

Introduction of Dadabhoj Institute of Higher Education_____	viii
Vision _____	viii
Mission _____	viii
Faculty Introduction_____	viii
Vision _____	viii
Mission _____	viii
Objectives _____	viii
MS/MPhil and Doctor of Philosophy_____	ix
Programs' Vision and Mission_____	ix
Learning Outcomes_____	ix
Aim_____	ix
Objective _____	ix
Scope _____	ix
Areas of Specialization_____	ix
Editorial Board _____	x
Abstracts of Papers_____	xi
Acknowledgement and Declaration _____	xi
Development of Higher States of Consciousness as the Key to Solving the Problems of the World (Keynote speech) Ashley J Deans, PhD (USA)_____	1
Adoption of Genetically Modified Technologies and Sustainable Agricultural Development: Issues, Challenges and implications Dr. Major Zahid Husain _____	3
Analysis of Determinants of Exchange Rate: Evidence from Pakistan (1974-2013) Yousuf Aboya and Nayeem ul Hasan Ansari_____	4

Assessment of Waste Management in Hospitals of Karachi Pervez Juma, Rahim Pervez, Madiha Waseem, Syeda Rimsha, Zayn Rafique and Shahid Amjad _____	5
Difference in Level of Hope in Terms of Gender and Age Mohsin Hassan Alvi and Muhammad Haris Mirza _____	6
Impact of Brand Preferences on Buying Behavior of College Students' for Apparel: A Case study of Karachi Mehak Kanwal _____	7
Influence of Forced Displacement on Victims Small Businesses of Selected Communities in Lagos State Adebowale Ayobade and Olashile John Yusuf _____	8
Management of Intellectuals in Pakistani Universities: Management Practices and Emerging Issues Sana Arz Bhutto _____	9
The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: A study on Female Fashion Apparel Rozina, and Ali Raza _____	10
Measures of Sustainable Agricultural Development for Food Security in Asia and Pacific Regions: A view A. Abdul Raheem and Dr. A. Rajesh Kanna _____	11
Attitudes Management to Mainstream Disability Abid Hussain Lashari and Saira Lashari _____	12
Women Empowerment in Sindh: Case of Kamber Shahdadkot District Inayatullah Magsi, Kashif Ahmed Memon and Habibullah Magsi _____	14
Impacts of Flawed Development Projects: The case of the Chotiari reservoir in Sindh, Pakistan Habibullah Magsi _____	15
Effects of Different Salinity Levels on Wheat Varieties at Seedling Stage Waqar Ahmed Pahore, Imam Bux Chachar, Agha Amber, Anees Ullah Unar and Musavir Anwar Rustamani _____	16
Study of Diffusion and Adoption of Production and Protection Technologies of Sugarcane Crop in Taluka Ubauro, District Ghotki of Sindh Province Imam Bux Chachar, Musavir Anwar Rustamani, Sikandar Ali Gadani, Naeem Jogi and Ibrahim Shar _____	17
Impact of Land Conversion, Land Use Conflict and Policy Management Measures on Local People: Evidence from Sindh Province of Pakistan Moula Bux Peerzado and Habibullah Magsi _____	18
Socioeconomic Conditions of District Tando Allahyar, Sindh, Pakistan Attia Manzoor and Habibullah Magsi _____	19

Assessment of High Yielding Wheat Varieties under Drought Condition Mehrab Khan _____	20
Impact of Service Quality on Customer Satisfaction: Evidence from Pakistani Banks Ayaz Ali _____	21
Impact of Brand Trust, Customer Satisfaction, Brand Experience and Brand Image on Brand Loyalty Madiha Gulshaid _____	22
Growth Performance and Prospective Trends of GDP and its Sectors in Pakistan (1987-2036) Zarameena Aqlani, Habibullah Magsi, Aijaz Ali Khooharo and Waqas Raza Aqlani _____	23
Profitability Analysis of Strawberry Cultivation in Taluka Pano Akil, District Sukkur, Sindh, Pakistan Imran Khan Jatoi, Dr. Naeem Ahmed Qureshi, Dr. Velo Suthar, and Amanullah Tunio _____	24
The Effect of Research and Innovation on Firm Performance: A Case of Food, Personal Care Product and Pharmaceutical Industry of Pakistan (2007-2016) Khadija Mansoor Ali and Rafia Ayub _____	25
Effects of Brand Quality, Image and Price Satisfaction towards Brand Loyalty Bibi Zainab _____	26
Effects of Leadership Style on Well-being of Employees Shahid Obaid _____	27
Impact of Trust and Risk on Consumer Acceptance of Mobile Wallet Applications (MWA) Midhat Nadeem _____	28
Organic Food Market and Consumer Purchase Intention: A Study from Pakistan Tehreem Fatima _____	29
The Impact of Organization Level Resources on Firm's Performance Bushra Javed and Tariq Jalees _____	30
Significance of Halal food in Pakistan Aisha Naz and Dr Tariq Jalees _____	31
The impact of Emotional intelligence and its implications on Job Satisfaction, Job Performance and Work Engagement of Employees in Telecommunication sector of Pakistan Shahrukh Nadeem _____	32
The Study of Factors of Brand Loyalty in Context of Pakistan FMCG Market Shezza Razzaque Khan _____	33

Human Resource Development: Practices and Challenges Indra Sindhi Mughal, Doolah Darya Khan Mughal and Prof. Dr. Imamuddin Khoso _____	34
Measuring Customers' Perception and Expectation of Quality in Retail Stores Services Areeba Ahmed Bhutto, Summya Khatoon and Wajiha Saghir _____	35
Measuring the Academic Performance in a South African College: A Case Study Prof Dr. Ravinder Rena and Patricia N Mngomezulu _____	36
The Influence of Factors and Personality Traits on Social Business Entrepreneurship Startup Intentions Summya Khatoon, Wajiha Saghir and Areeba Ahmed Bhutto _____	37
Factors Affecting the Motivation of Post-Graduate Student in Sindh: Students' Perception Ikramuddin _____	38
Entrepreneurship Barriers and Inclination among Business Students Asif Iqbal _____	39
Analysis of Sustainable Cultivation Practices Followed by Sugarcane Growers in District Khairpur Mir's Naeemullah Jogi and Imam Bux _____	40
Leader Member Exchange and Employee Outcomes Imam Bux Chachar _____	41
Business Studies: Encounter in Haleeb Foods: Marketing and Distribution Pointers toward Sales Disaster Abdul Aleem But, Dr. Jawaid Ahmed Qureshi _____	42
Fall of Once Giant Companies of Textile Sector in Karachi: An Exploratory Study Abdul Manan Shaikh and Dr. Jawaid A. Qureshi _____	43
Thar Coal Environmental Repercussions and Economic Values and it Role in Sustainability of Development of Pakistan Assaram Alamchandani _____	44
Impact of Sustainable Development on Under Developed Countries Kashif Riaz and Asma Kashif Riaz _____	45
Integration of Arts in Early Childhood Education Hina Kehkashan Behleem and Salma Nazir _____	46
Sensitivity Analysis on a Variant Machine Guard Compliance Productivity Model (VMGPPEM) for a Bottling Plant Using the OFAT Technique Uzor Chukwunedum and Sunday Ayoola Oke _____	47

An Alternate Productivity Evaluation Practice to Depict Machine Guarding Performance in a Process Plant Uzor Chukwunedum and Sunday Ayoola Oke _____	48
The Impact of Firm Size, Profitability, Growth & Liquidity on Leverage: A Study of KSE Listed Textile Companies Muhammad Raghieb Zafar, Israr Ahmed and Muhammad Faisal Sultan _____	49
Analysis of Leather Industry of Pakistan and Suggested Policies for its Growth and Sustainability Mahroona Khan and Prof. Dr. Gobind M. Herani _____	50
Analysis of Sports of Pakistan and Suggested Policies for its Growth and Sustainability Harry J Lyall and Prof. Dr. Gobind M. Herani _____	51
Analysis of Sugar Industry of Pakistan and Suggested Policies for its Growth and Sustainability Talha Akbar and Prof. Dr. Gobind M. Herani _____	52
Analysis of Textile Industry of Pakistan and Suggested Policies for its Growth and Sustainability Asif Ghaffar and Prof. Dr. Gobind M. Herani _____	53
Analysis of Cement industry of Pakistan and Suggested Policies for its Growth and Sustainability Asfia Israr and Prof. Dr. Gobind M. Herani _____	54
Analysis of Pharmaceutical Industry of Pakistan and Suggested Policies for Its Growth and Sustainability Umair Sardar and Prof. Dr. Gobind M. Herani _____	55
Currency Notes and Coins Driven Prices of Confectionary Items Rather Than Demand Driven in Pakistan Dr. Nadeem Ahmed, Dr. Atif Raj and Mohuhammad Nyle Zaman Siddiqui _____	56
Academic Session Plan Day I: Monday, 07 May, 2018 _____	I
Academic Session Plan Day II: Tuesday, 08 May, 2018 _____	II
Sessions _____	II
Call for Papers _____	x

Introduction of Dadabhoy Institute of Higher Education

Dadabhoy institute of higher education, an autonomous degree awarding institute, was established in 2003, chartered under an Act No.203, PASS/LEGIS-B12/2003 by Provincial Assembly of Government of Sindh (Pakistan) and duly recognized by the Higher Education Commission of Pakistan (HEC).

In 2005, DIHE was placed in top grade i.e., W “A” category institute by the higher education commission because of its well-designed academic programs, appropriate educational facilities, high class foreign educated PhD faculty and state of the art facilities.

HIHE facilitates growth and prosperity amongst all sections of society. HIDE offers various under graduate and post graduate programs in Business Administration, Computer Science, Engineering, Basic & Applied Sciences, Education and Law. At DIHE, no student is denied admission due to financial need. Since the day of its inception, DIHE has been regularly awarding merit scholarships and need-based financial help to students irrespective of their religion, gender, caste or creed. The ultimate objective is to provide quality education at affordable cost.

Institute offered academic programs at its five campuses in Karachi and in Sukkur, through its:

Faculty of Business Administration

Faculty of Computer Sciences

Faculty of Law

Faculty of Science

Faculty of Social Sciences

All in all there are more than 23 undergraduate programs, 17 graduate programs and 9 post graduate programs being run at HIDE.

Vision

To become a center of excellence of international standard & repute, and to produce leaders with outstanding qualities of creativity and innovation

Mission

To provide and develop a comprehensive edge among students, through Quality Education, and inspires the with an urge to learn, ambition to build and prepare them to meet challenges of practical life

Faculty Introduction

Faculty of Business Administration has designed and developed the curriculum of its degree programs to meet the requirements of national and multinational firms, based on the guidelines of Higher Education Commission, (HEC) of Pakistan. These study programs are comprehensive and in line with contemporary offerings. These courses have been designed to groom the individuals to become professional functionaries with their employers.

Vision

Faculty of Business Administration is committed to becoming globally recognized faculty for high quality of business education, keeping academic excellence and research at the top notch, while transforming the students for creativity leadership, inspiring innovation and evolving itself to the changing conditions of world thereby benefiting the society.

Mission

Faculty of Business Administration is committed to becoming one of the leading center of higher education in contemporary times , while serving the intellectual, social, cultural, economic, technology and environmental needs of the evolving regional and global perspectives; thereby causing societal development through its academic activities, research initiatives and outreach efforts.

Objectives

Faculty of Business Administration promote continues quality improvements in teaching, learning, scholarly research, and creative activities.

Faculty hopes to achieve exemplary undergraduate education based on integrated core curriculum and technology aided teaching-learning process. In addition, the faculty will establish reputed Masters' degree programs, which should enable the students to be leaders in their

respective fields and for further education leading to doctorate programs.

The Faculty will establish strong research programs to strengthen its MPhil and PhD programs.

The Faculty will establish international links with reputed institutions of the world.

The Faculty will make every effort to develop the cultural climate for bringing about a change in the youth of Pakistan for healthy competition and betterment of society, emphasizing at the same time on the development of leadership and collegiality.

The Faculty will develop technology infrastructure and information resources necessary to support the Institute's programs/ services, and research.

MS/MPhil and Doctor of Philosophy

The advanced post graduate degrees involve course work and independent research on an original topic. In both degrees, the research is carried with the support of one or more expert academic supervisors. Research results offer original contribution to knowledge. The program involves course work, comprehensive examination, carrying out literature review, seminar and research article publication in recognized journal/ISI indexed journal, conducting original research and collecting results, writing thesis that presents conclusion submitting it as a dissertation and then defending in an oral viva voce with external and internal examiners and along with supervisor and other panelists of committee.

Programs' Vision and Mission

Vision

Our vision is to help producing 100 PhDs and 500 MS with incoming 10 years with in our country equipped with latest efficient learning to fulfill the requirements of universities.

Mission

To strengthen and improve our role of providing quality research and services for academic research, which not only enhances student's caliber as individuals but will improve the scenario of research quality as a whole.

Learning Outcomes

The students will be able to:

Understand the theoretical underpinnings of the modern business activity.

Conduct research independently

Think more broadly and more deeply about the beliefs and values at the root of business activities

Appreciate and critically evaluate different schools of thought

Contribute towards the development of new ideas, theories and business models

Aim

Upgrade the knowledge and skills of graduates appropriately beyond first degree level and develop specialized knowledge of research skills that is necessary to conduct scholarly research to become an effective professional.

Objective

Upon completion, the student will have developed a deep knowledge of philosophical, ethical and humanitarian principles in a systematically organized manner and will have advanced understanding in the specialist areas.

Scope

The Master of Philosophy and Doctor of Philosophy that they are more specialized in planning and implementing their plane which are needed in country. They are innovative plane and work in field and more productive.

