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# 5



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KARACHI - PAKISTAN



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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:

RIZVI M.A.SHAH and J.DAVIS (1985): Structural Features of the Date Market in Sind-Pakistan. "Date Palm. J" FAO, Pp.103-122.

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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.

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

### **Tables**

Tables should be reduced to the simplest form and should not be used where text or illustrations give the same information. They should be typed on separate sheets at the end of the text and must in no case be of a size or form that will not conveniently fit onto the Journal page size. Units of measurement should always be clearly stated in the column headings; any dates relevant to the tabulated information should be stated in the table title or in the appropriate column heading.

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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](mailto:muneer_alishah@greenwichuniversity.edu.pk) or c/o Greenwich University, DK-10, 38 street, Darakshan, Phase VI, Defense Housing Authority, Karachi-75500.

## **EDITORIAL**

Greenwich University is a research-based university, dedicated not only to the quest and dissemination of knowledge, but also to the creation of new knowledge. It is a place where the fullest and most exact knowledge of the times is imparted. Greenwich has the services of qualified Ph.D. Professors and expertise, to supervise its students and to look after the work of its research project.

The Greenwich University in a very short span of time has not only promoted research, but by activating Greenwich Research Facilitation Centre (GRFC) has provided a platform to all research lovers to foster research.

At GRFC, all undergraduate, graduate and postgraduate students of Greenwich as well as Faculty members working as research supervisors at Greenwich University as well as employees of the financial and educational institutions and other organizations, who love research and want to learn the advanced research methods and techniques regarding accomplishment of multidimensional projects, are welcome at GRFC.

The fifth issue of the "Business Strategies, J" contains nine research papers. These papers represent a wide range of subjects, like Management, Finance, Consumer Behavior, Small & Medium Enterprises, Economics, Advertisement, Impulse Buying and Crisis Management etc and are important to the readers of the developing countries of the region in general and to Pakistani readers in particular.

Dr Anwar Ali Shah G Syed et al, on the "DFIs Managerial Perspective for the Growth of Cotton Textile Industry in Sindh Province of Pakistan During Last Decade (1999-2000)", suggest the role of DFIs for the uplift of Cotton Textile Industry in Sindh. The authors are of the opinion that bridge financing, equity investment and export financing are necessary factors to uplift the cotton textile industry in Sindh.

M/s Zia Abbas et al, in the second paper, on "Does Financial Liberalization Stimulate Growth? A Case Study of Pakistan" analyze that foreign capital inflow has a significant impact on the Pakistani Stock Market. The study examines the nature of relationship between stock market and the growth, through capital accumulation.

Syed Muhammad Zia et al, in the third paper on "Impact of Demographic Factors on Consumer Innovativeness: A Study of Consumer Behavior" supports business organizations for their marketing strategies, especially focused advertising, on brand-loyal or innovators.

Mr Chandan Lal Rohra et al, in the fourth paper on "Role of SME's in Poverty Alleviation and Economic Development of Pakistan" analyze the importance of SMEs in economic development and in reducing poverty in the country.

Mr Bashir Ahmed Memon, in the fifth paper on “Pre and Post Processing Facilities for Finite Element Analysis” pinpoints that pre and post preprocessors have come to be recognized as important components of finite element programs.

Mr Faiz Muhammad Shaikh et al, in the sixth paper on “Economic Costs and Benefit Analysis of Pak-India Trade-A Case Study of Exporting Dried Dates from Khairpur Mirs” suggest that the current demand of exports for dried dates of Khairpur will increase after free trade between Pakistan and India.

Dr Muneeruddin Soomro et al, in the seventh paper on “Role of Advertising in Retail Trade- A Case Study of Hyderabad City” identify the role of advertising in the retail trade.

Mr Aamir Feroz Shamsi et al, in the eighth paper on “Factors Influencing Customers’ Impulse Buying Behavior in Pakistan” emphasize that except point of purchase display and discount offer, others factors which are working in the departmental stores have failed in influencing customers to make impulse purchase in general stores.

