1st Asian
Business Research Conference

Conference Program

1st Asian
Business Research Conference
8-9th September 2012

held at
Islamia College (University) Peshawar-Pakistan

ASMMR
Asian Society of Management & Marketing Research

Organized By

1st Asian Business Research Conference

Welcome to the First Asian Business Research Conference
at
Islamia College (University) Peshawar
Peshawar, Pakistan
September, 8-9, 2012

Dear Participants,

Welcome to the First Asian Business Research Conference being held at the Islamia College (University) Peshawar, Pakistan. Every effort has been made to be as accurate, fair, and at the same time, as responsive to delegate needs and concerns as possible.

Important Note for presenters: Each presentation (whether one or more authors are presenting) MUST not exceed 20minutes and then session chairs should allow 10 minutes for questions and answers. All participants (presenters and audiences) are expected to have a constructive discussion and also to follow the instructions given by session chairs. Disrespectful comments, questions from audiences and answers from presenters are highly discouraged.

In this conference, researchers have the opportunities to network with other research colleagues as there are plentiful tea breaks and social time during the Conference. Conference program is designed to provide more learning and sharing experience to participants. The schedule of academic papers to be presented is hereby attached.

Have a nice travel and stay at Peshawar.

See you at First Asian Business Research Conference.

Thank you very much.

Regards

Usman Ehsan
Conference Secretary
American University of Sharjah
United Arab Emirates

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ISLAMIA COLLEGE PESHAWAR

1st Asian Business Research Conference

Day First (8th September, 2012)

Main Conference Hall

Opening Session	
9:00-10:00	Registration Open
10:00-11:00	Opening Ceremony: Opening by Secretary ASMMR – Usman Ehsan
	Holy Quran Recitation
	National Anthem
	Introduction of guests and chairs by Vice President ASMMR – Dr Atiq ur Rehman
	Objectives of the Conference by Conference Co-Chair Dr Azhar, President ASMMR
	Welcome Address by Conference Co-Chair Dr Qadar Baloch, Director, IC University
	Address by Conference Chair Dr Noor Jahan, Vice Chancellor, IC University
	Inaugural Addresses by Chief Guests

Academic Presentations

Management Marketing			
Time	Paper	Authors	Track/Session
11:00-11:30	Factors affecting Teachers' Internal Whistle-Blowing intensions: Evidence from Private sector Universities of Pakistan	Dr Qadar Baloch Rabia Naseer	MGT/MKT
11:30-12:00	Characteristics of Expatriates and Cross Cultural Training in Pakistan	Dr Zikriya Nas Sabahat Subhan	
12:00-12:30	Antecedents of the Use of Online Banking by Students in Malaysia: Extended TAM validated through SEM	Muhammad Tahir Jan Muhammad Jehangir	

Refreshment Break (12:30-01:00)

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Program for Room 1

Marketing Session			
Time	Paper	Authors	Session Chair
11:00-11:30	Testing tri-dimensional approach to measure brand loyalty; a study of a cola market from a developing country	Usman Ehsan Khalid Mehmood Sanem Sehribanoglu	M. Kashif Saeed Dr Farzan Ali Jan
11:30-12:00	Effect of RFID on Organizational Performance: The Mediating Role of Supply Chain Performance	Khaliq ur Rehman Masood Nawaz Fawad ur Rehman	
12:00-12:30	Explaining relationship between cooperative norms and supplier performance	Masood Nawaz Mubashar Munir Kaleem Bushra Jabeen Usman Ahmed	
Refreshment Break (12:30-01:00)			
Human Resource Management & Development Session			
Time	Paper	Authors	Session Chair
12:55-01:20	How does CSR impact employee turnover in public sector universities sector in Khyber Pakhtun Khuwwa, Pakistan?	Fahad Khan Dr Shahid Jan kakhail Fayyaz Qamar	Dr Atiq ur Rehman Kashif Saeed Dr Nasir Kareem
01:20-01:45	An empirical analysis of critical performance management predictors and competencies in technical organizations	Sameen Baloch Dr Azhar Mansur khan	
01:45-02:10	Social Marketing Community Care Depots as Nonprofit Social Enterprising Healthcare	Ruey-Fa Lin Yen-Lun CHU Shu-Jung CHANG	
02:10-02:35	Banking as a Career Choice in Pakistan: an analysis of students' criteria, knowledge & reasons	Tahir Mumtaz Mamoona Naureen Amna Siddique Nayab Kanwal Rabia Siddique Sidra Gillani	
02:35-02:55	Auditing the human resources: Application of a global framework on an international not for profit organization in Pakistan	Amna Moeen	
Refreshment Break (03:00-04:00)			

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Program for Room 2

Project Management Session			
Time	Paper	Authors	Session Chairs
11:00-11:30	Value Improvement Practices on Improved Project Performance	Rabia	Dr Azhar Mansur Khan Dr Gohar Zaman Dr Nasir Kareem
11:30-12:00	Effectiveness of project manager's personalities on project success in four types of project in Pakistan	Saeed Mahmood Asif Naseer Tor Dr Atiq ur Rehman	
12:00-12:30	Effect of Project Management Priorities on Performance Management System in Private Sector of Pakistan	Imran Anjum Dr Atiq ur Rehman	
Refreshment Break (12:30-01:00)			
General Management Session			
Time	Paper	Authors	Session Chair
12:30-12:55	Livestock role towards poverty alleviation in rural areas of Punjab	Muhammad Ahmed Dr Arshad Hashmi Sundas Iqbal	Dr Sareer Badshah Dr Sajjad Ahmed Dr Usman Ghani
12:55-01:20	Role of trust Management in reducing conflicts within organization	Saira Sabir Zia ur Rehman Shumaila Iram Col Aamir	
01:20-01:45	Teachers' Stress Management Competencies	Nauman Habib Adnan Rehman	
01:45-02:10	A strategic approach for control of product quality in Pakistan	Dr Ghulam Rasul Awan	
02:10-02:35	The influence of ICT on public secondary schools in Pakistan: A case study of Tandojam vs Hyderabad	M. Nawaz Tunio Pir Irfan Shah, Qazi Mohammad	
02:35-3:00	Quality of Service and Customer Satisfaction in Pakistan International Airline (PIA)	Faizan Hayat	
Refreshment Break (03:00-04:00)			