This program aims at developing a student's intellectual ability in terms of understanding the theoretical and philosophical foundations of modern business. The students are encouraged to explore the deepest, broadest questions of life why we exist, how society should organize itself, how institutions should relate to society, and the purpose of human endeavor, to name just a few. The structure of markets, societies and organizations depends on our assumptions about human beings, the global resources and human welfare. The program aims at developing a comparative perspective rather than

teaching one school of thought. In effect, Adam Smith known as father of modern economics was not an economist but a philosopher. He was chairman of the Moral Philosophy Dept. at Glasgow University. Another important feature of the program is to develop an integrated thinking so that students can connect the dots amongst the competing political, financial, environmental, ethical, and social interests. The program is essentially research oriented and focuses on academic research having practical applications in real life. The program is suitable both for those who want to pursue academic career and for those who want to pursue professional career.

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1. Welcome note by Hon Chairman

2. Chief Guest address

3. Key note speech by Prof. Dr. Ashley J Deans, PhD
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6. Prof. Dr. Ashley Dean, MUM (USA)

7. Closing note: Prof. Dr. Abbas Chaudhry

Abstracts of Papers

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Author(s) would like to thank the editors and anonymous referees for their comments and insight in improving the draft copy of this article. Author(s) further would like to declare that this manuscript is original, has not previously been published, not currently on offer to another publisher; and willingly transfers its copyrights to the publisher. In case of plagiarize author(s) is legally responsible of it.

Declaration

The material presented by the author does not necessarily represent the viewpoint of editors, management of Dadabhoy Institute of Higher Education, as well as the author'(s) institute.

Development of Higher States of Consciousness as the Key to Solving the Problems of the World (Keynote speech)

Ashley J Deans, PhD

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One fundamental factor in achieving sustainability in agriculture and in stabilizing climate change is the development of higher states of human consciousness. In order to preserve widely adopted sustainable regenerative agriculture programs to preserve topsoil and combat threats to ecosystems posed by pesticides, herbicides, and fertilizers, a global sea-change in agricultural practices will be necessary. In the field of climate change, steep reductions in greenhouse gas emissions will be necessary in order to meet even the modest goals of the Paris Climate Accord. How to achieve these changes? It will depend on the development of higher states of individual and collective consciousness.

It is only recently that modern science has begun to recognize that higher states of human consciousness exist and has realized how to develop them. Higher consciousness results in higher states of awareness, intelligence, creativity, and breadth of comprehension, accompanied by increased happiness and lower levels of stress and anxiety. As consciousness grows, humans naturally become more aware of the relationship between themselves and the environment. For example, fifty years ago few people were concerned about the health effects of tobacco smoke on themselves or their neighbours. Today, smoking is often banned in public places and the percentage of smokers in many countries is declining. Similarly, air and water pollution are now increasingly serious public concerns and governments are moving rapidly to address these problems by rapidly expanding the adoption of green energy sources and tougher legislation to control pollution.

These changes in individual and public attitudes can be ascribed to rising levels of human awareness, which naturally results in a realization that we are connected to everything in nature, and that harming nature is essentially the same as harming ourselves. This realization of a deep connection between human intelligence and nature's intelligence is fully consistent with modern quantum physics, which describes a unified field of all the laws of nature that underlies and connects everyone and everything.

The fastest and easiest means to raise individual and collective consciousness is the Transcendental Meditation and TM-Sidhi program, founded by Maharishi Mahesh Yogi. Over 650 scientific research studies, performed at more than 250 universities and research institutes in 30 countries, have documented the benefits of this practice for mind, body, behaviour, and environment.

The technique of Transcendental Meditation naturally and effortlessly settles the mind down to its most silent and peaceful state, Transcendental Consciousness—the field of pure intelligence—the total creative potential of the mind. This field of pure intelligence has been identified by quantum physicists working with Maharishi as the unified field of all the laws of nature—the unified basis of all the particles and forces in the universe. This experience of transcendental consciousness—the unified field within, has been shown by neuroscience to enliven the coherent functioning of the whole brain, resulting in the experience of higher states of consciousness beyond the three commonly experienced states of sleeping, dreaming, and waking. This unlocking of the hidden reserves of the brain, results in a significant increase in creativity and intelligence, and in daily activity spontaneously more in harmony with the laws of nature.

Group practice of the TM-Sidhi program, including Yogic Flying, by the square root of one percent of the population has been shown by extensive published peer-reviewed studies to result in an even greater enlightenment of the brain physiology, and an upsurge of harmony and coherence in collective consciousness, as shown by reduced, crime, conflict and terrorism, and greater balance in nature. As more and more schools and universities include these technologies of consciousness in their curriculum and thousands of students practice Yogic Flying together, the upcoming generation will contribute to raising collective consciousness and creating balance in the environment even while they are still in school.

Steven Pinker at Harvard has already shown that we are living in the most peaceful era in human history. Now, through the published research results on the group practice of Yogic Flying, we can expect the future of the world to be even brighter as individual and collective consciousness grows to be more and more coherent.

Adoption of Genetically Modified Technologies and Sustainable Agricultural Development: Issues, Challenges and implications

Dr. Major Zahid Husain

Abstract

To meet the ever increasing demand for food grains, agricultural sustainability and the need to develop technologies that do not have adverse effects on the environment is the need of the hour. Despite great progress in agricultural productivity, it would be over-optimistic to assume that the agricultural production will remain linear in the future. Significant challenges, however, remain to develop policies that will support the wider emergence of more sustainable forms of agricultural production, Integrate biological and ecological processes into food production, minimize the use of pesticides that cause harm to the health of the farmers , consumers and environment. This paper analyses the issues surrounding the adoption of GM Technologies and discusses the factors affecting the consumer and the implications of results on the future contribution of GM technology to agriculture.

Keywords: GMO, Gene, GM Technology, Identity preservation.

Paper Category: Economics

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Analysis of Determinants of Exchange Rate: Evidence from Pakistan (1974-2013)

Yousuf Aboya and Nayeem ul Hasan Ansari

Abstract

The present study investigates the impact of important macroeconomic variables like GDP growth, foreign direct investment, trade and inflation on exchange rate. Exchange rate of any country has very serious implications because the World today is highly integrated with each other and sometimes depends on other country for some valuable goods and services. So it is very important to analyze which variables actually determine exchange rate. The purpose of the research is to observe the long run & short run affiliation among exchange rate, trade, inflation, FDI and GDP. For this purpose data is used from 1974 -2013 annual. For the empirical verification unit root test is applied to inquire about the stationarity of data. After the test of stationarity the study used the Johansen cointegration test to inquire about the long run and short run connection along with the variables. Results of Johansen show that there is a long run connection along with the variables and foreign direct investment and exports exert positive impact on exchange rate, on the other hand consumer price index and gross domestic product have negative relationship with exchange rate. Then the study applied VECM for short run dynamics, their results indicate that in the short run exchange rate, CPI and Gross domestic product are co integrated.

Keywords: Exports, FDI, Exchange Rate, Pakistan

Paper Category: Finance

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Assessment of Waste Management in Hospitals of Karachi

Pervez Juma, Rahim Pervez, Madiha Waseem, Syeda Rimsha, Zayn Rafique and

Shahid Amjad

Abstract

Hospital Waste Management is a formal discipline directly associated with public health and environment. During past decades, Medical waste was not considered an issue until transmitting diseases such as human immunodeficiency virus (HIV) and Hepatitis B virus (HBV) and other infectious diseases spread globally and became a potential risk inherent from medical waste. The segregation, classification, handling, transport and disposal of medical waste became the area of common interest for the safety of patients, hospital staff and general population. In order to standardize the best practices globally, guidelines were provided by World Health Organization (WHO), which was later adopted by Ministry of Environment, Government of Pakistan as Pakistan Hospital Waste Management (PHWM) Rules 2005. The objective of this study is to assess the compliance of Hospital waste management in the hospitals of Karachi with WHO and PHWM guidelines. For this purpose primary data was collected from 20 hospitals in Karachi (13 private and 7 public hospitals) through probabilistic random sampling technique. A research questionnaire was adopted based on five point likert scale (1=least level of agreement and 5=highest level of agreement) to assess the level of compliance with hospital waste management rules. SPSS tool was used to perform descriptive analysis, reliability analysis and t-test to evaluate the significance of assessment variable. As a result, the overall hospital waste management assessment was found significant however, the waste management practices in public sector hospitals were found insignificant. Thus, the study also provides recommendations to improve hospital waste management practices in hospitals of Karachi.

Keywords: Hospital, Medical, Waste Management, Pakistan, Rules, WHO, guidelines.

Paper Category: Hospital Waste Management

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Difference in Level of Hope in Terms of Gender and Age

Mohsin Hassan Alvi and Muhammad Haris Mirza

Abstract

Psychology of positive emotion is an underdeveloped field of study; in this research we have taken a discrete unit of positive emotion i.e. hopes into account. The study aimed at exploring if there is any difference in the level of hope based on gender and age. It was assumed the males have higher hope than females and hope increases with the age. The sample of 479 participants comprised of 331 males and 148 female aged between 20 to 49 years. Adult Hope Scale was used to assess the level of hope among respondents. Comparison of mean (t-test) was used to analyze the assumptions. The Results demonstrated that men are more hopeful than women. About age, there is not a gradual increase or decrease in hopefulness rather the level gets up and down along the lifespan. Although young adults are more hopeful than middle-agers; however, people at the end of their young age are the most hopeful but soon coming to the end of middle age people become less hopeful. A research can further extend with a same methodology in different geographical context. The results are discussed along with the acknowledgements and limitations of the research.

Keywords: Age, Gender, Hope, Adult Hope Scale, Karachi

Paper Category: Social Sciences

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Impact of Brand Preferences on Buying Behavior of College Students' for Apparel: A Case study of Karachi

Mehak Kanwal

Abstract

The purpose of this study is to investigate the impact of brand preferences on buying behavior of college students' apparel. Specific objectives are to study the impact of shopping orientation on buying behavior and price consciousness on buying behavior. Keeping in view of the above facts from literature review we come to know that there is a gap in the latest requirements of sales management to find out the reason of branded apparel of college students for buying behavior with references of orientation and price consciousness. Present title is not properly studied in these particular areas of Karachi. That is why researcher wanted to conduct research this topic. Methodology used in this study is quantitative, exploratory and formal academic research in nature. Convenience random sample survey is used in collection of data for the period of June 2017 November 2017 and collected data is tabulated in tables and analyzed for the defined purpose covering the period. Main data collection instrument was closed ended questionnaire which used Likert scale to collect the primary data. As a whole it is concluded that price consciousness and orientation have positive impact on buying behavior

Keywords: Shopping, Orientation, consumers, behavior, brand, preferences

Paper Category: Marketing

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Influence of Forced Displacement on Victims Small Businesses of Selected Communities in Lagos State

Adebowale Ayobade and Olashile John Yusuf

Abstract

There are lots of informal settlements in Lagos state over the years that are regarded as urban slums. These are where the uninvited, homeless, urban poor etc pitched their tents on getting to Lagos, because they can easily secure cheap and affordable accommodation within these settlements. Residents of these slums have unique demographic features across ages, social class, ethnic groups, occupations and religious affiliations. Majority of them embrace the informal economy to make ends meet through small-scale businesses such as fishing, groceries and water; small shops etc. It is noteworthy, that increase in the number of slums is a direct consequence of lack of affordable housing in Lagos state. It has been a regular occurrence that settlers experienced forced displacement whenever the state government decided to either high jack or gave flimsy excuses as reasons for displacing people from the slum. Officials have been heard citing environmental concerns as well as security against "militants" as their reason for demolitions carried out for "security measure in the overall interest of all Lagosians. Unlike economic migrants who move to places where there are jobs, the forcibly displaced are fleeing conflict and violence, often suffering from loss of assets and properties; they lack legal rights, absence of opportunities. Economic and social impacts are apparent: the displaced have limited social capital and few assets, unable to find livelihoods with poor access to basic social services. Their means of livelihood have been affected, their social existence and life style seems hopeless, hence are not too far from trauma. The purpose of this study is to examine the influence of forced displacement on the people's means of livelihood and small businesses. The study will adopt qualitative research methods through snowballing sampling technique to elicit responses from respondents.

Keywords: Displacement, forced, small business, eviction, slum, settlement

Paper Category: Social Sciences

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Management of Intellectuals in Pakistani Universities: Management Practices and Emerging Issues

Sana Arz Bhutto

Abstract

This study will analyze the issues which are creating hurdles in the good governance of the universities thus creating problems for intellectual capital management. The objective of this study will be to first find out the policies designed for governance, then review the current practices and in the end recommend some "best practices" for university good governance. Under this framework, some directions will be recommended under the Pakistani context. An examination of the current challenges of good governance in universities and how these are handled will be reviewed. This will address the roles and participation of all those who are at stake in the education sector of Pakistan and the current approaches of handling intellectual capital. This paper's prime focus will be on the governing bodies of universities and their relationships and roles with shareholders. The study major sources will be government and institutional documents, newspaper articles and policy papers. In order to analyze the information, a content analysis will be done

Keywords: Higher Education, leadership, governance, intellectual capital management.

Paper Category: Human Resource Management

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The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: A study on Female Fashion Apparel

Rozina, and Ali Raza

Abstract

The main objective of this study is to explore and investigate the impact of social network marketing on purchase intention of consumers of female fashion apparel and how it is affected by mediating role of brand engagement and consumer motivation. Method and Analysis: Deductive approach is used to determine the variables which affect purchase intention of female fashion apparel consumer. Study is conducted in Karachi, the hub of Pakistan economy. A total of 150 questionnaires were distributed using random sampling technique among females of Karachi, out of which 110 were responded. Data is analyzed using mean, frequencies and standard deviation with the help of SPSS. The study concluded that social network marketing is significantly associated to consumer purchase intention. Study further revealed that brand engagement and customer motivation acts as a partial mediator in how social network marketing impact on purchase intention of females fashion apparels. Due to the powerful influence of social networking on consumer purchase intention, it is recommended for the marketers to respond promptly.

