

## List of Approved Topics (Post Graduates)

Sr. No	Reg No	Student's Name	Topic
1	2011-(Fall)-MS(MGT)-022	Maria Rathore	Assessing customers' eagerness to adopt online banking
2	2011-(Fall)-MS(MGT)-028	Syeda Zill-E-Huma Zaidi	Faculty development through soft issues implementation in public sector universities
3	2011-(Fall)-MS(MGT)-031	Sadiya Akhtar	A technique for stress reduction in large scale organizations through soft issues implementation
4	2011-(Fall)-MS(MGT)-034	Hirra Pervaiz	Mediating role of job satisfaction on leadership style and job performance in it sector
5	2011-(Fall)-MS(MKT)-001	Muhammad Tauseef Anwar	Impact of enterprise resource planning (ERP) software on human resources management
6	2012-(Fall)-MBA(1.5)-006	Ahsan Islam	Empirical analysis of trust deficit in online banking and consumer attitude
7	2012-(Fall)-MBA(1.5)-007	Syeda Behjat Rubab	Impact of employee emotional intelligence and political skills on trust with mediating effect of employee rapport
8	2012-(Fall)-MBA(1.5)-008	Umer Hameed	Effect of perceived risk factors on consumer buying behavior-for the perspective of online shopping
9	2012-(Fall)-MBA(1.5)-014	Iram Maqsood	Impact of religious symbolism on consumer purchase preference :evidence from women clothing market in Pakistan
10	2012-(Fall)-MBA(1.5)-019	Raja Sikandar Hayyat	Management issues in the promotion of branded milk in Pakistan
11	2012-(Fall)-MBA(1.5)-031	Asad Bilal	Antecedents of smart phone dependency and its outcome on purchase intention
12	2012-(Fall)-MBA(1.5)-033	Muhammad Adil Khokhar	Impact of leadership styles on organizational performance under the mediating effect of organizational commitment
13	2012-(Fall)-MBA(1.5)-039	Asad Javed	Impact of brand personality on purchase intention with mediating effect of trust, attachment & commitment to the brand
14	2012-(Fall)-MBA(1.5)-040	Musadaq Bashir	Impact of cost of equality on organizational performance: moderating role of hr practices
15	2012-(Fall)-MBA(1.5)-047	Saman Azam	Investigating the role of coworkers' relationship on job turnover intention with mediating effects of job satisfaction, for city traffic police
16	2012-(Fall)-MBA(1.5)-048	Hafiz M. Bahzad Ali	Impact of branding on consumer's decision making of motorbikes choice
17	2012-(Fall)-MBA(1.5)-051	Muhammad Umer	Integration of service quality management system and project management goal setting approach to improve customer relationship management
18	2012-(Fall)-MBA(1.5)-052	Hamza Raheel	Relationship between mobile advertisement and consumer attitude
19	2013-(Fall)-MBA(1.5)-003	Umama Shafique	Effect of e service quality on consumer loyalty under the influence of word of mouth as a moderator

