7-1-2007

Back Matter of Volume 2 Number 2

Tufail A. Qureshi
Institute of Business Administration, Karachi

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Recommended Citation

Qureshi, T. A. (2007). Back Matter of Volume 2 Number 2. *Business Review*, 2(2), 165-184. Retrieved from <https://doi.org/10.54784/1990-6587.1397>

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REPORTAGE

4th International Research Symposium (SCRI) In conjunction with the International Built and Human Environment Research Week

26-27 March 2007
UNIVERSITY OF SALFORD

Edited by:
Carl Abbott
Ghassan Aouad
Mike Kagioglou
Les Ruddock

Published by:
Blackwell Publishing
Salford Centre for Research and Innovation (SCRI)
In the built and human environment
University of Salford
Salford M5 4WT

ISBN 978-1-905732-21-0
University of Salford

No. of Pages 563
Price not given

The 4th International Research Symposium (SCRI) held on 26th and 27 March 2007, organized by University of Salford, Manchester, England in collaboration with 6* RAE, SCRI (Salford Centre for Research and Innovation in the Built and Human Environment), CIB, and Research Institute for the Built and Human Environment. The symposium provided a forum for academic and industrial communities worldwide to present state of the art research and practice based innovations in the built and human environment. All papers accepted and eventually presented had been selected on the basis of a strict review by the scientific committee to ensure a high standard. 39 research papers were presented in the Conference under 9 Self contained and inter related thematic structures. The proceedings were edited by Prof.Dr.Ghassan Aouad, Prof.Dr.Mike Kagioglou, Prof.Dr. Less Ruddock and Mr.Carl Abbott from University of Salford. As an excellent source of knowledge for industry and the academia, the proceedings can be

tracked through ISBN-978-1-905732-21-0. The papers cover a wide range of topics that have been broadly grouped into the following 9 themes:

Under the IT and Design, DR.Arain presented paper entitled "*School Building Design Improvement Through an Information Technology Based System*", Dr.Isikdag, Dr.Aouad, Dr.Underwood, Dr. Trodd, and Dr. Celik presented papers entitled "*An Effort to Implement IFC Models in Geospatial Environment: The System Design Phase*", Dr.Kish in his paper entitled "*Effective Fuzzy Simulation of Whole-Life Costs of Alternatives with Different Lives*", and Dr.Verlaan and Dr.Ridder presented papers entitled "*IRAM: An Infrastructure Related Asset Management Model*".

Under theme two: Partnering, supply Chain and Procurement, Dr.Khalfan and Dr. McDermott presented papers entitled "*Integrating the Supply Chain through Innovative Procurement*". Dr.Khalfan presented paper entitled "BECON Model Software", and Dr.Wilkinson and Dr.Shetakova discussed "New Zealand's Attitudes To, and Use of, Partnering".

Section three deals with the topics of production. Dr.Ibrahim, Dr.Kaka, Dr. Trucco, Dr.Kagioglou and Dr.Aouad presented their paper entitled "*Semi-Automatic Development of the Work Breakdown Structure(WBS) For Construction Projects*", Dr.Kraemer, Dr.Henrich, Dr.Kagioglou presented paper on "*How Construction Flows Have Been Understood In Lean Construction*", Dr.Lembo, Dr. Marino, Dr.Lacava presented papers entitled "*Double Skin Facades: Definition of an ideal Depth for Cavities*", and Dr.Ward presented paper entitled "*Suitability of the Time Impact Method of Analysis for Use by the Australian Construction Industry*".