Keywords: Consumer Engagement, Pakistan, Purchase Intention, Social Network Marketing

Paper Category: Marketing

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Measures of Sustainable Agricultural Development for Food Security in Asia and Pacific Regions: A view

A. Abdul Raheem and Dr. A. Rajesh Kanna

Abstract

The global economy has sunk into recession – and prices for food, oil and other commodities have fallen back sharply. From this, you might conclude that the food emergency has passed – that we should concentrate only on the financial and economic crises. In fact, however, the economic crisis makes it even more urgent that we tackle food insecurity now. For millions of people across the Asia-Pacific region, the economic crisis will also be a food crisis. The prices they pay may have fallen, but their incomes have fallen further still. As governments face up to the current economic storms, they must ensure that everyone, everywhere, has enough to eat. Food prices have dipped, but they will surely surge again when the global economy and the demand for food starts to recover. On present trends, the region will be hard pressed to meet that demand. Food security is being threatened from many directions, not least from unsustainable forms of agriculture that are degrading the soil, water and biological diversity – problems that will be exacerbated by climate change. Time to turn again, therefore, to sustainable agriculture – ensuring that farmers, and particularly small producers, have the support they need to grow nutritious food in ways that meet human needs today, while protecting vital environmental resources for future generations. Therefore, this paper views on measures of sustainable agricultural development for food security in Asia and Pacific Region.

Keywords: Sustainable Agricultural Development, Food Security, Asia and Pacific

Paper Category: Economics

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Attitudes Management to Mainstream Disability

Abid Hussain Lashari and Saira Lashari

Abstract

Introduction: All over the world, mental health is one of the biggest issues to be handled in our society. It seems that the tendency of Intellectual (mental) disability is increasing because the knowledge and awareness is not available in our communities. In rural setups and small town these people with intellectual disabilities are chained and locked in homes or wandering at the streets with dirty and tore clothes or naked. In some cases these people are sent to institutions / mental hospitals for life time. Methods: Keeping in view the big data of Intellectual Disabilities in Union Council Nawabshah-VI & Union Council-Nawabshah-VIII, NDF proposed intervention in the area under proposed project "NDF-CDP Rehab Center" for Intellectual Disabilities in Shaheed Benazir Abad". The proposed project will bring regular services to children with intellectual disabilities, such as life therapies i-e Physiotherapy, Psycho-Therapy, Occupational Therapy & Speech Therapy. NDF will provide residential services with better care & entertainment to children with intellectual disabilities to bring them out of trauma, entertainment with indoor/outdoor sports options & proper care. The intellectual disabilities need regular care & attention so that center may cater needs of intellectual disability. The parents are poor that they cannot meet the expenses of such therapies. Disability & poverty has close relation, poverty creates disability & disability leads to poverty. Persons with disabilities have limited sources to income, they are under poverty line, and mostly families with disabilities have no sources of income.

The provision of a comprehensive range of facilities for Intellectual disabilities the regular center is only solution, at initial base 100 children will be entertained & rehabilitated.

Results: People with intellectual (mental) disabilities are treated also as cursed person. After that a struggle started to get rid off "Jin" or "Ghaibat" even from "Kala Jadu" (Black magic). As the end result these people with disabilities left vulnerable at shrines and "Dargahs". There is no system to realize the sexual needs of these people because talking on sex issues in Pakistan is considered a "Taboo". If there is a female member with intellectual disability the whole family looks drowned in deep waters. NDF has identified following problems which may be addressed through CDP funding.

1. Early Detection: The early detection or prevention of disabilities, to a large extent, is the domain of the medical profession, to diagnose disability at early stage. Early detection brings family attention & intervention that how to deal child with intellectual disabilities. The counselors, psychologists and social workers have its basis in research and training within those disciplines to play their role as well. This would supplement information provided to the families and could improve their knowledge and skills for prevention of disabilities.
2. Early Intervention: Referral to a multi-professional team at district level will be essential for those children who have moderate or severe levels of impairment. The composition of these teams will reflect a concern for children in relevant developmental and health areas.
3. Social Problem: Stigma in society may be removed through sensitization/mobilization sessions at grass root level to bring understanding that disability does not mean, doing nothing but many ways to work with different style. Through the awareness sessions, seminars, corner meetings it will be realized that disability is blessing in disguise. Children with disabilities are excluded from their communities and live in poverty.
4. Social Inclusion Problem: It is an area which cuts across a number of concerned disciplines such as anthropology, sociology, genetics, psychology, social work, religious instructions etc

5. Economic Problem: Disability & poverty has close relation, poverty creates disability & disability leads to poverty. Family with disabilities has limited sources to income; they are under poverty line, no sources of income. Due to poverty family can not avail therapies for intellectual disabilities.

Conclusion: There is a significant increase in children with intellectual disabilities, especially belongs to rural areas. The center provides all basic needs & requirement. This is asking for all join hands with NDF CDP Rehab Center, Nawabshah to rehabilitate children with disabilities.

Keywords: Mental Health is big issue to be resolved

Paper Category: Social Sciences

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Women Empowerment in Sindh: Case of Kamber Shahdadkot District

Inayatullah Magsi, Kashif Ahmed Memon and Habibullah Magsi

Abstract

Present research has been carried out on 120 randomly selected households from three Talukas (sub-districts) of the District Kamber-Shahdadkot (Sindh), with aims to investigate the socioeconomic conditions as well as the insecurity among rural women in the District. Results revealed that the majority of the respondents lived in rural areas with small and simple houses, because of their limited resources. It was also recognized that the majority of the respondents' source of income was agriculture followed by government jobs and daily wage labor, where the income from a government job was higher from the income earned from cultivating lands, may be because of less technological advancement in the region. Particularly, the female literacy rate was only 39 percent in the study area, where women's participation in the decision making seemed also low. The results also revealed that women were feeling insecurity in the society, for example, domestic violence, bullying, harassment, and honor killing. The respondents in the study area were worried about the availability of basic amenities, where poor infrastructure and draining systems were severely damaged as well as were of poor quality. Based on the findings, it is recommended that besides infrastructure development, the health facilities and agricultural extension services may be executed on immediate bases in the region.

Keywords: Kamber-Shahdadkot; women; empowerment; Sindh; Pakistan.

Paper Category: Social Sciences

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Impacts of Flawed Development Projects: The case of the Chotiari reservoir in Sindh, Pakistan

Habibullah Magsi

Abstract

This research specifies the impact of Chotiari water reservoir on socio-economic values and livelihoods in Pakistan. It further describes the policy implications of the project, based on foundations of deeper analysis. First, the article defines the background of the reservoir through the concepts of land distribution with respect to economic activities, demographic and socio-economic situations. Then it emphasizes the depletion of natural resource values to rural communities in terms of economic activities and wild resource gathering for rural livelihood. The research also highlights the root causes of conflicts with response to land use decision of the project. Finally, it offers a discussion on the governance and policy implications of the findings, particularly in land use conflict perspective.

Keywords: Chotiari Reservoir, Conflict, Displacement, governance, Pakistan

Paper Category: Social Sciences

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Effects of Different Salinity Levels on Wheat Varieties at Seedling Stage

Waqar Ahmed Pahore, Imam Bux Chachar, Agha Amber, Anees Ullah Unar and Musavir Anwar Rustamani

Abstract

A research study was undertaken to assess salt tolerance of selected wheat varieties to different salt treatments in order to determine best performing wheat varieties under various salinity levels. The salinity being a critical challenge in way of sustainable crop production poses great threats to maximum cereal crop production. The wheat varieties have also no exception in this case. In this study, different wheat varieties such as TD1, Kiran, Inqilab, TJ83 and Benazir were tested with the salinity treatment levels of (Distilled Water/Control-00 mM L⁻¹, 30 mM L⁻¹, 50 mM L⁻¹ and 80 mM L⁻¹). All the data collected at seedling stage (after 10 days of sowing) with parameters of seed germination%, shoot and root length (cm), shoot and root fresh weight (g) seedling dry weight (g) and seedling vigor index. Our study revealed that increasing salinity level has profound effects on wheat varieties with varying difference. The most active effects of salinity were observed on Inqilab variety at all salinity levels, followed by Benazir, TD1, Kiran and TJ83. Inqilab variety was found as most sensitive wheat variety in terms of salinity level (50 mM L⁻¹ and 80 mM L⁻¹) as compare to other wheat varieties. Moreover, our study also revealed that TJ83 and Kiran varieties have somewhat toleration to raising salinity levels. However, Benazir and TD1 wheat varieties were found moderate tolerance to salt concentration respectively.

Keywords: Germination, Salinity, Sustainable, Tolerance

Paper Category: Bio-Sciences

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Study of Diffusion and Adoption of Production and Protection Technologies of Sugarcane Crop in Taluka Ubauro, District Ghotki of Sindh Province

Imam Bux Chachar, Musavir Anwar Rustamani, Sikandar Ali Gadani, Naeem Jogi and Ibrahim Shar

Abstract

Sugarcane is high value cash crop of Pakistan and significantly important for sugar and related industries in the national economy of our country. Average production of sugarcane in Pakistan as compared to other countries is very low. The study comprised of sugarcane growers of taluka Ubauro, district Ghotki. The sample size of 80 sugarcane grower and 20 private extension workers were collected from 5 union councils of taluka Ubauro. Purposive sampling technique was applied for selection of the respondents and union councils. Survey method was used and questionnaire was prepared for data collection. The study found that 60% of the sugarcane growers belonged to age group of 31-40 years and 42.5% sugarcane growers received primary education. Fifty percent of farmers were owner and they cultivated their land themselves and had 11 to 20 years of farming experience; among them 38.8% sugarcane growers in the study area possessed land up to 11 to 20 acres and 43.4% sugarcane growers had cultivated crop had the farm size up to 10 acres. Sixty five percent of the sugarcane growers cultivated SPF-243 sugarcane variety and 57.5% of farmers were followed by the canal water, 61.2% of sugarcane growers received 901 to 1000 sugarcane yields (munds) per acre. Majority of the farmers' used chemicals control at some level and had knowledge regarding production and protection technologies of sugarcane crop. The farmers had enough knowledge about crop rotation although, they were totally unaware about inter culturing, seed treatment, mechanical control, biological control and cultural control and majority of sugarcane growers were undecided to adopt these measures. Majority of sugarcane growers used technologies some time, followed by harvesting time, soil type, chemical control, seed rate, planting method, irrigation, harvesting, future management, FYM and fertilizer respectively. Technical problems low price of output, complexity in adopting new agricultural practices, lack of technical information about production, lack of technical information about protection practices measures, lack of capital and lack of skilled labours were faced almost always. Newspaper, private organization/pesticide, FM radio, TV and neighbor farmers used, to some extent as sources of knowledge and effective sources were neighbor farmer, contact farmers, TV, newspaper, research bulletin, any other, FM radio, magazine, extension worker private organization, research stations and demonstration plot respectively. While, out of the extension workers 30% belonged to age group of 31-40 and 40% obtained intermediate education, among 50% private extension workers were field officer and observed up to 10 years of their work experience. Mostly private extension worker were using mobile phones, their agents, effective channels in diffusion of production and protection technologies of sugarcane crop as demonstration plot, FM radio, and private organizations. Major barriers were lack of training and need assessment for extension functionaries, lack of linkages between extension and research, lack of communication skills, lack of communication channels and lack of incentive of extension worker were faced almost always.

Keywords: Adoption, Diffusion, Growers, Sugarcane

Paper Category: Education

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Impact of Land Conversion, Land Use Conflict and Policy Management Measures on Local People: Evidence from Sindh Province of Pakistan

Moula Bux Peerzado and Habibullah Magsi

Abstract

Increasing population is positively correlated with land; therefore, this increase in population puts pressure on the land; especially on the agricultural land. Through this research it was aimed that to find out issues related land conversion, land use conflicts and its policy management measures by the people of Sindh province, because, land has a life-threatening importance to people around the world. Therefore, Land management issue, land use change problems, land conversion and land use conflicts took birth over the world. Thus, to find out the causes and consequences of land conversion, land use conflicts and its policy management measures impacts in the study area. So, for this purpose study was conducted by using primary and secondary data with GIS system in Sindh province of Pakistan. Results show that most of the respondents were agreeing that land conversion has negative impacts on the people of Sindh. Similarly, lower people were approving that due to lower agricultural return and people sold agricultural land in the study area. Additionally, agricultural land conversion has also negative impacts of agricultural land losses, which ultimately affect the food and fiber supply as well as degradation of natural habitats along with urbanization. Results also show that there were land use conflicts, which were may be due to policy breaches in the prevailing land use policies and acts. Lastly it was found that land policy management problems also existed in the study area. Therefore, there is need to save agricultural land from conversion and to reduce land use conflicts by regulating agricultural land protection policy to save agricultural land conversion, for other uses (especially for urban extensions), in order to prevent from future food insecurity problems in the Sindh province of Pakistan.

