

**“IMPACT OF E-CUSTOMER RELATIONSHIP MANAGEMENT (ECRM) on  
PERFORMANCE OF MOBILE PHONE INDUSTRYIN PAKISTAN”**

**ABSTRACT**

E-Customer Relationship Management (e-CRM) helps business using technology and human recourses to gain insight into the behavior of customer and the value of those customers. It explores the customer loyalty and Customer-switching intention towards Pakistani mobile services. This research will help mobile phone businesses to gain insight into the behavior of customers and the value of those customers. It also focuses on evaluating whether customers are loyal and identifying the reasons of switching their intention towards other Pakistani mobile services. Data will be collected through self-administered questionnaires and sample will be University's students. The data will be statistically evaluated on computer software and expectedly reliability, regression, ANOVA set will best determine the results of this research and expectedly this research will provide pragmatic solutions for understanding importance of ECRM and its relation with the mobile phone industry.

## **“IMPACT OF E-RECRUITMENT AND JOB-SEEKERS PERCEPTION ON INTENTION TO PURSUE THE JOBS IN MULTINATIONAL COMPANIES”**

### **ABSTRACT**

The study highlights the significance of e-recruitment in the multinational companies. In current epoch technology integrated the information in a sophisticated manner and has influenced on every setting of daily affairs. Hence job seekers are also get benefited with the internet era and start searching the jobs on internet. This study examined the relationship between the recruitment sources, job seekers' perception and intention to pursue the job. Data was collected from 257 respondents and analyzed in relation with the research objectives. For data analysis, computer software SPSS 16.0 will be utilized. In addition T-Test, ANOVA and Cronbach's Alpha Test will be used for data analysis. The findings of the study showed that internet is the most preferred source to search the job among other recruitment sources. Furthermore, it is also suggested that the effectiveness of e-recruitment depends upon the placement of advertisement and salary is the most influential motivator to find interest in the job applied. Lastly, statistics of the study found that the recruitment sources and applicant's perceptions of job significantly influence the intention to pursue the position applied by the job seeker.

# **“THE IMPACT OF TRAINING AND DEVELOPMENT PROGRAM ON EMPLOYEE’S PERFORMANCE”**

## **ABSTRACT**

Literature shows that training and development program plays vital role in developing organization from different perspectives as well as employee’s performance.

This research paper will be focusing on whether training & development program has impact on employee’s performance or not. The data has been collected through an online questionnaires survey. An education institute (KASBIT) was selected for the study. There were two variables training & development (independent) and employee’s performance (dependent).The correlation between the two variables were checked by applying statistics.

The result showed that there is a significant relationship between the training & development program and the employee’s performance.

## **“IMPACT OF ADVERTISING ON CONSUMERS’ BUYING BEHAVIOR THROUGH PERSUASIVENESS, BRAND IMAGE, AND CELEBRITY ENDORSEMENT”**

### **ABSTRACT**

This research paper is focusing on the impact of advertising on consumer's buying behaviors. Brand image, persuasiveness and celebrity endorsement in the advertising are the key factors, which raise the consumers' intentions towards the product and buying behaviors. The buying behavior is strongly influenced by image of the product which is build by the advertisers. The primary data of the study is collected through questionnaires and secondary data was collected through internet, journals and business magazines. This survey study was conducted in September, 2015. A sample of 120 respondents was taken, out of which 50 were in government or semi-government services, while 30 were taken from business class and the rest 40 were private employees. The study explores that a creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviors of the consumers. At the same time quality of the product and price are also included with their strong impact on buying behavior of consumer. Likewise to some extent the celebrity endorsement also matters in the buying behavior. Therefore the study concludes that the positive impact of all these factors, on the buying behavior of the consumer proves the loyalty of consumer towards brand which helps in promotion of the advertised product and changes the buying behavior towards buying intentions.

**“IMPACT OF TRAINING PROGRAMS ON EMPLOYEES PERFORMANCES IN  
TELECOMMUNICATION SECTOR (PTCL)”**

**ABSTRACT**

Literature shows that HR policies play an important role in organizational betterment and different organizations around the world are using HR policies as their competitive advantage. In Pakistan, different organizations are coming towards developing their HR systems and procedures according to new trends and standards, this research is an attempt to identify and explain the role of HR policies in Jaffer Brothers. For this purpose a well-structured survey questionnaire will be used to collecting data from around 200 samples and it will be analyzed on statistical software SPSS. It will explore the impact of organizational strategies, tactics and practices and its impact on employee performance. It is expected that most of research finding will conclude with feasible recommendations to adopt more pragmatic and practical approaches for enrichment of Employee performance in the target organization.

