rehman
Asif Ali Shah
Khalil Ahmed

Abstract

The United Nations Sustainable Development Goals or SDGs are determined to step towards sustainable development, taking a much broader view of sustainability than ever achieved previously, yet practical challenges remain, including how to implement change. ICT in its

appearance of e-government can fill this gap; its dynamic approach can be useful in achieving the targets that have been set in United Nations Sustainable Development Goals 17. This study focuses mainly on the identification of e-government services/initiatives, which have been taken in Pakistan to pave the path for efficient delivery of public services to citizens (G2C). Every goal of UN SDGs is directly and indirectly associated with the concept of e-government specifically the two of its core elements, i.e., connectivity and online availability of data (also called opendata). The desktop research approach is adopted to analyze the National Information and Technology Board (NITB) web portal as it is parent board dealing with ICT and e-government matters to identify the current status of e-government initiatives taken and implemented at the national level, along with e-services provided at NADRA web portal. The findings of the study reveal that the 2030 agenda of SDGs and efficient e-government implementation is not possible without giving due attention to e-services delivery, quality and reliability. It is recommended that government should initiate different programs to disseminate the knowledge about the usage, adoption, and benefits of e-government (e-services) at their doorstep in economical ways.

Keywords: Pakistan and E-Government, ICT and government, e-services, UN sustainable development goals, internet penetration.

Entrepreneurship: An Opportunity for Human Capital Development in Pakistan

Mahwesh Jabeen
Ali Raza Qureshi
Dr.Saima Akhtar

Abstract

Most Entrepreneurs Start business out of opportunity not necessity
Entrepreneurship is basically a transition of an individual from the traditional attire to the difference –maker. No country can be able to attain the concrete level of Economics, Social and Societal prosperity until they start investing in their Human Capital not by virtue but purposively. Entrepreneurship-Human capital relation has established an apprehending of the kinetics and tendencies underlying absolute economic changes. Though in Pakistan this area is still untapped. Based on the data taken from the 2Global Entrepreneurship Index it can be seen that the Pakistan ranked 120 out of 137 countries and ranking 150/189 in 3Human Capital index with the value of 0.562. Despite of increased education level and vocational trainings the fifth largest country of the world is struggling with the outcomes of worst employment. This research endeavors to probe the catalytic role of the entrepreneurship for the development of Human Capital by raising the livelihood of an individual through self-employment. Entrepreneurship has been observed as the most lucrative trend globally but it can be nurtured in barrenness, a viable business hatchery is required for the successful ventures. By design this is a qualitative study and the primary and secondary data are used to identify the prevailing gap. Finding suggest that there is a logical and empirical relationship between the Entrepreneurship and Human Capital Development. For moving the needles to turn the Necessity in to opportunity, appropriate policies are critically needed.

Keywords: Entrepreneurship, human capital, self-employment, business hatchery

HR Practices and Job Performance; Special focus on Psychological Well Being as mediator

Hamna Azhari

Abstract

The major purpose of this paper is to determine relationship between the opportunity, skill and motivation attractive dimensions of human resource with the impact job performance. Moreover, it elaborates the idea of the mediating effect of job satisfaction, work engagement, & effective commitment enhancing dimensions of psychological well-being. Furthermore, the researcher fined the dimensions of psychological well-being effect on hr practices and job performance. Researcher fined the direct relationship between the psychological well-being and job performance. This paper indicates the effective relationship between the hr practices and psychological well-being with perspective of employees as well the researcher elaborates the dimensions of psychological well-being that is job satisfaction, effective commitment, and work engagement. In this paper main idea is to find the dimensions of psychological well-being that they made as a mediator and how they had effect on job performance. This research paper has been measured by likert scale by taking questionnaire in the standard chartered bank by employees of operations department sample size of this paper is 100.the testing tool is spss and amos as well to test responses effect and check the relations between the dependent and independent variables .This paper recommend that the organization should be find this research paper aim to make an effective practicing of hr that how to enhance the practices and also find the major effects of employees psychological well-being and how it gives profitability in the organization.

Keywords: Hr practices, psychological well-being job satisfaction, effective commitment, job performance.

Workforce Diversity and Organization Performance; Moderation of Team Size

Ali Rizwan
Hyder Ali

Abstract

The major purpose of this paper is to determine the relationship between Diverse management, Equal opportunities, hire diverse employees, Promotion of gender diversity, and age diversity which are independent variables and team size was the moderator which highlights the relationship between age diversity and dependent variable on organization performance. The research gap of this paper is all five independent variables are tested together. Moreover, diverse management not only impact positively; both diversity and its management need to be valued positively by the employees in order to get the benefit from diversity. Equal opportunities are given to employees to get excellent result. Hiring diverse employees are being used in order to maintain the value of the organization. Promotion of gender diversity also has a positive impact on organization performance. Age diversity is also tested in this paper to see whether the impact of it affects positively or negatively on organization performance. The data is collected through simple random sampling in the organization (context) of Karachi, Pakistan by giving close ended questionnaire to the employees working in an organization. The sample consists of employees of banking sector which is measured by the likert scale on the basis of strongly agree, agree, neutral, disagree, strongly disagree. For data analysis excel has been used and for testing the data and to see the relationship between dependent and independent variable was through SPSS.

Keywords: Diversity management, equal opportunities, organization performance, gender diversity

Conflict in Work Relations; The Role of Conflict Management Style

Umar Tanveer Khan
Hamza khalid
Mursaleen ahmed

Abstract

The reason of this study is to discover the factor which reduces the conflict in any organization. This research reveals that the major factor which reduces conflict is conflict management style. – In this research the researcher has set the sample size of 200, management employees for the study from different organization and companies and the researcher uses the 5 Likert scale agree strongly agree neutral disagree strongly disagree, moreover researcher collect the data from organizations and fill up the questionnaires from employees, however research testing the research on SPSS and Amos to check the reliability and significance of research the researcher find out the variable of organization performance is a dependent variable and the conflict management style is a moderator and job engagement and performance is also a mediator ,This paper describe the way to control conflict and helps top management. In a most critical situation define how to increase decision making capability. The researcher facing lots of lacking of resources that's why research is limited if the research in these variables in future that will very effective for the organization and employees. This paper analysis how management style conflict can intercept conflict in expanding into employee's productivity which has major suggestion for vocational fitness practitioners and managers.

Keywords: Task conflict, relationship conflict, conflict management style, job engagement and performance

Impact of Human Resource Practices on Employee Engagement: With The Mediating Role of Co-Worker Relation at Work

Jonathan. Simon. Francis
Donald Davies

Abstract

Organizations nowadays are making it their top most priority to get employees engaged at work considering their roles. An engaged employee is a key asset to a company. Having a good and positive environment at work can help the company prosper and gain a competitive edge while having all their employees giving out the top most quality as they tend to be satisfied with work and indulged in a positive environment. Hence through this study we aim to see the impact of Human Resource practices which effect employee engagement in any organization with co-worker relations as a key variable which influences this relation. As the main aim of this study is small/ medium sized organizations hence data would be collected from employees working at small sized organizations with the help of a questionnaire and interviews. Moreover, this research would be tested through CFA and Regression strategies with the help of AMOS and SPSS. Furthermore, through this study we can preside a solution identifying those key variables that would help Human Resources to come up with such policies and reforms through which they could help employees be engaged while sustaining such an environment where positivism flourishes amongst the

employee and lead the company to effective working and production which can achieve organizations goal.

Keywords: Employee engagement, human resource practices, co-worker relations.

Attributes on the Job Training Impacting the Employee Commitment with the Mediation Effect of Job Satisfaction and Transfer of Training in Conventional Banking Sectors of Pakistan

Zainab Akram
Areeb Ilyas

Abstract

To highlight the role of on job training in building employee commitment, job satisfaction and transfer of training and to understand the effect of training and development in banking sectors of Karachi. The main purpose of the research is to check, weather on the job training if provided to the employees and after ensuring that training has been transfer to the employees they are satisfying with the job or only providing the training is enough to get satisfied with the job. For achieving the purpose, the researcher uses cross sectional and finding the correlation. Data will be collected through survey close ended questionnaire to investigate hypothesis with the sample of 200 selected randomly. Moreover, the data will be tested by using the different software's, for the demographics SPSS and for proving the relation CFA and SEM approach will be used by using Amos or Smart Pls. Furthermore,

The findings obtain that there is a positive or direct relationship between on job training and job satisfaction, there is also a positive relationship between training and employee commitment.

Keywords: On job training, job satisfaction, employee commitment, transfer of training, banking sector

Job Stress, Job Performance and Turnover Intention among Hospital Nurses of Karachi

Dr. Tasneem

Abstract

Purpose: The aim of this study was to design the model which describes the job performance of nurses based on individual and organizational factor. It shows the causal relationship between two independent variables occupational stress, turnover intention and one dependent variable job performance and its impact on job performance.

