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- 1. Khwaja, M.G., (2016). The Impacts of Social Media Marketing on Consumer Behavior by Moderating The Role of Viral Marketing: A Study on The Restaurants of Twin Cities, 8th South Asian International Conference SAICON 2016.
- 2. Khwaja M.G., (2016). The Impacts of Quality Management on Organizational Performance by moderating the role of Power Distance. 1st National Conference on Public Administration and Management.
- 3. Khwaja M.G., (2016). The effects of Trade Sales Promotional Strategies on Marketing Performance: A study on The Coca Cola Company. 5th CUST Business Research Conference 2016.
- 4. The 2nd International Conference on Emerging Trends in Engineering, Management, and Sciences, City University, Peshawar, 20-30 December, 2016.
- 5. 2nd International Multidisciplinary Conference, University of Lahore, Gujrat Campus, 19-20 December, 2016.
- Bilal, A., Ahmad, H. M., & Majid, F. (2016). Workplace Violence, stress, and Individual Innovative Behavior; the moderating role of abusive supervision. Proceedings of National Conference on Public Administration and Management 26-27 October 2016. Fatima Jinnah University, Rawalpindi.

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