

VOL. 2, Number 1, June 2008

ISSN: 1993 - 5765

JOURNAL OF
BUSINESS
STRATEGIES

RESEARCH JOURNAL FACULTY OF MANAGEMENT SERVICES

#3

Greenwich University

PATRON

Ms Seema Mughal

Vice-Chancellor

Greenwich University, Karachi

EDITOR

Dr Muneer Ali Shah Rizvi

Associate Dean

Faculty of Management Science & Information Studies

Greenwich University, Karachi

ASSOCIATE EDITOR

Mr Salman Altaf

Assistant Professor of English

Greenwich University, Karachi.

ADVISORY BOARD

1. **PROF DR RAFAT KARIM**
Dean, Faculty of Arts and Registrar
Greenwich University
Karachi

2. **PROF DR ANWAR ALI SHAH G. SYED**
Dean, Faculty of Commerce &
Business Administration
University of Sindh
Jamshoro

3. **PROF DR NASEER ALI KHAN**
Director, Institute of Management Sciences
Peshawar

EDITORIAL BOARD

- 1. PROF DR. JOHN DAVIS**
Department of Agriculture and Food Economics
AFBI-Queens University Belfast
New forge Lane, Belfast BT9 5PX
United Kingdom.
- 2. PROF CHRISTOPHER ABRAHAM**
S.P. Jain Centre of Management
Singapore
- 3. PROF DR AMANAT ALI JALBANI**
Department of Management Science
SZABIST, Clifton, Karachi – Sindh.
- 4. PROF DR SHAFIQ-UR-REHMAN**
Head of Economics Department
University of Karachi
Karachi – Sindh
- 5. PROF DR ZAREEN ABBASI**
Department of Management Sciences
University of Sindh, Jamshoro
- 6. PROF DR IMDAD ALI ISMAILI**
Director
Institute of Information Technology
University of Sindh – Jamshoro
- 7. PROF DR AHSANDAS MANWANI**
Sukkur Institute of
Business Administration
Sukkur
- 8- DR LUTUF ALI PHULPOTO**
Associate Professor
Department of Commerce
Shah Abdul Latif University
Khairpur Mirs

9. PROF DR NOOR MUHAMMED JAMALI

Institute of Commerce
University of Sindh, Jamshoro

10. DR MUHAMMAD BUX BURDI

Associate Professor, department of Public Administration
University of Sindh – Jamshoro.

CONTENTS

Articles	Page No.
Dr Anwar Ali Shah G.Syed & Muhammad Munir Ahmedani Analysis of Pakistan's Textile Export in World Market during Current Era	1
Tahir Masood Qureshi and Qasim Hussain Learning to Lead: Leadership and Organizational Performance	18
Dr Zareen Abbassi and Dr. Muhammad Bux Burdey The Role of Human Resources Management in the Public and Private Organization	33
Dr Lutuf Ali Phulpoto Role of Cotton in Development of Textile Industry: A case study of Pakistan	51
Dr Hamadullah & Dr Syed Wasimuddin Socio-Economic Stratification and Education Opportunities in Pakistan: Sociological Perspective	62
Dr Zareen Abbasi The Role of Human Resources in the Economic Development of Sindh	75
Muhammad Ishfaq Khan The Enterprise Information System Reengineering the Small and Medium Enterprises-MIS Perspective	86
Mis Rizwan Chang The Impact of TV Commercials on urban and Rural College Girls with Special Focus on Pakistan	113
Dr Muneer Ali Shah Rizvi and Bisharat Hussain Shah Collateral for Agricultural Loaning: A Blessing or a Curse for Small Farmers.	149

EDITORIAL

The Faculty of Management Sciences & Information Studies just in one year, since I became Editor of the "Journal of Business Strategies" published its second issue. I am pleased to be able to report that most of the things I aimed to achieve in my first year have indeed been achieved. First and foremost, acknowledging the excellent work of our contributors and editorial board, the issue of 'Business Strategies. 1' appeared on time. Secondly, the quality of the research papers is high. The academicians, researchers and literary persons, in the length & breadth of the country and abroad, appreciated the standard and quality maintained of the Journal of Business Strategies.

