

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

PAKISTAN BUSINESS REVIEW

An HEC Approved “X” Category Journal

Volume 20, Issue 2

July, 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/>