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|---------------------------|---------------------------------------|------|--|
| Rakshinda Mustafa         | Lecturer                              | 2011 | Mustafa, R. (2011). Public Opinion Towards Public Private Partnership for the Improvement of Transport Sysytem of Karachi. International Poster Journal of Science & Technology, Vol.1-Issue.2-3-Pg:89-95.                 |
| Ume-Aimen                 | Assistant Professor                   | 2011 | Ume-Aimen & Hameed, I. (2011). Impact of Monetary Policy on Gross Domestic Products(GDP). Interdisciplinary Journal of Contemporary Research in Business, Vol.3-Issue.1-Pg:1348-1361                                       |
| Ume-Aimen                 | Assistant Professor                   | 2011 | Ume-Aimen (2011). Media Influence on Marketing Communication. Interdisciplinary Journal of Contemporary Research in Business, Vol.3-Issue.1-Pg:1191-1216.  |
| Dr. Tariq Jalees          | Associate Professor,<br>HOD Marketing | 2010 | Jalees, T. (2010). Negetive Effects of Brand Extension. Journal of Independent Studies and Research, Vol.8-Issue.53.   |
| Dr. Tariq Jalees          | Associate Professor,<br>HOD Marketing | 2010 | Raheem, A. R., & Tariq, J. (2010). Pharmaceutical Marketing Practices In Pakistan. European Journal of Scientific Research, 46(3), 402-411.  |
| Amber Raza                | Associate Professor                   | 2010 | Raza,A. & Kamal, R. (2010). Gender related stereotypes and their impact on leadership. Journal of Independent studies and research, ISSN: 1998-4154, Vol.8-Issue.1-Pg-229-243  |
| Dr. Manzoor Anwar Khalidi | Professor & HOD<br>Research           | 2010 | Khalidi, M. (2010). Consumer Preparation of Islamic Banking in Pakistan. Lubnan Bulletin of International Business and Finance (LBIBF),  |
| Zeba Sharif Khan          | Lecturer                              | 2010 | Khan, Z. (2010). Implimentation of Models to Measure The Performance. Interdisciplinary Journal of Contemporary Research in Business, Vol.2-Issue.1-Pg:348.  |
| Zeba Sharif Khan          | Lecturer                              | 2010 | Khan, Z. (2010). Mutual Fund Growth Analysis and Risk Mimization. Interdisciplinary Journal of Contemporary Research in Business,1 (11), 142   |
| Ume-Aimen                 | Assistant Professor                   | 2010 | Ume-Aimen (2010). Assesment Centre As An Effevtive Tool to Select The Potential Candidate for Future Management Needs for An Organization. Interdisciplinary Journal of Contemporary Research in Business, 2 (2), 134-142. |
| Ume-Aimen                 | Assistant Professor                   | 2010 | Ume-Aimen (2010). Consumer Attitude Towards Mobile Advertising. Interdisciplinary Journal of Contemporary Research in Business,2 (3), 75-104.  |
| Ume-Aimen                 | Assistant Professor                   | 2010 | Ume-Aimen (2010). Outsourcing of Recruitment and Selection Is Beneficial for An Organization. Interdisciplinary Journal of Contemporary Research in Business,2 (5), 355-383.   |
| Dr. Tariq Jalees          | Associate Professor,<br>HOD Marketing | 2009 | Jalees, T. (2009). An Empirical Analysis of Impulsive Buying Behavior in Pakistan. International Review of Business Research Papers, 5 (6),  |
| Dr. Tariq Jalees          | Associate Professor,<br>HOD Marketing | 2009 | Jalees, T. (2009). Impact of 'Ideal Models' Being Portrayed by Media on Young Females. Paradigm, VIII (1), 11-19.  |
| Dr. Tariq Jalees          | Associate Professor,<br>HOD Marketing | 2009 | Jalees, T. (2009). Relationship Between Brand Personification of Parent Brand and Brand Extension. Market Forces,4 (4), 154-166.   |
| Dr.Manzoor Khalidi        | Professor & HOD<br>Research           | 2009 | Khalidi, M. (2009). Why Did I Become An Entrepreneur: Case Study on S. M. Asad Ul Haq. Market Forces, 4 (4), 194-203.  |
| Zeba Sharif Khan          | Lecturer                              | 2009 | Khan, Z. & Faraz, G. (2009). Relevance of Duration Analysis to Term Finance Certificate. International Review of Business Research Papers, 5 (5),  |
| Ambar Raza                | Lecturer, HOD<br>Management           | 2009 | Raza, A. & Kamal, R. (2009). Does Gender Matter for Leadership?.Pakistan Business Review, 10 (4),  |
