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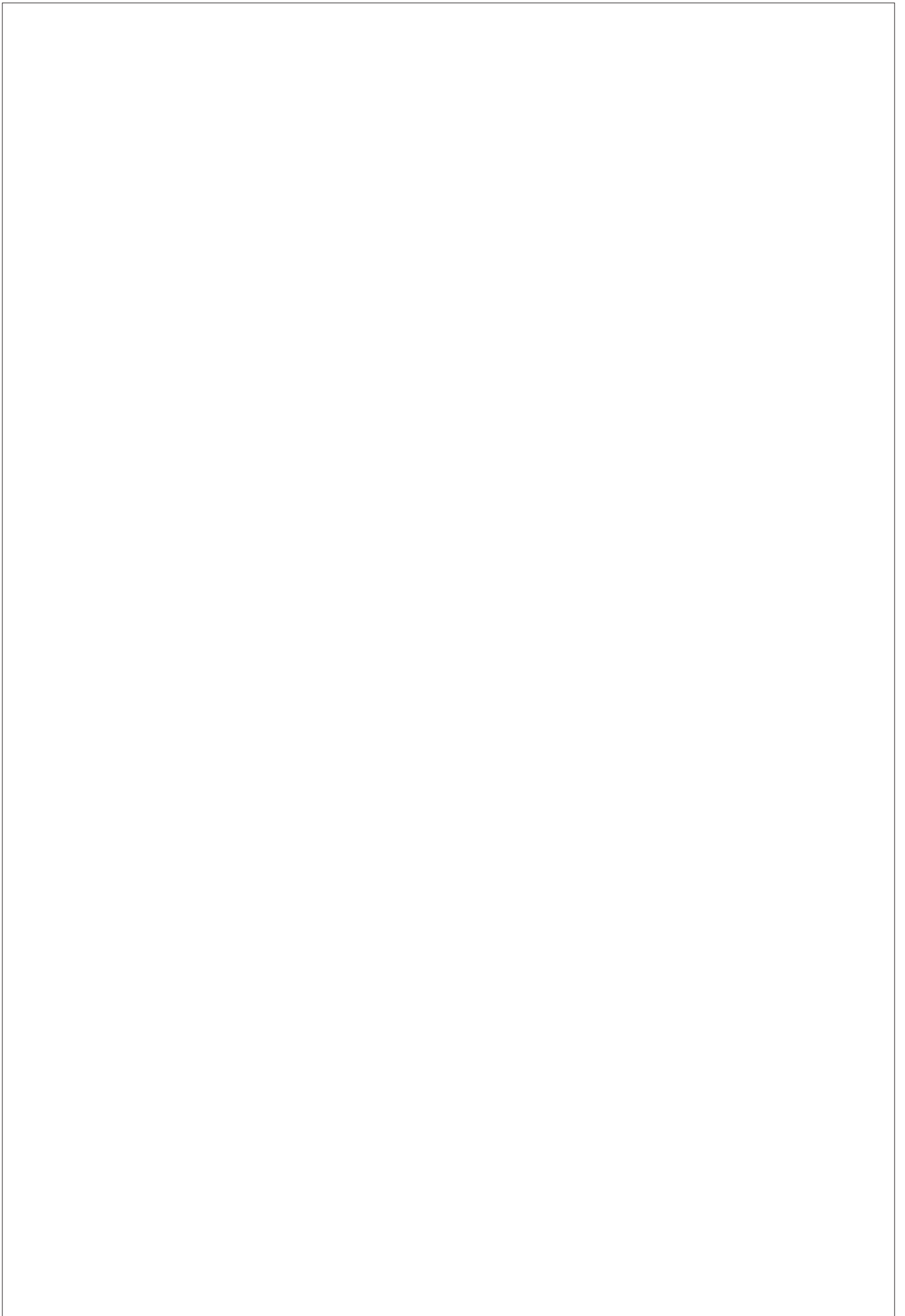
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Research Conference*

on Management, Social and Physical Sciences



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EDITOR'S NOTE

Research Papers presented at the conference organized by Greenwich University have been compiled for ready reference to facilitate the research students.

The Researchers have put in their best to make the scholastic findings and recommendations useful for the readers. Yet there is always room for improvement. Efforts have also been made to make the printing and publishing error free.

