

ISSN 2521-473X (Online), ISSN 2410-5392 (Print)

NUML

International Journal of Business & Management

Vol 13(2), Dec., 2018



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) Ziauddin Najam

Rector NUML

Patron

Brigadier Muhammad Ibrahim

Director General NUML

Editor-in-Chief

Prof. Dr. Naveed Akhtar

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

Prof. Dr. Yan Li
Beijing Institute of Technology, China

Prof. Dr. Canan CETIN,
Marmara, University Istanbul, Turkey

Prof. Dr. Ayse Kucuk Yilmaz,
Anadolu University, Turkey

Dr. Aida Idris
University of Malaya, Kuala Lumpur

Dr. Murugesh Arunachalam
University of Waikato, New Zealand

Dr. Safi Ullah Khan
Universiti Teknologi Brunei

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

Dr. Muhammad Zahid Iqbal
University of Liverpool, UK

Dr. Nomahaza Mahadi
Universiti Teknologi Malaysia, Kuala Lumpur

Prof. Dr. Suhaiza Hanim
University of Malaya, Kuala Lumpur

This Issue Includes

1. Role of Trust in converting intention into actual purchase in an E-Marketing Stimuli (eM-stimuli) induced environment **1-14**
Imran Munawar Qureshi
2. Merits in Applying AAOIFI Accounting Standards in Pakistani Islamic Banks **15-26**
Shah Raza Khan, Himayatullah Khan, Khurshed Iqbal
3. Analysis of Trade Credit as an Alternate Source of Financing: Evidence from Non-Financial Sector of Pakistan **27-38**
Ammara Mubashar, Sumayya Chughtai, Abdul Raheman
4. The Effectiveness of External Debt: An Empirical Analysis of Pakistan Economy **39-50**
Malik Saqib Ali, Sadaf Shahab
5. Does Ownership Structure Influence Financial Decisions: Evidence from Pakistan **51-64**
Muhammad Sadiq Shahid, Shazia Nawaz, Liaqat Ali
6. The influence of gender based emotional intelligence on impulsive buying **65-75**
Mubashar Hassan Zia, Shoaib Shafique, Amer Rajput
7. Fuel Demand Elasticity in Pakistan: An Analysis Based on Household Integrated Economic Survey **76-89**
Muhammad Jamil, Maria Hakim, Rizwan Ahmed Satti
8. Cointegration between Institutional Quality and Stock Market Development **90-103**
Muhammad Asif Khan, Raja Muhammad Ahsan Ilyas, Shujahat Haider Hashmi
9. Employee Wellness as Predictor of Productivity from Public Sector Management Perspectives: Conditional Process Analysis **104-116**
Muhammad Nawaz Qaisar, Shahida Mariam, Farooq Ahmad
10. CEO Characteristics and the Probability of Financial Distress: Evidence from Pakistan **117-129**
Kalsoom Zahra, Majid Jamal Khan, Muhammad Akib Warraich
11. Forecasting Stock Prices through Univariate ARIMA Modeling **130-143**
Mustafa Afeef, Anjum Ihsan, Hassan Zada
12. CSR Practices and Customer's Loyalty in Restaurant Industry: Moderating Role of Gender **144-155**
Muzaffar Asad, Ushna Abid

Price per Copy

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

Annual Subscription Fee

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