

## **Development and Analysis of an Achievement Test Through Rasch Model**

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### **Abstract:**

The specific purpose of the research was to construct an achievement test in the area of philosophy of education for master level students in universities of Punjab (Bahauddin Zakariya University Multaan, Islamiya University, Bahawalpur and University of Sargodha, Sargodha.. Test comprises 60 multiple-choice items, selected from the item bank constructed by researcher. This test was administered to 231 male and female students of M.A.

Education and M.Ed. selected randomly. Data were analyzed through Rasch model. As the result of Rasch calibration three items were tossed out of the test. Figure latent continuum showing position of items and persons was made. This study suggests that to cover the whole syllabus items should be increased. An effort should be made to take a greater number of sample for the study, so that item analysis through Rasch Model can show its probability.

## **Optimal Level of International Reserves for Pakistan**

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### **Abstract:**

Since the external receipts and payments may not necessarily coincide, international reserves are required. However, there is an opportunity cost of holding reserves and maximization of reserves may not be the best policy option. Thus a need arises for computation of the optimal level of international reserves for Pakistan that minimize the total cost of financing external imbalance. This study is carried

out to estimate the optimal level of international reserves as well as reserve adequacy for the time period 1960-61 to 2004-05. It shows that except for a few years Pakistan's actual holdings of international reserves were below the optimal level. The study concludes that a proper macroeconomic management and not just the trade policy are required for maintaining optimal levels of international reserves.

# **Organizational Commitment of Public Sector Employees: An Evidence from Pakistan**

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## **Abstract:**

This field study deals with the relationship of organizational commitment with the demographic variables like age, gender, experience, education, and nature of the public sector organizations. This pasture study was conducted in the winter 2007 to analyze the levels of organizational commitment experienced by Pakistani employees in the various public sector organizations. The investigation comprised of 163 employees belonging to lower /middle/top management level at ministries, public institutions, semi-government, and autonomous bodies. Simple random sampling has been adopted as a sampling technique and questionnaires were filled on site through interview method. After screening and pre-testing, questionnaires were entered into SPSS-15

for analysis of data. Statistical technique simple correlation and analysis of variance (ANOVA) have been used to measure the relationship and significance of relationship respectively. The results of the study revealed no relationship between the type of organization and the organizational commitment but, it showed negative relationships between commitment and age, educational levels and length of service. These findings are different from most of other research results. It means that national cultures, norms, values, and economic conditions play a vital role in determining the level of commitment in different countries, which emphasize the significance of relative research in order to come to scientific and generalized conclusions in this field.

## **A Study of Corporate Governance Practices in Banking Sector of Pakistan**

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## **Abstract:**

Banks play significant role in the financial system. They offer finance to business projects, basic financial services to a wide-ranging segment of the people. At the present time special consideration has been given to the subject of corporate governance in various international forums. This study focuses on legal and commerce perspective of corporate governance in banking sector of Pakistan.

The study show that during preceding ten years although there is significant progress in banking laws and financial institutions, but there is still a need for further practical effectors to achieve the goal of good governance. The corporate governance on paper and in practice differs. The study suggests that we should insure enhanced execution of rules and institutional reorganization. However restructuring and improvement in disclosures the banks in

Pakistan have shown attractive profits and low NPLs. The paper is divided into three sections. The section1: explains the framework of corporate governance with special significance to banks. In section2: the theoretical framework in banking firms

is analyzed. In section 3 the related ideas / suggestions are discussed. The study also provides an overview of banking sector reform and highlights the significant features of the codes of corporate governance established by SBP.

## **Women Managers in Pakistan's Telecom Sector: An Exploratory Study into Their Roles and Influence**

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### **Abstract:**

Recent years have shown an increase in the number of women managers employed in various industries. This growth has been seen in traditional and non traditional roles. This study is an attempt to understand this growth in real terms by focusing on women managers in one sector. Pakistan's telecom sector, dominated by private foreign investment has grown rapidly over the past decade. It is considered as the benchmark in following innovative practices and establishing new trends in management. Women managers in various roles appreciate the new practices and allow that mostly lateral expansion in organizations allows them to perform more effectively. For the most part, both male and female managers do not feel gender has any role to play in the modern organization. Performance measures and consequent effectiveness in roles are based on goal

achievement, both individual and organizational. This effectiveness is relative to each manager's own skill, capability and knowledge. Gender does not appear to have any apparent influence on these measures. However, managers do feel that some influences of cultural and social affect the measure of their performance. Different parameters in judging leadership and managerial effectiveness for males and females are derived somewhat from social conservatism and conventions. There is optimism though, that changes in management and organizational policies can further reduce the influence of personal bias that may affect performance measurement. Further research is needed to generalize these conclusions. Comparative studies on practices in other sectors of the economy, including public sector organizations may help validate the findings of this research.

