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The Determinants of Project Performance: Evidence from Social Sector of Pakistan

Ajid Ur Rehman
Assistant Professor, Riphah International University, Islamabad
ajid.rehman@riphah.edu.pk

Shahzad Hussain
PhD Finance, SZABIST
shahzadhussainpeace@gmail.com

Tanveer Ahmad
Faculty, Kohat University of Science and Technology (KUST)
tanveerah87@gmail.com

Nasir Abbas
PhD Scholar, Riphah International University, Islamabad
nasirabbass@hotmail.com

Abdul Waheed
PhD Scholar, Foundation University, Islamabad
waheed.furc@gmail.com

Abstract

The current case study examines the determinants of a health project CMAM-Kohistan performance, funded by UNICEF. The study considered the key project characteristics. The results reveal that participative management, the role of project manager, monitoring system, team member competency and external environment are the key determinants of project performance. On the contrary, the characteristics of the project inadequately contribute to shape the project performance.

Key Words: Project Success, critical success factors, Social Sector

Introduction

There is an obsessive need of project management for organizations in such a dynamic and competitive global environment. All types of organizations which include nonprofit, for profit or government organization are breaking down their activities into small projects. But unexpectedly the project management literature is up to some extent unable to provide the definition of successful project i.e. what are critical success factors that make a project successful. Project management literature did not completely elaborate the concept of project success. On other hand, practitioner used the word failure, a vague word, without having deep understanding of it (Rae & Eden, 2002). Shenhar and Wideman (2000) concluded that differences exist in business and project management literature upon the understanding of success. Scholars are working in project management from last few decades i.e. since 1960. But they did not discover a set of factors or procedures, which can be used for project success. In recent years, scholars are keenly interested in critical success/failure factors. Project management literature suggested that critical success factors of project depend upon the life cycle stages. However,

the main problem with project success factors is that either they are explained in very general terms or some time elaborated in a specific context. The effectiveness of project management is based on in-depth understanding and knowledge of critical CSF'S as well as their measurement criteria and the interaction among various critical factors (Belassi & Tukel, 1996). There still so many examples of projects exist that exceed their budget, running late or failure to meet objectives. There exist many examples where project management tools, techniques and procedures were used to keep the project on track. Expectedly, future research will focus on the relationship between critical success factors and measurement technique along with human element in project management.

Project management is a procedure of managing projects and its deliverable with the aim to achieve output within the time and budget located. Project management includes the identification of requirement, setting of smart objectives, allocation of time and budget; balance the demands from various stake holders and to ensure the achievement of common goals/objectives.

A point of serious concerns for organization is to adopt a structure and a scientific way for managing the projects. Otherwise, organizations would find themselves adrift in the ocean. It is very difficult for organizations to properly implement projects with the limitation of time, scope, quality and deliver the required result, without applying scientific approach. There should a framework and a defined set for procedures to carry out activities. Thus, project management is creating structure and managing the projects commitment to deliver an output. The organization ought to follow those PMBOK method's in order to achieve control over the project environment (external and internal) and to make certain that project deliverables are being managed (Thia & Sewierczik, 2010).

 The present globalization has put the managers into dynamics and competitive environment and managers are confronting "triple constraints" problem, which includes the competing demand of time, scope and quality. How well the managers manage these constraints will determine the project success. Organization would find it difficult to keep hold over the environment, for them the environment would be more unpredictable, which automatically effect project performance. Thus, project management is both essential to the success of the project (Müller & Turner, 2007).

Introduction of organization

The Peoples Empowerment and Consulting Enterprise (PEACE) is nonprofit organization. PEACE was registered as welfare organization in February 2006 under the societies act XXI of 1860. This organization was established to empower communities based on principle of mutual respect which is free from all types of discrimination i.e. gender, religion, cast and political identity. PEACE is engaged in different social activities that include community development, social mobilization, and education. PEACE has more than 700 staff with established offices in different areas which include Islamabad, Mardan, Nowshehra, Swabi,Buner, D.I.Khan, Tank and Swat and head office in Peshawar. PEACE consists of four-tiered structure i.e. Development experts at the leadership level, Sector Specialist at the management level, qualified and experience staff at the implementation level, and internees/volunteers at the grass root level.

PEACE has a vision of developing sustainable model to improve poor people lifestyle and bring a positive change in their lives through participatory approach. To achieve its vision, PEACE is putting all its efforts to create an enabling environment for society. PEACE is working with small Community based organization (CBOs) to help women to solve their problems under participatory approach, in collaboration with governmental and nongovernmental organizations.

Specific Scenario

PEACE had carried out a project on health i.e. CMAM (Community based management of acute malnutrition) funded by UNICEF in Kohistan. The duration of project was six months. PEACE had not performed well despite the vast experience in Health. This study is conducted with the aim to find out those factors which had influenced the project performance.

Literature review

The Critical success factors in project management

Over the last three decades, people are searching for CSFs in project management. Since1960's scholars analyzed the root causes of project failure and success. Rubin and Seeling (1967) investigated the impact of project manager's experience on the success and failure of project. The research claimed that project manager's experience contributes less in project success or failure. Pinto and Mantal (1990) identified three aspects of the project management which can be used as benchmark for measuring the success or failure of a project. These aspects of project management consist of implementation, the perceived value of the project and client satisfaction with the final product. Later on, researchers focused to seek out those factors which contribute to the success of project i.e. time, cost, technical performance and customer satisfaction. Thus, success of a project can be defined as, to perform an activity within allocated budget, allocated span of time, proper technical performance and customer satisfaction (Hawk, 2006). Thia and Swierczek (2010) suggested simple tools of measuring project performance to assess project success. Those measures include the project objective, project schedule and project performance. Hughes, Tippett, and Thomas (2004) recommended seven specific standards for measuring project success. Five of these are frequently used: technical performance, efficiency of execution, customer satisfaction, personal growth, organizational ability and business performance.

The assessment criteria for project depend upon the nature of business and evaluator's criteria. However, comprehensive success criteria should incorporate different interests and opinions of all the stake holders. Thus, the project needs a multi-dimensional/multi-dimensional criteria approach (Pinto & Mantel, 1990). Dvir et al. (1998) suggested that project success factors are not universally applicable, because different projects are affected by different sets of success. Thus, a project specific approach is suitable in theory and practice of project management. Belassi and Tukel (1996) grouped critical success factors into four areas: external environment, project manager and team members, organization and the project. The better evaluation of the project will be based on the identification of these factors. Once critical factors are identified then it will be linked to the project success or failure. The identification of this cause-effect relation may contribute to project performance.

Thia and Swierczek (2010) Claimed that external stability, manager competencies, member competencies, implementation and completion stages have a significant positive impact over the project success criteria. External stability and organization support influence the implementation process of project in both positive and negative way. But implementation stage plays a key role in determining the success of projects. The project managers play a crucial role in success and failure of a project. The role of leadership/Project manager is one of the key CSFs of a project. The project significance attached by project manager to success criteria and rate of project success were examined based on the types of project, industry and characteristic of project manager. A web-based survey of 959 responses showed that success rate may vary from industry to industry and the project performance is being affected by project complexity, age, nationality, gender and qualification of the project manager. In addition, an organization hires project manager based on his competency and

attitude towards work. So that project manager can recognize and implement the appropriated critical success factors (Müller & Turner, 2007).

A debatable issue and global requirements are to modify project management procedures. The underpinning assumption of global requirement is that different types of projects require different approaches, and project managers' selection with appropriate competencies(Müller & Turner, 2007). The increasing trend of projects and project management approaches are creating a massive challenge for project managers (Müller & Turner, 2007). Assessing global needs, the Project Management Institute (PMI) has developed various set of procedures for each industry. Jugdev and Müller (2005) suggested two components of a project success.

1)   Those independent elements of the project which can be influenced to enhance the likelihood of success.

2)   The measures through which project outcomes can be assessed. These are dependent variable.

In this globalized world, employees are more aware of their importance and rights and no one can exploit them. This has created a big challenge for employers. Employers use different techniques to resolve this problem. Some of them are the followers of "Participative Management". Participatory management is not a simple concept. This concept is a developed by a serious of debate by the researchers in this field. Differences of opinion exist on participative management among scholars. Participative management is related to active participation of employee/staff not only in the design of organization's activities. But also keep them involved in organizational policy, strategy and operations. It is necessary in order to avoid confusing terms and in particularly to link them more precisely. "It indicates that the degree to which any organization may facilitate the greater involvement of non-managerial staff in decision-making is inevitably limited and will be contingent on the complex interplay of a number of organizational variables".

However, an influential hard view of participation in commercial section is that great involvement of the staff will lead to efficiency, whilst motive of more profit can be achieved (Holden & Beardwell, 1994).The significant contribution of NGOs in social development especially in under develops countries and donor's pressures have compelled them for in-depth understanding of management and its different important areas. Participative management approach is best suitable for NGOs which are more concerned with the promotion of participation and empowerment of beneficiaries (Campbell & Terwilliger, 1987). Campbell insists that such management style is mostly related with bottom up development/participative development approach. NGOs require a new professionalism by changing the fundamental values, attitude and behavior of NGO staff, so that beneficiaries are empowered truly.

Roche (1992) argues that decentralized system is a suitable organizational design for sustaining micro development. The decentralized structure works efficiently in Simi-autonomous and self-managed federate units along with cooperative learning. Participative approach should involve field staff in planning stages. Who normally have closest contact with beneficiaries; in short, NGOs must follow participative approach in order to have wider impact. Pinto and Slevin (1989) discovered, project duration effected by environmental factors. They identified few factors that can affect a project at all phases of life cycle like weather or social instability. These factors some time effect in such an extensively worse manner and that lead to project termination.

Project manager and team members play a key role in project success. These factors are the backbone of

a project. Thus, these factors not only have an effect over project performance, but they also have an impact on client satisfaction level (Procaccino & Verner, 2006). A prerequisite for successful project is to select a project manager who has enough technical and administrative skills. Moreover, these technical and administrative skills are helpful for overall improvement of the governance of the project (Waheed &Malik, 2019).

Hypothesis

H1: In a project, the characteristic of project affect project success.

H2: In a project, Participative approach affects project success.

