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Notes for Contributors

Greenwich University, Karachi- Pakistan, publishes the Journal of Business Strategies twice a year. Contributions to the journal may be the papers of original research in the areas of management sciences and information studies, like business, management, marketing, banking, finance, and computer sciences and information technology. The research papers submitted for publication in the Journal should not have been previously published or scheduled for publication in any other journal.

Manuscripts

Papers may be written in English with abstracts. The manuscript should be typewritten (double-spaced, with ample margins) on left side of the paper only. Two copies of the manuscripts along with soft copy should be submitted. Authors should organize their papers according to the following scheme, as closely as possible: (a) title of paper, (b) author's name (and affiliation written at the bottom of the first page), (c) abstract, (d) introduction, (e) material and methods, (f) results, (g) discussion, (h) conclusion (i) acknowledgement (j) literature cited (arranged alphabetically), using the following illustrated format:

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RIZVI M.A.SHAH and J.DAVIS (1988): The Efficiency of the Sind Date Marketing System. "Date Palm. J" FAO, Pp. 337-352.

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Editorial

Effective education leadership makes a difference in improving learning. Greenwich University nurtures for the essential ingredients that make the successful leadership flourish. The eighth issue of the “Business Strategies, J” contains eight research papers.

Dr Amir Hussain Shar, et al, in the first paper, on “Financial Reforms and its Effect on the Banking Sector in Pakistan” have highlighted the performance of the banking industry in Pakistan. The authors have concluded that the objective of nationalization of banking industry in Pakistan, to bring socio-economic development in the country, has not been achieved.

Faiz Muhammad Shaikh, et al, in the second paper, on “Performance Review of Export Potential of Pakistani-SMEs Compared with Developing Countries” have compared the Pakistani-base SMEs with other developing countries, in the context of export potential. The results show that Pakistani SMEs are dealing with the small portion of the export-products, whereas other developing countries like Malaysia, Thailand and Japan develop their economy through SMEs.

Dr Rizwana Chang, et al, in the third paper, on “Examining the Relative Competitiveness in Packed Milk Brands in Pakistan” examines the competitiveness of Pakistan’s milk production of packed milk. This study provides a baseline position for measuring the competitiveness in the Pakistan’s dairy farming.

Dr Samar Sultana, et al, in the fourth paper, on “Macro Economics Determinants of Savings and Investment in Pakistan” has estimated the models for savings and investment which identified important policy variables to stimulate savings and consequently increase investment level in Pakistan. The Autoregressive Distributed Lag Method was adopted to find the long-run and short-run dynamics of savings and investment.

Faiz Muhammad Skaikh, et al, in the fifth paper, on “Global Economic Recession in South Asia and its Impact on Purchasing Power and Brand Preferences in Pakistan” show that advertising has positive impact in brand judgment and preferences among the various brands in purchase decision and behaviors, consistent with group norms and an in-group bias. The authors propose that ads that activate identification with one’s gender group will have a more favorable impact on future brand and ad judgments than ads that do not activate this identity.

Nazir Ahmed Gopang, et al, in the sixth paper, on “Relationship between Foreign Direct Investment (FDIs), Trade & Economic Growth in Pakistan by using CGE Model.” have investigated that trade liberalization, trade flows and economic growth increases share of exports in GDP as the region became more industrialized.

Dr S. Sultan Mughal, et al, in the seventh paper, on “Disposal of e-Waste in Pakistan in Compliance with Green Computing” have investigated the disposal and re-cycling of e-waste such as monitors, printers, storage devices networking and communication systems in Karachi during the last five years. The authors found that the procedures adopted to dispose such items are in great compliance with Green Computing and not being a source of pollution or disturbance to eco-system.

Aamir Firoz Shamsi, in the eighth and last paper, on “Performance Management Techniques and Approaches for the Effective Organizational Development Process-Gainsays and Effectuations” has compared the performance/evaluation management techniques by keeping scorecard technique as performance measurement tool.

The Editorial Board welcomes from readers any suggestions for further improving the technical standard, presentation and usefulness of the Journal.

Prof. Dr. Muneer Ali Shah Rizvi
Editor-in-Chief

Financial Reforms and Its Effect on Banking Sector in Pakistan

Dr. Amir Hussain Shar*
Dr. Muneer Ali Shah Rizvi**

Abstract

This research study is concerned with the performance of Banking Industry of Pakistan. The targeting point which this study is focusing on is banking sector. The period of performance is related with financial reforms of nationalization and de-nationalization of the banking sector; the nationalization period beginning from 1970 to 1974. The objectives of nationalization were socio-economic development, but unfortunately the objectives could not be achieved through nationalization. The government was already pre-occupied in public sector control with whole including banking industry and Development Finance Institutions (DFIs), all the financial institution connected with direct monetary control and increased responsibility and financial efficiency and crowding out private sector. Enhancement of quality of assets and rising vulnerabilities of financial institutions was a problem.