Theme four, was devoted to Industry and Work. Dr.Abouen, Dr.Ahmed, Dr.Worrall, Dr.Baldry, Dr.Pathmeswaran presented papers on "*Ethnics in the North West of England: Barriers to Entry, Progression and Retention*", Dr.Elvitia, Dr.Amaratunga, Dr.Haigh and Dr.Shanmugam presented papers dealing with "*Construction and Women: Comparative Analysis*", Dr.Hewlett and Dr.Blasidale presented papers entitled "*Assessing the Risk Associated with Innovative Building Products*", Dr.Lara presented paper entitled "*Effects of the Economic Environment on the Performance of the Construction Sector in Venezuela*", Dr.Lu, Dr.Abbott, Dr.Jones and Dr. Sexton presented papers entitled "*The Role of Innovation Circles in Stimulating Innovation in Small Construction Firms*", Dr. Ruikar, Dr Abbott and Dr. Sexton presented papers on "*Using UPBEAT for Strategic Benchmarking- A Review*", Dr.Ruikar, Dr. Rooke, Dr.Siriwardena, Dr. Koskela, Dr. Aouad, and Dr. Kagioglou presented papers entitled "*ICT for Knowledge Management, Decision Support and Product-Service in the Construction Industry: Issues and Questions*", Dr. Quigley and Dr. Fleming presented their research on "*Mental Models to Simulations: Using System Dynamic to Model a Competitive Index for UK*".

Construction Firms”, Dr. Siriwardena, Dr.Koskela, Dr.Rooke, Dr. Mc Dermott, Dr.Ruikar, Dr.Kagioglou, Dr. Sexton, and Dr. Aouad in their papers covered a wide range of aspects pertaining to “*Product Service Paradigm and the Public Private Partnerships*” Dr.Wall, Dr. McNamee, Dr. Madden, Dr. Hurst, Dr. Vrasidas, Dr. Chanquoy, Dr. Baccino, Dr.Acar, Dr. Onwy-Yazici and Dr.Jorden in their papers dealt with “*Applying a Multiple Intelligence Instructional Design Framework in the Delivery of Health and Safety Learning in Construction*”.

Under theme five the focus remained on Healthcare and Facilities Management. Dr.Kishk. Dr. Laing, Dr.Scott and Dr.Edge enlightened the participants on “*A Novel System for the Optimal Selection of Finishes for Healthcare Facilities*”. Dr.Raja, Dr.Kagioglou, and Dr. Aouad presented papers entitled “*Contextual Knowledge Management in NHS LIFT*”. Dr.Soyingbe, Dr. Ogundairo and Dr.Adenuga presented papers pertaining to “*A Study of Facilities for Physically Disabled People in Public Buildings in Nigeria*”.

Theme six: International Perspective and Sustainability, carried research of Dr.Fu, Dr. Tah, Dr. Aouad, and Dr. Cooper entitled “*Statistic-Data-Based Urban Information Modeling for Sustainability Analysis*”. Dr. Gilkinson and Dr. Sexton presented papers entitled “*The Seamless Delivery of Sustainable Housing: A Research Agenda*”, Dr. Kernaminiyage, Dr. Amaratunga and Dr. Haigh presented paper entitled “*EURASIA: Developing a Framework to Create a Joint Disaster Management Curricular to Enhance European and Asian Higher Education Capacities*”. Dr. Wetherill, Dr.Rezgui, Dr.Boddy and Dr.Cooper presented their paper entitled “*Using Knowledge Management to Inform Sustainability in Construction*”.

The thematic framework of section seven: Healthcare in the Built Environment comprises of the paper presented by Dr. Codinhoto, Dr. Tzortzopoulos, and Dr. Kagioglou on the “*Effects of the Built Environment on Health Outcomes: Challenges in Building the Evidence-Base*”. Dr. Harris and Dr. Kagioglou presented “*A Review of Knowledge Management and the Case of Healthcare*”. Dr. Ridder and Dr. Vrijhoef presented papers entitled “*Living Building Concept Applied to Healthcare Facilities*”, and Dr. Sapountzis, Dr. Harris and Dr. Kagioglou in their papers presented the ideas regarding the cost “*Benefits Realization Process for Healthcare*”.

