

FINAL YEAR BUSINESS & RESEARCH PROJECTS DIRECTORY - SPRING -18



**FACULTY OF BUSINESS ADMINISTRATION
&
SOCIAL SCIENCES,**

MOHAMMAD ALI JINNAH UNIVERSITY, KARACHI

LIST OF CONTENTS

S. No	CONTENT		Page No.
1	Associate Dean Message, (Faculty of Business Administration & Social Sciences)		7
2	Head of the Department Message, (Management Science)		8
3	Head of the Department Message, (Finance)		9
S. No	Project Code	BBA PROJECTS TITLES	Page No.
4	BB1	Perception of Risk Management Practices of Conventional and Islamic Banks in Pakistan	10
5	BB3	Business Project on Taxation	11
6	BB4	Analysis and Redesigning of Performance Management System	12
7	BB6	Reward System's Influence on Teacher's Citizenship Behavior	13
8	BB8	Measuring Customer Preference in Packaged Milk	14
9	BB9	Factors Affecting the Customer Satisfaction in the Fast Food Industry	15
10	BB10	Creation of Positive Word of Mouth in Restaurant Industry Across Pakistan	16
11	BB11	BrandO'Tiser Agency	17
12	BB12	Warehouse Space Utilization	18
S. No	Project Code	MBA PROFESSIONAL PROJECTS TITLES	Page No.
13	MP1	Comparative Study of Islamic & Conventional Bonds	19
14	MP2	SWOT Analysis of SSGC	20

15	MP3	Analysis of K-Electric	21
16	MP4	Factors Influencing Customers to Select Ijarah Financing	22
17	MP5	Challenges of Online Payment in Pakistan	23
18	MP6	Impact of Mergers & Acquisition on the Performance of Banks	24
19	MP7	Credit Risk Management & Bank's Financial Performance the Case of Pakistan Private Banking Sector	25
20	MP8	Impact of External Sources OF Finance on Economic Development of Pakistan	26
21	MP9	Innovative Diffusion Approach to Determine the Influence on Islamic Home Financing Adoption in Pakistan	27
22	MP10	Performance of Islamic & Conventional Mutual Fund	28
23	MP11	Equity Return - Automobile Firm Attributes (A case of PSX)	29
24	MP12	Do Good, Have Good. Is it just a Myth or Reality? Evidence from Banking Sector of Pakistan	30
25	MP14	The Influence of Digital Financial Services on Customer Satisfaction in Banking Industry of Pakistan	31
26	MP15	Financial leverage Impact on Profitability in FMCG Sector of Pakistan	32
27	MP16	Risk and Profit - A study of Pakistan's Conventional Banks	33
28	MP17	Impact of Capital Structure on Profitability of Banks	34
29	MP18	Determinates of Dividend Payout Pharmaceutical Companies in Pakistan	35
30	MP19	Effect of Working Capital Management on Firms Profitability in Pharmaceutical	36

31	MP20	Public Attributes towards Taxation	37
32	MP22	Flaws in Transaction of Islamic Banking	38
33	MP23	Agriculture Card	39
34	MP25	Is Crypto Currency Suitable for Exchange Rate Globally?	40
35	MP26	Sukuk Issuance: A Case of Pakistan	41
36	MP27	Public Attitude towards Government's Efforts for Increasing Tax Net	42
37	MP28	Prices Increased by Pharmaceutical Companies and Compulsory Actions Taken by Drug Regulatory Authority of Pakistan (DRAP)	43
38	MP29	Shariah Compliance for Crypto Currency: A Case Study of Pakistan	44
39	MP30	Does Risk Management Effect on Profitability of Commercial Banks in Pakistan	45
40	MP31	Leverage is Important for Performance an Evidence from Automobile Sector of Pakistan	46
41	MP32	Educated Investor Perception Towards Investment	47
42	MP33	Recruitment & Selection Discrepancies at Bahria Town Karachi and Likely Way Out	48
43	MP34	Retention Complications in Dubai Islamic Bank and Other Banks	49
44	MP35	Impact of Compensation & Benefits and Training & Development on Employee Job Satisfaction in Pharmaceutical Sector of Karachi Pakistan.	50
45	MP36	Psychological Contract Breach & employee's Job Performance: Is there a Link?	51
46	MP37	Impact of Recruitment Channels on Organizational Behavior	52

47	MP38	Strategic HRM as a Source of Competitive Advantage using Ulrich HR Model	53
48	MP40	Impact of Training & Motivation on Employees Performance	54
49	MP42	Impact of Restriction of Billboards Across all the Stakeholders	55
50	MP44	Infiltration - A Challenge for Pharmaceutical Industry	56
51	MP45	Influence of Social Media Marketing Advertisement on Consumer Purchase Intention	57
52	MP47	Promotion of Under Developed Schools	58
53	MP48	Reality of After Sale Service on Customer Satisfaction in Furniture Brands in Karachi	59
54	MP49	How to Increase Revenues in Cinemas through Media Marketing	60
55	MP51	The Impact of Service Quality on Customer Satisfaction in Islamic Banking Industry	61
56	MP52	Impact of Services Quality & Trust on Repurchase Intention : A Case of PIA in Karachi	62
57	MP54	Advert Universe Advertising Agency	63
58	MP55	Capturing Consumer Attention through Packaging	64
59	MP57	Retail Audit – A Project of Matco Foods	65
60	MP58	Pet's O Foodie	66
61	MP59	E-Commerce for Customized Items	67
62	MP61	Comparative Standings of Service Quality, Loyalty Programs and Technology on Female Customers Satisfaction in Banks (An Empirical Evidence from Banks in Karachi, Pakistan)	68
63	MP63	Strategic Sourcing for Third Party Logistics	69

64	MP64	Impact of AAA Supply Chain on Supply Chain Performance at Garments Manufacturing Organization	70
65	MP65	The Associative Study of Logistics Outsourcing Factors and Organizational Performance in the Manufacturing Industry of Pakistan.	71
66	MP66	Impact of Supply Chain Integration on Organization’s Performance: Evidence from the Karachi Based Manufacturing Sector	72
67	MP67	Barriers of Lean Supply Chain Practices in Halal Food	73
68	MP68	The Influence of Information Technology on the Performance of Logistics Firms in Pakistan	74
69	MP70	Optimizing Logistics of Magnetic Resonance Imaging Machines in PAKISTAN	75
70	MP71	Assessment of Fire Safety Preparedness and Measures to Reduce Losses	76
71	MP72	Reducing Food Loss by Efficient Packaging Techniques	77
72	MP73	Development and Implementation of Standard Procedures & Documentations for Packaging Material Vendors, for the Development of Quality System & Process Control Procedures of the Produced Materials as per Pharmaceutical Quality Requirements	78
73	MP75	To Comparative Case Study on Effect of Dictatorship and Democracy in Stock Exchange Market	79



