

ABSTRACTS

Linkage of Profitability with Key Financial and Economic Indicators: The Case of Pakistan's Cement Industry

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For any business concern the net profit or bottom line for a particular time period is the end result of its investing, financing and operating activities. These activities can be visualized as being influenced by management's decisions and a host of internal and external environmental factors. This paper investigates how profitability of firms, in the cement manufacturing sector of Pakistan, is influenced by and linked to selected financial and economic indicators. The purpose of the research is to check whether the linkage of profitability with the selected indicators is in line with the relevant generally accepted theory. Also, if there appears to be some deviations from the theory, what plausible reasons can be given to explain these. Furthermore, the conclusions arrived at through data analysis might lead to some useful policy recommendations for Pakistani cement companies, to better manage their profitability.

Entrepreneurial Intention of Saudi Students

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The aim of this paper is to study the entrepreneurial intention among students. The empirical study was implemented on students from Saudi Arabia. It studied the environmental factors that influence their intentions. These include the society's perception about entrepreneurship, access to capital and access to information.

Entrepreneurship is considered to be a driving force for

economic development and source for more employment creation. It is important to study the entrepreneurial intention as it is the first step in the development of the entrepreneurship process. Focusing on students is essential as they are considered an important source of future entrepreneurial talent. On the other hand, this study focuses on Saudi Arabia because there is a lack of studies in this area.

**Investor Knowledge and Preferences
Among Business School Students in Karachi**

Asiya Shirazi

This study analyzes the level of investment knowledge among college students and identifies their investment preferences. Previous researches indicate that non-finance majors, women, students under age 30, belonging to lower class ranks and with less work experience have lower levels of financial knowledge. The focus of this study is to test these hypotheses by conducting a survey among college students in one of the largest business schools in Karachi. The results show that students answer about 50% of questions correctly. This is consistent with previous research that students have low level of investment knowledge. Differences were found in the level of investment knowledge among finance and non-finance majors; while differences between male and female students were not so significant.

Reflection as a Means of Effective Teaching

Samra Javed
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This study will determine whether the target group of university teachers uses reflection as a part of the day to day practice of teaching, its perception about reflective practice; whether the participants use the acknowledged methods to gather information about what happens in the class. The paper will also attempt to find what, in the opinion of the target group, are the barriers to reflection and whether reflective practice is a

part of the culture of their institutions. The participants were made to fill out a questionnaire that assessed whether they were involved in reflective practice. The data were measured through calculation of the percentages of the answers given in response to the questionnaire.

EFL / ESL Learners: Reading Comprehension Strategies

Ali Asghar Malik

In the present paper the research done on ESL/EFL readers studying EFL reading process and strategies using miscue analysis has been reviewed. The research findings regarding strategies of EFL/ESL readers including adults and college students have been summarized, critically evaluated and analyzed.

The review points out that ESL/EFL readers frequently read in context the words that they missed in isolation. Moreover, influence of the first language on second languages was evident in the data. Among the adult readers, the syntactically complex structures that contrasted strongly with the native language were difficult to acquire and errors persisted. In the reading comprehension of culturally familiar and non-familiar expository texts by the EFL University students, real differences were found not at sentence level but at a more global level in total integration of the text. The paper takes the position that by effectively utilizing the background of the students, their reading comprehension can be significantly improved.