

## PAPER READ IN INTERNATIONAL CONFERENCE (2007-2010)

Name	Designation	Year	Paper Description
Omar Javaid	Assistant Professor	2010	Javaid, O. (2010). Using Constructionist Philosophy to Inculcate Optimism and Philanthropic Spirit among Students', International Conference on Transforming Pedagogies: Emerging Contexts and Texts of Teacher Education at Karachi, Pakistan on 26 Oct, 2010
Usman Aleem	Assistant Professor	2010	Aleem, U. (2010). Ameliorate QE via Recognition & Appraisal of Faculty – Cases from Higher Education. Abstract submitted and accepted by International Conference on Quality of Higher Education, 3rd International conference on Assessing Quality in higher education held on 6-8 Dec, 2010 organized by Punjab University, Pakistan
Usman Aleem	Assistant Professor	2010	Aleem, U. (2010). Role of Knowledge Management (KN) in recruitment and Selection- A Global Perspective. Paper presented at 7th International Conference on World Statistical Day by ISOSS held on 21-22 Oct 2010, Lahore, Pakistan.
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2010	Jalees, T. (2010). Impact of Media and Social Factors on Social Comparison and Body Image In Karachi. Paper Presented at the 16th National Research Conference 2010 on Management Social Sciences and Economics, SZABIST, Karachi, Pakistan
Ume-Aimen	Assistant Professor	2010	Ume-Amen (2010). To Examine The Effect Of Software Base Performance Appraisal System On Organization Effectiveness. Paper presented at the 2nd International Conference on Business Management, University of Management and Technology, Lahore.
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2009	Jalees, T. (2009). Perceived Fitness between Core & Extended Brands & Consumer Evaluation. Paper presented at the 3rd Asia Pacific Conference (APMC) 2009, University of Malaysia (UNIMAS), Sarawak, Malaysia.
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2009	Jalees, T. (2009). Negative Impact of Brand Extensions. Paper presented at the 13th National Research on Economics & Management Sciences (SZABIST), Karachi, Pakistan.
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2009	Jalees, T. (2009). How perceived Fitness will Fare on Close and Distance Brand Extensions. Paper presented at the National Conference on Global Management, Fast School of Business, Karachi
Dr. Manzoor Anwar Khalidi	Professor and HOD Research	2009	Khalidi, M. (2009). Following the Footsteps of Joseph Schumpeter to Offer an Explanatory Logic for the Speed-up of the Process of Change. Paper presented at the 10th International Business Research Conference, World Business Institute, Dubai, UAE
Raza Kamal	Lecturer, HOD Management	2009	Raza, A. (2009). Leadership Communication Competence: Emotional Intelligence Versus Cognitive Complexity. Paper presented at the National Conference on Global Management.
Amber Raza	Assistant Professor	2009	Raza, A., 2009. Gender and Leadership, Who is better? Paper presented at the 13th National Research Conference on Computing Management and Social Sciences and Economics. Conference organized by Szabist May 9, 2009
Amber Raza	Assistant Professor	2009	Raza, A., 2009. Leadership Communication Competence: Emotional Intelligence versus Cognitive Complexity. Paper presented at the National Conference on Global Management. Conference organized by National University of Computer & emerging sciences (NCGM 2009) FAST school of Business, Pakistan July 24-25, 2009
Raza Kamal	Lecturer, HOD Management	2009	Raza, A. (2009). Gender and Leadership, Who is Better?. Paper presented at the 13th National Research Conference on Computing Management and Social Sciences and Economics, FAST School of Business, Pakistan.
Dr. Nadeem A. Tamimi	Professor	2009	Tamimi, A. (2009). Testing the Validity of A.W. Phillips Theory for Inflation and Unemployment Rate In Pakistan and A Case Study of Fisheries Industry. Paper presented at the 29th Pakistan Congress of Zoology (International), University of Sindh, Jamshoro, Pakistan.