ASSOCIATE DEAN MESSAGE

Dr. Shujaat Mubarak
Associate Professor, Associate Dean
Faculty of Business Administration &
Social Sciences

Research is an integral part of any progressing university and so is Faculty of Business Admin and Social Sciences, MAJU. At FoBA&SS, we are committed to provide the solutions to the contemporary business challenges through our applied research framework. To advance this mission, we are striving to adopt cutting edge research and innovation to uplift Pakistani industry and to inspire young minds. Our graduate/undergraduate research students visit the industries, take the orientation of the challenges being faced by Pakistani industries and then conduct the researches to provide novel, innovative and economical solution to these challenges. Doing so, innovativeness, technological relevance and practicality of the research is kept in mind.

This booklet provides you the insight how we are committed to lead Pakistani industry through research excellence. Since these researches have been conducted by undergraduate/graduate students, we expect feedback from industry to improve relevance of these researches. Taking this opportunity, I extend my sincere appreciation to the faculty members, who supervised these researches, and to the students, who diligently conducted these researches.



**HEAD OF THE DEPARTMENT MESSAGE
(Management Science)**

Dr. Syed Muhammad Noaman Shah
Assistant Professor,
HOD, Management Science

Welcome to the Final Year Project Booklet for SP - 18 (FoBA). The projects demonstrate how students put into practice the knowledge and acumen they gained during their time in Mohammad Ali Jinnah University. Specifically, they cover a multitude of areas within Finance, Marketing, Supply Chain Management, Human Resource Management, Management Information Systems and are energized by our esteemed Faculty's research interest and alliance with the industry and professional world. This experience enables students to confidently conduct valuable professional research and prepares them for the challenges ahead in the cut-throat competitive business world.

I congratulate students in amicably completing their projects and wish them all the best for the future.



**HEAD OF THE DEPARTMENT MESSAGE
(Finance)**

Mr. Asif Saeed Naji
Assistant Professor,
HOD, Finance

I am very much pleased to know that MAJU is introducing Directory of Final Year Projects to showcase the projects of Business graduates or students. Final year project is the mandatory requirement for every business graduate for completion of degree. These projects allow students to conduct research in their area of interest. These projects also enable the students to know and solve the problems faced by the businesses and industry. These projects help students to prepare themselves for future challenges and commitments.

I wish good luck to students and pray for their bright future.

Project Code: BB1

Project Title: Perception of Risk Management Practices of Conventional and Islamic Banks in Pakistan

Project Type: Business Research (Thesis Format)

Program: BBA

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Supervisor: Mr. Javed Hussain javed.hussain@jinnah.edu

Abstract: The business research project is based on the perception of risk management practices of conventional and Islamic banks in Pakistan.

The research is to examine what extent the bank employees can practice while dealing with different types of risks, and to make a comparative analysis of the risk management practices of Islamic and Conventional banks in Pakistan.

This research is an empirical research and the qualitative research methods have been used. This research project can help to identify the perception of depositors, shareholders and bankers about risk management practices in Pakistan.

Project Code: BB3

Project Title: Business Project on Taxation

Project Type: Business Project

Program: BBA

Team:

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Abstract: The business project is based on taxation.

The project aims to address the problems that are being faced by the tax payers of Pakistan throughout the year and at the time of filing their Income tax returns and to provide solutions for them along with suggesting the FBR authorities that what should be done in order to make the process simpler and easy to understand.

Project Code: BB4

Project Title: Analysis and Redesigning of Performance Management System

Project Type: Business Project

Program: BBA

Team:

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Abstract: The business project is based on the redesigning of performance management system. A comparative analysis has been done on the performance / appraisal system that is being used in the selected organizations and the system that competitors are using.

The study examines the drawbacks in the current past-oriented system of organization and attempted to modify it into a future-oriented system with multiple benefits, for both the management and human resource of organization.

Interviews have been conducted from selected organizations and collected the relevant data regarding their system and processes.

Project Code: BB6

Project Title: Reward System's Influence on Teacher's Citizenship Behavior

Project Type: Business Project

Program: BBA

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Abstract: The business project is based on the reward system's influence on teacher's citizenship behavior.

The study examines how the reward system of an organization can influence the motivation of its employees.

The employees are an asset for the organization and the reward system of that organization may have an impact on their motivation. In this project, the behavior of employees in terms of their voluntary actions s mainly focused.

Project Code: BB8

Project Title: Measuring Customer Preference in Packaged Milk

Project Type: Business Research (Thesis Format)

Program: BBA

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Abstract: The research project is based on the measuring customer preference in packaged milk.

The lack of quality issues have been raised against the companies which offer packaged milk that consequently damaged the packaged milk business in the country.

The primary aim of the research is to identify the factors that affect the customer preference while purchasing packaged milk.

The major focus of the research is to study how the customer react after the lack of quality maintained by many dairy companies.

Project Code: BB9

Project Title: Factors Affecting the Customer Satisfaction in the Fast Food Industry

Project Type: Business Project

Program: BBA

Team:

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Abstract: The business project is based on the customer satisfaction in the fast food industry.

The project is mainly focuses on Mr. Burger, which is a family oriented business. Mr., Burger has introduced the fast food concept in Pakistan, and it had been pioneers in fast food industry for many years, but since the other famous international fast food brands have been introduced in Pakistan, their business has declined due to unavailability of technology and the robust customer service, which damaged the customer service.

The project mainly focuses on to improve customer satisfaction in term of Price, Place, Promotion, Taste and Ambiance. Independent variables and the customer satisfaction as dependent variables have been used.

Project Code: BB10

Project Title: Creation of Positive Word of Mouth in Restaurant Industry Across Pakistan

Project Type: Business Project

Program: BBA

Team:

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Abstract: The business project is based on the customer satisfaction in the food industry through the word of mouth.

As in current market scenario where there is a strong competition the positive word of mouth is one of the best tools which attracts the customers.

This project examines the elements that help in generating positive word of mouth in the food industry.

Project Code: BB11

Project Title: BrandO' Tiser Agency

Project Type: Business Project

Program: BBA

Team:

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Abstract: BrandO' Tiser is a consulting agency for brand promotions, formed in March, 2018 by MAJU students.

