Title

Antecedent to Electronic Word of Mouth in Social Media

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ABSTRACT BOOKLET

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is selected because banking sector of Pakistan has marked rapid growth during last decade and it is considered as essential for the economy of the country. Data is collected through survey and analyzed by SPSS (18) and AMOS (18) versions respectively. Results support the research hypothesis that customer satisfaction mediates relationship between service quality and customer trust. The study may help bank managers to improve service delivery and to get customer trust, because customer trust is very important for the success of financial services business.

Antecedent to Electronic Word of Mouth in Social Media

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ABSTRACT

The sample size for the study is 300, which is higher than the minimum requirement for studies based on SEM. Mall intercept method was used for collecting the data. The constructs used in this study have established reliabilities and validities and had been used in the studies similar to the context of this study. After ascertaining the normality of data a typical multiple step procedure is adopted for this study which is inclusive of Reliability Analysis (2) Validity Analyses (4) CFA for all the constructs through SEM (5) Testing overall Model (through SEM) (6) Analyzing the derived hypothesis based on standardized Estimates and Critical Ratios. Based on the on the antecedents to eWOM literature, the developed conceptual framework was empirically tested through Structural Equation Modeling. The conceptual model was found to be relevant in explaining consumer behavior towards eWOM. All the fit measures are within the prescribed limits. The entire four hypotheses are failed to be rejected. Homophily is found to be the strongest predictor of eWOM, followed by trust, interpersonal influence, and social capital. The results are consistent with the earlier literature. Implication for managers and policy makers are drawn from the results.

A Comparative Analysis of the Financial Ratios of Listed Firms belonging to the Chemical Sector in the Pakistan for the Years 2006–2011

Khurram Iqbal

ABSTRACT

This research study aims to analyze the financial statements of five firms from 2006 to 2011 using liquidity ratios, activity ratios, leverage ratios, profitability ratios, and market value ratios. For liquidity, the following ratios are used: current ratio; quick or acid-test ratio; cash