

Employee's Behavioral Determinants Of Potential Of Islamic Banking



Program

MS–Islamic banking and finance

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ABSTRACT

Banking sector is considered one of important institution role playing institution in the country .In Pakistan we have two types of the banks one is conventional and another is Islamic as Islamic banking is at its developing stage. This study concentrated on attitude of employees of Islamic banks. Questionnaire method is utilized to collect the data from individuals in banks located in twin cities; Rawalpindi and Islamabad. Study reveals that religious value is important factor promote the people towards Islamic banking but there are others factors which are more important in the selection of Islamic banking and for their future growth so it is concluded, different factors are equally responsible for the selection of Islamic banking and for their potential growth. Islamic banks need to improve internal strengths instead of focusing only religious factor.