H3: In a project, the project manager's competency affects to project success.

H4: In a project, the monitoring system affects project success.

H5: In a project, team member's competencies affect project success.

H6: In a project, external environment affects project success.

Research Methodology

Figure 1: Conceptual Framework
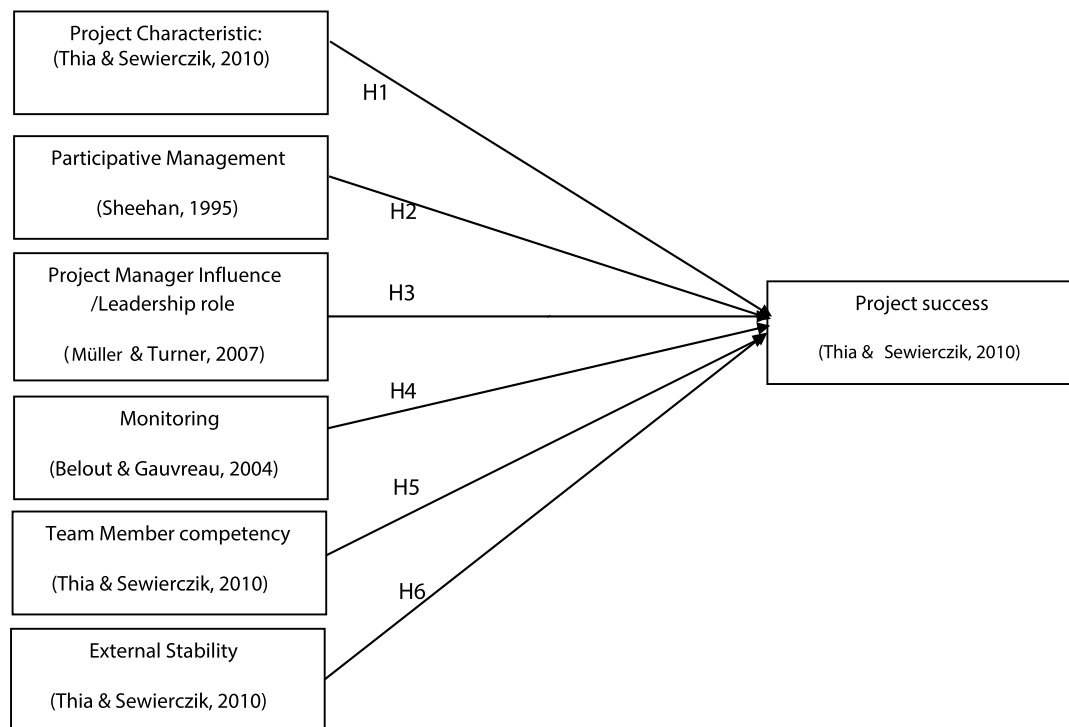
Operationalization of variables

The study tends to examine the relationship between critical success factors of the project, as proposed by literature, and project success in a real scenario of PEACE health project CMAM-Kohistan, KPK, Pakistan. The critical success factors of the study include, project characteristic, participative management, project manager influence, monitoring, team member competencies an external stability. Project success is the dependent variable.

Project Success

According to Kerzner (2003), project success can be measured by completion within allocated time, budget and meeting specific performance.

Project characteristics

In the previous studies, project characteristics have been overlooked as critical success factors although so many projects have been failed due this factor. Belassi and Tukel (1996) suggested the Project target, Project value, financial control, Budget authority, Uniqueness of project activities, Type of project & project life cycle are included in project characteristics.

Participative Management

Participative management is related to Staff Empowerment, Better downward accountability & Promoting democracy.

Project Manager Influence /Leadership role

Project manager performance is based on different aspects of project manager personality. Aspects of personality include age, gender, qualification, experience and nationality.

Monitoring

The monitoring system of an organization plays an important role. The monitoring schedule for a project varies from organization to organization. Mostly common schedule for monitoring a project is after one month, three months, semiannually and annually.

Team Member competency

The competencies of project team are measured by technical background, communication skills, troubleshooting, commitment, problem-solving and teamwork.

External environment

External environment can be measured by the level of stability, in terms of political, economical, social, legal and technological aspects.

Unit of analysis and sample size

The aim of research is to find out those reasons which have affected PEACE project (CMAM-kohistan). For this purpose, the study developed a model based on literature and after scanning the real environment through observations and employees' opinions.

The study was conducted with the objective to find out that was influenced due to study's model which consists of project characteristic, participative approach, project manager influence, monitoring system, team member competency and external environment or there were some other reasons for

below average performance. The study's model was applied to real situation in order to assess their relationship more in-depth and discover that either these were the main causes of CMAM-Kohistan for bad performance. The research target population includes all those employees who have been working in CMAM-Project of PEACE in Kohistan. The study took a sample of 25 employees. The study is based on structured questioner and conducted semi-structure interviews from 25 employees.

Results and discussion

This core objective of the study is to discover those critical success factors suggested by project management literature, which may affect an NGO project. So, for this purpose, the study took a case of PEACE organization to find out the existence and significant contribution of these critical success factors in a real context. The study question is: why did not PEACE perform well in CMAM-kohistan. Therefore, interviews were conducted on semi-structure style to find out the causes of bad performance.

Project Characteristic

The role of project characteristic in CMAM-kohistan project has been of minimal significance. There are so many reasons. The main purpose of NGO project is social development which includes education, health etc. So, these kinds of projects are not complex in nature; because, neither they have problem of budget constraints nor any extensive need of budgetary control.

As employee-A said in response of how project characteristics influenced CMAM-kohistan project, "The project activities were so simple, as field workers were only identifying newborn babies and on the very next day we would have to distribute kits among them. However, the project was unique for local community, because none of the social organizations had practiced it before".

Therefore, project performance was being influenced up to some extent by project characteristics. But overall project characteristics had a minimum role in CMAM-kohistan project. The results are in contrast with Müller and Turner (2007).

Participative Management

Participative management plays a key role in a project in general and more specifically in NGO projects. This study confirmed that participative development is not possible without participatory management. In NGO's projects field staff mostly consists of local people. Who have a rich understanding of their local problems and mind set of the people. A project coordinator will not be able to take a good decision without keeping lower staff feedback.

As said by employee-X: "Local people should be empowered and involved in decision making. In earth quack of 2005, local staff had done three times better than non-local staff. Local staff members should be empowered because they have a rich insight. We had tried our level best to keep them in the loop for every decision of CMAM-kohistan project".

Although perception and opinion of the team leader was a little bit different. According to Employee-Y, "Staff in CMAM-kohistan project was being empowered up to such level
that it was more difficult even for the program manager to control it. The reasons were that program manager did not keep boundaries with his subordinates, absence of a proper hierarchal system and the stake holders were bypassed."

According to an employee-Z of CMAM-Kohistan, "Abaseen foundation project coordinator had done well. The reason behind his success was he came to Kohistan one month before starting the project. He scanned the environment and met all the stake holders and took them in confident".
Thus, the study suggests that unnecessary independence of employees, poor hierarchal system and

avoiding stake holders had badly affected the performance of CMAM-kohistan project. Results of the study are robust with Shehaan, (2007).

Project Manager Influence / Leadership role / project coordinator

The project manager is a backbone of a project. The project coordinator should be a visionary, technically sound and should have good communication skills. The project coordinator in an NGO coordinates at three levels-the top management, the project staff and beneficiaries.

Figure 2: Job description of PC
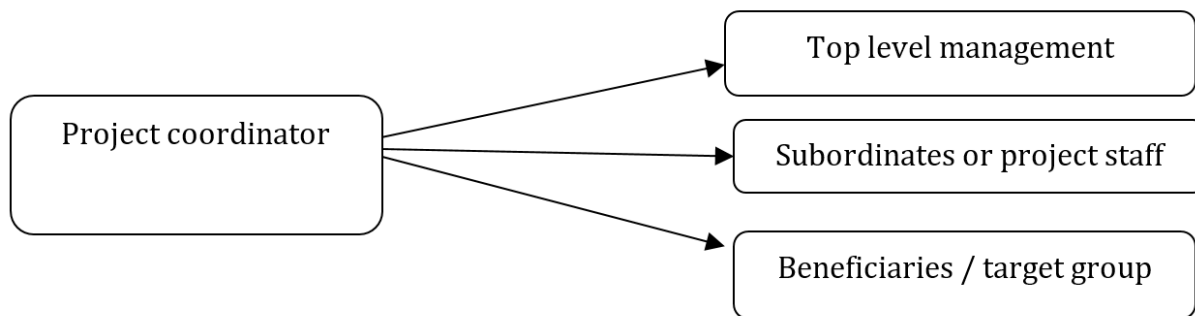
The qualification, experience and gender of a project coordinator influenced project success while, on other hand, the nationality had less impact on the project performance, especially, in case of CMAM-kohistan. In this specific context gender factors influenced up to a large extent.

According to employee-D, "PC should be visionary person. He should be technically sound. He ought to have Team building skills. He should have the ability to motivate his team members. PC should have enough skills of Coordination and networking. Project coordination should have to follow organization values. Although our project coordinator has all these skills, but I don't know why he didn't perform well. The reason may be the hard area".

According to employee-Y of CMAM-kohistan, the project coordinator was an experienced and qualified person. In addition to this, he has good communication skills. But this is not enough. The actual facts were different that he had done only survey-projects before this project and he had no idea of ground realities. He had taken it for granted. He was a wise person. He believed that donor may compromise on project performance due to the reason of hard area. He was mentally prepared for failure with strong reasons. If we take an example of Abaseen foundation project coordinator, he was not only responsible to UNICEF but also to the managing director, while our PC was only responsible to UNICEF. Although Abaseen's PC did not perform well, if we compare PEACE and Abaseen foundation the target was achieved 20% and 40% respectively. The main reason was that they met all the stake holders one month before starting the project. In his 1st speech to the staff, project coordinator said that we are not responsible for the whole Kohistan social development. Just relax and don't take any pressure. Don't take panic, this is Kohistan. Don't worry at all! Thus qualification, experience and coordination with upper or lower staff are not adequate for project success. The attitude/vision of a PC is the main factor that has affected project performance of CMAM-Kohistan.