## **“IMPACT OF MOTIVATION ON EMPLOYESS PERFORMANCE”**

### **ABSTRACT**

Motivation plays an important role in all public and private organizations. Motivation of workers on any organization is more important to drive workers to achieve organizational goal. Without motivating their employees organizations can't run and can't achieve their goals. Purpose of present study is to explore the impact of motivation on employee's performance in banking sector. The data for present study has been collected from employees of different banks of Pakistan using structured questionnaire. Results from present study explores that motivation plays a vital role toward the performance of employees in banking sector. An organization motivates its worker in order to achieve their mission and vision.

# **'IMPACT OF PAYROLL ON JOB SATISFACTION IN MANUFACTURING INDUSTRY OF PAKISTAN"**

## **ABSTRACT**

Literature shows that salary system is directly proportional to the job satisfaction. Smart organizations use this combination for their organizational development and set satisfactory reward for making their employees loyal, enthusiastic, committed and hardworking. This research will be focusing on identification and relationship between the salary and job satisfaction in manufacturing industry of Pakistan. Literature also shows that salary satisfaction affects positively on job involvement, efficiency of work, motivation, work inspiration and performance. On these variable a well structured survey questionnaires will be evaluated on statistical tools. Same size will be around 200 and the will provide evidence about the relationship among hypothetical variables. In addition based on research we will say that whether the payroll has significant impact on job satisfaction or not.

## **“IMPACT OF REWARD SYSTEM ON EMPLOYEE MOTIVATION”**

### **ABSTRACT**

In the age of globalization organizations have realized the importance of their human resources and become increasingly interested in managing employees in such a way that can enhance business performance. To ensure competitive advantage, people who are working for the organization should be motivated by providing a well-balanced reward and benefit system. The purpose of this study is to identify the relationship between rewards (extrinsic and intrinsic) and their impact on employee performance and actions to motivate the employees of Telecommunication industry. The data is collected from 250 employees of different telecommunication companies and was analyzed using mean values and frequency percentage tables. The result concludes that, with the advancement in the career path, income level and age intrinsic rewards become the vital factor for the employee motivation. However, organizations should consider for a more structured reward system that considers both intrinsic and extrinsic rewards which in turn prospers high performance culture in the telecom industry.

**"IMPACT OF ADVERTISEMENTS ON THE BRAND PREFERENCE TOWARDS  
'FAIRNESS CREAMS' AMONG PAKISTANI YOUNGSTERS"**

**ABSTRACT**

Today fairness creams have become an essential product for Pakistani FMCG companies in order to increasing their overall sales turnover because of the importance given by the Pakistani consumers towards their fairness. Today people are more concerned about their outward personality to come out with flying colors during their studies or work life or in getting the suitable partner that is evident from the advertisements shown on the Pakistani media. The marketing strategies for achieving the sales targets of the particular product provide the strongest possible competitive advantage. The majority of users of fairness creams are youngsters or teenagers. There are various brands available in fairness creams market in Pakistan. Hence, this paper aims to explore the brand preference of youngsters towards fairness creams. The paper also discloses the factors influences consumers in preferring various brands of fairness creams in Pakistan.

**“THE IMPACT OF E-COMMERCE ON SUPPLY CHAIN MANAGEMENT  
A STUDY ON METRO CASH &CARRY”**

**ABSTRACT**

The Internet era has revolutionized not only the way we conduct business but also the methods adopted with the management of the supply chain, such as the way businesses communicate with each other and how each member in the supply chain is impacted. The purpose of the study is to analyze how e-Business has influenced the supply chain management.

There are two variable in this research paper impact of e-commerce (independent) and supply chain management (dependent).The correlation between two variables will be checked by applying different statistics.

Data was obtained via Web browsing and e-mail. This paper first discussed various activities that involved in supply chain management process; information, products, and financial flows. It then illustrated the ways that e-commerce to be integrated into supply chain management to gain competitive advantages in dynamic business environment. Findings showed e-commerce has the capacity to have an impact on the physical, information and financial flows of supply chains. This paper is origin and empirical study that would be a contribution to business practitioners and academia.

This paper will help to clarify the impact of e-commerce in supply chain management. In this sense, practitioners can take this impact to redraw the organizational landscape and business processes amongst supply chain participants.

## “IMPACTS OF ENTREPRENEURIAL EDUCATION ON THE ENTREPRENEURIAL INTENTIONS OF STUDENTS OF KASBIT”

### **ABSTRACT**

Entrepreneurial activities play an important role in elevating economic growth of any country. Pakistan is a developing country moving forward slowly on the path of entrepreneurship. Students are future of any country. Education plays a vital role in grooming student's minds. The role of KASBIT University is momentous to furtherance of entrepreneurial intentions of students, the brief study of entrepreneurship provided by the university shapes the student's decision about whether to become an entrepreneur or not. Since the last decades we have been witnessing escalating interest of our students in being entrepreneurs. This research is conducted to identify the effects of entrepreneurial education on student's mindsets of KASBIT. We used survey questionnaire as our method. Questionnaire was distributed among all students of KASBIT. The outcomes are dependent on survey results. There are other factors too that we also need to consider except entrepreneurial intentions, such that family background, economic stability of country, political conditions, opportunities and rules and regulations for entrepreneurs by the Governmental and other Non-Governmental bodies.