The third issue of the "Business Strategies: J" contains nine research papers. Dr. Anwar Ali Shah G. Syed et al, on the "Analysis of Pakistan's Textile Export in World Market during Current Era" analyze Pakistan's textile export in the global market and suggest regarding greater need to improve the quality of textile, because after quota free regime, the competitiveness in the world market has increased tremendously. China, India and Bangladesh are amongst the potential competitors in the world market.

Mis Tahir Masood Qureshi et al, in the second paper, on "Learning to Lead: Leadership and Organizational Performance" analyze the practices in the corporate world and the development of leadership learning behaviors in Pakistan. In today's world, leadership skills are of utmost importance for managers that they can compete within ever changing environment.

Dr. Zareen Abbassi et al, in third paper, on the "Role of Human Resources Management in the Public & Private Organizations" pinpoint the weaknesses of the organizations possessing obsolete infrastructure and suggested possible solutions.

Dr. Ltutuf Ali Phulpoto, in the fourth paper on "Role of Cotton in Development of Textile Industry: A Case Study of Pakistan" has emphasized over the increase per acre cotton yield, to give boost to the textile industry in Pakistan.

Dr. Hamadullah et al, in fifth paper, on the "Socio-Economic Stratification and Education Opportunities in Pakistan" has analyze the impact of socio-economic status on students' academic achievements based upon the social stratification of society in different classes.

Dr. Zareen Abbassi, in sixth paper, on the "Role- of Human Resources in the Economic Development of Sindh" has analyze the importance of human resources available Pakistan especially in Sindh, where without saying a single word they contribute, to bring the economic change.

Mr. Muhammad Ishfaq Khan, in the seventh paper, on "The Enterprise Information System Reengineering the Small and Medium Enterprises-MIS Perspective" has measured the impact of EIS on the SME's dynamics, like quality, competitive edge and customer loyalty etc. The research shows EIS leads enterprise toward reengineering itself by continuous improvement in its business process at 3600 and provide guidelines for managers, owners and business consultants to avoid wastage of cost, time and efforts.

Ms Rizwan Chang, in the eighth paper, on "The Impact of TV Commercials on Urban and Rural Colleges' Girls with Special Focus on Pakistan" discusses traditional gender-role attitudes of the urban and rural college's girls and suggests that television tends to decelerate social change by cultivating traditional views and liberate the most conservative viewers.

Dr. Muneer Ali Shah Rizvi et al, in the last paper on "Collateral for Agricultural Financing: A Blessing or a Curse for Small Farmers" highlights the desolation of the traditional elite system prevailing in Pakistan, as an impact, demanding securities/ collaterals from small farmers upshot refusing them the agricultural loaning. The authors, however, suggest the forward thinking to formal lending sector for the agricultural loaning to small farmers.

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

Muneer Ali Shah Rizvi, Ph.D. (UK)
Editor

ANALYSIS OF PAKISTAN'S TEXTILE EXPORT IN THE WORLD MARKET DURING CURRENT ERA

Prof. Dr. Anwar Ali Shah G.Syed*
Mr. Muhammad Munir Ahmedani*

ABSTRACT

The main purpose of this study is to analyze Pakistan's textile export in the global market. This study is conducted on the basis of available literature and relevant secondary data so collected were analyzed. The analysis of data suggested that the shares of bed wear, towels and knitwear have increased over the last seven years. The share of other categories of textile exports either has remained inactive or has changed marginally. This study further suggested that there is a greater need to improve the quality of textile, because after quota free regime the competitiveness in the world market has been increased tremendously. China, India and Bangladesh are amongst the potential competitors in the world market.

