

# PAKISTAN BUSINESS REVIEW

An HEC Approved “X” Category Journal

ISSN 1561-8706 (print)  
ISSN 2521-005X (online)

Volume 20, Issue 1

April, 2018



**INSTITUTE OF BUSINESS MANAGEMENT (IoBM)**

KORANGI CREEK, KARACHI-75190, PAKISTAN

UAN: (+92-21) 111-002-004, FAX: (+92-21) 35090968, 35092658

<https://pbr.iobm.edu.pk/>