



# JINNAH UNIVERSITY FOR WOMEN

## Faculty Publication 2016

S.#	Name of Authors	Title of Research Paper	Name of Journal	Volume #	Page #	Impact Factor
1	Zeeshan A. Sheikh <sup>1</sup> , Zafar A. Siddiqui, Safila Naveed, and Khan Usmanghani	Quantitative Determination of Catechin as Chemical Marker in Pediatric Polyherbal Syrup by HPLC/DAD	Journal of Chromatographic Science	54(8)	1324-1327	
2	Hina Rehman, Safila Naveed and Khan Usmanghani	Efficacy and safety of Linkus, Aminophylline diphenhydramine and acefyllin piperazine for the treatment of cough in children	Pak. J. Pharm. Sci	29(3)	1027-1032	
3	Allah Nawaz, Halima Nazar, Khan Usmanghani, Zeeshan Ahmed Sheikh, Muhammad Amjad Chishti and Irshad Ahmad Nawaz	Ways to manage hepatitis C without cirrhosis: Treatment by comparison of coded eastern medicine hepcinal with interferon alpha2b and ribavirin	Pak. J. Pharm. Sci	29(3)	919-927	
4	Muhammad Shakil Ahmad Siddiqui, Aftab Saeed, Allah Safila Naveed and Khan Usmanghani	The effects of new polyherbal Unani formulation AJMAL06 on serum creatinine level in chronic renal failure	Pak. J. Pharm. Sci	29(2)	657-661	
5	Muhammad Khurshid Alam, Saeed Ahmed, Shazia Anjum, Muhammad Akram, Syed Muhammad Ali Shah, Hafiz Muhammad Waris, Muhammad Mohtasheemul Hasan and Khan Usmanghani	Evaluation of antipyretic activity of some medicinal plants from Cholistan desert Pakistan	Pak. J. Pharm. Sci	29(2)	529-533	
6	Sultan Ayaz, Khan Usmanghani and Halima Nazar	Alternative treatment for iron deficiency anemia: Irobin versus sherbat Faulad	Pak. J. Pharm. Sci	29(1)	157-164	
7	Naveed, Safila, Fatima Qamar, S. Sarah Abbas, Nimra Waheed, Zehra Ashraf, Maheen Nafees, Hameez Jawed, and Syeda Zainab	Study of Effect of Acidic and Basic Medium on Hydroxyzine by UV Spectroscopy	Asian Journal of Chemistry	28(4)	933	
8	Maroof K, Zafar F, Ali H, Naveed S, Tanwir S	Scope of Nanotechnology in Drug Delivery	J Bioequiv Availab	8(1)	001-005	
9	Sadia Shakeel, Wajiha Iffat, Hina Rehman, Nadia Jamil, Faiza Nazeer, Safila Naveed, Humaira Ishaq	Assessing the level of awareness and vaccination status of Hepatitis B among young female community of Pakistan. Bangladesh	Journal of Medical Science	14 (04)	376-383	



