## **NUML**

## International Journal of Business & Management

Vol 14(1), June, 2019





National University of Modern Languages
Islamabad-Pakistan

www.numl.edu.pk

Copyright © 2019 NIJBM

## NUML International Journal of Business & Management

**Editorial Board Patron-in-Chief** 

Major General (R) Muhammad Jaffar HI (M)

**Rector NUML** 

Patron

Brigadier Muhammad Ibrahim Director General NUML

**Editor-in-Chief** 

Brigadier (R) Dr. Maqsud-ul-Hassan Dean, Faculty of Management Sciences Editor

Dr. Faid Gul, Faculty of Management Sciences

**Associate Editor** 

Dr. Ishtiaq Ahmad

**Assistant Editor** 

Mr. Muhammad Haroon

**Editing Assistant** 

Maryam Shakir Jan

## **Editorial Advisory Board**

Prof. Dr. Bahaudin Mujtaba Huizinga NOVA, Florida, USA

Dr. Ivor Cribben

University of Alberta, Canada

Dr. Zalfa Laili Hamzah

University of Malaya, Malaysia

Dr. M. Tariq Majeed

Quaid-i-Azam University, Pakistan

Prof. Dr. Ayse Kucuk Yilmaz,

Anadolu University, Turkey

Dr. Aida Idris

University of Malaya, Malaysia

Dr. Murugesh Arunachalam

University of Waikato, New Zealand

Dr. Safi Ullah Khan

Universiti Teknologi Brunei, Brunei

Dr. Nazimah Binti Hussin

Universiti Teknologi Malaysia, Malaysia

Prof. Dr. Suhaiza Hanim

University of Malaya, Malaysia

Prof. Dr. Gurbuz Gokcen Marmara University, Turkey

Dr. Ijaz Ur Rehman

Al Falah University, UAE Dubai

Dr. Biagio Simonetti

University of Sannio, Italy

Dr. Dildar Hussain

Rennes School of Business, France

Dr. Mohammad Nur Rianto Al Arif

State Islamic University, Jakarta- Indonesia

Prof. Dr. Andras Nabradi

University of Debrecen, Hungary

Dr. Nomahaza Mahadi

Universiti Teknologi Malaysia, Malaysia

Dr. JoAnn D. Rolle

City University of New York, USA

This	<b>Issue</b>	Incl	ludes

Naeem Ullah, Ammara Mujtaba, Nida Aman

	Nadeem Ahmed Sheikh, Khawaja Khalid Mehmood, Muhammad Shahzad Rasool
2.	Practices of Capital Budgeting Techniques: Evidence from the Corporate Sector of Pakistan 16-28
	Muhammad Tariq, Sajid Rahman Khattak
3.	How does 'Innovation as a Job requirement' contribute to Innovative Work
	Behavior? Evidence from the Higher Education Sector of Pakistan 29-43
	Haroon Bakari, Saman Attiq, Imamuddin Khoso, Muneeruddin Soomro
4.	Linking Rater-Ratee Personality (Dis)Similarity and Feedback-Seeking Behavior
	44-59
	Tamania Khan, Muhammad Zahid Iqbal
5.	Servant Leadership and Faculty Loyalty Nexus; Mediating Role of Faculty Trust
	60-74
	Sidra Farman, Sajjad Ahmad Afridi, Maqsood Haider
6.	How Proactive Personality Influences Organizational Citizenship Behavior: The
	Mediating Roles of Organizational Commitment and Leader Member Exchange
	75-88
- ~	Naveed Farooq, Syed Tufail Khalil, Muhammad Tufail
7.	Supervisor Incivility and Turnover Intentions with the Mediating Role of Job
	Burnout and Moderation of Job Performance  89-101
0	Hafiz Ghufran Ali, Muhammad Asad, Muhammad Yousaf
8.	Financial Attitude and Investment Decision Making - Moderating Role of Financial
	Literacy 102-115  Muhammad Khurram Shehzad Niazi, Qaisar Ali Malik
9.	
9.	Role of Corporate Visual Identity in Building Brand Personality: Mediating Role of Brand Communication and Moderating Role of Brand Equity 116-127
	Rauza, Naveed Akhtar
10	•
10.	Salespersons' Skills-Set in Marketing Exchanges: Implications for Pharmaceutical Companies 128-143
	Arslan Rafi, Tahir Saeed
1 1	
11.	Credit Risk and Financial Performance of Banks: Evidence from Pakistan 144-155 Muhammad Sadiq Shahid, Faid Gul, Khawar Naheed
12.	Does Corporate Governance and Islamic Label Mitigates Over Investment of Free
	Cash Flow? Evidence from Pakistan 156-171

1. Impact of Value Added Intellectual Coefficient on Bank Performance: Evidence from

Conventional and Islamic Banks in Pakistan

Price per Copy

Rs: 800 (Local) \$30 (Foreign)

Annual Subscription Fee

Rs. 1,500 (Local) \$50 (Foreign)