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NOTES FOR CONTRIBUTOR

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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However, in case of short papers and communications, results and discussion could be combined in one section.

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Illustrations

Line drawings and graphs must be in jet black ink, preferably on Bristol board or tracing paper. Photographs should be on glossy paper, negatives being supplied where possible. Figures including both line drawings and photographs should be numbered consecutively in the order in which they are cited in the text. The approximate position of tables and figures should be indicated in the manuscript.

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Contribution and correspondence should be addressed to the Editor, Journal of Business Strategies: Email: muneer_alishah@greenwichuniversity.edu.pk or c/o Greenwich University, DK-10, 38 street, Darakshan, Phase VI, Defense Housing Authority, Karachi-75500.

EDITORIAL

Promotion of research in various academic disciplines has always been regarded as one of the fundamental responsibilities of the Greenwich University. Our philosophy of education is in tune with the requirements of a world, which is undergoing a breathtaking transformation in all spheres of human behavior. The sixth issue of the “Business Strategies, J” contains eight research papers.

Dr Zareen Abbassi in the first paper, on “Globalization, Sustainable Development in Pakistan” tries to meet human needs by preserving the environment for the present and future.

Ms Tabassum Iqbal in the second paper, on “Impact of Leadership Styles on the Performance of an Organization: An Analysis of NADRA in Pakistan, 2000-2008” speaks about the method of leading others, to achieve the tasks efficiently as one of the most multi-facet yet least unspoken areas of management.

Mr Muhammad Hanif Ajari, MD, Getz Pharma in his paper, on “Enterprise Risk Management as an Integral Part of Corporate Governance” claims that a company with corporate governance emblem faces a variety of risks due to the broad nature of various investment, financial and operational activities and needs the techniques of utilizing the computerized simulation modeling that helps to greater extent minimizing the risk element.

Dr Zareen Abbassi, et al, in paper fourth, describes the “Importance of Human Capital in the Development of Pakistan” specifically mentions a desire of economic power, corresponding judgment, handiness, intended thought, tolerant prop up tactic, healthiness and fortification dealings and administrative control of commerce.

Dr. Muneeruddin Soomro et al, in paper “Retail Trade: Small Scale Business Facing Large Scale Problems (A case study of leading retail markets of interior Sindh)” highlights the prominent role of the retailer and the problems that he/she faces.

Dr. Ghulam Rasool Dahri in his paper, on “The Phenomenon of Globalization: A Study with Reference to Marginalization and Social Disorder” analysis four major dimensions of the globalization corresponding with socio-religious movement, family and education, challenges to society and role of religion and social institutions in the maintenance of social order.

In seventh paper, Dr. Muneeruddin Soomro et al, on “Sales Promotion and Its Implications in Retail Trade (A Case Study of Hyderabad City)” describe retail trade promotional mix that contains a complex series of communicative skills and techniques.

Dr. Saima Shaikh et al, describe “Effectiveness of Ethics and Values in Human Resource” that are desirable and undesirable.

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

GLOBALIZATION SUSTAINABLE DEVELOPMENT IN PAKISTAN

* Dr. Zareen Abbasi

Abstract

Sustainable development aims to meet human needs by preserving the environment for present and future. Pakistani metropolises are facing problems of urban overcrowding, air pollution and water eminence, waste administration, fast deforestation, biodiversity, habitat loss, crop failure, desertification, land filth, clean drinking water, noise contamination and cleanliness. Pakistan has also turned into a throwing away earth for the waste of unclean firewood; congestion by now impure metropolitan hub with motor vehicle effluence. State and international petroleum business are promoting gasoline that holds high rank of lead. Ecologists believe that manufacturing pollution and ecological filth can only be embarked upon if the administration puts the milieu at the core of all monetary setting up.

Key words: Sustainable, Development, Globalization, Environment, Health, Water Eminence, Waste Administration

* The author is working as an Assistant Professor, Department of Public Administration
Faculty of Social Sciences, University of Sindh, Jamshoro, Pakistan

**IMPACT OF LEADERSHIP STYLES ON THE PERFORMANCE OF AN
ORGANIZATION: AN ANALYSIS OF NADRA IN PAKISTAN [2000-08]**

BY: **Tabassum Iqbal**

Abstract

The method of leading others to achieve tasks efficiently is one of the most multifaceted yet least unspoken areas of management. Leadership is in fact the direction-finding wheel that wheels the movement of whole business either leads to end or may loose the way. Effective leadership creates apt conditions to help populace define their goals and find suitable ways of achieving them. Their visualization tends to have momentous appeals for a large mass of their followers and such idea has a prospective to transform a collection of folks into a group that can accomplish tasks with a sense of continued commitment and contentment. The main aim of this paper is to evaluate the performance of leadership for the improved productivity and efficient and effective utilization of Human Resources to achieve the targets of the organization. It is analyzed that the consequences of adopted leadership styles in NADRA are beneficial or not for the achievement of organizational targets. Main focus of study is Provincial Headquarter Karachi. For this purpose primary and secondary data is arranged in tabular form and supported with the help of charts. Recommendations are given after conclusion.