Method: The survey was conducted using a questionnaire administered to 300 professional nurses working in major tertiary care hospitals of Karachi. The questionnaire measure three variables job performance, job stress and turnover intention.

Results: The result of this study revealed that job stress, turnover intention have direct effect on job performance. The Pearson Correlation analysis confirmed that job performance correlate positively with nursing stress ($r=0.456;p<0.01$), turnover intention ($r= 0.300;p<0.01$) the correlation is significant at the value of less than 0.05.

Implications for nursing management: nursing management could achieve its aim of improve job performance through the improvement of support from nurse coordinators, the specific organization of work models, ad hoc family friendly policies and individual counselling programmes of nurses.

Keywords: Job performance, turnover intention, job stress, nursing management.

Relationship between Employee Skills and Job Performance Mediation with Emotional Intelligence

Zuhair uddin Hashmami
Ashfaq Arbani

Abstract

The purpose of this paper is to check the relationship between emotional intelligence and job performance using emotional intelligence as a moderator variable.

This research is an explanatory research with a correlational design having a quantitative approach we use questionnaire as mean of data collection with respondents.

We have conducted research from employees of various organizations in order to strengthen and prove our hypothesis where we will test the importance of our independent variable and how they will influence of employee skills to further improve job performance. This study is an explanatory research which is to identify the factors that affect emotional intelligence and influence on job performance we will conduct a quantitative research with a correlational design to check the relationship between the factors and emotional intelligence

Keywords: Employee training, job satisfaction, appraisals, working condition, emotional intelligence and job performance.

The Impact of Workforce Diversity on Employee Performance with the Mediation of on Job Training in Banking Sector of Pakistan

Tooba Khan
Anum Rukhsar

Abstract

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 employees training and employees performance. The main purpose of this research is to encourage employees training in every organization in order to get better result on employee performance in a diverse environment. 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 develop a set of hypothesis and conceptual framework on the basis of previous researches, then researcher developed a questionnaire. The data was collected through primary data by using questionnaire filled by each employee in respected banks. For this research the researcher collects quantitative data by distributing about 200 questionnaires in a reputed banks of Pakistan. For questionnaire paper the researcher use likert scaling. In this research different software were used like SPSS, CFA, SEM, SMART PLS, AMOS were used to test the hypothesis. The study will be expecting to have the positive impact on the variables. Moreover, this study will give the insights of the problem solving related to the workforce diversity in the banking sectors of Pakistan

Keywords: Workforce diversity, employee performance, on job training, cultural age, ethnicity, gender, mentoring and job rotation.

The Impact of Emotional Culture and Psychological Capital on Employee Relationship Management

Sarosh Khatri
Imran Rind

Abstract

The operations of the firms largely focus upon several valuable factors with the relationship and management of employees occupying the key function for the fulfillment of the organizational future plans or vision. In this way most of the firms are making more focusing on the employee's relationship which recently has very effective competition. The aim of this research is to interrogate the employee relationship management may lead to the organization at the beneficial track regression strategy. The inquiry of research is taken out through well-structured questionnaire filled by random 300 respondents and research base papers that argues employee relationship by some factors such as psychological capital and emotional culture. The research is tested on CFA and regression strategies by the help of Amos and SPSS. Efficient employee relationship management helps the Pakistani organizations or public sectors in overall to reserve their best present and future returns. At any firm employee relationship management are concentrated on capabilities of understanding, tolerance and positive behavior and expand huge performance. This paper could be better additional by empirically dimension various factors effecting the variable of employee relationship at any organization of Pakistan. It may give reward in the competition and retention of business transactions. In this study it is referred that most of the firms must give attention in the environment which built the employee relationship well and develop its employees for making up the various challenges of the internal work place for make them ready for the upcoming competencies of organization. This recent research paper may preside to the solution that if psychological capital and emotional culture are well identified and successfully managed, it could reward in the future enhancement of relationships among the different level of the employees.

Keywords: Relationship management, psychological capital, emotional culture, competencies of organization

The Impact of Talent Management on Organizational Performance with the Mediation of Competitive Advantage through HR Practices

Rida Jahangir

Abstract

The most effective assets of the organizations are its talented employees who act as the backbone in achieving any target of the organization. Knowing the worth of their talent, the organizations are working explicitly to manage it with the practices of talent management for their better performance. This paper focuses on finding how banks in Pakistan can compete with each other and perform better through identifying and managing the talent of its employees. This research is descriptive and correlation, carried out by random sampling in which the primary data is collected through questionnaires in a non-contrived environment and the secondary data is collected from past research articles. Furthermore, the data will be tested by using CFA, and regression analysis by using Amos and the SPSS. It was found that Talent management plays a key role in the success of the organizations and the banks in Pakistan should focus on talent management to value their capable employees in order to compete

with each other and improve their performance as well as to sustain in the international market. This research is done under the banking sector of Pakistan to evaluate their talent management practices providing the result that banks of Pakistan can achieve a competitive advantage when their human resource department improves their talent management strategies. The researcher got the limited time to carry out this research so it needs further research to find out other what other implications of human resource department can develop the competencies of the banking sector in Pakistan. From this research it is suggested to the banks of Pakistan to start effective talent management programs providing equal opportunities to their employees so that they can identify the best among them and satisfy their employees with a stable career path as well as creating the potentially productive workforce in their organizations. This study concludes that if banking sector in Pakistan is provided with special talent management practices, then it can build a strong recognition in the world by high organizational performance in the next decade.

Keywords: Talent management, organizational performance, competitive advantage, HR. practices

Agricultural Start-Up Influences the Economic Growth of Pakistan

Muhammad Waqas Nazir
Farwa Naqvi
Syed Ali Raza Zaidi

Abstract

The Pakistani economy is largely agrarian, with agricultural contribution to Gross Domestic Product GDP is 21% with an annual growth of 2.7% with around 44% of the population dependent for their livelihoods on agriculture and allied sectors, Pakistan's total area is (796,095) km², about 22million are cultivated and 8.3 million are non-cultivated land Agricultural land (% of land area) in Pakistan was reported at 47.03 % in 2014, according to the World Bank collection of development indicators, Agricultural land is (sq. km) 362520 sq. Km, one Agricultural census: 01 has held and Economically active population in agriculture is about: (24902000) basically Agricultural land refers to the share of land area that is arable, under permanent crops, and under permanent pastures. Agricultural entrepreneurship can play a vital role in boosting economy of Pakistan and living standard of an average person basically an entrepreneur is someone who harvests for the society. An entrepreneur is a creative leader of society who always looks for breaks to improve and expand his business. An entrepreneur likes to take calculated risks, and assumes responsibility for both profits and losses. An entrepreneur is passionate about growing his business and is constantly looking for new opportunities. Entrepreneurs are also innovators and being innovative is an important quality for a farmer entrepreneur, especially when the business faces strong competition or operates in a rapidly changing environment. In this paper it will be analyzed that: • Can small-scale and less educated farmers become good entrepreneurs? • Is agriculture entrepreneurship culture being capable to sustain economy and living standard? • Trend of fresh graduates in agro/livestock start-ups.

Keywords: Pakistani economy, agricultural entrepreneurship, changing environment

Influence of Leadership Behavior on the Organizational Commitment and Job Satisfaction among Public Sector Managers of Pakistan: An Empirical Approach

Dr. Bahadur Ali
Professor Dr. Naimatullah Shah
Manzoor Ahmed Kalwar
Shahnawaz Mangi

Abstract

The purpose of present paper is to verify the effect of leadership behavior on organizational commitment and job satisfaction among public sector managers of Pakistan. To achieve such purpose, a conceptual framework is developed for testing. This is an empirical approach in which data is collected from managers of different public sector organizations of Pakistan. The data is collected by applying a survey questionnaire which contains the items related to such factors like organizational commitment; leadership behavior; and job satisfaction. At the initial level, 700 survey questionnaires are randomly distributed among the targeted respondents. 320 returned samples are proceeded for further analysis. The response rate of return is 45%. Pearson's correlation and multiple regression analysis are applied for analyzing the results. The results suggest a significant and positive influence of leadership behavior on job satisfaction and organizational commitment. In addition to it, there is a significant and positive influence of organizational commitment on job satisfaction. The outcomes of such a study may be fruitful for policy makers for developing more organizational commitment and satisfaction among public and private sector employees through leadership behavior.

Keywords: Leadership behavior, organizational commitment, job satisfaction, managers, public sector organizations.