Monitoring

Monitoring plays a key role in the success of a project. In case of CMAM-kohistan the project was not monitored closely. The reason was the lack of infrastructure; head office team was unable to verify the data collected by field staff. The main role of monitoring was not just limited to inspection, but it also used a supporting and gap spotting tool, which could add significance value to the project

performance.

According employee-J, "In every project, monitoring has a key role. But the head office intentionally or unintentionally did not keep it in consideration. One of the main reasons, I have in my mind that the project was closed for three months and all the activities were stopped, that's why head office didn't focus on this critical part of a project life cycle." Lack of monitoring was another significant reason of CMAM-kohistan project's poor performance.

Team Member competency

Team members are the people who can make the project performance better. Unfortunately, team of CMAM-kohistan was not competent enough or if they were competent then there was problem of wrong person for the wrong job. According an employee-J, "In CMAM kohistan project either wrong or incompetent people were selected for a task. For example, an MBA degree holder can't serve the community. He believes that I would set in the office instead of going to field. In CMAM-kohistan team 70% people were incompetent. While 30% were up to the mark. We should choose those people who can deal with community like Khalid Kanju (team leader). Technically, the team member should be competent. There is no role of education. Mazhar had done well". Team member's incompetency influenced the CMAM-kohistan project performance badly.

External Stability

The external stability plays a key role in a project success. In case of Kohistan, external stability had obsessively affected the project's performance. All activities were stopped for three months due to the resistance of local community. Employee-L said, "External environment had a crucial role on project performance due to which our project didn't perform well. The project was closed for three months due to the resistance of local community".

Project performance

The completion of a project within allocated time, cost and achievement of desirable outcomes is considered a successful project. In case of Kohistan the project was ended within allocated time and spent less cost over it, but the achievement was only 20%. Therefore, all the three factors should be kept in consideration for project success.

According to an employee-X, "In CMAM-kohistan project, we achieved only 20% percent of the desirable performance.

Conclusion

We investigated the determinants of Project performance of a project (CMAM-Kohistan) of an organization (PEACE) funded by UNICEF and discovered some interesting factors and issues which had influenced over CMAM-kohistan project. We confirmed that participative management influenced the project performance up to large extent. The study discovered that project coordinator of CMAM-kohistan had not taken in confidence the local community due to their resistance of the project activities which were stopped for three months. The study revealed that due to the lack of infrastructure and education the local community was more conservative minded. They highly resisted those projects where there is female involvement. The study also confirmed that employee participation needs a good leadership. Otherwise, it would not work. The conclusion is in line with Sheehan Jr and Leadership (1999)
We also suggest that due to the lack of external stability i.e. law and order situation leads to bad performance. During the interviews some of the respondents unfolded the fact that local people had threatened us and demanded to close down the project. This issue has also a great impact over the performance of the project. The study confirmed that monitoring had a crucial role in any project. But, due to the lack of infrastructure and loose grasp of the head office on CMAM-kohistan project have not

produced a remark able outcome. The study discovered the project characteristics included budget constraints, budget control, uniqueness and complexity of activity had a very little bit impact over project performance. Mostly, NGO projects are simple in nature and with no complexity. The results for external stability and monitoring are robust, while project characteristics are in contradiction with the findings of Thia and Sewierczik (2010). In addition to this, the study confirmed that incompetent team members had created so many hurdles in project success. The study found out that in CMAM-kohistan project, people were wrongly selected for their jobs i.e. they didn't follow the rule of right person for the right job. The results are robust to the findings of Belout and Gauvreau (2004).

The study suggests that leader/manager's attitude and vision contribute to the success of a project while, on the other hand, experience, qualification and gender have a little influence. In CMAM-kohistan the project coordinator had neither critically screened the environment nor taken into confidence the local stake holders. He had taken everything for granted. According to a respondent, "our project coordinator was mentally ready for failure with strong justifications". The results are robust with the findings of Muller and Tunner (2007).

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Herding Behavior in Pakistani Financial Markets: A Study of Behavioral Finance

Zeeshan Ahmed
Assistant Professor, University of Lahore, Gujrat Campus, Pakistan
zeeshan4282@gmail.com

Shahbaz Khan
Assistant Professor, Foundation University Islamabad Rawalpindi Campus, Pakistan
shahbaz.khans@yahoo.com

Muhammad Usman
PhD Economics, University of Education, Faisalabad Campus, Pakistan
usmanzuel@yahoo.com

Nida Baig
College of Public Administration, Huazhong University of Science and Technology, Wuhan, China
nida_iiie@yahoo.com

Imran Bashir Dar
PhD Scholar, International Islamic University Islamabad, Pakistan
imraan.basheer@gmail.com

Abstract

This paper examines herd behavior in Pakistan stock market using data from the Pakistan Stock Exchange. We test for the presence of herding as suggested by Hwang and Salmon (2004) Model. Results based on monthly data indicate the existence of herd behavior for the years 2013-2018. Evidence of little herd behavior is found during the whole period except in the last months of December, 2012 where more herding practices are being observed in Pakistan Stock Exchange. While investigating the herd behavior using sector wise data, we found that cement industry shows more herding as compared to others sectors.

Key Words: Behavioral Finance, Herding Behavior, Pakistan Stock Exchange

Introduction

 Herding behavior is one of the main phenomena in financial markets. Traditionally herding behavior is related to irrational decision making. Herding seems when a group of people / investors follow the trend without a planned direction and they follow the actions or movements of the market participants instead of following their own beliefs or actions. It happens when the investor have the lack of decision making authority and thoughtfulness. This is because of the fact that they have not the ability to process the information and does not link the prices with their fundamental values. Hence, there is uncertainty/financial crisis in the markets, which is often impeded by data availability problems.

Herding behavior destabilizes the financial markets and creates volatility in the market. Capital flows in the emerging markets are notoriously volatile. Moreover the herding behavior in financial markets is mostly held by market participants and economist, because most of the data that financial economist have to deal with comes from stock market in which a lot of informed investors are at their best

advantageous. Informed institutional investors are more sensitive towards high transaction cost in their trading activities (Romano, 2009). The high transaction cost lead to these informed investors to herd while low transaction cost encourage them to invest in both large and small quantity of stocks.

Herding behavior is at higher level in developing countries/emerging markets than developed countries (Wang, 2008). The evolution and cross section relationship of herding behavior especially at the time of sudden events occurred like financial crisis because they follow the pattern of cycles. Financial crises are widely argued to be due to herd behavior (Chari & Kehoe, 2003). Yet recently developed models of herd behavior have been subjected to two critiques which seem to make them inapplicable to financial crises. Herding behavior distinct the risk from uncertainty like the known probability distribution of random variable is risk while unknown probability distribution is uncertainty (Knight, 1921).

Knight's distinction in Bayesian decision theory has no interesting consequences. Investors act in their best interest to maximize the expected gains irrespective of the fluctuations are risky or uncertain but Knight's idea seems to have some intuitive appeal. The theoretical literature has tried to identify the mechanisms that lead traders to herd (Gale, 1996; Hirshleifer & Teoh, 2003; Chamley, 2004). The theoretical contributions have emphasized that, in financial markets, the fact that prices adjust to the order flow makes it more difficult for herding to arise than in other setups, such as those studied in the social learning literature, where there is no price mechanism. Nevertheless, it is possible that rational traders herd because of different kinds of uncertainty in the market. The act of trying to use the information contained in the decisions made by others makes each person's decision less responsive to her own information. Indeed, we find that in equilibrium the reduction of in formativeness may be so severe that in an ex ante welfare sense society may actually be better off by constraining some of the people to use only their own information.

The study aims to examine the herding behavior in Pakistani financial markets. The focus is to see the environment that how herding behavior effect the markets in developing countries. The aim of this paper is to develop a simple model in which we can study the reasons behind the decision by the investors and its implications in uncertainty. We provide an overview of recent theoretical and empirical research on rational herd behavior in financial markets. Specifically, we examine what precisely is meant by herding, what are possible causes of rational herd behavior. The question of whether investors exhibit herd behavior in their trading strategies has been widely investigated for a range of markets in recent years. The central question is that investors, analyst and mutual fund managers follow the trend in financial markets in developing countries in order to save them from reputational loss.

Literature Review

Jurkatis and Nautz (2012) investigated that herding behavior is due to the correlation of trades and that correlation of trades is because of unintentional investor's in relation to public information. The results strongly suggest that the observed correlation of trades is mainly due to the common reaction of investors to new public information and should not be misinterpreted as herd behavior. The study also shows that herding intensity is high when market is in trouble and herding intensity is low at the opening intervals of the markets. Hsieh, Yang and Lee (2011) found that mutual fund inflows into the Asian market are associated the positive stock returns and currency appreciations but this behavior is not consistent in different conditions. They also found that positive feedback effect and herding behavior exist in Asian markets.

Holmes, Kallinterakis and Ferreira (2013) investigated that while using monthly holdings data for Portugal found clear evidence of herding and investigate whether such behavior is intentional or spurious. The study concluded that herding behavior is intentional. The results were consistent with herding while window dressing in mutual funds buy and sell decisions. The results suggest that herding is more prevalent when market returns are high or low. They also find that herding is more prevalent in 2nd month of each quarter. All this shows that herding is done intentional and for reputational reasons / informational reasons.

Kremer and Nautz (2011) investigated the short term herding behavior of institutional investors. Their results were statistically significant but quite low. The study found that short-term herding is even more pronounced in large stocks and highly developed market segments. Agarwal, Chiu, Liu, and Rhee (2011) examine the herding behavior of domestic and foreign investors. They found that foreign investors have greater propensity to herd than domestic investors. But while examining investors trading across brokerage firms they find the weak evidence of domestic investors herding behavior and no herding behavior by foreign investors. They overall concluded that the string brokerage firms have a strong impact on herding.

Donga et al., (2010) proved that if the value functions of market makers and traders are homogeneous, herd behavior will never happen even if ambiguity exists. If some types of traders have different attitudes towards ambiguity from market makers, then herd behavior will happen with a positive probability. They also concluded that herd buying behavior mostly occurs at the peak of stock prices and is the main factors that cause price bubbles to be sustained temporarily. Moreover, the ambiguity in the distributions of stock values has a direct influence on the occurrence probability of herd behavior. They also suggest that herding behavior has positive impact upon stock prices and creates bubbles in the market. Herding behavior is frequently prevalent in financial markets where traders make their investments and trade decisions frequently.