The business project is to provide a high-level, executive overview of the agency and to provide Interactive business plan for the year 2018. This project is to being used as information and business planning purposes only.

Project Code: BB12

Project Title: Warehouse Space Utilization

Project Type: Business Project

Program: BBA

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Abstract: The business project is based on how to robustly utilize warehouse space. The project aim is to identify Al-Karam textiles warehouse problems in term of aisle length, rack height, old machinery, fire safety, and building structure etc. Based upon the observations and the interviews being conducted with the management & the workers, the robust solution has been be proposed.

Project Code: MP1

Project Title: Comparative Study of Islamic & Conventional Bonds

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the comparative study of Islamic and conventional bonds.

The study is being conducted to identify a comparative analysis of Shariah compliant alternative products, Islamic investment certificates commonly known as ‘Sukuk’ with conventional bonds, in the capital market of Pakistan.

The data has been collected and analysis has been performed using excel and through statistical software.

Project Code: MP2

Project Title: SWOT Analysis of SSGC

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the SWOT analysis of Sui Southern Gas Company.

The study aims to find out the performance management on SSGC productivity. The research has been conducted to analyses which issues are being faced by SSGC in term of earning the profit.

To classify research difficulties and threat standards of company performance and effectiveness which includes theft, fraud, leakages, operating losses, mistreatment of assets, misaligned corporate objects, not availing of chances and not developing etc have been covered.

Project Code: MP3

Project Title: Analysis of K-Electric

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the analysis of Karachi Electric.

The study aims to conduct professional analysis to write a comprehensive report on K-Electric, which can identify an organizational problems and analyses problems from different viewpoints, applies a model in order to draw conclusions about the performance and impact of the conclusions on the company and its stakeholders.

The results can then further be used to draw the managerial implication and conclusions. These results can help company management to make healthy decisions.

Project Code: MP4

Project Title: Factors Influencing Customers to Select Ijarah Financing

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the factors influencing customers to select ijarah financing.

The study aims to explore the collaborating roles of various service co creators within auto Ijarah services to establish how Islamic bank customer and supporting parties concrete an Islamic banking services within a market, while using in depth narrative single case qualitative data analysis of an Ijarah manager and supporting documents.

Project Code: MP5

Project Title: Challenges of Online Payment in Pakistan

Project Type: Business Project

Program: MBA – Professional

Team: Muhammad Mavia sp16ex0185@maju.edu.pk
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Abstract: The business project is based on the challenges of online payment in Pakistan.

As Pakistan is a fastest growing e-commerce markets around the world, but unfortunately the country has currently no Online Pakistani own payment gateway which meets all the requirements and to provide the well-rounded solution at one platform.

In this Case study, the following common issues have been discussed: 1) Literacy issues 2) Lack of trust 3) Payment issues 4) Nature of Public etc.

Project Code: MP6

Project Title: Impact of Mergers and Acquisition on the Performance of Banks

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the merger and acquisition on the performance of banks.

As Royal Bank of Scotland Limited (RBS Pakistan) has merged into Faysal Bank Limited consequently all RBS Pakistan branches have been converted and branded as Faysal Bank.

The primary focus of the project is the customer satisfaction by providing world class services to Faysal Bank customers after successful merger.

Project Code: MP7

Project Title: Credit Risk Management & Bank's Financial Performance, The Case Of Pakistan Private Banking Sector

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the credit risk management and bank's financial performance.

The purpose of this study is to carry out an analysis of the impact of credit risk management on the performance of Pakistan private banking sector. The study has examined that up to how much extent the credit risk mitigation can put on banks performance.

For the research, explanatory approach is deployed by using secondary data of all 20 private banks of Pakistan for the period (2012 - 2017).

Project Code: MP8

Project Title: Impact of External Sources of Finance on Economic Development of Pakistan

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the impact of external sources of finance on economic development of Pakistan.

The study has to discover the impact of external sources of finance on the economic development of Pakistan. Hence Pakistan among those developing countries which is dependent on the external assistance to proceed their economy in an efficient way, the study incorporates gross domestic product GDP as major of economic growth and foreign direct investment, foreign aid and external debt stock as an independent variables under external finance.

The data has been collected through various international and local organizations such as World Bank and State bank of Pakistan.

Project Code: MP9

Project Title: Innovative Diffusion Approach to Determine the Influence on Islamic Home Financing Adoption in Pakistan

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the innovative diffusion approach to determine the influence on Islamic home financing adoption in Pakistan.

The study has conducted with an objective to determine the role of different components of innovative diffusion approach i.e. attitude, simplicity, compatibility and relative advantage in determination of consumer Islamic home financing options in Pakistan focusing on the case of Meezan Islamic bank.

This research study is explanatory in nature. The targeted population of current study are clients and prospected individuals having knowledge of Islamic housing financing option of Meezan Bank Limited.

Project Code: MP10

Project Title: Performance of Islamic and Conventional Mutual Fund

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: **The business research project is based on the performance of Islamic and conventional mutual fund.**

The research aims to investigate and highlight the influencing factors that performance of NAV Islamic and conventional mutual fund.

The analysis incorporates, in addition the different theories that are related to the NAV performance Islamic and conventional.

Project Code: MP11

Project Title: Equity Return: Automobile Firm Attributes (A Case of PSX)

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on equity returns.

As the core purpose of every investors are to get capital gain from the investment, the investors generally wish to invest where they like get the stock return, and the return on equity is based on the various factors that can be effected on equity return. These attributes are independent variables of our research, firm size, price earnings ratio, dividend yield, and book to market value and debt to equity ratio all these influence on our dependent variable that is equity return. The main objective of the research is to identify which attributes may affect the equity return significantly.

The data has been collected from 2007 to 2017 of automobile sector of Pakistan, the sample size of our research is 15 out of 22 companies.

Project Code: MP12

Project Title: Do Good, Have Good (Is it just a myth or reality? Evidence from banking sector of Pakistan)

Project Type: Business Project

Program: MBA – Professional

Team: Sadia sp16ex0010@maju.edu.pk
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Supervisor: Mr. Faisal Majid faisal.majid@jinnah.edu

Abstract: The business project aims to recognize the impact of corporate social responsibilities on companies financial performance, in this specific study 14 commercial banks from banking sector listed on Pakistan stock exchange (PSX) are taken. The data has observed for the period of 2007-2017.