Dr. Manzoor Anwar Khalidi	Professor, HOD Research	2008	Khalidi, M (2008) Consumer Perception of Islamic Banking in Pakistan, Applied international Business Conference (AIBC 08), 6-8 Nov 2008
Dr. Muhammad Hanif	Professor	2008	Muhammad H (2008), Enhancing Accountability and Performance of Higher Education through Balanced Scorecard, International Conference Organized by Punjab University and Higher Education Commission of Pakistan
Dr. Muhammad Hanif	Professor	2008	Muhammad, H. (2008). Lets Plan Another Baby: Brand Extension DNA of Brand Stretch Strategy. Multi-discipline Global Conference, Canada
Dr. Muhammad Hanif	Professor	2008	Muhammad H (2008) Strategic Thoughts in Health Care Systems (2008), 7th Hamdard University International Symposium, Hamdard College of Medicine and Dentistry
Dr. Muhammad Hanif	Professor	2008	Muhammad H (2008) Lets Plan Another Baby: Brand Extension DNA of Brand Stretch Strategy. Multi-discipline Global Conference, Canada.

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Dr. Muhammad Hanif	Professor	2008	Muhammad H (2008) Are We There Yet? Teaching to Think in Universities. International Conference on Status of Education Reform in Developing Countries, Organized by Institute of Educational Development, Aga Khan University
Syed Esthesham Ali	Lecturer	2008	Ali, S. (2008). Impact of Cause Related Marketing on Brand Popularity and Sales. Paper presented at the International Conference on Management, Mohanlal Sukhadia University, Udaipur, India.
Syed Esthesham Ali	Lecturer	2008	Ali, S. (2008). Motivating Factors Behind Consumer Switching Behavior in Local Cellular Industry. Paper presented at the 2nd International Marketing Management Conference, Aryana Business & Industrial Research Group, Tehran, Iran.
Syed Esthesham Ali	Lecturer	2008	Ali, S. (2008). Vitality of Public Relation in Launching New Product / Brand Extension. Paper presented at the 8th International Business Research Conference, World Business Institute, Australia, Dubai, UAE.
Raza Kamal	Lecturer	2008	Fareed, H. (2008). Case Study on Rooh Afza. Paper presented at the International Conference on Management Cases, Institute of Management Technology Ghaziabad, India
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2008	Jalees, T. (2008). A Case Study on The Resource Group (TRG), Business Process Outsourcing-Pakistan's Success Story. Paper presented at the ICMC 2008 International Conference on Management Cases, Institute of Management Technology, Ghaziabad, India.
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2008	Jalees, T. (2008). Relationship on the Brand Personification of Parent Brand and Brand Extension. Paper presented at the Applied International Business Conference (AIBC 08), Hotel Grand Dorsett, Labuan, Malaysia.
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2008	Jalees, T. (2008). An Empirical Approach to Study on How Consumer Evaluates Close Brand Extension in Pakistan. Paper presented at the 2nd International Conference on SMEs in Transitional Economies: Challenges and Opportunities, Gian Jyoti Institute of Management and Technology, Mohali, Chandigarh, India
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2008	Jalees, T. (2008). A Modular Approach to Study the Impact of Brand Extension In Pakistan. Paper presented at the 8th International Business Research Conference, Crown Plaza Hotel, Dubai, UAE
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2008	Jalees, T. (2008). A Modular Approach to Study the Impact of Brand Extension In Pakistan. Paper presented at the 2nd International Conference on SMEs in transitional economies: challenges and opportunities, Gian Jyoti Institute of Management and Technology, Mohali, Chandigarh, India
Dr. Manzoor Anwar Khalidi	Professor, HOD Research	2008	Khalidi, M. (2008). Consumer Perception of Islamic Banking in Pakistan. Paper presented at the Applied international Business Conference, Luban School of International Business and Finance, Universiti Malaysia Sabah, Labuan, Malaysia
Zeba Khan	Lecturer	2008	Khan, Z. (2008). Mutual Fund Growth Analysis and Risk Minimization. Paper presented at the 8th International Business Research Conference, World Business Institute, Australia, Dubai, UAE.
Zeba Khan	Lecturer	2008	Khan, Z. (2008). Implementation of Models to Measure the Performance of Mutual Funds. Paper presented at the Yeditepe International Research Conference on Business Strategies, Management Application and Research Centre, Yeditepe University, Istanbul Turkey.
Raza Kamal	Lecturer, HOD Management	2008	Raza, A. (2008). Does Gender Matter for Leadership?. Paper presented at the HEC supported International Conference, Sindh progress and prospects-Competitiveness and Productivity, Institute of Business Management & University of Sindh
Raza Kamal	Lecturer, HOD Management	2008	Raza, A. (2008). Fishing for Talent: Personality Testing and Selection-Planning for Future. Paper presented at the Yeditepe International Research Conference on Business Strategies, Istanbul, Turkey.
