

CONTENTS

Research Articles	Page No.
Human Resource Management Practices Develop Product Differentiation and Cost Leadership Strategy, Enabling Organizations to Attain Competitive Advantage: A Narrative Review <i>Mubarak Zaib Khan, Muhammad Niqab and Janet Hanson</i>	215
Examining the Behavior in Public Good Games: An Application of Prisoner's Dilemma <i>Zarlasht Khan, Hadiya Maud, Mariam Zubair, Verda Salman and Ayesha Nazuk</i>	238
Validation of the Students' Cognitive Engagement Measure: Evidence from University Students of Karachi <i>Shafaque Fatima, Kalpina Kumari, Yawar Abbas Sandhu and, Jawad Abbas</i>	259
Why Industry 4.0 Adoption is Unavoidable for Sustainable Performance of Organizations? <i>Asghar Sohail and Mirza Amin ul Haq</i>	278
Industry-wise Sentimental Herding: An Application of State-Space Model in Pakistan <i>Muhammad Mubeen, Kashif Arif and Sayema Sultana</i>	306