Theme eight: Education and Production comprised of the presentations by Dr. Ahmed and Dr. Pathmeswaran on the “*Semantic Web Based Learning Objects Repository for Construction Education*”. In this section Dr. Bakis, Dr. Zhang, Dr.Wu, Dr. Kagioglou, and Dr. Aouad presented papers on “*An Initial Assessment to Automating Cost and Schedule Control Based on the Progress of Construction Captured Using Computer Vision and Photogrammetry Techniques*”. Dr. Lukins, Dr. Ibrahim Dr. Kaka and Dr. Trucco dealt with “*Now You See It: The Case for*

Measuring Progress with Computer Vision”, and Dr. Sutrisna and Dr. Abbott focused on “Presenting Case Studies of Construction Projects to the Construction Industry Audience”.

Finally, in the concluding session IT, Design and Clients, Dr. Boddy examined the phenomenon of “*Facilitating Timely Communication through ICT Enabled Resource Awareness*”. Dr.P. de Jong and S.C.F van Oss evaluated the concepts of “High Rise Costs”. Dr. Tzortzopoulos, Dr.Kagioglou and Dr. Treadaway outlined “*A Taxonomy for Construction Clients*”.

Faisal Manzoor Arain

Global Warming

Warming, the Stern report predicted, can shrink the global economy by as much as 20 percent a year. This assessment falsifies the largely discredited but oft – repeated argument that economic growth cannot be sacrificed at the altar of environmental protection. The truth is that prosperity cannot be sustained if the planet continues to be degraded at the current rate. Peace and security are also dependent on a healthy environment. The link between ecological degradation, shrinking resources, loss of livelihood and resulting conflict is firmly established and was acknowledged as such when Kenyan environmentalist Wangari Maathai was awarded the Nobel peace prize in 2004. Clearly, the environmental health of the planet can be ignored only at our collective peril.

French President Jacques Chriac sums up the dangers of inaction: “We are on the verge of the irreversible. Faced with this emergency, the time is not for half measures. The time is for a revolution – a revolution of our awareness, a revolution of the economy, a revolution of political action.”

Dawn, February 05, 2007

A Word About The IBA

Our logo reflects "our resolve to meet the future challenges with integrated and multi - disciplinary knowledge and its creative application in a changing global environment."

FOREWORD

At the institute of Business Administration we recognize the importance both theory and application. In our teaching practices we celebrate a very strong sense of our, future encouraging our students to welcome change, growth and becoming. By exposing them to the problematic issues and a wide variety of perspectives we invite them to see the world from the standpoint of the role they will assume tomorrow. Besides deepening their knowledge, by placing their specialized concerns in a broader perspective, we expect them to develop an understanding of our national issues in a large global context.

In teaching we follow a research oriented methodology, characterized by both, passion and objectivity, revision and anticipation. As an academic and intellectual discipline, future oriented and goal seeking research and teaching methodology aims to focus on our cores. These courses with well defined areas of specialization and integrative analysis aim at drawing various insights into the fold of a larger perspective of discovery. We believe that when teaching is pursued with such a pronounced bias, and discovery is made an integral part of our teaching methodology, skills and insights developed in one field become meaningfully relevant in many fields, enriching both the analytic and synthetic approaches to the perrspectival unfoldment of our view of life. More importantly, it deepens our interpretative approach, broadening at the same time our descriptive skills. Also, by combining the application of these skills with a broad and general view of education, fusing theoretical with practical, weaving the realities of the lived – world with the academic analysis in the class room, it enriches both the theoretical and the applied components of our teaching methodology. As a radically pursued creative approach, such a pedagogical orientation is bound to result in a deeper appreciation of the nature and scope of the operational and strategic management of our corporate affairs. In the present day academic world, corporate concerns derive their relevance and significance from the specialized competence of various academic departments. Beside providing the material and insights, our departmental studies offer guidance

and direction in the fields of teaching core and collaborative courses, conducting and promoting pure and applied research and applied research in the related fields of specialization.