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20	2013-(Fall)-MBA(1.5)-025	Aisha Khalid	The role of job embeddedness in the relationship between work family conflict, family work conflict and aggression
21	2013-(Fall)-MS(MGT)-004	Khizra	Effect of gender and age diversity on job satisfaction of employee under the moderating role of employee engagement
22	2013-(Fall)-MS(MGT)-005	Muhammad Noman	Investigation of loan default ratio among sme sector of Pakistan: a problem of lending decision process
23	2013-(Fall)-MS(MGT)-007	Mustafa Dildar	Impact of distributive and procedural justice on turnover intention and counterproductive work behavior: mediating role of organizational cynicism
24	2013-(Fall)-MS(MGT)-010	Faiza Liaqat	Investigating the impact of job stress on employee productivity in high contact services industry in public banking sector
25	2013-(Fall)-MS(MGT)-011	Aisha Bashir	The mediating role of customer satisfaction: evidence from the airline industry of Pakistan
26	2013-(Fall)-MS(MGT)-013	Amina Batool	Consumers' response to perceived csr activities: mediating role of consumer-company identification and emotions of gratitude
27	2013-(Fall)-MS(MGT)-018	Muhammad Asad Ul Allah	Impact of overconfidence heuristic bias on individual investment decision: role of risk perception & financial literacy
28	2013-(Fall)-MS(MGT)-019	Asma Farooq	The role of leadership styles in facilitating firm performance through mediating impact of organizational learning and absorptive capacity
29	2013-(Fall)-MS(MGT)-021	Amna Altaf	The influence of CSR activities on consumer buying behavior through brand awareness: an empirical evidence from CPG industry of Pakistan
30	2013-(Fall)-MS(MGT)-026	Arslan Ali	Impact of knowledge management capabilities on organizational performance: mediating the role of learning and innovation
31	2013-(Fall)-MS(MGT)-028	Syed Waqas Javed	Impact of service quality on customer satisfaction through mediation of corporatization: a study of corporatization of Lahore waste management company(LWMC)
32	2013-(Fall)-MS(MGT)-030	Sadia Usman	Impact of ERP quality on individual performance; mediating role of perceived usefulness and perceived ease of use
33	2013-(Fall)-MS(MGT)-031	Amna Dar	An empirical study on the relationship between emotional intelligence & conflict management: moderating role of organizational culture
34	2013-(Fall)-MS(MGT)-036	Iqra Waseem	Empirical study on the relationship between perception of organizational politics on job outcomes: the moderating effect of emotional intelligence

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35	2013-(Fall)-MS(MGT)-037	Sophia Khalid	Contribution of balance score card implementation in performance management system towards employee satisfaction in fmcgs
36	2013-(Fall)-MS(MGT)-038	Ibtisam Ahmed	Impact of servant leadership and collaborative climate on knowledge sharing with mediating role of ocb in education sector
37	2013-(Fall)-MS(MGT)-040	Muhammad Omer	Emotional intelligence and employee performance: mediatory role of job satisfaction and employee engagement: perspective of education sector of Pakistan
38	2013-(Fall)-MS(MGT)-042	Mudasir Hussain	How leadership style and organizational structure influence cross-functional competition: an empirical evidence from e&p sector
39	2013-(Fall)-MS(MGT)-043	Sangeeta Bashir	Impact of induction training on employee job satisfaction with moderating role of organizational culture and work place motivation
40	2013-(Fall)-MS(MGT)-044	Irsa Kanwal	An empirical investigation of the relationship between leadership styles and workplace ostracism: a comparative study of banking & telecommunication sector of pakistan
41	2013-(Fall)-MS(MGT)-045	Bazgha Mahmood	Impact of ict based teaching methods on the learning behavior of k-12 students while considering the mediating role of level of motivation: a case of private schools of lahore, Pakistan
42	2013-(Fall)-MS(MGT)-047	Naveeda Nisar	Factors influencing e-learning effectiveness: the mediating role of perceived usefulness e perceived ease of use
43	2013-(Fall)-MS(MGT)-049	Rafiya Ashfaq	Internal branding and employee retention: moderating and mediating evidences from educational sector
44	2013-(Fall)-MS(MGT)-051	Sadaf Zaidi	Organizational determinants and work family conflict to predict turnover intention in banking sector: a case study in Pakistan
45	2013-(Fall)-MS(MGT)-054	Muhammad Irfan Yousaf	Role of trust in acceptance and use of e-governance: a pls-sem approach
46	2013-(Fall)-MS(MGT)-056	Shakeel Ahmad	Does stakeholders pressure affect csr adoption? A case of companies operating in pakistan with mediating evidence of culture
47	2013-(Fall)-MS(MGT)-059	Sara Sheikh	Impact of internal brand magement on employee satisfaction through the mediating effect of brand commitment
48	2013-(Fall)-MS(MGT)-064	Anum Ashraf Rajpoot	The impact of transformatinal and transactional leadership on subordinates' innovation performance moderated by individual's culture
49	2013-(Fall)-MS(MGT)-065	Ahmed Nawaz	Does emotional intelligence affect job outcome? Mediating evidence of front line employee adaptability and moderating evidence from