The data has been observed from the annual financial reports of each commercial banks which are available on their official websites. In aggregate, the findings of the study conclude that corporate social responsibility (SCR) and market price per share has significant positive impact on earnings per share and return on assets whereas CSR and market price per share has significance negative impact on Return on equity.

Project Code: MP14

Project Title: The Influence of Digital Financial Services on Customer Satisfaction in Banking Industry of Pakistan

Project Type: Business Project

Program: MBA – Professional

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Supervisor: Mr. Asif Naji naji@jinnah.edu

Abstract: The business project is based on the influence of digital financial services on customer satisfaction in banking industry of Pakistan.

The project aims to determine the influence of digital financial services on customer satisfaction in banking industry of Pakistan. The research method mainly focuses on accumulating primary data using a questionnaire sample of 300 customers in various branches of different banks in Karachi.

The main research gap, which is included in the report is to reduce security rumors from customer's mind and provide information how their time can be saved to perform banking at any branch/bank after using of digital banking. The study results show that digital banking services are easily affected towards customer satisfaction through cost effectiveness and ease of use.

Project Code: MP15

Project Title: Financial leverage Impact on Profitability in FMCG Sector of Pakistan

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the financial leverage impact on profitability in FMCG sector of Pakistan

The purpose of the study is to see the relationship between leverage(independent variable) defined in terms of financial leverage and profitability (dependent variable) defined in terms of earning per share, return on net worth (return on equity), and net profit margin, firm size, growth and tax shield.

Project Code: MP16

Project Title: Risk and Profit (A study of Pakistan's Conventional Banks)

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the risk and profit in Pakistan's conventional banks.

The project aims to test the relationship between risk management and financial performance of commercial banks of Pakistan that are listed in PSX. For this purpose ten banks have been selected as representing the whole banking sector of Pakistan. A statistical model had been designed to measure this relationship, the study exposed that the risk management impact on financial performance of the commercial banks of Pakistan. Where the indicator of risk management were non-performing loan and capital adequacy ratio. Data has analyzed by using panel regression model. On the basis of results, the study conclude that the factor of risk management have significant impact on financial performance of commercial banks of Pakistan. Banks should put and develop strategies that will not only limit the banks exposition to risk but will develop competitiveness and performance of the banks.

Project Code: MP17

Project Title: Impact of Capital Structure on Profitability of Banks

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on to examine the impact of capital structure on profitability of banks.

The thought behind this research project is to find out the affects between capital structure and productivity of the banks, relapse examination was improved the situation the calculation. In this regression examination think about, debt-to-add up to Asset and Debt-to-Equity utilized as autonomous factors which speak to capital structure though ROE, ROA, NIM and ADR as reliant Variable. In addition five bigger and littler banks of Pakistan based on credits and resources estimate have been taken for the similar investigation keeping in mind the end goal to distinguish the factor that are blocking the execution of littler banks and at last having the effect on their productivity utilizing the t-test display. The factors for the near examination are NIM, ADR, ROCE, NPL and ROA.

Project Code: MP18

Project Title: Determinates of Dividend Payout Pharmaceutical Companies in Pakistan

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on to control the impact of profitability, growth, liquidity, firm size, and type on dividend payout in order to increase understanding of the determinants of dividend payout within Pakistani corporate environment.

To meet the objective of this research, twenty year financial data from 2017-1998 of listed pharmaceutical companies is used and analyzed to determine the impact of selected variables on dividend payout.

Findings reveal that liquidity, growth opportunities & profitability are the key determinants of dividend payout of pharmaceutical companies of PSX. 100% variation in dividend payout is caused by these variables.

Project Code: MP19

Project Title: Effect of Working Capital Management on Firms Profitability in Pharmaceutical

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Supervisor: Mr. Mosab Imam mosab.imam@jinnah.edu

Abstract: The business research project is based on the effect of working capital management on firms' profitability in the pharmaceutical sector.

The research aims to know the effect of working capital management on the firm's profitability in pharmaceutical sector of Pakistan. The study included return on equity as a dependent variable and, cash conversion cycle, account receivable period, inventory conversion period and accounts payable period as independent variables.

The data has been collected from 10 listed pharmaceutical companies of Pakistan listed in stock exchange, and processed through E-Views to apply statistical tests on balance panel data scale to investigate the impact of the selected variables.

Project Code: MP20

Project Title: Public Attributes Towards Taxation

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Supervisor: Mr. Shahid Iqbal shahid@jinnah.edu

Abstract: The business research project is based on the current and the upcoming policies related to the taxation in Pakistan.

The primary objective of the research is to find out the most convenient ways to increase tax net, further its impact on the economy can also be measured. The data has to be qualitative and quantitative both. The sources of data are primary and secondary, as currently more than 80% of the tax is being coming from indirect tax which effects poor and rich equally. Our motive is to shift the priority of tax collection to direct tax by increasing tax net.

Project Code: MP22

Project Title: Flaws in Transaction of Islamic Banking

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the flaws in transaction of Islamic banking.

As the Islamic banking is keeping money action that is reliable with the standards of sharia and its useful application through the advancement of Islamic financial matters.

The research is based on the interest free banking, a constricted idea indicating various banking instruments or tasks, which stay away from interest. Islamic banking, the more broad term is required not exclusively to stay away from interest based exchanges, disallowed in the Islamic Sharia, yet in addition to maintain a strategic distance from unprincipled rules and take an interest efficiently in realizing the objectives and targets of an Islamic economy.

Project Code: MP23

Project Title: Agriculture Card

Project Type: Business Project

Program: MBA – Professional

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Supervisor: Miss. Sundas Rauf sundas.rauf@jinnah.edu

Abstract: The business project is based on the agriculture card, which aims to create an easy pathway for the farmers to get a type of loan from the financial institution or banks.

The farmers in Pakistan are not quite educated or knowledgeable despite of being in this particular profession for so many years. The world has progressed a lot in the field of agriculture. The government has helped them by announcing many plans and subsidies to their farmers. India had announced a credit card for their farmers in 1998 which had included both central and commercial banks in disbursement of payment. They first issued this card for giving only credit to their farmers as a means of their financial aid and by the passage of time; they have transformed or brought changes as demand of the environment and needs of farmers.

Project Code: MP25

Project Title: Is Crypto Currency Suitable for Exchange Rate Globally?

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

Team: Fahad Sheikb sp16ex0177@maju.edu.pk
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Supervisor: Miss. Sundas Rauf sundas.rauf@jinnah.edu

Abstract: The business research is based on crypto currency. A crypto currency is a currency based on digital aspects wherein cryptography is used for security.