In this focused and yet diversified approach, as we engage in research, we experience the joy of *moving beyond the way things are towards the anticipation of the way they can be and there ought to be*. With each perspectival variation and horizontal unfoldment we see the future expanding into a large and still larger horizon, merging with the existing picture of the “given” reality, adding to it new dimension and new profiles, making it larger than the sum total of its parts. As members of the IBA community we celebrate the holistic approach and the *gestaltan* view of life and knowledge and truth.

We uphold the academic and the corporate concerns of the Institute of Business Administration. Essentially, our reflections in this regard converge upon two fundamental thematic concerns: *teaching* and *research*. Individually and in conjunction with all other factors that bear upon the process of education, these two concerns define our *forte* and our calling which is ours not by compulsion or imposition but as a consequence of the divine ordinance of our privileged choice. At the IBA, we emphasize the importance of making choices and decisions. We believe that he who is taught to be well educated knows that not to choose is also a way of making a choice and not to choose is also a way of making a choice and not to decide is also a way of making a decision. We are free to choose not to decide and we are free to decide not to choose. But our choices and our decisions have consequences. So, we can, if we will, decide to live creatively; we and therefore we ought to live transcendently. These are matters of serious educational significance, inspiring the passion for authenticity, integrity, excellence and research.

The passion for excellence defines the creative and dynamic orientation of the IBA research culture and its belief in the principle of growth and development. They who live in knowledge societies, for them the most critical idea is their belief in the creative principle of movement towards a higher and still higher stage of development inherent in their culture. They believe that they can disentangle themselves from the petrifying weight of necessity becoming or wanting to become larger than who they are. We are not what we could have become; we are the possibility of what we are capable of becoming. By living the kind of life we decide to live, we assume a fate, a destiny and a character. They who live with that knowledge are, according to the Quran, “without excuses”.

At the IBA, we believe that research orientation, in varying degrees of emphasis, is always dominated by the *questions* we did not care to ask and the *answers* we carelessly look for granted. It is also dominated by our ability to creatively welcome the phenomena of change and more so, our ability to draw the principle of movement

towards the future into our world – view. Therefore, we recognize the importance of change and emphasize the need to grow by out growing ourselves. We trust to let education define the goal we ought to be seeking and to let research determine the direction in which we ought to be moving to reach our goal.

INTRODUCTION

The IBA is the oldest business school outside North America. It was established with technical collaboration of U Penn's Wharton School of Finance and later University of Southern California.

The IBA set the standards of educational and professional excellence. It seeks to advance and encourage new ideas and to promote enduring values to guide the practice of management. Over the years, the IBA has built a reputation for producing graduates of unmatched professionalism and sound ethical and moral values. The IBA has an academic environment in which talented and outstanding young men and women are inspired to reach out to the farthest limits of their vision and capacities.

The IBA is proud of its nearly 7,500 accomplished alumni who are engaged in highly specialized and professional undertaking all over the world. Many of them hold demanding positions of administrative responsibilities in various fields of governance in Pakistan and abroad. We proudly celebrate their association with the IBA.

CORE VALUES

We uphold:

- Merit
- Truth
- Integrity
- Humility
- Creativity
- Discipline
- Tolerance

as the creative dimensions of the “highest good” – *summum bonum* – of an ethically motivated academic life based on moral foundations.

MISSION

At the IBA our mission is to provide education and training for management leadership in business and public sector in Pakistan. We aspire to be the best business school in Asia and amongst the best in the world.

It is our cherished mission to establish links with renowned business schools in the world and with business and public sector organization in Pakistan and to try to introduce the knowledge, current and contemporary business culture and work - ethics for making Pakistan amongst the most competitive countries in the world.

IBA PHILOSOPHY

Our philosophy is rooted in the creative urge to strive continuously to improve upon all components of our system: culture, people and infrastructure; and to turn bright students with leadership potential into outstanding human beings and business professionals and leaders for tomorrow.