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10	Naveed S, Qamar F, Khan S, Abbas SS, Jawed SH	Insomnia: A Foremost Deprived Factor; Cross Sectional Study	J Bioequiv Availab	8	033-036	
11	Abbas SS, Naveed S, Qamar F, Zehra S, Jawed SH.	Comprehensive Delineation on HIV; Latest Encroachment in Clinical Findings, Future Trends and Pharmacotherapy	J Bioequiv Availab	8	037-043	
12	Ali H, Zafar F, Naveed S, Shah SN, Baloch SA, Naqvi GR, Siddiqui S.	Pharmacovigilance and adverse drug reporting system; awareness in Pakistan: pharmacy students and professionals approach and facts.	Professional Med J	23(1)	085-092	
13	Naveed S, Sajid S	Degradation in Pharmaceutical Creams: Ascorbic Acid Demonstrating Phenomenon	A Review. J Bioequiv Availab	8	080-083	
14	Hasnain H, Ali H, Tariq A, Zafar F, Naveed S	NSAIDs; Safety and Risk Assessment in CVS Events, Comparisons and Facts	J Bioequiv Availab	8	084-088	
15	Saima Asif, Muhammad Tanweer Alam, Safila Naveed.	DEVELOPMENT OF A SPECTROPHOTOMETRIC METHOD FOR DETERMINATION OF CIPROFLOXACIN IN BULK AND PHARMACEUTICAL DOSAGE FORMS	Journal of Biotechnology and Biosafety	4(1)	345-349	
16	Ghazal Fatima Naqvi, Safila Naveed, Basit Shaukat and Humera Khatoon	COMPARATIVE ANALYSIS OF CA-CHANNEL BLOCKERS, ACE INHIBITORS, DIURETICS AND BETA-BLOCKERS	Journal of Biotechnology and Biosafety	4(1)	350-354.	
17	Naveed S, Abbas SS, Qamar F, Ali ZB	Triumph Over Thalassemia Universal Wakefulness.	J Bioequiv Availab	8	106-107	
18	Shakeel S, Naveed S, Iffat W, Farooqi S, Nazeer F	Pharmacy Students' Attitude and Stigmatization of People with Schizophrenia in Pakistan	J Bioequiv Availab	8(3)	108-111	
19	Farya Zafar, Huma Ali1, Shabana Naz Shah, Safila Naveed, Ghazala Raza Naqvi and Shehla Siddiqui	DEVELOPMENT OF FILM COATED NAPROXEN TABLETS BY WET GRANULATION METHOD USING RESPONSE SURFACE METHODOLOGY	Lat. Am. J. Pharm.	35(6)	1145-1153	



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20	Kashif Maroof , Farya Zafar, Huma Ali , Shabana Naz Shah , Rabia Bushra ,Safila Naveed , Muhammad Saquib Qureshi , Sohail Khan & Shehla Siddiqui	'DEVELOPMENT AND OPTIMIZATION OF FAST DISPERSIBLE FLURBIPROFEN 100mg TABLETS BY CENTRAL COMPOSITE DESIGN	Lat. Am. J. Pharm	35(4)	685-694	
21	Huma Ali, Muhammad H. Shoaib , Farya Zafar , Muhammad Hanif , Rabia Bushra , Asia Naz, Safila Naveed & Shehla Siddiqui , Ghazala R. Naqvi	Pharmacokinetic Evaluation of Modified Release Formulations of Diclofenac Potassium Tablets Prepared for IVIVC Studies	Lat. Am. J. Pharm	35(4)	805-812	
22	Muhammad Shakil Ahmad Siddiqui1, Aftab Saeed1, Allah Nawaz1, Safila Naveed and Khan Usmanghani	The effects of new polyherbal Unani formulation AJMAL06 on serum creatinine level in chronic renal failure	Pak. J. Pharm. Sci	29(2)	657-661	
23	Zeeshan A. Sheikh1, Zafar A. Siddiqui1, Safila Naveed, and Khan Usmanghani	Quantitative Determination of Catechin as Chemical Marker in Pediatric Polyherbal Syrup by HPLC/DAD	Journal of Chromatographic Science,	54(8)	1--4	
24	Madiha Moid and Safila Naveed	SIMPLE UV SPECTROPHOTOMETRIC ASSAY OF MONTELUKAST SODIUM	Journal of Biotechnology and Biosafety	4(2)	355-358	
25	Dr. Huma Ali1, Dr. Farya Zafar , Saba A. Baloch, Hina Hasnain, Safila Naveed, Ghazala Raza Naqvi	DICLOFENAC POTASSIUM;A SAFE AND EFFECTIVE PAIN RELIEVER	Professional Med J	23(4)	358-363	
26	Safila Naveed, Najma Sultana, Muhammad Saeed Arayne	In vivo and in vitro interaction studies of ibuprofen with enalapril	Journal of Coastal Life Medicine	4(4)	327-330	
27	Naveed S, Alam T, Hameed A , Sharif N	UV Spectrophotometric Method for Estimation of Ofloxacin in Tablet Dosage Form and Comparative Study of its Two Brands	J Bioequiv Availab	8	125-127	
28	Safila Naveed, Humera Ishaq Sheeba Urooj	Degradation study of different brands of paracetamol by UV spectroscopy	Journal of Coastal Life Medicine	4(4)	377-379	
29	NoorulainHyder, Baqir S. Naqvi, Humera Ishaq, ShaguftaUsman, Atta Abbas Naqvi, Safila Naveed.	Effects of <i>Lallementiaroyleana</i> Benth. (Lamiaceae) seeds in acute mid stress modelin NMRI male mice	Journal of Biotechnology and Biosafety	4(2)	178-182	