The most prominent and worldwide used crypto-currency is Bitcoin, which is a well-recognized and used currency in the world. It has developed to alleviate the requirement of third parties and financial institutions. The present study shows that the issues associated with the currency security stays at the heart of every topic so because of this, SBP has declared that Bitcoin, digital and virtual currency, coins and tokens are prohibited in Pakistan, now by the government has decided that the Crypto Currency is illegal and restricted, and has several obligations for appropriate regulation of digital currency. The prohibition of Bitcoin in Pakistan resulted in considerable depression in the prices of Bitcoin universally, stating the significance of global adoption to block chain to steer value.

Project Code: MP26

Project Title: Sukuk Issuance: A Case of Pakistan

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Supervisor: Mr. Hasan Javid hasan.javid@jinnah.edu

Abstract: The business research project is based on sukuk issuance in Pakistan.

The research is purely qualitative and the data has been taken through structured interviews from top financial managers and researchers on the topic of “Why Corporates are not Issuing Sukuk in Pakistan”.

The purpose of this paper is to find out the factors effecting sukuk issuance in corporate sector. We analyzed the whole commentary and jotted down in one document as we observed that product awareness is very low in holding sector of sukuk specifically to the top financial managers who have authority to invest their portfolio in many types of instruments.

Project Code: MP27

Project Title: Public Attitude Towards Government's Efforts for Increasing Tax Net

Project Type: Business Project

Program: MBA – Professional

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Supervisor: Mr. Hasan Javid hasan.javid@jinnah.edu

Abstract: The business project is based on the public attitude towards government's efforts for increasing tax net

This study examines the public approach towards the FBR's exertion for expanding tax net. The study is based on descriptive quantitative cross-sectional survey of private businesses, corporate and educational sectors, which are the targets for the study. As this is a primary research which has a model of 4 independent variables (i.e. Tax Policy, Tax Compliance, Tax Awareness, and Government Spending) and 1 dependent variable (i.e. Customer Behavior). Through questionnaire, data has been collected for the research and to reach on suitable conclusion. A survey of 200 taxpayers of Pakistan was conducted to assist the perception of Pakistan's individual taxpayers' attitudes towards the tax avoidance.

Project Code: MP28

Project Title: Prices Increased by Pharmaceutical Companies and Compulsory Actions Taken by Drug Regulatory Authority of Pakistan (DRAP)

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the prices increased by pharmaceutical companies and compulsory actions taken by drug regulatory authority of Pakistan (DRAP).

As pharmaceutical industry's business in Pakistan can be divided into two different areas such as Public and Private sectors. This highly potential industry confronting so many problems/issues like power shortages, unavailability of skilled labor, lack of new innovation/Research and Development (R&D), unstable political conditions and financial problems, terrible law and order situation bringing about lower speculation, higher loan/finance cost and fear based oppression which reflects outside speculators. Therefore, in our study it is suggested that the drug regulatory authority of Pakistan (DRAP) should collaborate with the pharmaceutical industry by having the pricing experts from pharmaceutical companies in the panel of members of that committee which decides the prices of the products.

Project Code: MP29

Project Title: Shariah Compliance for Crypto Currency: A Case study of Pakistan

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the Shariah compliance for crypto currency.

The study examines to use the cryptography to secure financial transaction to control the creation of additional units and verify the transfer of asset it is a type of digital currency basically it is a virtual currency which is use decentralized control as appose to centralized electronic money and central banking system . It works through a block chain system.

Project Code: MP30

Project Title: Does Risk Management Effect on Profitability of Commercial Banks in Pakistan

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the risk management effect on profitability of commercial banks in Pakistan.

This study captures the impact of credit risk management on performance of commercial banks in Pakistan. A fundamental research proposal was accepted in this study, and this was facilitated by the use of secondary data which was obtained from the SBP publications on banking sector survey, official websites and KSE. The pooled regression has been adopted to determine the impact of credit risk management on two performance methods.

The findings revealed the fact that credit risk management is inversely associated with bank performance.

Project Code: MP31

Project Title: Leverage is Important for Performance an Evidence from Automobile Sector of Pakistan

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Supervisor: Miss. Zartashia Kiran zartashia@jinnah.edu

Abstract: The business research project is based on the automobile sector of Pakistan.

The research project is to investigate the determinants of leverage in automobile sector of Pakistan. The Panel data is to be used for investigate and ordinary least square method (OLS) for regression analysis which will reduces error in estimation results. The data will be gathered from secondary sources named as financial statement analysis of the firms (non-financial) listed in PSX Pakistan Stock Exchange for 1999-2016. The dependent variable is Leverage (Long Term Debt to Total Assets) while the independent variables are: Profitability, Size, Tangibility, Growth, Tax, risk and Non-Debt tax shield.

Project Code: MP32

Project Title: Educated Investor Perception towards Investment

Project Type: Business Project

Program: MBA – Professional

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Supervisor: Miss. Zartashia Kiran zartashia@jinnah.edu

Abstract: The business project is based on the educated investor perception towards investment.

This research paper examines the different investor's perception towards investment. Investors aim while investing is maximization of income, Investors think critically while making investment decisions. The project is investigating the factors which influence or changed the investor perception of educated investors while making investment. The focus of the research is on the factors which effect investors' perception that are Investment Information, Risk, Return, Liquidity and General Factor.

The data used in study were obtained via survey method from universities students and middle income educated individuals of Karachi. Analysis done through SPSS and Cronbach's alpha was calculated through SPSS to measure the reliability and validity of the instrument, Data was analyzed on 5 likert scale, and Majority of the respondents were male.

Project Code: MP33

Project Title: Recruitment & Selection Discrepancies at Bahria Town Karachi and Likely Way Out

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the recruitment and selection discrepancies and its likely way outs.

The study focuses particularly on identifying current recruitment and selection procedures adopted by the company and related industry, identifying challenges met and making some conclusions and recommendations based on our findings.

The Questionnaire comprising of closed-ended questions, some were pre-developed and some were asked during the discussion with the Manager HR of Bahria Town. As the project was related to the problem diagnosing and its probable solution so we have to get in depth information regarding the problem.

Project Code: MP34

Project Title: Retention Complications in Dubai Islamic Bank and Other Banks

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the retention complications in Dubai Islamic Bank and other banks.

The study focuses particularly on identifying the problems face by the banking sector to retain its employee. Current problems of less retention in the banking industry, lead us to identify the main cause behind the problem and making some conclusions and recommendations based on our findings.