Keywords: People, Perception, Causes and Consequences, Land Conversion, Conflicts and Policy management, Sindh Province of Pakistan

Paper Category: Social Sciences

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Socioeconomic Conditions of District Tando Allahyar, Sindh, Pakistan

Attia Manzoor and Habibullah Magsi

Abstract

In order to develop strategies for economic solidity and betterment, this study was designed to investigate the socioeconomic situation of district Tando Allahyar in Sindh (Pakistan) through housing, basic facilities, employment and income indicators, because the social existence is significantly influenced by the socioeconomic conditions. Thus, primary data were randomly collected from 150 respondents based on multi-stage cluster sampling method; where at first stage, all three Sub-districts (Tando Allahyar, Chamber and Jhando Mari) of the District were included in the sample; in the next stage from each Sub-district, five villages were randomly selected; and finally 10 respondents per village were randomly interviewed. The results of the study revealed that the majority of the respondents were literate (58.3 percent), married (91.7 percent), with an average family size of seven persons per family and lived in cemented houses (52 percent). Majority of the respondents (51.76 percent) were engaged in farming activity, followed by merchant, government servants, labour, driver, landlord, etc. The income of the respondents mostly spent on food (43 percent), transportation (14 percent), health (11 percent), etc. It was also evaluated that all of the respondents were willing to pay for their territorial development, but when they were asked to pay USD 5 right now, their responses changed as 118 respondents were willing to pay for better education, while only 30 for collective security guards, 22 for emergency health centre, 18 agreed for animal dispensary, 15 for street construction, 13 for social activities, 12 for dustbin placement on the streets, only 3 for children park, and only 2 respondents were willing to pay for construction of community center. During the field survey, it was also observed that infrastructure (roads and schools) was in very poor condition in the region; thus it is suggested that the conditions of roads and schools must be improved in order to link local population with city centers and to bring more children to the schools, which can't only increase the literacy, but their income ultimately.

Keywords: Tando Allahyar;Socioeconomic Conditions ;Sindh, Pakistan

Paper Category: Social Sciences

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Assessment of High Yielding Wheat Varieties under Drought Condition

Mehrab Khan

Abstract

The present experiment was conducted at the experimental field, Department of Plant Breeding and Genetics, Sindh Agriculture University, Tandojam during Rabi, 2014-2015. The experiment was laid out in randomized complete block design with three replications in order to assess various agronomic traits in six commercial cultivars of spring wheat for drought tolerance. The experimental material was consisted of six parents including Inqilab, Mehran-89, Sunder, PBGST-01, Marvi and Sassui. Data were recorded on the seven important agronomic characters of wheat, such as, days to 75% heading, days to maturity, plant height (cm), spike length (cm), spikelets spike-1, grains spike-1, grain yield plant-1(g), seed index 1000-grain weight, g) and biological yield plant-1. Mean squares from analysis of variance revealed significant differences ($P \leq 0.05$) among the cultivars, treatments and treatment x genotype interaction for all the traits under non-stress as well as in stress conditions, indicating the existence of genetic variations in evaluated materials. In stress conditions the variety Inqilab for Days to 75% heading, seed index and spikelets spike-1 less reduction was observed in above mentioned characters. Genotype Mehran-89, for grains spike-1 and biological yield plant-1, while less reduction % was observed in PBGST-01 for grain yield plant-1. Therefore, these varieties should be preferred in water deficiency conditions for different characters.

Keywords: Wheat under drought condition

Paper Category: Bio-Sciences

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Impact of Service Quality on Customer Satisfaction: Evidence from Pakistani Banks

Ayaz Ali

Abstract

Service quality has been an important tool for the long-term retention of the customers of the service industry. Marketers mainly focus on the feedback either positive or negative in order to improve the quality of their products or services. Service industry due to having intangible products relies on the psychometric properties of their employees and customers. Customers evaluate the service quality on the basis of the gap between their expectations and perceptions. If the perception exceeds the expectations then customer is said to be satisfied and if the perception is less than expectation then the customer is unsatisfied. Banking industry has always been into advancement in order to improve customer services and the long term retention of the customer in the current era of competition. The banks particularly in Pakistan have a market penetration of the customers who rely on the on-the-spot physical service provisions. However, the global banking has transformed to the digital means. The aim of this study is to ascertain the service quality dimensions' impact on the customer satisfaction of the customers of banking industry in Pakistan by employing SERVQUAL questionnaire which has 22 expectations and 22 perceptions scales driven by Parasuraman. A sample of 150 respondents is collected and regression model is run on SPSS. The test of normality, reliability and validity is conducted. The study found that the service quality dimensions i.e. assurance, empathy, reliability, responsiveness and tangibles have positive and significant impact on the customer satisfaction. The results reveal that service quality leads to increased customer satisfaction, which help banks to retain their customers and consequently increased market share and profitability.

Keywords: Service Quality, Customer Satisfaction, Banking industry of Pakistan

Paper Category:

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Impact of Brand Trust, Customer Satisfaction, Brand Experience and Brand Image on Brand Loyalty

Madiha Gulshaid

Abstract

The exploration of the role of brands in the development of bonds with the customers is still very limited and for marketers it becomes a challenge to attract customers and make them loyal with a particular brand. This paper aims to understand the consistency in purchasing the same brand of certain product in Pakistan and brand loyalty among the consumers because they might not stick to one brand rather they use more than one brands in same product category. Furthermore, to examine how brand trust, customer satisfaction, brand experience and brand image effect on brand loyalty. Primary research approach was used for the data collection. Literature suggests that brand experience is connected with brand trust, customer satisfaction and brand loyalty. For the purpose of primary research, data was collected from 161 people who were users of different brands of mobile phone in Karachi, Pakistan. Most of the respondents were young consumers, who had different behavior compared to older consumers. Non-probabilistic sampling technique was adopted and respondents were asked to response questionnaire keeping in mind their preferred brand of cellphone. Moreover, there were 30 items based on 7 points Likert scale and data was analyzed through descriptive statistics including Skewness, Kurtosis for Normality Distribution analysis, Reliability analysis through Cronbach Alpha and Regression was used for checking Significance Level. Findings disclose that Brand Trust, Customer Satisfaction and Brand Experience have positive effect on brand loyalty. This research incorporated limited constructs but brand loyalty is affected by various factors. Future studies can integrate other variables as mediating and moderating variables for making study more valid and authentic.

Keywords: Brand Image, Customer, Satisfaction, Brand, Experience, Trust, Loyalty

Paper Category:

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Growth Performance and Prospective Trends of GDP and its Sectors in Pakistan (1987-2036)

Zarmeena Aqlani, Habibullah Magsi, Aijaz Ali Khooharo and Waqas Raza Aqlani

Abstract

The study is attempt to examine the study the growth and forecast of agriculture, service, and manufacturing sectors' contribution in GDP of Pakistan during last thirty years (1987-2016). Thus, the secondary data were used, collected from various issues of Economic Survey of Pakistan, and FAO web pages. Results obtained, while employing a growth rate model on the time series dataset to evaluate growth performance of all the sectors, and to see the projected values up to year 2036. Result reveals that GDP and its major sectors from 1987–2016, have positive growth rate, but the services sector is showing major fluctuations during the time period, especially during 2001, where the growth rate was declined by 0.26. On the other hand, five yearly performance of all sectors indicated that other sectors having positive growth rates, while the growth of agriculture is significantly declined from 0.18 (2007-2011) to 0.066 (1997-2001). Regression result explored the empirical results, which concluded that there had been positive growth rate between the explanatory variables agricultural, services sector, industrial sector, and the GDP over the period 1987-2016. Statistically, it may be defined that with an increase of one unit in agriculture, manufacturing and services, production to contribute by Rs. 83.9, Rs. 0.34 and Rs. 0.62 million in the GDP respectively. The forecasted growth rate of GDP and its sectors during 2017-2036 indicates that expected growth rate of GDP is continuously growing during coming years. Normally, it was observed that growth performance of agriculture is at decline, so the government should maintain the growth rate of agriculture sector, while providing incentives/ inputs to the agriculturists at subsidized rates as well as to bring awareness about the crops and livestock through extension services in the country.

Keywords: GDP, Growth, Performance, Forecasting

Paper Category: Economics

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Profitability Analysis of Strawberry Cultivation in Taluka Pano Akil, District Sukkur, Sindh, Pakistan

Imran Khan Jatoi, Dr. Naeem Ahmed Qureshi, Dr. Velo Suthar, and Amanullah Tunio

Abstract

The present study was conducted in the major strawberry growing area of Sindh (Pano Akil, Sukkur) in order to explore the profitability of strawberry cultivation. For this purpose, primary data were randomly collected from 120 strawberry growers, with the help of pre-tested questionnaire. It was observed that the majority of the growers were in between 25-55 years of age, with 6-20 years of farming experiences and in particular, 2-8 years of strawberry cultivation. Results further revealed that the majority (73 percent) were growing strawberry on rented lands, resulting in high land rent payments. It was observed that majority of strawberry production is transported to Karachi markets resulting in high cost of packaging, transportation and marketing. Despite of high labor, input and capital costs, the strawberry crop is still the leading source income among its farming community; therefore, the cost benefit ratio availed by the growers was about 1:2. In fact, farmers were facing marketing and storage facilities, since the crop has low shelf-life. Based on the results, it is suggested that farmers of other areas of Sindh may also grow strawberry to earn more net income than other seasonal crops, thus Government should ensure improved marketing and storage facilities in nearby the cities to help strawberry growers.

Keywords: Strawberry; Sukkur; Sindh; profitability, productivity,

Paper Category: Economics

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The Effect of Research and Innovation on Firm Performance: A Case of Food, Personal Care Product and Pharmaceutical Industry of Pakistan (2007-2016)

Khadija Mansoor Ali and Rafia Ayub

Abstract

The purpose of this study is to see the effect of research and innovation on firm performance. Research plays an important role in understanding today's changing business environment. Research and innovation is measured through research and innovation expense and firm's performance is measured through ROE (return on equity) and EPS (earnings per share). To conduct research, sectors which have selected are: food, personal care and pharmaceutical industry of Pakistan. The data is gathered for the period of ten years i.e. from 2007 to 2016. The data is analyzed by using eviews software. The results found that there is a significant and strong relationship between research and innovation and firm's performance. This study is limited in terms of data collection. Due to the shortage of time period, this research is conducted only in the ten firms of above mentioned three sectors of Pakistan but in future more firms will be consider. Most of the companies in Pakistan are less focusing to conduct research activities so they face tough challenges to understand the changing market trends and customers' demands. So, this research is helpful to the firms which are less aware regarding research activities and as well as to those companies who want to further expand their research process.

Keywords: GDP, Research, Innovation, Expense, Firm, Performance, Forecasting

Paper Category: Economics

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- 3.

Effects of Brand Quality, Image and Price Satisfaction towards Brand Loyalty

Bibi Zainab

Abstract

This study scrutinizes that how the customer satisfaction reacts towards brand loyalty, effects of brand quality, image and price towards brand loyalty. Survey technique has been used in the study; questionnaire which we used is already established. Evidences from previous studies are used to support hypotheses. In total 160 different customers participated as respondents. Reliability of data has been checked first. Regression technique is used to explore the relationship between customer satisfaction, brand quality, image and price with brand loyalty. Results indicate that there is a strong relation of brand loyalty with customer satisfaction, brand quality and price. On the contrary, brand image doesn't have a significant influence on brand loyalty. The study followed quantitative approach, in future it can be enhance with mixed method.

Keywords: Brand loyalty, Customer satisfaction, Brand quality, Brand price and Brand image.

Paper Category: Human Resource Management

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Effects of Leadership Style on Well-being of Employees

Shahid Obaid

Abstract

Leadership style has been researched extensively for a long period of time. Several factors related to employees and organizations considered to investigate the relationship and impact of leadership style on employee and organizational development. Literature reflects significant relations between leadership styles and behavioral factors of employees that further lead towards better organizational performance. Despite of intense literature on leadership yet there a thin gap is identified to empirically examine the effect of leadership styles on employee wellbeing in the context of Pakistan. This study aims to understand the transnational leadership style in the perspective of employee's wellbeing; quality of work life, leadership development, work stress and organizational commitment. A questionnaire of established constructs is administered to the sample of 261 lower and middle level administrative employees and faculty members. The results report the significant predictors of transnational leadership are: quality of work life, leadership development and organizational commitment.

Keywords: Transnational, leadership, Employee, stress, wellbeing, Organizational

Paper Category: Human Resource Management

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Impact of Trust and Risk on Consumer Acceptance of Mobile Wallet Applications (MWA)

Midhat Nadeem

Abstract

Consumer acceptance of mobile wallet applications (MWA) due to trust and risk factors is a difficult task for MWA service providers. Acceptance and usage of MWAs specifically in Pakistan and generally across the world is a problematic issue for the consumer as the consumer does not have clarity and awareness on its safety and risks involved. Additionally, the literature suggests that the consumer has low awareness about the concepts related to safety and risks involved in the usage of MWA. In view of its significance especially in developing economies, it is important to stimulate appropriate awareness on this phenomena.in view of its significance. The aim of this study is to the measure the effects of trust, risk, perceived usefulness and ease of use on the consumer intention to transact via MWA. Scope of work was focused towards youth, aware of MWAs. Sample size for this study was 150 with a response rate of 90 %. Questionnaire survey method was adopted to collect data for this study. Constructs were adopted from relevant and established literature. It had 5 items related to demographic based on nominal scale. Additionally it had 18 items related to the objectives of the study. It was based on 7 points grading scale. After preliminary analysis including normality, validity and reliability, multiple regression analysis was carried out to test the desired hypothesis. The study found that trust was the strongest predictor of consumers' transaction via MWA, followed by risk, perceived usefulness and ease of use. This study has taken a narrow perspective with limited number of variables. Further studies would incorporate higher number of variables. Additionally, other studies could incorporate the mediating and moderating roles of demographic and other factors.

Keywords: Mobile Wallet, MWA, Technology, TAM, Risk, Trust, Usefulness.