The Effect of Knowledge Management Practices on Organizational Performance, a Case Study on Pakistani FMCGS Industry

Ali Raza Zaidi
Waqas Nazir

Abstract

This research intends to study the relation between knowledge management practices and organizational performance. Theoretical relations are tested through an empirical study carried out on 235 Pakistani firms in the FMCG and distribution industries. This research shows how the firms that adopt knowledge management practices achieve better results as compared to their competitors. The subject of principles has not been considered a dimension of knowledge management. New avenues of inquiry are opened considering this dimension. It determines practices that have a positive incidence on organizational performance. The conceptualization of knowledge management practices represents a theoretical innovation. This scale can be used in other knowledge-intensive industries. The research concludes, that these practices have a positive impact on organizational performance.

Keywords: Knowledge management (KM), Organizational performance

Analysis of Extrinsic and Intrinsic Compensation as Factor of Attraction for Graduating Students in Business Administration

Fatima Wajiha
Asif Aslam Gill

Abstract

Purpose: The present research inspects the approach of students about to graduate upon the extrinsic and Intrinsic values they would like to receive in their selected organizations. This paper means to recognize the most appealing remuneration techniques to understudies going to finish their college degree in Business Administration.

Design/methodology/approach: This examination depends on quantitative information investigation. It will mostly be done through Questionnaire. The data collected from the students graduating shortly. The questions placed to the student will be related to the different types of compensation offered by the organizations that they look forward for after completing their graduation

Findings: The several existing compensation strategies must be tailored within the regional compensation practices, as market practices are parameters for determining the compensation mix in companies.

Research limitations/implications: The major limitation of this research is that this study only covers the pass out of business administrative graduate. Another limitation is that it excludes many variables of compensation due to shortage of time.

Practical implications: The several existing compensation strategies must be tailored within the regional compensation practices, as market practices are parameters for determining the compensation mix in companies.

Originality/value: The present study may lead to the conclusion that business administration students could be more enthusiastic and it could indeed result in the long-term enhancement of satisfaction amongst the various levels of employees. Because It creates on the productivity of the company if the employees are compensated in more new ways.

Keywords: Extrinsic compensation, intrinsic compensation, attracting factors

Factors Affecting Employee Empowerment and Satisfying the Job

Muhammad Hasan
Fahad Hassan Khan
Sherry Butt

Abstract

The primary goal of an organization is to manage their employees and motivate them by encouraging positive attitudes. The main purpose of this research is to establish information regarding the factors which affects employee empowerment and satisfy the job. The research will identify the benefits of employee empowerment in enhancing the overall performance of the business. The theories explaining the concept of employee empowerment will be reviewed and the strategies of enhancing employee empowerment and job satisfaction will also be identified. The information will be composed from the sample of 200 through questionnaire, subsequently the information will be considered for testing the influence of the variables regression, ANOVA and SEM approach will be used. For the analysis purpose SPSS and Amos will be used as a tool. This study is carried out through exploratory and descriptive study, which will prove significant for

obtaining a good understanding of the interest and advancing knowledge of the subject, which is the relationship between factors affecting employee empowerment and job satisfaction through subsequent theory building. Successful implementation of forces or factors which motivates the employees, afterwards empowering and satisfying them, in turn help increase organizational commitment, and boosts the overall performance of an organization. Job satisfaction in complex processes were not thoroughly investigated. The research could be enriched further by making proper distinction between job types, which underlines the factors that affects employee empowerment. It is suggested that organizations should focus more on the factors which are likely to motivate their employees, empower them, and satisfy them, which increases the career performance of their employees, and then the overall performance of the organization, helping them to achieve its goals and objectives. The present study may lead to the conclusion that if organizations focus on the factors of empowerment and satisfy their employees, it will enhance the employees' organizational commitment in the long term.

Keywords: Human resource management, employee empowerment, job satisfaction, job enrichment, career performance, psychological empowerment, organizational commitment

General Well Being among Graduate and Undergraduate Students of Business Institute, Karachi; Retrospective Cross Sectional Study

Maryam Moula Bakhsh
Tasmia Abeer

Abstract

Live happily and healthy is a major aspect of student success. Business student deal greater independency and responsibility of work which require balance among numerous projects, motivation and focused to keep going or to achieve success. Well-being is a subjective term which is a combination of various aspects of our personalities and lifestyle. This study aimed to explore the indicators of subjective feelings of psychological wellbeing and distress, among undergraduate and postgraduate students. Random sampling technique was used to collect data via self-administered General well-being schedule Questionnaire from 250. This study was conducted from January to May 2015 at the business institute of Karachi, Health Camp. The data were analyzed using SPSS 23 software. Mean and SD used for quantitative variables, frequency and % used for qualitative variables. Pearson correlation used to assess the relationship between gender, graduate and undergraduate students, different age groups and Six dimensions of General well-being schedule, which includes Anxiety, depression, positive well-being, Vitality, Self-Control and General Health. Independent T-test and one-way ANOVA used to find out the significant differences in general well-being among undergraduate and graduate, Male & Female and different age group students. 67.6% students were from the age group 18-25 yrs. 52 % were males and 50% represented both the undergraduate and graduate program. Both Gender and different age group students reported significant difference in general well-being score at p-Value 0.05. Training and awareness programs need to implement to generate positive feeling of subjective Well-being among students.

Keywords: General well-being, anxiety, depression, positive feelings, vitality.

Effects of Corporate Social Responsibility and Transformational Leadership On Purchase Intention with A Mediating Effect of Corporate Image: A Study On KASBIT University, Karachi

Bina Tariq

Abstract

This research is based on the effects of corporate social responsibility and Transformational leadership on purchase intention & playing mediating role by corporate image. The CSR is supported by environmental stability, economic responsibility and ethical business practice that create the relation between the transformational leadership which ultimately increases the purchase intention through the corresponding of corporate image. The leadership having individual consideration, idealized influence and intellectual stimulation towards the organization that creates strong image which affects the customers gain the loyalty and it will automatically increase the intention of purchasing towards the firm. To increase CSR we are to increase the environmental stability, economic responsibility and ethical practices that eventually effects the cooperate image. The gap of the research is to identify the role of corporate image between purchase intention, CSR and transformational leadership. Also researcher gives support to CSR of ethical business practice, environmental stability and economic responsibility for strong verification. Furthermore, this study helps those who wanted organizational stability and the behavior of the customers through the corporate image. The most important is the impact of customer towards the organizations that how well they communicate in the social environment.

Keywords: Corporate social responsibility, Transformational leadership, Ethical business practices, Environmental stability, Economical Responsibility, Idealized influence, Intellectual Stimulation, Individual consideration, corporate image & Purchase intention.

Keywords: Transformational leadership, intention, intellectual stimulation, cooperate image

Fake-Love: Brand Love for Counterfeits

Waqar Ali Soomro
Abdullah Saleem
Waqar Younus

Abstract

The purpose of this research paper is to indicate that consumers who knowingly purchase counterfeits could be in love with brands whose counterfeits they own. The impact of two dimension of brand personality (Excitement and Sincerity) on brand love and, subsequently, on store brand loyalty and positive "WORD OF MOUTH. The results demonstrated that two dimensions of brand personality as well as brand loyalty have a positive impact on brand love. Internationally buy fakes (alluded to as counterfeit purchasers) likewise build up affection like inclination toward the genuine brands (alluded to as phony love). This examination endeavors to address this hole through a multi-aggregate examination (MGA) between two gatherings of clients (genuine purchasers what's more, counterfeit purchasers), and endeavors to illustrate the elements that different phony love from genuine love. Thusly, future research must examine which estimate vice ions of brand personality influence fake love when stood out from genuine love, and which character estimations of a brand concur with the phony purchasers. This examination orders fake buyers as individuals who can hold up under the expense of certified brands yet get a kick out of the chance to purchase its fakes.

Keywords: Counterfeiting, Brand love, Fake-love, Self-expressiveness brand love; brand personality; sincerity; excitement; branding; relationship marketing

Growing Debt Activism: Profitability of Cement Companies listed in PSX

Mr. Muhammad Faizan Rafiq Pardesi
Mr. Umair Baig
Mr. Javed Hussain

Abstract

The purpose of the research is to explore the empirical impact of growing debt activism on the profitability of cement sector of Pakistan. Data taken for the period of 10 years from 2007 to 2016 from listed companies of PSX in cement Sector. To indicate debt activism in cement sector, capital structure set of variables are used i.e. Debt/Equity Ratio, Interest Coverage Ratio, Short term debt ratio, and Long-term debt to ratio and for Profitability i.e. return on Asset, Return on Equity & Net Profit Margin. The variables were analyzed through descriptive, correlation and regression methodology. Descriptive analysis of the research illustrates that the dependent variable which is Return on asset, return on equity and Net Profit Margin has less mean and maximum value than independent variable (Short and Long Term Debts, Debt to equity and Interest Coverage ratio (ICR)). Correlation coefficient results delineates that: The short-term debts, long-term debt and Debt to equity ratio have a negative impact on profitability pointers of return on asset (ROA), return on equity (ROE) and, net profit margin (NPM). The study investigates that the significance effect of short and long term debt on return on assets and equity along with Net profit margin. The research conclude that more usage of debt cause slams the profitability which results in low due to the payment of high-interest expenses.

