

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. YASIR ALI SOOMRO

UPDATED : 6TH JUNE, 2014

S. No	Reg. No.	Student's Name	Topics	MBA / MPHIL	Batch	Status
1	19171	Nadeem Akhter Rana	Brand switching behaviour based on product unavailability	MBA	Fall 2014	Approved
2	23875	Bisma Shaikh	Impact of conspicuous consumption on brand loyalty	MBA	Fall 2014	Approved
3	21062	Azika Gulraiz	Impact of foreign brands on domestic brands and on consumer perception	MBA	Fall 2014	Approved
4	19197	Kashif Shamraiz	Consumer Acceptance and avoidance of printed receipts on the point of sale terminal.	MBA	Fall 2014	Approved
5	19899	Muniba Mahmood	Consumer perception on product placement in games	MBA	Fall 2014	Approved
6	23964	Muhammad Maaz Hanif	To study the impact of deliverance commitment on post-purchase evaluation: A case study of telecommunication sector	MBA	Fall 2014	Approved
7	18234	Waqas Safdar	Consumers perception towards authenticity and quality of top 3 companies listed under Organic search results on Google	MBA	Fall 2014	Approved
8	23874	Anum Altaf	Impact of Retail Brand Stores on Consumer Brand Attachment.	MBA	Fall 2014	Approved
9	13955	Moazzam Ali	Impact of Product Sampling on Brand Awareness and Acceptance of Product.	MBA	Fall 2014	Approved
10	21654	Syeda Alina Masood Naqvi	Choice overload and its impact on consumer buying behavior.	MBA	Fall 2014	Approved
11	17886	Hussain	Consumer perceived brand image of Islamic branded products	MBA	Fall 2014	Approved
12	21494	Muhammad Jawad	Impact of retailer CSR on consumer buying behavior.	MBA	Fall 2014	Approved
13	10469	Muhammad Ali Feroz	Impact of Tailored Advertising on Consumer Awareness regarding the Brand.	MBA	Fall 2014	Approved
14	21762	Javeria Iqbal	Impact of visual merchandizing on consumer attention.	MBA	Fall 2014	Approved
15	17136	Jawad Latif	Impact of Islamic marketing mix on product adoption and customer experience.	MBA	Fall 2014	Approved
16	15418	Aisha Saeed	Factors effecting customer loyalty while online shopping	MBA	Fall 2014	Approved
17	13958	Safiullah	Impact of packaging and Labeling on brand selection and brand positioning.	MBA	Fall 2014	Approved
18	13957	Muhammad Rameez Ahmed	Webinar's effects on the marketing of Physical Seminars and conferences in the academy.	MBA	Fall 2014	Approved
19	9358	Mansoor Anwer Paracha	User generated marketing effects on Brand Alteration and Brand reinvention.	MBA	Fall 2014	Approved
20	15764	Muhammad Zahid Irshad	Consumer perception of animated ads and its role in creating brand image and brand personality	MBA	Fall 2014	Approved
21	26826	Waqas Shamim	Effect of Intentional Similarity of Branding on Consumer Perception	MBA	Fall 2014	Approved
22	26815	Faisal Moiz	To the effects of international online communication services on consumer usage of local communication packages	MBA	Fall 2014	Approved
23	26816	Syed Burhan Ahmed	Impediments in the usage of ERP by the marketing practitioners.	MBA	Fall 2014	Approved
24	26825	Assam Ahmed	Comparative analysis of knowledge and awareness of subliminal messages in advertisement possessed by individuals and marketing professionals.	MBA	Fall 2014	Approved
25	26803	Muhammad Nazim Absar Talha	To study the factors leading to volatile pricing by car dealers in car market in Pakistan	MBA	Fall 2014	Approved

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S. No	Reg. No.	Student's Name	Topics	MBA / MPHIL	Batch	Status
26	16886	Muhammad Zeeshan	Impact of loyalty cards on customer satisfaction	MBA	Fall 2014	Approved

Director Research & Publications - ORIC