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			demographics
50	2013-(Fall)-MS(MGT)-066	Kanwal Naweed	Ambidextrous organizational culture and its impact on new product innovation outcomes through contextual ambidexterity: an empirical study of it and telecom firms
51	2013-(Fall)-MS(MGT)-067	Muhammad Ali Zafar	Impact of administrative performance appraisal endeavors on employee's commitment through perceived performance appraisal justice: an empirical study in banking sector
52	2013-(Fall)-MS(MGT)-069	Mudassar Farooq	Perceived family support and entrepreneurial intention pls-sem approach
53	2013-(Fall)-MS(MGT)-071	H. Muhammad Nasir	Impact of most suplation acceptance and use of ms dynamics ax: extending utaut2
54	2013-(Fall)-MS(MGT)-074	Muhammad Tahir Azad	Impact of it & technology policy on the organizational effectiveness and organizational performance of corporate sector in pakistan: mediating role of internal task interdependence and inter departmental task interdependence
55	2013-(Fall)-MS(MGT)-077	Ali Fazal Abbas	Effects of fulfillment of employer commitment with employees on fraud prevention and bank customer relationship
56	2013-(Fall)-MS(MGT)-078	Razia Muneer	Impact of adhocracy culture on radical innovation: mediating evidence from intellectual capital triad empirical study from it & electronic sector
57	2013-(Fall)-MS(MGT)-079	Mehrunissa Chaudhry	Determination pf employee engagement and effect on employee performance
58	2013-(Fall)-MS(MGT)-080	Amad Ur Rehman Khan	Impact of e-banking service quality on banking performance in pakistan: the mediating role of job satisfaction and customer satisfaction
59	2013-(Fall)-MS(MGT)-086	Muhammad Afzaal Rana	The effect of leadership styles on organizational performance in branch banking sector of punjab
60	2013-(Fall)-MS(MGT)-091	Jameel Afsar	Analyzing determinants of products and service innovation moderating by organizational culture: perspective of southern punjab
61	2013-(Fall)-MS(MGT)-092	Farah Nazir	Exploring the nexus between knowledge management competence and enterprise resource planning system success: evidence from corporate sector of pakistan
62	2013-(Fall)-MS(MGT)-093	Muhammad Imran	The effect of employees' technology readiness & technology acceptance: moderating roles of subjective norm and self efficacy
63	2013-(Fall)-MS(MGT)-096	Muhammad Ahmad Ali	Effect of adkar change model on technology acceptance: under moderating effect of culture
64	2013-(Fall)-MS(MKT)-005	Saira Ayub	Celebrity endorsement in advertising appeal and brand performance to measure consumer purchase intention
65	2013-(Fall)-MS(MKT)-010	Syed Farhan Ali	To identify the impact of university brand personality, brand knowledge and brand prestige

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			on brand identification with the moderating effect of brand trust
66	2013-(Fall)-MS(MKT)-011	Muhammad Shoaib Manzoor	Effect of service attributes on consumer switching behavior with mediating effect of consumer satisfaction in telecom industry
67	2013-(Fall)-MS(MKT)-012	Muhammad Jawwad	Exploring the factors hindering the product innovations in pakistan footwear industry
68	2013-(Fall)-MS(MKT)-015	Abeera Tanveer	An empirical study to investigate the impact of social media marketing on customer equity with mediating role of electronic word of mouth
69	2013-(Fall)-MS(MKT)-016	Muhammad Faheem Chaudhry	Impact of perceived value and brand experience on purchase intention: mediating role of word of mouth
70	2013-(Fall)-MS(MKT)-020	Tahir Saeed Malik	Impact of face book on ca student engagement through personality factors
71	2013-(Fall)-MS(MKT)-022	Umar Riaz Butt	Impact of brand activation on smartphone purchase intention with mediating role of consumer experience
72	2013-(Fall)-MS(MKT)-024	Syed Behzad Hussnain	Impact of brand personality and product involvement on perceived value with moderating role of sales promotions (empirical testing high-end Pakistani apparel brands)
73	2013-(Fall)-MS(MKT)-027	Amna Khalid	Roles of information technology infrastructure capabilities on firm's dynamic marketing capabilities
74	2013-(Fall)-MS(MKT)-029	Muhammad Naeem	Brand trust and brand attractiveness mediating impact on relationship of antecedents of brand identification
75	2013-(Fall)-MS(MKT)-030	Ali Imran	Impact of dining experience and brand personality on brand trust: mediating role of brand quality and brand exposure an empirical evidence from Pakistan's fast food industry
76	2013-(Fall)-MS(MKT)-031	Jamshed Bashir	Impact of brand reputation on brand equity: moderating role of corporate social responsibility
77	2013-(Fall)-MS(MKT)-034	Sh. Ali Arslan Ahmad	Impact of in-store environment on impulse buying behavior of customers in superstores
78	2013-(Fall)-MS(MKT)-038	Muhammad Ali	Impact of employer branding on job retention: moderating role of job tenure
79	2013-(Fall)-MS(MKT)-040	Nazish Sohail	Impact of dining experience on revisit intention of the restaurants in Pakistan: mediating role of customer satisfaction
80	2013-(Fall)-MS(MKT)-042	Affan Rashid	Impact of brand equity and brand experience on brand loyalty: moderating role of country of origin
81	2013-(Fall)-MS(MKT)-045	Nida Ghias	Impact of service quality and consumer care on the customer loyalty and word of mouth: mediating role of customer satisfaction
82	2013-(Fall)-MS(MKT)-	Hira Tahir	Impact of consumer perception on re-purchase