Keywords: Return on equity, Debt, Equity, Interest, Capital Structure.

How Does Word of Mouth Affect Customer Satisfaction?

Adeena Irfan
Muhammad Sirbouldn khan
Salman Baloch

Abstract

Now a day's customer is moving towards those things which have a positive word of mouth. In this research there is a strong relation between customer satisfaction and word of mouth. If a customer is satisfied it will spread a positive word of mouth about product/service and Brand attitude plays a vital role and have a strong impact on Word-of-Mouth. Brand attitude is a new variable which we had added in this research paper to get the answer with high level of accuracy that how customers will be satisfied. It is the overall perception of the customer towards the brand and those perception affects by WOM number of times. To get the data we have used questionnaire method and collect it by students. In this research the Dependent variable is customer satisfaction and Independent variables is Brand Attitude, Positive Word-of-Mouth, Perceived quality and Expectation. We also used AMOS, IBMSPSS and EXCEL. We Recommend this research paper to those brands and organization which falls into a decline stage from the maturity stage just because of Word-of-mouth.

Keywords: Word-of-mouth, customer satisfaction, brand attitude, WOM

Impact of Smart Packaging and Evaluating Its Understanding Effect upon Selling Analysis with the Mediation of Consumer Motivation in the Fresh Food Items

Fouzia Shafiq

Abstract

The purpose of this research is to develop the importance and value of packaging with moderating the innovation of new techniques and ideas that show some positive aspects of packaging in the environment and focusing on consumer motivation towards the smart packaging will increase sales in the markets. The two variables of packaging that develop the concept behind smart packaging is active packaging and intelligent packaging, both are relevant in the protection of packaging, as active packaging is for fresh products which increases the time limit and showing temperature that makes products fresh for several days this mainly indicates the attraction towards the consumer motivation and intelligent packaging is for showing the content information on the package or RFID device is innovative technology that trace and locate the products. Smart packaging purpose is for reusability in packaging which decline the waste packaging concept, the consumer reuse packaging for several things. On the basis of hypothesis and conceptual work of the researcher and co relational researchers then the questionnaire is developed by research. The collection the data is from primary sources in a quantitative manner by distributing about 500 questionnaires in well know super markets. For questionnaire the software used like SPSS, CFA, SMART PLS, AMOS and SEM. It is expected that the result will show the positive impact of smart packaging and having an indirect relation with the motivation. Moreover, this study will provide a road map for the producers involve in the fresh food items, to understand and gauge the smart packing for making their name and understand the consumer motivation.

Keywords: Innovation, active packaging, intelligent packaging, consumer motivation

Diversity Concerns between China and Pakistan and Its Impact on CPEC Success and Sustainability

Ms Faiza Siddiqui

Abstract

This study focuses on the concerns of diversity between China and Pakistan and issue which may impact on the CPEC sustainability and success due to these diversities. As far as the concerns for the diversity among both nations this study focuses particularly on political diversity, socio-cultural diversity and economic diversity. Many researchers and scholars finding way out towards these diversities challenges; this study helps in finding solution for the diversity problem to cater it well before time. This study also helps the way to converge the Diversities where the situation is feasible for both nations.

The objectives of this research study are:

1. To highlight the diversity between two society China and Pakistan.
2. To suggest the way forward in resolution to the expected diversity issues between both nationals and provide the way towards sustainability and success of CPEC project.
3. To determine the feasible solutions towards the convergence of culture and diversity to both countries.
4. The suggested theory of the study states that if the diversity concerns among both countries

reduce or eliminate or converge in one place then it leads to the CPEC success and sustainability.

Abbreviation

- CPEC: China Pakistan Economic Corridor
- OBOR: One Belt and One Road
- BRI: The Belt and Road Initiative

The Effect of Celebrity Endorsement and Price Promotion On Purchase Intention of Consumers with the Mediation of Brand Loyalty. A Study on KASBIT

Amna Taimuri

Abstract

In recent years, the celebrity endorsements rapidly capture the market share in all over the world. In contemporary world customers attract from celebrity endorsement by their physical attractiveness because celebrities are considering as an opinion leader and influencer in all continents. Huge amounts of people are influence by their credibility and their expertise. In addition, the trust belonging element has emerged by them. Most of the marketers in overseas is adopting this customer retention factor for expanding their market share. According to the psychological discipline of consumer buying behavior, price promotion can be highly affected on consumer preferences. This study has examined facts regarding relationship between brand loyalty and purchase intension of consumer. This study focuses on the effects of celebrity endorsements and price promotion on purchase intension and brand loyalty of a customer. The study has performed in KASB Institute of Technology and explores the responses of every individual student. This research helps to understand consumer-buying behavior of KASBIT's students and employees as customers and about the perception of every single student and employee regarding celebrity endorsements and price promotion with respect to brand loyalty. In this study, the research paradigm is descriptive because of their positivism. The unit analysis is individual and dyads because data collected by approximately students and employees of KASBIT. Interference of researcher is excessive as well as study has conducted in non-contrived environment. This study will further help students who are thinking to launch their product.

Keywords: Celebrity endorsement, price promotion, brand loyalty & purchase intension

Promoting CSR Activities for Brands Propagation & Advertisements (Identification of Ethical Perspective in Pakistan)

Kamran Jawaid
Umair Baig

Abstract

In Islam, we found the concept of hiding the name of sufferers helped by the supporters in terms of having monetary or non-monetary contributions. While Multinational Companies are now having a theme of Corporate Social Responsibility as one of the audience attracting theme in brand propagation and advertisements (Mohammed,2007). There is narrow boundary existed between the maintaining the dignity of sufferer and creating the awareness of social activities made by any corporate group or multinational company (Lewis, 2005). In this research we have identified the ethical perspective of Pakistani society in the light of Islamic religion and emerging brand endorsement strategies around globe. We have studied some well-developed research papers from

Pakistan and from the western world for developing the literature review as secondary data. The conceptual framework is identified the factors impacting the positive image development of CSR activities in the brand propagation and advertisements for maintaining the Islamic philosophy of welfare and helping the sufferers. We have followed the mix method approach, by collecting the expert opinion from 10 renowned welfare based marketers and survey on 200 respondents from the business students of MBA final semesters in leading business schools, institute and universities of Karachi. The quantitative data will be analysed by the Regression and Correlation Analysis conduct by the application of SPSS Software. The discussion for narrowing the vast conceptualization towards focusing the conclusion, we have matched the data of expert opinions and survey polls. The conclusion is based on the development of ethical guidelines for establishment of dignity of CSR activities as per Islamic valuation with positive brand propagation and advertisements (Karamatullah, Riaz, Kazi, & Herani, 2008; Nielsen, 2012; Shi fa, 2012). We have also identified the genre of dimensions in categorizing the CSR in Advertisement for the purpose of studying the CSR as an emerging theme for brand propagation and advertisements.

Keywords: Corporate social responsibility, CSR in advertising, ethics in advertisements, brand propagation, CSR as theme for advertising.

Impact of Emotional Ads, Online Ads and Repetition Ads on Consumer Buying Behavior on Z Generation – A Study on Tapal Tea Brand

Ahsan Khan
Komal Abbasi

Abstract

In the era of fast growing world advertisement is one of the most powerful channel to promote the brand which influence the minds of consumer and have long lasting impact in consumer memory. An advertisement can make a huge difference in brand sales growth. By advertising emotional ads, the marketer appeals customers mind toward the brand and changes consumer buying behavior. Moreover, it can help marketer to change the perception of consumer, awareness and enhance the knowledge about the product. The researcher divided male and female into two categories that how advertisement impact or attract male and female of Z- generation on the emotional ads, repetition of ads and online ads. Data for this study will be collect from sample size of 400 students and questionnaire will be distribute to 200 students whose age is below 23 years. The further the data will be tested by using the regression analysis and the SEM approach. Moreover, the software will be using the SPSS and the Amos. Main finding of our research is to check out the impact dependent and independent variable on z-generation by considering the tapal tea brand. The practical implication is to find out the impact and relation between consumer buying behavior and mass media advertisement through using emotions and repetition.

Keywords: Consumer buying behavior, emotional ads, repetition ads, online ads, z-generation.