Paper Category: Marketing

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Organic Food Market and Consumer Purchase Intention: A Study from Pakistan

Tehreem Fatima

Abstract

In appropriate use of pesticides and downgraded quality of produce in Pakistan has elevated the health issues in country. Both primary and secondary sources have been used for data collection. Additionally, the literature suggests that consumers lack awareness about the concepts of organic food, and there is scarce availability of the organic products in the country. In view of the stimulated awareness of the organic food around the world, the growing concern of the natural produce and other organic food products has brought this research forward with an aim of identifying the organic food market in terms of awareness, price and availability in Pakistan. The scope of the work was focused in the grocery stores with a response rate of 87%. The convenience sampling method was used to collect the data. The constructs were adopted with established reliabilities. It has 4 items related to demographic based on nominal scale. Moreover, it has 20 items related to the objectives of the study based on 7 point scale. The derived hypothesis was tested through descriptive analysis including normality, reliability and validity test. This independent variables includes awareness, price and availability, the impact of these factors has been tested through regression analysis and multivariate analysis, which shows that awareness has a significant effect on consumer purchase intentions of organic food followed by price and availability. This study has taken a narrow perspective with limited constructs. Future studies can incorporate a higher number of variables including the moderating and mediating roles of demographic and other factors.

Keywords: Organic Food, Market, Awareness, Price, Availability, Health

Paper Category: Marketing

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The Impact of Organization Level Resources on Firm's Performance

Bushra Javed and Tariq Jalees

Abstract

In the face of complex and turbulent economy, recognizing the antecedents of firm's performance has become a profound issue as organizations lack the proper mechanism to recognize, deploy and manage organizational level resources that is a robust concept in strategic management. In view of its significance, we have extended resource based theory for measuring the effect of work design, HRM practices, and CEO's transformational leadership behavior on organization performance. However, the way these resources are bundled and deployed to enhance firm performance remains a black box in which little is known. In this study we peer into the black box and provide the empirical evidence that how organizational level resources are strategically structured to impact its performance. The scope of the study was to focus the banking sector to examine the impact of resources on firm performance. The sample size for the study was 150 employees from commercial bank with a response rate of 90%. The data was collected through web based questionnaire. The constructs were adopted from the relevant and established literature. It had 7 items related to demographics, based on nominal scale. In addition to this, it had 20 items related to objectives of the studies based on five-point Likert scale. After preliminary data analysis (normality, reliability, validity), multiple regression was carried out to test the derived hypothesis. The study found that HRM practice is the strongest predictor followed by motivating work design and CEO transformational leadership behavior. This study has theoretical contribution by integrating the resource management theory with organization performance. However, the study has limitations including the limited variables that narrow the scope of the study. Moreover, this study provide the future direction to the researcher by incorporating mediators and moderators to provide the holistic view of firm performance

Keywords: Motivating work design, HRM practices, CEO's transformation leadership behavior, Firm performance

Paper Category: Human Resource Management

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Significance of Halal food in Pakistan

Aisha Naz and Dr Tariq Jalees

Abstract

Ingredients of Package foods available in Pakistan and across the world have become a problematic issue as it does not have clarity on Haram and Halal. Additionally, the literature suggests that consumer have low awareness about the concepts related to Halal and Haram. In view of its significance in Islamic and eastern countries it is important to stimulate or to create awareness on these phenomena. In view of its significance the aim of this study is to measure the effects of Halal awareness, Religious Beliefs, Halal Marketing, Personal Societal Perception and role of Culture. The scope of the work was focused towards the young youth who frequently shops in grocery stores. The sample size for this study was 200 with a response rate of 90%. The mall intercept method is used to collect the data. The constructs were adopted from the relevant and establish literature. It had 6 items related to demographic based on nominal scale. Additionally it had another 15 item related to the objectives of the studies. It was based on 7 point rating scale. After preliminary excess including normality, reliability and validity, multiple regression analysis was carried out to test the derived hypothesis. The study found that Halal awareness was the strongest predictor of purchase intention followed by Religious Beliefs, Halal Marketing, Personal Societal Perception and Role of Culture. This study has taken a narrow perspective with limited number of variables. Future studies could incorporate a higher number of variables. Additionally other studies could incorporate the moderating and mediating roles of demographic and other factors.

Keywords: Purchase Intention, Halal Awareness, Personal Societal Beliefs, Role of Culture

Paper Category: Marketing

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The impact of Emotional intelligence and its implications on Job Satisfaction, Job Performance and Work Engagement of Employees in Telecommunication sector of Pakistan

Shahrukh Nadeem

Abstract

Emotional intelligence has been a buzzword of the 21st century; whereas the previous 100 years revolved around intelligence quotient (IQ) and its implications. The modern digital economy lays more stress on the vitality of emotional intelligence and how it can be a pivotal factor in the growth and success of an individual. This study meticulously examines the impact of emotional intelligence of employees on their job satisfaction, job performance and work engagement. The study was conducted on a carefully selected sample size of 100 employees currently part of the telecommunication ecosystem of Pakistan. The results of the study show a very strong correlation between the emotional intelligence of individuals and the variables that are associated with employment i.e. job satisfaction, job performance and engagement at work. The literature explains in depth about the internal emotional state of employees and how it has a direct impact on their job attitude. This research is important from the fact that it will help employers in the telecommunication industry to understand the factors which lead to positive and enhanced emotional intelligence since it will have a direct impact on overall organizational performance.

Keywords: Emotional intelligence, Job Satisfaction, Job performance, Work engagement

Paper Category: Human Resource Management

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The Study of Factors of Brand Loyalty in Context of Pakistan FMCG Market

Shezza Razzaque Khan

Abstract

The era of global economies with much broader diverse array of products necessitates the organizations especially in FMCG sectors to anticipate the ability of effective use of intangible assets along with their tangible assets to gain sustainable competitive edge and acknowledging that marketing academics and practitioners have given much importance on brand loyalty. This particular study aims to investigate the effect of factors of brand loyalty by measuring the relationship between brand loyalty and its factors: Brand trust, experience and awareness and customer satisfaction in the context of Pakistan FMCG industry. These effects have been studied frequently in multiple studies, which signify that there is a positive relationship between brand loyalty and above stated factors. To analyze that in context of FMCG industry of Pakistan, we have used both primary and secondary data sources. The secondary data has been collected through books, articles, academic journals and other relevant literature. Four hypotheses were derived from literature, and a self-administered questionnaire was constructed with established reliabilities. It was distributed among 250 respondents for collecting the first hand information out of which 195 response were generated and analyzed through a typical multiple step SPSS. Procedure included identifying the descriptive analysis, ascertaining normality, reliability analysis and validity analyses of the construct and testing the overall model through multiple regression analysis and confirmatory factor analysis. Findings show that all the factors are highly correlated to the brand loyalty, where customer satisfaction has the maximum effect on brand loyalty followed by brand trust, brand experience and brand awareness respectively. This study reveals that the customers with better experience, trust and awareness of the brand and with higher satisfaction level stay loyal to the brand, and are less likely to draw their attentions towards the competitor's offerings. The stats of this study are consistent with the former studies but provide the constricted approach due to limited number of factors for future studies. We could incorporate the higher number of variables further exploring their moderating and mediating roles.

Keywords: Brand Loyalty; Brand Awareness; Brand Experience; Brand Trust; Customer Satisfaction

Paper Category: Marketing

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Human Resource Development: Practices and Challenges

Indra Sindhi Mughal, Doolah Darya Khan Mughal and Prof. Dr. Imamuddin Khoso

Abstract

Human Resources Development (HRD) is a framework, which is used for the expansion of human capital within an organization. It is done through the development of both the individual and the organization to achieve competitive advantage. Now days, organizations operate in a dynamic and complex environment that influences greatly on their expansion and growth of business. They need to develop their human resources to cope up with this dynamic environment. This is because the growth and survival of any organization depends on the quality of people and company's most valuable investment. Human Resource Development is the strength of the economy and individuals can realize their dreams into reality, if their abilities are created and their inspiration level is raised. Organizations need teamwork to measure and enhance investment in people by having good track in practicing Career Development, Training and Development, Performance Appraisal and Organizational Development. After using primary and secondary data, we concluded that how HRD practices are instrumental in bringing about change in an organization. Future directions are that every organization step ahead and take keen interest in developing HR in shape of human capital.

Keywords: Challenges, Practices, Human Resource Development, Human Resource,

Paper Category: Human Resource Management

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Measuring Customers' Perception and Expectation of Quality in Retail Stores Services

Areeba Ahmed Bhutto, Summya Khatoon and Wajiha Saghir

Abstract

This study aims to achieve the gap in overall service quality level that retail stores proposed and to discover Service Quality impact factors on satisfaction level of customer. Quantitative study on Likert scale is used to measure the service quality expected and perceived in order to identify the behavioral intention of the customers. For this study, target population was the customers of retail stores from all over Pakistan. Data was collected from the 300 customers of different retail stores via Quota Sampling. The study covered Karachi, Lahore and Islamabad region. Gap scores analysis was carried out to respond the question about service quality provided to consumers by Retail Stores. We found that overall Service Quality is perceived as low than desired level; it means consumer required more Service. The result of gap analysis concludes that customers are not satisfied fully with Services of Retail Stores. The study also identifies that Perceived overall Service Quality Level in Store is equivalent to 3.6, which is less than Expected Level. The reliability results of the RSQS scale concludes that model is sound for our study. By the help of factors and Correlation Analysis we found that Validity issues of RSQS are aligned with the original study. The retail stores have to upgrade their performance in order to increase satisfaction level. Thus, from outcomes it is also observed that Model RSQS is acceptable tool in order to evaluate Retail Service Quality in Retail stores. High quality service is the key to achieving better Satisfaction of Customer.

Keywords: RSQS Model, Retail stores, Satisfaction of Customer, Service Quality.

Paper Category: Human Resource Management

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Measuring the Academic Performance in a South African College: A Case Study

Prof Dr. Ravinder Rena and Patricia N Mngomezulu

Abstract

The purpose of this study was to find out the factors affecting college first year academic performance in Potchefstroom College of Agriculture (PCA). This study covered only 2017 academic year. It sought to determine the effect of inadequate admission and pre-course information on the performance of first year students; to determine the effect of teaching strategies on the performance of first year students; to determine the effect of academic workload and social integration on the performance of first year students; and to determine the effect of financial and family problems on the performance of first year students. The literature review focused on the concepts, factors that affect students' performance. Thus, it afforded guidelines and laid the background of the study. The study was carried out in a college of agriculture, Potchefstroom; in the J.B. Marks Municipality; Dr Kenneth Kaunda North West Province. It consisted of 87 first year students out of which only 72 were responded. Questionnaires and telephone interviews were used to collect data. Statistical Package for Social Science (SPSS 24) was used to compute data analysis and presented in frequency tables, percentages and pie charts. Some of the major findings of the factors that contributed to students' academic performance of PCA were: Admission and pre course information marketing information to potential students was found to be helpful; the study found that the effect of teaching strategies include academic performance; the respondents' inability to cope with the school workloads; family and financial problems did not have influence on performance; and the average academic support they receive. The recommendations of the study include, the curricular, congested time table and examinations be reviewed and systematic monitoring of students' academic performance be in place to identify students at risk in time and introduce intervention measures. The results of this study will not only add to the literature on student academic performance, but will also provide the management of Potchefstroom College of Agriculture with the necessary material for intervening in the issues that affect student academic performance.

Keywords: Academic, performance, Potchefstroom College, Social integration, Management

Paper Category: Human Resource Management

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The Influence of Factors and Personality Traits on Social Business Entrepreneurship Startup Intentions

Summya Khatoon, Wajiha Saghir and Areeba Ahmed Bhutto

Abstract

It is generally known that distinct qualities, viewpoints, purposes and beliefs have possessed by social business entrepreneurs. It could be anticipated that entrepreneurs often have certain particular personality traits which characterize their actions/practices. Personality characteristics are halfway created by innate nurturing, socialization and education/training. Therefore, personality traits may impact the intentions and the way in which the individual reacts. This study has been done to identify the influence of personality traits, entrepreneurial intentions and to look at the impact of various factors that business students faced to become an entrepreneur. Structured questionnaire was designed to gather data in a combination of encouraging elements and grounds which act as barriers for students becoming entrepreneur. For personality traits influence and intentions, Big Five Personality traits were adopted. The findings reveal that entrepreneurship is considered positively by majority of the students yet inadequate responses of students' current involvement undertaking any entrepreneurial activity were seen whereas absence of accessibility of funds and Pakistan's economic condition are barriers for majority of them. The study also shows that there is a significant relationship and influence of openness, conscientiousness. However, found no significant relationship with agreeableness. This study implication is that sustainability; social responsibility, appreciation and character development should be integrated inside the business educational programs to help social business entrepreneurs in acknowledging real esteem/value, effect to the causes and society they serve. It is aimed that the findings of this study will trigger a change in perspective towards more prominent social business entrepreneurship through respective education by nurturing and broaden ability in future business graduates.

Keywords: Entrepreneur, Social Entrepreneurship, Barriers, Personality Traits, Intentions.

Paper Category: Human Resource Management

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Factors Affecting the Motivation of Post-Graduate Student in Sindh: Students' Perception

Ikramuddin

Abstract

According to web metric world ranking 2016, there is no public or private Pakistani university among the top 600 universities of the world. As far as the motivation of post-graduate students in Pakistan is concerned, the supervision of researchers for retention of students and completion of research degree are the major critical issues. The Primary focus of this study is to explore the key factors affecting on motivation of post-graduate research students through the perception of students in the various fields. For this purpose, we have focused on the sample of four universities (public and private universities) in Sindh, Hyderabad province. Here particularly MPhil and PhD research students were focused. The structured 5 point likert adopted questionnaire is used as an instrument for data collection. The multiple regression analysis and reliability analysis is applied for conclusion of this study. Results showed that research supervisor, research coursework and research facilities have significant impact on motivation of post-graduate research in Sindh. On the basis of results it is recommended that in each studied discipline has to design policies for motivation among postgraduate research students, especially supervisor and research course should be taken in consideration on important basis for motivation of post-graduate research in future.