*Assistant Professor, Shah Abdul Latif University, Khairpur

**Dean, Faculty of Management Sciences and Information Studies, Greenwich University, Karachi

Performance Review of Export Potential of Pakistani SMEs Compared with Developing Countries

Faiz M. Shaikh*

Nisar Ahmed Pahore**

Abstract

The current research analyzes the export potential of Pakistani base SMEs compare with developing countries. SMEs performance review in the context of export potential. Small and Medium enterprises (SME's) play a significant role in economic development in general and with reference to the export performance in particular, to analyze the export potential of Pakistani's SME's compare to the developing countries. Data were collected from various secondary sources and analyzed by statistical software E-view 6 version. It was revealed that the export potential of SME's in Pakistan is much better than among third world countries but compared to developing world we are bit slow in developing export markets in the world. The strategic planning and resources are needed for increasing export through SME's. The results showed that Pakistani' SME's are using only small portion in the export of the SME's products where as other developing countries like Malaysia, Thailand and Japan develop their economy through SME's.

Key words: *SME, Export, Performance, Comparison, Developing, Countries*

*Assistant Professor, Department of Agri: Economics, SZABAC-Dokri-Sindh-Pakistan

**Assistant Professor, SZABAC-Dokri, Larkana

Examining the Relative Competitiveness in Packed Milk Brands in Pakistan

Dr. Rizwana Chang*
Faiz Muhammad Shaikh**

Abstract

This paper examines the competitiveness of Pakistan's milk production of packed milk. The completed analysis was based on two main data sources. A survey was conducted from January 2007 to January 2009 on various brands of Engro-foods, Haleeb, Dairy Queen, Good Milk and measures its competitiveness in terms of production as well as performance. Results of the data showed that the Pakistan's competitive position for milk production compared to all the brands were very positive when total cash costs were considered. This parameter excludes imputed charges for owned resources. Engro-foods cash costs per unit of production were the lowest compared to Nestle, Haleeb, Dairy queen and Good milk. The analysis confirmed the strong competitive position among all above tetra packs in the short to medium term. Engro-foods is enjoying the highest profit margins among all other tetra milk producers because of lower cost. As the opportunity costs of owned resources (land, unpaid labour and other capital invested) are not included in 'cash cost' calculations, the aforementioned competitive positioning can only be considered to be valid for short and medium term. Hence, total economic costs which include imputed charges for owned resources were considered to examine the longer term outlook for the competitiveness of the sector. Using this measure, the competitive ranking for the Pakistan's dairy sector slipped relative to the different regions. It was found that the main reason for the relatively higher economic costs on Pakistan's dairy farms was due to the very high imputed land costs which apply here. These findings could be considered as a warning signal for the future competitive performance for the average sized Pakistan's dairy farm. It could be concluded that part of the explanation of the deterioration of competitive ranking for the average Pakistan's dairy farm when total economic costs are considered relate to the relatively low scale of primary agricultural activity in Baluchistan province. This result is indicative of the small scale farming that is predominant in the Pakistan's dairy industry relative to competing industries. But, it could be concluded that as Pakistan's dairy farming transforms to larger scale production the milk sectors competitive position will be strengthened and be better able to cope with a cost/price squeeze, given current projections for a decline in farm milk

*Assistant Professor, Department of Mass Communication, University of Sindh, Jamshoro

**Assistant Professor, Department of Agri: Economics, SZABAC-Dokri-Sindh-Pakistan

prices. In conclusion, the results of this study provide a baseline position against which changes in competitiveness of Pakistan's dairy farming can be measured.

Key words: *Examining, Relative, Competitiveness, Dairy, Engro-foods*

Macroeconomic Determinants of Savings and Investment in Pakistan

Dr. Samar Sultana*

Dr. Anwar Ali Shah G. Syed**

Abstract

National saving and private investment were the two important macroeconomic variables coupled with micro foundations which play crucial part in economic development, to control inflation and minimize unemployment in Pakistan. The objective of this study was to estimate models for savings and investment which identified important policy variables to stimulate savings and consequently increase investment level in Pakistan. The Autoregressive Distributed Lag method was adopted to find the long-run and short-run dynamics of savings and investment. The results showed that GDP was the major significant determinant of national savings and private investment in Pakistan. The inflation rate had a negative effect on national savings in Pakistan. The high inflation rate and a high interest rate on advances were the major problems in Pakistan to achieve higher economic growth.