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Day Second (9th September, 2012)

Main Conference Hall

Finance Session			
Time	Paper	Authors	Track/Session
10:00-10:30	Effect of Relationship between Beta, Firm size and Yield of Individual Stock of Karachi Stock Exchange	Sobia Janat	Dr yasir Kamal Dr Ayaz
10:30-11:00	The determinants of dividend policy (A case of Pakistan)	Sajid Ali Muhammad Sajid Muhammad Bilal Naveed Saif	
11:00-11:30	Global Financial Crisis, Islamic Stock Markets Integration: A Case Study of Selected Asian Countries	Zahoor Khan Dr jamal ud din Dr Muhammad Farooq	
Refreshment Break (12:00-01:00)			
01:00-01:20	University Social Responsibility: A Stakeholder analysis of a Higher Education Institute in Khyber-Pakhtunkhwa	Fawad Latif Hamza Khawaja Qadar Baloch Usman Haider	MGT/MKT
01:20-01:40	Impact Evaluation, Entrepreneurship potentials of individuals, Relationship of entrepreneurial capability and entrepreneurial opportunity	Atiya Chaudary Dr Atiq ur Rehman	
01:40-02:00	Achieving sustainable competitive advantage through service quality; an empirical investigation of Pakistan's telecom sector	Khalid Mehmood Warraich, Imtiaz Ahmad Warraich Muhammad Asif	
02:00-02:15	Major weak areas in papers presented in conference	Dr Atiq ur Rehman Dr Qadar Baksh Baloch	
02:15-02:30	Concluding Lecture on System Thinking	Dr Azhar Mansur Khan	
	Closing Award Ceremony		
Refreshment Break (03:00-04:00)			

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Program for Room 1

Human Resource Development Session			
Time	Paper	Authors	Session Chairs
08:30-09:00	Determinants of Capital Structure: A Case for the Pakistani Textile Composite Sector	Gohar Rehman Yaqoob Ahmed	Dr Gohar Zaman Dr Naisr Kareem
09:30-10:00	The perilous effects of capability loss on outsourcing management and Performance	Abid Imam Saad Iftikhar Abdullah Nazir	
10:00-10:30	Impact of Emotional Intelligence on Job Stress	Mehwish Umber	
10:30-11:00	The Relationship between Organizational Culture and Employees' Performance in Presence of Organizational Politics	Sana u Rehman Abdul Wasay Khan Ajmal Waheed Khan	
11:00-11:30	Pressures at Work in Changing Environment and Organizational Development	Shahinshah Khan	
Refreshment Break (12:00-01:00)			
Miscellaneous Session			
Time	Paper	Authors	Session Chair
01:00-01:25	Causes of Sick Industrial Units and their Remedial Measures (A Case Study of Hayatabad Industrial Estate, Peshawar,Khyber Pukhtunkhwa)	Asia Umer	Dr Shahid Jan Kakhail Dr Sareer Badshah Dr Usman Ghani
01:25-01:50	Role of Proper Use of Recourses in SME in Gujranwala	Moneeba	
01:50-02:15	An Analysis of Management of Fiscal Deficit of Pakistan in the Light of Need for Economic Reforms	Khurram Ejaz Dr Atiya	
02:15-02:40	Effect of different factors on GDP of Pakistan	Mohsin Bilal	
Proceed to Main Hall for Award Ceremony at 2:40pm			
Refreshment Break (03:00-04:00)			

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Program for Room 2

Management and Marketing Session			
Time	Paper	Author(s)	Session Chairs
08:30-09:00	How to attain customer loyalty a frame work with help of viable system model of cybernetics	Faheem Ahmed Muhammad Ramez	M. Kashif Saeed Dr Farzan Ali Jan
09:30-10:00	Impact of Counterfeiting Brands on Consumers Perception and Purchase Intention	Anum Mehmood Aneela Siddique Zainab Tahir	
10:00-10:30	Validity and applicability of Jenefer Aaker's brand personality Scale, "Case of TOYOTA Corolla."	Ovais Umer Khel Yasir Kamal Bisharat Hameed Usman Ghani	
10:30-11:00	Employee Training And Development Practices In Banking Sector Of Karachi	Ghulam Muhammad	
Refreshment Break (12:00-01:00)			
Finance Session			
Time	Paper	Authors	Session Chair
01:00-01:25	The dynamic relationship between stock volatility and trading volume	M. Irfan Javaid Attari Saubana Rafique	Dr Yasir Kamal Dr Ayaz
01:25-01:50	The reaction of Pakistani stock market of external events	Sajid Ali Muhammad Sajid Naveed Saif	
01:50-02:15	Impact of working capital management on SME's Profitability in Pakistan	Sajid Ali Muhammad Sajid Muhammad Bilal Naveed Saif	
02:15-02:40	Impact of Capital investments per share over dividend per share	Sana ur Rehman Ghulam Shabbir Ammar Asghar	
Proceed to Main Hall for Award Ceremony at 2:40pm			
Refreshment Break (03:00-04:00)			

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