Keywords: Factors, Motivation of research, Student's perception

Paper Category: Education

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Entrepreneurship Barriers and Inclination among Business Students

Asif Iqbal

Abstract

The aim of this study is to find the barriers among business students toward entrepreneurial inclination. However, business students face various barriers such as lack of funds, fear of failure and lack of social networking that may hinder their entrepreneurial inclination. The barriers faced by these business students may also exhibit different dimensions compared with barriers faced by existing entrepreneurs. In this study survey-based methodology is used; data were collected from a sample of 200 business students from various Pakistani universities. Respondents' perception towards five barriers to entrepreneurship (aversion to risk, fear of failure, lack of resources, and lack of social networking, and aversion to stress and hard work) and their entrepreneurial inclination were assessed. The results of this study found that R-squared which is 56.5 percent of the variation in the entrepreneurial inclination is explained by the five perceived barriers. The strongest barrier of entrepreneurship was found that is lack of social networking followed by lack of resources and aversion to risk. The outcome of this study cannot be generalized to non-student populations since it covers only Business students. The quantitative approach used was unable to uncover in-depth information on the various barriers. A qualitative approach may be more appropriate to obtain further details. This study provides interesting insights into the entrepreneurship barriers faced by business students from developing countries because there is a lack of this type of research.

Keywords: Keywords: Entrepreneurship, barriers, business students

Paper Category: Human Resource Management

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Analysis of Sustainable Cultivation Practices Followed by Sugarcane Growers in District Khairpur Mir's

Naeemullah Jogi and Imam Bux

Abstract

Sugarcane production and marketing continue to be confronted with many challenges and adoption of improved production practices at growers end is a big challenge for the policy makers. In order to identify the sustainable cultivation practices followed by sugarcane growers in district Khairpur Mir's of Sindh province, the study was carried out during the year 2016-17.

The data indicates that lack of knowledge regarding sugarcane production practices (100%), knowledge about climate change (100%), selection of improved varieties (100%), land preparation practices (40%), soil fertility (60%), conventional method of sowing (66.67%), appropriate time of planting (53.33%), irrigation availability (100%), pest, disease control measures (73.33%) and weeds management (73.33%) were 'definitely' production problems of sugarcane growers in the study area. While, the knowledge about (non-improve) varieties (40%), use of fertilizers (53.33%) and knowledge about harvesting method (53.33%) were 'very probably' production problems of the sugarcane growers and only management practices (53.33%) were 'probably' production problem of the sugarcane growers. Lack of capital (53.33%) and High price of inputs (33.33%) were 'definitely' economic production problems of sugarcane growers, while Low price of output comes in the 'definitely not' category and support price (credit facility) economic production problems comes in both 'probably not and very probably' categories in the study area. Meanwhile, cutting top of leaves in standing crop (40%), lack of consultation with farmers may lead to disconnect (100%) and adulterated inputs (40%) social production problems of sugarcane growers comes in 'definitely' category. While, farmers may divert inputs supplied on product to other purpose (66.67%) social production problems of sugarcane comes in 'definitely not' category. The majority (66.66%) of the respondents received production and marketing information through village meetings, 20% respondents attended farmer field school for receiving knowledge regarding production and marketing practices of sugarcane and only 13.33% of the sugarcane growers employed demonstration method regarding production and marketing practices of sugarcane. The majority (24.00%) of the respondents received production and marketing information through neighbor farmer, 13.33% respondents received information from extension workers and demonstration plot regarding production and marketing methods of sugarcane. However, 12.00% and 9.33% of the respondent were getting information from sugar mills and FM radio, respectively. Meanwhile, 6.67% of the respondents received latest information regarding production practices of sugarcane through television, contact farmers and S.C Research station, correspondingly. However, 4% of the sugarcane growers were dependent upon newspaper and private organization / pesticides companies.

Keywords: Sustainable, Cultivation, Practices, Sugarcane, Growers, Khairpur Mir's

Paper Category: Social Sciences

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Leader Member Exchange and Employee Outcomes

Imam Bux Chachar

Abstract

Employees outcomes have increased interest that how leader member exchange play out in the organization. This study theoretically and hypothetically looks the relationship leader member exchange (LMX) and employee outcomes. Many earlier studies have measured the effect of leader member exchange and there is evidence on influence of leader member exchange on employee outcomes. The purpose of this study is to measure the effect of this dyadic relationship on three employee outcomes i.e. job satisfaction, organizational commitment and turnover intention. It uses a sample of 250 employees of different private and public sector organizations with different age, gender, experience and educational level and data was collected by using questionnaire. The empirical testing indicates that there is positive relationship between leader member exchanges, Organizational commitment, and job satisfaction and turnover intentions. Implications, limitations and future research direction of the study are also discussed.

Keywords: Job satisfaction, Organizational commitment, Turnover intentions, leader member exchange

Paper Category: Human Resource Management

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Business Studies: Encounter in Haleeb Foods: Marketing and Distribution Pointers toward Sales Disaster

Abdul Aleem Butt, Dr. Jawaid Ahmed Qureshi

Abstract

Haleeb Foods established in July 1984 with an investment of 46 M rupees under tag of CDL which was known as Chaudhary Dairy Ltd and currently well-known as Haleeb Foods Ltd. After the takeover of newly management in 2011, Haleeb Foods announced innovative and contemporary tactic on the way to business. Distribution and marketing is almost co-equal or whether the marketing is wide-ranging of distribution and the field of trade industry and the sphere of customers will be well worked through satisfying distribution (Robert Bartels, 1976). The letdown of marketing and distribution system effect sale of HFL very badly and its flop to retail and market their product properly in the competitive environment. The Haleeb foods failing to continue the decided ratio of 2% ROI on the investment volume and this eventually outcome in the failure of sale and from the previous 8 to 10 month eras, six network of distribution closure their trade in Karachi region. The method of study is exploratory and follows qualitative research design. It is based on primary data collection and the tool for gathering data is interview. The purposive sampling technique is used for collecting information and interprets through phenomenological analysis. The variable are explored which show important part in the distribution and sales tragedy of Haleeb food. Business's trait tips to the disaster of HFL sale and distribution because of needless burden buildup by company in order to achieve primary or build the product in warehouse, so its lead to undesirable ROI and which outcome in the DN disaster.

Keywords: Ultra Heat, treatment, boiling, milk, Haleeb milk, standardised

Paper Category: Marketing

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Fall of Once Giant Companies of Textile Sector in Karachi: An Exploratory Study

Abdul Manan Shaikh and Dr. Jawaid A. Qureshi

Abstract

Pakistan's textile sector has played an important role for the betterment of country's economy for more than six decades. It is the major sector that has attracted greater investments by local and foreign investors till the year 2005 and has been an important employment-generating avenue providing the employment to about 38% of the Pakistan's manufacturing industry labor force. Pakistan's textile sector has many positive advantages including the ability to produce best quality cotton and fine quality yarn and fabrics that have made it competitive in the world's textile business. After the advent of WTO in 2005 that brought immense international competition, the deteriorating law & order situation, higher interest rates, unavailability and scarcity of basic utilities like water, gas and electricity have posed greater challenges for the textile industry in Pakistan. These are some of the external issues that have put impacts on the performance of textile industry in Pakistan, but in this research paper the focus is mainly on the internal factors that have caused the failure of once iconic textile companies of Karachi Pakistan. The internal challenges identified include "Seth's" management styles and policies, the absence of professional and operational hierarchy, the hiring of "Yes Men" and "Yes Boss" Executives, office politics and conflicts, the management of financial issues, activities of HR departments and the working environment provided to employees. The research paper discusses the influences of these internally identified factors on the unsatisfactory performance of once successful firms in Pakistan that gradually turned into great failures.

Keywords: Rise and fall, Giant, Companies, Pakistan, Textile, Seth Management, HR Policies

Paper Category: Marketing

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Thar Coal Environmental Repercussions and Economic Values and its Role in Sustainability of Development of Pakistan

Assaram Alamchandani

Abstract

Attempt has been made to investigate the Thar Coal and sustainable development. Specific objectives are to analyse: i. Thar Coal Environmental repercussions, ii. Economic values and iii. Overall benefits to Pakistan. Content analysis method has been used. Related informative material has been collected through different resources and personal visits to area related with different activities related to Thar coal. After detailed study it was concluded that Thar coal is touted as the panacea to country's long term energy woes. Thar Coal will create some negative environmental effects on Thar and it is concluded that from economic point of view it is great opportunity if properly dealt. It is big source of energy for Pakistan and will help in sustainability of development in Pakistan. It is suggested that environmental effects may be controlled by implying best practices of the world. Local people who will be affected be compensated in a way according to best practices of the world. While making policy for their future regarding education, livelihood and future career and relocation and payment modern of compensation is kept in mind for safeguard.

Keywords: Thar, Coal, Environmental, Repercussions, Economic, Sustainability, Development

Paper Category: Economics

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Impact of Sustainable Development on Under Developed Countries

Kashif Riaz and Asma Kashif Riaz

The purpose of this study is to investigate the present state of under developed countries with special relation to Pakistan. The specific objective is to identify the challenges faced by Pakistan regarding sustainable development and to suggest policies for the solutions Sustainable Global Development (SGD) refers to a model of human development in which resources are used with an aim to cater human needs simultaneously preserving the resources and environment not only for current generations but also for the upcoming generations without compromising on their quality. The term sustainable development has been perfectly defined by BrundtLand Commission in 1987 thus his definition since than has become the most comprehensive definition which says "development that meets the needs of the present without comprising the ability of future generations to meet their own need" Sustainable Development does not completely focus on environmental issues, but also encompasses around the following factors that includes economic development, social development, environmental protection and preservation along with indigenous people and culture. During the last decade various organizations have tried to measure and monitor the probability of what they consider as sustainability by introducing and implementing different sustainability metrics and indices. Systematic literature review has been under taken and nature of this study is qualitative and conclusions are drawn from inducing the collected literature. It is revealed that Sustainable development somehow set limits on the under developing countries because of lack of financial resources that becomes a reason of not adapting healthy development practices that leads to destruction and over use of resources ,although the developed countries also participate in such misuse of resources but exhibit their so called sustainability policies which encourage developing countries to adapt them that usually hampers growth of the under developing countries as they are not able to adapt sustainable work practices due to lack of education, awareness and financial resources. Conclusively the long run impacts of environmental degradation and weak economics on under developed countries is the future inability to sustain life on a massive scale leading towards extinction of natural and economical resources for the future generations at their ends. It is suggested that the measures should be taken to improve and maintain factors like education, awareness , financial capability, infrastructure and environmental preservation in order to implement sustainable development practices in under developed countries without hampering their own growth and provide maximum benefit to present and future generations of Pakistan.

Keywords: Environmental, Degradation, Economic, Sustainability, Development

Paper Category: Economics

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Integration of Arts in Early Childhood Education

Hina Kehkashan Behleem and Salma Nazir

Abstract

This study critically examines the in-depth analysis of child behavior and learning with integration of art in various subjects in early year education. It inspects the effectiveness of the teaching strategies when art is used as support to develop the cognitive and motor skills of children. It focuses on the theories of constructivism and behaviorism to enable child learn through scaffolding and building routines through arts. Integration of arts with other subjects enables learning prosper and effect children for their holistic development. Creativity is also enhanced in the children. Sample of 32 students was taken into account for this research. Observational method was carried out while conducting different art activities along with teaching lessons in kindergarten classes and data was collected while observing students. Analysis of the evidences suggested that the children developed in different domains when the art activities were integrated with different areas of learning. The child's focus remained intact throughout the lessons. Classroom management was smooth, transitions station-wise and group wise were orderly and focused. The children used their learning through arts as a basis to originate their own ideas with confidence. The development of fine, motor and cognitive skills were observed on a large scale. Likewise, the study emphasized upon the progress and development of children in the moral and social domains as well.

Keywords: Education, Early Childhood Education, Cognitive, Art, Integration, Importance

Paper Category: Education

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Sensitivity Analysis on a Variant Machine Guard Compliance Productivity Model (VMGPEM) for a Bottling Plant Using the OFAT Technique

Uzor Chukwunedum and Sunday Ayoola Oke

Abstract

Certainly, the operating errors of a given model can be assuaged by proper selection of its working parameters and distinctly identifying the most critical for optimization. To achieve this objective, sensitivity analysis is introduced to the system to show relevant strengths and avoidable lapses. For this study, the one-factor-at-a-time (OFAT) sensitivity analysis technique is employed to the model to disclose the input parameters in form of guard categories that is most significant in optimizing the machine guard compliance productivity for a particular period. The result of the experiment reflected fixed guards as the most significant guard category by which machine guard compliance productivity for the bottling plant can be optimized.

Keywords: Sensitivity, variant, machine guard, compliance, bottling

Paper Category: HRM

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An Alternate Productivity Evaluation Practice to Depict Machine Guarding Performance in a Process Plant

Uzor Chukwunedum and Sunday Ayoola Oke

Abstract

Varying from the notion that the significant expenditure channeled on machine guarding has little or no benefit, this paper through an innovative model, argues that the machine guarding productivity could be evaluated for progress in a bottling production company. This paper contributes to the literature on machine guarding by developing a novel variant machine guarding productivity evaluation model which was validated with dataset from a process plant in Nigeria. Well descriptive results from the model shows that when period 5 is compared with period 1, the model showed an increase in % compliance for trip guards, fixed guards and e-stop guards by 2.82%, 1.41% and 2.53% respectively, while the number of functional guards remained unchanged across all guard categories. As a result of the increment in % compliance for the aforementioned guard categories, there was an increment in machine guard compliance output for the affected guard types, thus a rise in total machine guard compliance output from 985.1 to 993.08. The machine guard productivity for periods one and five showed a 34.54% and 34.01% decrease for the respective periods from the original status. It also reveals a 0.81% change in guard compliance productivity from period 1 to period 5. The model showed the efficiency of the framework in evaluating operator's productivity performance as a useful source of information for operations managers to trace and adjust quantifiable productivity targets of the machine compliance scheme.