Keywords: *Saving, Investment, Growth, and Co-integration*

*Assistant Professor, Department of Political Science, University of Karachi

**Dean, Faculty of Commerce & Business Administration, University of Sindh, Jamshoro

Global Economic Recession in South Asia and Its Impact on Purchasing Power and Brand Preferences in Pakistan

Faiz M. Shaikh*

Munawar Ali Kartio**

Abstract

The current research explores the impact of Global economic recession and consumers preferences in purchasing different brands in Pakistan. This paper provides a theoretical framework explaining how ads can influence attitude and purchase intentions by activating an identity with one's purchase decision in both gender groups. A gender group identity is an example of a social identity in which one sees oneself as a member of his or her gender group. This paper proposes that these favorable outcomes may be carried over to associated ad and brand judgments. This paper has also aligned social identity theory with the integrated tradition of understanding gender. The results showed that advertising has positive impact in Brand judgment and preferences among the various brands in purchase decision and behaviors consistent with group norms and an in-group bias. The readiness or ease with which a gender group identity becomes salient may depend on how strongly a person identifies with one's gender group. In this paper, we propose that ads that activate identification with one's gender group will have a more favorable impact on future brand and ad judgments than ads that do not activate this identity. A conceptual model is suggested for representing the proposed relationships between advertising and Brand judgment in different brand preferences in purchase decision that activate a gender group identity, gender group identity salience and strength, and ad and brand judgments. We draw from three areas of the literature to support our propositions and conceptual model: advertising effectiveness, Brand judgment, and consumer preferences in the research. It was revealed that advertising has positive impact on Brand judgment in regarding purchase decision in Pakistan.

Key Words: Advertising, Brand, Judgment, Consumer, Preferences.

*Assistant Professor, Department of Agri: Economics, SZABAC-Dokri-Sindh-Pakistan

**M.Phil. Student, University of Sindh, Jamshoro

Relationship between Foreign Direct Investment (FDIs), Trade and Economic Growth in Pakistan by Using CGE-Model

Nazir Ahmed Gopang*

Faiz. M. Shaikh**

Abstract

This research investigates the relationship between Foreign direct investment trade and economic growth by Using CGE model. Data were collected from secondary sources quarterly time series data from 2000 to 2007, this paper examines the relationship between foreign direct investment, international trade and economic growth in Pakistan. In CGE model, analysis suggested that there is a long run relationship among the factors. The results showed that foreign direct investment, export and economic growth, with unidirectional of import to export and FDI. The paper concludes that FDI invested in Pakistan was attracted by its economic growth and its foreign trade strategy. Moreover, FDI and trade are two important factors that enhance the effects of economic growth in Pakistan.

Keywords: *foreign direct investment, trade, economic growth, Pakistan*

*Director IBA – University of Sindh Jamshoro

**Assistant Professor, SZABAC-Dokri, Larkana-Sindh-Pakistan.

Disposal of e-Waste in Pakistan in Compliance with Green Computing

*Dr. S. Sultan Mughal**
*Dr. Arshad Imam***

Abstract

In this paper we investigated the disposal and re-cycling of e-waste such as monitors, printers, storage devices networking and communication systems in Karachi during the last five years. It is found that the procedures adopted to dispose such item are in great compliance with Green Computing and not being a source of pollution or disturbance to eco-system. Yet, most of the items are being re-exported to China, Belgium, Bulgaria and other countries for the extraction of precious metals and recycling, resulting in great economical loss. Every year tons of scrap of computer are coming to Karachi from around the world and are being distributed to different cities of Pakistan. However the major part of it is consumed in Karachi. The main purpose of writing this paper is to suggest the necessary steps which may help to overcome the problem.

Key Words: *Green Computing, Grid Computing, Electronic waste and computer recycling.*

**Associate Dean, Greenwich University, Karachi*

***Head Department of Mathematics, Greenwich University, Karachi*

Performance Management techniques and Approaches for effective Organizational Development Process – Gainsays and effectuations.

*Amir Firoz Shamsi**

Abstract

This study is basically a library based research focusing on organization development through performance management by comparing different performance measurement techniques being used today for the development of individuals, teams and organization. In this study nine performance measurement techniques have been discussed in two categories, which are Traditional and Modern Performance Measurement Techniques. The comparison of all these performance measurement techniques has been done by keeping balanced scorecard technique in center in order to test the hypothesis that balance scorecard is an important performance measurement tool to develop organization and achieve its long term objectives, which is accepted.

Keywords: *Performance management, Organization's Effectiveness, Benchmarking, Learning Organization, TQM, Restructuring or reengineering, Balanced Scorecard.*

**Assistant Professor, Bahatia University, Karachi Campus*

FOR INFORMATION

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Tel: 009221-3584-0397/98, 3584-7982, 3584-7984, Fax: 009221-3585-1910, UAN: 111-202-303
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