MEETING THE CHALLENGES

A fine blend of our academic environment, research culture and the highly qualified and devoted faculty at the IBA, moulds bright and intelligent students with leadership potential into high performing entrepreneurs and professional managers.

THE GOAL AHEAD

The IBA is set on a path of constant improvement, introducing changes in all critical fields of its undertaking. Its delete partnership with MICROSOFT has given a new dimension to the Center for Computer Studies, enabling students and faculty to remain abreast with the most advance technologies in software as well as hardware. It has entered into agreements with CBR to impart not only the qualify education to its probationers but also to its senior members in the field of management in order to realize the government's policy to change the culture and the managerial practices of this sensitive department and to bring them to the accomplished level of modern-day needs and expectations.

PROGRAMS OF STUDY AT THE IBA

Our programs have been growing steadily in keeping with the needs of the society and the competence of the Institute of Business Administration.

We offer courses in the fields of:

- Doctor of Philosophy – Ph.D. (MIS/ICT/CSE)
- Master of Business Administration – MBA (Morning Program)
- Master of Business Administration – Management Information System MBA- MIS (Morning Program)
- MS (Economics)
- MS (Finance)
- Master of Business Administration – MBA (Evening Program)
- Master of Business Administration – Management Information Systems MBA- MIS (Evening Program)
- Postgraduate Diploma in Business Administration – PGD (Evening Program)

- Certificate Courses (Evening Program)
- Visiting Students Program (Evening Program)
- Master of Business Administration – Tax Management (Morning Program)
- Bachelor of Business Administration – BBA (Morning Program)
- Bachelor of Business Administration – Management Information Systems
MBA- MIS (Morning Program)
- Bachelor of Computer Studies – BCS (Morning Program)
- Preparatory Program for Rural Students (Talent Hunt)
- Business English Program

CAREER OPPORTUNITIES

The Institute offers a flexible curriculum, diverse and focused, to the committed and *highly motivated students* who are willing to embrace change and ready to experiment with new ideas and though patterns, anxious to assume the leadership role in the corporate world of today and tomorrow.

CENTER OF EXECUTIVE EDUCATION

The Center of Executive education is a state-of-the-art learning and training center. It focuses on training the managers and providing them with educational opportunities aimed at the refinement of the skills and attitudes they will need to succeed in the highly volatile, competitive and complex business environment of today's corporate world.

The programs designed by the center aim at helping organizations gain competitive advantage by developing their most important resources - the people. The center encourages activities designed to enhance organizational effectiveness of the professionals and their training in various areas of professional interest by providing them with the tools and knowledge to improve their managerial skills. The programs offered are designed to strengthen the participants' leadership skills with a focus on personal development, productivity improvement and strategic thinking. The Center Specializes in executive education and management development activities through "open-enrollment" courses, client- specific programs, consultancy and applied research.

CENTRAL BOARD OF REVENUE (CBR) – CAPACITY BUILDING PROGRAM (2005 – 2006)

The IBA is providing training to the Tax and Customs officers of CBR in Karachi, Lahore and Islamabad. Up till now, 350 officers of grade 17 – 21 have been trained in Karachi. All the courses are designed by the faculty at IBA, which include Computer Skills, Communication and Presentation Skills, Management Skills, Leadership and Teambuilding Skills.

CENTER FOR ENTREPRENEURSHIP IN PAKISTAN

United States has chosen the IBA establishing a Center for Entrepreneurship in Pakistan under its broader Middle East and North African Initiative. There will be a distinguished advisory panel, 'Blue Ribbon Panel', consisting of the Directors of Entrepreneurship Institutes at MIT, Babson, Harvard and Stanford. This panel will not only advise but also assist and support the new Pakistani Center. Dr. Peter Bearse, who is an International Consulting Economist and an Expert in developing Entrepreneurial Center, is supervising the project. This project will start functioning by the end of 2007.