Keywords: Alternate Productivity, Practice to Depict, Machine Guarding, Process Plant

Paper Category: HRM

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The Impact of Firm Size, Profitability, Growth & Liquidity on Leverage: A Study of KSE Listed Textile Companies

Muhammad Raghif Zafar, Israr Ahmed and Muhammad Faisal Sultan

Abstract

This paper empirically investigates the impact of independent variables (Firms Size, Profitability, and Growth & Liquidity) on dependent variable (Leverage). Hypotheses are developed as per Pecking Order Theory and past studies. The Data of Six years from period 2006 to 2011 of 105 textile companies enlisted in Karachi Stock Exchange is used for analysis. Textile Industry is one of the most important industries in Pakistan, as it contributes a major share in GDP and Exports of Pakistan. Correlation and Regression analysis is performed on the data to acquire the result. Correlation result shows that Firms Size, Profitability, Growth and Liquidity are negatively correlated to Leverage. The Regression analysis result shows that Firms Size has significant negative impact on Leverage which contradicts previous studies. Growth is also negatively related to Leverage, validating the hypothesis. The negative relation of Profitability and Liquidity with Leverage is also significant and it supports the Pecking Order Theory argument and the proposed hypothesis.

Keywords: Firm Size, Profitability, Growth, Liquidity, Leverage.

Paper Category: Finance

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- 4.

Analysis of Leather Industry of Pakistan and Suggested Policies for its Growth and Sustainability

Mahroona Khan and Prof. Dr. Gobind M. Herani

Abstract

The purpose of this study is to investigate the impact of Leather Industry on the economy of Pakistan. Pakistan is among the leading countries in the production of Leather Garments. So the leather and leather made-ups industry plays a significant role in the economy of Pakistan and good share in GDP. There are many factors of leather industry, which effect on GDP of Pakistan, out of these we have selected following for investigation for current study i.e.; Employment, Evolution of Technology, Competitors, Price Trends and Advertising Specific objectives are to study the impact of said factor on GDP. Keeping in view of the above facts from literature review we come to know that there trend is going upward, but still it needs more investigation to be the best industry. Present title is not properly studied in this particular area. That is why we want to conduct research this topic. Methodology used in this study is qualitative, exploratory and formal academic research in nature. This descriptive study and historical data is taken for the period of 1947 to 2016-2017 and collected data is tabulated in tables and analyzed for the defined purpose covering the period. Main data was collected by systematic literature review and from analyzing of different contents. As a whole it is concluded that economic factors of leather industry have significant impact on GDP of Pakistan. It is highly recommended that by using latest technology, initiating training centers and by solving labor issues further research on this topic must be conducted having different primary data to discover new ideas.

Keywords: Leather, Industry, Foreign, Exchange, Exports, policies, Growth, Sustainability

Paper Category: Economics

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Analysis of Sports of Pakistan and Suggested Policies for its Growth and Sustainability

Harry J Lyall and Prof. Dr. Gobind M. Herani

Abstract

The purpose of this study is to analysis the sports industry of Pakistan and to suggest policies for its growth and sustainability. Specific objectives are to discover the sport industry of Pakistan and to come up with the solution which will help our government in adopting these solutions. This is based on cottage industry mostly handmade production. It is running before partition of Indo Pak. It is popular worldwide therefore; it needs more attention for further progress. Keeping in view of the above facts from literature review we have come to know that there is gap in the growth of the sports industry of Pakistan. Present title is not properly studied in sports field. That is why researcher wants to conduct research sports industry. Methodology used in this study is qualitative, exploratory and formal academic research in nature. Historical data is taken from before 1947 and we have used latest data of 2016-2017. As a whole it is concluded that sports industry of Pakistan was highly neglected and still due to skilled labors our sports industry is renowned. It is highly recommended that further research on this topic must be conducted through primary data collection.

Keywords: Sports industry, development, Analysis, growth, Pakistan, suggested policies

Paper Category: Finance

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Analysis of Sugar Industry of Pakistan and Suggested Policies for its Growth and Sustainability

Talha Akbar and Prof. Dr. Gobind M. Herani

Abstract

The purpose of this study is to analysis the sugar industry of Pakistan and to suggest policies for its growth and sustainability. Specific objectives are to discover problems of the sugar industry of Pakistan and to come up with the solution which will help our government in adopting these solutions. The Sugar industry in Pakistan is counted as the second largest agro-based industry after Textiles. Pakistan is an important sugar cane producing country and it is ranked fifth in world cane acreage and also 9th in sugar production. Keeping in view of the above facts from literature review we have come to know that there is need to find out the problems of it and to keep it developing and sustainable. Present title is not properly studied in this field that is why researchers want to conduct research on sugar industry. Methodology used in this study is qualitative, exploratory and formal academic research in nature. Historical data is taken from before 1947 and we have used latest data of 2016-2017. As a whole it is concluded that this industry of Pakistan was highly neglected and still due to large production industry is renowned. It is highly recommended that further research on this topic must be conducted through primary data collection.

Keywords: Sugar Industry, Development, Analysis, Growth, Pakistan, Suggested Policies

Paper Category: Economics

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Analysis of Textile Industry of Pakistan and Suggested Policies for its Growth and Sustainability

Asif Ghaffar and Prof. Dr. Gobind M. Herani

Abstract

This study is attempted to analysis the textile industry of Pakistan. Specific objectives are to find out main reasons through qualitative study and suggest solution for further progress. Pakistan's largest industry is Textile industry and Pakistan is counted 8th largest exporter of textile commodities in Asia and it contributes 8.5% to the GDP of Pakistan. In textile industries are facing many challenges such as, energy crises, fluctuating yarn prices, shortage of gas supply and load shading, devaluation of Pakistani currency, lack of research and development (R&D) institutions, lack of modern equipment and machinery and production cost. Keeping in view of the above facts from literature review we come to know that growth of textile industry is not sustainable. So many studies are already conducted on this this but it needs latest updates of it because it is not sustainable, therefore needs revisit every year, that is why researcher wanted to conduct research on textile industry. Historical data is taken from before 1947 and we have used latest data of 2016-2017 and data was analyzed for the defined purpose covering the period through systematic literature review As a whole it is concluded that the government should take corrective and preventive actions to solve above mentions problems. It is highly recommended that further research on this topic must be conducted having different through primary data collection.

Keywords: Textile challenges, Shortfall Production, Workforce, Marketing, Revenue, Pakistan

Paper Category: Finance

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Analysis of Cement industry of Pakistan and Suggested Policies for its Growth and Sustainability

Asfia Israr and Prof. Dr. Gobind M. Herani

Abstract

The purpose of this study is to investigate cement industry of Pakistan. Specific objectives are to study the problems and strength of cement industry. Pakistan is producing good quality of cement and which is globally recognized. On the basis of this good quality presently Russia offers high price of Pakistani cement. Due this good quality countries like India, Afghanistan, Middle East and some African countries prefer to import cement from Pakistan. Cement industry is still facing many issues such as government policies, receipts from exports, tax payments, and the entire revenue generated by the cement industry. Keeping in mind these facts we come to know that there is need to investigate its problems which will help in the increase production and promote export. This topic is researched by different researchers but it still needs latest updates, therefore it needs further investigation. That is why researchers want to conduct research on this topic. Methodology used in this study is qualitative, exploratory and formal academic research in nature. Historical data is taken from before partition of our country and we have used data till Feb-2018. As a whole it is concluded that the government should revise the policies and taxes and take action to solve these problems. It is highly recommended that further research on this topic must be conducted having different thoroughly primary data collection.

Keywords: Manufacturing Process, Export, Policies, Economic Scenario

Paper Category: Economics

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Analysis of Pharmaceutical Industry of Pakistan and Suggested Policies for Its Growth and Sustainability

Umair Sardar and Prof. Dr. Gobind M. Herani

Abstract

The purpose of this study is to analysis the pharmaceutical industry of Pakistan and to suggest policies for its growth and sustainability. Specific objectives are to discover the pharmaceutical industry of Pakistan and to come up with the solution which will help our government in adopting these solutions. Pharma industry is also a great industry and caters lot of labor and related with health that is why it is very important to analyses it. In the view of the facts from literature review we have come to know that the pharmaceutical industry of Pakistan is growing. Present title is not properly studied in pharmaceutical field. That is why researcher wants to conduct research pharmaceutical industry. Methodology used in this study is qualitative, exploratory and formal academic research in nature. Historical data is taken from before 1947 and we have used latest data of 2016-2017. As a whole it is concluded that pharmaceutical industry of Pakistan was highly neglected and still due to skilled labors our pharmaceutical industry is renowned. It is highly recommended that further research on this topic must be conducted through primary data collection.

Keywords: Pharmaceutical Industry, Development, Analysis, Growth, Pakistan, Suggested Policies

Paper Category: Economics

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Currency Notes and Coins Driven Prices of Confectionary Items Rather Than Demand Driven in Pakistan

Dr. Nadeem Ahmed, Dr. Atif Raj and Mohuhammad Nyle Zaman Siddiqui

Abstract

Prices are set on the basis of demand and supply. But some mistakes are dishonoring these phenomena in Pakistan. For instance, Pakistan converted rupees one note into coin and rupees two notes was prevailing once upon a time. The people in Pakistan are having habit of carrying notes with them and they less prefer to keep coins in their pockets. This habit and "conversion of coin into notes" increase the price so of confectionary items into rupees two. Hence, 100% price rise taken places into confectionary items namely Dign Don Bubble, Freshup Bubble, Tulsi Supari, Shahi Mewa, Slanty potato fries, etc. Hundred percent rise in any other items is un-acceptable by community. But it has not yet been notices by the community and as well as by monetary authorities. This paper is objecting the 100% price rising history. Moreover, when rupees two notes and rupees 5 notes was finished the price of confectionary was rose 300% and 100% respectively. As the price of Slanty Potato Fries reaches to Rs.5/= directly from Rs.2/= . Our currency division is not supporting 2%, 5%, 8%, 20%, 30% etc., prices rise of small valued products. It is suggested that currency division should be restructured and prices in the economy should be demand driven. This practice was also prevailed with 25 and 50 paise coins, as 75 paise coins were not existed and one paise coin was existed. But people did not prefer to keep hundreds of coins in their pockets. Currently, in the year 2017 finishing of Rupees 5 notes also shift the prices of small items from rupees 5 to Rupees 10. It is also a 100% increase in prices but in term of volume it increase the income of confectionary seller tremendously.

Keywords: Manufacturing Process, Export, Policies, Economic Scenario

Paper Category: Economics

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Academic Session Plan Day I: Monday, 07 May, 2018

Session	Session Details	Start	End	Venue
	<p>Inaugural speeches:</p> <ol style="list-style-type: none"> Welcome note by Hon Chairman Prof. Dr. Gobind M. Herani Intro of Conference Chief Guest address Key note speech by Prof Dr. Ashley J Deans, PhD Maharishi University of Management Fairfield, Iowa, USA, 52557 Prof. Dr. Ravinder Rena Monarch Business School Switzerland AYOBADE, Adebowale (Ph.D) is professor at University of Lagos, Akoka, Lagos, Nigeria Ahatisham Ali Raja, Program Director, National Business Education Accreditation Council, HEC Prof. Dr. Imamuddin Khoso, Director, IBA, (US) Closing note: Prof. Dr. Abbas Chaudhry 	3:00 pm	4:00 pm	Multi-Purpose Hall
	Shield distribution	4:00pm	4:10 pm	
Session	Session Details	4:15 PM	4:15 PM	
Panel Discussion Session	<p>Moderator: Prof. Dr. Abdul Aziz</p> <p>Theme: Global Sustainable Development: Integration of environment, social development, economic development and good governance.</p> <p>Tentative Panelist:</p> <ol style="list-style-type: none"> Prof Dr. Prof. Dr Tariq Jalees (PAFKIET) Prof. Dr. Muniruddin Soomro, Dean, Commerce and Business Administration (US) Prof. Dr. A.D Manwani (SZABIST) Hyd Prof. Dr. Fakhurul Huda, Rector (ILMA) Dr. Sabir Michal (KU) Prof. Dr. M. Ismail Kumbhar (ASU) <p>Q/A Session</p>			Auditorium
	Hi-Tea	5:15 PM	5:30 PM	

Academic Session Plan Day II: Tuesday, 08 May, 2018

Session Details	Start	End	Venue
Registrations	8:30 AM	9:30 AM	
Parallel Sessions	10:00 AM	01:00PM	

Session 1: 10:00 AM to 11:00 AM Room .NO. 1

Moderator: Ms. Madiha Zeeshan

Chair: Prof. Dr. Tariq Jalees

Co-Chair: Dr. Zeeshan

1. **Management of Intellectuals in Pakistani Universities: Management Practices and Emerging Issues**
Sana Arz Bhutto
2. **Difference in Level of Hope in Terms of Gender and Age**
Mohsin Hassan Alvi¹ and Muhammad Haris Mirza
3. **Effects of Leadership Style on Well-being of Employees**
Shahid Obaid
4. **Impact of Service Quality on Customer satisfaction-Evidence from Pakistani Banks**
Ayaz Ali

