

Dr Hafiz Muhammad Arshad, Department of Management Sciences, CIIT, Sahiwal

ISI and IF Publications

S.No	Title	Authors	Journal Name	Volume/Issue	Page/Article ID	Dep/Campus	IF/ISI	CIIT Authors
1	Augmented Box-Behnken designs for fitting third order response surfaces	Arshad, H.M. , Akhtar, M. and Gilmour, S.G.	Communications in Statistics Theory and Methods	2012, 41	4225–4239	MS/Sahiwal	0.300	Arshad, H. M.
2	The performance of subset response surface designs for estimating third order terms	Arshad, H.M. and Gilmour, S.G.	Journal of Statistical Planning and Inference	2012, 142	232-247	MS/Sahiwal	0.598	Arshad, H. M.
3	Designs balanced for neighbor effects in blocks of size nine	Ahmad, R., Akhtar, M. and Arshad, H.M.	World Applied Sciences Journal	2009, 7(4)	498-505	MS/Sahiwal	ISI	Arshad, H. M.

4	An Appraisal of the Practicum – Finding the Gaps between Theory and Practice in Teacher Training Institutions in Pakistan	Gujjar, A.A., Arshad, H.M. and Ramzan, M.	Language in India	2010, 10	232-253	MS/ Sahiwal	-	Arshad, H. M.
5	Impact of Sales Promotion on the Consumer Loyalty in the Telecommunication Industry in Pakistan	Saeed, R., Nisar, F., Lodhi, R. N., Ahmad, M. and Arshad, H.M.	Journal of Basic and Applied Scientific Research	2013, 3(5)	901-907	MS/ Sahiwal	ISI	Nisar, F., Arshad, H. M.
6	Factors Affecting Customer Satisfaction in Health Care Services in Pakistan	Saeed, R., Ghafoor, M.O., Sarwar, B., Lodhi, R. N., Arshad, H.M. and Ahmad, M.	Journal of Basic and Applied Scientific Research	2013, 3(5)	947-952	MS/ Sahiwal	ISI	Arshad, H. M.

7	Antecedents of Cigarette Brands Loyalty in Pakistan	Saeed, R., Tufail, M.S., Lodhi, R. N., Ahmad, M., and Arshad, H.M.	Journal of Basic and Applied Scientific Research	2013, 3(5)	969-975	MS/ Sahiwal	ISI	Arshad, H. M.
8	The effect of Transformational Leadership on Organizational Commitment with a Mediating effect of Psychological Empowerment	Saeed, R., Hashmi, A., Lodhi, R. N., Ahmad, M., Arshad, H.M. and Ahmad, M.A.	Journal of Basic and Applied Scientific Research	2013, 3(6)	28-36	MS/ Sahiwal	ISI	Arshad, H. M.
9	Impact of Relationship Marketing & Service Recovery on Customer loyalty	Saeed, R., Kamil, H., Lodhi, R. N., Ahmad, M., Arshad, H.M. and Hameed, R.	Journal of Basic and Applied Scientific Research	2013, 3(6)	522-528	MS/ Sahiwal	ISI	Arshad, H. M.

10	Service Quality Attributes and Customer Satisfaction: an Empirical Study on Microfinance Banks - a case from Pakistan	Saeed, R., Safdar, M., Arshad, H.M. , Ahmad, Wisal. Khurshid, N. and Lodhi, R. N.	Journal of Basic and Applied Scientific Research	2013, 3(6)	723-731	MS/ Sahiwal	ISI	Arshad, H. M. and Khurshid, N.
11	Determinants of Customer Satisfaction: The Case of Pakistan Telecom Industry	Ashraf, R.U., Saeed, R., Arshad, H.M. , Zaidi, S.A.H. and Ahmad, W.	Journal of Basic and Applied Scientific Research	2013, 3(11)	251-258	MS/ Sahiwal	ISI	Ashraf, R. N., Arshad, H. M.
12	Antecedents of purchase intention for foreign apparel products among Pakistani university students: implications of market entry strategy	Ahmad, W., Arshad, H.M. , Sabir, R.I. and Ashraf, R.U.	Middle East Journal of Scientific Research	2013, 16(9)	1255-1263	MS/ Sahiwal	ISI	Arshad, H. M. and Ashraf, R. U.

13	Accumulation of some selected heavy metals in <i>Lepus nigricollis</i> from Pakistan	Shahid, N., Anwar, S., Qadir, A., Ali, H., Suchentru nk, F. and Arshd, H.M.	Journal of Basic and Applied Scientific Research	2013, 3(11)	339-346	MS/ Sahiwal	ISI	Shahid, N. and Arshad, H. M.
14	Impact of Effective Advertising on Consumer Buying Behavior: A Study of Mobile Phone Purchasers in Pakistan	Arshad, H.M. , Noor, M., Noor, N., Ahmad, W. and Javed, S.	Journal of Basic and Applied Scientific Research	2014, 4(3)	224-231	MS/ Sahiwal	ISI	Arshad, H. M.
15	Intellectual Capital and Financial Performance: A Comparative Investigation of Top Five Sectors of Pakistan	Sami, A., Arshad, H.M. and Ashraf, R.U.	Journal of Basic and Applied Scientific Research	2014, 4(3)	232-239	MS/ Sahiwal	ISI	Arshad, H. M. and Ashraf, R. U.

16	Role of Iron Chelation Therapy for Beta-Thalassemia Major: A Review	Shahid, N., Bibi, F., Usman, M., Nasir, R., Shah, G.M., Arshad, H.M. and Qadir, A.	Journal of Applied Environmental Biological Science	2014, 4(10)	17-25	MS/Sahiwal	ISI	Shahid, N. and Arshad, H. M.
17	Criteria of selecting bank in Pakistani banking sector: study of banking customers in Sahiwal, Pakistan	Zulfiqar, B., Arshad, H.M. , Fareed, Z., Shahzad, F. and Hussain, S.	International Journal of Managing Value and Supply Chains	2014, 5(4)	19-31	MS/Sahiwal		Arshad, H. M.