

THE LAHORE JOURNAL OF BUSINESS

Lahore School of Economics

*Ummar Aftab, Waseem Akhtar
Qureshi and Attiya Yasmin
Javid*

**Do Cash Holdings differ in
Europe and Asia Pacific?**

Humyra Dawood
**Influence of Perceived
Corporate Social Responsibility
on Brand Image, Satisfaction
and Trust**

*Rana Tanveer Hussain and
Abdul Waheed*
**Strategic Resource and Firm
Performance: An Application of
the Resource Based View**

*Shiraz Ahmed, Junaid Ansari,
Yamna Waqas Khan and
Muhammad Sufyan Ramish*
**Mediating Empowerment:
Are bank employees satisfied
with perceived leadership and
empowerment?**

*Mehvish Umer and Sohnia
Salman*
**The Role of Price and
Promotion in Creating Brand
Equity Leading to Brand Love**