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30	Huma Ali, Farya Zafar, Shabana N. Shah , Neelam Mallick Safila Naveed , Ghazala R. Naqvi, Hina Hasnain, Kashif Maroof , Saquib Qureshi	HPLC Method Validation For The Evaluation Of Rosuvastatin: Application To Raw Material, Bulk & Pharmaceutical Products	Lat. Am. J. Pharm	35(8)	1710-8	
31	Safila Naveed, Asra Hameed, Haris Anjum Siddiqui, Neelam Sharif, Ammarah Urooj, Ramsha Mehak, Fatima Qamar, Syeda Sarah Abbas, Sadaf Ghafoor and Aaisha Farooqui	Survey on Prevalence of Vitamin D as well as Calcium deficiency plus awareness about osteopenia and osteoporosis in females	Journal of Bioequivalence & Bioavailability J Bioequiv Availab	8(4)	175-178	
32	Ramsha Rukh, Baqar S. Naqvi, Humera Ishaq, Safila	ANXIOLYTIC ACTIVITY OF <i>Origanum vulgare</i> L. EXTRACT USING ANIMAL MODELS OF ANXIETY	Journal of Biotechnology and Biosafety	4(3)	387-398	
33	Hina Rehman, Safila Naveed and Khan Usmanghani	Efficacy and safety of Linkus, Aminophylline diphenhydramine and acefyllin piperazine for the treatment of cough in children	Pak. J. Pharm. Sci	29(3)	1027-1032	
34	Huda Mansoor and Safila Naveed	ANALYSIS OF PENTAOPRAZOLE USING UV SPECTROPHOTOMETER	Journal of Biotechnology and Biosafety	4(3)	383-386	
35	Huma Dilshad, Rabia Ismail, Safila Naveed Khan Usmanghani, M.Tanweer Alam and Ghulam Sarwar	Effect of hormonal contraceptives on serum lipids :A prospective study	Pak. J. Pharm. Sci	29(3)	1379-1382	
36	Zubair Ali, Muhammad Daniyal, ISmailov S.I., Khan Usmanghani, Safila Naveed	Evaluation, efficacy and tolerability of GlucoNovax tablet in type 2 diabetic patients	J. Pharm. Sci.,	29(3)	1443-1449	
37	Naveed S, Hameed A, Sharif N, Qamar F, Abbas SS	HealthRelated Quality of Life in Patients with Asthma, Survey based Study in Karachi, Pakistan.	J Bioequiv Availab	8(4)	179-184	
38	Naveed S, Basheer S, Qamar F	Stability of a Dosage Form and Forced Degradation Studies.	J Bioequiv Availab	8	191-193	
39	Asif S, Alam T, Naveed S	Interveninig Swine Flu Epidemic	J Bioequiv Availab	8	194-196	
40	Tanweer Alam, Asra Hameed, Safila Naveed, Neelam Sharif	Rare Diseases: Awareness Amongst Pharmacy Students in Karachi, Pakistan	RADS	4(1)	107-112	
41	Farya Zafar, Huma Ali, Safila Naveed and Sidra Khan	Survey on Zika Virus: A New Challenge to Health Care Provider	RADS	4(1)	113-117	



