

Name	Designation	Year	Paper Description
Dr. Tariq Jalees	Professor HOD Marketing	2016	Khan, M.M. & Jalees, T. (2016). Reasons behind Consumer Brand Preference in Soft Drinks, International Conference on Innovation and Emerging Trends In Business Management (ICIEBM), scheduled on 4-5 Jun, 2016. Iqra university, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Yasir, M. & Jalees, T. (2016). Factors influencing consumer attitude towards Online Shopping, International Conference on Innovation and Emerging Trends In Business Management (ICIEBM), scheduled on 4-5 Jun, 2016. Iqra university, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Ramish, M.S. & Jalees, T. (2016). E-Loyalty while shopping Online, International Conference on Innovation and Emerging Trends In Business Management (ICIEBM), scheduled on 4-5 Jun, 2016. Iqra university, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Bashir, M.A. & Jalees, T. (2016). Impact of Brand Communication and Uniqueness on Brand Equity and Brand Attitude, International Conference on Innovation and Emerging Trends In Business Management (ICIEBM), scheduled on 4-5 Jun, 2016. Iqra university, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Raza, A. & Jalees, T. (2016). Measure The Effect Of Attitude And Religiosity On Product Placement, International Conference on Innovation and Emerging Trends In Business Management (ICIEBM), scheduled on 4-5 Jun, 2016. Iqra university, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Mahmood, N. & Jalees, T. (2016). Structural Approach to Smartphone Usage intensity and Behaviors, International Conference on Innovation and Emerging Trends In Business Management (ICIEBM), scheduled on 4-5 Jun, 2016. Iqra university, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Zia, M.Q. & Jalees, T. (2016). Individual and Organization Factors Influencing Employee Self-Guided Development, International Conference on Innovation and Emerging Trends In Business Management (ICIEBM), scheduled on 4-5 Jun, 2016. Iqra university, Karachi, Pakistan.
Kaenat Malik	Lecturer	2016	Malik, K. (2016). Impact of Talent Management , International Conference on Innovation and Emerging Trends In Business Management (ICIEBM), scheduled on 4-5 Jun, 2016. Iqra university, Karachi, Pakistan.
Dr. Manzoor Anwar Khalidi	Professor, HOD Research	2016	Bashir, A. & Khalidi, M.A. (2016). The impact of perceived HR practices on Job Satisfaction and Affective Commitment of Employees (A Case Study of Banking Sectors in Karachi Region), National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Dr. Manzoor Anwar Khalidi	Professor, HOD Research	2016	Mushtaq, Y. & Khalidi, M.A. (2016). A study on occupational stress and job satisfaction among Junior Commissioned Officers of Pakistan Air force, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Dr. Manzoor Anwar Khalidi	Professor, HOD Research	2016	Kumar, R. & Khalidi, M.A. (2016). Leader Member Exchange (LMX) and its relationship with Organizational Commitment, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Dr. Manzoor Anwar Khalidi	Professor, HOD Research	2016	Kumar, R. & Khalidi, M.A. (2016). The Impact of Leadership Behaviors and Organizational Culture on Knowledge Management Practices in Higher Education Institutions in Karachi, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Dr. Manzoor Anwar Khalidi	Professor, HOD Research	2016	Mushtaq, Y. & Khalidi, M.A. (2016). A study on Pygmalion Effect: A case of Academic Training in a Military Unit, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Khan, S.K. & Jalees, T. (2016). Antecedent To Brand Image, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Kazmi, S.H.A. Jalees, T. & Zaman, S.I. (2016). Effects of Sales Promotion Strategies on Brand Equity: A Cross Culture Psychology, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Raza, A. & Jalees, T.(2016). Impulsive Buying In Karachi: A Behavioral Approach, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Iqbal, M.N. & Jalees, T.(2016). Bancassurance: A Significant Distribution Model For Insurance And Banking Sector Of Pakistan, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.