## **Endorsed Advertisement: Solving the Myth of Celebrity Effectiveness**

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### **Abstract:**

The best way to keep any product into the minds of the customer is doing it through the advertisement. Advertisement can be effective if it has all the ingredients of a good ad including novelty, attraction in means of graphic design, and a beautiful celebrity. Celebrity endorsed advertisement is a new trend in the advertisement world. Before this the flash advertisements were very popular but with the passage of time they lost their importance due to anonymous themes. Although it is proved that celebrity endorsed advertisement produces more responses than else but usage of appropriate celebrity is still a question mark. This research study is an attempt to diagnose the factors that play most important role in creating positive impact on the minds of the viewers and ultimately leading to high purchase. In this study self-administered questionnaire was used as a

medium for collecting the data from the respondents. Sample was selected on the base of convenient sampling technique. Sample size was 100 taken from the different universities of Islamabad, Pakistan. Correlation analysis of the data negated many of the previously established beliefs about the celebrity. Further on the regression analysis proved that the physical attraction is the major factor that effects the viewers mind and molds his behavior in favor of advertised product. In Pakistani culture it is proved that physical attraction plays important role in making attitudes towards the advertisement. Trust and expertise along with the physical attraction increase positive attitude towards the celebrity but don't contribute to the attitude towards advertised product. But these two factors increase influence of physical attraction on the attitude of the consumers towards the advertised product.

## **The Affiliation of Diverse Constructs with Brand Loyalty in Pakistan**

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### **Abstract:**

Customer loyalty and brand loyalty are very major concept of loyalty in strategic marketing. Brand loyal consumers have quite different shopping experiences than non-brand loyal consumers, both at a cognitive and an affective level. The purpose of this research is to better understand brand loyal consumer behavior and the relationships of different variables

on the construct of brand loyalty. This study emphasis on different variables, style, price, and product quality influencing the consumers brand loyalty in mobile market. This paper will study the consumers in the Pakistani market (Islamabad and Rawalpindi) in order to offer marketers with useful information for capturing the consumers with enhance knowledge and for devising a successful

competitive branding strategy. This study used quantitative data to test hypotheses related to consumers' motivations to engage in brand loyalty. A total of 170 consumers in Islamabad and Rawalpindi served as the sample. Correlation was used

to test the relationship of different constructs for brand loyalty (as a dependent variable) and quality, price and style (as an independent variable) were found that it had a relationship.

## **Knowledge Management in Public and Private Organizations of Pakistan**

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### **Abstract:**

This study analyzes the validity of knowledge management practices in the context of Pakistani managers using two major sectors i.e. public sector and private. As knowledge management is a burning issue internationally, the study discusses five major activities, which are identified in literature (knowledge acquisition, knowledge documentation, knowledge transfer, knowledge creation, and

knowledge application) by using 34 items questionnaire [1]. Study is focusing on tactical rather than strategic aspects of knowledge management. Following a cyclical model, this focuses on internal aspects of organizations.

Analysis of Variance (ANOVA) reveals that both sectors' employees have almost the same perception towards knowledge management practices.

## **Banking the Un-Banked**

### **A case study on the Mobile Banking (M-Banking) sector of Pakistan**

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### **Abstract:**

The use of a mobile phone to conduct payment and banking transactions (m-banking) is at an early stage in a number of developing countries including Pakistan. Because m-banking uses the existing rapidly expanding mobile phone infrastructure, it has the potential to be deployed rapidly and affordably to expand access to financial services among unbanked people of the country.

