

OFFICE OF RESEARCH INNOVATION & COMMERCIALIZATION (ORIC)  
 MARKETING THESIS - II (03 CREDIT HOURS)  
 DEPARTMENT OF BUSINESS ADMINISTRATION  
 PREVIOUS BATCH - SPRING 14 / THESIS I  
 MBA / MPHIL

THESIS - II SUPERVISOR: MR. FAISAL QURESHI

UPDATED : 6TH JUNE, 2014

S. No	Reg. No.	Student's Name	Topics	MBA / MPHIL	Batch	Status
1	21321	Aafaque Ali	The impact of customer relationship marketing on brand loyalty	MBA	Fall 2014	Approved
2	19253	Abdul Haseeb	Influence of sales person characteristics on effectiveness of personal selling.	MBA	Fall 2014	Approved
3	17759	Akbar Khan	The Impact of Blogging on Consumer Perception for Video Games.	MBA	Fall 2014	Approved
4	20325	Anum Riaz	The influence of consumer exploitation tactics in creating customer dissatisfaction.	MBA	Fall 2014	Approved
5	26852	Anum Shahjehan	The Effect of Personalization on Consumer Perception.	MBA	Fall 2014	Approved
6	26835	Atika Tahir	The use of corporate image as an effective marketing technique in recruitment	MBA	Fall 2014	Approved
7	15540	Fahad Javed	Consumer response towards philanthropic advertising.	MBA	Fall 2014	Approved
8	18497	Hafiz Siraj Muhammad Ubair	Influence of school's brand image on parents' choice of the school	MBA	Fall 2014	Approved
9	21906	Hasham Ahsan	The Effect of Physical Environment Factors on Customer Satisfaction in Restaurants	MBA	Fall 2014	Approved
10	19251	Iffrah Babar	Factors influencing negative motivation in consumers.	MBA	Fall 2014	Approved
11	8694	Jan Muhammad Khan	A Study on the Impact of Significant Others on Buying Behavior in Routine and Complex Situations	MBA	Fall 2014	Approved
12	19214	Jawaid Iqbal	Impact of direct marketing on consumer buying behavior	MBA	Fall 2014	Approved
13	9441	Kulsoom Malik	Islamic branding and marketing: an insight to consumer perception in pakistan.	MBA	Fall 2014	Approved
14	16943	Muhammad Adnan Asif	Impact of using brand ambassadors on brand image	MBA	Fall 2014	Approved
15	18827	Muhammad Khurram Awan	A study on consumer attitude towards microfinance banking.	MBA	Fall 2014	Approved
16	18536	Muhammad Muzammil Ur Rehman	Relationship between Television Ratings and Total Advertisement Minutes	MBA	Fall 2014	Approved
17	23515	Muhammad Rashid	Impact of service customization and personal interaction on customer satisfaction	MBA	Fall 2014	Approved
18	17005	Muntaha Ibrahim	A Study on Factors Creating Service Gaps	MBA	Fall 2014	Approved
19	19259	Raeesa Nafees	Impact of inside selling on consumer buying behavior in home textile.	MBA	Fall 2014	Approved
20	24950	Reham A Sattar	The impact of sales person behavior on customer retention in partywears retail outlets	MBA	Fall 2014	Approved
21	25380	Saad Altaf	Factors influencing consumer buying behavior for contraceptives.	MBA	Fall 2014	Approved
22	10791	Sajjad Hussain	Factors affecting customer satisfaction in inland insurance.	MBA	Fall 2014	Approved
23	15584	Shadab Khan	A study on consumer response to pay per click advertising	MBA	Fall 2014	Approved
24	18735	Shireen Umed Ali	The impact of workplace spirituality on organizational commitment	MBA	Fall 2014	Approved
25	26817	Shuomaila Majeed	Factors affecting export performance of firms.	MBA	Fall 2014	Approved
26	12347	Syed Shahrulkh Mustafa	Impact of sales promotion on consumer buying behavior for personal computers	MBA	Fall 2014	Approved
27	15269	Waseem Iqbal	Impact of fixed dose combination on prescribing behavior of the physicians.	MBA	Fall 2014	Approved
28	12576	Zeeshan Ahmed	effect of after sales services on customer satisfaction and loyalty in mobile phones	MBA	Fall 2014	Approved

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29	20309	Zulqarnain Aftab	Factors influencing consumer buying behavior for children's apparel	MBA	Fall 2014	Approved

Director Research & Publications - ORIC