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Assistant Professor

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Effect of Product Packaging on Consumer Buying Decision

Mohib Billoo
Asad Lakhan

Abstract

This study was conducted to determine which elements of product packaging are the most significant and how they impact consumer buying decisions. Due to increasing self-service and changing consumer lifestyles, the interest in packaging as a tool of sales promotion and stimulator of impulsive buying behavior is growing increasingly. So packaging performs an important role in marketing and encouraging or even sometimes discouraging the consumer from buying a product, especially, at the point of sale or at the time when a consumer is choosing from among different brands of a similar product type. This could be treated as one of the most important factors influencing a consumer's purchase decision.

This study was conducted keeping in view the importance of product packaging and the great impact it can make on the purchase decision. After studying different aspects and components of packaging, it was found that the colour of the packaging is the most important and significant feature at 1%, followed by a picture or image of the packaging which is significant at 10%.

Keywords: *packaging, elements of packaging, consumers purchase decision.*

Impact of Health Risk Awareness Campaigns on Cigarette Consumption

Syed Shahnawaz Ali
Umair Shahzad Puri

Abstract:

This study investigated the impact of health risk awareness campaigns on cigarette consumption, in which we test our hypotheses H1: There is a significant effect of anti-smoking campaign on cigarette consumption and H2: There is a significant effect of health warning labels on cigarette consumption. We test these hypotheses by using Wilcoxon signed rank test to identify the difference between anti-smoking campaign and cigarette consumption which is significant. Similarly difference between health warning labels and cigarette consumption is also significant. We collect our data through questionnaires in which we take 200 respondents. 76 respondents out of 200 respond that they reduced their cigarette consumption after anti-smoking campaigns and 81 respondents out of 200 said that they reduced cigarette consumption after watching health warning labels. There is impact of anti-smoking campaigns and warning labels on cigarette consumption but on a very low magnitude.

Key Words: Warning Labels, Anti-Smoking Campaigns, Wilcoxon Signed Ranks Test.

Quantitative Determination of Phosphoric Acid in Commercially Available Soft Drinks

Amber Hanif Khilji

Abstract

A rapid and simple potentiometric titration procedure was applied for the determination of phosphoric acid in three different samples "Coca cola" (sample 1), "Pepsi" (sample2) and "Amrit cola" (sample 3) which are commercially available in local markets of Quetta city. The standard values of these samples lie between 16.1 to 19.7 mg/dL. These samples were openly placed in the air for several days so that samples became decarbonated to determine the phosphate content. The result acquired from this study indicated that the average quantity of phosphoric acid in the analyzed soft drinks such as Coca cola, Pepsi and Amrit cola were 24.5mg/100mL, 22.05mg/100mL and 24.5mg/100mL respectively. The content of phosphate found in experimental values is slightly higher than the standard values. Furthermore results also show that sample 1 and sample 3 have high concentration of phosphoric acid as compared to sample 2.

The Relationship of Money Supply (M2) and Trading Volume of KSE-100 Index

Danish Jatoi
Shehryar Malik

Abstract

This study investigates the impact of money supply and trading volume of stock exchange 100 indexes. This research has brought out the relationship between the money supply and trading volume in Karachi stock exchange. Only these two variables have been studied to know the effect on them. For this research, secondary data has been used in order to analyse the data. Results obtained from statistical analysis corroborate using the Regression analysis as a statistical tool that the proposed hypothesis indicated. Money supply (M2) has a significant relationship with trading volume of KSE - 100 Index. Hypothesis is accepted due to its significant correlation between the variables. Finally, conclusions were drawn to provide insights to professionals to have a clear idea about the money supply and trading volume of the KSE 100 index.

Key words: Money Supply, Trading Volume, KSE-100 Index

Impediments Restricting the Growth of Digital Marketing in Pakistan

Kiren Lakhani

Abstract

The research evaluates the position of Digital marketing in Pakistan, and tries to shed light on the factors restricting the progress of the field. The period of crisis in the advertising banner, after the epic of the century and the outbreak of the Internet bubble of the early years of 2000 was unexpected. Many did believe such a thing would happen, and it did. The reality is that the Internet has already arrived at the terminus as a promotional tool. It is time to get savvy, or leave it, and simply invest in TV, radio, and print media. The reality is very different, those who have had the courage to invest in an intelligent and, above all, wise investment in a diversified online marketing & advertising mix (not only using the banners, but also e-mail marketing, search engines, sponsorships of channels) have obtained concrete and measurable results. The government does not regulate digital marketing, allowing marketers to become a nuisance to the consumers, resulting in dissonance instead of conveying marketing information. In addition to this, marketers do not use relevant tools and innovative processes gain the attention of the consumer, resulting in missing their threshold, and appearing as being annoying.