Park and Sabourian (2010) described the situations of underlying information that are considered necessary and sufficient for the herding behavior contrarianism. Herding and contrarian behavior brings higher volatility in stock prices and hence lower liquidity in the market. Romano (2009) examined that informed institutional investors are more sensitive towards high transaction cost in their trading activities. The analysis showed that high transaction cost lead to these informed investors to herd while low transaction cost encourage them to invest in both large and small quantity of stocks. Wang (2008) investigated cross sectional use of beta to find out the herding behavior towards market in developed and emerging financial markets. They applied the rolling robust approach to find out the betas in order to diminish the impact of multivariate on return data. They found that herding behavior is at higher level in developing countries/emerging markets than developed countries. They also examine that evolution and cross section relationship of herding behavior especially at the time of sudden events occurred like financial crisis because they follow the pattern of cycles. They also witnessed that correlation between the two markets in the same group is positive and negative with another group. Alemanni and Ornelas (2006) empirically analyze that herding behavior of investors in emerging markets and measure the herding behavior of foreign investors.

Methodology

The study used the Hwang and Salmon (2004) model to test the herding behavior in Pakistan Stock Exchange. The data was collected from eight major sectors which are covering the thirty three companies of the stock exchange which stocks are actively traded in the stock market. We have taken

the monthly data of these companies for seven years to test whether herding behavior exist in the stock market or not. The following proposed model by Hwang and Salmon (2004) is used to estimate the degree of herding is given below.

$$H_{m,t} = \frac{1}{N} \sum_{t,i=1}^{N} [\beta_{i,t} - 1]^2$$

Where, $\beta_{i,t}$ is the time-invariant systematic risk measure of the security, i = 1, …, N and t = 1, …,T.

H_{mt} is the measure of degree of herding,

If H_{mt} = 0, then no herding and

If H_{mt} =1 means perfect herding.

Results and Discussions

The results show that there is little bit herding exist over the years in the whole market of Pakistan Stock Exchange. There exists no herding and perfect herding in the overall market, but the herding trend rises at the last six months of year 2018, and in last two months value of Hmt is more than 0.5 which suggests the presence of herding.

Table 1: Estimation results of overall herding

	2013	**2014**	**2015**	**2016**	**2017**	**2018**
Jan	0.26291696	0.209412729	0.234592535	0.277156012	0.248644725	0.235674661
Feb	0.28908149	0.201538168	0.237601441	0.278546518	0.240797876	0.268439457
March	0.262323574	0.212712417	0.25416648	0.270544824	0.271089885	0.28549508
April	0.264996828	0.338477895	0.250104294	0.275202536	0.271630676	0.270229147
May	0.252716143	0.208370254	0.265646261	0.25432561	0.262564198	0.286211873
June	0.238660727	0.216447394	0.268614817	0.272843889	0.231215833	0.367327425
July	0.238660727	0.206193865	0.275749537	0.267794149	0.302743364	0.371911517
August	0.207053066	0.220529758	0.261232867	0.25913467	0.23668992	0.353013042
September	0.194938319	0.194395827	0.273697385	0.257272688	0.244101797	0.338176972
October	0.211569583		0.280454229	0.249315923	0.244647999	0.419368974
November	0.23159183		0.281550989	0.421925276	0.21344268	0.544816877
December	0.358289723	0.26435466	0.278108331	0.243823637	0.222831776	0.556229737

Sector wise Herding

We also examine the herding behavior individually in the seven sectors of Pakistan Stock Exchange, and the suggested results are as follows. We solely investigate the herding behavior in banking sector (Please see table 2) by using the Hwang and Salmon (2004) Model, it propose that herding does not exist as the value of Hmt is significantly below the 0.5.

While testing the herding behavior in cement sector (Please see table 3), there exists a little bit herding have in that sector during the period 2013-2018.The results suggests that there is perfect herding in the last months of 2018 as the value of Hmt is more than 1. In testing the herding behavior in Fertilizer sector (Please see table 4) there exists a little bit herding have in that sector during the period 2013-2018.The results suggests that there is no perfect herding in that sector as the value of Hmt is lower than 1 and up to some extent herding behavior have been found because the value of Hmt is greater than 0.

Table2: Estimation results of banking sector herding

	2013	2014	2015	2016	2017	2018
Jan	0.3124	0.2592	0.0737	0.0865	0.0498	0.0941
Feb	0.2979	0.2268	0.0923	0.0857	0.1247	0.1667
March	0.3044	0.2432	0.0890	0.0914	0.1527	0.1603
April	0.3784	0.2268	0.0833	0.0958	0.1562	0.1427
May	0.4001	0.0755	0.0557	0.0929	0.1217	0.1449
June	0.3938	0.0841	0.0576	0.0970	0.1174	0.1550
July	0.4195	0.0586	0.0592	0.0950	0.1532	0.1276
August	0.3697	0.0584	0.0682	0.0937	0.0676	0.0903
September	0.3364		0.0657	0.0862	0.1163	0.0880
October	0.3030		0.0742	0.0849	0.1156	0.1139
November	0.3063	0.0583	0.0834	0.0790	0.0949	0.1013
December	0.2926	0.0837	0.0826	0.0518	0.0857	0.1050

Table 3: Estimation results of cement sector herding

	2013	2014	2015	2016	2017	2018
Jan	0.0549	0.0736	0.2582	0.2471	0.1955	0.2437
Feb	0.0532	0.0707	0.2633	0.2525	0.1965	0.3393
March	0.0446	0.0759	0.2372	0.2496	0.2103	0.4457
April	0.0338	0.1683	0.2322	0.2599	0.2097	0.4290
May	0.0217	0.2010	0.2435	0.2342	0.1734	0.4612
June	0.0229	0.1977	0.2433	0.2454	0.1323	0.4958
July	0.0273	0.1801	0.2647	0.2476	0.1601	0.8747
August	0.0215	0.2357	0.2770	0.2752	0.1389	0.8574
September	0.0225		0.2666	0.2737	0.1769	0.9352
October	0.0605		0.2700	0.2679	0.1783	1.1729
November	0.0592	0.1724	0.2609	0.1931	0.1475	1.6569
December	0.0769	0.2736	0.2525	0.1800	0.1880	1.7038

Table 4: Estimation results of Fertilizer sector herding

	2013	2014	2015	2016	2017	2018
Jan	0.2287	0.0898	0.0520	0.0526	0.0609	0.0789
Feb	0.2402	0.0947	0.0507	0.0511	0.0206	0.0919
March	0.2229	0.1040	0.0511	0.0447	0.1061	0.0658
April	0.1956	0.1566	0.0502	0.0446	0.1042	0.1377
May	0.1554	0.0873	0.0541	0.0426	0.1122	0.1752
June	0.1223	0.0804	0.0548	0.0491	0.1104	0.2340
July	0.1277	0.0794	0.0511	0.0487	0.0669	0.2584
August	0.1054	0.0498	0.0527	0.0605	0.0961	0.2070
September	0.1043		0.0514	0.0702	0.0362	0.2578
October	0.1102		0.0569	0.0696	0.0348	0.3163
November	0.0956	0.0464	0.0511	0.4071	0.0450	0.4290
December	0.1144	0.0713	0.0507	0.0626	0.0643	0.4599

Table 5: Estimation results of Oil and Gas Refinery sector herding

	2013	2014	2015	2016	2017	2018
Jan	0.4839	0.1705	0.1494	0.1681	0.4113	0.6830
Feb	0.5923	0.2013	0.1904	0.1679	0.3564	0.4246
March	0.3838	0.2210	0.2031	0.1768	0.3219	0.3904
April	0.2845	0.3663	0.2262	0.1755	0.3208	0.3879
May	0.2210	0.0703	0.2372	0.1652	0.4176	0.3723
June	0.2102	0.0585	0.2184	0.2111	0.2230	0.5153
July	0.3452	0.0329	0.2204	0.2123	0.5790	0.2697
August	0.3409	0.0567	0.1730	0.2102	0.7179	0.2618
September	0.2659		0.1900	0.2019	0.7852	0.1803
October	0.2495		0.1857	0.2028	0.7829	0.2119
November	0.2277	0.0859	0.1831	0.7110	0.7279	0.1073
December	0.2194	0.1681	0.1756	0.4090	0.7349	0.1125

In testing the herding behavior in Oil & Gas refinery sector (Please see table 5) there exists a little bit herding in that sector during the period 2013-2018, but the results suggests that herding behavior during the last six months of 2017 was significantly high as compare to other months of the period 2013-2018.The results also suggests that there is no perfect herding as the value of Hmt is lower than 1 and a little bit herding because the value of Hmt is higher than 0 in that sector during the period 2013-2018.

We also test the herding behavior in Oil & Gas marketing sector as shown in table 6. In some months the herding behavior is more and in some months the herding behavior is found less of the period 2013-2018.The results suggests that there is no perfect herding in that sector as the value of Hmt is lower than 1and up to some extent the herding behavior have been found as the value of Hmt is greater than 0 during the period 2013-2018.

We also test the herding behavior in textile sector, and report the findings in table 7 .In some months the herding behavior is more and in some months the herding behavior is found less of the period 2013-2018.The results suggests that there is no perfect herding in that sector as the value of Hmt is lower than 1 and up to some extent the herding behavior have been found as the value of Hmt is greater than 0 during the period 2013-2018.