RESEARCH CENTER

The Research Center at City Campus plays a key role in the development of industrial and financial sectors of Pakistan by providing useful research and evaluation guidance. The activities of the Research Center consist of both core and collaborative research to provide help to the federal and provincial governments, non-governmental organizations and the private sector.

The Center is a repository of the core research done by the IBA faculty, scholars and students. The research papers written are documented, archived and made available to other researchers and industry. The IBA faculty and students can access these research papers via the IBA internet.

HIGH PROFILE FACULTY

The IBA faculty comprises of teachers with academic achievements as well as successful practical business management experience. The faculty ensures that the system of education at the IBA is a unique blend of the best in classroom instruction, case studies, role-playing, business games, research and practical training in business organizations.

HIGH ACHIEVING STUDENTS

Our students win distinctions and praises from foreign and local dignitaries for their confident, reasoned discourse, organized team work and knowledge. The IBA student groups arrange dozens of seminars and conferences every year. As individual contestants our students have been successful in national and international competitions. Two of our students; Muniva Mahmood and Asim Ali Raza were chosen to go to Geneva in an international seminar. They joined 30 other business students from around the world. The IBA was the only school in the world which had the distinction of having two students accepted for the seminar. Last year Asnia Asim topped contestants from 109 countries to win the World Bank Essay Contest. The IBA team won Pakistan round of Microsoft India's Imagine Cup 2006.

"Let the children of the rich and poor take their seats together and know of no distinction save that of industry, good conduct and intellect."

Townsend Harris

BUSINESS REVIEW

Research Journal

of

The Institute of Business Administration
Karachi, Pakistan

About Our Authors

Javed A. Anasri has a Ph.D from the University of Sussex and an M.Sc from the London School of Economics. He has worked at the City University of London, the University of Sussex (ISIO), and for several UN agencies.

In Pakistan, he has served with National Bank, Allied Bank, Industrial Development Bank, Federal Ministry of Planning and the University of Karachi. He was Dean, College of Business Management, Karachi from 1998 to 2004. Currently, he is Dean, College of Management Sciences, PAF Institute of Economics and Technology, Karachi. He is the author of eight books and several UN Reports. He is also a Senior Visiting Fellow of the Applied Economics Research Centre, University of Karachi. He also serves on the technical committees of the Institute of Chartered Accountants of Pakistan and the Institute of Cost and Management Accountants of Pakistan.

Deepak Kapur is a Fellow [equivalent to PhD] of the Indian Institute of Management, Ahmedabad, India. He has also obtained qualifications in Engineering [B.E. (Mechanical Engineering) with Honours from Punjab Engineering College, Chandigarh, India], Management [MBA from University Business School, Panjab University, Chandigarh, India] and Law [LLB (Professional) from the Department of Laws, Panjab University, Chandigarh, India]. He worked for a few years as a Group-A officer in industry in a high technology central public sector undertaking and also in a central government organization. He has post-graduate teaching experience at reputed institutions such as XLRI, Jamshedpur; XLRI-AIT, Dubai; SPJIMR, Mumbai; and the University Business School, Panjab University, Chandigarh. He has also undertaken

teaching at MDPs, presented papers at national and international conferences, published research papers in reputed journals, and has also engaged in consultancy work. His research interests include Corporate Strategy, Technology Strategy, Global Business Strategy, International Business and Legal aspects of Business.

Dr Deepak Kapur is presently working as a Professor of Strategic Management at the Institute of Management Technology (IMT), Ghaziabad, India. He is also the Chairperson of the MBA (Full Time) program of the IMT-Ghaziabad, India.

Low Sui Pheng is a professor of construction technology and project management at the Department of Building, National University of Singapore. He received his PhD from University College London and is a Fellow of the Chartered Institute of Building. His research interests include international construction, productivity and quality.

