

AWARENESS OF AUTOMATED FOREIGN EXCHANGE TRADING SYSTEM IN PAKISTAN



Submitted in partial fulfillment of the requirements
For the degree of Master of Business Administration

March, 2011

BAHRIA UNIVERSITY

Islamabad Campus

**AWARENESS OF AUTOMATED
FOREIGN EXCHANGE TRADING
SYSTEM IN PAKISTAN**

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ABSTRACT

The rapid advancement in technology, specially the Internet, has significantly changed the economic and social landscapes and every aspect of our daily lives. The Internet has facilitated on-line trading in the securities industry, changing the trend the market works, and the access of investors to the market.

The main rationale of this comprehensive study is to emphasize mainly on the significance for the adoption of information technology in financial market of Pakistan, because, in order to compete with other well established markets of Asia, Pakistani financial market must adopt this new form. This research will try to find out the attitude of different types of investors towards this form, that whether they are interested in adopting it or not.

The primary objective of this study is to develop an understanding among the behavior of different types of investors who are trading in our local market. Their perception towards technology whether they will or will not like it. This research will try to make an opinion about the perception of general investors about it.

This research will be answering is that "whether or not investors of the local area will be willing to adopt such an internet based trading system to execute their transaction?"

After thorough research we found that most of the investors agreed with the benefits of the online trading but still most of them are not aware about the automated Forex trading Software and they think that it is not possible in Pakistan at least, so they lack Awareness.

ACKNOWLEDGEMENTS

First and foremost we would like to thank Allah Almighty, who helped us in completing this mammoth task and our parents for their full support. We are deeply indebted to Prof, Mr. Adil Omar, CPA, Visiting Faculty, BAHRIA University, Islamabad Campus, for his valuable guidance, constructive criticism and sustained interest throughout the period of entire research work. His invaluable comments, suggestions and excellent guidance have been a constant source of inspiration in finalizing this research work.

We take this opportunity to express our deep gratitude to our supervisor Prof. Mr. Adil Omar, CPA, Professor of Management Sciences, BAHRIA University, Islamabad Campus. Even at odd hours of day and night, we called upon his gracious indulgence seeking his guidance and advice. He always listened to our difficulties and doubts most sympathetically and provided solutions with his innovative ideas. His help would remain a debt which we can never hope to be able to repay.

Last but not the least, we would also like to thank Nazish Lutfi, CEO of ISMAR Pakistan, Dr. Nousherwan Khan and Ahmad for their support and help.

We hope this project will prove to be a valuable source of information for all the students and faculty at BAHRIA.

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