Prof. Manisha Shekhar et al, in the last paper on “Anatomy of Crisis Management: A Case Study Focusing on Major Crisis within India” explore the various crises that have accumulated within India and the measures to handle these crises.

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**

# **DFIS MANAGERIAL PERSPECTIVE FOR THE GROWTH OF COTTON TEXTILE INDUSTRY IN SINDH PROVINCE OF PAKISTAN DURING LAST DECADE (1990-2000).**

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

## **Abstract**

The main purpose of this research paper is to assess the Role of DFIs for the uplift of the cotton textile industry in Sindh. One hundred managers working in five DFIs participated in this study. The present study sought to gather data through a questionnaire on the impact of the cotton textile industry on the economy of Pakistan, employment, foreign exchange earnings and the major contribution in GDP and the role played by the DFIs for the growth and expansion of this very important industrial sector in Sindh. The results of the present study suggest that the majority of the participants tended to be satisfied with the loan granting policy for the textile mills, the way of loan return by mills to Textile Vision 2005. The results of this study further suggest that the greater number of the respondents seemed to be in agreement with statements such as bridge financing, equity investment and export financing.

**Key words:** DFI, Poverty, Textile, Sindh, Managerial Perspective

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\*Professor of Business Administration and Dean, Faculty of Commerce & Business Administration, University of Sindh, Jamshoro, Sindh, Pakistan.

\*\*Assistant Professor of Commerce, Government Sachal Sarmast Commerce College, Hirabad, Hyderabad, Sindh, Pakistan.

# DOES FINANCIAL LIBERALIZATION STIMULATE GROWTH?

## A CASE STUDY OF PAKISTAN

By:

Zia Abbas  
Kamran Ali Khan

### **Abstract**

Foreign capital inflow has been one of the defining features of the world economy over the past two decades. In Pakistan, the financial business (Stock market) is the second largest sector that received the major chunk of foreign capital inflows. The study examines the nature of relationship between stock market and growth through capital accumulation in Pakistan using the data from 2000 to 2008.

Key words: Financial Liberalization, Capital inflow, stock market, Pakistan

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\* The author work as Instructor, Institute of Business Management, Research Officer, Karachi Chamber of Commerce and Industry respectively

# IMPACT OF DEMOGRAPHIC FACTORS ON CONSUMER INNOVATIVENESS: A STUDY OF CONSUMER BEHAVIOR

By

Syed Muhammad Zia \*

&

Aamir Firoz Shamsi \*\*

## **Abstract**

*This study focuses innovativeness (dependent) and four demographic variables; age, income, gender, and education (independent) to determine the relationship. This study helps the business organizations for their marketing strategies specially focused advertising on brand-loyal or innovators. Karachi is selected for this study and the key results are that age and income of the targeted respondents have relationship with their innovativeness, having impact, and others do not.*

Key words: Demographic, Consumer, Income, gender, education

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\* Both the authors are working respectively as Assistant Professor, FUUAST Karachi, Senior Trainer ECDI, Karachi.

Note: The authors like to acknowledge the contribution of Mr. Muntazir Mehdi, one of the brilliant students of Mohammad Ali Jinnah University, who contributed well in data collection and writing this article.

# ROLE OF SME'S IN POVERTY ALLEVIATION AND ECONOMIC DEVELOPMENT OF PAKISTAN

By

Chandan Lal, Rohra\*  
Faiz.M.Shaikh\*\*

## Abstract

This paper is an analyses of the importance of Small and Medium enterprises SME's in economic development in general and with reference to reducing poverty in the country. Data were collected from primary as well secondary sources. A complementary survey was conducted from 300 respondents by using simple random technique in five districts Sukkur, Khairpur, Shikarpur, Larkana and Jacobabad Districts. Structural questionnaire was designed as a measurement instrument for this research. SME's have a significant role in reducing the poverty alleviation in Sindh by providing better opportunities of employment in the country and also enhance the capacities of skilled workers by providing them better work environment. Business environment is favorable in Pakistan and can contribute more in the economy. Things are changing in SME's study and are spreading due to the positive response of Pakistani Business Schools and emerging trend of globalization and foreign direct investment. The current research also examines the economic growth through SME's in Pakistan by the strategic planning and resources should be needed to enhance and develop the SMEs in Pakistan. The results showed that Pakistani SME's using only small portion in the export of the SME's products where as other developing countries like Malaysia, Thailand, Japan they develop their economy through SME's.