Key Words: Impediments, Growth of Digital Marketing

Stress Mitigation Protocol for CSS Aspirants

Mahvish Kanwal Khaskhely
M. Faraz
Aamir Firoz Shamsi

Abstract

This research study was conducted in order to ascertain the intensity of stress among the aspirants who aim at acquiring a grade 17 post of government jobs through the examination of Central Superior Services. This examination is the most competitive and challenging one held on the national level every year. The dissertation aimed to find out the seriousness of the competition and based on it gauge the anxiety and stress that is overwhelming in nature and lead to de-motivation and loss of productivity among the candidates.

Initially, through general observation, the element of tremendous stress was spotted that acts as a hindrance in achievement of the young generation's ambitious goal to serve their country and people. Then this general observation was confirmed through surveys which reflected the heightened anxiety, often chronic stress and frustration among CSS aspirants that is generally present in a reduced amount in other students. Along with this affirmation, their productivity level was checked with high stress and found it to be below par. Various factors that are related to the preparation of this examination led to their stress like lack of professional guidance, tough competition, and societal pressure to pass the examination.

This research work is supported by the experimentation that was conducted on two CSS aspirants that were facing great stress. Identification of stress areas was done and specific tips were provided to overcome their problem.

Finally guidelines and tips to mitigate stress are highlighted which constitute one of the most valuable part of the dissertation.

To Determine Patients' Satisfaction Against Health Services Provided: An Investigation From Private (NIBD) Hospital

Fouzia Nasir

Abstract

Background: Patient satisfaction is a critical issue for healthcare providers. Health care organizations are working in a competitive environment. These days hospital need to enhance the level of satisfaction if they want to remain in competition with other hospitals. Patient satisfaction is basically satisfying patients' expectations and understanding their needs. Patients' feedback can affect the overall quality, to improve organizational learning and development agenda and provide an opportunity. The aim of this study is to determine patients' satisfaction at NIBD hospital in the in-patient department.

Methodology: A descriptive, casual study is done. A purposive sample of 200 in-patients were interviewed through a structured questionnaire. Data was analyzed through SPSS applying Regression model to identify key factors influencing patients' satisfaction.

Results: The majority of the patients were satisfied with the current services offered by the in-patient department of NIBD hospital. Patient ward services, food services, reception staff services, welfare services show significant impact on patients' satisfaction. On the other hand, in some cases, this showed no significant impact on patients' satisfaction such as physical appearance, pharmacy services, laboratory services, blood bank services, x-rays, ultrasound services, billing services, OPD services, emergency and housekeeping services.

Conclusion: The strengths of the organization as highlighted by patients must be continuing however, some services need more focus while planning and managing the health care system.

Keywords: Patient satisfaction, Health care services, Health care organizations, NIBD hospital

Feasibility of an HR Department in a Public Sector University

Bushra Nida
Muhammad Faraz
Aamir Firoz Shamsi

Abstract

This report discusses the current situation and the possibility of establishing an HR department in the Public Sector University as the Public Sector University, generally, does not have a proper HR department. The study is conducted through questionnaires and interviews, which are the main sources of data collection.*

The study analyses the marketing and financial/operation aspects of the feasibility of HR department in the university. The purpose of analyzing the marketing aspect is to examine the satisfaction of internal customers (employees/staff) of the university in the absence and presence of an HR department. Moreover, it also swathes the level of support by the staff in case an HR department is established. The financial/operations aspect covers the per month cost of HR staff, in case an HR department is established. Some recommendations are provided at the end for the authority of the Public Sector University.

Volatility in Gold Price Returns: An Investigation from International Market

Moomal Sara

Abstract:

The research was conducted in order to study the volatility of gold prices and its investigation. The data had been collected on daily basis for the tenure of a couple of years starting from 1st January 2009 to 31st September 2011. The models used to conduct this study are; Descriptive Model, Econometric Model and GARCH. The results from the models show that there has been volatility, econometrically speaking, and unequal spread of residuals which is referred as heteroskedasticity. In my research, a fast mean reversion has been observed showing that the alpha and beta are far from 1. Based on results it was concluded that there has been volatility of gold prices.

Key Words: Gold price returns, Volatility, GARCH model

Incentive Based Sales Promotion of Medicines A Critical Review

Fareena Rizvi

Abstract

The purpose of this paper is to compare between Incentive and Non-Incentive-Based Promotions in a Pharmaceutical Industry, to develop awareness about the right method to promote pharmaceutical products and to remove the negative impact of Incentive Based Marketing Promotion practices.