Table 6: Estimation results of oil and gas marketing sector herding

	2013	2014	2015	2016	2017	2018
Jan	0.3071	0.1997	0.3217	0.3670	0.4923	0.3398
Feb	0.3030	0.1970	0.3383	0.3666	0.4491	0.3979
March	0.2861	0.2023	0.3326	0.3427	0.4568	0.3589
April	0.2971	0.2721	0.3345	0.3493	0.4600	0.4661
May	0.3048	0.2871	0.3412	0.3460	0.4481	0.4355
June	0.2901	0.3012	0.3411	0.3897	0.4116	0.5135
July	0.3273	0.2953	0.3460	0.3835	0.3692	0.4772
August	0.2489	0.3148	0.3533	0.3869	0.3749	0.4794
September	0.2290		0.3640	0.4021	0.3393	0.4304
October	0.2253		0.3647	0.4118	0.3371	0.4489
November	0.2414	0.3054	0.3737	0.9095	0.3235	0.4680
December	0.2416	0.3117	0.3730	0.5265	0.3287	0.4690

Table 7: Estimation results of textile sector herding

	2013	2014	2015	2016	2017	2018
Jan	0.3241	0.4275	0.5036	0.6567	0.4082	0.2149
Feb	0.4225	0.4115	0.4546	0.6615	0.3760	0.2792
March	0.4177	0.4261	0.5712	0.6378	0.4447	0.3308
April	0.4173	0.8479	0.5482	0.6429	0.4433	0.1521
May	0.3909	0.4874	0.6293	0.5711	0.4278	0.2088
June	0.3559	0.5217	0.6399	0.5817	0.4339	0.4105
July	0.3938	0.5338	0.6576	0.5628	0.6171	0.2360
August	0.2003	0.5469	0.5861	0.4923	0.3008	0.2407
September	0.2301		0.6423	0.4782	0.2791	0.1313
October	0.3249		0.6557	0.4344	0.2853	0.2255
November	0.4388	0.4662	0.6571	0.5461	0.2101	0.3962
December	1.1049	0.6069	0.6528	0.3669	0.2086	0.3810

Table 8: Estimation results of tobacco sector herding

	2013	2014	2015	2016	2017	2018
Jan	0.0502	0.0114	0.1553	0.2905	0.0461	0.0672
Feb	0.0585	0.0007	0.1843	0.2886	0.0006	0.0815
March	0.0160	0.0027	0.1834	0.2704	0.0022	0.1261
April	0.0033	0.0611	0.1860	0.2680	0.0020	0.1165
May	0.0024	0.0133	0.2406	0.2601	0.0011	0.1294
June	0.0371	0.0177	0.3136	0.3115	0.0109	0.1822
July	0.0830	0.0119	0.2805	0.2929	0.1012	0.1153
August	0.0183	0.0092	0.2071	0.2242	0.0497	0.0657
September	0.0078		0.2494	0.2211	0.0649	0.0834
October	0.0209		0.2925	0.2238	0.0650	0.0867
November	0.0058	0.0107	0.2950	0.2045	0.0393	0.0279
December	0.0027	0.2422	0.2943	0.0482	0.0460	0.0334

In the end, we test the herding behavior in tobacco sector (Please see table 8) regarding the trading of their stocks in stock market. In some months the herding behavior is more, while in some other months it is found less during the period 2013-2018 . The results suggest that there is no perfect herding in that sector as the value of Hmt is lower than 1. However, up to some extent the herding behavior has been observed as the value of Hmt is greater than 0 during the sample period.

Conclusion

This study has examined the existence of herd behavior in Pakistani financial markets. According to the results, significant herding is present in Pakistani stock markets during 2013-2018. Moreover, herding is found to be stronger during periods of rising markets in these stock markets especially at the end of 2018, and herding was perfect in cement sector. Herding is present in the Pakistani stock market during periods of down returns. Moreover, we examine the possible effects of herding with respect to trading volume/market price and market volatility. The results indicate the existence of herding in the Pakistani stock market during periods of high trading volume. A significant evidence of herd behavior is present under both the conditions of high market volatility and low market volatility in Pakistani stock markets. There is no asymmetric effect of herding with respect to market volatility for the Pakistani stock market. Finally, there is evidence of herding during the global economic crisis. Investor behavior seems to have been rational in Pakistani stock market during the global financial/economic crisis.

Table 9: Estimation results of textile sector herding

	2013	2014	2015	2016	2017	2018
Jan	0.3241	0.4275	0.5036	0.6567	0.4082	0.2149
Feb	0.4225	0.4115	0.4546	0.6615	0.3760	0.2792
March	0.4177	0.4261	0.5712	0.6378	0.4447	0.3308
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November	0.4388	0.4662	0.6571	0.5461	0.2101	0.3962
December	1.1049	0.6069	0.6528	0.3669	0.2086	0.3810

Table 10: Estimation results of tobacco sector herding

	2013	2014	2015	2016	2017	2018
Jan	0.0502	0.0114	0.1553	0.2905	0.0461	0.0672
Feb	0.0585	0.0007	0.1843	0.2886	0.0006	0.0815
March	0.0160	0.0027	0.1834	0.2704	0.0022	0.1261
April	0.0033	0.0611	0.1860	0.2680	0.0020	0.1165
May	0.0024	0.0133	0.2406	0.2601	0.0011	0.1294
June	0.0371	0.0177	0.3136	0.3115	0.0109	0.1822
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August	0.0183	0.0092	0.2071	0.2242	0.0497	0.0657
September	0.0078		0.2494	0.2211	0.0649	0.0834
October	0.0209		0.2925	0.2238	0.0650	0.0867
November	0.0058	0.0107	0.2950	0.2045	0.0393	0.0279
December	0.0027	0.2422	0.2943	0.0482	0.0460	0.0334

In the end, we test the herding behavior in tobacco sector (Please see table 8) regarding the trading of their stocks in stock market. In some months the herding behavior is more, while in some other months it is found less during the period 2013-2018. The results suggest that there is no perfect herding in that sector as the value of Hmt is lower than 1. However, up to some extent the herding behavior has been observed as the value of Hmt is greater than 0 during the sample period.

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Impact of Quality Education and Tangibles of Education system on Literacy Improvement
- An Empirical study of Southern Punjab Region of Pakistan

Impact of Quality Education and Tangibles of Education system on Literacy Improvement- An Empirical study of Southern Punjab Region of Pakistan

Mubashar Farooq
Senior Lecturer, Institute of Southern Punjab, Pakistan
mubasharfarooqtanoli@gmail.com

Muhammad Shafiq
Phd (Logistics &Supply Chain), Naresuan University, Thailand
muhammads59@email.nu.ac.th

Abdul Haseeb Tahir
Senior Lecturer, Institute of Southern Punjab, Pakistan
meet2haseeb349@yahoo.com

Abstract

In the case of a firm or a nation's lack of familiarity with the surroundings, changes occurring with the passage of time and lack of ability to adapt or cope with the changes around the globe draw you back and snatch the capability of fighting at the front with the global challenges. In under developing and a few developing countries literacy has been their core issue while comparing them with the other nations of the world. The current study targeted the Public and Private sector educational institutions of South Region of Province Punjab of Pakistan. Institutions that were considered as the population of the study comprised of the strength of students who were unable to be accounted for the collection of data. The sample size of 200 was selected based on the collection of data from prominent or senior students from all the selected institutes. Secondary data in the shape of statistical reports selected from the annual education reports were capitalized to strengthen the literature review while a survey questionnaire was applied to obtain the responses from the students of the different institutes.

Results were obtained through SPSS (Statistical Package for Social Sciences). Reliability Statistics, Factor Analysis and Correlation analysis were applied to the data to judge its strength, evaluation by respondents and capability to influence each other through their values of interrelation. The results of the data analysis provide full support to the annual educational reports so, supporting the activities done by the Government of Pakistan for promotion and development of Literacy. It was recommended that the role of other dimensions of higher and quality education like (competency, attitude, delivery &reliability) can be applied to analyze their role in influencing the level of literacy.

Key Words: Modern Quality Education, Tangibles of Education system, Literacy: F6, I3, I38

Introduction

Globalization is not only complex but also a controversial term that has been defined in several different ways. This term can imply different meanings for different people in different situations throughout the world. Some consider this term as cultural aspect globalization, while a few others consider the economic aspect of it hence, emphasizing the outlook of the global economy. Some

associate globalization with the advancement of technology, specifically in terms of communication and transportation (Nashia, 2013). Globalization emerged after the cold war as a set of political/economic policies based on the strong faith in the beneficent of the free market which includes free trade, open market approaches and a decrease in the public sector funding (Harvey, 2007).

Education is considered as the source of changing the shape of the structure of human life and influencing the behavior of experiencing dealing and adopting concepts. While educating the people is far more influential in the shape of the application of innovative ideas, exploring new ways to solve their problems. If quality education is there it assures the learning strength of the students at every academic level (Butler & Poldma, 2010; Çelik & Gömleksiz, 2000; Lau, 2006). Hussain (2003) declares that people of Pakistan accept the role of education as cross-cutting on human life and specifically the improvement of human development. The importance of education is realized everywhere and is now on the top of the political agenda of most of the nations. Pakistan has no significant figure out of its budget for education and its development. UNESCO has recommended 4 percent of the budget on education for developing countries while Pakistan is reserving nearly 3 percent for education out of its whole GNP (UNDP, 2002).

The number of factors such as proliferation, competition, marketing, internationalization, greater accountability, expansion of education/higher education has brought the quality and value of education in forefront of national debates (Ellwanger et al., 2016). Globalization of education has brought rapid development in communication and technology, which consequently made the world an information-based society. This change has introduced the new form of cultural imperialism, which is believed as a threat to the promotion of regional cultures. After constructing such global society, the people of a certain country who are termed, as 'global citizens' are the individuals of competition and information-based society. The individuals replaced the role of the state in such a case; they are making themselves responsible for their health, education, job, etc. It indicates that the destiny of the state lies within their abilities to compete at the global level; as such, citizens carry the capability of meeting the global challenges (Ashraf & Kopweh, 2010). Increased capability of meeting the global challenges is driving through their awareness and economically capable of converting those challenges into an opportunity for shifting their country from the developing to the rank of developed countries. Only skilled labor can capitalize the economic resources in the favor of developing nations. Countries like China and Japan have succeeded in producing goods requiring technologies it assures to investigate the effects of education, population, and health on economic growth in the developing countries (Bhargava, 2008).

Globalization is a multidimensional phenomenon and multifaceted process with social, economic, political and cultural implications for education. It brings forth new challenges at a time when nations or states are lacking the capability as a sole provider of quality education, and the educational/academic community no longer holds the monopoly on decision making in education. In such a case, globalization will present universities with several challenges and opportunities, and the most important of them is quality education, which ultimately assists in developing professionally in every country (Hull & Moje, 2012; Saeed, 2004; Seyedi & Shahidi, 2012).

