

IMPACT OF DIGITIZATION ON FINANCIAL PERFORMANCE: MEDIATING ROLE OF SERVITIZATION

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1st Half Semester Progress Report

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Thesis/Project Title	Impact of Digitization on Financial Performance: Mediating Role of Servitization

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	20.02.2023	Cubicle-10	Introduction	<i>[Signature]</i>
2	13.03.2023	Cubicle-10	Introduction	<i>[Signature]</i>
3	03.04.2023	Cubicle-10	Literature Review	<i>[Signature]</i>
4	17.04.2023	Cubicle-10	Literature Review	<i>[Signature]</i>

Progress Satisfactory

Progress Unsatisfactory

Remarks: The Progress of the students are satisfactory

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Date: 14.07.2023

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Note: Students must attach 1st & 2nd half progress report at the end of FYP spiral copies.

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I hereby certify that the above candidates' final year project (FYP) has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted a plagiarism test of this FYP using HEC-prescribed software and found a similarity index on page # vii that is within the permissible limit set by the HEC for the BS (A & F) FYP. I have also found the FYP in a format recognized by the Department of Management Sciences.

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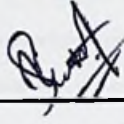
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DECLARATION OF AUTHENTICATION

I, hereby, declare that no portion of the work referred to in this project has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature:

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ABSTRACT

The study investigates the Impact of Digitization on Financial Performance; and the mediating role of Servitization. The study adopted the quantitative research design and primary cross-sectional data is used which was acquired through the use of a questionnaire with a sample size of 300 participants. The purposive sampling technique was used by the researchers to achieve the research objectives. The Linear Regression Model is used to test the impact of Digitization on Financial Performance. The findings suggest that Digitization has an insignificant positive impact on Financial Performance but a significant impact with Servitization as a mediator. Furthermore, Servitization mediates the relationship between the Digitization and Financial Performance of Conventional Banks in Pakistan.

Keywords: Digitization, Financial Performance, & Servitization

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