

ISSN 2521-9359 (Online)
ISSN 2520-4475 (Print)

INTERNATIONAL JOURNAL OF
**EXPERIENTIAL LEARNING &
CASE STUDIES**

Volume 2, No. 1
June, 2017



**Institute of
Business Management**

Editorial Board

Patron

Talib Syed Karim

Editor in Chief

Prof Dr. Syed Irfan Hyder

Editor

Nawaz Ahmad

National Board Members

Dr Amanat Ali Jalbani,

IoBM, Karachi

Dr Fazal Husain,

PIDE, Islamabad.

Dr Imamuddin Khoso,

IBA, University of Sindh, Jamshoro.

Dr Raza Ali Khan,

NED University, Karachi

Dr Zaki Rashidi,

SZABIST, Karachi.

Dr Tayyaba Zarif,

SBBU, Nawabshah.

Mr Muhammad Ekhlaque Ahmed,

IoBM, Karachi.

Dr Naveed R Khan,

Iqra University, Karachi

Dr Rizwan Raheem Ahmed,

Continental Pharma, Karachi

Mr Naveed Khan,

Bahria University, Karachi.

International Board Members

Dr Jolita Vvienhardt.

Vytautas Magnus University, Lithuania.

Dr Shahryar Malik.

Australian Institute of Business, Adelaide, Australia.

Dr Maria Dos- Santos.

University of Lisbon, Portugal.

Dr. Mubashir Qureshi.

London School of Science and Technology, London.

Dr Giannakoulas Yiannis.

DEREE-The American College of Greece.

Dr. Zornitsa Yordanova.

University of National and World Economy, Sofia, Bulgaria.

Dr. Sofian El-Astal.

Al-Azhar University – Gaza.

Dr George Aspridas.

Technological Educational Institute of Thessaly, Greece.

Dr. Federico Del Giorgio Solfa.

National University of La Plata, Scientific Research Commission of Buenos Aires Province, Argentina.

Dr. Osama M Abunahel.

Al-Azhar University-Gaza

Dr. Buerhan Saiti.

Institute of Islamic Banking & Finance (IIUM), Malaysia.

About the Journal:

International Journal of Experiential Learning & Case Studies (IJELCS) will provide innovative conceptual framework for consideration of industry managers and corporate sector strategists and decision makers and will become the basis for a collaborative dialogue and discussions between industry and academia.

Objective:

The key objective of the journal is to contribute significantly to the teaching and learning by using case studies and industry specific research articles.

Scope:

IJELCS is a double blind peer-reviewed journal edited by the Institute of Business Management (IoBM), Karachi, Pakistan. The Journal is an academic resource of industry related case studies and research articles which are the outcome of experiential learning and evidence based exercises by academicians and corporate managers. It is a blend of quality researches on experiential learning and a diverse set of case studies pertaining to different business disciplines covering strategic marketing, strategic management, organizational behavior, human resource management, finance & accounting, business ethics, entrepreneurship, economics and other related functional areas.

Copyright © 2017 by IoBM

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the IoBM, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to us, addressed "Attention: The Editor," at the address below.

Editorial Office:

*International Journal of Experiential Learning & Case Studies,
Department of Marketing,
Institute of Business Management,
Korangi Creek, Karachi, Pakistan.*

DISCLAIMER:

All views expressed in the journal are those of the authors and not necessarily reflect the policies or preferences of IJELCS or IoBM.