

CONTENTS

Research

Incoherences in Neo-Classical Economic Theory
Muhammad Zahid Siddique, Haleema Sadia 209

Assessing the Relationship between Leadership and
Conflict Management Styles in the Banking Sector of Pakistan
Humayun Zafar 243

Assessing the Service Quality of Some Selected Hospitals In Karachi
Based on the SERVQUAL Model
Rizwan Ahmed, Hina Samreen 266

Business Psychology Seminar Papers

Gender Difference: Work and Family Conflicts and Family-Work Conflicts
Sadia Aziz Ansari 315

The Relationship between Work Motivation and Job Satisfaction
Nadia Ayub, Shagufta Rafif 332

Effectiveness of Brief Counseling Sessions for Employee Development:
A Qualitative Study
Zainab F. Zadeh, Samia Ahmad, Halima Ghani 348

Role of Popularity in Being Bullied at the Work Place
Qudsia Tariq, Saima Masoom Ali 367

Personality Job-Fit
Khalida Rauf 379

Market Report

Business Intelligence: A New Dimension to Business
Azimuddin Khan, Karunesh Saxena 394

Conference Report

Workshop on Environment and Energy: An Overview
Shahid Amjad 410