Relative Effects of Perceived Internal and External Pay Equity on Employee Productivity with the Mediation of Organizational Commitment

Yumnah Younas

Abstract

The employee productivity depends upon the perceived internal and external pay equity which effects the organizational outcomes and goals at some point. The employee productivity is the only

factor to make the worth of an organization as well as for more profit gain which is directly related to the growth of the economy; challenging for managers and upper level management in this competitive era to retain the employees, increasing job satisfaction, fairness and justice to wage pay system to make an employee committed to an organization. The purpose of this paper is to study the effects of perceived internal and external pay equity on employee productivity with the mediation of an organizational commitment. The study is examined based on researches previously done with the help of relative deprivation and equity theory by J. Stacy Adams. The questionnaire was distributed among the highly productive and low productive employees to examine the effects of perceived pay equity internally and externally with the mediation of an organizational commitment. The sample size of the research is 250 employees out of which 200 responded from 5 different business institutes and multinational organizations to analyse the effects of fairness and justice in the wage pay system as well as within the organization increases the employee productivity with the mediation of an organizational commitment. Organizational goals and outcomes considered to be the priority in an individuals' mind than the personal goals due to job satisfaction. The statistical hypothesis is tested through Smart PLS. The research could be improved further by testing and implementing the strategies in the organization which help in productivity of an employee with the mediation of an organizational outcome, it is advised to implement the fair and justified wage pay system considering internal and external factors of an employee for the increased employee productivity, job satisfaction as well as strong organizational commitment reducing retention rate. It is suggested that using fair and justified pay wage system an employee can be more productive and satisfied to his/her job prioritizing the organizational goals and long-term growth of various employees as well as organizations.

Keywords: Internal pay equity, external pay equity, wage compensation, job satisfaction, organizational commitment, fairness, justice, employee retention.

The Impact of Digital Media Marketing on the Growth of Textile Industry of Pakistan

Tooba Tanveer
Fareena Latif
Annah Hassan

Abstract

The growth and development of a corporation largely depends on the marketing channels of the firm among which the digital media marketing directly affects the buying behavior of a consumer. Textile being a large manufacturing sector of Pakistan needs to focus on its digital marketing activities in order to attract and retain more customers. The purpose of this study is to highlight the uses and strategies of digital media marketing and their application in their textile industry of Pakistan to help it grow and sustain in the competitive business environment. This study is carried out using questionnaires with the sample size of 200 people and the data is carried out through research books and journals. Standard statistical techniques are used for the analysis of data over Spread sheets and software used to process analysis are statistical tools, frequency, Z test of mean, Z test of proportion, AMOS and SPSS tool. Upon examination, it is clear that the application of digital media marketing strategies significantly increases the retail sales, improves the customer perception and helps grow the businesses of textile industry of Pakistan. The case study could be further enhanced if textile industries other than Pakistan were also studied to map the impacts on the global markets. It is proposed that companies working in the textile sector of Pakistan should prioritize digital marketing activities in pursuit to grow and compete in the local as well as the global textile markets. The

present study may conclude that if digital marketing strategies are applied properly, it could result in the increase of market share of textile companies ultimately leading to long-term success and progression of the textile sector of Pakistan.

Keywords: Digital media, marketing channels, growth, textile, buying behavior, online retail sales, customer perceptions, strategies

Impact of Advertising Strategies on the Cognitive and Behavioral Component of Attitude with The Moderation of Gender

Ghulam Sarwar Baloch
Sheraz Ahmed Shaikh

Abstract

The main purpose of this research is to find out the impact of advertising strategies on purchase behavior of consumer either male or female. The research suggests that there will be impact of repeated exposure of advertisement with the cognitive attitude of consumer toward advertisement and will have a direct relation with the purchase behavior of consumer, furthermore the impact of celebrity endorsement, funny character, sexual appeal, comparison of product of advertisement with cognitive attitude of consumer toward advertisement will have a direct relationship with the purchase behavior. This research finds a result that there will be a positive impact of advertising strategies on purchase behavior of consumer either male or female. Since the social bonds will benefit the business connections and will constant throughout, therefore while collecting the data researcher assures that the response will be good. We will collect the data by distributing it online as well as personally. Data collection or questionnaire has 5 dependent variables and 1 independent variable. We distributed around 300 questionnaires to employees to which few did not respond back and few were under biases. The data will be tested with CFA and regression strategies with the help of Amos and SPSS. This research refers that most of the advertising companies have to apply these strategies in order to get maximum purchasing response by consumers either male or female. This research could be conducted better because the time was limited i.e. 4 months, to gather the data and because of this so the research could not be conducted vast or in depth. This research will only be applicable till advertisement.

Keywords: Repeated exposure, celebrity endorsement, funny characters, sexual appeal, comparison of product, purchase behavior, gender (male/female).

Determinants of Financial Leverage and Its Influences on Chemical Sector in Pakistan

Mr. Ahsan Adhia
Mr. Umair Baig
Mr. Faisal Majid

Abstract

This research is conducted to find out the determinants of financial leverage and its impact on Chemical sector listed companies in PSX. Financial leverage means volume of debt in business's capital structure. Every company must focus on the impact of cost of capital on the profitability because the cost of capital directly affects to profit of the firms. If borrowing could be increase the volume of sales which turns in increases profit and on the other side it also increases the cost of debt because borrowing associated with interest cost. In this study, Profitability, Liquidity, Tobin

Q, Assets turnover and Tax are included as Independent variables and financial leverage as Dependent Variable. Data is analyzed by software E-Views. Augmented Dickey Fuller test is used for data stationary, Huasman test is applied for the comparison of panel models and to select most appropriate model while Regression is applied for hypotheses testing. The results found that Profitability and Tax have positive significance impact of Financial Leverage while Liquidity, Assets Turnover and Tobin Q have no significant impact on Financial Leverage. The findings are showing that Profitability and Tax are key determinants of Financial Leverage for chemical sector of Pakistan. As gearing increases, it makes positive impact on Profitability and Tax; therefore, Profitability increases and Tax is directly co related with profitability, as a result tax is also increases.

Keywords: Financial leverage, profitability, Tobin Q, tax, liquidity, assets turnover, impact, and significant.

The Impact of Granting Conviction on Employees Creativity

Taha Ahmad

Abstract

The aim of study is focus on the see the relationship to check impacts of SECI model (socialization, externalization, combination and Internalization) on employee creativity with respect see the impact granting conviction effect on creativity within organization. The study of research is based on quantitative methodology the gather of data is to be based on close ended questionnaire. The size of sample will be approx. 150 by using five point likert scale i.e. agree, disagree, neutral, strongly agree, strongly disagree. Employee creativity seems still a problem for the HR Department. Analysing of data will be done on SMART PLS which will also cater and show the results for reliability as well as the validity of the data and the impacts of the variables with the correlations. This study aids us understand what approaches show be neglected and which ones to be adopted. Job satisfaction being a new variable is being tested on SECI model. Moreover, different researchers are welcome to explore more different variables and highlight its impacts on SECI model.

Keywords: Team trust, intrinsic motivation, employee, job satisfaction, creativity.

Empowering Leadership, Career Self-Efficacy and Career Satisfaction

Taha Jawed

Abstract

The aim of the research is to facilitates that empowering leadership is directly influences the employees' productivity, however empowering the leadership is to beneficial for organization because productivity will increase, the study taken career self-efficacy as a dependent to empowering leadership. Moreover the research is formed on quantitative research, therefore that indicates the techniques of probability and simple random techniques method, Moreover the researcher collect data on the sources of survey and the researcher will fill up the questionnaires in the banking sector Karachi, Pakistan, However, the sample size of this research is 150 and the researcher using five likert scale which is agree strongly, agree, natural, disagree, strongly disagree, moreover this research will support the employees and also management how to overcome the employees related problems, However the empowerment leadership is impact on

psychological empowerment and career self-efficacy that will increase the employees career and moral and psychological empowerment directly impact to the career commitment, career satisfaction, career orientation Researcher was adding new variable name as career self- efficacy and investigate the direct impact with empowering leadership. the research will test on Amos (SEM) and SPSS 16.0 to check out the significance of research and reliability so the absence of resources the researcher is restrict and constrain if work on these variable in the future that will give benefits effective and efficient way.