Literature Review

Learning being a consistent natural process develops the mind in the either direction and steer it towards the consequences lying under the sources and ultimate purpose of learning, and it ultimately not steer an individual but also collect their economy towards either construction or destruction (Mitchell, 2006). Nations' extreme focus should be on educating and developing their common man to

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polish their character, personality, skills, encourage learning modern concepts to meet the global challenges (Fatima, 2015). In a country like Pakistan, budget reserve for education is quite inadequate. Major population resides in rural areas where academic facilities are in scarcity and also the rural people they less tend towards the education rather towards laboring or doing their own business, like guarding lands or taming cattle.

The theme of this study is further elaboration and explanation of the study of Seyedi and Shahidi (2012) who discussed impact of Globalization in higher education on universities' educational quality. This elaboration was slightly modified and all educational level institutes were taken for further analysis and discussion. So, secondary data information included in the literature will surely assist in explaining results obtained through a survey questionnaire. An Educational Survey of Pakistan for the year 2013-14indicates that there is almost 88% percent of Public sector institutes, while the remaining 12% percent are private. In rural areas, almost all primary level institutes operating throughout Pakistan are of the Public sector, which constitutes a major portion of initial level educational institutes. On the other hand, enrollment of learners at the primary level is high in the Public sector comparing to the private. Facts from the 2013-14 survey interpret the reality. Numbers of studies around the globe strengthen the idea favoring the influence of globalization on all aspects of education. A study by Vulliamy (2010) discusses that it has to not only influence the teaching style but also equally influence the widespread introduction of interactive whiteboards and the growing spread of the ICT more generally in primary school classrooms. Awareness with the whole world is now much easier through the long chain of internet and communication system. It encourages to explore new things and to excel in knowledge regarding their surroundings. In Pakistan, educational institutions are now encouraged to equip with modern methods, techniques, and equipment of leaning and educating (Khan, 2010; Moore, 2005).

Consistent efforts have been there through planning for delivery of education at the level of schools, colleges, and higher education institutions. In the 1973 constitution of Pakistan, it was declared that "the state of Pakistan shall remove illiteracy and provide free and compulsory secondary education within the minimum possible period". Because of it, the state announced free and compulsory education for the primary level. The medium of instruction was also changed in several institutions especially those delivering higher secondary and higher qualification (Ashraf & Kopweh, 2012). In the reign of General Zia Ul Haq (1977-1987) privatization was denounced and the schools were decentralized and denationalized, and this turn of event reinstated the confidence of private investors leading to their share in education increasing and equally increasing enrollment (Andrabi, Khan, Khan, & Naseer, 2012). The education authorities encouraged and permitted the Non-governmental Organizations (NGOs) to take over those public-school structures that were not in use due to lack of funding from the government. Consequently, private schools became famous and acceptable by the public leading to an increase in number to 36000 (Andrabi et al., 2003). This setup is playing its role in all provinces of the country (Khan, Soomro & Jafri, 2011). It also influenced the educational system through contribution to enrollment rate at the primary level to 42%, at the middle 37%, at the secondary 30%, and higher secondary 64%. To deliver the same attention towards the improvement of literacy in rural areas madrassas (religious school) were started along with private and public institutions. It became an active part of formal education in Pakistan. (Blanchard, 2009) in his report mentioned that there are 13000 registered madaris (plural of madrassa) in Pakistan.

Now the education system of Pakistan is comprised of Public, private institutions and madaris. Urdu is MoI of instruction at public sector and this sector is free of cost and represent the middle class (Rahman, 2004), English medium represents the private sector and serves the rich and elites (Abbas, G. 2003),

while madrassa sector serves the underclass (Haqqani, 2008). Numbers of educational units at different levels among different categories of the people are trying to polish their active and make alive their dead or dormant skills. These levels of education for different categories have categorized the quality of education and their impact on people minds. Requirements have been defined for the richest, richer and the poor before enrollment in institutions. This is causing a sheer impact on the minds of the people in all other walks of life. Rich are becoming the richest and poorer the poorest (Omirin & Faremi, Y. A. 2011). Impacts of globalization are influencing other aspects of life through education. Learning and education are consistently maintaining the weaknesses of the young people that have been barriers in the route of success and prosperity (Arokiasamy & Raj, 2010; Kisber, 2011; Welborne, 2015). Quality education and Tangibles are compelling the education system of developing and under developing countries to increase their enrollments at different levels of education. Students are facilitated at different level of institutions (schools, colleges and universities) with tangibles like (sufficient and modern equipment's, ease of access, visually appealing environment, and support services (Seyedi & Shahidi, 2012).

Government of Punjab started laptop scheme for the promotion of education throughout this province. Talented, brilliant and top students have been awarded in last few years and it continues every year. This effort has added to the interest of students for attaining and seeking further education. A report of Pakistan Education Statistics (2011-12) under the National Education Management Information System provided the detailed report of number of institutions of different level of education and the strength of enrollments.
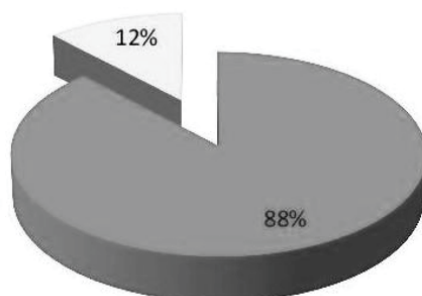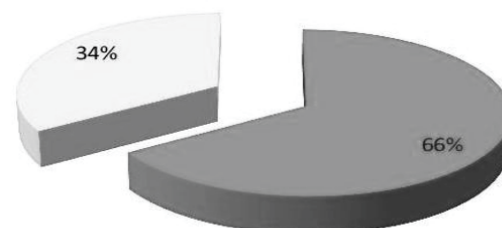
Major strength of 88% of public institutions out of the whole educational sector indicates the government plans, actions and interest towards the improvement of educational system. Increase in number of public sector institutions increases the number of enrollments as public sector expenses are bearable than the private sector.

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Distribution of Higher Seconday Level Institutions by Sector

33%

67%

■ Public ■ Private
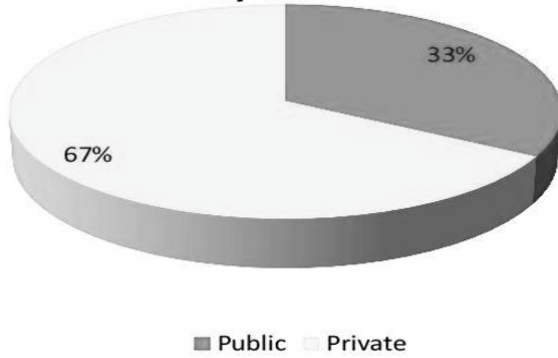
Distribution of Middle Stage Enrolment by Sector

34%

66%

■ Public ■ Private
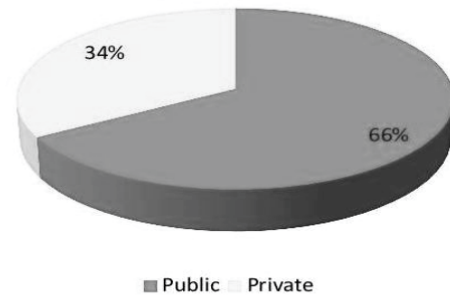
Distribution of High Stage Enrolment by Sector

34%

66%

■ Public ■ Private
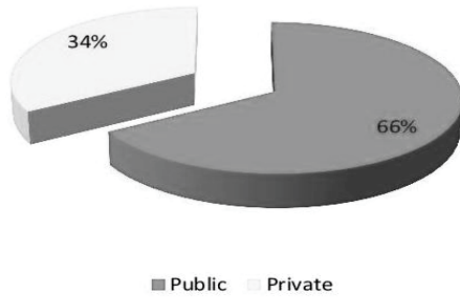
Distribution of High Schools by Sector

39%

61%

■ Public
■ Private
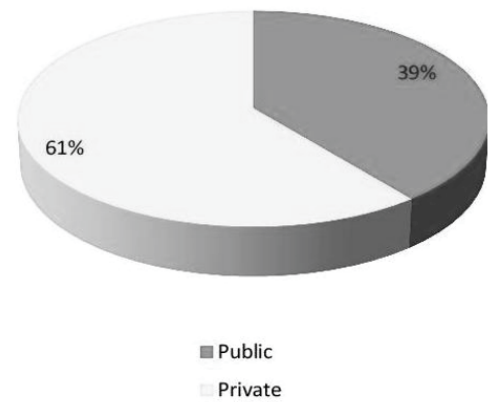
Distribution of Higher Seconday Stage Enrolment by Gender