Key Words: Leadership, Styles of Management, Organizational objectives, Effective Operations, Efficiency, Moderation

ENTERPRISE RISK MANAGEMENT AS AN INTEGRAL PART OF CORPORATE GOVERNANCE

By:
Muhammad Hanif Ajari

Abstract

Over a decade, the Committee of Sponsoring Organizations of the Treadway Commission (COSO) issued Internal Control-Integrated Framework to help businesses and other entities assess and enhance their internal control systems. That framework has since then been incorporated into policy, rule, and regulation, and used by thousands of enterprises to better control their activities in moving towards achievement of their established objectives. Recent years have seen heightened concern and focus on risk management, and it became increasingly clear that need exists for a robust framework to effectively identify, assess, and manage risk portfolio of an organizations. This paper depicts a simplified model for quantifiably measuring and managing various types of Enterprise risk, as a portfolio of risks. A company with the Corporate Governance emblem faces a variety of risks due to the broad nature of various investment, financial, and operational activities. This paper authenticates that the technique of utilizing the computerized simulation modeling helps to greater extent minimizing the risk that element. The software used to administer the simulations is Crystal Ball. The use of simulation allows risk managers to combine the various categories of risk that a firm faces into one risk portfolio. These techniques will enable risk managers to have the information needed to achieve the desired level of overall firm risk and the expected cost of managing risk. The firm's overall risk metric selected for use in the case studies analyzed in the later sections of this paper is the standard deviation after-tax operating earnings, IRR and Net Cash Flows.

Keywords: computerized simulation modeling, computerized modeling, managing a risk portfolio, risk measurement, risk management, value at risk.

IMPORTANCE OF HUMAN CAPITAL IN THE DEVELOPMENT OF PAKISTAN

By:

* Dr. Zareen Abbasi

* Mr Ghulam Shabbir Sheikh

Abstract

In the modern world, produce of commodities and services depends on factual information. Specifics can be traffic and augmented by making thought in training and condition of higher fitness services to workforce. The valuable assets in Pakistan are its human capital. This is definite that present is a desire of economic power, corresponding judgment, handiness, intended thought, tolerant prop up tactic, healthiness and fortification dealings and administrative control of commerce. Executive edification is a fundamental issue in human capital make-up. With the passage of fiscal expansion the troubles of human capital deal are escalating like boost up in populace, defective guide of assumption in learning, more pressure on the construction of building and paraphernalia, lack of health and diet amenities, lack of on the job guidance services, lack of study syllabus for adults, lack of promotional business, manpower setting up, inattentiveness of cultivation education on scientific grounds. at present, if people are valuable and measured as resources then they must run industry. The scheme formed to take up, remunerate and build up people form the major part of any company's worth more than other material goods such as money, plants, utensils, and coherent possessions. Country's value suffer when human capital is mismanaged that is why it is indispensable that care for people like possessions then they'll generate capital. It is required to build up a careful punishment arrangement for those human resources apprehensive in mal-practices and mal-administration. It should build up a set of rules of ethics vis-à-vis the escaping of sexual annoyance and to set up equal employment opportunity along with immense expenditure in required in culture, leadership, corporeal locale.

Keywords: Human Capital, consumption, guidance, Effectiveness, Efficiency, Productivity, Economic Development, HRD

* The both authors, Assistant Professors, Department of Public Administration University of Sindh, Jamshoro.

RETAIL TRADE: Small Scale Business Facing Large Scale Problems

(A case study of leading Retail Markets of Interior Sindh)

* Dr. Muneeruddin Soomro

**Dr. Rizwana Chang

Abstract

The channels of distribution for consumers' products are producer, agent, wholesaler, retailer and end-user. In such economic chain the retailer performs many valuable functions in the role of intermediary between wholesaler and buyer. As the retailer has direct contact with the ultimate customers and due to direct contact with customers the retailer is in excellent position to sell, serve, gather information, deliver, create demand and display the products at convenient and suitable place. Simultaneously the retailer can influence the buyers by his personal skills and service. As such this study is aimed at to find out the opportunities, problems and threats faced by the retailers and retail markets of interior Sindh and to suggest the appropriate remedies for retailers, Trade Associations and Government agencies for implementation, as this pivotal sector of economy can be strengthened and straightened.