| Wajdan Raza               | Assistant Professor                   | 2009 | Raza, W. (2009). English Language Testing in Higher Education of Pakistan. Market Forces,4 (4), 180-193.   |
| Syed Ehtisham Ali         | Lecturer                              | 2008 | Ehtisham, S. (2008). Marketing Mix & The Brand Reputation of Nokia. Market Forces, 4 (1), 23-31.   |
| Dr. Hanif Muhammad        | Professor                             | 2008 | Muhammad, H. (2008). Removing Gaps Through Intra-Organization Knowledge Sharing Programs, Knowledge Globalization Perspectives, Knowledge Globalization Institute, Boston, USA ,ISSN: 1938-7008                            |
| Hina Fareed               | Student-Kiet                          | 2008 | Fareed, H. (2008). Case Study on Rooh Afza. Handbook on Management Cases. Sahay, B.S., Thatchenkery, Tojo., & Sardana, G.D. (Eds).New Delhi: Allied Publishers   |

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| Dr. Tariq Jalees    | Associate Professor,<br>HOD Marketing | 2008 | Jalees, T. & Ali, T. (2008). A Modular Approach to Study the Impacts of Brand Study In Pakistan. International Review of Business Research Paper, 4  |
| Dr. Tariq Jalees    | Associate Professor,<br>HOD Marketing | 2008 | Jalees, T. & Ali, T. (2008). Consumer Evaluation of Distance and Close Extension. Market Forces,4 (3), 113-125.  |
| Dr. Tariq Jalees    | Associate Professor,<br>HOD Marketing | 2008 | Jalees, T. & Ali, T. (2008). How do Consumers Evaluate Brand Extensions: A Five-Factor Approach. Market Forces,4 (2), 3-17.  |
| Dr. Tariq Jalees    | Associate Professor,<br>HOD Marketing | 2008 | Jalees, T. & Naz, A. (2008). Should We Allow Our Children to Watch TV Independently: An Empirical Study on The Impact of TV Advertising on Children. Market Forces,3 (4), 311-329.                 |
| Dr. Tariq Jalees    | Associate Professor,<br>HOD Marketing | 2008 | Jalees, T. & Zeeshan, J. (2008). Burnout in Customer Services Representatives. Pakistan Journal Of Commerce And Social Sciences, 1.  |
| Dr. Tariq Jalees    | Associate Professor,<br>HOD Marketing | 2008 | Jalees, T. (2008). A Case Study on The Resource Group (TRG): Business Outsourcing Pakistan's Success Story. Handbook on Management Cases, Sahay, B.S., Thatchenkery, Tojo., & Sardana, G.D. (Eds). |
| Dr. Tariq Jalees    | Associate Professor,<br>HOD Marketing | 2008 | Jalees, T. (2008). An Empirical Study on Impulsive Buying Behavior. Journal of Independent Study and Research, (SZABIST) 6,  |
| Raza Kamal          | Lecturer, HOD<br>Management           | 2008 | Kamal, R. & Ehtisham, S. (2008). A Case Study on Pakland Cement. Market Forces,4 (1), 40-50.   |
| Raza Kamal          | Lecturer, HOD<br>Management           | 2008 | Kamal, R. & Ehtisham, S. (2008). A Case Study on Pakland Cement. Select Cases in Management, Chapter 9, B.S. Sahay, Roger Stough and G.D. Sardana (Eds.).  |
| Raza Kamal          | Lecturer, HOD<br>Management           | 2008 | Kamal, R. (2008). Case Study: City Government Karachi. Handbook on Management Cases, Sahay, B.S., Thatchenkery, Tojo., & Sardana, G.D. (Eds).  |
| Dr. Manzoor Khalidi | Professor & HOD<br>Research           | 2008 | Khalidi, M. (2008). An Exploration into The Concept of Postmodernism. Market Forces, 3 (4), 287-310  |
| Dr. Manzoor Khalidi | Professor & HOD<br>Research           | 2008 | Khalidi, M. (2008). Postmodernism: A Reaction to The Terrorism of The Modernist Philosophical Thought. Market Forces, 4 (1), 6-22.   |
| Dr. Manzoor Khalidi | Professor & HOD<br>Research           | 2008 | Khalidi, M. (2008). Postmodernism: The EC Directive on Deposit Insurance: A Critical Evaluation. Journal of Common Market Studies  |
| Dr. Tariq Jalees    | Associate Professor,<br>HOD Marketing | 2008 | Raheem, R. & Jalees, T. (2008). Pharmaceutical Industry in Pakistan: Unethical Pharmaceutical Marketing Practices. Market Forces,4 (2), 30-39.   |
| Syed Wajdan Raza    | Assistant Professor                   | 2008 | Raza, W. (2008). Patterns of Pakistani English Pronunciation and Pedagogic Priorities. Market Forces, 4 (3), 102-112   |
| Qazi Salman         | Assistant Professor                   | 2008 | Salman, Qazi (2008) Need for an Interest Free Currency Regime. PAF-KIET Seminar Monograph Series 1   |
| Dr. Manzoor Khalidi | Professor & HOD<br>Research           | 2008 | Ahmed, R. & Khalidi, M. (2007). From Basel I to Basel II. Market Forces, 3 (3), 199-214.   |