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42	Tanweer Alam, Saima Asif, Safila Naveed and Khan Usmanghani	Awareness About Diabetes in Diabetic Patients and General Population	RADS	4(1)	118-123	
43	Tajwar Sultana, Safila Naveed, Allah Nawaz, Jibran Sualeh Muhammad, Syed Faisal Zaidi, M. Tanweer Alam, Khan Usmanghani	The Use of Cissus quadrangularis in the Management of Left Tibia Fracture: A case report	RADS	4(1)	128-133	
44	Raana Mahmood, Rahila Najam, Ghazala H. Rizwani and Humera Khatoon	Evaluation of neuropharmacological activity of <i>Cardiospermum halicacabum</i> (Linn) leaf extract	RADS	5(3)	896-906	
45	Humera Khatoon, Rahela Najam, Talat Mirza and Bushra Sikandar	Beneficial anti-Parkinson effects of camel milk in Chlorpromazine-induced animal model: Behavioural and histopathological study	Pak. J. Pharm. Sci	29(5)	1525-1529	
46	Somia Gul, Zaira Rashid, Ramsha Rabbani & Ghulam Sarwer	Antidepressant Activity of Grape Vinegar: An in VIVO Investigation on Mice	Advances in Biomedicine and Pharmacy	3 (1)	24-30.	
47	Somia Gul and Saima Ayub	Obsessive Compulsive Disorder as Dilemma of New generation: Its Prevalence and Underlying Problems	British Biomedical Bulletin	4(1)	027-033	0.68
48	Somia Gul, Umm-e-Aimon and Maria Ayub	Prevalence and Preventive Measures of Prostate Cancer: A Randomized Study in Public and Private Health Care Sector	Pharmaceutica Analytica Acta	7(2)	01--04	
49	Somia Gul and Faiza Akhtar	Spectrophotometric Method Development, Validation and Estimation of Cefuroxime in Marketed Tablet Dosage Form	Annals of Chemistry	1(1)	1--6	
50	Somia Gul and Fouzia Hamid	Method Development and Validation of Metronidazole Using UV Spectrophotometer	Annals of Chemistry	1(1)	1--7	
51	Somia Gul, Lailoona Jawed, Safoora Tariq and Samreen	Helicobacter pylori Association with Acid Peptic Disease: It's Incidence in Population Having Increase Junk Food Intake	Translational Biomedicine	7(4)	90	
52	Somia Gul Abeeha Malick, Sameera Kaleem, Aniq Malick, and Afshan Shameem	Treatment Confusion Due To Misjudgment between Malaria and Dengue: A Comparative Study and Differential Analysis	Journal of Mosquito Research	6, (24)	1--5	



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53	Somia Gul, Natasha Jawed and Lailoona Jawed	Pre Diabetes: An Alarming and Frightening Situation about Life Time Syndrome (Diabetes)	Bangladesh Journal of Medical Science	15(4)	565-571	
54	Huma Dilshad, Rabia Ismail Yousuf, Mohammad Harris Shoaib, Subia Jamil, Humera Khatoon.	Cardiovascular Disease Risk Associated With the Long-term Use of Depot Medroxyprogesterone Acetate	American Journal of Medical Sciences	352(5)	487-492	

