

Name	Designation	Year	Paper Description
Dr. Tariq Jalees	Associate Professor HOD Marketing	2015	Jalees, T. Ahmed, R.R. Meenai, Y.A. & Vveinhardt.J.(2015) Impact Of The Work Related Stress And Job Burnout In Private Educational Institutions And Universities, ISI Thomson Reuters Pg. 4718-4727, ISBN: 978-84-608-2657-6
Syeda Quratulain Kazmi	Assistant Professor	2015	Kazmi, S. (2015). Effects of brand extension strategies on cosumer buying decision. Asian journal of business management Issn: 2321-2802
Dr. Tariq Jalees	Associate Professor HOD Marketing	2015	Jalees, T. Tariq, H. Zaman, S.I. & Kazmi, S. (2015) Social Media In Virtual Marketing: Antecedents To Electronic Word Of Mouth Communication, Market Forces Vol.X-Issue.1-Pg.15-32
Dr. Tariq Jalees	Associate Professor HOD Marketing	2015	Jalees, T, Shahid.N, Tariq.H. (2015) An Emperical Investigation on the Effect of Brand Loyalty, in Journal of Management Science. Vol.2-Issue.1-Pg.166-184
Dr. Tariq Jalees	Associate Professor HOD Marketing	2015	Rehman, M, Roger.R. S, Jalees, T.(2015) Effectiveness of support policies for SME's n Pakistan for study of Karachi base SME's. Pakistan Buniness Review,Jan.2015, Vol.16-Issue.4-Pg.829-857.
Omar Javiad	Assistant Professor	2014	Javaid, O. (2014). Socioeconomic Contribution of Madaris in Pakistan, Global Journal of Human Social Science (E), Vol.XIV-Issue.I-Version I)-Pg.109
Dr. Hanif Muhammad	Professor	2014	Muhammad,H. (2014).Factors Affecting the Intent to Purchase Halal Personal Care Products. International Journal of Islamic Marketing and Branding (IJIMB, Submission code: IJIMB-83351
Dr. Tariq Jalees	Associate Professor HOD Marketing	2014	Jalees, T. deRun, E, Tariq, H, (2014) A Structure Equation Model: Socio Culture Inlunce On Body Image of Pakistani Consumers,Market Forces Vol.IX-Issue.1-Pg.1-14
Dr. Tariq Jalees	Associate Professor HOD Marketing	2014	Jalees, T & Run, E (2014) A Structure Equation Model: Socio Culture Inlunce On Body Image of Pakistani Consumers. Journal of Management Sciences, Vol.1-Issue.1-Pg.16-34.
Dr. Tariq Jalees	Associate Professor HOD Marketing	2014	Jalees, T. Rehman, M (2014) Influence of Idealized fashion models on purchasing behavior. Journal of Psychological Research. Vol.29-Issue.2-Pg.299-314.
Raza Kamal	Lecturer	2014	Kamal, R., Ashraf, M. Z., & Ali, A. (2014). McDonalds Pakistan. <i>Market forces</i> , IX (1), 59-67.
Adbuallah	Lecturer	2014	Abudllah (2014). A Propsed Model for Islamic Finance,Market Forces Vol.IX-Issue.1-Pg.13-28
Muhammad Arsalan Hashmi	Assistant Professor	2014	Hashmi, M.A, (2014) January effect in Pakistan: Time series analysis. Market Forces Vol.9.Issue-1-Pg.37-44
Ume-Aimen	Assistant Professor	2014	Amen, U. (2014). Employers's Expectations Versus Performance of Fresh Graduates: Business School. <i>Market forces</i> , IX (2), 39-5
Omar Javiad	Associate Professor	2014	Javaid, O. (2014). A Comparison of Islamic & Capitalist Conception of Economic Justice, IJEMA Vol.21-Issue 1
Dr. Tariq Jalees	Associate Professor, HOD Marketing	2013	Jalees, T. (2013). Understanding Counterfeit Luxury Products Purchase. Pensee Journal, Vol.75-Issue.11
Dr.Rubina Kidwai	Associate Professor	2013	Kidwai, R. (2013). Demographic Factors, Social Problems and Material Amenities as Predictors of Psychological Distress: A Cross Sectional Study in Karachi, Pakistan. Social Psychiatry and Psychiatric Epidemiology. Published in 26 Apr,2013. DOI 10.1007/s00127-013-0692-0
Dr.Rubina Kidwai	Associate Professor	2013	Kidwai, R. (2013). The effect of spirituality and religious attendance on the relationship between psychological distress and negative life events. Social Psychiatry and Psychiatric Epidemiology. 06/2013; Vol.49-Issue.3. DOI: 10.1007/s00127-013-0723-x
Amber Raza	Assistant Professor	2013	Raza, A., 2013. Leader follower expectations: Pygmalion in Management. Journal of Independent studies and research, ISSN: 1998-4154, Vol.11 No.2-page No.29-43

Name	Designation	Year	Paper Description
Dr.Rubina Kidwai	Associate Professor	2013	Kidwai, R. (2013). Prevalence of insomnia and use of sleep medicines in urban communities of Karachi, Pakistan. Published in Pakistan Medical Association. J Pak Med Assoc. 2013 Nov; Vol.63-Issue.11-Pg:1358-63
Naveed Wahid Awan	Lecturer	2012	Awan, N. (2012). A Dynamic Analysis of Education and Economic Growth. The International Journal of Environmental, Cultural, Economic & Social Sustainability, Vol.7-Issue.4
Naveed Wahid Awan	Lecturer	2012	Awan, N. (2012). Does External Debt Causes Economic Growth: A Case Study of Pakistan. The Romanian Economic Journal, Vol.XV-Issue.43-Pg:129-142.
Naveed Wahid Awan	Lecturer	2012	Awan, N. (2012). Energy Consumption and Economy Growth: A Disaggregate Approach. Asian Economic and Social Society, Vol.2-Issue.1-Pg:255-261.
Syeda Quratulain Kazmi	Assistant Professor	2012	Kazmi, S. (2012). Consumer Perception and Buying Decisions(The Pasta Study). International Journal of Advancements in Research & Technology, Vol.1-Issue.6
Rakshinda Mustafa	Lectuerer	2012	Mustafa, R. (2012). Customer Research Helps in Applying CRM for Surviving in Recession. Business Review, Vol.7-Issue.2-Pg:51-71.