Learning to lead: Leadership and organizational performance

Dr Tahir Masood*

Qasim Hussain*

Abstract:

This research article is about the practices done in the corporate world for the development of leadership learning behaviors in Pakistan. The aim of this article is to promote leadership learning behaviors and their incorporation in the skill sets of managers. Work of different management schools proved that leadership learning behaviors are getting global recognition due to the rapid popularity of project or task based organizations. 250 questionnaires were sent to the middle and line managers of 23 banks and 7 IT companies and the response rate was 60%. The feedback verified the positive and direct relationship between Effective leadership and organizational performance. In today's world, leadership skills are of utmost importance for managers to be effective businessmen, so that they can compete with ever changing environment.

The Role of Human Resources Management in Public and Private Organizations

Dr Zareen Abbassi *

Dr Muhammad Bux Burdey *

Abstract

The purpose of this paper is to pinpoint the weaknesses of the organizations possessing obsolete infrastructure and to provide possible solutions. An attempt has been made to identify loopholes, back-draws, weaknesses and lack of HRM techniques in the most reputed organizations of Pakistan. The purpose of this paper is to analyze changes that can occur in public and private organizations in Pakistan which have been constantly frameworks of infrastructure, a barrier in develop not change and modernization. This confronted with multidimensional problems by allowing outdated and obsolete structural research study simultaneously also offers an establish foundation for new researchers to focus their studies on effectiveness, efficiency and productivity in public and private organizations, particularly, in developing countries like Pakistan. For the collection of data primary and secondary methods were used and open ended questions were asked from organizational executives at higher level and then arrangement of data was done in tabular form and shown with the help of charts.

ROLE OF COTTON IN DEVELOPMENT OF TEXTILE INDUSTRY: A CASE STUDY OF PAKISTAN

Dr Lutuf Ali Phulpoto *

ABSTRACT

The development of textile industry depends upon the increasing output of cotton. The yield per hectare of cotton was 177 kg at the time of independence which was lower than other countries. In the beginning, Pakistan used to import cloth for meeting the requirements of the country. Therefore, need was felt to setup textile industry in the country. The yield per hectare of cotton increased from 197 kg to 760 kg during the period of 1947-48 to 2004-2005. Which developed textile industry in Pakistan.

SOCIO-ECONOMIC STRATIFICATION AND EDUCATIONAL OPPORTUNITIES IN PAKISTAN: SOCIOLOGICAL PERSPECTIVE

Dr Hamadullah Kakepoto*
Dr S. Wasimuddin *

ABSTRACT

The paper provides a detailed analysis of the impact of socio-economic status on students' academic achievements. The article will also analyze the on academic achievements based upon the social stratification of society in different classes. However, the special focus will remain on Pakistan. Pakistan is one of the countries in the region where educational opportunities are closely linked with the parental socio-economic status. The underprivileged and economically deprived segments of the society have no option but to admit their children in government educational institutions where the quality of education is comparatively of low standard. The affluent class prefers to admit their children in private educational institutions. In terms of the educational achievements the division of society in upper, middle and lower classes is quite vivid. The prevailing educational system reinforces the substantial impacts on the overall social stratification of Pakistani society.

THE ROLE OF HUMAN RESOURCES IN THE ECONOMIC DEVELOPMENT OF SINDH

Ms Zareen Abbassi *

ABSTRACT

This paper is written to analyze the importance of human resources available in Pakistan especially in Sindh where a great number of human resources are working day and night without saying a single word and contributing their efforts to bring about change. This era is considered as the age of change and human resources play an important role in society. Human resources are considered as life-blood of a nation. The role of human resources is also considered as a nation builder and as an asset not expenditure. This study is based on data collected from secondary source.