Keywords: Empowerment leadership, psychological empowerment, career commitment, career orientation, career satisfaction, career self-efficacy

Relationship between Goals, Conflicts and Satisfaction

Abdul Samad Asif
Anas Hafeez

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 question are 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

The Impact of Job Satisfaction, Self-Efficacy and Retention On Transfer of Training: The Mediating Role of Motivation to Transfer

Uzma Rizvi

Abstract

The today's world is the era of technology and it's getting change on the regular basis there for, training and development has become a crucial need of the world organizations because if the employees are trained and updated they can play a significant role in success and effectiveness of the organization. The previous research was held to get the hand on knowledge regarding that how the different modules of training can develop the employees and make them effective for organization. The motive of this research is to find out the impact of job satisfaction, self-efficacy, retention to transfer of training and motivation to transfer as a mediating. The study explains concerned new variable job satisfaction of the transfer of training can help the manager to make

training plan more effective and efficient. It is a quantitative research and the data for this research collected through close ended questionnaire asked from employees working with in the textile Industry. More over measuring technique is used on the bases of 5 points of likert scale set up. For data coding we used excel and further software will be uses that are SPSS, AMOS software and results, cause and effect relationship and for testify reliability. This research study further helps the training managers to rectify the unstructured problems and bridging the productivity gap in employees and then plan accordingly by keeping in mind the key factors of this site research work.

Keywords: Transfer of training, job satisfaction, retention, self-efficacy, and motivation to transfer.

Exploring Antecedents and Outcomes of Job Crafting, Indication from Pakistan International Airline

Maryam Mallick

Abstract

The motive of this research recognized the practices of HRM that are beneficial for exploring the predecessor and outcomes of job crafting in the organization and its association with work engagement and job satisfaction within the south Asian context. For this motive researcher used quantitative study and the data collection method is closed ended questionnaire by which researcher targeted the employees in airline industry by using the systematic random sampling which is constructed on 5 point likert scale. This study based on the concept of job crafting of employees who is beneficial for the organizational competitive advantage. The data analyzed by using the suitable method e.g. confirmatory factor analysis and structural equation modelling. The extent of this study could be enhancing the pleasure and supportive relation in the organization. Furthermore, job crafting is the center of attention process by which personnel modify components of their work and relations with each other for redefine the importance of their jobs and societal atmosphere at job. The finding of this study showed the positive effectiveness of perceived organizational support, creative self-efficacy and autonomy on crafting of job and the effects of it on satisfaction of job and on job engagement by which employees have enough opportunities to changes in their way of work. This research based on service sector but it would be show potential effectiveness on other sectors as well.

Keywords: Job crafting, creative self-efficacy, job engagement, perceived organizational support, job satisfaction.

Components of Compensation Impacting the Talented Applicants of Higher Education Sectors of Karachi Pakistan

Tooba Irfan
Misha Siddiqui
Ayesha Irfan

Abstract

The aim of this study to test the verifiable impact of non-financial, innovative perks or financial compensation on attracts the talented applicants. During the process of recruitment and selection the manager should know the skills, abilities and creativity of the applicants for hiring the most talented one to generate some new innovations to organization. For hiring the most talented one

organization provide perks, salaries, incentives and rewards. Compensation is the reward of the employee for their employment or their contribution for the organization in the form of financial and non-financial rewards. The most talented one needs more benefits, as they are the talented one, they are not only satisfying with Financial and non-Financial compensation they want some different activities too, to refresh their minds like gyming, indoor games, some sort of enjoyment at the workplace. The need of every person changes with the time. A wonderful environment also plays a vital role for attracting talented employees. The cause of this research to finding the impact of innovative perk, financial rewards or non-financial rewards to attracting the talented applicants the researcher try to find out what kind rewards the talented applicants wants to have after completing their studies. This study reported positive relationship between compensation on attracting talented applicants. There is also a positive relationship of innovative perks on talented applicants. This research constructs hundred fresh graduates' talented applicants or students from HEC recognized Pakistani Universities. This research is quantitative based research and it is primary data as the data was collected from close ended questionnaire. The sample size was 200 from the faculty members working in HEC Private Business sectors of Karachi Pakistan. Research used SPSS software for testing and used regression analysis and ANNOVA to check the calculable of taken data and then conclusive result is found with the help of testing.

Keywords: Financial compensation, Non-financial compensation and Innovative perk

Effective Ways of Evaluating, selecting for Acquiring Talent

Tehreem Munshi
Hafiza Tuba

Abstract

Therefore, the main objective of our study is how to create those ways which was help us to evaluated, selected for acquiring talent. Although we applied those strategic approaches into the corporate sector in Karachi that is ultimately increase the performance and strongly raised the productivity. The purpose of the study is to acquire talent by different ways of evaluation and selection for the best candidates. If organization was choosing the best candidates at the time of recruitment process so they will not huge investment on talent acquisition. The research is based on qualitative or descriptive study. Researcher was gathering the data for methodology from questionnaire and data analyzing. The sample size of questionnaire was approx. 200. we was use SPSS for test ed data analyze. Researcher was expected the positive result of variables impact on correlations. These variables are accommodating the organization to select the best candidates. Integrity test is like the personality test that integrates the applicant tendency by behavior, trustworthy, honesty, and dependency. The administrator easily gets the capable candidate without using any device. In a case of lack integrity is easier find out by the destructive behavior, counterproductive and valiance. Screening interview is the other best way to acquiring the capability of the candidates. When organizations call the candidates for the interview so the way of conversation and the abilities are shows the candidate's talent. the sub variables of employee assessment are interview, personality test, ability test, cognitive test, group situational test, integrity test, computer adaptive test (CAT) etc. these variables are helpful to assess the employee. This research is applied into the corporate sector because in corporate sector the HR department needs to select or recruit the optimal candidates and put him/her on the right job. If the better recruitment is done in selection time this process is more beneficial for future oriented and the better acquisition talent.

Keywords: Integrity test, screening interview, employee assessment, talent acquiring.

Reasons of Employee Absenteeism and Their Influence on Employee Performance with the Mediation of Psychological Ownership

Salman Pyarali
Muhammad Hassam Rizvi

Abstract

According to the study, examined that there will be the effect of absenteeism is on employees' performance in manufacturing company. Researcher will use the descriptive survey method and all the data will have collected through questioners, 200 to 250 will be the sample size. The data will be processed through CFA and SEM on SMART PLS AND AMOS. The research will be expecting to show that there is a negative relationship of the variables, based on the findings that an employee who is not willing to work will not work effectively and efficiency and sometimes employees are facing some psychological problems that may not help in to enhance the performance. Furthermore, an employee who is not presented physically as well as mentally will not perform and this also effect on the performance of the company.

Keywords: Employees' performance, negative relationship, psychological problems

Effects of Supportive Work Environment and Career Development on Employee Retention

Khadija Haroon
Nabeel Ahmed
Omer Asif

Abstract

Growth and progress of any organization depends on their personnel. Employees are the most important assets for the productivity and development of any organization. In this era, it is more challenging task for organizations to increase their productivity by the retention of their skillful employees. Employee Retention is the most important factor which is used in the field of Human Resource Management. Now a day's organization is taking in their consideration the retention of employees a key element which determines organization's performance. Employee Retention in organizations plays an important role to increase the organization's productivity and profitability. The researcher was finding out the ways which were affecting to retain the employees in the organization. The turnover of skilled employees has a negative impact on organization's productivity as it requires huge investment to hire and training of new employees. The main purpose of this study was to find out the ways that helps the organization to retain their key employees and decrease the turnover rate of employees in the organization. The researcher was expecting the favorable and positive outcomes by the employee retention in organizations. This research paper was mainly descriptive and quantitative in nature. The questionnaire will be distributed to different organization employees working in the private sector of Karachi, Pakistan. The data was tested through SPSS for statistical analysis. Furthermore, this research would be guide line for the organizations to act accordingly for creating the supportive work environment in the organizations

Keywords: Supportive work environment, career development and employee retention.

The Impact of Employee Career Development on Organizational Performance with the mediation of Employee Attraction within the Banking Sectors of Karachi Pakistan

Umer Aziz
Asad Abdy

Abstract

Employees are the most productive assets of any organizations, and all the organizations are investing to develop their workforce capacities. The purpose of this research is to find out how the firms can provide an effective career path to their employees and attract the best of them to boost their performance and efficiently increase their productivity. This search is correlation and a descriptive study, in which the primary data is collected through questionnaires from the respondents selected by random sampling in a non-contrived environment, while the secondary data has been collected from past research articles. Furthermore, the data will be tested by using the software's like SPSS, Amos and the Smart Pls. Through this research it was found that if the organizations develop strategies for the career development of their employees then their employees feel more attracted and engaged in their work that eventually increases the performance of the organizations. This research is done under the banking sector of Pakistan to evaluate their career development practices. The researcher got the limited time to carry out this research so it needs further research to find out other what other implications of human resource practices can develop the career development strategies of the banking sector in Pakistan. Since in Pakistan, the banking is declining from the past decade, so this research can be implemented in the banking sector of Pakistan where they can identify the practices to attract the best employees by providing them better career development opportunities to increase their performance.