In the developed regions, the mobile phone is increasingly influencing banking and payments and mobile set is becoming a replacement for the wallet and in more sophisticated deployments, it is used as a full-fledged banking channel. In many parts of Europe and Japan, for instance, mobile phones are becoming a popular way to pay. Instead of handing over a bankcard or cash to buy a cup of coffee or pay for train tickets and sports events, consumers are using their handsets. In the

US alone banks and mobile operators are joining forces to provide financial services to the “un-banked”, by offering migrated workers a way to transfer money to their home countries using mobile phone. In Pakistan Mobile banking phenomenon, although taken birth but yet is at infancy stage. More and more banks are capitalizing on this huge opportunity to bank the un-banked people. As unprecedented growth in the mobile communication sector takes place, banks and other financial institutions around the world as well as in Pakistan are rapidly

offering mobile banking services to their bank customers. Although Mobile banking is providing visible benefits to the bank customers however the pace of banks adapting to mobile banking has been very slow. This paper attempts to explore the existing growth of mobile banking in Pakistan and investigates the reasons why the Pakistani banks have been slow to respond to mobile banking implementation even when the growth of telecomm sector has been unprecedented and suggest recommendations in response to the problems.

## **Relationship between Store Image: Customer Satisfaction and Store Loyalty**

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### **Abstract:**

In an era of immense competition finding an appropriate store has become a complex decision for the apparel brand users. On the same side it has become too difficult for the apparel brand store owners to keep the customers attracted towards their stores. So it is an important issue for them to create certain novelty in the store layout or increase their inventory to create a positive image of their store in the minds and eyes of the customer whether they are visiting for the first time or they are repeat purchasers. In previous researches it has been proved that positive store image leads to increased sales and customer loyalty. This research paper is an attempt to diagnose the relationship between store image, customer satisfaction and store loyalty by analyzing the apparel stores in

Pakistani culture. Primary data has been used to infer the results. For the sake of data collection self administered questionnaire was used. 110 students from different universities were selected as a sample on the convenient sampling base. They were given the questionnaire and on completion were taken back. Regression analysis was run on the data obtained from the students and it revealed matching results to the previous researches. From the analysis it is proved that in the Pakistani culture, similarly to other researches positive store image and customer satisfaction lead to higher customer loyalty and ultimately obviously to increased sales. This study has limitation of very small sample size that can be increased to check the effects in more detail.

# **The Impact of External Indebtedness on Poverty in Pakistan**

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## **Abstract:**

This study explores the relationship between external debt and poverty. A number of observers have argued that high external indebtedness is a major cause of poverty, Using the ordinary least square, the study models the impact of external debt on poverty, measured by life expectancy, infant mortality, and gross primary enrollment rates, while duly taking into account the impact of external debt on income. The paper thus endeavors to bring together the literature that links

external debt with income growth and poverty. The main findings of the study confirm literature that links external debt with income growth and poverty. The main findings of the study confirm that along with per capita income, debt indicators also have significant affect on non-income poverty indicators. However once the effect of income on poverty has been taken into consideration, high debt service and related external indebtedness indicators have an adverse, but limited impact on non-income poverty indicators.

# **Customer Retention Perspective: Testing the Impact of Switching Barriers, Trust and Customer Satisfaction**

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## **Abstract:**

This research study is an attempt to unveil the myth of customer satisfaction, trust and switching barriers affect on customer retention in the cellular industry in Pakistan. Entry of many new multinational in cellular industry has broken the monopoly of traditional companies. Competition has broken the boundaries of state protection. In Pakistan right now telecom sector has boom and each service provider is trying to provide good service at nominal rate along with value added services. Every one is not only trying to increase its consumer but also retain the existing ones. In this era the price competition has brought along the corporate image and service quality in order to pursue consumers chooses the

company having a natural fit between all these factors. In this research paper the influence of trust, switching barrier and customer satisfaction over customer retention has been discovered. Sample was chosen on convenient basis from different universities of federal capital of Pakistan. Self-administered questionnaire was distributed to get the primary data. 96% usable responsible were obtained. Regression analysis was applied to analyze the data. Analysis of data proved that the most important factor that contributed to the customer satisfaction is the value of service perceived by the consumer. Customer satisfaction and all other factors contribute towards customer loyalty from which customer satisfaction contributes the most.