Questionnaire comprising of closed-ended questions, some were pre-developed and some were asked during the discussion with the Head of Training & development.

Project Code: MP35

Project Title: Impact of Compensation & Benefits and Training & Development on Employee Job Satisfaction in Pharmaceutical Sector of Karachi, Pakistan

Project Type: Business Project

Program: MBA – Professional

Team: Yusra Nasim Butt fa15ex0112@maju.edu.pk
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Supervisor: Mr. Khurram Nasrullah khurram.khan@jinnah.edu

Abstract: The business project is based on the impact of compensation & benefits and training & development on employee job satisfaction in pharmaceutical sector.

The study focuses on to find out the impact of compensation and benefits and training and development on employee Job satisfaction, for this purpose 250 respondents were asked to participate in the research after the collection of data correlation analysis, regression and descriptive analysis done through SPSS.

The respondents are those people who are working in different pharmaceutical MNCs of Karachi. A questionnaire was adapted and the data was gathered through survey.

Project Code: MP36

Project Title: Psychological Contract Breach & Employee's Job Performance:
(Is There a Link?)

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the psychological contract breach and employee's job performance.

The core purpose of this research study is to find out the impacts of breach of psychological contract on employee's job performance & reactions from different employees in private organizations of Karachi by filling out questionnaire. Questionnaire was made for the primary data collection 37 questions were asked exclude demographic part. It was directly filled out from 121 respondents. 13 responded online & 108 responded manually.

Quantitative approach has been used in this research and the data was examined using SPSS 22.0. Statistical techniques were applied like Descriptive Statics, Correlation and Regression and & charts were implemented in research by using convenience sampling.

Project Code: MP37

Project Title: Impact of Recruitment Channels on Organizational Behavior

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the impact of recruitment channels on organizational behavior.

This research examines the recruitment channels in Pakistan. As employees are the company's most important asset and without employees no company can run its business, to recruit the quality of employee is big issue nowadays so this research paper finds out the best recruitment channel which brings positive result.

The objectives of the study are to find out the positive and negative impacts on the organizational behavior. As there are many ways of recruiting the employees, in this research three ways have been discussed to the companies adopting now a days that is internal recruitment, external recruitment and employee referral.

Project Code:	MP38	
Project Title:	Strategic HRM as a Source of Competitive Advantage Using Ulrich HR Model	
Project Type:	Business Research (Thesis Format)	
Program:	MBA – Professional	
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	Syed Shahid Ali Shah	sp16mm0023@maju.edu.pk
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Abstract:	<p>The business research project is based on the strategic HRM and its competitive advantage using Ulrich HRM model.</p> <p>The differentiation of firm require the use of human asset to develop, survive, accomplishes the goals. The greatest supporter of the organization for accomplishing desired objectives and goals are human asset. The progress of human asset can contribute essentially to the objective of the organization. Organization must pay attention to the part that HR plays in the organization. (Yusuf, Fidyawan, Wekke, & Ekonomi, 2017).</p> <p>As per Sayfuddin and Nasser, those are fruitful organization which sees human asset as the most important resource. (Sayfuddin, 2014). HR is viewed as the primary indefinable resource which involves an organizations core skills and essential to solve hierarchical issues and also increase firm’s performance. (Rowley and Rahman, 2007).</p>	

Project Code: MP40

Project Title: Impact of Training & Motivation on Employees Performance

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Supervisor: Miss. Uzma Khan uzma.khan@jinnah.edu

Abstract: The business research project is based on the impact of training and motivation on employees' performance.

The purpose of the research is to evaluate the effects of training and motivation on employee performance. In order to understand the effect which has great impact on employee performance.

Two independent variables have been taken for research one is for training and the second is for motivation. A qualitative research approach for collecting data was adopted using a questionnaire consisting of 20 questions distributed among 50 respondents. Based on this sample the results obtained indicate that training and motivation have highly impact on the performance of employees.

Project Code: MP42

Project Title: Impact of Restriction of Billboards Across All the Stakeholders

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the impact of restriction of billboards across all the stakeholders.

The purpose of the research is to evaluate the restrictions of billboards, as ten years back from 2016, the OOH industry in Pakistan, particularly in Karachi, was growing so rapidly as compare to other industries. Meanwhile, due to rapidly growing industry government institute Cantonment Board Karachi & Karachi Metropolitan Corporation imposing enhanced advertisement tax on private outdoor advertising agencies. In contrast, the advertising agencies files a petition in High court of Sindh against the Government Institutions.

Project Code: MP44

Project Title: Infiltration - A challenge for Pharmaceutical Industry

Project Type: Business Project

Program: MBA – Professional

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Supervisor: Mr. Ghous Qadri ghous.qadri@jinnah.edu

Abstract: The business project is based on the infiltration in pharmaceutical industry

The project examines the account for promotional activities that are responsible for infiltration comprising of unrealistic targets, which are not identical with market capability of regions and individual people of the region. This provides undue sales pressure to the companies and resulting they try to achieve targets through unethical means.

Interviews have been conducted with sales Manager of Getz Pharma (Pvt) Limited, and frame the questionnaires for medical stores distributors and suppliers to find out their views for chronic infection that penetrates in MNCs and local pharmaceutical firms. The solution is proposed to the MNCs pharmaceutical firms on how to overcome this problematic factor by implementing the key opinions giving in this research paper.

Project Code: MP45

Project Title: Influence of Social Media Marketing Advertisement on Consumer Purchase Intention

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the influence of social media marketing advertisement on consumer purchase intention.

As the Influence of social media marketing advertisement on consumer purchase intention is becoming so important for business operations these days this important role is generally being performed by various mobile applications or by the dedicated teams with IT background.

The scope of this project is to get the information and understanding about Influence of social media marketing advertisement on consumer purchase intention. The data gathered from mycart.pk and the interview has been conducted with the head of marketing media and IT department in this regard.

Project Code: MP47

Project Title: Promotion of Under Developed Schools

Project Type: Business Project

Program: MBA – Professional

Team: Hira Riyasat sp16ex0132@maju.edu.pk
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Abstract: The business project is based on the promotion of under developed schools.

The business project team has worked with an under developed school called Little Folks Model Secondary School located in Nazimabad Block-3 serving society for last 3 decades. During the surveys in Little Folks Model Secondary School several problems have been observed such as: No such existence on the internet (no website), not an appropriate appearance on social media, old methods of marking attendance on paper and conventional ways of publicity have been found. For the appropriate solution of aforementioned problems according to their business model, the team has proposed multiple solutions to LFMS School i.e. website development, content updating on social media, RFID for digital attendance system, broacher, streamer, banner, direction boards, TVC ad, parents interview and infrastructure.