28%

72%

■ Male ■ Female
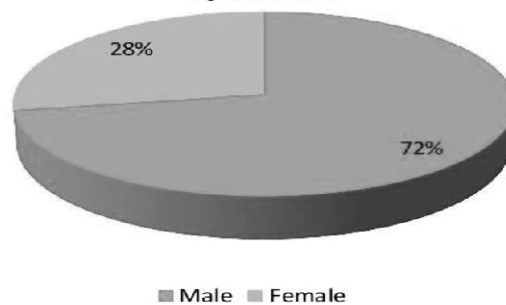
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Distribution of Degree College Stage Enrolment by Sector
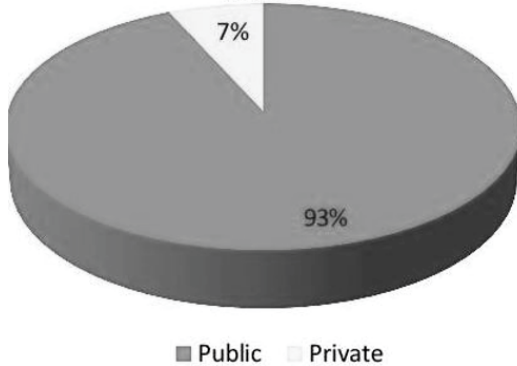
Distribution of Degree Colleges by Sector
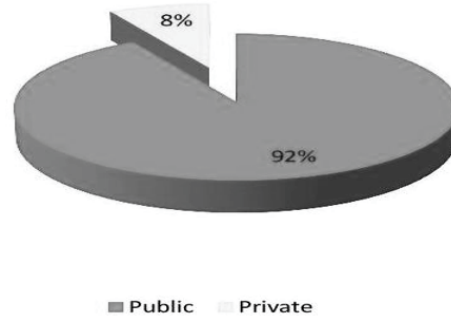
Distribution of Universities by Sector
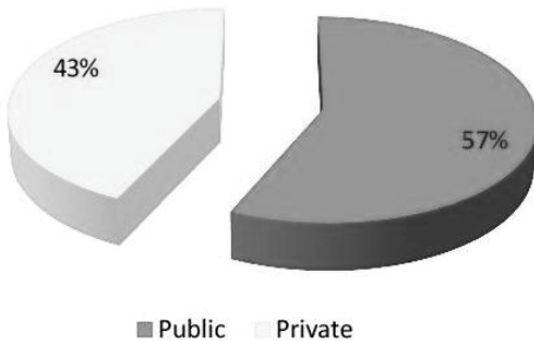
Distribution of Universities Enrolment by Sector
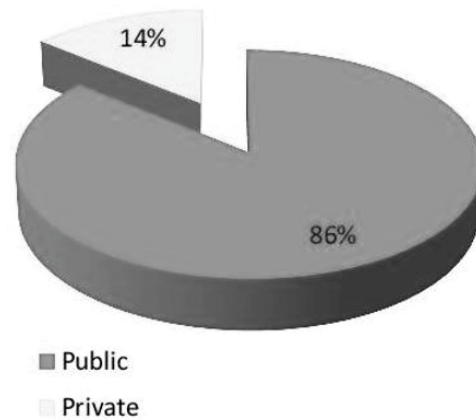
Source: *Pakistan Education Statistics (2013-14)*

Strength of enrollments in Public sector is almost double than the private sector owing to the quite visible reason of affordability of education for people even at primary level. On the other side it highlights the efforts made by the Government of Pakistan in providing affordable, cheap but quality education. Government realizes the contribution of an educated youth specially where people are encouraged to learn and being educated on the basis of easy penetration into an education environment. Improvements were also made on the Middle level school education after holding control over Primary level. Strength of enrollments at Public sector institutions at Secondary level shows that what the positive intents of the Government of Pakistan were having in its mind not very far back from now. Percentage of Public and private level institutes and number of enrollments in them provide clear picture that Public sector institutes are not only large in number but also they are attracting major strengths of enrollments. The reasons behind is this that government institutes costs less fee and they are increasing facilities of education at very low facilitation fees. For the people of a developing nation such conditions are much suitable and feasible for attaining education.

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They are consistently improving the education through providing quality and required facilities at Primary as well as secondary level as they realize that only educated workforce equipped with modern skills can compete and benefit from exploiting the opportunities created by globalization. Various empirical studies conducted by social scientist established a strong correlation between education and national developments (Arokiasamy, 2010; Gomleksiz & Celik, 2000; Kazmi & Quran, 2005; Lam, 2010; Papen, 2008; Schrottner, 2010). In order to meet the requirement of high-quality education at all levels Government of Pakistan has allowed the private bodies to play their role in achieving high literacy rate and providing educational environment equipped with modern facilities and technology. Report of Education Statistics 2014-15 had shown the leading strength of Private sector over Public at High School level education.

Government of Pakistan commenced a program of government funding to all level of education with the title of Pakistan Education Endowment Fund (PEEF). This program from last 5 to 6 years right after its commencement is making remarkable contributions towards improvement of quality education at primary, secondary and higher education level. One of the reports of the year 2014-15 in Table-1 had proven the contribution of Government of Pakistan in improving the literacy among the youth of its nation. Below the information regarding literacy improvements in Table-2 in Pakistan in last 50 years indicates the gradual but consistent increments in the level of literacy. It is the true picture of the efforts made in improving the learning level and capabilities of its youth through providing updated knowledge and enhancing their embedded skills and capabilities to meet the global changes. It was not till 2001, but till than numerous academic efforts have developed the strength of the youth of Pakistan and they are representing their country at different prominent positions throughout the globe. A report of Institute of Social and Policy Sciences (2010) in Table-3provides the image of efforts made by the Government of Pakistan towards improving literacy level through constructing new Primary, Secondary and Higher Secondary level institutes throughout the Pakistan including the South Punjab Region. Every year there has been marginal increase in the number of all level of institutes. It indicates the positive intent of the Government of Pakistan and specially the Government of Punjab towards making a nation of highly educated and skilled youth; which could carry the responsibilities of their country on their healthy shoulders and carry it with the same passion towards the generations to come.

Table 1: Punjab Educational Endowment Fund

Punjab Eductional Endowment Fund (PEEF)						
Key Operating and Financial Data Since Inception years						Rs. in '000'
Year	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Particulars						
Endowment Fund	2,000,000	4,041,681	4,114,692	6,191,762	7,284,772	9,377,772
Income Proceeds from Endowment Fund	79,633	456,426	736,493	816,435	923,921	927,937
Amount of Scholarships Disbursed	22,461	250,887	361,605	706,681	748,370	790,313
Number of Scholarships Awarded	5,326	5,484	6,982	13,345	9,952	18,621

Source: *Pakistan Educational Endowment Fund (Annual Report, 2014-15)*

Figure 1: Literacy Rate
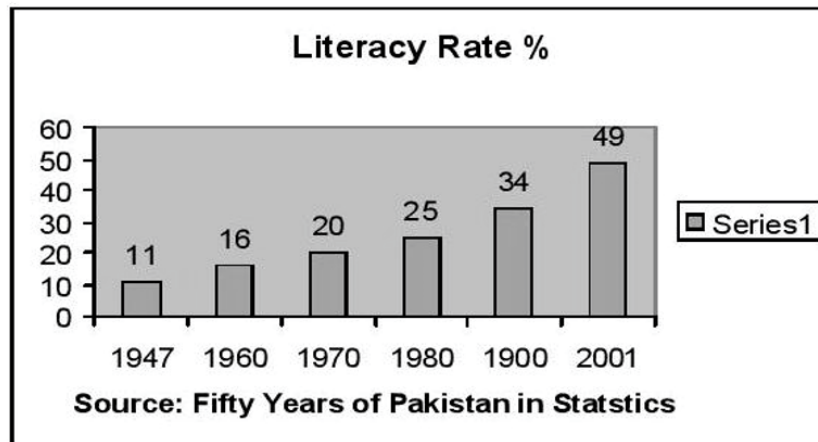
Source: Social Development in Pakistan Annual Review- 2001

Table 2: The number of Public and Private Schools

Stage	Sector	1999-00	2005	2007-08	Change since 2000 (%)
Primary	Private	14748	16911	17250	17
	Public	131779	119848	139342	6
Middle	Private	12550	24115	24847	98
	Public	12085	14334	15982	32
High	Private	5940	13484	14053	137
	Public	8509	9471	9911	17

Sources: Adapted from Institute of Social and Policy Sciences, 2010

Methodology

The study is comprised of analysis based on the data collected through distribution of structured questionnaire. It also carries a few highlights of the secondary data for the support of the literature discussing some major outputs of governmental efforts made to overcome the ignorance and to improve and consistently developing the literacy among the youth of the Pakistan. Sample size of 200 was selected and it was considered reasonably enough to target the desired population. Priority was

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given to the university students as a population who could best share their experience regarding the change in literacy level and the outcomes produced through it from last few years.

Number of items for the collection of data for Quality Education was taken from the study of Abro, Almani and Soomro, (2012) which were ten in total. They discussed the impact of modern education on the morality of learners in Pakistan: A survey of Sindh. Five Likert scale was applied for the collection of the data against the questions from respondents. Seven (7) items were selected from the study of Zeithaml et al. (1988) for the collection of data against Tangibles of Quality Education. They discussed a multiple item scale for measuring consumer perception of service quality. Six (6) items were selected from the study of Allan et al., (2007). They discussed in their study a questionnaire measure of children's motivation for reading.

The analyses of the data were made through SPSS (a Statistical Package for Social Sciences). Major concern for applying this package was to attain the outputs which could support our literature and statistical values in the shape of graphs providing the graphical summary of the efforts made by the government of Pakistan in encouraging every one in every sector (public & private) to seek and spread knowledge as their extreme priority.

Analysis and Discussion

Figure2: Demographic Details
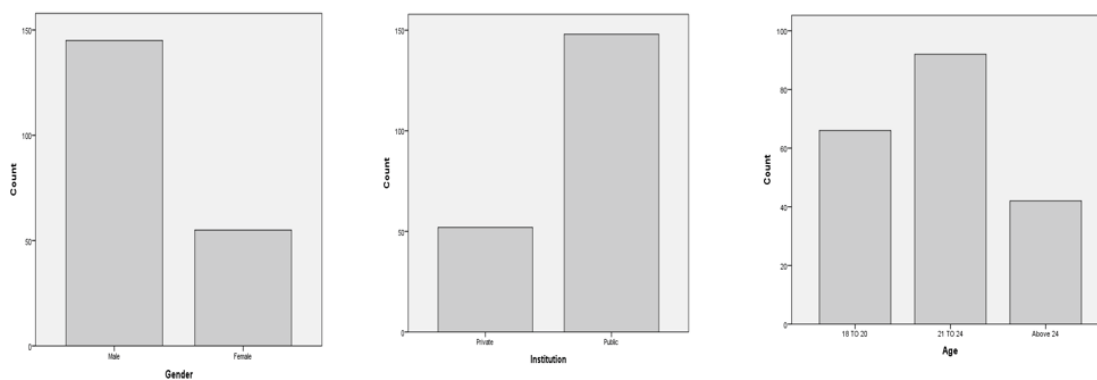
Demographic details of the respondents indicate that the majority of them were comprised of Male which was almost seventy-five percent (75%) of the total strength of respondents. Out of the available categories of the age of respondents' majority of them were between the ages of 21 to 24. Students lying between these ages belong to Bachelor or Master Classes and they are almost matured and provided approximately required information. Details regarding institutions provide the information that the majority of the institutes visited to conduct the data were Public sector institutes, as in this region only school level institutes of Private sector are marginally greater in strength than the Public one; while at the university level only one or two Private universities are there. The remaining numbers of institutes are Public sector institutes which are almost 90 to 95 percent of universities level institutes in this region.

