

Competitive Paper Presentations

May 3, 2014 (Sat) 2:30 p.m.-5:00 p.m.

Parallel Sessions

Sr. No	Tracks	Time Slots	Paper Title	Author (s)	Track Chair	Room No
1	Advertising	2:30 p.m.-2:50 p.m.	Growth of Business Schools on Social Media A Comparative Analysis with focus on IBA Karachi A Case Study	Erum Hafeez	Dr. Zaki Rashidi	S4 1 st Floor, CED Bldg.
2	Advertising	3:00 p.m.-3:20 p.m.	Tv Ads Impact On Consumer Purchase Intention	Ahmed Nabeel Siddiquie	Dr. Zaki Rashidi	S4 1 st Floor, CED Bldg.
3	Advertising	3:30 p.m.-3:50 p.m.	Print Media Political Advertisements in Pakistan's General Elections, 2013: A Qualitative Analysis	Shaista Waqar	Dr. Zaki Rashidi	S4 1 st Floor, CED Bldg.
4	Brand Management	2:30 p.m.-2:50 p.m.	Factors Effecting Brand Extension: A Case Study Of Skin Care Products	Amber Virani	Dr. Shahzad Amin	S6 Tabba Block
5	Brand Management	3:00 p.m.-3:20 p.m.	Marketing Strategies To Raise Global Economy And Reduce Poverty Through Tourism Developemnt In The Third World Countries- A Case Study Of Sindh	Munir Moosa Sadruddin	Dr. Shahzad Amin	S6 Tabba Block
6	Brand Management	3:30 p.m.-3:50 p.m.	The Challenge Of Creating And Sustaining Brands In Consumer Durables For The BOP Segment	Nayyara Rahman	Dr. Shahzad Amin	S6 Tabba Block
7	Brand Management	4:00 p.m.-4:20 p.m.	Brand Personality Of Pakistan: Comparison Of Perception - Local Versus Foreign	Dr.Manzoor Khalidi	Dr. Shahzad Amin	S6 Tabba Block
8	Consumer Behavior	2:30 p.m.-2:50 p.m.	Impact of Packaging Elements of Packaged Milk on Consumer Buying Behaviour	Muhammad Amir Adam & Kamran Ali	Dr. Zeenat Ismail	S5 2 nd Floor, CED Bldg.
9	Consumer Behavior	3:00 p.m.-3:20 p.m.	Xenocentrism: An empirical study of Pakistani consumers	Maiyadah Shahid	Dr. Zeenat Ismail	S5 2 nd Floor, CED Bldg.
10	Consumer Behavior	3:30 p.m.-3:50 p.m.	The Pakistani Consumer: Dumb or Dumber?	Owais Hassan Shaikh	Dr. Zeenat Ismail	S5 2 nd Floor, CED Bldg.
11	Consumer Behavior	4:00 p.m.-4:20 p.m.	A Structural Approach on Compulsive Buying Behavior	Tariq Jalees	Dr. Zeenat Ismail	S5 2 nd Floor, CED Bldg.

May 4, 2014 (Sun) 9:00 a.m. - 11:00 a.m.

Parallel Sessions

Sr No	Tracks	Time Slots	Paper Title	Author (s)	Track Chair	
12	Marketing Paradigms	9:25 a.m.-9:40 a.m.	Social Marketing Framework	Sarfaraz Kiyani	Dr. Huma Baqai	S3 Ground Floor, CED Bldg.
13	Marketing Paradigms	10:15 a.m.- 10:30 a.m.	Services Marketing and CRM – Perceptions of academicians and practitioners based on common activities	Salma Rahman	Dr. Huma Baqai	S3 Ground Floor, CED Bldg.
14	Marketing Paradigms	9:00 a.m.- 9:20 a.m.	Entrepreneurship Plus: The Impact Of Spiritual Orientation On Market Orientation And Marketing Capabilities	Dr. Shahid Qureshi	Dr. Huma Baqai	S3 Ground Floor, CED Bldg.
15	Marketing Paradigms	10:30 a.m.- 11:00 a.m.	Contemporary legal and ethical issues in marketing in the Pharmaceutical industry in Pakistan	Mehreen Nazar	Dr. Huma Baqai	S3 Ground Floor, CED Bldg.
16	Consumer Behavior and culture	9:50 a.m.- 10:05 a.m.	Adoption Of Islamic Banking In Pakistan: An Empirical Study Of Consumers	Tahir islam, Muhammad Imtiaz Haider, Dr. Ghulam Hussain Malik	Dr. Amber Gul	S4 1 st Floor, CED Bldg.
17	Consumer Behavior and culture	9:30 a.m.-9:50 a.m.	How Does Culture Affect Creativity And Innovation: A Perspective from Pakistan	Ruman Ahmad	Dr. Amber Gul	S4 1 st Floor, CED Bldg.
18	Consumer Behavior and culture	9:00 a.m.- 9:15 a.m.	Online Shopping Behaviour	Arsalan Salahuddin Khan	Dr. Amber Gul	S4 1 st Floor, CED Bldg.
19	Consumer Behavior and culture	10:00 a.m.- 10:20 a.m.	The Emerging Middle Class in Pakistan: How it Consumes, Earns, and Saves	Dr. Jawaid Ghani	Dr. Amber Gul	S4 1 st Floor, CED Bldg.
20	Consumer Behavior and culture	10:40 a.m.- 10:55 a.m.	An investigation of the selection criteria of Islamic banking in Pakistan: customers' perspective	Zargham Ullah Khan	Dr. Amber Gul	S4 1 st Floor, CED Bldg.