Raza Kamal	Lecturer, HOD Management	2008	Raza, A. (2008). Humor and Work? You got to be serious!. Paper presented at the Pacific Basin Finance, Economics, Accounting and Management (PBFEM) Conference, Australia.
Amber Raza	Assistant Professor		Raza,A., 2008. Does Gender Matter for Leadership Paper presented at the HEC supported International Conference, Sindh progress and prospects-Competitiveness and Productivity hosted by Institute of Business Management and University of Sindh August 9, 2008
Amber Raza	Assistant Professor		Raza, A., 2008. Fishing for Talent: Personality Testing and Selection-Planning for Future. Paper presented at the Yeditepe International Research Conference on Business Strategies, Istanbul, Turkey. June 13-15 2008
Amber Raza	Assistant Professor	2008	Raza, A., 2008. Humor and Work? You got to be serious! Paper presented at the Pacific Basin Finance, Economics, Accounting and Management (PBFEM) Conference, Australia. July 2-4 2008

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Name	Designation	Year	Paper Description
Dr. Leena Shuja	Associate Professor	2008	Shuja, L. (2008). Making Mental Health a Global Priority: Role of a Clinical Psychologist, Professor Dr. Khawaja Zaki Hasan Memorial Psychiatric Conference, Karwan-e-Hayat and Karachi Port Trust (KPT), Karachi, Pakistan.
Dr. Leena Shuja	Associate Professor	2008	Shuja, L. (2008). Attitudinize Psychotherapy Enhances Self Esteem. Paper presented at the The International Conference "Building Bridges for Wellness Through Counseling & Psychotherapy, Sampurna- Montfort College Bangalore, India.
Dr. Tariq Jalees	Associate Professor, HOD Marketeing	2008	Jalees, T. (2007). National Fibers Limited A Dilemma of Privatization - A Case Study. Paper presented at the International Conference on Management Cases, ICMC-2007, Institute of Management and Technology, IMT Ghaziabad, New Dehli India.
Dr. Tariq Jalees	Associate Professor, HOD Marketeing	2007	Jalees, T. (2007). An Empirical Study on Impulsive Buying Behavior. Paper presented at the 10th National Research Conference on Management, Social Science, and Economics, SZABIST, Karachi, Pakistan.
Dr. Tariq Jalees	Associate Professor, HOD Marketeing	2007	Jalees, T. (2007). Compulsive Buying Behavior. Paper presented at the International Conference on Management and Technology, Gian Jyoti Institute of Management and Technology, Mohali, Chandigarh, India.
Dr. Tariq Jalees	Associate Professor, HOD Marketeing	2007	Jalees, T. & Kamal, R. (2007). Brand Image of Islamic Banks. Paper presented at the International Conference on Management and Technology, Gian Jyoti Institute of Management and Technology, Mohali, Chandigarh, India
Dr. Tariq Jalees	Associate Professor, HOD Marketeing	2007	Jalees, T. (2007). Burn out in Customer Service Representatives. Paper presented at the Comsat International Conference, COMSAT Institute of Information Technology, Lahore, Pakistan
Dr. Manzoor Anwar Khalidi	Professor Hod, Research	2007	Theory of Regulatory Failure, International Conference on Management and Technology, Gian Jyoti Institute of Management and Technology, Mohali, Chandigarh, India, Mar. 23-24, 2007
Raza Kamal	Lecturer, Hod Management	2007	Kamal, R. (2007). Role of Business Schools in Enhancing Agricultural Productivity. Paper presented at the USM-UPM-PETA Conference, Penang, Malaysia.
Amber Raza	Lecturer	2007	Raza, A., 2007. Occupational Stress and Job Satisfaction. Paper presented at the Athenaeum 2007, Trichy, India March 17-18 2007
Raza Kamal	Lecturer, Hod Management	2007	Kamal, R. & Ehtisham, S. (2007). Pakland Cement Ltd. – A Case Study. Paper presented at the International Conference on Management Cases- ICMC, Ghaziabad, New Delhi India.
Dr. Manzoor Anwar Khalidi	Professor and HOD Research	2007	Khalidi, M. (2007). Theory of Regulatory Failure. Paper presented at the Research in Management and Technology, Gian Jyoti Institute of Management and Technology, Mohali, Chandigarh, India.
Raza Kamal	Lecturer, Hod Management	2007	Raza, A. (2007). Occupational Stress and Job Satisfaction. Paper presented at the Athenaeum 2007, Trichy, India