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	046		intention of fruit carbonated beverages: moderating role of age, gender and ethnicity
83	2013-(Fall)-MS(MKT)-048	Fiaz Mehmood	An empirical study of brand innovativeness and brand experience on brand loyalty: moderating role of advertisement and sales promotion
84	2013-(Fall)-MS(MKT)-049	Fayyaz Ghafoor	Analysing the impact of customer equity on customer satisfaction: mediating role of ajzen's dimensions of theory of planned behavior
85	2013-(Fall)-MS(MKT)-050	Muhammad Amir	Polio vaccination strategies to manage the parents refused from opv
86	2014-(Fall)-MBA(3.5)-036	Muhammad Zubair	Strategic hrm and firm performance: a mediation model of sme's
87	2014-(Fall)-MBA(3.5)-056	Hijab Iqbal	Entrepreneurial orientation and firm performance: mediating role of market orientation, learning orientation and innovation performance
88	2014-(Fall)-MS(MGT)-001	Muhammad Sulaman Saeed	Effect of organizational restructuring of moderating role of leadership on psychological contract breach
89	2014-(Fall)-MS(MGT)-005	Saad Ahmed	An empirical study of mobile banking adoption: a case study from Pakistan
90	2014-(Fall)-MS(MGT)-012	Roshna Tajwar	Factors contributing towards adaption of modern technology: evidence from erp-based organizations of Pakistan
91	2014-(Fall)-MS(MGT)-014	Tehmina Ejaz	Impact of ethical leadership on employee well being with the mediating role of job satisfaction and employee voice
92	2014-(Fall)-MS(MGT)-015	Nayab Anjum	Effect of face book on personal branding of top management through managers active involvement
93	2014-(Fall)-MS(MGT)-023	Hassan Amam	Impact of perceived welfare practices, organizational cynicism and abusive supervision on employee performance: a case study of textile sector of Pakistan
94	2014-(Fall)-MS(MKT)-008	Raheel Irshad Butt	Exploring the relationship between celebrity endorsement and customer purchase decision in service industry of Pakistan
95	2014-(Fall)-MS(MKT)-013	Muhammad Musharraf Mirza	Impact of industrial marketing on manufacturers: mediating role of ethics of marketing and increase word of mouth
96	2014-(Fall)-MS(MKT)-014	Imran Yasin	Impact of service quality by banks on customer satisfaction and business enhancement: mediating role of standard operating procedures and loyalty of employees to organization.
97	2014-(Fall)-MS(MKT)-021	Huma Zaidi	Impact of social media technology usage and customer relationship performance: a capabilities-based examination of social crm
98	2014-(Fall)-MS(MKT)-032	Amreen Fatima	Effect of e service quality on consumer loyalty under the influence of word of mouth as a

