

# Jinnah Business Review

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# Jinnah Business Review

## SCOPE

The scope of Jinnah Business Review mainly includes following research areas:-

### Management

- i. Strategic Management
- ii. Corporate governance
- iii. Entrepreneurship
- iv. Change management
- v. Leadership

### 2. Finance

- i. Corporate finance
- ii. Financial markets
- iii. Behavioral finance
- iv. Risk management
- v. Accounting & Auditing
- vi. Investments

### 3. Human resource management (HRM)

- i. Strategic HRM
- ii. HR practices
- iii. Organizational behavior
- iv. Performance management system
- v. Organizational Development

### 4. Marketing

- i. Strategic marketing
- ii. Brand management
- iii. Advertising and promotion
- iv. Services marketing
- v. E-marketing
- vi. Consumer behavior

## 5. Economy and economics

- i. Microeconomics
- ii. Macroeconomics
- iii. Monetary economics
- iv. Price and policy analysis
- v. WTO, trade & trade analysis