If this significant aspect of economy is duly patronized by the authorities in power, it can provide substantial uplift to the deteriorating economy of Pakistan and can alleviate ever increasing poverty and can cause reasonable reduction in the rate of unemployment in this part of land.

* The both authors are working as Assistant Professor in Institute of Commerce, University of Sindh, Jamshoro and Department of Mass Communication, University of Sindh Jamshoro.

***THE PHENOMENON OF GLOBALIZATION: A STUDY WITH REFERENCE
TO MARGINALIZATION AND SOCIAL DISORDER***

Dr Ghulam Rasool Dahri¹

Abstract

It is assumed that the sociological consequences of globalization process are identical for all societies. Their intensity, however, varies from country to country. The study generally aims: To draw the attention of social scientists to the emerging social disorder in all societies; And to indicate the possible role of religion and social institutions in the maintenance of social order. The specific objectives of study are: (1) To analyze the major dimensions of globalization and its certain consequences for social institutions- state, family and education (2) To study the nature of emerging social disorder and the response of socio-religious movements (3) To examine the challenges to the sociology of religion in a globalization age and (4) To analyze the role of religion and social institutions – state, family, and education – in the maintenance of social order.

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SALES PROMOTION AND ITS IMPLICATIONS IN RETAIL TRADE

(A case study of Hyderabad city)

*. Muneeruddin Soomro

** Dr. Rizwana Chang

Abstract

The retail trade promotional mix contains a complex series of communicative skills and techniques to inform the prospect and existing customers about the location of the retail outlet and its offerings so as to enhance stores' image, demand and profit.

In the developed countries a substantial proportion of retailers' promotional budget is allocated to advertising and sales promotion to inform and persuade the customers that the products offered are the most suitable and reasonably priced to their demands and requirements. The effective sales promotion is the pivotal factor in the achievements of success and cause the increase in the sale of a retail establishments. The sales promotion is done through the means which suits the retailers scope, budget and jurisdiction.

The study is aimed at identifying the role of sales promotion in the retail trade in the province of sindh with special reference to Hyderabad to describe the types of sales promotion done by the retailers of the area understudy, as the conventional retailers of this area can give due consideration to this vital aspect of marketing to induce customers to purchase specific commodity, create the image of retail outlets and increase the sale of the products offered.

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EFFECTIVENESS OF ETHICS & VALUES IN HUMAN RESOURCE

By:

Dr. Saima Shaikh*
Dr. Muhammad Bux
Burdey

Abstract

Every society has some values that establishes forms of behavior and beliefs that are desirable and undesirable. Islam teaches us specially about cleanliness, pious life, and self respect for everyone, and virtually every society places some value on duty, loyalty, honor, and the like. This presentation focuses on the importance of these concepts and how they shape a people's national character. Socialization is the process through which the human animal becomes a fully social being by learning the culture of their society. Our physical adaptations and the behavioral flexibility offered by our huge and complex brain have made us the most creative species in the planet's history. Our behavior is a product of an interaction between our biological heritage and the learning experiences of the particular habits in which we grow and groom. These types of training and experiences we get from person to person, peers, groups, religious people, intellectuals and from social scientists.

Now the question comes what challenging skills requirement affect human resource management? Or how organizational members focus on quality and continuous improvements? It's easy to forget that just 25 years ago, no one had a fax machine, a cellular phone, or a laptop or palm top computers. Terms we now use in our every day vocabulary, like email, internet and Palm Top, are known to may be, at best, a few hundred people. Computers often took up expensive space, quite unlike the 1 lb (pound) notebook computer today, but using of these items with more moralistic and ethical language style, will obviously exceed the company's level. Hiring of staff with special focus on ethical behavior, they had better address the potential for harassment, bias, discrimination, and offensive sexual behavior from internet and e-mail abuses.

*Assistant Professor Department of Sociology University of Sindh Jamshoro

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They all know that they can't make a racist or sexist joke in the workplace but those same people may think it's acceptable to send racist and sexist jokes via e-mail or download pornography at work. Put each employee to question his or her beliefs, assumptions, traditions, and their impact on relationships and decisions. HRM must frame / have a policy that defines inappropriate electronic communications reserves the right to monitor employee's internet and e-mail usage, and specifies disciplinary action for violations, because people are company's no. 1 asset –not the computers, not the real estate but the people. To waste people is more than to waste assets, and that is only bad business. Morally and ethically the right thing to do because it makes good business sense, but also because when we open our minds and hearts we feel better about ourselves. And decency is a hard thing to put a price tag on.