Project Code: MP48

Project Title: Reality of After Sale Service on Customer Satisfaction in Furniture Brands in Karachi

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the reality of after sale service on customer satisfaction in furniture brands in Karachi.

The research paper examines different factors of after sales service that affect the customer satisfaction depend on delivery, perceived quality of product /services, installation and warranty . The focus of the research is on four major variables that derive from literature play an important on customers' loyalty customers' satisfaction and customer loyalty depend on after sales service.

Project Code: MP49

Project Title: How to Increase Revenues in Cinemas through Media Marketing

Project Type: Business Project

Program: MBA – Professional

Team: Muhammad Nadeem fa17mbap0134@maju.edu.pk
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Abstract: The business project is based on to increase revenues in cinemas through media marketing.

People usually go to cinemas to watch movies as big screen, digital sound track, and comfort zone fascinates them. As younger generation is the target market so the project team has visited different universities to collect data also visited the cinemas and got the deals and promotions to know how they cinemas attract customers. Ideas for increasing revenue have been proposed as some of the famous cinemas don't offer any deals and promotions so the project team has offered schedule of deals and promotion for Atrium Cinema to attract more customers and to generate more revenue.

Project Code: MP51

Project Title: The Impact of Service Quality on Customer Satisfaction in Islamic Banking Industry

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

Team:

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Abstract: The business research project is based on the impact of service quality on customer satisfaction in Islamic banking industry.

The purpose of the study is to examine the relationship between six dimensions of service quality that includes Compliance, Assurance, Reliability, Tangibility, Empathy and Responsiveness with the customer satisfaction for the Islamic banking industry of Karachi Pakistan. The research was conducted with the primary data collection model through the questionnaire. The responses were collected electronically and manually. The tests of correlation and regression analysis were applied over the captured data with the help of SPSS to identify the impact of service quality dimension over the customer satisfaction.

Project Code: MP52

Project Title: The Impact of Services Quality & Trust on Repurchase Intention- (A case of PIA in Karachi)

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

Team:

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Supervisor: Mr. Nadeem Ahmed nadeem.ashmed@jinnah.edu

Abstract: The business research project is based on the impact of services quality and trust on repurchase intention.

This research project seeks to find out the dimensions of repurchase intention (service quality, customer satisfaction, trust and the brand image) that can affect repurchase intention in PIA airline industry in Pakistan. It would contribute to airlines marketers for developing better future strategies in order to enhance repurchase intention in airlines industry. A quantitative research design has been chosen and convenience sampling has been used to select target respondents, airline passenger. A cross-sectional study was carried out where 200 sets of self-administered survey questionnaires have been disseminated and of it, 190 sets are qualified. Pakistani airline industry.

Project Code: MP54

Project Title: Advert Universe Advertising Agency

Project Type: Business Project

Program: MBA – Professional

Team:

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Supervisor: Mr. Saeed Mujahid saeed@jinnah.edu

Abstract: The business project is about the Advert Universe (An advertising agency).

Advert Universe is an advertising agency which offers marketing campaigns/solutions to the clients. The agency offers a full spectrum of services according to the clients' budget. The idea for starting this agency was to develop creative approach between clients and the agency, so they can promote their products/brands through our platform, accordingly.

Project Code: MP55

Project Title: Capturing Consumer Attention through Packaging

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the capturing of consumer attention through packaging.

The objective of this research project is to identify those elements that capture the consumer attention in packaging in retail industry. The purpose of this research is to examine the main factors / Variables / elements that can help the Mega Retail stores to Gain the Customer attention towards packaging. This research also identified the relationship between the dependent and independent variables. This is the primary research and data has been collected through questionnaire and for analysis purpose SPSS software has been used. In this study samples of 200 respondents has been collected and tested the reliability of the model. Reliability test has been carried out for questionnaire's consistency and then multiple regression analysis is done to formulate relationship between dependent variable and independent variables.

Project Code: MP57

Project Title: Retail Audit - A Project of Matco Foods

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the retail audit. The study covers whether the visibility effects the consumer purchase intention towards Falak Rice. It also discusses the impact of promotions, credit facility to retailers, and reward to the retailers as well as the consumers.

The study is also getting opinions of retailers that either they welcome technology like mobile applications or other technological tools or they are satisfied with the conventional method of selling.

Surveys have been conducted for retail outlets performed by retail location workers to collect information about the wellbeing of the brand's items.

Project Code: MP58

Project Title: Pet's O Foodie

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is about a startup called Pets O Foodie, which basically provides Pet's food.

Pets O Foodie is the name of a start-up business. The basic business idea is to provide best available pet's food to the customers through online service. A thorough study has been conducted to analyze customers need in this regard.

The business is going to be started in Karachi and marketing will be done through both traditional and digital marketing.

Project Code: MP59

Project Title: E-Commerce for Customized Items

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the E-Commerce. Unlike traditional commerce that is carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work and to save time.

E-Commerce which was started in early 1990's has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security.

The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and order merchandise sitting at home on their Mobile or PC.

Project Code: MP61

Project Title: Comparative Standings of Service Quality, Loyalty Programs and Technology on Female Customers Satisfaction in Banks (An Empirical Evidence from Banks in Karachi, Pakistan)

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the comparative standings of service quality, loyalty programs and technology on female customer's satisfaction in banks.

Today's female customers are becoming more and more important in the lives of most banks as competition increases. Hence, many banks begin to recognize the importance of retaining female customers and some have initiated various activities to create female customer. This study investigates on the relationship of Service Quality, Loyalty Programs and Technology on Female customer satisfaction towards banks in Karachi. Quantitative methods are utilized by distributing survey questionnaire to numbers of respondents to examine Female customer. Service Quality, Loyalty Programs and Technology are measured regarding their influence towards Female customer satisfaction.

Project Code: MP63

Project Title: Strategic Sourcing for Third Party Logistics

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the strategic sourcing for third party logistics.

This business project describes the behavior related to the challenges occur in strategic sourcing with respect to third party logistics companies. The objectives for this study is to establish the relationship between firms and third party logistics companies. The responses have been signature after collection of their genuine response with respect to challenges while strategic sourcing. The study uses qualitative research design to collect the data. Tests have been divided in various constructs, with the help of these constructs, we tried to identify the nature or the behavior of the people of Karachi, Pakistan, towards the strategic sourcing.