Zeenat Ismail, earned a Ph.D. from the Institute of Clinical Psychology, University of Karachi in 1988. She has been the Chairperson of the Department of Psychology at the University of Karachi. Dr. Zeenat's areas of teaching include Human Behavior, Organizational Behavior, Business Communication and Consumer Behavior. She has published various research articles and has attended workshops on Communication Skills, Leadership and ISO 9000.

Benny Raphael is Assistant Professor at the Department of Building, National University of Singapore where he teaches information technology and structural engineering. He received his PhD from Strathclyde University. His research interests include computer-aided engineering,

Abdul Rashid is a Lecturer in the Department of Economics and Finance at the Institute of Business Management (IoBM), Karachi, Pakistan. He has done his M.Phil in Economics with specialization in Capital Market from Institute of Business Management. He did Masters' in Applied Sciences (MAS) in Economics with specialization in Financial Economics from Applied Economics Research Centre (AERC), Karachi. His research interests include Financial Economics (particularly Capital Market), Macroeconomics and Applied Econometrics. He has published several articles in reputed national and international Journals.

Faisal Manzoor Arain is Director Projects and Assistant Professor at the Institute of Business Administration. He received his PhD from National University of Singapore. His research interests include design and construction interface issues, project management, change management and the development and application of knowledge-based systems for management of building projects.

Ms Susan Soh formerly a research assistant at the Department of Building, National University of Singapore. She graduated with the BSc(Building) (Hons) degree in

2006 from National University Singapore. She is currently working as a quantity surveyor with a large construction firm in Singapore.

Muhammad Nouman is currently working as Assistant Professor at Institute of Management Sciences, Peshawar. He has also worked as Team Lead for Telvista Inc. Grapevine TX, USA. Mr. Nouman holds a Master of Science in Information Systems from University of Texas at Arlington, USA and an MBA from the same university. Currently he is undertaking his doctoral degree at University of Southampton, UK. He is also working as Training Consultant for Gender Mainstreaming Project (UNDP and P&DD Government of N.W.F.P). Besides other research and project experience, he has also been Assistant Regional Manager for LUMS' Social Enterprise Management Program in N.W.F.P and Research Expert for STCP/GTZ/AGEG under Directorate of Health, Government of N.W.F.P.

Umair Naeem is an MBA from IBA with a major in Marketing and is currently working at Reckitt Benckiser. He has done his BS in Computer Science from FAST NU.

Umair has had a number of articles published in magazines such as Bandwidth and Net express; and is also a published writer at Chowk.com. He is currently giving the final touches to his first novel.

Toshio Fujita, MS (Business Administration), Michigan Technological University, USA B.E., Nagoya Institute of Technology, Japan, currently, Associate Professor of Comparative Management including Japanese Managerial System and HRM, at IBA (Institute of Business Administration). Mr. Fujita has 29 years professional experience with Japan Devp. Co Ltd., TOCOS Enterprises Co. Ltd., and United Petroleum Devp. Co. Ltd. (1977 – 2005).

Zaeema Riaz has a Ph.D. in Clinical Psychology from Karachi University. She is presently working with National Hospital, Karachi, Pakistan.

Zaeema Riaz has written several articles related to the clinical problems of Juvenile delinquency and the institution of family.

BUSINESS REVIEW

Research Journal

of

The Institute of Business Administration
Karachi, Pakistan

Note for Contributors

This Journal is biannual publication of the Institute of Business Administration, Karachi, Pakistan. It is a multidisciplinary Journal covering wide range of issues in the area of business, social and management sciences, administration and governance, mathematics and computer studies, finance, economics, psychology, business ethics, logic, history of ideas, and philosophy of comparative religion.

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4. All illustrations, tables, etc., should be placed on separate sheets, included with each copy. Their placement should be indicated in the text.
5. Footnotes should be numbered consecutively throughout the text.
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BUSINESS REVIEW
ISSN 1990-6587
Research Journal
of
The Institute of Business Administration
Karachi, Pakistan

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Back Cover Page (B & W)	30,000	50,000
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ISSN 1990-6587

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