Session 2: 11:00 AM to 12:00 NOON Room No.1

Moderator: Ms Madiha

Chair: Prof. Dr. Athar Ahmed

Co-Chair Prof. Dr. Chandanlal

1. **The impact of Emotional intelligence and its implications on Job Satisfaction, Job Performance and Work Engagement of Employees in Telecommunication sector of Pakistan**
Shahrukh Nadeem
2. **Human Resource Development: Practices and Challenges**
Indra Sindhi Mughal, Doolah Darya Khan Mughal and Prof. Dr. Imamuddin Khoso
3. **Measuring the academic performance in a South African College- A case study**
Prof Dr. Ravinder Rena¹ and Patricia N Mngomezulu
4. **The Influence of Factors and Personality Traits on Social Business Entrepreneurship Startup Intentions**
SummyaKhatoon, WajihaSaghir and Areeba Ahmed Bhutto

Session 3: 12:00 NOON to 01:00 PM Room No.1

Moderator: Ms Madiha

Session Chair: Dr. Riaz Soomro

Session Co-Chair: Dr. Issani

1. **The Impact of Organization Level Resources on Firm Performance**
Bushra Javed and Tariq Jalees
2. **Leader Member Exchange and Employee Outcomes**
Imam Bux Chachar
3. **Sensitivity analysis on a variant machine guard compliance productivity model (VMGPEM) for a bottling plant using the OFAT technique**
Uzor Chukwunedum and, Sunday Ayoola Oke
4. **An Alternate Productivity Evaluation Practice to Depict Machine Guarding Performance in A Process Plant**
Uzor Chukwunedum and Sunday Ayoola Oke

Session 4: 10:00AM to 11:00 AM Room No.2

Moderator: Muzammil Ahmed

Chair: Prof. Dr Hakim Ali Mahesar

Co-Chair Prof. Dr. Jawaid Qureshi

1. **Impact of Brand Preferences on Buying Behavior of College Students' for Apparel : A Case study of Karachi**
Mehak Kanwal
2. **The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: A study on Female Fashion Apparel,**
Rozina and Ali Raza
3. **Impact of Service Quality on Customer satisfaction-Evidence from Pakistani Banks**
Ayaz Ali
4. **Impact of Trust and Risk on Consumer Acceptance of Mobile Wallet Applications (MWA)**
Midhat Nadeem

Session 5: 11:00AM to 12:00 AM Room No.2

Moderator: Mr. Muzammil Ahmed

Session Chair: Prof Dr. Rukhsana Ahmed

Session Co-Chair: Prof Dr. Noor Ahmed Memon

1. **Organic food market and consumer purchase intention: a study from Pakistan**
Tehreem Fatima
2. **Impact of Brand Trust, Customer Satisfaction, Brand Experience and Brand Image on Brand Loyalty**
Madiha Gulshaid
3. **Significance of Halal food in Pakistan**
Aisha Naz and Prof. Dr. Tariq Jalees
4. **The Study of Factors of Brand Loyalty in Context of Pakistan FMCG Market**
Shezza Razzaque Khan

Session 6: 12:00NOON to 01:00 PM Room No.2

Moderator: Mr. Muzammil

Session Chair: Prof. Dr. Immamuddin Khoso

Session Co-Chair: Dr. Saimuddin Shaikh

1. **Business Studies: Encounter in Haleeb Foods: Marketing and Distribution Pointers toward Sales Disaster**
Abdul Aleem But and Dr. Jawaid Ahmed Qureshi
2. **Fall of Once Giant Companies of Textile Sector in Karachi – An Exploratory Study**
Abdul Manan Shaikh and Dr. Jawaid A. Qureshi
3. **Measuring Customers' Perception and Expectation Of Quality In Retail Stores Services**
Areeba Ahmed Bhutto, Summya Khatoon and Wajiha Saghir
4. **Effects of Brand Quality, Image and Price Satisfaction Towards Brand Loyalty**
Bibi Zainab

Session 7: 10:00AM to 11:00 AM Room No.3

Moderator: Ms. Yasmin

Session Chair: Dr. Aziz Memon

Co-chair: Tariq Ahmed (IoBM)

1. **Women empowerment in Sindh: Case of Kamber Shahdad kot District Inayatullah Magsi,**
Kashif Ahmed Memon and Habibullah Magsi
2. **Influence of Forced Displacement on Victims Small Businesses of Selected Communities in Lagos State**
Adebowale AYOBADÉ and Olashile John YUSUF
3. **Attitudes Management to Mainstream Disability**
Abid Hussain Lashari and Saira Lashari
4. **Impacts of Flawed Development Projects: The case of the Chotiari reservoir in Sindh, Pakistan**
Habibullah Magsi

Session 8: 11:00AM to 12:00 NOON Room No. 3

Moderator: Ms. Zaib

Session Chair: Dr. Akhlas Ahmed

Session Co-chair: Jamal Zaidi

1. **Socioeconomic Conditions of District Tando Allahyar, Sindh, Pakistan**
Attia Manzoor and Habibullah Magsi
2. **Analysis of Sustainable Cultivation Practices Followed By Sugarcane Growers in District Khairpur Mir's**
Naeemullah Jogi and Imam Bux
3. **Impact of Land Conversion, Land Use Conflict and Policy Management Measures on Local People:
Evidence from Sindh Province of Pakistan**
Moula Bux Peerzado and Habibullah Magsi
4. **Entrepreneurship Barriers and Entrepreneurial Inclination among Business Students**
Asif Iqbal

Session 9: 12:00Noon to 1:00PM Room No.3

Moderator: Mr. Arsalan Khanzada

Session Chair: Dr. Habib-ullah Magsi

Session Co-chair: Dr. Purandas

1. **Growth Performance and Prospective Trends of GDP and its Sectors in Pakistan (1987-2036)**
Zarmeena Aqlani, Habibullah Magsi, A.A. Khooharo and Waqas R. Aqlani
2. **Profitability Analysis Of Strawberry Cultivation in Taluka Pano Akil, District Sukkur, Sindh, Pakistan**
I.K Jatoi, Dr. N.A Qureshi, Dr. Velo Suthar and Amanullah Tunio
3. **Analysis of Pharmaceutical Industry of Pakistan and Suggested Policies for Its Growth and Sustainability**
Umair Sardar and Prof. Dr. Gobind M. Herani
4. **Analysis of Pharmaceutical Industry of Pakistan and Suggested Policies for Its Growth and Sustainability**
Umair Sardar and Prof. Dr. Gobind M. Herani

Session 10: 10:00 AM to 11:00AM Room No. 4

Moderator: Ms. Nusrat

Session Chair: Dr. Abdul Aziz (DIHE)

Session Co-chair: Dr. Iqbal Ahmed

1. **Study of Diffusion and Adoption of Production and Protection Technologies I. B. Chachar,**
M. A. Rustamani, S. A. Gadani, N. Jogi and I. Shar
2. **Integration of Arts in Early Childhood Education**
Hina Kehkashan Behleem and Salma Nazir
3. **Currency Notes and Coins Driven Prices of Confectionary Items Rather Than Demand Driven In Pakistan**
Nadeem Ahmed, Atif Raj and Mohammad Nyle Zaman Siddiqui
4. **Factors Affecting the Motivation of Post-Graduate Student in Sindh: Students Perception**
Ikramuddin

Session 11: 11:00AM to 12:00NOON Room No.4

Moderator: Mr. Yousuf Aboya

Session Chair: Dr. Khushbakhat Hina

Session-Co chair: Dr. Farhan Zaib

1. **Adoption of Genetically Modified Technologies and Sustainable.....**
Dr. Major Zahid Hussain
2. **The Effect of Research and Innovation on Firm Performance: A Case of Food, Personal Care Product and Pharmaceutical Industry of Pakistan (2007-2016)**
Khadija Mansoor Ali and Rafia Ayub
3. **Measures of Sustainable Agricultural Development for Food Security in Asia and Pacific Regions: A view**
Abdul Raheem¹ and Dr. A. Rajesh Kanna
4. **Thar Coal Environmental Repercussions and Economic Values and its Role in Sustainability of Development of Pakistan**
Assaram Alamchandani

Session 12: 12:00NOON to 1:00PM Room No.4

Moderator: Mr. Yousuf Aboya

Session Chair: Dr. Farhan Zaib

Session-Co chair: Irar Ahmed

1. **Analysis of Leather Industry of Pakistan and Suggested Policies for Its Growth and Sustainability**
Mahroona Khan and Prof. Dr. Gobind M. Herani
2. **Analysis of Sports of Pakistan and Suggested Policies for its Growth and Sustainability**
Harry J Lyall and Prof. Dr. Gobind M. Herani
3. **Analysis of Sugar Industry of Pakistan and Suggested Policies for its Growth and Sustainability**
Talha Akbar and Prof. Dr. Gobind M. Herani
4. **Analysis of Textile Industry of Pakistan and Suggested Policies for its Growth and Sustainability**
Asif Ghaffar and Prof. Dr. Gobind M. Herani

Session 13: 10:00AM to 11:00AM Room No.5

Moderator: Mr. Yousuf Aboya

Session Chair: Dr. Velo Suthar

Session-Co chair: Dr. Farhan Zaib

1. **Analysis of Cement industry of Pakistan and Suggested Policies for its Growth and Sustainability**
Asfia Israr and Prof. Dr. Gobind M. Herani
2. **Analysis of Determinants of Exchange Rate: Evidence from Pakistan (1974-2013)**
Yousuf Aboya and Nayeem ul Hasan Ansari
3. **Assessment of Waste Management in Hospitals of Karachi**
P. Juma, R.Pervez, M. Waseem, S. Rimsha, Z. Rafique and S. Amjad
4. **Difference in Level of Hope in Terms of Gender and Age**
Mohsin Hassan Alvi and Muhammad Haris Mirza
5. **The Impact of Firm Size, Profitability, Growth & Liquidity on Leverage: A Study of KSE Listed Textile Companies**
Muhammad Raghif Zafar, Israr Ahmed and Muhammad Faisal Sultan

Session 14: 11:00AM to 12:00 NOON Room No.5

Moderator: Mr. Yousuf Aboya

Session Chair: Dr. Velo Suthar

Session-Co chair: Dr. Khushbakhat Hina

1. **Management of Intellectuals in Pakistani Universities: Management Practices**
Sana Arz Bhutt
2. **The Impact of Social Network Marketing on Consumer Purchase Intention....**
Rozina and Ali Raza
3. **Effects of Different Salinity Levels on Wheat Varieties at Seedling Stage**
W. A. Pahore, Imam Bux, Agha Amber, A. Unar and M.A. Anwar Rustamani
4. **Assessment of High Yielding Wheat Varieties under Drought Condition**
Mehrab Khan
5. **Impact of Sustainable Development on Under Developed Countries**
Kashif Riaz and Asma Kashif Riaz

Namaz & Lunch Break 01:00PM to 02:30PM Multi-Purpose Room

Panel Discussion: 3:00 PM to 04:00PM

Moderator: Prof. Dr. Gobind M. Herani

Theme-: Is The Global economy sustainable enough to survive Great Depression yet again?

Multi-Purpose Room

Panelist

Dr. Asif Mansure (NUST), Karachi

Prof. Dr. Hakim Ali Mahesar (US)

Dr. Munir (MAJU)

Dr. Riaz Ahmed Soomro (DUHS)

Dr. Javed Qureshi (SZABIST), Karachi

Dr. Akhlas Ahmed

Prof. Dr. Jawaid Qureshi

Dr. Khushbakhat Hina

Call for Papers

1st International Conference on Global Sustainable Development: Challenges and Solutions (ICGSD) – 2018

Important Dates:

Abstract Submission: March 25, 2018
Final Manuscript Submission: April 30, 2018
Conference: May 7-8, 2018

General Inquiries:

Prof. Dr. Gobind M. Herani
drgobindherani@dadabhoy.edu.pk

Important Link:

Paper / Abstract Submission:
https://docs.google.com/forms/d/e/1FAIpQLSfgUTs-Fap4ZSChJAmb8ef_01u01euGU8_IHhkJ54BaW5mL-HQ/viewform

Postal Address: SNPA-17/B, Block-3, K.C.H.S Union Ltd. Behind Hill Park General Hospital, Off. Shaheed-e-Millat Road, Karachi, Tel: 021-34389104-5 Ext: 114

Web: <http://www.dadabhoy.edu.pk>

Conference Theme

Dadabhoy Institute of Higher Education (DIHE), with its partners, invites submissions for the 1st International Conference on Global Sustainable Development: Challenges and Solutions- 2018 (ICGSD 2018). The idea of sustainable development grew from numerous environmental and business movements in earlier decades. In 2015, countries adopted the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals. Governments, businesses and civil society together with the United Nations are mobilizing efforts to achieve the Sustainable Development Agenda by 2030. Universal, inclusive and indivisible, the Agenda calls for action by all countries to improve the lives of people everywhere. Submissions of quality papers in the following non exhaustive list of topics are invited:

Accounting & Finance, Information Technology , General Management, Marketing , Human Resource Management, Economics, Environmental Changes, Entrepreneurship , Energy Crisis,

Corporate Governance

Panel discussions

Theme-1: Global Sustainable Development: Integration of environment, social development, economic development and good governance

Theme-2: Is The Global economy sustainable enough to survive Great Depression yet again?

Paper Submission

Research Papers, Teaching Cases, Panel or Paper Symposia & Proposals for Doctoral Colloquia, may be submitted. All submissions will be reviewed based on originality, rigor, and relevance to the conference theme. All accepted manuscripts will be presented at the conference. Selected papers will be published in Global Journal of Management Issues.

Venue: Dadabhoy Institute of Higher Education