Keywords: Career development, employee attraction, organizational performance, human resource, management, counseling, employee development planning

Impact of Diversity on Innovation and Creativity at Workplace

Maheen
Khair Un Nisa

Abstract

The aim of this research is to find out the relation between diversity and innovation and creativity at workplace. By this study organization will know how to maximize organizational productivity with the help of diverse work force in organization. Diversity in workforce is determined by culture, age, education, and also the level of adaptation. The research method will be quantitative method and questionnaire will be distributing for data collection. The researcher will use regression analysis method and will use CFA and SEM by Smart PLS for testing. The researcher will choose 200-300 sample size for data collection. The questionnaire will be distributed in Karachi Pakistan. This research will focus on the manufacturing sector. The researcher expects that the result of relationship between the above mentioned variables and creativity and innovation at workplace will be positive. The management of diverse workforce is not an easy task. Although having employees who have diversity in culture, education, age and adaptation is asset for an organization it increases the creativity and innovation in work place. The organization have diverse work force will have more creativity and innovation in organizational functioning. Now, a day in many organization work force is diverse and they make innovation in their product and services

so that's why the researcher hope that the result of this study will be positive. This research will help the organization to understand the different behavior of employees according to their culture, age, education and adaptation and help to control the diverse work force for innovation and creativity.

Keywords: Diversity, creativity, innovation, adaptation, gender moderation and functioning.

Effectiveness of Job Training on Talent Management with Mediation of Motivation: Research Based on Education Sector

Sehar Razzaq
Babar jaan

Abstract

To provide over view of employees' motivation influence on the job training factors. Through this research was be able to how to increase performance of teachers in education sector. This research summarized the literature on the job training motivation, in these study point out relationship between employees' motivation direct impact on talent management this research based on education sector. Purpose of this study will be checking the influence of job training (job rotation, apprenticeship, job instruction technique, cognitive) on talent management with meditation of employees' motivation, our sample sized will base on 150 to 200 by questioners and research was based on quantitative method researcher applied CAF, SEM, SMART SPLS and AMOS for testing data.

Keywords: Job rotation, apprenticeship, job instruction technique, coaching, employees' motivation

Transformational Leadership Style Impacting Talent Retention through Psychological Ownership and Job Satisfaction in Banking Sector of Karachi

Aamir Kasani
Noor-e-Hira

Abstract

The objective of this research was to explore factors that mediate between transformational leadership style and retention of the employees. As talent retention is an emerging issue for organizations due to work diversity. The study will provide guideline to the supervisors and leaders in managing their workforce. For that the study is based on correlation concept and the method used are descriptive research method. The study followed the concept of post positivism, following quantitative approach and cross sectional time horizon was chosen. The sampling population of research were the employees in banking sector of Karachi, Pakistan out of which 155 random respondents were selected and anticipation of overall population of banking sectors is aimed. Questionnaires for the observations comprised of 5 levels that are 1-strongly disagree, 2-disagree, 3-neutral, 4-agree and 5-strongly agree. Techniques that used for testing are SEM and bootstrapping by using tools, SPSS and Smart-PLS. The study showed positive relationship between transformational leadership and talent retention, transformational leadership and job satisfaction, transformational leadership and psychological ownership. The study revealed a positive link among job satisfaction and talent retention, psychological ownership and talent retention. These linkages will help in exploring the factors and measures that affect employee's

retention in banking sector of Pakistan which will in future help researchers, supervisors and team leaders to better gear their sub-ordinates and will guide in how to retain them for long through adopting effective measures like leadership styles. The study specifically examined the influences of transformational leadership on employee behavior, their intentions to stay or leave and explained the attributes of transformational leadership in order to properly provide guidelines for future adopters of transformational leadership.

Keywords: Transformational leadership, talent retention, psychological ownership, job satisfaction.

How Proactive Employees Influence Their Well Being

Umaima Bilal
Ayesha Nasir
Shahrez Shad

Abstract

The study aims to discuss job design and career theory that how proactive employees improve their wellbeing such as job satisfaction and perceived health through job crafting and career competencies. This investigation offers a coordinated record of the pathway from proactive personality to wellbeing. In this we figure out that emotional stability and conscientiousness represented a great part of the fluctuation in work engagement, showing that workers who were engaged in their job will probably be all the more emotionally stable, socially proactive, and accomplishment arranged. Research recognized job crafting, job satisfaction, proactive personality, career competencies, perceived health in the model and the variable which we select is work engagement which functions as a dependent variable in our model. The whole research based on the given 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, EXCEL SPSS. Engaged motivated workers have higher employee satisfaction which prompts energy in their job and generally organization development as higher maintenance and lower turnover, higher efficiency increased profitability less non-appearance and increased employee loyalty.

Keywords: Well-being, job crafting, proactive personality, career competencies, work engagement

Energy Crises Management: PESTLE Barriers in Nuclear based Electricity Generation in Pakistan

Nayeem ul Hassan Ansari
Prof. Dr. Anwer Irshad Burney
H.M.Aamir Anis

Abstract

The energy sector in Pakistan, like the other developing countries has played a pivotal role in the growth and development of the national economy. Energy acts as a vital role in all of the major sectors of Pakistan. Over the last few decades' demand has risen considerably, whereas energy

supply has not augmented at a pace to cope up rising electricity demand. The increasing gap between demand and supply over the years is causing severe energy crises in the country. There are various barriers in energy sector which actually hindrances the electricity generation. Energy crises management is the need of time. The objective of the study is to analyze the impact of PESTLE Barriers on Nuclear Electricity Generation. A questionnaire has been designed on the basis of 7 likert scale. Respondents were taken from Nuclear Electricity Generation sector on the basis of convenient sampling. To explore the barriers KMO & Bartlett's Test along with Rotated Factor matrix applied via SPSS. After EFA analysis multiple categories with greater than one Eigen values explored. Result showed that under each of the categories, six major groups of barriers are explored which are named as Technical, Governance, Financial, Environmental, Political and Security Barriers. The study also provided some very important policy implications for the policy makers that how the energy crises management can be done through minimizing the newly explored problems.

Keywords: Nuclear electricity generation, PESTEL barrier

Hijab Fashion Consumption and Fashion Consciousness

Tayyaib Munir
Mehrullah Jamali

Abstract

The aim of this research is to build up a way to recognize the signs of Hijab mildew attention and usage. Muslim girls in growing nations have superior from dwelling a customary to a slicing edge manner of existence, as extra girls come to be extra taught, work and collect their very own cash. As modern-day advanced Muslim ladies, they've changed themselves within the way they dress and put on their Hijab at the same time as clinging to the Shariah-agreeable apparel law. Accordingly, Hijab mould among Hijabistas "Muslim women who wear in trend clothing with coordinating stylish headscarves" is prospering. Data were collected using questionnaires distributed to Muslim women of KASBIT University and Kamran Academy in 2018utilizing the inspecting technique. An aggregate of 200 last useable information was utilized for information examination Results demonstrate that dressing style, mold inspiration, design uniqueness, wellsprings of form learning Obligation in Islam and Obligation in culture positively influence Hijab fashion consumption. This paper will supply bits of understanding to the overall population related to the mildew commercial enterprise, for instance, originators, outlets and advertisers, to realize the Hijabistas show off fragment. Experts can define legitimate Hijab design objects which might be Shariah-agreeable to catch the fragment of Muslim girls with appropriate advertising systems. The shape of Muslim ladies, especially the Hijab design, has gotten little consideration within the mould writing. This paper would love to present new bits of know-how to pertinent analysts and ventures.

Keywords: Hijab fashion, fashion consciousness, hijab consumption

Compensation Impact on Employee Performance with Mediation of Motivation and Moderator of Gender

Karim Arbani
M. Owais Samad

Abstract

The purpose of this study is to find out that compensation has an important impact on employee performance in industry of Pakistan. That's why any organization is ready to give compensation to their employees so that they get motivation to increase their performance. Researcher will use quantitative research method to find out this research and Smart PLS and AMOS are the software's which will help out to find this research with the tools of CFA and SEM. A sample size of 200 is used to find out the data through the questioners. The research will show that there will be a positive relation of the variables on employee performance. And therefore, these variables will help out the employees in their motivation to the work they do. The research will also help the organization to know which variables are important to increase their employees' motivation to their work and performance. This research will help the industrial sector to retain the important employees with them and make them loyal towards them.

Keywords: Compensation, employee performance, motivation, retain, loyal.