### MICROBIOLOGY

1	Aliya Hayat and Fizza Munnwar	Antibacterial Effectiveness of Commercially Available Hand Sanitizers	International Journal of Biology and Biotechnology	13(3)	427-431	
2	A Fatima, S. Tehreem ,SG Nadeem.	Evaluation of Antimicrobial Activity of Methanolic Extract of Turmeric ( <i>Curcuma longa</i> ) and Pepper ( <i>Piper nigrum</i> )	Journal of Biology and Medical Sciences	3 (2)	105-110	
3	A Fatima, W.S.Sadaf, SG Nadeem.	Screening antibacterial activity of lemon grass against bacteria isolated from salad vegetables	Indian journal of basic and applied Medical Research	5 (2)	635-640	
4	A Fatima, F.Malik, A.Shafiq, S.Jawaid, S.Tab assumHakim and SG.Nadeem	Evaluation Antibacterial Activity of three Most Consumed Tea Extracts against Pathogenic Bacteria.	International journal of current microbiology and applied sciences	5 (1)	824-2	
5	Fasiha Saeed, Saleha Aslam, Farkhanda Afaque, S. Ghufrana Nadeem and Qurat-ul-Ain Fatima.	Association of Microbes with Plastic Degradation & its Thermal Resistance from the Environment of Karachi.	American-Eurasian J. Agric. & Environ. Sci.,	16(8)	1437-1440,	
6	Ghouri, M., Afshan, N., Javed, S., Fatima, A., Sadat, A., Chohan, A., & Nadeem, S. G.	Physiochemical evaluation and liability of dromedary camel's milk in combating various pathogens	African Journal of Microbiology Research	10(41)	1739-1745	

### BIOTECHNOLOGY

1	Huma Rao, Naheed Kausar, Ameer Ahmed Mirbahar, Syeda Kahkashan Kazmi, Saifullah Khan and Sajjad A. Rao.	Detection of GM contamination in IRRI-6 variety of rice ( <i>Oryza sativa</i> l.) grown in Pakistan	international journal of biology and biotechnology	13 (4)	523-528	
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2	Raheela Rahmat Zohra, Shah Ali Ul Qader, Sidra Pervez and Afsheen Aman	Influence of different metals on the activation and inhibition of $\alpha$ -amylase from thermophilic <i>Bacillus firmus</i> KIBGE-IB28	Pakistan journal of pharmaceutical sciences	29(4)	1275-1278	
3	Naheed kausar, Saifullah khan, Seyed abolghasem mohammadi, Behzad ghareyazie, Ebrahim dorani uliaie and Banafsheh darvishrohani	Agrobacterium-mediated transformation and direct shoot regeneration in iranian tomato ( <i>solanum lycopersicum</i> l.) Cultivar falat- ch.	Pakistan journal of Botany	48(6)	2489-2498	0.65
<b>BOTANY</b>						
1	Shabana Askari, Rafia Azmat	Codium mediated anatomical improvement in <i>Trigonella foenum-graecum</i> shoot under mercury stress	Journal of Pharmacognosy and Phytochemsitry	5(2)	170-174	
2	Rabia Badar, Ummarah Rashid, Aeysha Siddiqa, Maria Kaleem, Hina Khurshid, Syeda Sadaf Altaf, Harmain Khalid, Uroosa, Tahreem Zamir, Wajiha Mushtaque, Nida Yaseen	Application of Biofertilizers for improving the growth of fenugreek plants ( <i>Trigonella Foenum-Graecum</i> L.)	Journal of Pharmacognosy and Phytochemsitry	5(2)	288-290	
<b>ZOOLOGY</b>						
1	Bushra Khalil and Farzana Ibrahim	Food and Feeding habits of <i>Cynolossu arel</i> (Family: Cynoglossidae).	International Journal of Fauna and Biological Studies	3(1)	91-96	
2	Nasreen Khan, and Imtiaz Ahmad,	A new species of <i>Acheta</i> F., <i>A. khanpurensis</i> (Orthoptera: Gryllidae) with special reference to its tegmen and male genitalia from Kanpur, Punjab, Pakistan.	Int. J. Biol. Biotech.,	13(4)	601-604	
3	Nasreen Khan and Syed Kamaluddin	Identification of Ground cricket (Orthoptera: Gryllidae: Nemobiinae) with reference to their sound producing structure. FUUAST	J. Biol	6(2)	231-236	
4	Feroz, A.D, Hadi.R.	Species diversity and abundance of resident and migratory bird fauna of a North-Western Peri-Urban Area, Karachi.	International Journal of Fauna and Biological Studies	3(3)	175-180	



