

Name	Designation	Year	Paper Description
Syed Ehtisham Ali	Lecturer	2007	Ehtisham, S. (2007). Image Branding of Locally Manufactured Automobiles (Cars & Motorcycles). Market Forces, 3 (1), 6-31.
Syed Ehtisham Ali	Lecturer	2007	Ehtisham, S. (2007). Motivating factors behind Consumer Switching Behavior in local Cellular Industry. Market Forces,
Syed Ehtisham Ali	Lecturer	2007	Ehtisham, S. (2007). Building brand equity in the national automobiles and motorcycle manufacturing sector in Pakistan. Market Forces,
Raza Kamal	Lecturer, HOD Management	2007	Hasan, I. & Kamal, R. & Khan, S. (2007). Use of Information Technology in Business Processes In Pakistani and Multinational Pharmaceuticals Companies in Korangi. Market Forces, 3 (1), 32-55
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2007	Jalees, T. & Khan, S. (2007). Identifying Determinants Compulsive Buying Behavior. Market Forces, 3 (2), 127-145.
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2007	Jalees, T. (2007). Compulsive Buying Behavior. Research In Management and Technology, Chapter 36, Aneet, and Ramajeet Singh (Eds.).
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2007	Jalees, T. (2007). National Fibers Limited "A Dilemma of Privatization. - A Case Study. Select Cases in Management, Chapter 4, B.S. Sahay, Roger Stough and G.D. Sardana (Eds.).
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2007	Kamal, R. & Jalees, T. (2007). Brand Image of Islamic Banking. Research In Management and Technology, Chapter 6, Aneet, and Ramajeet Singh (Eds.).
Raza Kamal	Lecturer, HOD Management	2007	Kamal, R. (2007). HRM'S Holy Grail. Pakistan & Gulf Economist
Amber Raza	Lecturer		Raza, A., 2007 Personality at Work a Study of Type A-B. Market Forces, Vol 3 No.3, Pg. 1-23
Amber Raza	Lecturer	2007	Raza, A, & Khan. M. A, 2007 Occupational Stress and Copying Mechanism to Increase Job Satisfaction Among Supervision at Karachi Pharmaceuticals. Market Forces, Vol 2 No.4, pg.1-23
A.Kanwar	Lecturer	2007	Kanwer, A. (2007). Booth Revisited: Identification The Determinants of Capital Structure on The Sugar Sector. Market Forces, 3 (2), 101-126.
Dr.Manzoor Khalidi	Professor & HOD Research	2007	Khalidi, M. & McKenzie, G. (2007). The Globalization of Banking and Financial Markets: The Challenge for European Regulators. Journal of European Public Policy
Dr.Manzoor Khalidi	Professor & HOD Research	2007	Khalidi, M. (2007). Globalization of the Securities Industry: The Need for A Fundamental Rethink of The Regulatory Strategy. Department of Management Discussion Paper, University of Southampton, U.K.
Dr.Manzoor Khalidi	Professor & HOD Research	2007	Khalidi, M. (2007). Theory of Regulatory Failure. Research In Management and Technology, Chapter 59, Aneet and Ramajeet Singh (Eds.), New Delhi: Deep and Deep Publications
Mohammad Ahmed Khan	Lecturer	2007	Khan M. & Raza, A. & Ali, R. (2007). Occupational Stress and Copying Mechanism to Increase Job Satisfaction Among Supervision at Karachi Pharmaceuticals. Market Forces, 2 (4), 303-323.
Farooq Rasheed	Lecturer	2007	Rasheed, F. & Ahmed, E. (2007). The Convergence Criteria and The SAARC Common Currency. Market Forces, 3 (3), 215-223.
Raza Kamal	Lecturer, HOD Management	2007	Raza, A. (2007). Personality at Work: A Study of Type A-B. Market Forces, 3 (3), 224-246.
Qazi Salman	Assistant Professor	2007	Salman, Q. (2007). Impact of WTO-Compliant Anti-Piracy Policy on Pakistani Software Industry. Market Forces,2 (4), 350-367.
Dr.Leena Shuja	Associate Professor	2007	Shuja, L. & Ismail, Z. (2007). Social Class & Sex Differences on Raven's Standard Progressive Matrices. Pakistan Journal of Psychology
Dr.Leena Shuja	Associate Professor	2007	Shuja, L. & Munaf, S. (2007). Mother's Dysfunctional Attitude and Depressive Symptoms in Children. Pakistan Journal of Psychology
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2006	Jalees, T. (2006). Brand Personification of Mobilink, Ufone, Telenor. Market Forces, 2 (2), 115-138
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2005	Jalees, T. & Raza, M. (2005). Brand Equity of Fast Food Restaurant. Market Forces,1 (2), 29-50.

Name	Designation	Year	Paper Description
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2004	Jalees, T. & Shah, S. (2004). An Analysis of Job Satisfaction Level of Faculty Members at the University of Sindh. , 2 (1),