THE ENTERPRISE INFORMATION SYSTEMS REENGINEERING THE SMALL & MEDIUM ENTERPRISES

Mr Mohammad Ishfaq Khan*

ABSTRACT

In business, every kind of firm needs a way to record and appraise its innovative performance. This evaluation will be helpful to satisfy the questions i.e. Is our performance commensurate with our objectives? Is quality of product or service improving continuously? How many important opportunities did we miss? How much the organization has competitive edge over its rivals? What are the expectations of our customers? Do suppliers have trust relationship with the firm? How much risk can be avoided? Is there a need for improvement in the customer loyalty? Moreover, the research work measured the impact of EIS on the small & medium business dynamics i.e. quality, competitive edge and customer loyalty etc. An enterprises information system contains information and has to interact with an organization, its employees, procedures, policies and its surrounding environment throughout the whole business management process. The environmental factors such as customers, suppliers, competitors, stakeholders have direct or indirect interaction with the enterprise information system. The research work shows how EIS leads enterprise toward reengineering itself by continuous improvement in its business processes at 360o. The output of the research will support enterprise systems deployment in small & medium business. The recommendations will provide guidelines for managers, owners and business consultants to avoid wastage of cost, time and effort after using enterprise systems.

THE IMPACT OF TV. COMMERCIALS ON URBAN AND RURAL COLLEGE GIRLS WITH SPECIAL FOCUS ON PAKISTAN

Ms Rizwana Chang *

ABSTRACT

This study examines whether television viewing cultivates traditional female gender-role attitudes on the buying behavior of urban and rural college girls or contributes to the maintenance of the status quo. The area under study was large, so it was decided to select at least 150' respondents from 15 girls' colleges of District Hyderabad Rural and Urban areas by selecting 10 girls from each college with the application of stratified random sampling with a motive to cover the females of Urban and Rural cultural background having the impact of T.V commercial on their buying behavior for selecting commodities on the basis of advertised product. Data from the review of literature reveal that the direction and magnitude of cultivation relationships vary from the college girls of urban & rural cultural background. The results suggest that television tends to decelerate social change by cultivating traditional views among many viewers especially females but may also liberate the most conservative viewers. This article discusses the theoretical and methodological implications of these findings.

COLLATERAL FOR AGRICULTURAL LOANING — A BLESSING OR A CURSE FOR SMALL FARMERS

Dr Muneer Ali Shah Rizvi*

Mr Bisharat Hussain Shah *

ABSTRACT

This paper analyzes and evaluates (i) Collateral- an additional security / guarantee for repayment of institutional loans (ii) Modes of securities and collaterals, presented by the farming community as a prudent requirement to the lending bank, to cater to their financial needs (iii) Demerits / Draw backs in the prevailing modes of collateral, (iv) Alternate arrangements for securing agricultural loans (v) Recommendations for improving lending efficiency and finally the (vi) Collateral for agricultural loaning -a blessing or a curse for small farmers (having no tangible security / collateral and with meager or no savings), no social status even unable to obtain signatures from two personal sureties. The paper has certain limitations like (i) Paucity of data available on Collateral, (ii) Avoided Zarai Tarqati Bank Limited (ZTBL) because of its continuous restructuring process since 2001 under BCO 1962 (iii) Dropped Punjab Provincial Cooperative Bank Limited (PPCBL), due to its different mode of lending (group and indirect lending) to the Cooperative members along with a notorious track record of having nearly 96.6% fake cooperative societies (1), adjustment loaning & corruption- a pervasive phenomena was an additional fact, in denying the access of cooperative credit to the small farmers etc. (iv) Domestic Private Banks (DPBs) were excluded as these were inducted in 2001, for financing to agricultural sector with their limited branch network, infrastructure & expertise and had merely reached to 1.27% of the total agricultural credit requirements, during the year 2003-04 (2). The paper, therefore, has analyzed and evaluated only the data made available on the Collateral from the five major commercial banks like Habib Bank Ltd., United Bank Ltd., Muslim Commercial Bank Ltd., Allied Bank Ltd., and National Bank Ltd. (HUMAN Banks). The period of analysis, however, is limited to the five years from 1999-2000 to 2003-04.