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5	Ghazi.R, Khan.A, Nisa.N, Ali, Hadi.R.,	Hymenolepis jonesae n.sp.(Cestoda) in common Teal (Anas crecca Linn) Fom Sindh, Pakistan.	International Journal Biology and Biotechnology	13(1)	39-41	
<b>CHEMISTRY</b>						
1	Rubeena Saleem, Aisha Sana, Shaheen Faizi, F. Sadaf	New aromatic hydroxy fatty acid esters from <i>Moringa oleifera</i> roots.	Chemistry of Natural Compounds	52(2)	208-212	
2	Atiya Firdous and Uzma Hameed,	The synthesis and characterization of nano composites of CdO and its application for the treatment of simulated dye waste water	American Chemical Society	13(10)	1--10	
3	Faheema Siddiqui, Sabira Naqvi, Lubna Abidi, Shaheen Faizi, Lubna, Lubna Avesi, Talat Mirza, Ahsana Dar Farooq,	<i>Opuntia dillenii</i> cladode: opuntiol and opuntioside attenuated cytokines and eicosanoids mediated inflammation	J. of Ethopharmacology	182	221-234	
4	Faheema Siddiqui, Lubna Abidi, Lubna, Ching Fidelis Poh, Sabira Naqvi, Shaheen Faizi, Ahsana Dar Farooq	Analgesic potential of opuntia dillenii and its compounds opuntiol and opuntioside against pain models in mice	Rec. Nat. Prod	10(6)	721-734	
5	Tanzila Arshad, Khalid Mohammed Khan, Najma Rasool, Uzma Salar, Shafqat Hussain, Tehreem Tahir, Mohammed Ashraf, Abdul Wadood, Muhammad Riaz, Shahnaz Perveen, Muhammad Taha, Nor Hadiani Ismail	Synthesis, In vitro evaluation and molecular docking studies of 5-bromo-2-aryl Benzimidazoles as alpha-glucidase Inhibitors.	Medicinal Chemistry Research	25(9)	2058-2069	
<b>MATHEMATICS</b>						
1	Ansaruddin Syed	Unitary irreducible representation(UIR) matrix elements of Finite rotations of SO(2,1) Decomposed According to the Subgroup T1	Journal of Mathematics	48(1)	73-97	
<b>BUSINESS ADMINISTRATION, COMMERCE &amp; ECONOMICS</b>						
1	Huma Ansari, Faiza Maqbool	The Effect Of Fund Size On Equity Mutual Fund Performance In Pakistan	International Journal of Innovation and Scientific Research	20(1)	01-018	