Name	Designation	Year	Paper Description
Dr. Tariq Jalees	Professor HOD Marketing	2016	Iqbal, M.N. & Jalees, T.(2016). Bancassurance: A Potential Project in the Life Insurance Sector of Pakistan to achieve Consumer Trust and Awareness, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Chengwei, L. Kazmi, S.H.A. & Jalees, T.(2016). A Study of Evaluation of Science Popularization of Science and Technology Association in China, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2016	Jalees, T.(2016). A Study of Evaluation of Science Popularization of Science and Technology Association in China, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Adnan Anwar	Lecturer	2016	Anwar, A.(2016). Celebrity Endorsement And Its Impact On Consumer Purchase Intention, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Arsalan Hashmi	Lecturer	2016	Hashmi, A. (2016). Institutional Ownership and Opportunistic Earnings Management: Evidence from Pakistan, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Ume Amen	Assistant Professor	2016	Sumyya, U. & Amen, U. (2016).The Transition Management Effect On Organizational Restructuring, Locus Of Control And Organizational Culture, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Ume Amen	Assistant Professor	2016	Amen, U. & Sumyya, U. (2016). Motivation: A gateway to employee job satisfaction and performance, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Sidra Khalid	Lecturer	2016	Khalid, S. (2016). Impact Of Advertising Appeal On Purchase Intention Of Youth, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Kaenat Malik	Lecturer	2016	Malik, K. (2016). Impact Of Work Life Balance Policies On Employees Job Satisfaction In Private Sector, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Usman Aleem	Assistant Professor	2016	Aleem, M.U.& Hassan, N.U. (2016). Impact of Compensation on Employee Motivation in Banking Sector of Karachi, National Research Conference on Business and Management (NRCBM), scheduled on 6-7 Mar, 2016. KIET, Karachi, Pakistan.
Usman Aleem	Assistant Professor	2015	Aleem, M.U.& Hirabi, A.A.A.H. (2015). Impact of Motivational Factors on Employee Retention and Job Satisfaction In Retail Organiztaion, International conference on Business and Management (ICBM), scheduled on 28-29 Nov, 2015. MAJU, Karachi, Pakistan.
Usman Aleem	Assistant Professor	2015	Aleem, M.U.& Pirwani, M. (2015). Power of Training and Development on Employee Retention At Phamevo, International conference on Business and Management (ICBM), scheduled on 28-29 Nov, 2015. MAJU, Karachi, Pakistan.
Dr. Manzoor Anwar Khalidi	Professor & HOD Research	2015	Aleem, M.U. Khalidi, M. & Lohar, I. (2015). Impact of Non-Financial Rewards on Employees' Productivity In Private Healthcare Sector In Karachi, International conference on Business and Management (ICBM), scheduled on 28-29 Nov, 2015. MAJU, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2015	Raza, A. & Jalees, T. (2015) Consumers Skepticism Towards Advertising, International conference on Business and Management (ICBM), scheduled on 28-29 Nov, 2015. MAJU, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2015	Butt, R.M. & Jalees, T. (2015) Impact of Brand Image, Brand Trust and Shared Values On Brand Loyalty, International conference on Business and Management (ICBM), scheduled on 28-29 Nov, 2015. MAJU, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2015	Bashir, M.A. & Jalees. T (2015) Social Media Marketing Activities, Perceived Sales Promotion Intensity, Brand Loyalty, Brand Equity and Purchase Intention, International conference on Business and Management (ICBM), scheduled on 28-29 Nov, 2015. MAJU, Karachi, Pakistan.
Dr. Tariq Jalees	Professor HOD Marketing	2015	Bashir, M.A. & Jalees. T (2015) Perceived Sales Promotion Intensity, Social Media Marketing activities, Country of Origin, Uniqueness and Brand Equity, National Research conference on Management and Business (NRCMB), scheduled on 15-16 Dec, 2015. SZABIST, Karachi, Pakistan.

Name	Designation	Year	Paper Description
Dr. Tariq Jalees	Professor HOD Marketing	2015	Jalees, T. (2015) Impact Of The Work Related Stress And Job Burnout In Private Educational Institutions And Universities, 8th annual International Conference of Education, Research and Innovation, scheduled on 16th-18th November 2015. Seville, Spain.
Dr. Tariq Jalees	Professor HOD Marketing	2015	Jalees, T. (2015). Effect of Moral Issues Towards Counterfeit Luxury Products, International Conference on Business and Management Research (MUST-ICBMR-2015) scheduled on 29-30 October, 2015 at Mirpur, Azad Jammu and Kashmir.