Factor of Organization Support and Employee Performance with The Mediation of Positive Attitude and Motivation

Arsalan Rabbani
Aqib Raza

Abstract

With the evaluation of this research we have gazed that employee performance were being structured in results by the organizational support through the medium of positivistic attitude and motivational approach, outcomes benefits to organization and employee respectively. On the construction it did implicated that approach is quantitative with data collected by questionnaire of research objectives by the sample size of 200's of private sector's employees. With the testing tools of CFA and SEM will helping in the software of SMART PLS and AMOS on generally private sectors and the specifically management of any hospital with descriptive study. Although organizational support's subordinates heavily impact on the employee performance with the variance of motivation and attitude whereas organizational rewards, supervisor's support and organizational fairness empirically factorize in motivation as well as attitude to gets maximization of employee performance. There is direct connection with the conversion of positive attitude and motivational approach which derives positive direct an influential effect on employee performance indirectly by organizational support however there is relation in the performance of any employee. Inspection of organizational support's summation interrelates with fusion of motivation and positive attitude signifies the progression of employee performance.

Keywords: Organizational support, positivistic attitude, employee performance, organizational rewards

Into the Drivers of Innovation Adoption

Wajiha Shaikh
Muhammad Hamza

Abstract

The main objective of this paper is to deal with satisfaction along with adoption and customer retention. The dependent variable is adoption and customer retention; in the market it follows some aspects that involved in the development process. To make a clear idea about of customer retention and adoption, we include three core processes purchasing, selling and customer service, without satisfaction a market cannot generate income. To further elaborate each of their variables the respondents were asked to expand their activities related to e commerce. However, the degree of satisfaction over adoption and customer retention this factor makes the customer contented by the customer, that results in gaining competitive advantage in market by their ability of their service to peruse customer desires and satisfaction. The model is based over satisfaction for the analysis of customer perceptions and their defensive factors for their brand loyalty. The literal view indulges with relevant information of adoption with perceived potential value to improve savings and costs. The service and perceived value are the common methods in customer satisfaction. Customer satisfaction thus, imposes direct effect on adoption and customer retention.

Keywords: Brand loyalty, customer satisfaction, perceived value, adoption, customer retention.

Need of Designing Specialized Service Oriented Architecture (SSOA) That Will Align the Complex Business Processes by Using Multi-Agent Systems in E-Banking.

Muhammad Naeem Thebo
Manoj Kumar

Abstract

Banks require strong, supportive and well integrated heterogeneous and constantly changing environment. In order to improve the demand of constant change, the enterprise architecture should provide a platform independent mechanism for building loosely coupled application services like (SOA). Service oriented architecture (SOA) can integrate business processes in an intra and inter enterprise with the people and data that is required for their execution. SOA is supposed to provide an efficient and effective architecture but it has limitations as well. SOA concentrates mainly on developing service engineering methodologies. However, the Cause and usage of Multi-Agent Systems are often used for performing complex tasks; where the environment is complex and changes made in a constant manner and hence required a high degree of flexibility. These multi-agent systems are very useful to provide collaboration, self-organization, adaptability, flexibility, portability, pro-activeness, and interoperability. Along with SOA, Autonomy and pro-activity of agents play important role. The scope of research is extensive and the benefit of this research is of immense for multiple industrial applications, however, for the sake of this research, we propose Specialized Service Oriented Architecture **SSOA** for e-Banking Systems.

Keywords: Service oriented architecture, multi-agent systems, complex systems, complex tasks, interoperability.

The Consequences of Relationship Conflicts and Job Burnout as Mediator

Madeeha Yousuf
Alina Ansari

Abstract

Relationship conflict is coming from different people's emotional interactions, it occurs one's mind which shows a distraction between what they want to do and what they believe they should do. Conflicts are unavoidable it has extensive effects for both the employee and the organizations. Research recognized that task performance, contextual performance, work engagement, and relationship conflict is negatively related to each other it is proved that job burnout plays a mediating role between the negativity factors it may transmit the effect of relationship conflict to work behaviors. The conflict between workers causes social damaging which impacts on work performance absence of group fulfillment, poor teamwork and break down the circumstances. Data were collected from the employees of the banking sector of Pakistan. Moreover, the variables of the study applied to banks as well as other service sectors. The data we enter by using the software SPSS, MS-EXCEL, AMOS, AND MS-WORD. Working environment conflict is less likely to diminish execution. Representatives are associated and collaborators are probably going to contrast in their qualities and suppositions, we infer that managers ought to encourage the advancement of significant connections at work which are stronger against negative worker behavior.

Keywords: Relationship conflict, turnover intentions, work engagement, work behavior, task performance, job burnout.

Impact of Behavioral and Personality Factors on Investment Intentions

Daniyal Iftikhar

Abstract

The subject of this paper was to identify the impact of individual factors (Behavioral and Personality factors) on investment. Personality factors include Emotional Stability, extraversion, Openness, Agreeableness and Conscientiousness. The respondents were the investors of various sectors and the data collected by close-ended questionnaire. Moreover, the measuring technique would be used 5-point likert scale opening from strongly agree, agree, neutral, disagree and strongly disagree. For effective data purpose, different techniques will have used for data clearing, reliability and validity, and of analyzing the cause and effect relationship between the variables. The research would use SMART PLS. Similarly, the study is significant for the new investors, students of finance, finance researchers, especially investors. It is also beneficial for financial institutes for taking investments. Governments will also enhance their financial policies for gathering the investments by taking these factors as key factors to understand the investors psyche. The research scope is massive and helpful for each field such as medical, export, industries, investment projects NGOs banking, Government etc. by combining two important individual factors such as personality and behavioral factors. Researchers will highlight the changing impact on investment in the current conditions. Limitations are time, due to which researcher was not able to gather large number of samples and explore the research on all individual factors, which prominent an investor psyche.

Keywords: Investment moods, personality-traits, financial literacy, behavior, risk intention, mental stability

Effects of Compliance on Logistics with Mediation of Innovation in the Logistic Industries of Pakistan

Tajammal Hussain
Rimsha Syed

Abstract

The purpose of the study is to find the impact of compliances on logistics and the operational activities of the firm. This paper suggests the existence of compliance – all firms are on it, this paper suggests why the commitments are done for customers with the new ideas and how the decisions making is affected. This paper refers the implementation of innovation on the complex operations model building positive perception to increase skill powers and better decision making. In the current Research some variables are design to investigate upon the relation of compliance and operational activities. With relation of variables this research defines the importance of working with innovative ideas and process. Some of the variables are related to the end customer need and wants which applies an impact on other variables. These relations are extracted from different references. Design framework in which data is collected by questionnaire with having a sample size of 200 collected from the employees working in the logistics. Furthermore, the data will be tested by applying the tool of CFA and SEM by using the tools of AMOS or the Smart PLS. In this context, researchers concluded the different relations of the variables and operational process. How these are being effected and how it can be improving why need to improve. What factors can be more preferable. The findings only rely on the small sample sizes which need to be verified with the larger size of sample for operating the broader range of organizations. It restricts itself to the industry of couriers and service industries. While previous papers studying was on operational factors, environmental factors and others factors which are influencing logistic, this paper aims to provide influence of customers on compliance over operational flexibility and consumption. It is valuable in few studies which are related to customer's relation.

Keywords: Compliance, decision making, operational activities, innovation, sustainability, flexibility, opportunity.

Impact of Leadership Style on Employee Engagement with the Mediation Effect of Motivation. Evidence from the Pharmaceutical Industry Karachi Pakistan

Ussama Asad
Muhammad Rizwan Rashid

Abstract

The purpose of this research is to find out the impact of leadership style on employee engagement with the mediation of motivation in pharmaceutical industry as the turnover rate is very high. This research will also help to indicate that autocratic, democratic, laissez faire and charismatic leadership style among which is most appropriate style to engage employee. this study is descriptive due to quantitative nature. For analysis data will collected with a sample size of 200 questionnaires from the employee of pharmaceutical sector. Furthermore, researcher will have used CFA and SEM approach on Smart –PLS and AMOS for finding the relationships with the mediation effect. In this study researcher investigates that democratic leadership style plays a vital

role in engaging employee. Moreover, researcher also investigates that autocratic leadership styles have a statistically significant result to engage employees. While Laissez-faire leadership style and employee engagement have a positive impact. Furthermore, researcher also found a positive relation between Charismatic leadership style and Employee engagement as well. Researcher also find that transactional and transformational styles are key Component to make employee Motivated and motivation have a direct impact on This research is restricted to the pharmaceutical industry of Karachi Pakistan. As engaging employee at today work place is a concern for every firm to engage them in such types of firm is a difficult aspect. This study would also help pharma industry to lower their turnover cost. In addition to its high salary, wages or benefits are just not enough to motivate them. As in a fast paced environment, where firms are going diversified in their production line as especially in pharma-industry where production is enhancing day by day.

Keywords: Autocratic, Democratic, Laissez faire, Charismatic, Motivation, Employee Engagement.



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