This research paper is related to the pharmaceutical industry based in Karachi. Because it was not possible for the researcher to collect data from all Pharmaceutical Companies in Pakistan, therefore this research is limited to Karachi.

This research paper obtained deep insight into the research methods and their relative features obtained by reviewing the available literature on the topic of the Comparative Sales Intake between Incentive and Non-incentive Based Promotions. The literature provides exhaustive and detailed knowledge on the topic of this research paper.

This research paper is based on the collected data that was analysed taking into consideration the merits and demerits of both the methods, as well as moving the tools of questionnaire/ interviews.

The analysis of collected data revealed that the Incentive-Based Marketing Promotions Practices has on the one hand an impact on the growth of the pharmaceutical industry but on the other hand this malafide practice is harmful for the patient.

In the light of analysis it is concluded that the Management of Pharmaceutical Companies, Chemist and Doctors are intentionally or unintentionally involved in malafide practices. As for as doctors are concerned they argue that they receive commission from pharmaceutical companies through their representatives and in return they get free samples. This research paper examines the theoretical and practical risks and corruption at five sensitive points in the pharmaceutical system.

The Pharmaceutical Companies have to implement, improve and supervise legislation in line with the World Health Organization's Standard. In this transparent and identifiable information has been provided on the precise nature of relationships and associated funding for all stakeholder groups i.e. health professionals, pharmacists, students, journalists, clinical research organizations and patients in collaboration with government and civil society organizations is essential so that corporate funding for disease awareness campaigns may be properly channelled, to take measures to adopt sales and marketing activities and seriously address the conflict of interest encountered in drug companies and provide funds for medical education. To ensure codes of conduct on promotions and extend communications with health professionals and consumers.

Key Words: *Incentive Based Pharmaceutical Sales Promotions Practices, People Involved in Incentive Based Marketing Promotions Practices and Incentive Factors.*

Acknowledgement: *The Material for this research paper is heavily taken from independent Research paper (IS) submitted at Indus Institute of Higher Education Karachi.*

Impact of Supply Chain Responsiveness on Firm's Competitive Advantage

Syed Shahnawaz Ali

Today's business environment is more global and competitive than it has been in the past. The modern business is characterized with shorter product life cycles, rapid new product introductions, increasingly knowledgeable, well informed, and sophisticated customers. This forces supply chains to be more responsive. The modern supply chains are thus expected to respond rapidly, effectively, and efficiently to changes in the marketplace so as to sustain, and furthermore create competitive advantage. Most studies so far have focused on the organizational level manufacturing flexibility or agility. It is therefore of interest to examine the supply chains responsiveness (Lambert, Cooper and Pagh, 1998).

Export Supply and Import Demand: An Investigation from Pakistan

Aamir Saifullah

Abstract

The relationship between exports and imports in Pakistan From 2003 -2011 Monthly data has been examined. Economic growth and Balance of trade are not co-integrated suggesting the absence of long-run relationship. Impulse response functions show that income, exports, and imports have negative impact on each other. Variance decomposition analysis demonstrates that imports appear to have a stronger impact on exports relative to income. The effect of export supply meeting import demand is not modest. This paper finds no support for Export supply meeting import demand hypothesis in Pakistan.

Key Words: *Balance of Trade, Export Supply, Import Demand*

A Study for Rehabilitation of Education System for Flood Affected Children in Badin

Raees Ahmed Lodhi

Abstract

Recent floods in Badin had made many hundreds of thousand families disappear with their houses and no one knows if they are still alive or dead? But the life of survivors also has many miseries and dilemmas; it is difficult to prioritise them, and weight them as what is very much important to handle and cure at the earliest.

So far here segregate Education as an important factor to get rehabilitated within earliest possible time, education not only produces an effective work force for the nations, but this is very crucial to make someone self-reliant and to handle the matters and miseries, and epidemic problems with more efficiency.

People in Badin do require emergency relief and support to reconstruct their homes and gain back their sources of earning. Many organization worked to help them, but they give cooked food, or ration material, clothing, shoes and etc., all short term help with mostly tangible things, but yet they need education, the intangible source of energy to boost them from inside and to give them ways to escape from their dilemma and the state of inertia as soon as possible. These floods have destroyed hundreds of villages completely, and several cities got high damages, their infrastructure ruined by flood water taking them decades back. These disasters have many seen and un-seen long term damages for which it is required that there should be some organized plan and rehabilitation work which is likely to go on for years.