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2	Mariam Baloch, Faiza Maqbool	Impact Of 360 Degree Feedback On Managers Skills And Development	INTERNATIONAL RESEARCH JOURNAL	2(1)	311-321	
3	sobia saeed, Faiza Maqbool	Mpact Of Performance Appraisal On Employees Motivation In Islamic Banking	Arabian Journal of Business and Management Review	5(7)	001-008	
4	nayab jabeen, Faiza Maqbool	Impact Of Government Spending In Education On Economic Growth In Pakistan	RADS Journal of Social Science And Business Management	3(1)	25-35	
5	maha haider, Faiza Maqbool	Impact Of Dividend Policy On Market Capitalization Of Firms Listed In Automobile Sector Of Kse	RADS Journal of Social Science And Business Management	3(2)	01-010	
6	Uzma Rasool Khan, Kulsoom Kanwal, Ramsha Haleem and Urooj Arshad	Women and leadership skills related to work life balance: A study on women of Karachi	International Journal of Multidisciplinary and Current Research	4	1171-1175	
7	UzmaRasool Khan Fiza Ajaz Anum Khan Samra Khan Sahar Fatima	The Role of Leadership on Organizational Change	International Journal of Management Sciences and Business Research	5(11)	88-95	
8	UzmaRasool Khan Areeba Saeed Khan Hafiza Wajiha Umber Anum Ahmad Kanwal Shan	Impact of Transactional & Transformational Leadership Styles on Organizational Commitment – A Case of Private Sector Universities of Pakistan	International Journal of Management Sciences and Business Research	5(11)	100-108	
9	Sidra Ansar, Humaira Aziz, Afsheen Majeed Co Author Uzma Rassol	Impact of Charismatic Leadership Style on Organizational Effectiveness	International Journal of Scientific & Engineering Research	7(11)	673-677	
10	Sidra Ansar, Samreen Lodhi	The impact of service quality on customer satisfaction in telecom sector of Pakistan: an empirical evidence of Pakistan	International journal of scientific and engineering research (IJSER)	6(10)	1639-1645	3.2
11	Samreen Lodhi	Impact of training and development on employee performance: A case of banking sector of Pakistan	The international journal of business & management (IJBM)	3(11)	76-82	1.223
12	Samreen Lodhi	Impact of Monetary Policy on Inflation	The international journal of Business & management (IJBM)	3(10)	573-578	1.223
13	Saira Iqbal, Samreen Lodhi	The impacts of guerrilla marketing on consumers' buying behavior: a case of beverage industry Karachi, Pakistan	The international journal of business & management(IJBM)	3(11)	120-129	1.223



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14	Maha Jamal, Samreen Lodhi	Consumer shopping behavior in relation to factors influencing impulse buying: a case of superstores in Karachi, Pakistan	International journal of scientific and research publications(IJSRP)	5(12)	41-59	1.22
15	Fatima Abid, Samreen Lodhi	Impact of changes in reserve requirement on banks profitability: a case of commercial banks in Pakistan	International journal of case studies	4(11)		3.5
16	Yumna Wasi, Samreen Lodhi	Impact of internship on student career development in Karachi. A case of Karachi Pakistan	The international journal of business & management(IJBM)	3(11)	14-19	1.223
17	Sana Mobin, Samreen Lodhi	Glass ceiling: a perspective of women working in Karachi, Pakistan	International journal of scientific and engineering research (IJSER)	6(11)	263-272	3.2
18	Samreena Kanwal	Impact of employee training on organizational development	The international journal of business & management(IJBM)	3(11)	57-62	1.223
19	Tahira Ahmed, Samreen Lodhi	Impediments to growth of E commerce in the metropolitan city of Pakistan	International journal of scientific and research publications(IJSRP)	5(12)	34-40	1.22
20	Shaista Kamal	Influence of Celebrity Endorsement on Consumer Purchase Intention	IOSR-JBM	18(1)	006-20	
21	Shaista Kamal Khan Fakhra Rehman Farah Sultan Komal Rashid	Impact of Labeling and packaging On Consumer Buying Behavior	(IISTE) Journal of Marketing and Consumer Research	19(2)	13-25	
22	Shaista Kamal Khan	Adoption and Use of Internet Banking In Pakistan	(IISTE) Research Journal of Finance and accounting	7(1)	62-68	
23	Shaista Kamal Khan, Nighat Abid, Sidra tul Muntaha, Anusha Jamal	Consumer Behavior toward Buying of Smart Phone: A case Of Jinnah University for Women	The International Journal of Business and Management	4(1)	226-240	
24	Shaista Kamal Khan, Farishta Nadir, and Maha Mukhtar	Influence of Branding on Consumer Buying Behavior	International journal of innovation and scientific Research	21(2)	414-425	
25	Shaista Kamal Khan, Samman Mohsin, Midhat Rahber, Rabab Mehdi, Binish Farooq, Shafaq Abdulghani	Consumer acceptance of mobile marketing an empirical study on Pakistani females	International Journal of Innovation and scientific research	21(1)	169-182	