Table 4: Reliability Statistics

Variables	Cronbach's Alpha
Modern Quality Education	.789
Tangibles	.843
Literacy	.850

Table 5 : Summary Item Statistics of Modern Quality Education

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.661	4.035	5.255	1.220	1.302	.165	10

Table 6: Summary Item Statistics of Tangibles

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.354	4.095	4.560	.465	1.114	.039	7

Table 7: Summary Item Statistics of Literacy

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.183	3.040	3.280	.240	1.079	.010	6

In the Table 4 the reliability statistics indicates that data collected against all the variable is highly reliable and suits to expected requirements in the shape of results of the study. Reliability statistics are above the minimum required value for the data to be considered reliable and applicable for the study. In the summary statistics of the item minimum and maximum and average mean value of the Modern Quality Education indicates that the responses of all the respondents were highly above the average. It highlights the conclusion that they were having positive intents for this variable. For Tangibles the responses are almost the same and they are marginally above the average. It also indicates the positive intents of the respondents. The results are comparatively not the same for Items of literacy where minimum, maximum and average mean value is hardly above average. It shows comparatively less positive intents for this variable but, it is enough to be considered for analysis.

Factor Analysis

Table 8: Factor Analysis

ITEMS	Modern Quality Education	KMO	Tangibles	KMO	Literacy	KMO
MQE1	0.566					
MQE2	0.798					
MQE3	0.64					
MQE4	0.496					
MQE5	0.633					

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ITEMS	Modern Quality Education	KMO	Tangibles	KMO	Literacy	KMO
MQE6	0.807					
MQE7	0.593					
MQE8	0.603					
MQE9	0.495					
MQE10	0.714					
T1			0.749			
T2		0.655	0.662	0.734		0.840
T3			0.73			
T4			0.791			
T5			0.563			
T6			0.6			
T7			0.65			
L1					0.586	
L2					0.656	
L3					0.507	
L4					0.63	
L5					0.499	
L6					0.581	

The factor analysis of all the items carries the considerable load. None of the items was rejected during initial analysis of the reliability check and factor loading of the data. For a considerable item it must have the load higher than (0.5) or near to it. Table 8 indicates the factor loading of all the items of all the three variables of the study and all of them are considerable for the further analysis of the data. KMO represents the degree of common variance among variables. When the degree of variance among the variables is quite high than analysis of factor can be conducted and results obtained through it can be carried for further analysis of data. Values like (0.655, 0.734 &0.840) show the high degree of common variance among each other for every variable.

Table9: Descriptive Statistics Modern Quality Education

Items	Mean	Std. Deviation
MQE1	4.2600	1.77430
MQE2	4.5000	1.57557
MQE3	5.2550	1.29163
MQE4	4.4300	1.46829
MQE5	4.3900	1.62824
MQE6	5.1450	1.51175
MQE7	4.0350	1.59578
MQE8	4.7650	1.63190
MQE9	4.7550	1.38004
MQE10	5.0750	1.41754

Table 10: Descriptive Statistics Tangibles (of education)

Items	Mean	Std. Deviation
T1	4.0950	1.59016
T2	4.5600	1.64008
T3	4.5500	1.88288
T4	4.1100	1.60336
T5	4.2750	1.66832
T6	4.4150	1.45027
T7	4.4750	1.61319

Table 11: Descriptive Statistics Literacy

Item	Mean	Std. Deviation
L1	3.2250	1.49181
L2	3.2800	1.54712
L3	3.1850	1.34156
L4	3.2750	1.31836
L5	3.0400	1.46600
L6	3.0950	1.53877

Descriptive statistics of all the items under the factor analysis indicates the strength of every item in terms of their value given by the respondents. Mean values in above displayed tables explains the same theme as obtained during the factor loading of the individual items under their respective variables. Literacy again produces the comparatively less mean value with other variables. The responses against Quality Education and Tangibles are considerably high than the Literacy. It does not conclude that there is a

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weak relation among these variables, rather collective outputs indicate that they are favored by the respondents as they were done in this case. So, the statistics indicate that all the variables discussed here are extremely favoring the theme and concept of the study.

Correlation Analysis

Under correlation analysis we calculate the interrelation of all the variables of the study. Results obtained from here authenticate the relation among the variables which are the base of the whole study. If the relations are strong, positive and significant than it assures that such correlations will support the theme or the concept discussed in the literature or displayed in the model.

Table 12: Descriptive Statistics

	Mean	Std. Deviation	N
Modern Quality Education	4.6610	.90035	200
Tangibles	4.3543	1.17698	200
Literacy	2.7342	.55594	200

Initially the Descriptive statistics under correlation analysis produces the positive outputs for Modern Quality education (MQE) and Tangibles as their mean values while a weak output for Literacy. Here it also falls against the Literacy that why it has been rated low comparatively with the other two variables but luckily it is not a negative output. Below the Correlation table removes the stakes against the Literacy as it shows quite a significant relation with Modern Quality Education and Tangibles. Values like (.427**)

Table 13: Correlations

		Modern Quality Education	Tangibles	Literacy
Modern Quality Education	Pearson Correlation	1	.310**	.427**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
Tangibles	Pearson Correlation	.310**	1	.232**
	Sig. (2-tailed)	.000		.001
	N	200	200	200
Literacy	Pearson Correlation	.427**	.232**	1
	Sig. (2-tailed)	.000	.001	
	N	200	200	200

** Correlation is significant at the 0.01 level (2-tailed).

against relation between the literacy and Modern Quality Education and (.232**) in relation between the Literacy and Tangibles assures the strong interrelation among all the variables of the study. MQE and tangibles have highly strong and significant correlation between them. Value like (.310**) shows the strength of their correlation. It assists us in concluding that Modern Quality Education and Tangibles of the quality education are generating positive impact on Literacy and its development with the passage of time. Hence, it proves the concept of the study.

Conclusion

Literature highlighted the facts in terms of different graphical and statistical reports of the different years. They provided the healthy image of the different efforts that have been made by the Government of Pakistan for nourishing and developing their children and youth with food and skills of education, not only attaining it but also consistently delivering it to the nest generations. This reality is very much visible in the reports of last 10 to 15 years. Specially, the Government of Punjab has been prominent in making policies and generating new schemes to encourage the students to become the effective individual of the nation. Analysis of the data has produced almost the same output which favors the statistical reports and records selected to support the theme and literature of the study. Responses were in the extreme favor of almost all the variables of the study. For the Modern Quality Education responses were marginally above the level 'agreed' in responses. It indicates that Modern Quality Education (MQE) possesses sheer value in the hearts and eyes of the people of this region. They believe that only updated educated system can turn the potential of the youth towards success, development and prosperity of the individual as well as of the whole nation. Such systems are capable of polishing the skills of their human assets and delivering them required instrument to fight for the future and global challenges. MQE has also a strong relation with other two variables of the study where it assures its positive influence over them.

Responses against the Tangibles of education system also prove the facts and figures taken from annual educational reports. Results from the analysis clearly favor the educational records taken from annual statistical reports. For Tangibles of Education system responses were marginally above the level 'agreed' in responses. It assures that an education system equipped with modern equipment and technologies, attractive environments, support services, ease of access etc. are sources of attracting more and more individuals to participate in constructing educated and developed societies throughout the nation.

Responses against the Literacy were not very much highly quantitative, and they were almost near to level 'Neutral/average'. They were marginally short in comparison with other two variables of the study. It was also entertained with the favor of respondents and their responses prove the strength of its relation after the required analysis of data. Items were highly reliable, and their descriptive statistics also favorably explains their status. It also has strong relation with the other two variables. It proves from the results that all the constructs of the study are highly correlated with each other and change in one will surely bring change in the others and consequently the whole results of the study.

Hence, we can clearly make a statement that People of the South Region of Punjab have their views regarding improvement of Literacy level through providing Quality Education and required or demanded Tangibles in an education system. Effective and timely implementation through proper planning will bring forth the fruits of all the efforts made in improvement of Literacy level and development of youth skills.

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Author's Guideline

Instruction for Authors

There is no standard fixed length for articles, but an 8 – 24 A4 pages, with 12-fonts and 1.15-line space article would suffice. This page limit includes all parts of the paper: title, abstract, body, bibliography, appendices and tables.

Title should be a brief, not more than fourteen words it should be written in Times New Roman Font Size 14 Bold and centered.

All papers are to be submitted as a single MS WORD file, formatted for 8.5" x 11" paper.

Manuscripts should be composed according to APA (American Psychological Association) 6th edition format.

FUJBE accepts manuscripts via e-mail. The manuscript should be prepared using a recent version of Microsoft Word and should utilize standard fonts and symbols.

The submitted manuscripts should be written in English, (American or British usage is accepted, and however it should not be a mixture of both). Manuscripts should be free from grammatical errors.

Use headings sparingly and logically. Do not use more than three levels of headings.

Manuscripts should be prepared according to the following style rules (deviations from these rules can cause publication delays)

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It is the author's responsibility to make the submitted paper clear, related, and thought-provoking, before submission and consideration by referees. This requires:

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An abstract not exceeding 250 words comprising the following is required in the following format:

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Provide maximum 7 key words of the manuscript

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The Introduction should provide a clear statement of the problem, the relevant literature on the subject should be cited. Methods and procedures used in the research should be described in detail. Results should be clearly described and should provide a comprehensive picture of results. Previously

published findings should be written in the present tense. Detailed interpretation of data should not be included. In discussion section findings should be interpreted in view of the present study results and results of past researches in that area. Conclusions should be given at the end of article. Discussion section should describe briefly the major findings. It should describe the validity of observation and other published work dealing with the same type of findings.

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d) Title, subtitles, abstract and references single spaced; body text 1.15 - line spaced

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Assistant Professor (Finance)

Faculty of Management Sciences, Department of Economics and Finance

Foundation University Islamabad, Pakistan