Rain and flood water has not only damaged the structure of thousands of schools, but hundreds of them were converted into camps and offices, hospitals and godowns, etc. which has further reversed the education rehabilitation process.

The topic of this report focuses on damages to schools, to help elaborate the estimates for remedy and restoration of the education process. Many key interviewers believed that it is the need of time to re-gain the forces lost to flood affected families. Children, who are just lying in mud and some shelterless camps and not going to school for education, cannot bring themselves back to normal life, unless given equal opportunities to grow and establish with sufficient education.

Facts and figures mentioned in this research are collect through observation, surveys, and interviews and from the relevant government and NGO, private organization busy in helping flood affected families in Badin. Many thanks to all those who helped in preparation of this report; and tend to do some practical effort for quick rehabilitation of education system in Badin flood affected areas.

Identify the Factors which Influence Employee Job Satisfaction: Evidence from Banking Sector in Karachi Pakistan

Rana Tariq Mehmood
Afaque Ali Khan

Abstract

The purpose of this research is to identify specific issues that may impact on job satisfaction and to identify the factors which influence the job satisfaction of employees. The research will help in determining what gives satisfaction to employees. It is also extraordinarily difficult to carry out field work. Not many people want to discuss this topic. If they are not satisfied with their job, they don't want to discuss the matter. They think that the problem is private and confidential and if they discuss it they have to quit their permanent job. That's my point of view which I formed during the observations. Data are collected through questionnaire and the questionnaires have close-ended question. LIKERT scales are provided in the questionnaires so that we find the result estimation of job satisfaction. Primary data are collected through survey, questionnaire and observation and secondary data are collected through research papers, articles, and books. To analyse the data, SPSS software has been used. Descriptive statistics (mean and standard deviation) are also examined to analyse the data to further support Correlation and Regression Analysis of JOB satisfaction. Overall employees of private sector as well as public sector are satisfied with their job with the mean of 3.7820 and standard deviation of .49244. According to the results the job satisfaction of employees is significantly dependent upon pay, promotion opportunities, rewards, relations with boss and co-workers. The result of the study reveals that employees of private banks were more satisfied with pay, skills and abilities, and working hours as compared to public sector bank employees. Whereas, the employees of public sector were satisfied with job security as compared to private sector bank employees.

KEYWORDS: Job satisfaction, banking sector, Karachi, Pakistan

A Comparative Analysis of Stock Exchanges' Returns Generated from their Broad Index Performance and Liquidity as per their Share Turnover Velocity: Pre and Post Demutualization

Jibran Qureshi

Abstract

The objective of this paper is to examine the impact of demutualization upon the performance of stock exchanges' in terms of their liquidity as per the share turnover velocity and the returns that are generated from the broad indexes. The impact of demutualization has been examined upon a global basis, regional basis and amongst individual exchanges; the sample size is that of 3 stock exchanges from each region. The three regions from which the exchanges have been selected are the Americas, Asia Pacific and Europe. The model applied in this study was the matched-pair t-test to examine the pre and post demutualization levels of liquidity and returns generated. The results of this study show that demutualization increases the liquidity of the exchanges to a greater degree as compared to improving the returns of the exchanges. Therefore, the conclusions of this study are that demutualization is not favorable for investors because demutualization does not increase the returns generated in an exchange; the increase in liquidity caused by demutualization makes it favorable for members of the exchange. However, this study does not take into consideration the global financial conditions while assessing the impact of demutualization upon a global scale.

Key Words: *Demutualization, stock exchanges, liquidity, share turnover velocity, returns, broad indexes, Americas, Asia-Pacific, Europe, matched-pair t-test, global financial conditions*

Aggression at Workplace: Unmasking Abuse in Organizations

Sarah Iqbal Sheikh

Abstract

Aggression at workplace is a growing problem that has reached epidemic proportions. Most organizations are unfortunately not prepared when it comes to this crisis. Human resources professionals and managers in corporations especially in our country are struggling to deal with institutional abuse and its negative ramifications which have compromised growth and success of many organizations. If organizations want to prosper they will have to learn how to curb this menace. Therefore, this research paper is an attempt to investigate why workplace aggression is on the rise and what are the driving factors behind it and how this abuse affects employees. This investigative research work is based on primary data which was collected with the help of a survey.

Keywords: *workplace aggression, racism, harassment, narcissism, professional jealousy; interpersonal conflicts, deviance, disruptive behavior.*



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