



Table of Contents

<i>Home Bound Working Women and Organizational Efficiency of Developing Economy</i>	01
<i>Babar Ansari, Kanwal Gul & Aamir F. Shamsi</i>	
<i>Attitude of Business Students towards E-Commerce: A Case Study</i>	19
<i>Nawaz Ahmad & Syeda Tayyaba Fasih</i>	
<i>Arrival of the German Giant at Karachi: Case Study of Henkel</i>	34
<i>Syed Amir Saeed, Saeed Ur Rehman, Muhammad Haris, Ali Nahl Shafi, Tuaha Tahir Khan, Sarosh Khurshid & Taha Kalam</i>	
<i>Samsung Note 7 - An Unprecedented Recall That Created History: Exploding Phones Recovered – Exploded Trust?</i>	44
<i>Aamir Firoz Shamsi, Muntazir Haider Ali & Syed Salman Kazmi</i>	
<i>Peer Mentoring: Exploring the Impact on the Learning Culture of a Business Institute in Pakistan</i>	58
<i>Shumaila Omar, Syed Irfan Hyder & Naziba Ali</i>	