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Key words, Impact, SME, Economic Growth, Poverty Alleviation

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\* Authors are working as Assistant Professor, Department of Business Administration, Shah Abdul Latif University-Khairpur and Assistant Professor, Department of Agri: Economics, SZABAC-Dokri, Larkana-Sindh

# PRE- AND POST-PROCESSING FACILITIES FOR FINITE ELEMENT ANALYSIS

By:  
Bashir Ahmed Memon<sup>1</sup>

## Abstract

Pre- and post-preprocessors have come to be recognized as important components of finite element programs. To this end software for the purpose is developed using visual basic. User friendly interaction makes it easy to input problem data through various dialogs. A program can generate mesh for two dimensional quadrilateral and triangular elements, and eight node brick element mesh for three dimensional problems. A finite element file generated by software is read by a solution engine, which generates several files used for post-processing. Software cannot be treated as general purpose software, as it generates data files to be read only by FEA for RC<sup>Error! Reference source not found.[1]</sup> solution engine. However an option for modification of data file is provided in the software, so that the user can manually modify the data file to meet the required needs. The output of the solution process is used as input to the software for post processing which gives options for displaying deformed alone and along with un-deformed shape of the structural member, and graphical display of single and multiple gauss-point state. Textual output of full or selected results can also be achieved via output menu. One example of three-dimensional beam analysis is selected to demonstrate the use of the software.

Keywords: Finite Element Analysis, Pre- and Post-Processing Software, Visual Basic

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<sup>1</sup> Professor, Department of Civil Engineering, Quaid-e-Awam University of Engineering, Science and Technology, Nawabshah, Sindh, Pakistan. Phone: +90 244 9370375, Email: [bashir\\_m@hotmail.com](mailto:bashir_m@hotmail.com)



# **ECONOMIC COSTS & BENEFITS ANALYSIS OF PAK-INDIA TRADE-A CASE STUDY OF EXPORTING DRIED DATES FROM KHAIRPUR MIRS**

By

Faiz.M.Shaikh \*

Nazeer Ahmed Gopang\*\*

## **Abstract**

This study analyses the potential economic costs and benefits of trade with India in exporting dried dates. The first scenario is when normal trading relation with India will be restored. It means that both countries will give the MFN status to each other. In the second scenario, the SAFTA will be operative and there will be free trade between India and Pakistan and both countries will remove all tariffs and custom duties from each other's imports. After employing the simplified static analysis framework, the analysis based on simulations reveals that current demand for Khairpur dates will expand after the FTA and consumer surplus will increase. The drop in the domestic prices of dates will increase the production of many down stream industries, which will have pleasant multiplier effects on the economy. Overview of dates industry and results of economic analysis indicate that Pakistan will get benefit from the FTA by getting cheaper labor as it will increase their competitiveness, and to reduce the costs of trade diversion in some commodities, the government should reduce MFN tariffs on industrial dates before implementing the FTA key role of multilateral trade system is the reduction in trade barriers should be applied, on a most-favored nation basis (MFN), to all WTO members. The only exception to the MFN principle built into the GATT legal framework is the provision for reciprocal free trade within customs unions and free trade areas (GATT article XXIV) objectives of the present study is to analyze qualitatively and quantify the potential economic cost and benefits of prospective trade between India and Pakistan to consumers, producers and government of the two countries for export of dried date under the following two scenarios, i.e, when normal trading relations between Pakistan and India will be restored and when there will be a free trade between Pakistan and India in the presence of South Asian Free Trade Agreement (SAFTA). Following the analytical framework discussed by PO managerial (20001), we employ the simplified static analysis for individual industries to instigate the welfare gains or losses. Results based on dates, and their related products SAFTA, there is net increase in producer surplus of Pakistan.