**“IMPACT OF EFFECTIVE ADVERTISING ON CONSUMER BUYING BEHAVIOR (A  
STUDY OF MOBILE PHONE PURCHASERS IN PAKISTAN)”**

**ABSTRACT**

This study focuses on the impact of effective advertising on consumer buying behavior. The need for effective advertising has risen. Most of times, advertisements do not have an impact on purchase behavior on consumers due to ineffectiveness. The basic objective of this study is to examine how much emotional responses are generated after watching effective add that persuade consumer purchase behavior. An advertisement has also influence or even can change the buying behavior of consumers. Data was collected self-administered questionnaires t-statistics from 100 respondents of the general public of Pakistan, who was involved in the purchasing process. Convenience sampling was for data collection Correlation and regression analysis were used. Demographics such as gender, age and qualification were also included. It has been observed by reviewing the findings that effective advertising is the major source to generate sensations in consumers which motivate them to buy advertising mobile phone products. Findings revealed that factors of emotional and environmental response have a significant impact on behavior of Pakistani consumers.

## **“IMPACT OF EFFECTIVE BILLBOARD ADVERTISING ON CUSTOMER ATTENTION”**

### **ABSTRACT**

This study explain billboard advertising and their impact on consumer attention, whether the target audience gives importance to billboard or not, and to understand the element that are necessary to create an effective billboard to attract customers attention. Billboard advertising plays an important role and it should be placed on right place at right moment. It is a best way for introducing or advertising your business products because it's an easiest marketing tool to communicate with different people, you don't need to find your customers, and customer will find your advertising. The objective of this study is to determine what features should be used to attract customer while making billboard ads. Variables used in this study include Color & size, Celebrity Images, Brand Image & Logo and Texture & Messages. All these variables have positive impact on customer attention. Effective advertising through billboard should be based on variety, reality, quality and attractiveness. A sample of 200 respondents has been taken. The primary data of the study is collected personally with the help of well-structured and closed ended questionnaire and survey is based on 200 respondents. Researcher has been conduct one tail T-Test and used the frequencies too. The SPSS program was used in conducting the analysis. Purpose and objectives were successfully satisfied. This Research is beneficial for all consumers as well as for company. Final result shows number of factors in billboard advertising which helps in attracting consumer's attention towards billboard. Further research will be done by interviewing more consumers of all ages and advertising experts so that accurate results will be generated.

Keywords: Advertising, Brand Image, Celebrity, Consumer Attention

**“ANALYZING THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION:  
A STUDY ON BUSINESS EDUCATION IN PUBLIC AND PRIVATE INSTITUTIONS IN  
KARACHI, PAKISTAN”**

**ABSTRACT**

Customer service and quality are driving forces in the business community. As higher education institutions strive for better service quality, the assessment of educational service quality is required to provide feedback. In today's competitive environment, the education has not only become a major industry and need of the day but it is also an investment by the parents for their children. In public as well as in private sector the quality of education is an important factor that is considered for attracting and retaining the students who want to get higher education. According to past researches the students of those institutions are more capable, good performers and productive who retain the better educational service quality and provide their students what they want for their strong academic and carrier accomplishment. Other researchers have also indicated that it is difficult to gauge an institution's overall impact on a student's professional success while some researches indicate that institutional culture significantly impact student performances. The objective of this research is to analyze the impact of different quality services on student satisfaction in higher educational institutes of Karachi, Pakistan. The study focuses on the factors like faculty expertise, courses & assessment, environment and facilities. Both public and private sector institutes are included in this study being Karachi University and Khadim Ali Shah Bukhari Institute of Technology respectively. Population of this research was students of Management Sciences in Institutes in Karachi, Pakistan. Data was collected from 200 students of business courses either enrolled in master program or graduation program, 100 respondents were selected from Karachi University and 100 from Khadim Ali Shah Bukhari Institute of Technology. Sample comprised of both male and female students though not in equal ratio. Students' response measured through an adapted questionnaire on a 5-point likert scale. SPSS software was used for testing and evaluation and two-tailed z-test was performed. Research findings indicate that all attributes have significant and positive impact on students' satisfaction in higher education though with varying degree of strength. However, faculty expertise is the most influential factor among all the variables, therefore it requires special attention of the policymakers and institutes. Recommendations and implications for policy makers are discussed and guidelines for future research are also provided.

Keywords: Service Quality, Student Satisfaction, Higher Education, Management Sciences