

ABDULLAH KHAN NIAZI

RESEARCH WORK

- *The Emotionally Charged Advertisements and Their Influence On Consumers' Attitudes, Published in International Journal Of Business and Social Sciences, Vol.3,1 Jan 2012*

- *"Impact Of Emotional Advertisement On Attitude Toward Ads, Brand And Purchase Intention"*
Published in Interdisciplinary journal of contemporary research in business November Edition 2010 Vol.2, no 6.

- *"Link Between Organizational Justice And Employee Job Performance in the Work Place"*
Published in Interdisciplinary journal of contemporary research in business July edition 2010 Vol.2, No.3.

- *"Brand Personality Of Mobile companies On Consumer Attitude" Published In Interdisciplinary journal of contemporary research in business November Edition 2010 November Vol 2, No 6.*

- *Mediating Role of Employee Job Satisfaction on the Relationship of Person-Organization-Fit and OCB International Journal of Contemporary Business Studies Vol.3, No.7 in July 2012.*

- *"Effect of Customer satisfaction and its outcomes . A study of Pakistani service sector"*
Interdisciplinary Journal Of Contemporary Research In Business. December Edition 2011– Interdisciplinary journal of contemporary research in business Vol .3, No.8.

- *"Impact of celebrity credibility on advertising effectiveness", accepted in Pakistan Journal of Commerce and Social Sciences and will publish in April-May edition*

- *“Influence of Islamic Way of Advertisements on Consumers’ Attitudes towards Advertisements, Brands & their Purchase Intentions: A Comparison of Islamic with Non-Islamic Advertisement” to present in 4th Global Islamic Marketing Conference, Istanbul 28-29 May 2013*

- *Consumers’ Perceived Risks and Benefits in Adaptation of Mobile Banking working paper.*

- *Is Islamic Banking Really Islamic a case of Pakistan working paper.*