Ume Amen	Assistant Professor	2015	Amen, U. (2015). Empowerment Of Academic And Non Academic Staff At Local University: Exploring The Relationship With Perceived Organizational Support, Employee Commitment And Organization Trust, 3rd International Conference On Computational And Social Science (ICSS-15) at University of Technology Malaysia, Johor Bahru on August 25-27, 2015.
Kaenat Malik	Lecturer	2015	Malik, K., Amen, U. & Khalid, S. (2015). Talent Management Effect On Organization Perceived Performance, 3rd International Conference On Computational And Social Science (ICSS-15) at University of Technology Malaysia, Johor Bahru on August 25-27, 2015.
Dr. Tariq Jalees	Professor HOD Marketing	2015	Jalees, T. (2015) Antecedent to word of mouth Communication. International conference on Management, Education & Social Sciences Research (April 04-05, 2015) at IQRA University.
Dr. Tariq Jalees	Professor HOD Marketing	2015	Jalees, T. (2015) Measuring the Effect of Product Placement on Attitudinal Aspects. 5th International Conference on Business Management (March 11-12, 2015) at IoBM.
Dr. Tariq Jalees	Professor HOD Marketing	2015	Jalees, T. (2015) Measuring the Effects of Materialism, Self Esteem and Influence of other on Compulsive Buying. 4th Asian Management Research and Case Conference (AMRC) 2015 Penang, Malaysia January 10-11, 2015 in association with, Graduate School Of Business (GSB), Universiti Sains Malaysia (USM), Indian Institute Of Management Bangalore (IIMB) And The Lahore University Of Management Sciences (LUMS).
Dr. Muhammad Hanif	Professor	2014	Hanif & Ansari, N. (2014) Factors Affecting the Intent to Purchase Halal Personal Care Products; 5th Global Islamic Marketing Conference, Kuala Lumpur, Malaysia 22-23 April, 2014
Dr. Muhammad Hanif	Professor	2014	Hanif (2014), Inspirational Leadership and Emotional Intelligence, 6 th International Conference on Women in Business and Leadership, Pakistan Society of Training and Development, Pakistan (Feb, 14-15)
Dr. Muhammad Hanif	Professor	2014	Hanif (2014), From Strategy to Performance, 2nd Learning Conference Theme organized by Pakistan Society, on 20th May 2014 at Movenpick, Karachi.
Dr. Muhammad Hanif	Professor	2014	Hanif (2014), HR Conference (HR Meet-up), Leading with Emotional Intelligence. Presented at Aga Khan University, School of Nursing on January 26th, 2014. Karachi, Pakistan.
Raza Kamal	Lectuer	2014	Raza K. (2014) A Blueprint of Manpower Export For Pakistan 4th International Conference on Business Management, Sukkur, Pakistan, 26-27 Feb 2014
Dr. Manzoor Anwar Khalidi	Professor, HOD Research	2014	Khalidi, Manzoor A. (2014). Brand Personality of Pakistan Comparison of Perception – Local versus Foreign at International Conference on Marketing held on 3-4 May 2014, IBA, Karachi, Pakistan
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2014	Jalees, T., Kazmi, Q. & Amen, U. (2014). A Structural Approach on Compulsive Buying Behavior at International Conference on Marketing held on 3-4 May 2014, IBA, Karachi, Pakistan
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2014	Jalees, T (2014). Antecedent to Electronic Word of Mouth in Social Media at 4th International Research Conference on Computer Science, Engineering, Management Sciences and Social Sciences, organized by SZABIST, Karachi (December, 15, 2014)
Ume-Aimen	Assistant Professor	2014	Amen, U. (2014). Impact Of Performance Appraisal System On The Expectations Of Employees And Employers: An Individualistic Approach. Paper presented at the 2nd International Conference on Computational and Social Sciences (ICSS-14) (Rize, Turkey) August 26-28, 2014
Syed Raza Kamal	Lecture, HOD Management	2014	Kamal, R. (2014). A Blueprint of Manpower Export For Pakistan, Presented oral presentation at 4th International Conference on Business Management held on 26-27 Feb 2014 in Sukkur, Pakistan
Syeda Quratulain Kazmi	Assistant Professor	2014	Kazmi, Q. (2014). Determinant of brand equity of educational institutes in pakistan (study of undergrads students). Paper Presented in SZABIST 4th international research conference, Karachi, Pakistan on 6th December, 2014.