Project Code: MP64

Project Title: Impact of AAA supply chain on supply chain performance at Garments Manufacturing Organization

Project Type: Business Project

Program: MBA – Professional

Team: Syed Jawad Ali sp16mb0025@maju.edu.pk
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Abstract: The business project is based on supply chain performance at garments manufacturing organization.

Building a strong supply chain is essential for business success, but when it comes to improving their supply chains, few companies take the right approach. Many businesses work to make their chains faster or more cost-effective, assuming that those steps are the keys to competitive advantage. To the contrary: Supply chains that focus on speed and costs tend to weaken over time. Only companies that build supply chains that are agile, adaptable, and aligned get ahead of their rivals. All three components are essential; without any one of them, supply chains break down. Great companies create supply chains that respond to abrupt changes in markets.

Project Code: MP65

Project Title: **The Associative Study of Logistics Outsourcing Factors and Organizational Performance in the Manufacturing Industry of Pakistan**

Project Type: **Business Research (Thesis Format)**

Program: **MBA – Professional**

Team:

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Abstract: **The business research project is based on the associative study of logistics outsourcing factors and organizational performance in the manufacturing industry of Pakistan. In the current dynamic era which is described by market volatility, cycle times, constant change, and demand to reduce costs and attached with the globalization trend has driven the rising need to outsource the business operations, to focus and increase the organization's profitability.**

Outsourcing is a cost saving measures, & the practice can have significant impacts in sector like manufacturing. In the U.S manufactures have outsourced jobs overseas to countries like China & Bangladesh. This practice is also known as offshoring.

Project Code: MP66

Project Title: **Impact of Supply Chain Integration on Organization's Performance: Evidence from the Karachi Based Manufacturing Sector**

Project Type: **Business Research (Thesis Format)**

Program: **MBA – Professional**

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Abstract: **The business research project is based on the impact of supply chain integration on organization's performance: evidence from the Karachi based manufacturing sector. This research is conducted with the primary objective to investigate the relationship between supply chain integration and organization's performance. Integration in supply chain management is a complex phenomenon, and it has gained significant consideration of researchers over the past years to explore this topic more profoundly. Keeping this perspective, this topic has been chosen for further study.**

This study helps in developing a framework from the literature and defines 3 constructs of integration (customer, supplier and internal integration) to analyze how this would lead to improved operational performance.

Project Code: MP67

Project Title: Barriers of Lean Supply Chain Practices in Halal Food

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the barriers of lean supply chain practices in halal food.

This study aims to assess the possibility of implementing lean practice in the halal food supply chain, and the barriers to their implementation. A survey was used to identify the perceived issues and attitude towards implementing lean practice in supply chain. The questionnaire was distributed among the food industry of Karachi.

Project Code: MP68

Project Title: The Influence of Information Technology on the Performance of Logistics Firms in Pakistan

Project Type: Business Research (Thesis Format)

Program: MBA – Professional

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Abstract: The business research project is based on the influence of information technology on the performance of logistics firms in Pakistan.

Irrespective of the fact that logistic firms are making much profit, they still suffer from inefficiency and insecurity. Critically evaluating the introduction of information technology owing to its objectives, it is not concern with how much technology is provided but how well it serves potential users. This cloudy atmosphere therefore provides a fertile ground for the researchers to examine the effects of information technology on logistic firm's performance in Pakistan to realize its significant impact on their operations in order to guarantee their profitability and growth. The target population was logistic firms within Karachi, Pakistan. Data was collected from multiple firms in the logistic industry suppliers in Pakistan.

Project Code: MP70

Project Title: Optimizing Logistics of Magnetic Resonance Imaging Machines in Pakistan

Project Type: Business Project

Program: MBA – Professional

Team:

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Abstract: The business project is based on the optimizing logistics of magnetic resonance imaging machines in Pakistan.

The purpose of this business project is to develop the strategic model to optimize the logistics of magnetic resonance imaging (MRI) machine in Pakistan. Following studies have been conducted in the project:

- Importance of MRI Machine in healthcare industry
- Logistics of MRI Machine before 2014
- Incident at Karachi Airport in 2014
- Profiling the current method and cost of MRI logistics
- New method to optimize logistics of MRI
- Summarize expansion cost and expected returns

Project Code: MP71

Project Title: Assessment of Fire Safety Preparedness and Measures to Reduce Losses

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the assessment of fire safety preparedness and measures to reduce losses.

The main objective of the study is to assess fire safety preparedness in Mohammad Ali Jinnah University, Karachi Block 3. This was a descriptive cross-sectional study using quantitative methods. The study assessed the status of fire safety preparedness at MAJU Block 3 using direct questions and observational checklists. Data collection was done in May 2018. The study targeted staff working in the MAJU. Staff consisted of academic and support staff.

Project Code: MP72

Project Title: Reducing Food Loss by Efficient Packaging Techniques

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the reducing food loss by efficient packaging techniques.

This report focuses around packaging opportunities that may decrease or recover food waste. Packaging has a fundamental part to play in containing and securing food as it travels through the supply chain network to the customer. It already reduces food waste in transport and capacity, and advancements in packaging materials, design and labeling give new chances to enhance efficiencies. Product assurance should be the essential objective for packaging sustainability, and in some cases this requires trade-offs among packaging and food waste.

Project Code: MP73

Project Title: Development & Implementation of Standard Procedures & Documentations for Packaging Material Vendors; for the Development of Quality System & Process Control Procedures of the Produced Materials As Per Pharmaceutical Quality Requirements

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on the development & implementation of standard procedures & documentations for packaging material vendors; for the development of quality system & process control procedures of the produced materials as per pharmaceutical quality requirements.

Vendor development is an important procedure of strategic sourcing in the pharmaceutical industry, used to improve the quality systems, documentations & quality controls of the vendors which ultimately increases the value we receive from vendors through improvement in the vendor performance & capabilities as well as helps pharmaceutical industries comply the stringent regulatory requirements.

Project Code: MP75

Project Title: To Comparative Case Study on Effect of Dictatorship and Democracy in Stock Exchange Market

Project Type: Business Project

Program: MBA – Professional

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Abstract: The business project is based on effect of dictatorship and democracy in stock exchange market.

The stock market refers to the collection of markets and exchanges where the issuing and trading of equities (stocks of publicly held companies), bonds and other sorts of securities takes place, either through formal exchanges or over-the-counter markets. Also known as the equity market, the stock market is one of the most vital components of a free-market economy, as it provides companies with access to capital in exchange for giving investors a slice of ownership.

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