Key Words: Cost Benefit, Trade, Dates Khairpur, SAFTA

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\* Both the authors are working respectively as a Assistant Professor, Department of Agri: Economics, SZABAC-Dokri, SINDH, Assistant Professor, In charge-Chairman, Department of Business, University of Sindh, Jamshoro.

# **Role of Advertising in Retail Trade**

## **A case study of Hyderabad city**

By:  
Dr. Muneeruddin Soomro  
Dr. Rizwana Chang

### ***Abstract***

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

In the developed countries a substantial proportion of retailers' promotional budget is allocated to advertising to inform and persuade the customers on the point that the products offered are the most suitable to their demands and requirements. The effective advertisement is the pivotal factor in the success and failure of retail establishments. The advertising is done through media which suits the retailers' scope, budget and jurisdiction.

The study is aimed to identify the role of advertising in the retail trade in the province of Sindh with special reference to Hyderabad city to describe the types of advertisements done by the retailers of the area under study, as the conventional retailers of this area can be educated to give due consideration to this vital aspect of marketing as the customers may purchase specific merchandise and create the image of retail outlets.

**Key Words:** Advertising, Trade, Retailing, Hyderabad - Sindh

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\* Both Authors are working in Institute of Commerce, University of Sindh, Jamshoro and Department of Mass Communication, University of Sindh, Jamshoro

# Factors Influencing Customers' Impulse Buying Behavior in Pakistan

BY

Aamir Feroz Shamsi \*

Syed Mohammad Zia \*\*

## Abstract

*This research study validates the significance of impulse buying and the factors that influence customers' impulsive buying behavior in Pakistani environment. The research also compares the factors that impel customers to make impulse purchases in departmental and general store scenarios because both kinds of stores have same function but have acutely different environments.*

*The study identifies that in departmental stores 32% of the total amount, which customers spend on buying groceries, represents the amount of impulse buying. Self-service, point-of-purchase display, prominent store display, placement of products on shelves and discount offers are the factors which proved to be significantly influencing customers to make impulse purchases. In case of general store 16% of the total amount, which customers spend on buying groceries, represents the amount of impulse buying, but is quite less than that of departmental store.*

*The factors which are being proved to be working in departmental stores, except two of them, namely point-of-purchase display and discount offer, have failed in influencing customers to make impulse purchase in general stores. The failure of these factors in general stores is the reason why customers make less impulse purchases in general stores than those of departmental stores.*

KEY WORDS: Customer, Buying Behavior, Impulse buying, Purchasing Power

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\* Both the authors are working respectively as Senior Trainer ECDI, Karachi & Assistant Professor, FUUAST, Karachi.

# **Anatomy of Crisis management:**

## **A Case Study Focusing on Major Crisis within India**

By:  
Prof. Manisha Shekhar  
and  
Dr M.C.Saxena

### **Abstract**

This article explores the issues of various crises that have accumulated within India and the respective measures to handle these crisis. The paper focuses on the Economic, Financial, Food, Water and various other crisis that India is facing in the developing world. The Financial crises are affecting the IT sector and the Banking sector of the nation which in turn is increasing the unemployment ratio in the country. Although more than 70% of our population directly or indirectly depend upon agriculture as their primary source of income yet our nation is suffering from malnutrition. These crises are mainly due to the excessive development which we have achieved at the cost of our environment. The paper lays emphasis on how to tackle these crises by successful Crisis Management so that we can preserve the environment for our future generations.

**KEYWORDS:-** Crisis management , Anatomy of crisis , Model and Evolution.

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\* Both authors are respectively working in Centre for Strategic Analysis & Research, Deptt. of Electronics & Communication, College of Engg. & Technology, Lucknow (India)